



Marketing





Looking back!

Reach in the last 12 months:

159,713

Average monthly reach:

12,000+

Since starting reels, in last 15 months we have had over

312, 000 views



This year strategy

Highlight provincial team

Share content + event news through channels

Connect freestyle community provincially

Continue to engage daily with user generated content through story shares and comments. Showcase all clubs wins and happenings across BC!

Promote / highlight Timber Tour

Work with Svin to continue to highlight Timber Tour, while also creating digital contests to shoulder our live event efforts