

Activation & Marketing Launch of an *Innovation Hub*

01

**Strategy &
Activation**

02

Rebranding

03

**Community &
Events**

THE PROBLEM

A brand-new innovation hub with no marketing foundation to draw on: no marketing strategy and plan, no digital systems and tools, no community presence, no brand. All of it needed from scratch to support Victoria's local tech scene.



What we *did*

- 01

Set up and configured marketing automation tools to run consistent, scalable campaigns across every channel.
- 02

Developed a comprehensive marketing strategy from the ground up and activated it across key digital channels.
- 03

Built community engagement plans and executed a series of on-site activities to connect with local tech companies.
- 04

Transformed the Hub's brand identity end-to-end and successfully launched the rebranding initiative to the public.
- 05

Collaborated closely with industry partners to shape a strategic, well-rounded events plan for the Hub.
- 06

Engaged and managed key stakeholders throughout the project to keep momentum and alignment high.



The *results*

- 01 A fully operational marketing automation engine, built from scratch.
- 02 A complete marketing strategy live across every digital channel.
- 03 An engaged local tech community, built through hands-on events.
- 04 A refreshed brand identity, successfully launched to the market.
- 05 Strong partner collaborations powering the Hub's ongoing events calendar.
- 06 Grew LinkedIn followers by 114% in 5 months, and increased email subscribers by 24% each month.

BUSINESS IMPACT

Brand positioning

Launched a new brand identity to the public and activated community engagement.

Marketing infrastructure

Replaced ad hoc efforts with a fully automated, scalable marketing engine.

Ecosystem engagement

Built an active network of partners, stakeholders, and local tech companies

