

Discover Erin Reels Campaign – Performance Snapshot & Business Participation

Submitted by: Town of Erin | Economic Development

Campaign Timeline: 2024–2025

Contact: Marina M., Economic Development Officer | marina.mato@erin.ca

Campaign Performance Snapshot

Purpose: To increase visitation, awareness, and economic activity through storytelling-driven short-form video content on Instagram and Facebook.



Total Reels to be produced: 40

Participating Businesses/Organizations: 35

Platform: @discovererin.ca (Instagram + Facebook Reels)

Key Results (as of July 2025)

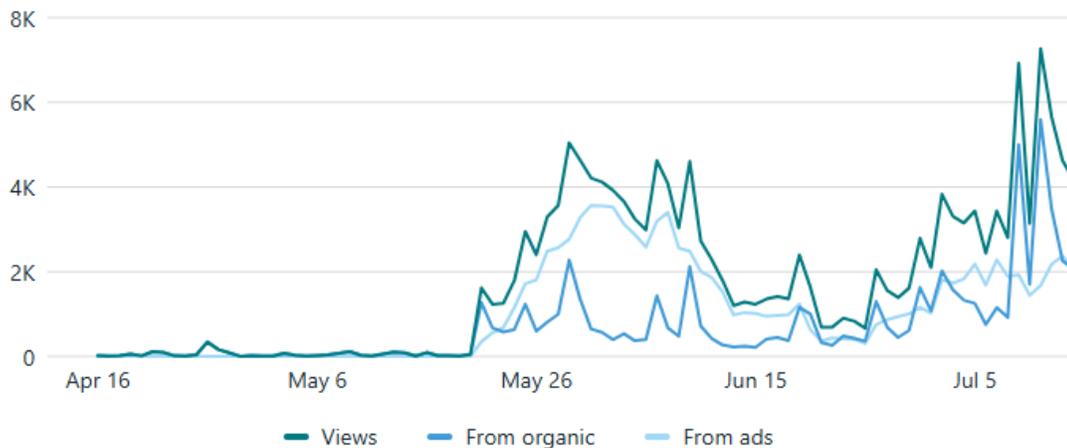
- Instagram Growth: 286 → 2,207+ followers (+700%)
- Reach (Last 90 Days): 57,800+ unique accounts
- Video Views (Last 90 Days): 156,000+
- Content Interactions (Likes, Shares, Comments, Saves): 3,700+

All Posts Stories

Views ⓘ
156.2K ↑ 4.2K%

Reach ⓘ
57.8K ↑ 5.3K%

Content interactions ⓘ
3.7K ↑ 7.1K%



Visitor Segments Targeted

- Adventure Seekers (outdoor/cultural activities)
- Foodie Fanatics (culinary, festivals)
- Family Fun Seekers (events, children’s attractions)
- Art Lovers (galleries, local heritage)

Quotes from Video Comments and Businesses

- “We would love to supply you some of our products through Sobey’s Look Local. Can we email you a sell sheet?” (comment on Foodland reel)
- “We really appreciate what you do and hope that this initiative continues for many years to come” (feedback from Tailwinds owner)
- “Love this series” (comment on Elliott Tree Farm Reel)
- “I hope to go there this year! I’m just down the road in Georgetown 😊” (comment on Erin Hill Acres post)

- “This is so awesome! Hope I get to come visit with my family next time we’re in town.” (comment on Heartwood Cidery reel)
- “Can't wait to visit this summer! And try the Pear Sparkle!” (comment on Heartwood Cidery reel)
- “Awesome experience thank you so much.” (comment from Spa at Belfountain owner)
- “We gotta stop in! Need to make some time to enjoy this place! ❤️” (comment on Elliott Tree Farm Reel)
- “Can’t wait to visit!” (comment on Elliott Tree Farm Reel)
- “Whoever is doing your video/ visuals deserves a raise 😊” (comment on Elliott Tree Farm Reel)
- “I just got my first customer from the reel” (comment from Club Ned owner)

Participating Businesses & Attractions

1. 1 Rural Commons (x2)
2. August Tree Farm
3. Platinum RV
4. Maddie Hatter Erin
5. Stonewell Lavender Farm
6. Hides in Hand
7. Everdale
8. Deborahs Chocolate
9. Tailwinds Bed & Breakfast (x2)
10. Elliot Tree Farm (x2)
11. The Wright Attitude Shoppe in a Shed
12. Naturally Rugged
13. Erin Hill Acres (x2)
14. Brighten up toys and Games
15. Mimosa Springs Alpacas
16. Century Church Theatre

17. Amoretto's Fashion
18. Longrun Thoroughbred Retirement Society
19. The Spa at Belfountain
20. Heartwood Farm and Cidery
21. Tin Roof Cafe
22. Club Ned
23. Hillsburgh Foodland
24. Over Here Community Arts Adventure
25. Greyden Equestrian
26. Erin Farmers' Market
27. Angelstone Tournaments
28. The Hummingbird Barn Venue
29. Woollen Mill Kitchen
30. Erin Fitness
31. Kids Inc.
32. Carney Country Events and Catering / The Kitchen
33. Melissa Mary Jenkins Art
34. Erin Estate
35. Hacienda Santa Maria