

TODDOTORONTO

Your #1 Source for Things to Do in Toronto

Est. 2016



Businesses we've worked with:



Click [HERE](#) to see our Case Studies.

OVERALL INSIGHTS

ACROSS ALL PLATFORMS

1M+

Followers

10M+

Monthly Reach

40M+

Monthly Avg Impressions

5.3M

Unique Monthly Reach

800k+

Monthly Engagement
(Likes, Comments, Shares, Saves)



Metrics are inclusive of all platforms owned by TodoToronto
As of January 2024



AUDIENCE

Female/Male



57%

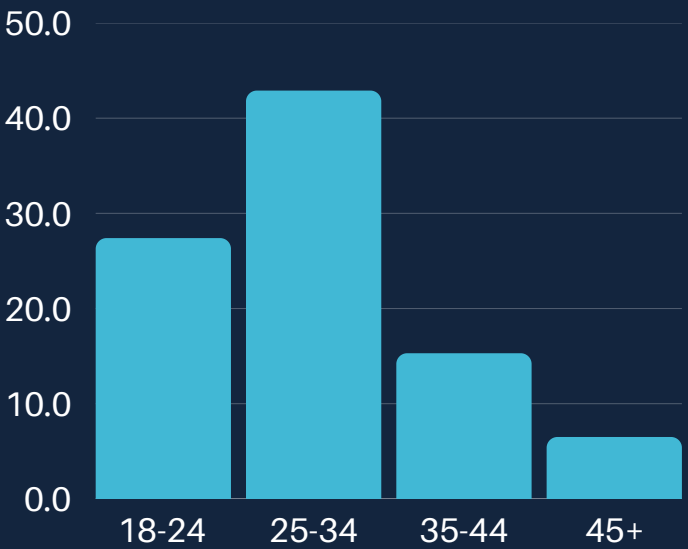
Female

42%

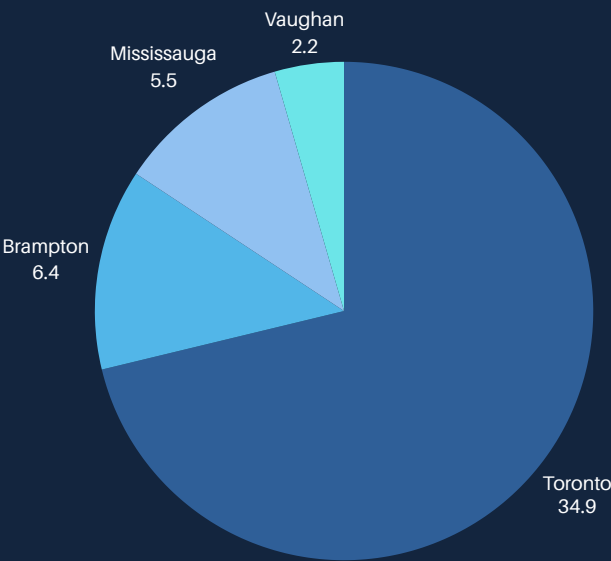
Male



Age Ranges



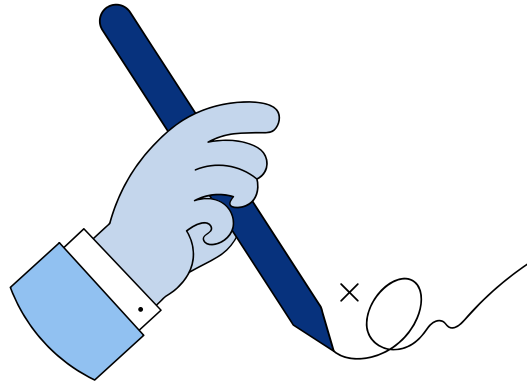
Location



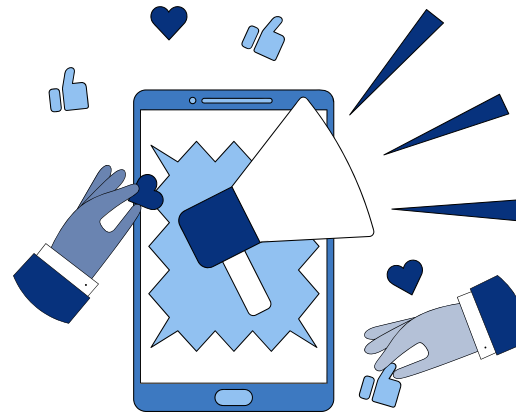
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As of January 2024



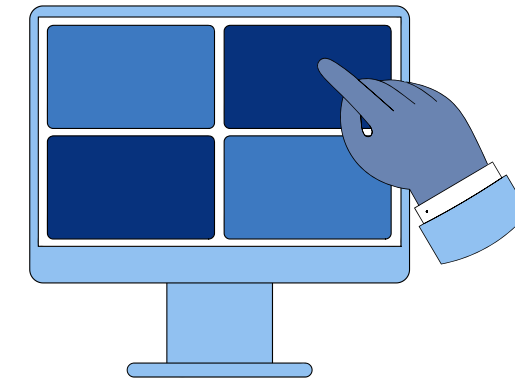
OUR SERVICES



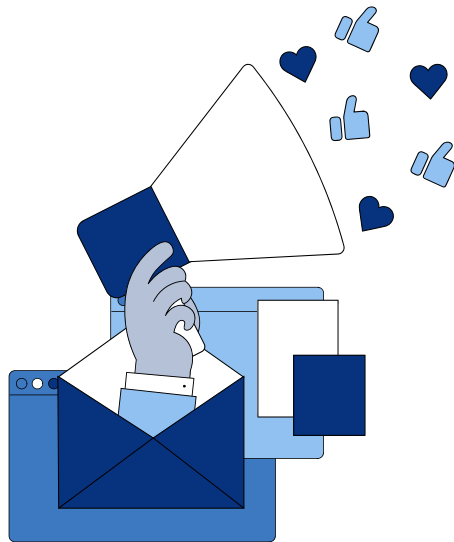
Social Publishing



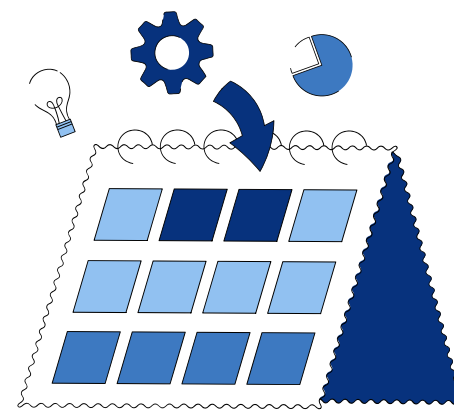
Content
Creation



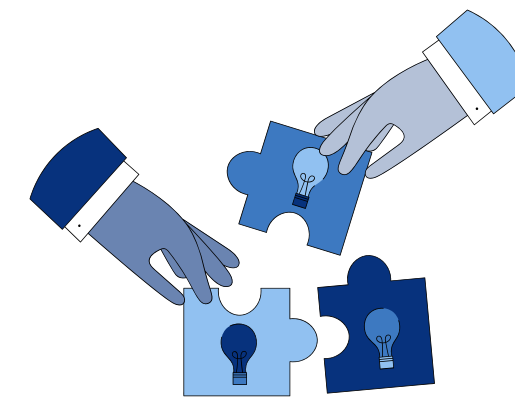
Blogging



Email Marketing



Event Hosting



Social
Strategy

INSTAGRAM COMPARISON

IG Account	Followers	Engagement Rate	Average likes
<i>Todotoronto</i>	955k	0.8%	7,314
<i>NarcityToronto</i>	189k	0.15%	288
<i>Blogto</i>	890k	0.01%	69
<i>CuriocityToronto</i>	418k	0.06%	154
<i>StreetsofToronto</i>	555k	0.93%	3,971

TodoToronto currently has the highest Followers, Engagement Rate and Likes on average based on
"<https://socialblade.com/>" -November 2024



INSTAGRAM

@TODOTORONTO

940k

Followers

38M

Avg. Impressions
(last 30 days)

8M

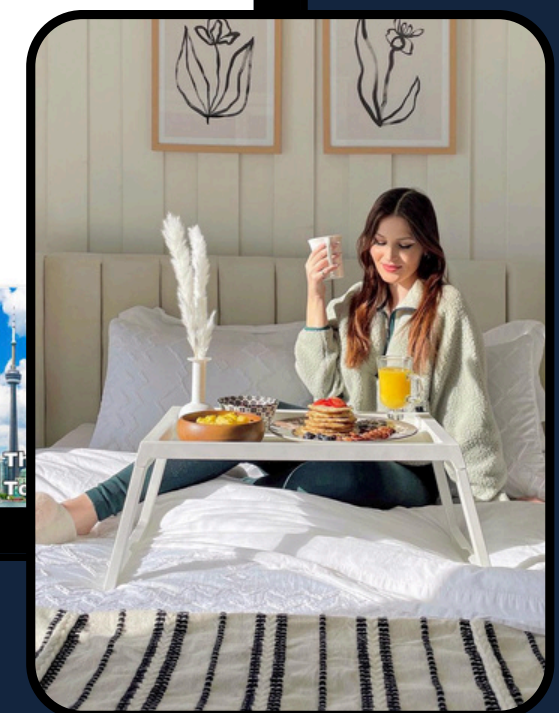
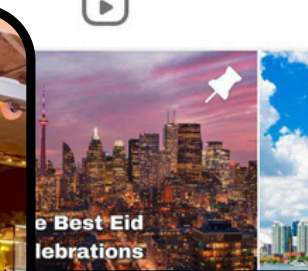
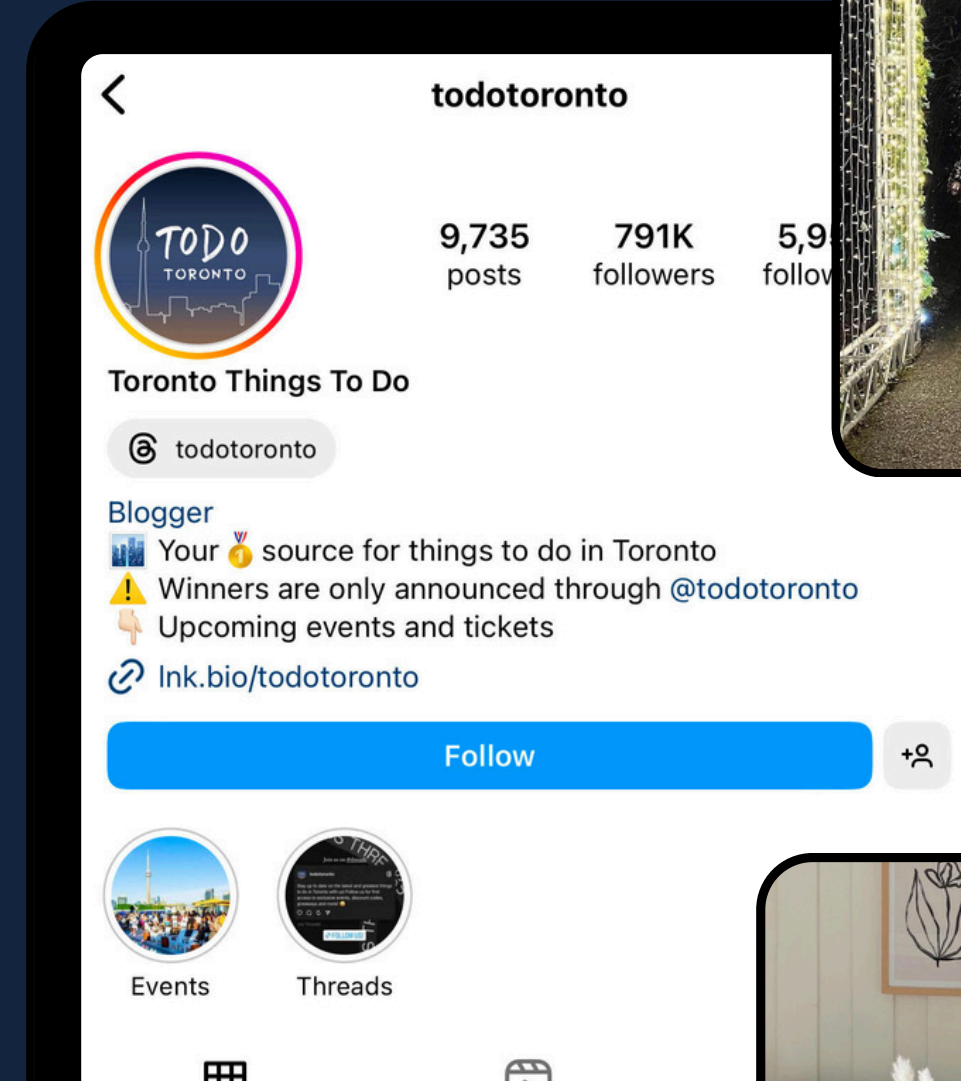
Avg. Reach
(last 30 days)

2M

Avg. Engagement
(last 30 days)

Deliverables

- IG Reel
- IG Giveaway
- IG Listicles
 - "Things to do This Week/Weekend"
 - "Top things to do"
 - "Best Date Ideas"
 - "Best of x"



TIKTOK

@TODOTORONTO

169k

Followers

3.7M

Avg. Impressions
(last 30 days)

393K

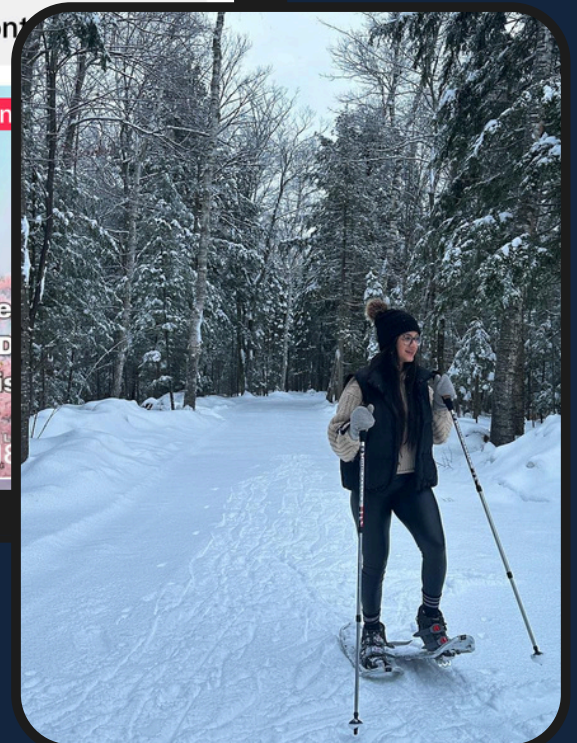
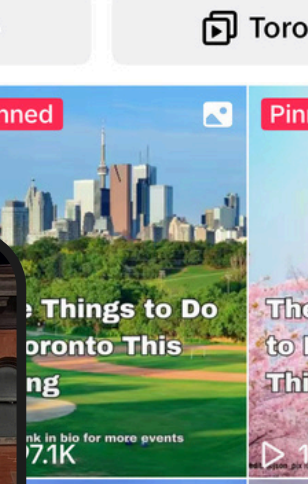
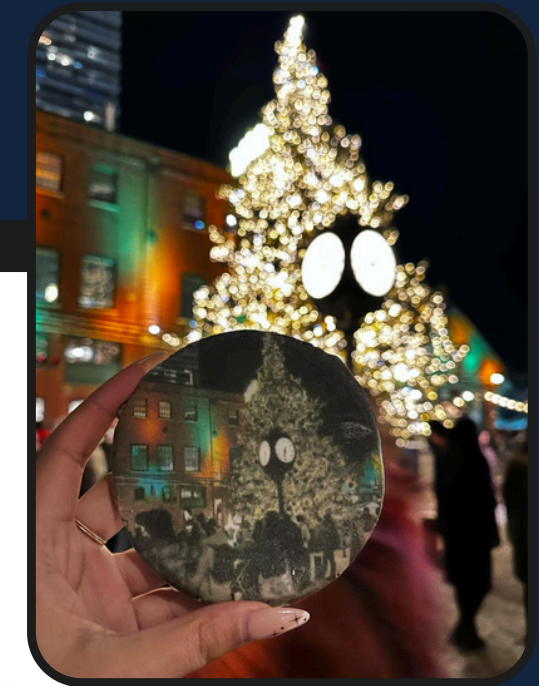
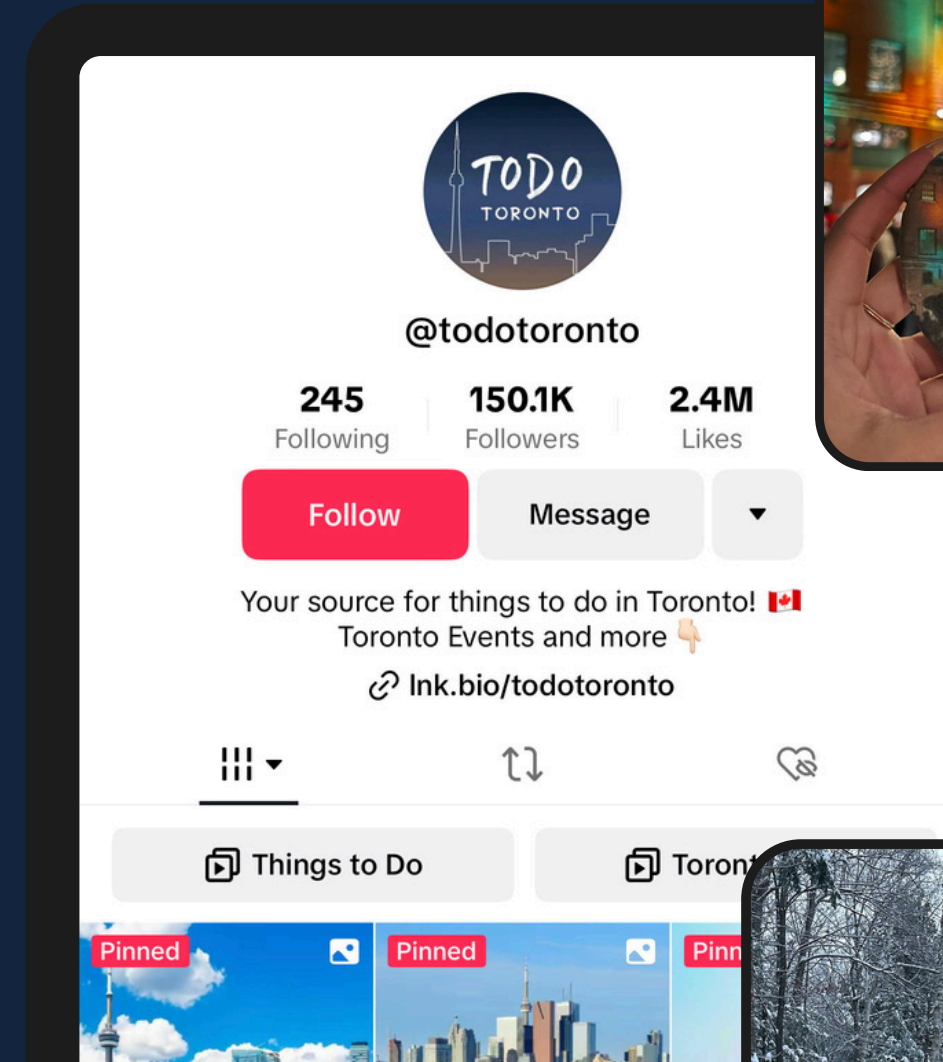
Avg. Reach
(last 30 days)

90K

Avg. Engagement
(last 30 days)

Deliverables

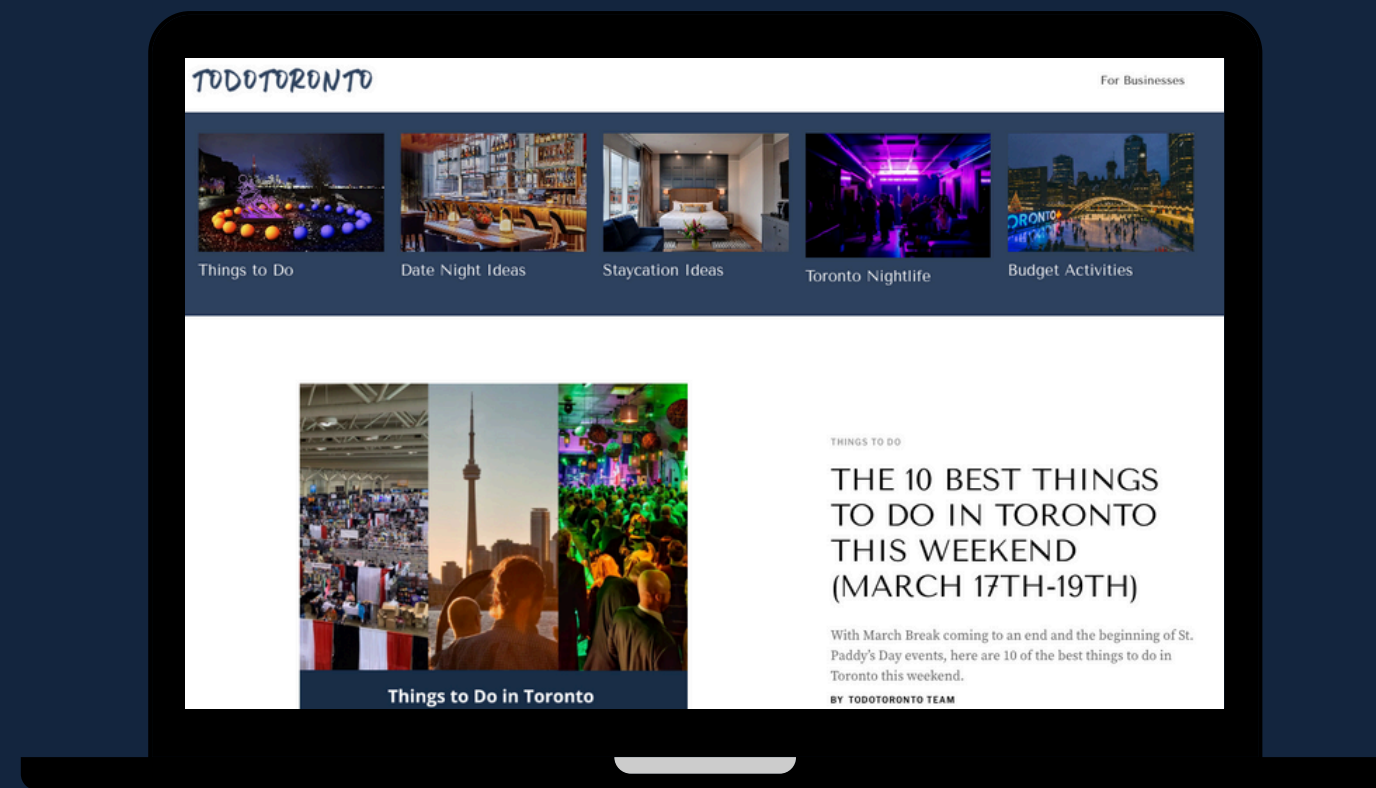
- TikTok Video
- TikTok Listicles
 - "Things to do This Week/Weekend"
 - "Top things to do"
 - "Best Date Ideas"
 - "Best of x"



BLOG

WWW.TODOTORONTO.COM

Help rank #1 on Google with quality backlinks and content. Tell the story behind your brand and how its making an impact



Deliverables

- Dedicated blog
- Blog features
 - "Things to do This Weekend"
 - "Top things to do"
 - "Best of x"

60K

Unique Visitor per month

552K

Avg. Impressions per month

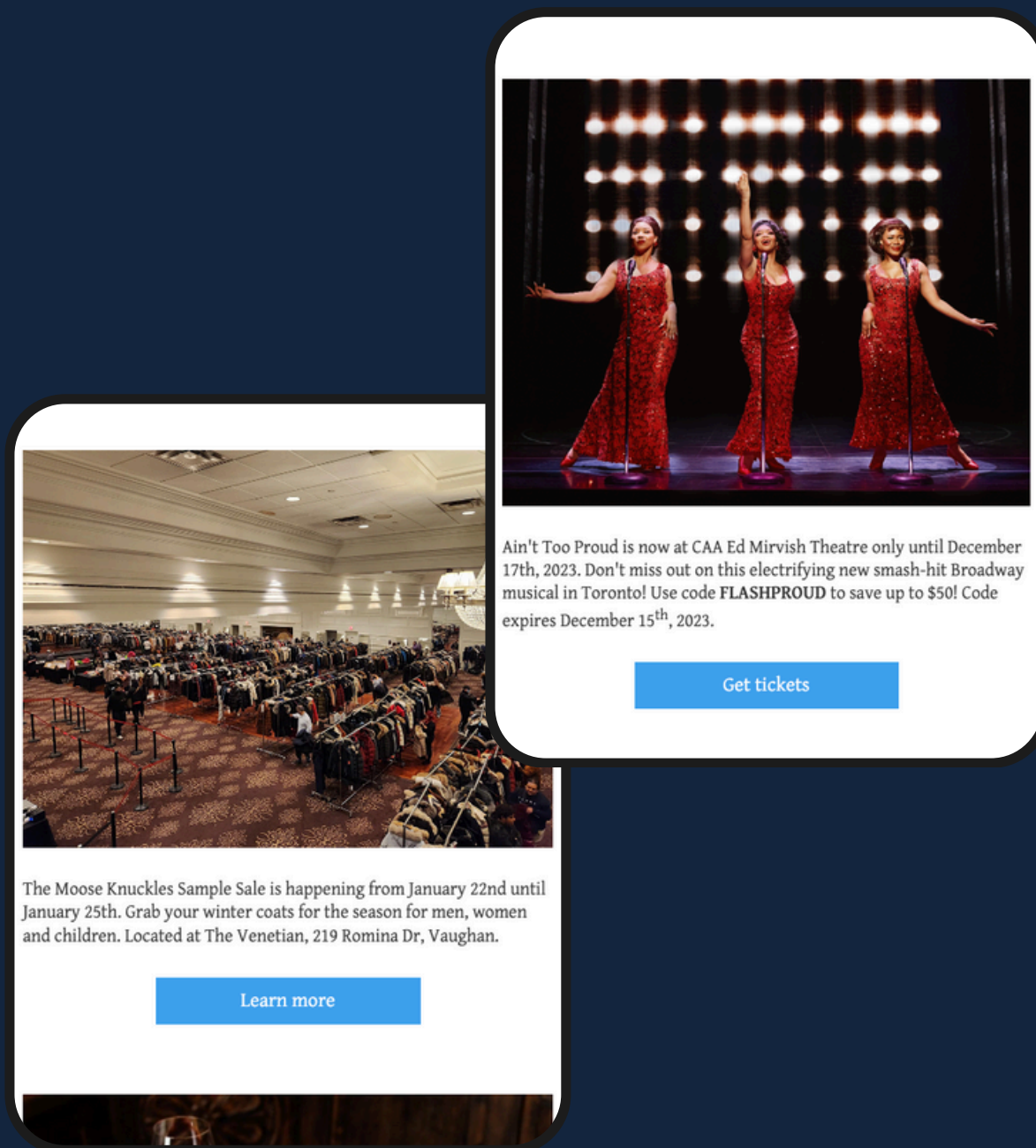
3.6%

Avg. CTR



NEWSLETTER

Rapidly growing channel where we showcase how your potential customers can experience your product/event.



15,000

Subscribers

46%

Open Rate

35%

Click Rate



TODOTORONTO EVENTS

We host several events in the city monthly. Our events range from Networking, Food, Dating, Vendor Markets and more! Learn more about our past and upcoming events [HERE](#)



10k+
Attendees

40+
Events Hosted

20+
Sponsors

Interested in hosting or being part of exciting events in Toronto? Contact us at info@todotoronto.com to learn more.

