



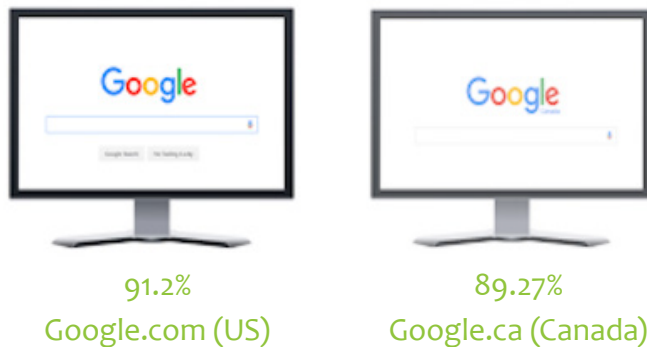
**Tourism**  
NOVA SCOTIA

**SEARCH ENGINE  
MARKETING PROGRAM**

# Opportunity

Want to effectively and efficiently maximize exposure to your business through search engine marketing (SEM)? By partnering with Tourism Nova Scotia, you'll increase your ability to find business and close sales through Google Search, while better tracking the search funnel – from inspiration to conversion. And throughout it all, you'll have access to dedicated teams specializing in search marketing, offering customized services based on your specific needs.

Together we can leverage Google's massive reach within the US and Canada.



Sources: ComScore Media Metrix, Oct 2015. Total Digital Population, All Devices.

This guide will provide you with an overview of search engine marketing and information about how to qualify for this program.

A vertical photograph on the left side of the page shows a person from behind, walking up a wooden staircase in a lush green forest. The person is wearing a white shirt, shorts, and a red backpack. The staircase is made of wooden planks and has rustic wooden railings. Sunlight filters through the trees, creating a dappled light effect on the path.

# Contents

- 1 What is SEM?
- 2 How SEM works
- 3 Why SEM is important
- 4 What is the program?
- 5 How do I get involved?



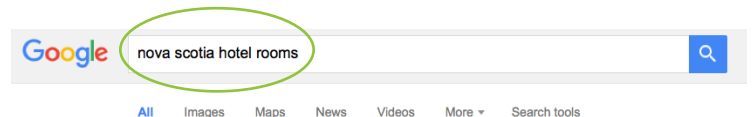
# What is SEM?

SEM (Search Engine Marketing) is purchasing ads on search engines to gain website traffic and potential customers.

Investing in SEM ensures that your business is prominently featured when potential customers search Google for information related to your business offering.

**PAID:**  
Paid ads from various advertisers appear at the top of the search

**FREE:**  
Organic results ranked according to relevance of original search term appear below the paid ads on a search results page.



- **Nova Scotia Hotel - Enjoy Our Luxurious Accommodations**  
• Ad [www.oldorchardinn.com/NovaScotia](http://www.oldorchardinn.com/NovaScotia) +1 888-972-5796  
• Panoramic Views & More. Call Today!
- **Delightful Dining Rooms**  
• Enjoy an Exquisite Dinner with a Panoramic View. Check Our Menus!
- **Resort & Spa Activities**  
• Discover the Life in the Landscape, Highest Tides of the Bay of Fundy!
- **Nova Scotia, Canada. Book Your Hotel Now Booking.com**  
• Ad [www.booking.com/](http://www.booking.com/)  
• Nova Scotia Hotel. No reservation costs. Great rates.  
• No Booking Fees · Free Cancellation · Read Real Guest Reviews  
• Ratings: Selection 9/10 - Customer service 9/10 - Website 9/10 - Travel info 9/10  
• Deals Special Offers - Best Price Guarantee - Get Instant Confirmation
- **Nova Scotia Hotels \$59 - trivago.ca**  
• Ad [www.trivago.ca/Hotel-Rooms-NovaScotia](http://www.trivago.ca/Hotel-Rooms-NovaScotia)  
• Save up to 78% on 700,000+ Hotels. Nova Scotia Top Hotel Room \$30pp.  
• Best Rated Hotels - Rooms up to -78% - Lowest Room Prices - 2\* Hotels
- **Book A Hotel Room Today - 1 Night Stay Incl**  
• Ad [www.hearthstonehospitality.ca/](http://www.hearthstonehospitality.ca/)

- **The 10 Best Nova Scotia Hotel Deals - TripAdvisor**  
• [https://www.tripadvisor.ca/SmartDeals-g154967-Nova\\_Scotia-Hotel-Deal...](https://www.tripadvisor.ca/SmartDeals-g154967-Nova_Scotia-Hotel-Deal...)  
• Nova Scotia Hotel Deals: Find great deals from hundreds of websites, and book the right hotel using TripAdvisor's 175876 reviews of Nova Scotia hotels.
- **The 10 Best Nova Scotia (Canada) Hotels - TripAdvisor**  
• [www.tripadvisor.ca](http://www.tripadvisor.ca) > Canada > Nova Scotia  
• Book the Best Nova Scotia Hotels on TripAdvisor: Find 35904 traveller reviews and 10068 candid photos for 186 hotels in Nova ... Enter dates & see best prices.
- **Halifax - Booking.com**  
• [www.booking.com](http://www.booking.com) > Canada > Nova Scotia  
• ... great rates. Read hotel reviews and choose the best hotel deal for your stay. ... Westin Nova Scotian was the best value of all the places we stayed. Modest ...
- **Halifax Hotel Deals - Travelocity**  
• [www.travelocity.ca](http://www.travelocity.ca) > Hotels > Canada > Nova Scotia  
• Find the best hotels at cheap rates in Halifax. ... trip around Nova Scotia and the comfort and style of Cambridge Suites was a perfect ending to our vacation.

# How SEM works

## The Steps of SEM:



- 1 Advertisers select keywords and ad content
- 2 Consumers search those keywords
- 3 Google ranks all the ads (the auction)
- 4 Top ranking ads appear
- 5 Advertiser only pays when ad is clicked

$$\text{Ranking Points} = \{ \text{Quality Score} \times \text{Max. CPC} \}$$

More points =  
better position on results page

- ✓ CTR (Click Through Rate) =  
# of clicks / # of impressions
- ✓ Ad Relevancy
- ✓ Landing Page Quality
- ✓ Historical performance

The highest \$ amount you're  
willing to pay for a click

 14	=	7	X	\$2	Ford gets higher position
 9	=	3	X	\$3	

# Why is SEM important?

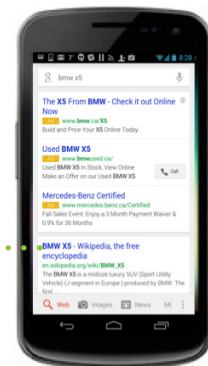
Google analyzes millions of consumer interactions to show how different marketing channels affect online purchase decisions in the Canadian and American travel category. Using SEM through this program will ensure you are maximizing Google to direct consumers to content on your website.

## Why Search Engine Marketing is a worthy investment

The advantages are pretty simple. When you buy ads through SEM, your content appears at the very top of the search. It's the first thing anyone will see, as opposed to organic search results, which may not even appear on the first page.



#2 Organic on computer  
is barely visible.



#2 Organic on mobile  
is barely there...

## Why search matters to travellers

Below you'll find some helpful statistics highlighting the role search plays in the Canadian and American travel segments.

### Canadian travellers

**55%** Thinking about next year, more than half of Canadian travellers say that search engines will be their go-to source for travel ideas and information

**51%** Over 1 in 2 Canadian travellers start their travel booking and shopping process with search

**83%** Of Canadian travellers used destination-related terms

**74%** Of Canadian travellers used specific brands or website names

**66%** Of Canadian travellers used activity-related terms

**66%** Of Canadian travellers used price-related terms

**54%** Of Canadian travellers used terms related to specific needs or wants

Sources: 1 Google Canada Travel Path to Purchase Study, in partnership with Ipsos, Q4 2015, Canada; 2 Google Analytics "The Customer Journey to Online Purchase", Travel category data, Medium business, Canada

### American travellers

**54%** Of American travellers say that search engines were a source of inspiration for their most recent personal/leisure trip

**47%** Of American travellers say that search engines were a digital source that they used to research their most recent personal/leisure trip

**78%** Of American travellers used destination-related terms

**69%** Of American travellers used specific brands or website names

**59%** Of American travellers used activity-related terms

**70%** Of American travellers used price-related terms

**53%** Of American travellers used terms related to specific needs or wants

Source: 1 Google Canada Travel Path to Purchase Study, in partnership with Ipsos, Q4 2015, US travellers; 2 Google Analytics "The Customer Journey to Online Purchase", Travel category data, Medium business, United States



# What is the program?

Search Engine Marketing is an important way to increase awareness about our province as a destination. Ongoing Tourism Nova Scotia SEM has resulted in major increases in traffic to novascotia.com. We want to share our resources and expertise with industry partners to maximize investments in key markets and increase business opportunities.

This program allows industry partners to invest in SEM using Tourism Nova Scotia's partnership with Google and a dedicated team of media buyers. Partners can buy into SEM using Tourism Nova Scotia's account. Tourism Nova Scotia will match your investment dollars. All media buys will be executed and managed by Tourism Nova Scotia and our media buyers. This approach allows partners to advertise using SEM and benefit from a professional team to manage the media buy.

## Program Benefits:

- Tourism Nova Scotia is offering an opportunity for partners to buy into SEM in the key markets of Ontario, Quebec and North Eastern United States.
- TNS will match all partner investments in SEM, 50/50\*.
- Minimum investment required for partners is \$1,250 per month, with a 2 month advertising campaign. Minimum total investment from partners is \$2,500 and maximum investment is \$50,000 (inclusive of the media buying fee).
- You choose your investment level, key markets, and timing. We're here to help you do this.
- Traffic can direct to your own website, novascotia.com content or a mix of both.
- You're provided with monthly reporting of your investment.
- We look after the relationship with media buyers and Google.
- Selected program partners will have an opportunity to engage in an information session with Google Canada to learn about SEM.
- This is the first partnership of its kind in Canada

\*A 15% media buying fee will be covered within the total amount.

## Why is Tourism Nova Scotia doing this?

- To align with the Tourism Nova Scotia strategy to attract first time visitors by investing in markets of highest return.
- To increase the number of Nova Scotia based ad words appearing in relevant search queries in our key markets of Ontario, Quebec and North Eastern United States.
- To support private sector growth and direct more qualified traffic to Nova Scotia tourism businesses.
- To be a great partner with industry and provide valued programming.



# How do I get involved?

## Who can qualify?

- Individual tourism businesses, tourism-related organizations and non-profit consortium groups\*. All applicants must be in good standing with the provincial Registry of Joint Stock Companies.
- Partners with a minimum investment of \$2,500 (see page 8 for additional detail).
- Partners with robust and relevant content on novascotia.com and/or their own website to support keyword segments.
- Your own website must have Google Analytics installed, and must have the ability to place tags to track SEM buys.

*\*Non-profit consortium groups may be eligible for an administration fee of 15%.*



Applications will be evaluated based on the relevancy of website content and best fit with Tourism Nova Scotia's target audiences. All partnerships are subject to available program funding and amounts requested may not be fully accommodated.

**Deadline for submission is March 7, 2016**

If you have any questions or just want to get the ball rolling, please don't hesitate to reach out. We're excited to work together to bring new visitors to Nova Scotia.

### **Apply now**

<https://tourismns.ca/sem>

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