

## TIP SHEET #11

# MARKETING YOUR EXPERIENCE

Now that you've developed a new experience for your target traveller segment, it's time to grow your business by creating awareness, increasing your profile, and closing the sale! You have an opportunity to sell your experience by influencing what potential customers read, what pictures they see, and the interactions they have with your business. Plan to capture attention, motivate bookings, and encourage visitors to share!

### What is marketing?

Marketing is made up of every touchpoint with visitors: what they hear from friends and family, the look and feel of your website, and interactions with your business before, during, and after they visit. All these factors influence purchasing decisions. Some marketing activities are low to no cost, requiring an investment of time, while others are paid, like digital ads. Consider your target market, your business goals, and your budget when choosing marketing activities to promote your experience.

### MARKETING INCLUDES:

- Word of mouth
- Digital Presence (Website, Search, Ads)
- NovaScotia.com
- Travel Media
- Travel Trade



**Word of mouth:** The most influential form of marketing is word of mouth, including social media. Word of mouth is the most trusted way for travellers to find out about destinations and experiences.

**Digital presence:** You want visitors to easily find and book your experience online. Your website is often the first impression a visitor has of your business, make it a great one with compelling photos and video, mobile-first design, and current content. Explore opportunities with the TNS team through [Digital ads](#) or the [Digital Content Marketing Program](#) to partner on the creation of high-quality photos and videos. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) can help you position your website to be found more easily by potential visitors. Social media marketing can help create awareness and drive bookings.

**NovaScotia.com:** Leverage Tourism Nova Scotia's marketing efforts by listing your business, events, packages, and experiences on our official tourism website. NovaScotia.com receives nearly four million visits per year!

**Travel media:** Help create awareness with new audiences and reach markets by inviting journalists or influencers to take part in your experience then share in their channels.

**Travel trade:** Work with partners such as tour operators and travel agents to extend your reach and sales to international markets such as US, China, Germany, and the UK.