Top 5 Free or Low-Cost Ways to Get Your Online Presence In Order

Thursday, April 30, 2020 Webinar presented by: Tourism Nova Scotia Digital Nova Scotia Alison K Consulting



WELCOME!









Alison K Consulting

- Alison K Consulting provides strategic web + brand design for service-based businesses and organizations.
- Through data and design, convert the curious into customers.

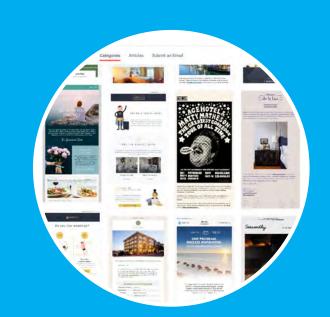


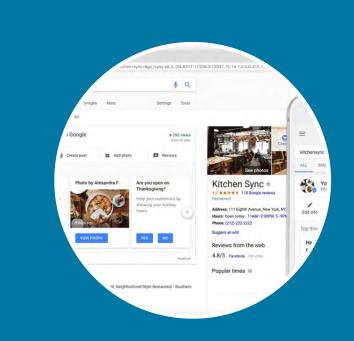




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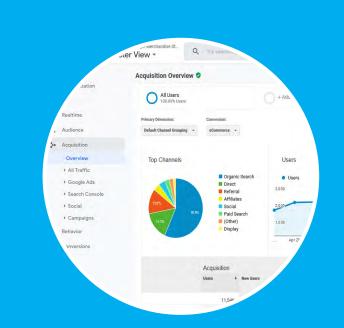
Goggle My Business



Website Auditing



Social Media Automation



Google Analytics















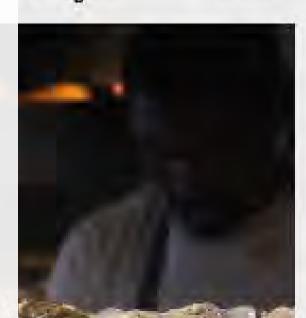
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Newsletters

Free - \$12/month

Templates make things faster

Very easy to use

Creating content











Pros

- Low-cost way to remain top of mind
- Easy to track what people are interested in
- Can segment (target) specific readers
- Flexible: quarterly to weekly creation frequency

Cons

- Creating content takes time (but easy to overcome!)
- Can't perfectly control email delivery/opens/display



- Free Plan: 1 user, 1 list up to 2000 contacts
- Essentials Plan: \$12/month, 3 lists, up to 50000 contacts
- Well documented/supported
- #5 in top ranked delivery

Others: TinyLetter, Mailerlite, ActiveCampaign, Convertkit, Constant Contact, AdWeber

Next Steps

- 1. Created webpage just for newsletter signups
- 2. Send out personal, positive content:
 - behind the scenes while awaiting to reopen
 - tips and tricks to help during this time
 - retrospective of past events
- 3. Promote newsletter on social media
- 4. Setup tags and segments

























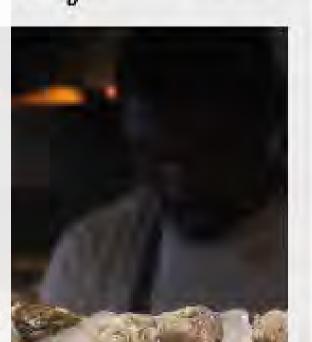


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Carton Wallet Workshop

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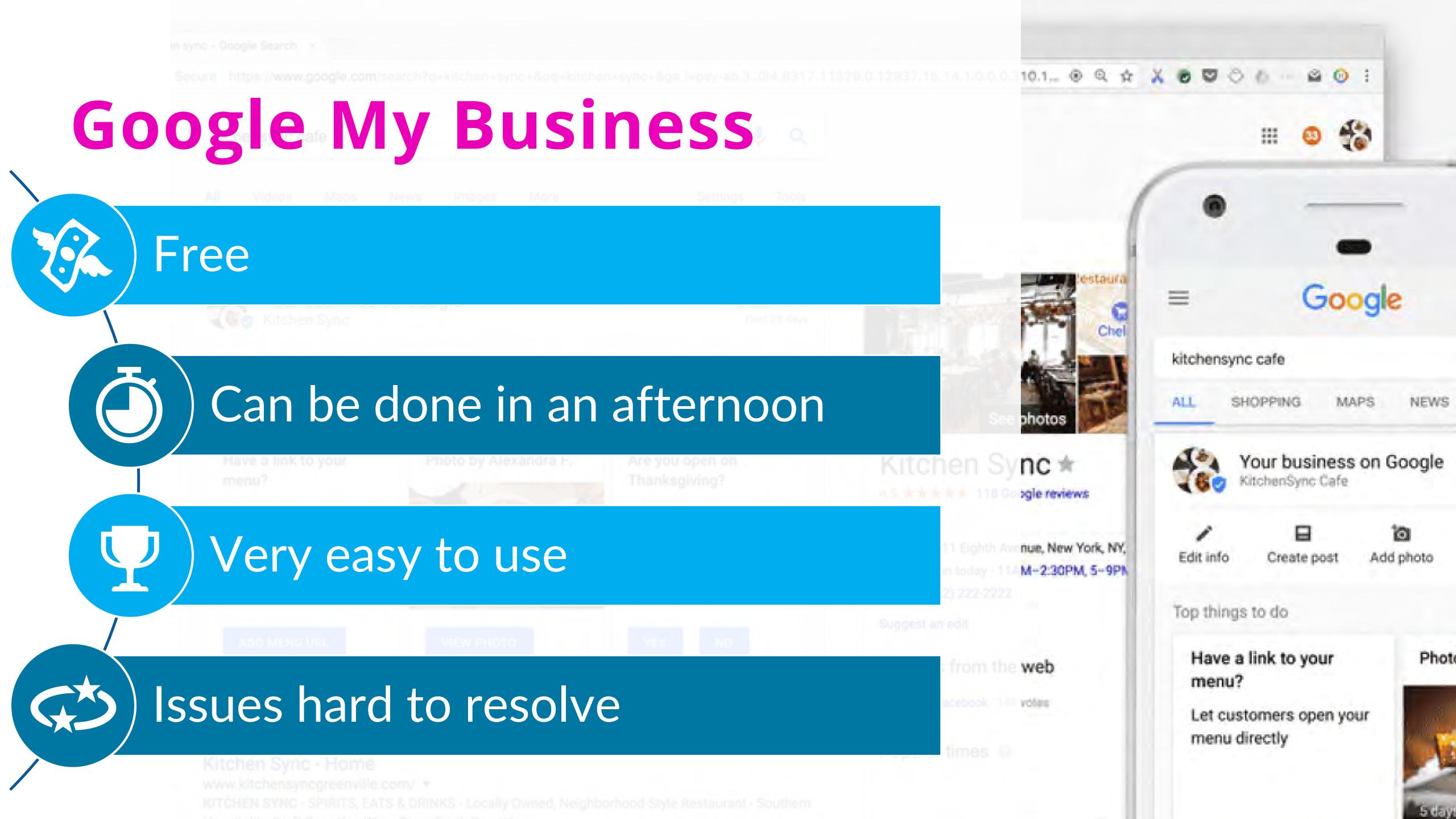
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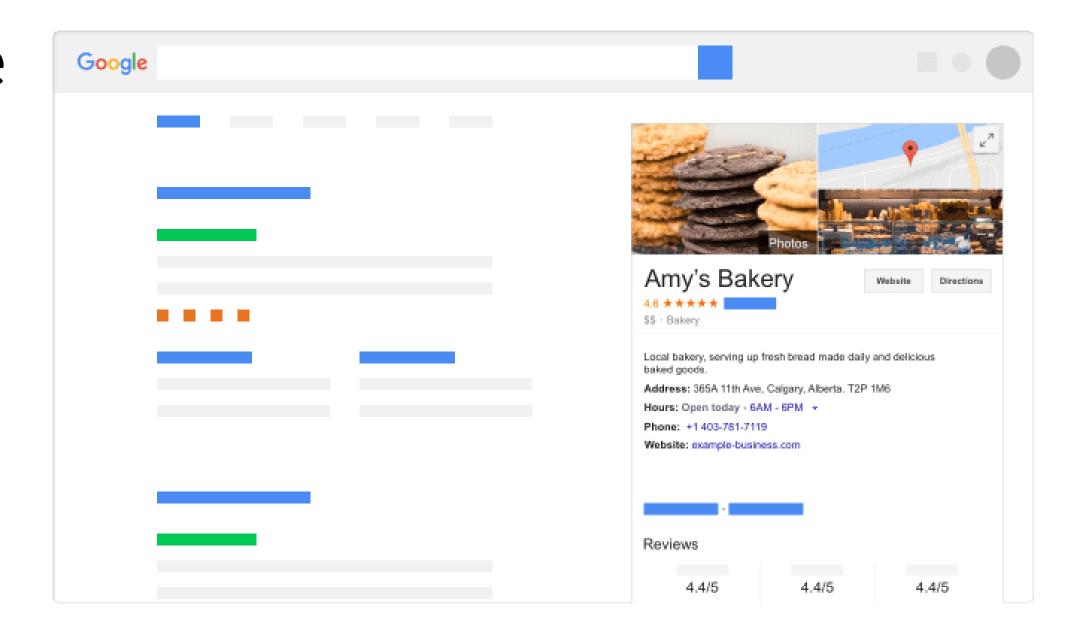






Pros

- No code, no jargon, it's a listing service
- Visibility on the world's largest search engine and maps
- Easy way for people to leave reviews
- Hooks into booking services like
 Hotels.com, Booking.com, etc



https://www.caorda.com/blog/google-my-business-what-is-this-and-why-is-it-important-for-your-business/

Pros

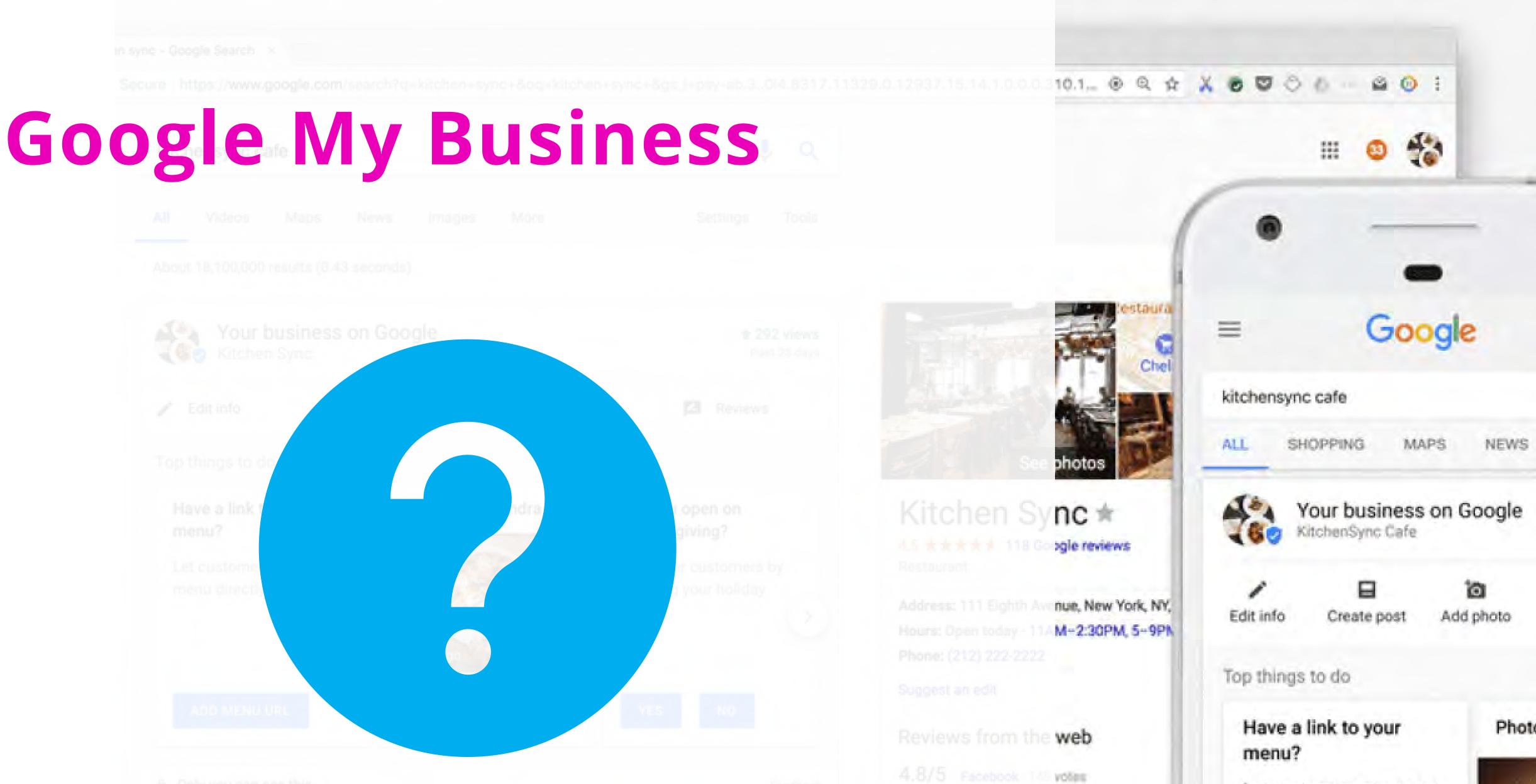
- Provides valuable insights such as:
 - queries used to find your business
 - how they searched for you (by name, category or similar brands)
 - if they visited site, requested directions, looked at photos

Cons

- Removing bad/fake reviews is time consuming
- Troubleshooting is very time consuming (hard to get a person)
- Issues between 3rd party booking companies and your listing

Next Steps

- 1. Claim your business on Google My Business (use a Gmail account)
- 2. Fill out details (they will call, email or send a postcard)
- 3. Complete GMB information (especially photos!)
- 4. Request guests leave reviews
- 5. Review insights to help you strategize
- 6. Update hours or mark yourself as temporarily closed
- 7. Create posts (Covid-19, offers, updates, event, products)



Let customers open your menu directly

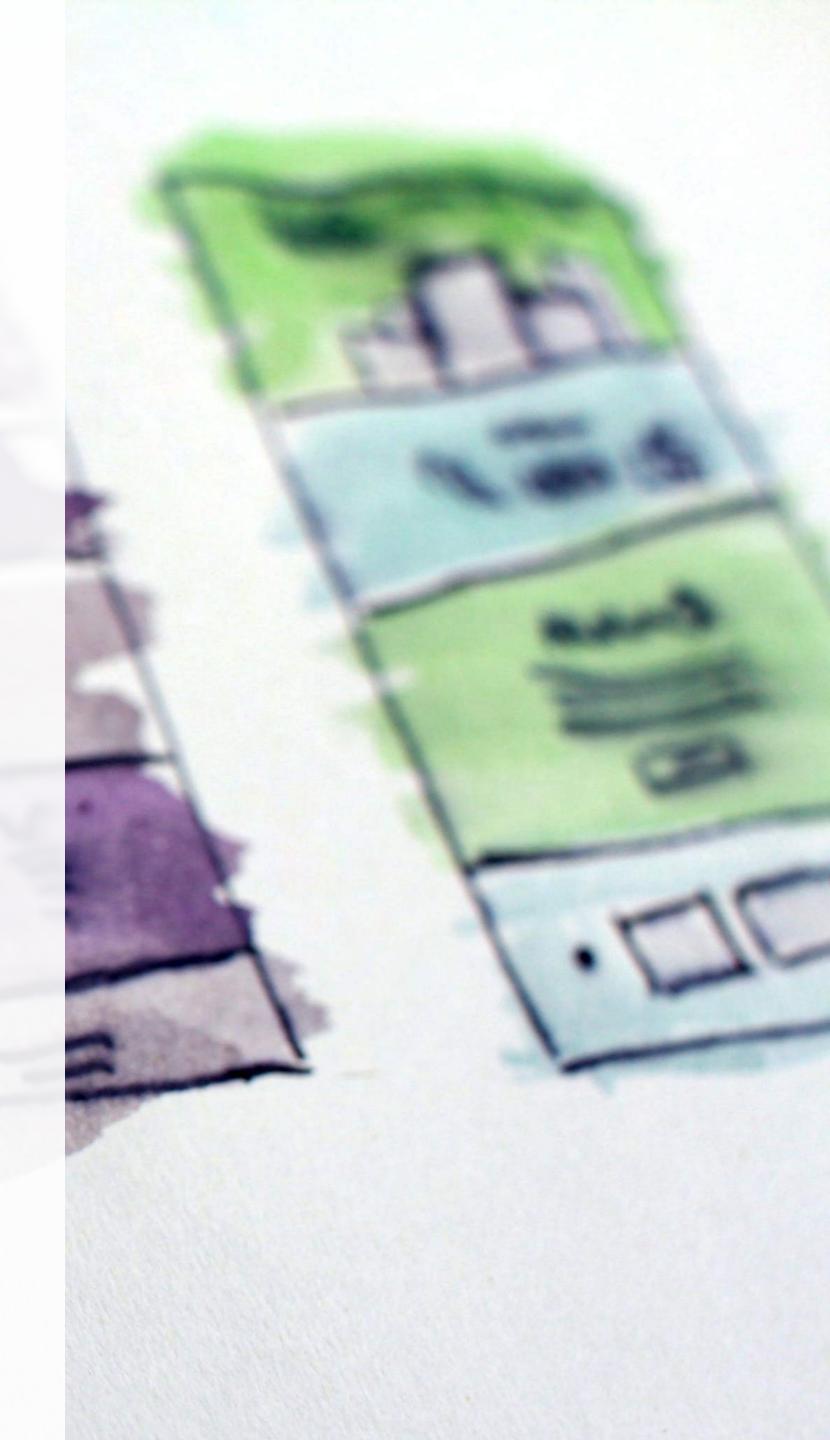
Website Auditing



Takes a few hours – few days



(CS) Internal bias



Pros

- Refines your business goals and who your guests are/their needs
- Cuts down on busy work related to the website

Cons

- Easy to create 'bias' in audit (so interview guests if you can)
- Changes could be limited by website or skills

Next Steps

- "How likely are you to recommend our website to a friend?"
- "Did you have trouble finding something?"
- "Is our (pricing, amenities, services) clear?"
- "Who else did you consider before visiting our site?"

Next Steps

Create Guest Personas

- Age, occupation, other traits
- What do they need to accomplish
- Words they use about your business

Create Situations

- American newlyweds planning honeymoon
- Local yoga instructor looking to book retreat
- Vegans looking for fine dining experience

Go Through Situation

- Right tone?
- Easy to read?
- Easy to complete task?
- Obvious clickable elements?
- Flows well?

Apply Adjustments

- Create new content
- Remove redundant or obsolete content
- Calls-to-action
- Performance
- SEO
- Outsource

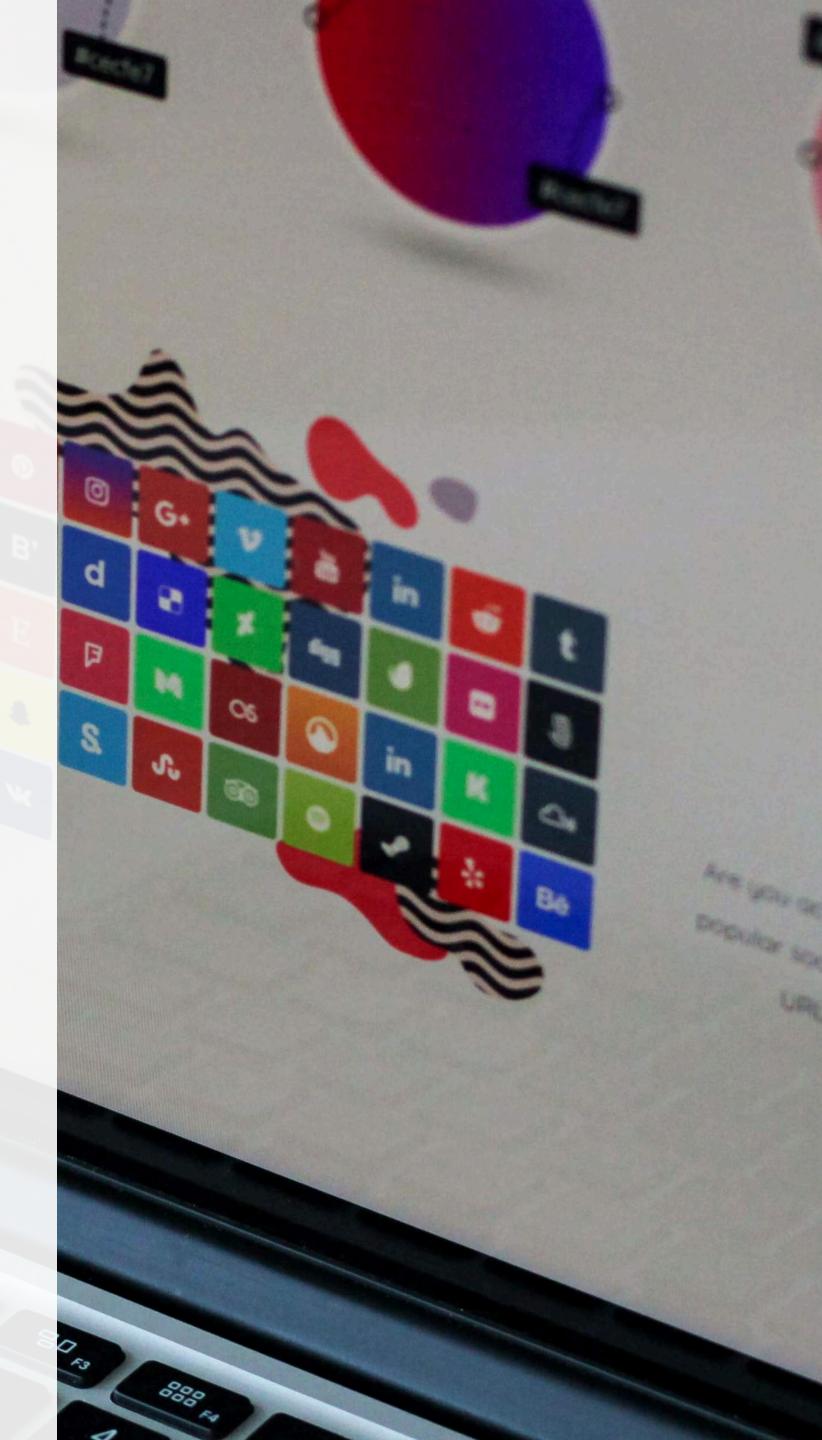




1-2 hours to schedule month's worth of content



Creating content



Pros

- Playing into frequency
- Frees up time to engage (whole point of social media)
- Great task for new staff
- Reports and insights

Cons

Be mindful of pre-scheduled content and what's going on

\$ Buffer

- Pro Plan \$15/month: 8 social accounts, 100 scheduled posts, 1 user
- Easy drag and drop scheduler
- Shows ideal time slots after a while
- Great Android and iOS apps

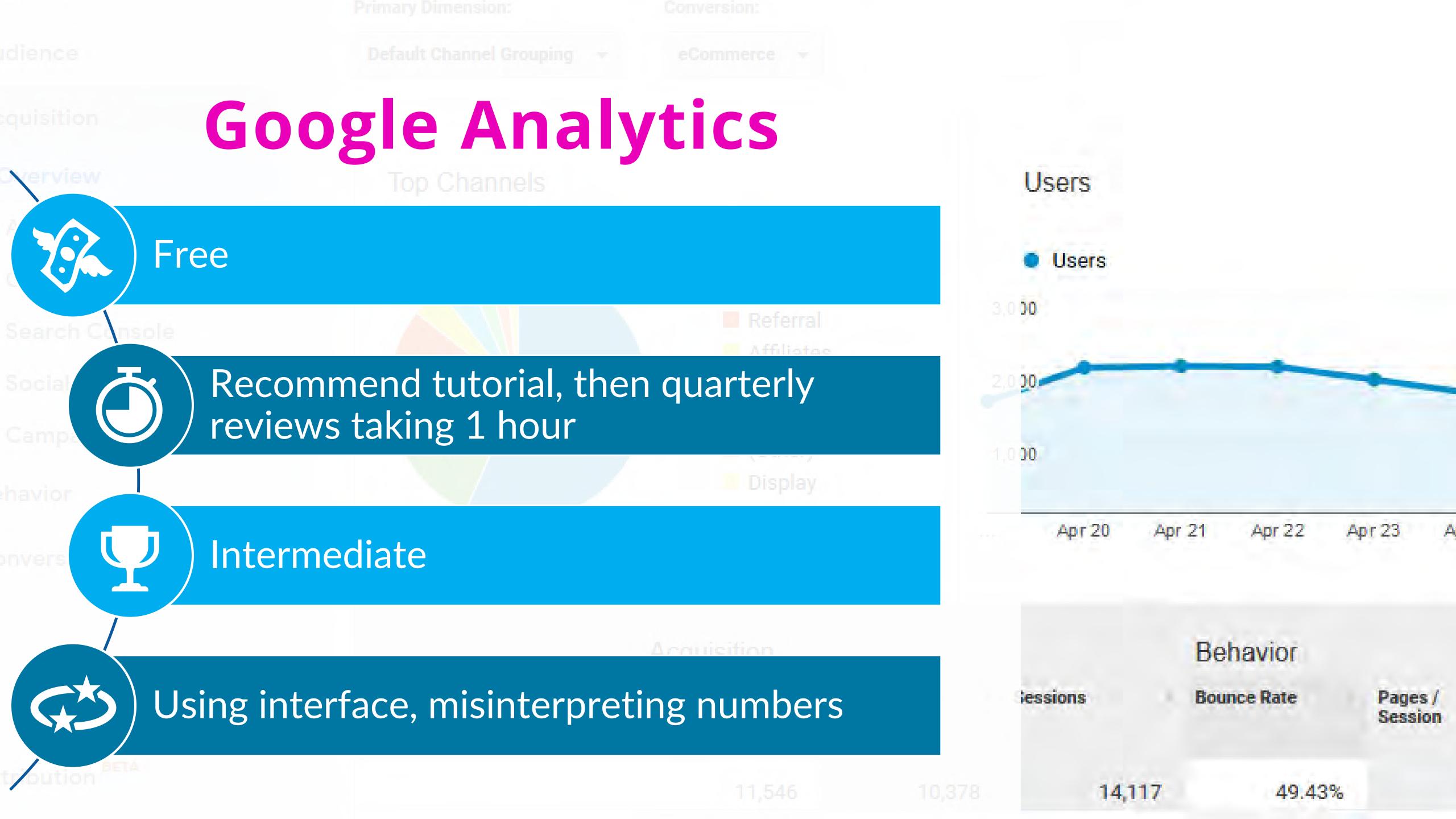
Others: Hootsuite, SocialJukebox, Edgar, Later, IFTT

Next Steps

- Evergreen Content
 - testimonials
 - timeless blog posts
 - media coverage
- Blog Posts: day published, next day, one week, one month, 2 months
- Acknowledge community: be sure to @ them for further engagement







Pros

- Gathers data without any additional effort
- Gives you realistic results for your efforts
- Can automatically send reports at specific times
- You only need to know ~25% of it

Cons

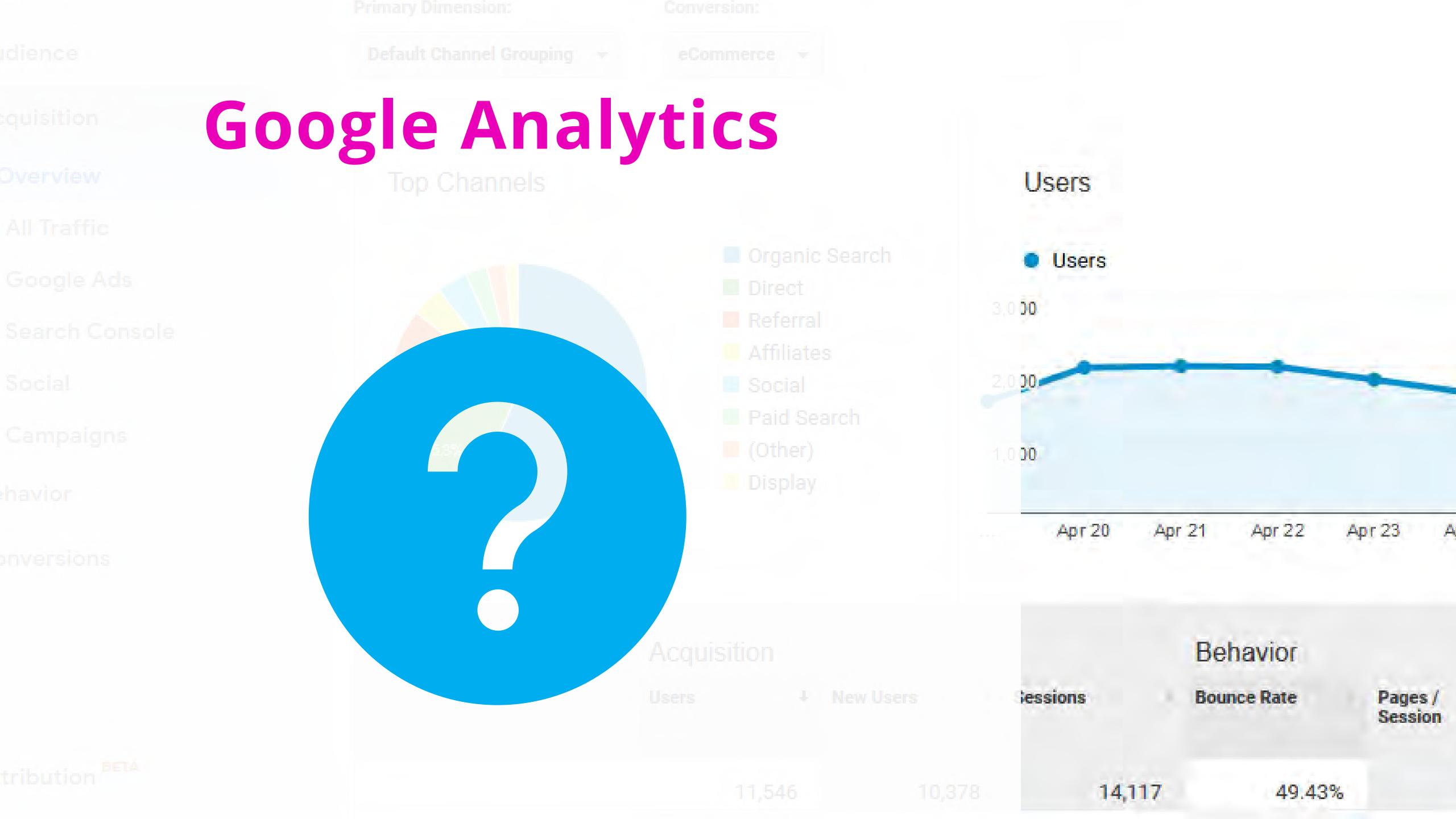
- Interface can be overwhelming
- Data isn't perfect

Questions it can answer:

- Which social media traffic is more likely to convert?
- Where are our site visitors from (city, referral, organic search)?
- What words did they use to find us?
- Are people reading our blog posts?
- Which pages are performing/converting best?

Next Steps

- Install it if you haven't already
- 'Hits': think in pageviews, behaviour and outcomes
- Leave annotations for things such as:
 - new blogpost published
 - updates to site, hosting downtime
 - media feature
 - offline events that would affect traffic





Slides, Resource List & Web Page Checklist: alisonkconsulting.com/tns

Thankyou!

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STAY CONNECTED!

- Contact Business Development TNSBusiness@novascotia.ca
- Newsletter Sign-up for *inTouch*
- Twitter Follow @TourismNS
- LinkedIn Follow Tourism Nova Scotia
- Website Visit tourismns.ca







Thursday, April 16, 2020

Welcome to the InTouch blog!

New in Tough Sealure alones are now are alable on the fourier Nove Sculla corporate website, along with the latest research, marketing activities, and industry look and resources.



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Full year 2019 fourtam performance statistics are now available on DUSTRICTURE CO.

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fourteen Nova Scotia to launching a weekly series of websters that util gree. tourism businesses took to adapt and be ready to open following CCVID-19. Head Mate: 0



Public Health Orders Campardunds

All private campgrounds are required to close until at least May 1. The public health order will be responsed at that Herea.

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