

WELCOME!

Choose the Right Marketing Channels to Reach Your Target Customers

Thursday, July 9, 2020

Heather Dalton, Partner

m5 Marketing Communications

- Heather Dalton is a partner with m5 Marketing Communications, the largest full service marketing agency in Atlantic Canada.
- She oversees the strategic planning, media and technology divisions of m5.
- Heather has over 20 years of experience working with destination marketing organizations, attractions and tourism-based businesses throughout the region.
- She works with m5's client roster to develop modern, integrated programming that drives performance.



Media Landscape

Choose the Right Marketing Channels to
Reach Your Target Customers



July 9, 2020
m5 marketing communications

Agenda



Agenda

1

GETTING STARTED

Key Considerations: Some
questions to ask first

2

MEDIA CONSUMPTION

Where do consumers spend
their time

3

MEDIA CONSIDERATIONS

Deeper dive into media
options: online and offline

4

CAMPAIGN PERFORMANCE

Drivers of performance

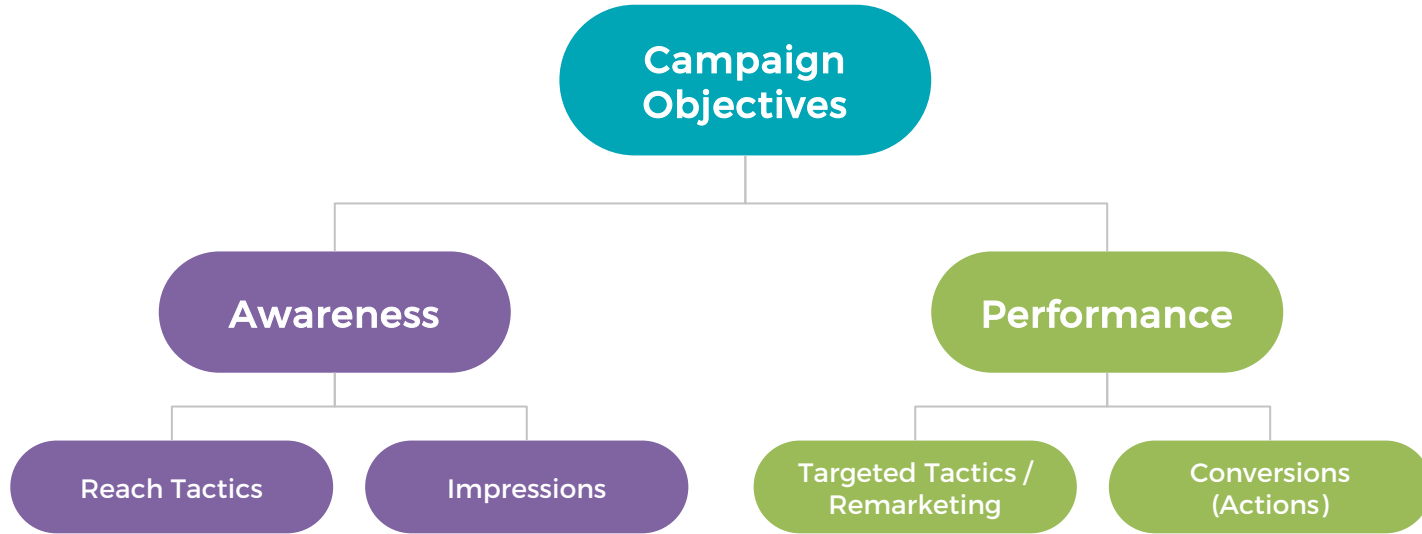
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Q&A

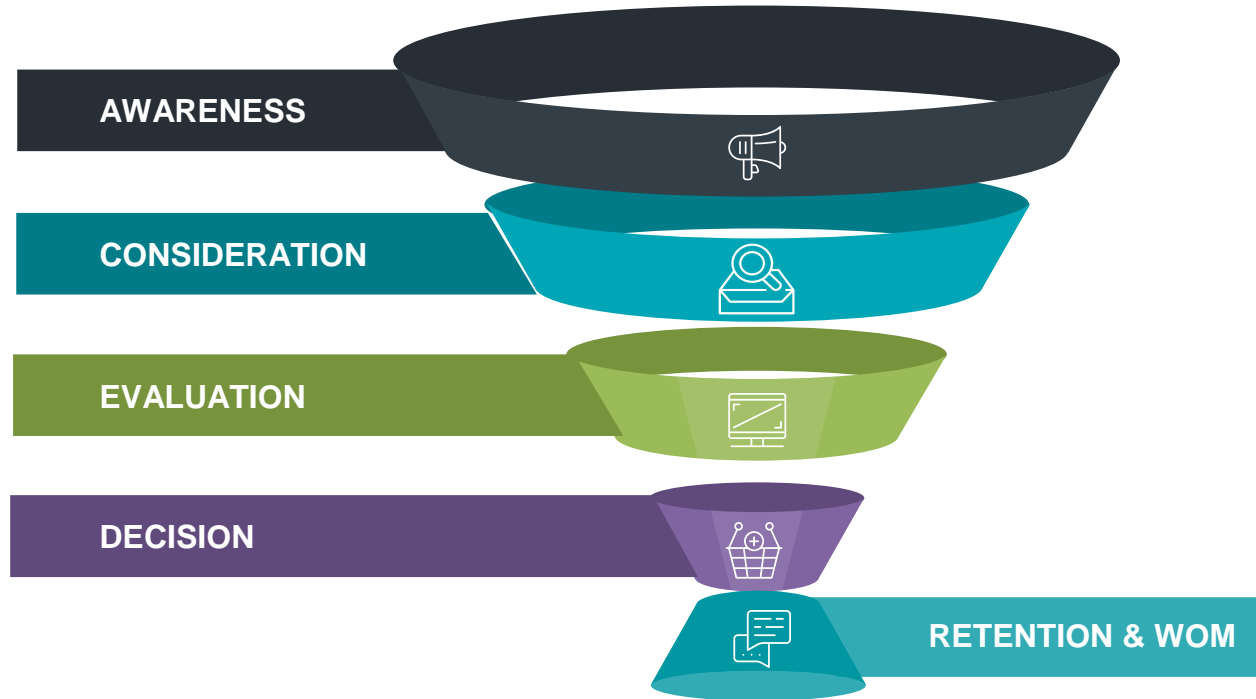
Getting Started



What are your objectives?



Where is the audience in the funnel?



Who is the your target audience?



Who is the your target audience?

01

Demographic

- Age
- Gender
- Education
- Income



02

Geographic

- Provincial
- Regional or City
- Precision / Location Based



03

Lifestage

- Families
- Mature
- Young no Kids
- Middle Age no Kids at Home



04

Psychographic

- Interests
- Behaviour
- Experiential



What is your budget?



VS



Digital Focus:
Online Media

Integrated Campaigns: Online, Offline,
Content Marketing

What is your timeline?



**Right
Now**

**Next
Season**

**Next
Year**

Media Consumption



Time Spent Per Week (Source: Vividata, Atlantic Canada A25-64, Spring 2020)



Online
Hours per week
Atlantic 24
Canada 24



Mobile
Hours per week
Atlantic 14
Canada 14



Social Media
Hours per week
Atlantic 13
Canada 12



Magazine
Hours per week
Atlantic 1
Canada 1



TV
Hours per week
Atlantic 21
Canada 21



Radio
Hours per week
Atlantic 9
Canada 8



Newspaper
Hours per week
Atlantic 0
Canada 1

Time Spent Per Week (Source: Vividata, Atlantic Canada A18-34, Spring 2020)



Online
Hours per week
28

Atlantic 24, Canada 24



Mobile
Hours per week
20

Atlantic 14, Canada 14



Social Media
Hours per week
17

Atlantic 13, Canada 12



Magazine
Hours per week
1

Atlantic 1, Canada 1



TV
Hours per week
19

Atlantic 21, Canada 21



Radio
Hours per week
8

Atlantic 9, Canada 8



Newspaper
Hours per week
0

Atlantic 0, Canada 1

Media Consumption - Digital

61%

Of digital time spent is with social media (A25-64).

57%

Of digital time spent is via mobile device (A25-64).

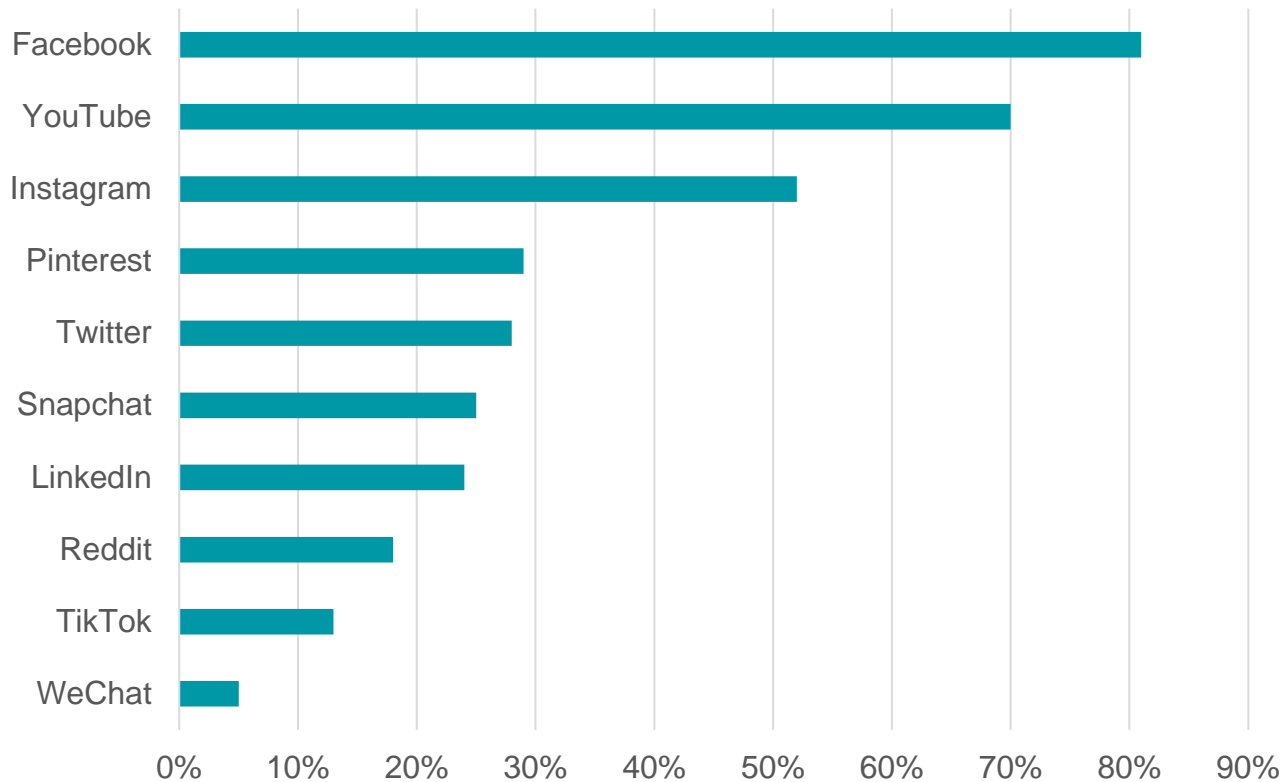
80
%

Of mobile time is spent in apps; social media (FB/Insta) and YouTube in particular.



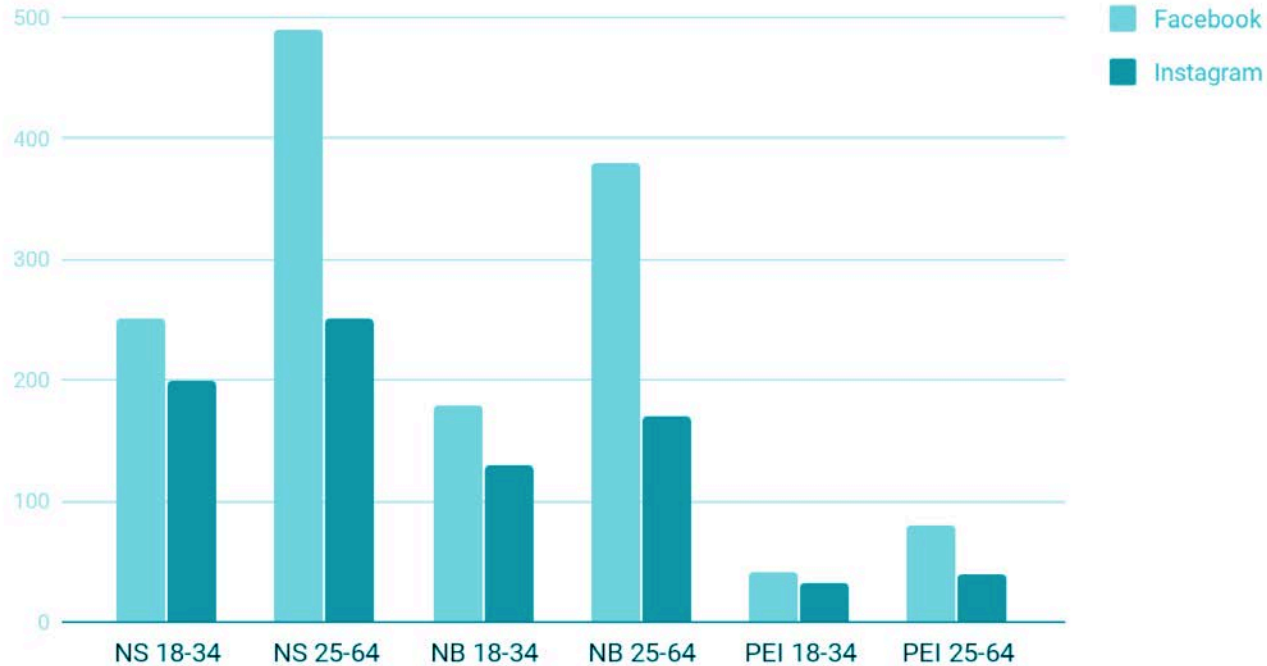
Video viewing, led by mobile, had the highest growth rate in digital time spent in past year.

Social Media Penetration Canada



Facebook & Instagram - Maritimes

Estimated users ('000s)



Online Tactics



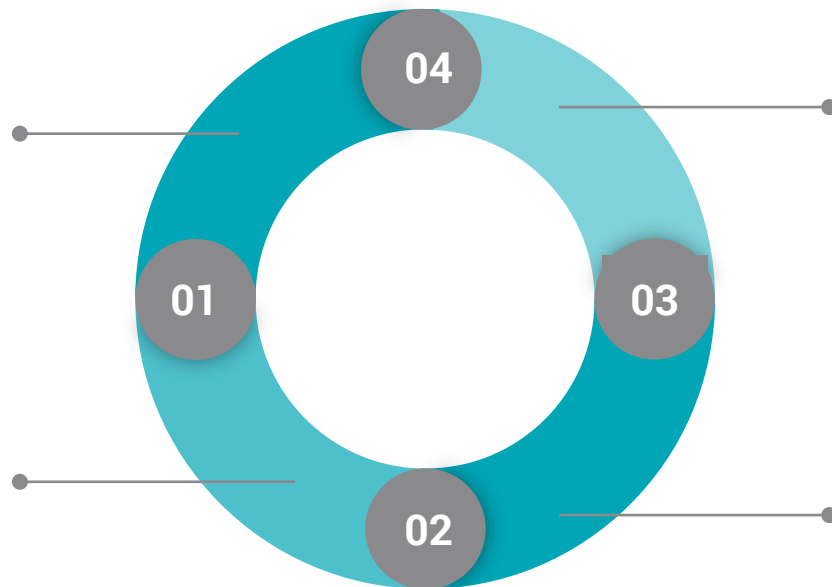
Paid Social

Traffic

Drive clicks to site through image ads.

Video

Drive video views based on thru plays or at least :15. Short format recommended.

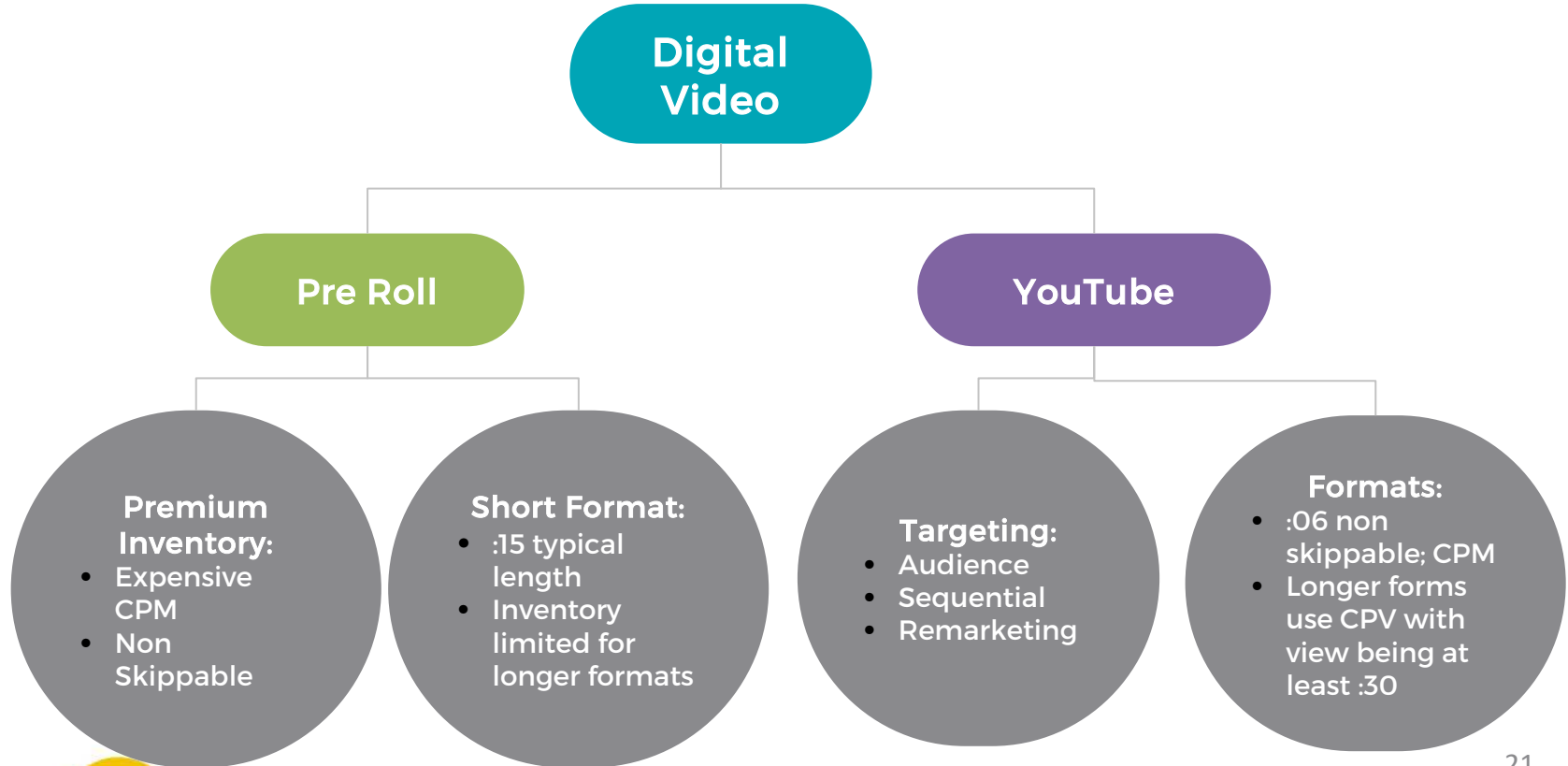


Engagement

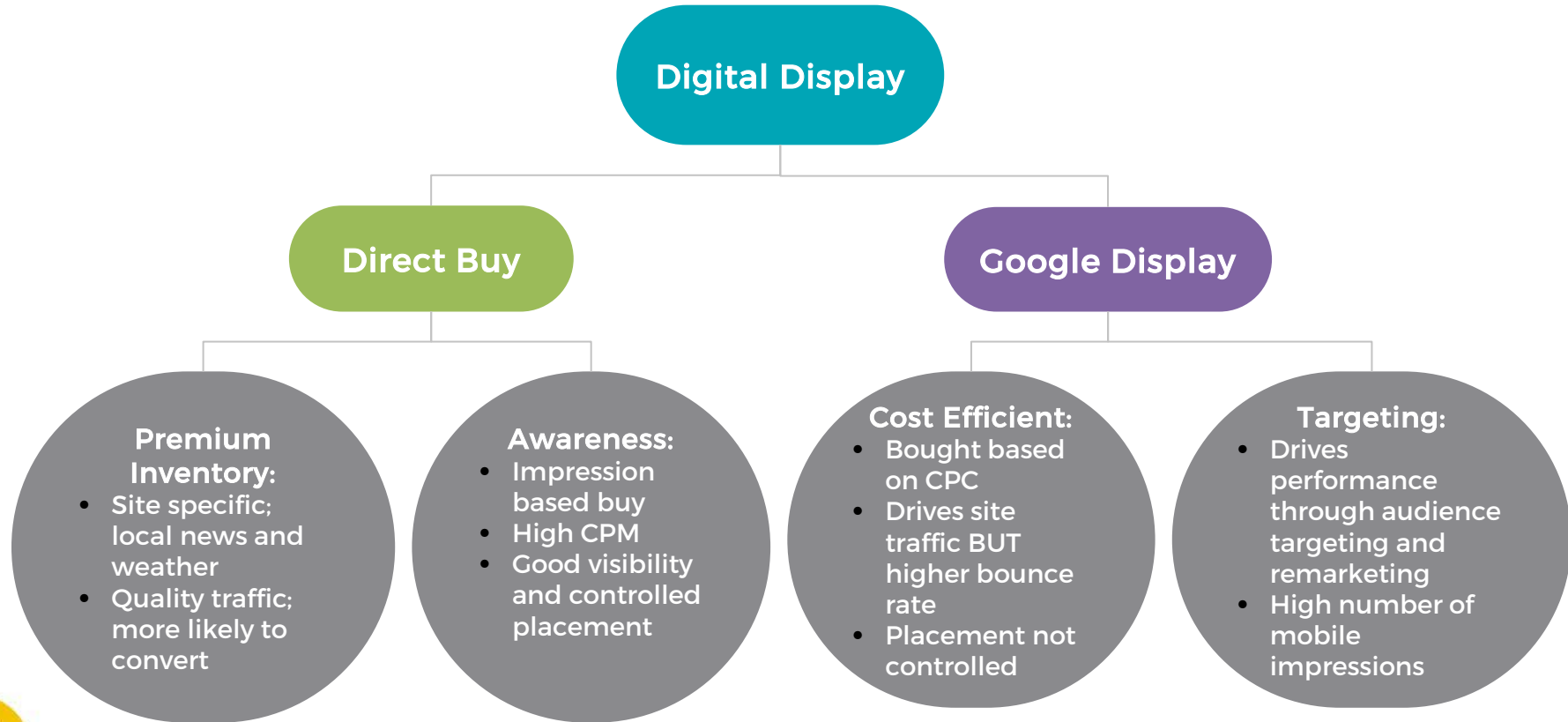
Drive channel chatter and commentary through relevant content.

Acquisition

Grow organic base of friends and followers.



Digital Buying



Search Engine Marketing

- Low funnel tactic targeting the lowest hanging fruit.
- Most effective in generating performance including sign ups and bookings.
- Generally a 365 / Always On tactic with budgets fluctuating based on keyword demand.
- Tends to be a smaller budget than other tactics as narrow targeting.
- Needs to be constantly optimized towards performance with regular adjustments to budgets and pacing.
- Best practices and ad structure change often so need to be up to date.

Offline Tactics



Television Considerations

Pros	Cons
Influential, drives brand lift and search traffic.	Full motion video production is expensive and often cost prohibitive.
Combines imagery with sound.	Cannot be targeted by region or city; provincial only.
Cost efficient provincial tactic; short formats are available.	Inventory availability can be a challenge if not bought in advance.
Can be audience targeted through selective stations and programming.	
Stations can produce creative at minimal cost.	

Radio Considerations

Pros	Cons
Can be geo targeted to city and region.	Expensive to buy provincially.
Can be audience targeted by choosing the right station format.	Fragmented listenership in major markets thus costly to achieve sufficient reach and frequency.
Can be station produced at no cost.	

Out of Home Considerations

Pros	Cons
Low cost on an impression / cost per thousand basis.	Available in major centres / cities only.
Non-interrupted in a fragmented landscape.	Messaging is limited as confined to small space and needs large font for visibility.
Digital boards are placed in locations with highest traffic counts.	Paper products suffer damage at times due to poor weather.
Various creative types for both billboards and transit.	
Artwork flexibility as can run various creatives on digital boards.	

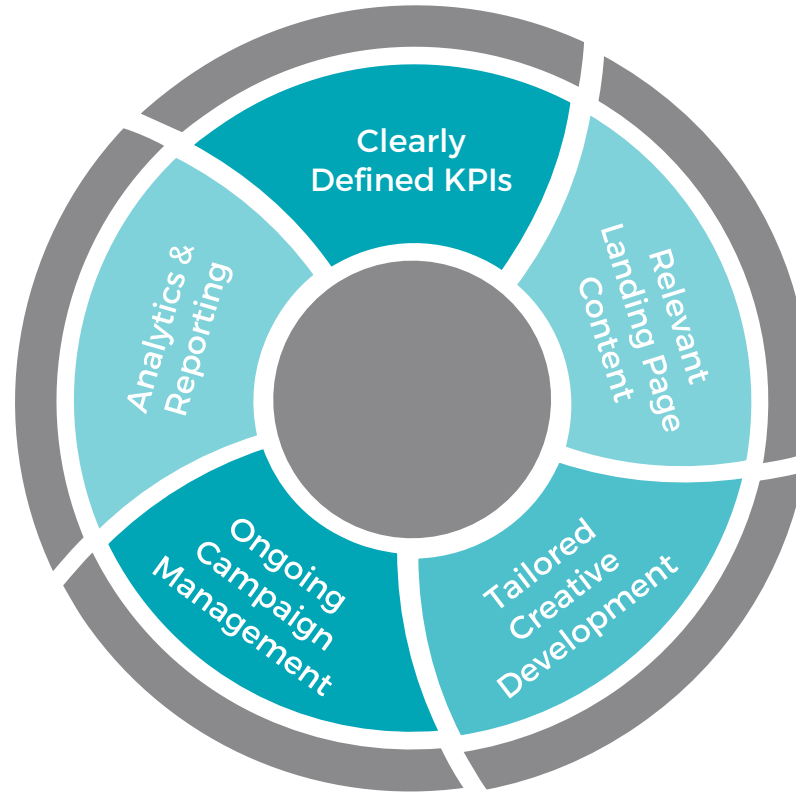
Print Considerations

Pros	Cons
Subscription based so more likely to consume.	Community papers are not currently publishing so limited to major centres only.
Effective for reaching A55+.	Circulation numbers have drastically decreased over the past 5 years.
Credible, trustworthy news source.	Limited targeting capabilities.
Newsprint ads appear in the digital editions which have high subscription rates.	Expensive on a per thousand basis.

Campaign Performance



What contributes to success?



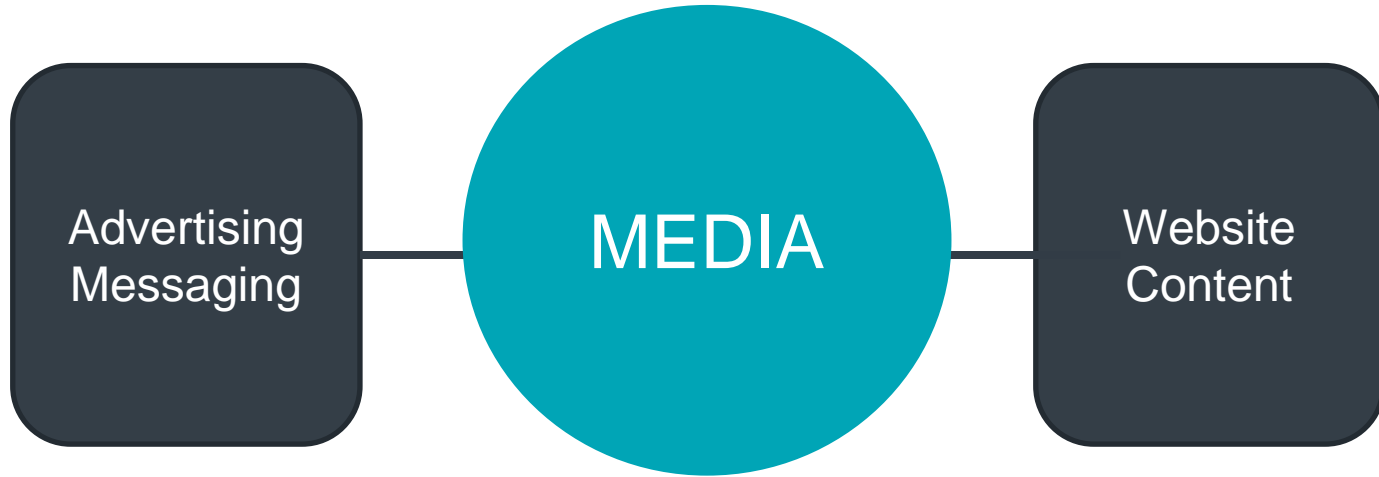
Typical KPIs

Online Campaigns	Offline Campaigns
Impressions	Total Audience / % Reach
Clicks to site; Click through rate	GRPs (Gross rating points)
Conversions	Frequency
Website Analytics: <ul style="list-style-type: none">• Time on site• Bounce rate• Unique visitors; Return rate	Readership; Circulation
Video Views; View Rate	Cost per thousand (CPM); Cost per rating point (CPP)
Social Media Engagement	Market research / Awareness surveys
Cost per click (CPC); Cost per view (CPV); Cost per Conversion	

Reporting

- Setup Google Analytics
- End of campaign performance reports help to identify key learnings and recommendations for future campaigns.
- Result dashboards can be created quite simply in Google Data Studio and provide real time performance snapshot.
- Easy to use tools are available to pull social media results into the dashboard so all data is displayed in one place.

Messaging





Q&A

Follow-up Information – Radio Rankings



Radio Rankings - Charlottetown

ADULTS 25-64		ADULTS 18-34	
Station	Format	Station	Format
C100 The Ocean	Classic Hits	CFCY 95.1	Country
CFCY 95.1	Country	CKQK Hot 105	Today's Hits
CHLQ Q93	Mainstream Rock	CHLQ Q93	Mainstream Rock
CKQK Hot 105	Today's Hits	C100 The Ocean	Classic Hits

- F25-64 skew toward 95.1 (Country) & The Ocean (Classic Hits)
- M25-64 skew to The Ocean & Q93 (Rock)
- F18-34 skew to 95.1 (Country) & Hot 105 (Today's Hits)
- M18-34 skew to Q93 (Rock) & 95.1 (Country)

Radio Rankings - Fredericton

ADULTS 25-64		ADULTS 18-34	
Station	Format	Station	Format
CIHI Up 93.1	Classic Hits	CFXY The Fox	Classic Rock
CFXY The Fox	Classic Rock	CIHI Up 93.1	Classic Hits
CIBX Capital FM	Hits	CFRK Country 92.3	New Country
CFRK Country 92.3	New Country	CIBX Capital FM	Hits
CKHJ Pure Country	Country	CKHJ Pure Country	Country

- F25-64 skew toward The Capital (Hits) & UP 93.1 (Classic Hits)
- M25-64 skew to UP 93.1 & The Fox (Classic Rock)
- F18-34 skew to UP 93.1 & The Fox (Classic Rock)
- M18-34 skew to Country 92.3 & The Fox (Classic Rock)

Radio Rankings - Moncton

ADULTS 25-64		ADULTS 18-34	
Station	Format	Station	Format
CJMO C103	Rock	CJMO C103	Rock
CKNI The Bend	Adult Contemporary	CKNI The Bend	Adult Contemporary
CJXL 96.9	New Country	CKCW K94.5	Today's Hits
CFQM 103.9 MaxFM	Classic Hits	CJXL 96.9	New Country
CKCW K94.5	Today's Hits	CFQM 103.9 MaxFM	Classic Hits

- F25-64 skew toward The Bend (AC) & 96.9 New Country
- M25-64 skew to C103 (Rock) & K94.5 (Hits)
- F18-34 skew to MaxFM (Classic Hits) & The Bend
- M18-34 skew to C103 (Rock) & K94.5 (Hits)
- Moncton also has three French stations with BOFM the top station

Radio Rankings - Saint John

ADULTS 25-64		ADULTS 18-34	
Station	Format	Station	Format
CHSJ Country 94	Country	CHWV 97.3 The Wave	Today's Hits
CHWV 97.3 The Wave	Today's Hits	CHSJ Country 94	Country
CHNI Rock 88.9	Rock	CHNI Rock 88.9	Rock
CJYC Kool 98	Classic Hits	CJYC Kool 98	Classic Hits
CIOK K100	Today's Hits	CIOK K100	Today's Hits

- F25-64 skew toward Country 94 & The Wave (Today's Hits)
- M25-64 skew to Country 94 & Rock 88.9
- F18-34 skew to The Wave & K100 both with Today's Hits format
- M18-34 skew to Country 94 & The Wave

Radio Rankings - Halifax

ADULTS 25-64		ADULTS 18-34	
Station	Format	Station	Format
CFRQ Q104	Classic Rock	CJCH Virgin Radio	Top 40
C100	Today's Hits	CFRQ Q104	Classic Rock
CFLT Jack 92.9	Classic Hits	C100	Today's Hits
CJCH Virgin Radio	Top 40	CHFX FX 101.9	Country
CHFX FX 101.9	Country	CKHZ Hot Country	Country

- F25-64 skew toward C100 (Today's Hits) & Jack 92.9 (Classic Hits)
- M25-64 skew to Q104 (Classic Rock) & Jack 92.9
- F18-34 skew to c100 & Virgin Radio with Today's Hits format
- M18-34 skew to Q104 & Virgin
- Halifax is a very fragmented market with multiple stations. An efficient buy would require more than four stations

Radio Rankings - Sydney

ADULTS 25-64		ADULTS 18-34	
Station	Format	Station	Format
CHER Max 98.3	Classic Rock	CHRK 101.9 The Giant	Today's Hits
CHRK 101.9 The Giant	Today's Hits	CHER Max 98.3	Classic Rock
CKCH Country 103.5	New Country	CKCH Country 103.5	New Country
CKOA The Coast 89.7	Community Radio & East Coast Music	CKOA The Coast 89.7	Community Radio & East Coast Music

- F25-64 & F18-34 skew toward The Giant (Today's Hits) & New Country 103.5
- M25-64 & M18-34 skew to Max 98.3 (Classic Rock) & New Country 103.5
- This is the only measured market where a local community station ranks high

Follow-up Information – Google Resources



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https://grow.google/intl/ALL_ca/

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<https://skillshop.exceedlms.com/student/catalog>

Follow-up Information – Glossary Resources





<https://vividata.ca/resource-center/glossary-of-terms/>



<http://iabcanada.com/content/uploads/2019/03/IAB-Canada-Glossary-of-Terms-English2019.pdf>



https://support.google.com/google-ads/topic/3121777?hl=en&ref_topic=3119106



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- Please send us your ideas for upcoming webinars to: TNSBusiness@novascotia.ca
- We are currently planning for future topics for the Tourism Nova Scotia webinars series
- We will advertise upcoming webinars through InTouch, Twitter, LinkedIn and the website:

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tourismns.ca/coronavirus



Monday, June 22, 2020

Welcome to the *inTouch* blog!

New *inTouch* feature stories are now available on the Tourism Nova Scotia corporate website, along with the latest research, marketing activities, and industry tools and resources.

 <p>TOURISM DIGITAL ASSISTANCE PROGRAM 2020/2021</p>	<p>Apply Now! New Program Helps Tourism Businesses Improve Their Online Marketing</p> <p>The Tourism Digital Assistance Program provides access to experts who can help you develop or enhance your online presence. Apply by July 8, 2020.</p> <p>Read More</p>
 <p>WEBINAR</p> <p>Tourism Nova Scotia 2020 Marketing Campaign Launch</p> <p>Thursday, June 23</p> <p>9:00 AM</p>	<p>Join Tourism Nova Scotia for the 2020 Marketing Campaign Launch</p> <p>Get a first look at Tourism Nova Scotia's marketing campaign for 2020.</p> <p>Read More</p>
 <p>WEBINAR</p> <p>Using Tourism Nova Scotia's Research to Tailor Your Experiences to Appeal to Regional Visitors</p> <p>Tuesday, June 23</p> <p>10:00 AM</p>	<p>Webinar: Use New Tourism Nova Scotia Research to Tailor Your Experiences to Appeal to Regional Visitors</p> <p>Learn about research results from Tourism Nova Scotia and how this can inform your product and experience offerings for regional visitors. Join the webinar at no cost on June 23.</p> <p>Read More</p>
 <p>HEATHER YULE</p>	<p>#TNSHeretoHelp - Heather Yule</p> <p>Heather Yule, Experience Development Manager, is here to help your business use market research and insights to create compelling tourism experiences.</p> <p>Read More</p>
 <p>HANNAH CRAWFORD</p>	<p>#TNSHeretoHelp - Hannah Crawford</p> <p>Hannah Crawford, Market Development Coordinator, is here to help coordinate familiarization tours and press trips to showcase Nova Scotia.</p> <p>Read More</p>