

WELCOME!

# Resetting your Marketing Strategy

Thursday, May 28, 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.



# Resetting Your Marketing Strategy

Thursday, May 28, 2020

*inspired*  
BY UNDERSTANDING™



# INTRODUCTION



## Questions you might have...

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How should I change my product this year?

How do I get Nova Scotians and Maritimers to come?

Should I bundle, partner or discount?

How do I make sure people know we're here?

How do I gear up for 2021?





# **What We'll Be Covering**

***One Hour Marketing Strategy***

***Knowing Your Audience***

***4Ps***

***Reducing Risk Through Research***

***Digital Lead Generation***

***Articulating Your Brand***



# MARKETING STRATEGY







"If I had six hours to  
chop down a tree, I'd  
spend the first four  
hours sharpening  
the axe."

—Abraham Lincoln





## FOCUSING ON UNMET NEEDS

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Find problems, not products.



# MARKETING STRATEGY ON A PAGE



Marketing Strategy  
Company / Product Line  
Date

**Who is your target audience?**  
Write a short description of your bullseye customer.  
How old are they? Where do they live? Who do they live with? What do they do for a living?  
How much do they make?

**What do they want?**  
In relation to your offering what need is your audience trying to satisfy? What type of experience is your audience seeking? Do they want to be with others or alone? Do they want to relax or be invigorated? Do they want to tell a great story or have an Instagram worthy experience?

**What do you have?**  
What existing offerings do you have to meet these needs and expectations? (Product)

**What else could you have?**  
What other unmet needs could you satisfy through new offerings or partnerships?  
How can you bundle your offerings? (Product)

**How will they buy it?**  
How much will you charge? How will it be sold?  
(Price + Place)

**How will they know about it?**  
What mediums and messages will make the audience aware of the offering and ultimately make the purchase?  
(Promotion)

**How will they feel after they have experienced it?**  
What are they really buying? Relaxation? Resetting? Reinvigorated? Connected?

**What do you need to make this happen?**  
Human | Financial | Materials | Digital | Expertise

**When will you start?**  
Creating it?  
Selling it?  
Delivering it?

01



# Marketing Strategy

## Company / Product Line

Date

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Selling it?

Delivering it?

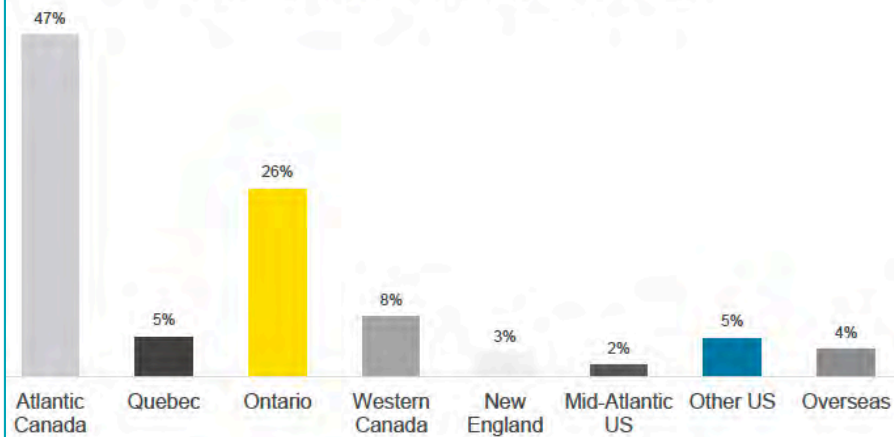


# REDEFINING YOUR AUDIENCE

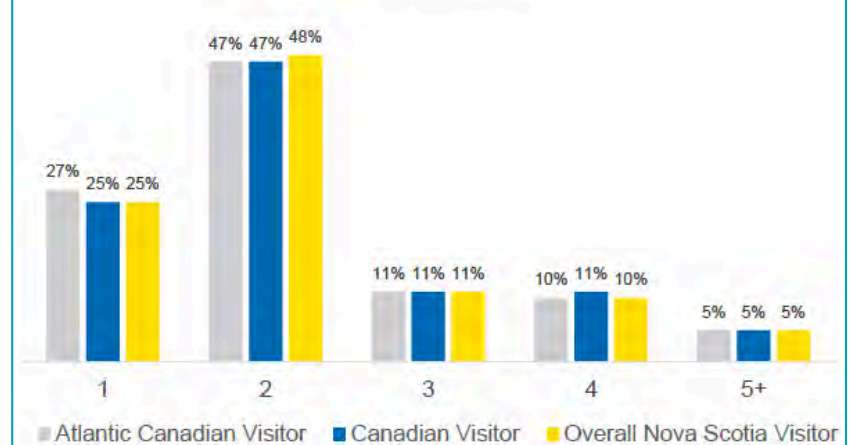


# EXIT SURVEY

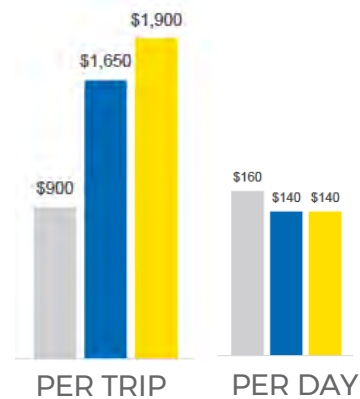
## ORIGIN



## PARTY SIZE



## SPEND



Source: <https://www.tourismns.ca/research/visitor-exit-survey>



## REGIONAL TRAVELLERS

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**LESS LIKELY** to be first time visitors

**MORE LIKELY** to take day trips

**MORE LIKELY** to take multiple, shorter stay trips

**MORE LIKELY** to travel outside peak season



## COVID SPECIFIC DATA

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- In-market May 13-15
- Pan-Atlantic with data by province
- 700 respondents



## THE DATA

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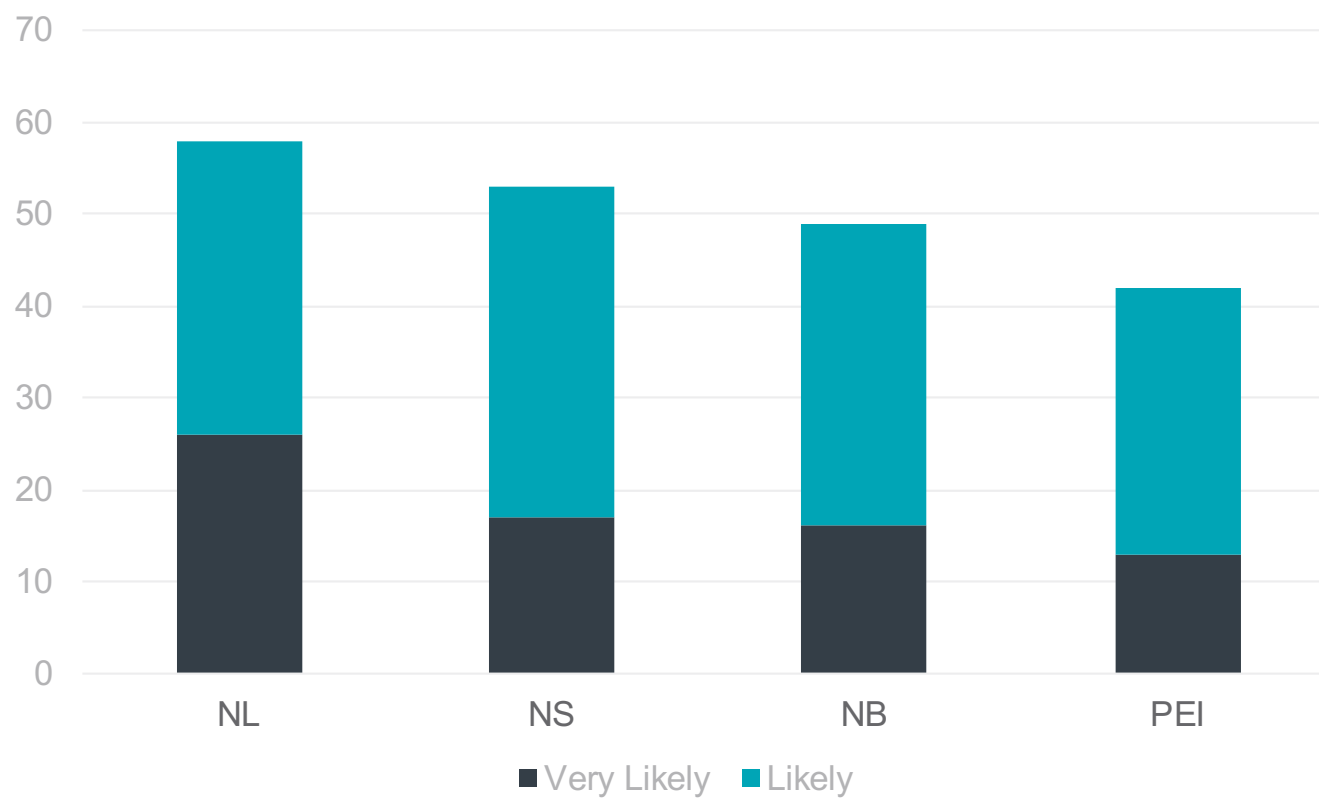
47% of Atlantic Canadians had plans for a major vacation

93% of them have cancelled or postponed

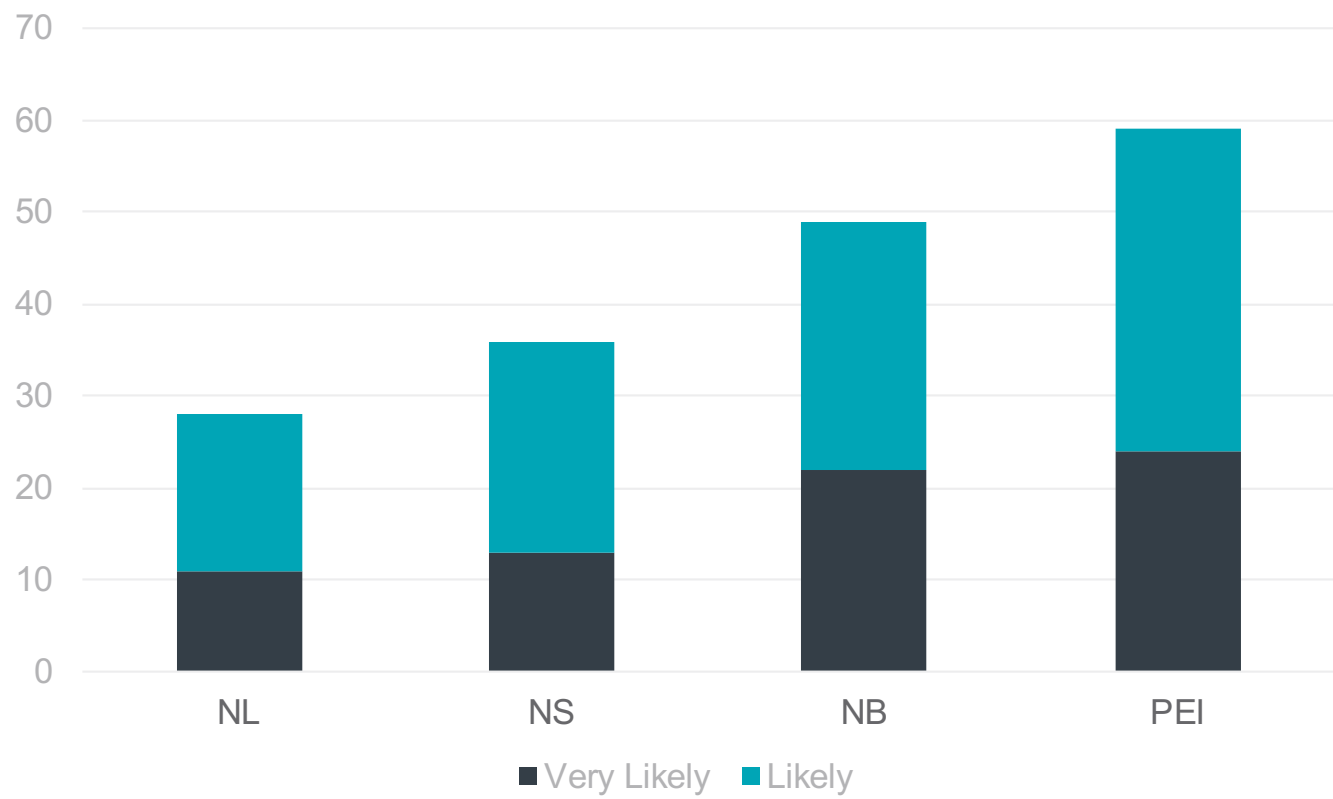




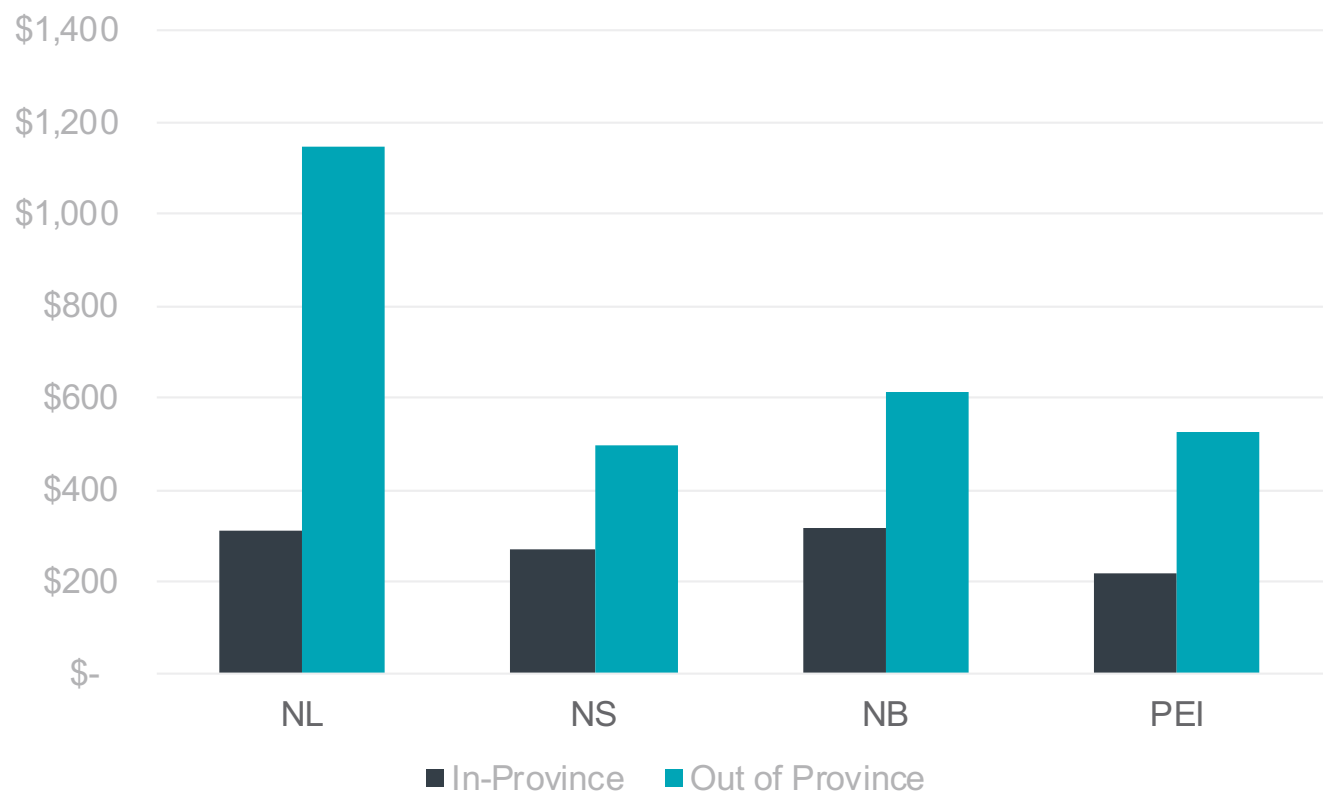
## WILL YOU TAKE AN OVERNIGHT TRIP IN YOUR PROVINCE?



# WILL YOU TAKE A TRIP TO ANOTHER PROVINCE IN ATLANTIC CANADA?



# HOW MUCH ARE YOU PLANNING TO SPEND?





## CHALLENGE

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People gladly spend >\$2,000 per person to travel to sun or European destinations.

They will think differently about spending that much close to home. A home renovation might seem like the better use of money.

How do we reframe spending that money on vacationing in Nova Scotia?



# PERSONAS

## Things to think about:

- Why are they coming?
- Who are they coming with?
- What are they concerned about?
- What does their ideal experience look like?
- How to win with them?



# THE 4PS





# 4Ps

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## PRODUCT



Services as Products  
Products as Services  
Bundle or Partner  
Product Extension

## PRICE



Total Value of Customer  
Increase Perceived Value  
  
Discount as Last Option  
(But be ready)

## PLACE



Go Outside  
Add Distribution Channels

## PROMOTION

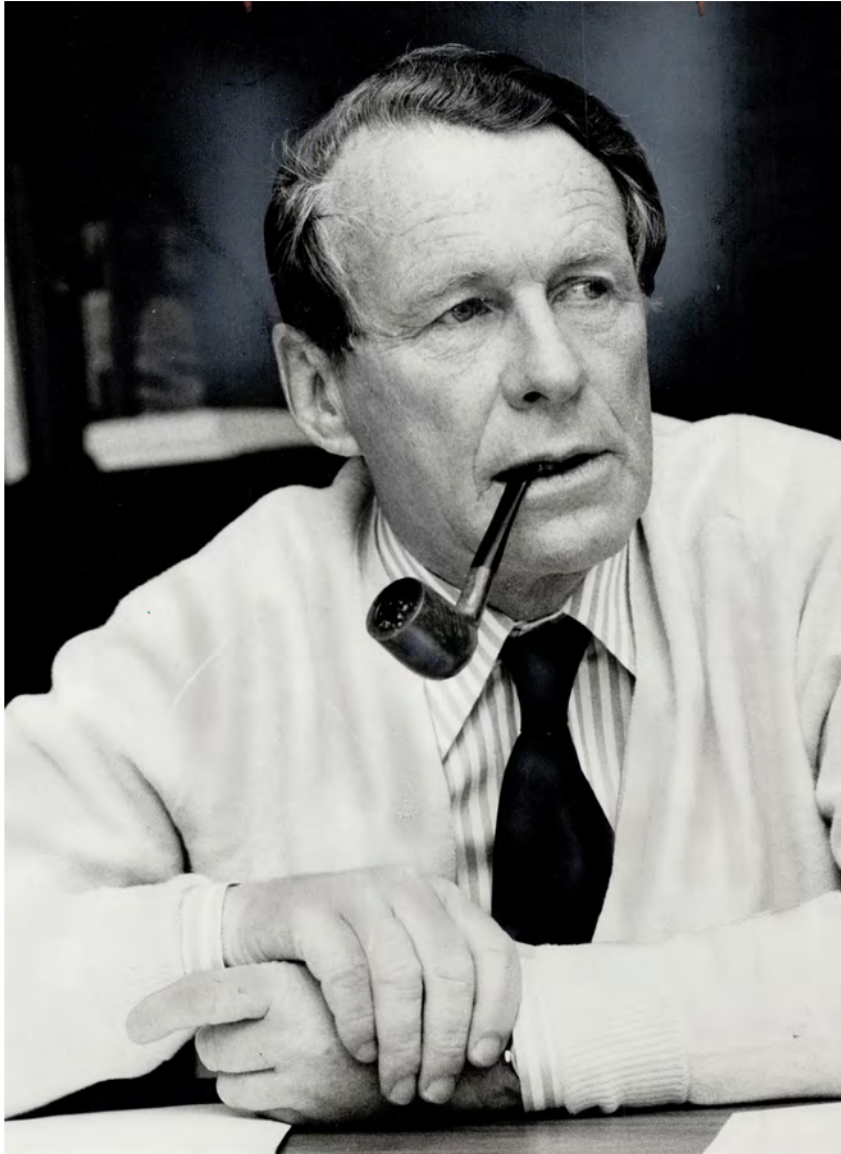


What Assets Do You Have  
Photos  
Do You Know Digital  
Instagram/Facebook  
Basic Website



# RESEARCH





We all have a tendency to  
use research as a drunkard  
uses a lamppost...  
**for support, not for  
illumination.**

- David Ogilvy



# #1 WHAT HAVE PEOPLE ALREADY SAID?

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## Where to look?

- Your business
- Competitors
- Businesses in your region
- Similar businesses in another region



## #2 WHAT DO YOUR CUSTOMERS THINK?

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### What to ask?

- What's your favourite thing about us?
- What could we improve?
- What else could we offer?
- Do you like the idea of xyz?
- Who would you love us to partner with?
- What are you most looking forward to?



# #3 BOOTSTRAP MARKET RESEARCH

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## How to do it:

1. Define your audience (age/location)
2. Develop five questions
3. Pick an incentive (free product)
4. Setup a [free Survey Monkey account](#), setup your survey and test it with a friend
5. Setup a [Facebook ad](#) with a budget of \$50-100 for the audience you identified (be as narrow as possible)
6. Optional: [Link your Instagram](#) and Facebook accounts and run the ad on both
7. Review results in SurveyMonkey and take action!



### EXAMPLE



# LEAD GENERATION





IF YOU BUILD IT  
THEY WILL **NOT** COME

KEEP IT SIMPLE

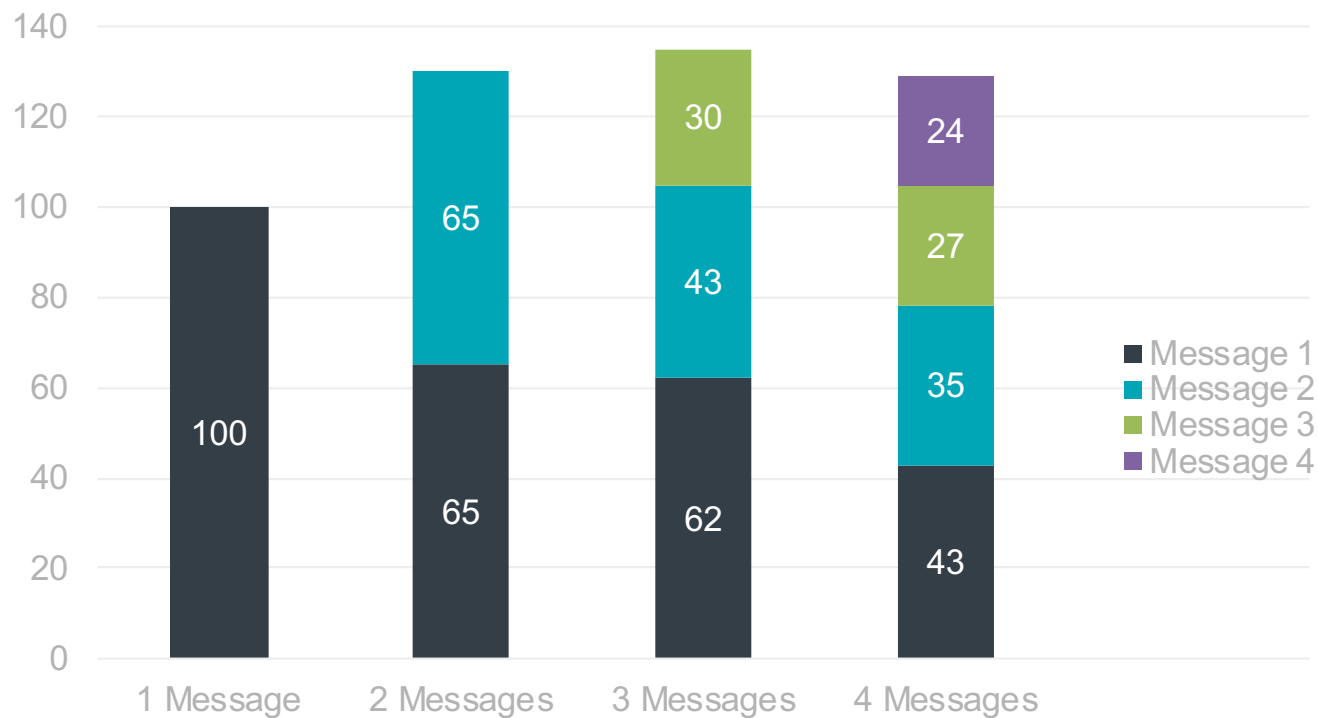
## COVERING THE BASICS

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- Ensuring your information is up to date via all channels.
- Make sure you have clear information on your plans to meet public health requirements.
- If your audience is primarily external, need to move quickly to build a regional following.
- Track your results (write them down) – what is working and what is not.



The more messages you try and communicate the **lower the likelihood** of communicating any single message.



Source: [Millward Brown Link Database](#)





# MEDIA CONSUMPTION



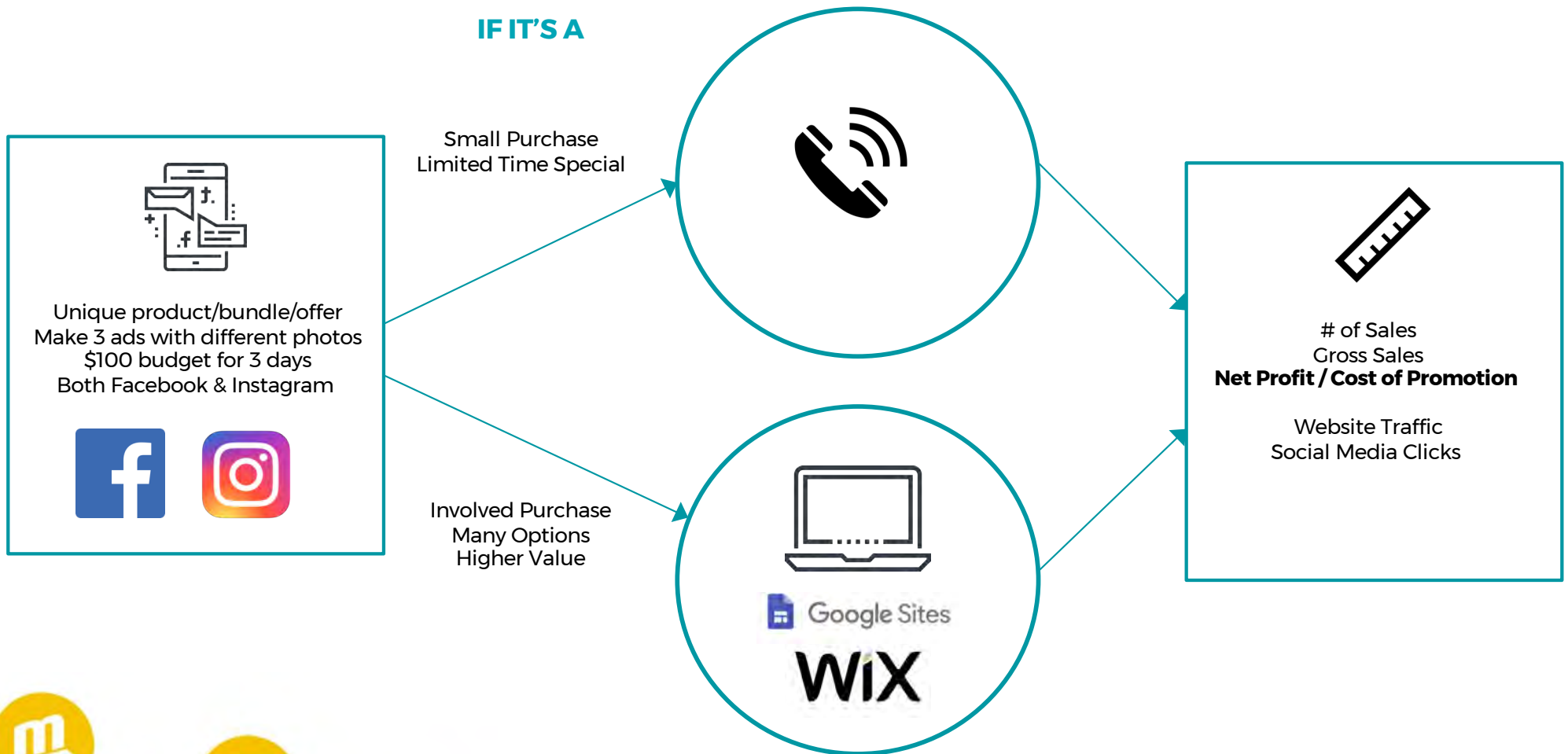
ViviData Spring 2020 | Atlantic Canada 25-64

Public Report: <https://vividata.ca/insights/quarterly-audience-reports/spring2020/>



# THE PLAN: TEST ONE PRODUCT

## IF IT'S A



# BRAND – 2020 and Beyond



## COMMUNICATION + ACTION

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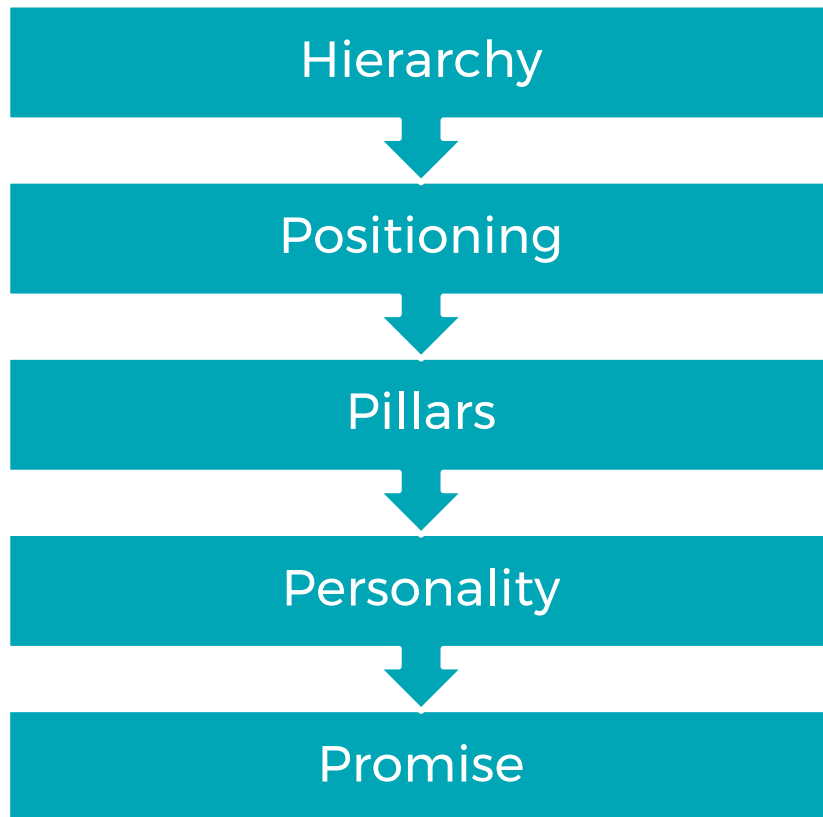
# YOUR BRAND

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- Is not your logo or your slogan
- Is mostly about what you do a bit about what you say
- It can be a little aspirational, but still deliverable
- The magic trifecta is:
  1. Unique
  2. Salient
  3. Deliverable



# YOUR BRAND



## Brand Strategy

Company / Product Line

Date

**HIERARCHY**

Is your brand part of a family of brands or does it stand alone?

**BRAND POSITIONING**

How would you like to be viewed by others? Higher order and emotional positionings tend to do better than purely rational positionings. Most organizations now use a simple sentence, but the more classical template is included below.

For (your target market), the (your company name) is the (what makes you different) among all (competitive set) because (we do xyz).

**PILLARS**

These support the positioning and make it true.

PILLAR #1:

PILLAR #2:

PILLAR #3:

PILLAR #4:

**PERSONALITY**

If your company was a person, how would you hope people would describe you?

**PROMISE**

What will you be known for always delivery?

Q&A



# STAY CONNECTED!

- **Contact Business Development**  
[TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
- **Newsletter**  
Sign-up for *inTouch*
- **Twitter**  
Follow @TourismNS
- **LinkedIn**  
Follow Tourism Nova Scotia
- **Website**  
Visit [tourismns.ca](http://tourismns.ca)
- **COVID-19 Resources**  
[tourismns.ca/coronavirus](http://tourismns.ca/coronavirus)

TOURISM  
NOVA SCOTIA



Friday, May 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.



#### Webinar: Resetting Your Marketing Strategy

Develop a marketing strategy now so you can be ready to connect with customers when the time is right.

[Read More](#)



#### Tourism Nova Scotia is Here to Help

Follow our #TNShereToHelp Campaign to see how Tourism Nova Scotia staff can assist your tourism business or organization.

[Read More](#)



#### Letter from Melanie Joly, Minister of Economic Development and Official Languages

Read Minister Joly's message to the tourism industry regarding COVID-19.

[Read More](#)



#### Short-term Rental Property Tax Assessment Regulations

The Department of Municipal Affairs and Housing has put in place regulations to provide clarity on what a short-term rental is for property taxation purposes under the Assessment Act.

[Read More](#)