



# DIGITAL CONTENT MARKETING PROGRAM 2021/2022

TOURISM  
NOVA SCOTIA 





## PROGRAM OVERVIEW

Tourism Nova Scotia's Digital Content Marketing Program provides Nova Scotia tourism businesses and organizations the opportunity to partner with Tourism Nova Scotia (TNS) to create quality photos and videos to promote their products and/or services in key markets using digital marketing tactics. Markets may include Atlantic provinces, Ontario, Quebec, and the Northeastern United States when and where possible due to Covid-19 travel restrictions.

## HOW DOES IT WORK?

Applicants submit one application to the Digital Content Marketing Program with their content creation needs, their digital marketing needs, or both. If you are looking to create quality content, then you may want to apply for content creation only. If you already have high-quality finished content suitable for digital marketing, you may want to apply for digital marketing only. Selected applicants will be invited to participate in a meeting to discuss the content concept(s) and/or digital marketing tactics to determine how best to proceed.

## WHO IS ELIGIBLE?

Tourism businesses and tourism-related organizations are eligible to apply. Businesses and organizations must be in good standing with the provincial Registry of Joint Stock Companies. Roofed accommodation businesses must be registered under the [Tourism Accommodations Registry](#).





## WHAT ARE THE BENEFITS OF CO-INVESTING IN THIS PROGRAM WITH TNS?

By investing in content creation, you will receive high-quality photo and video assets to help address your organization's marketing needs. Content created through this program is also used by TNS in marketing campaigns and uploaded to the TNS digital content library to share with approved tourism industry partners.

For example, TNS has used partners' content in social media advertising and organic posts, video footage has been used in TNS advertising campaigns, and photography and video assets are used on NovaScotia.com and in the Doers and Dreamers Travel Guide. Video, photography, and B-roll are shared with travel trade and travel media from around the world for the purpose of promoting travel to the province.

When partners invest in digital marketing, participants will have access to the guidance and marketing expertise of TNS and our marketing agency of record to deliver a customized digital marketing campaign. Partners can leverage the Nova Scotia brand while connecting travellers directly to the participants product or experience. Partner participation also helps increase awareness in key markets of the things to do and places to go in Nova Scotia.





## EVALUATION CRITERIA

### DIGITAL MARKETING

Partners must have relevant and robust content on NovaScotia.com and their business website. Partner websites must have a positive landing page experience that makes it easy to learn more about experiences and services, and must also have Google Analytics. Partners must have pre-existing digital marketing assets or produce assets in time for campaign launch. TNS will evaluate websites and social media pages to determine program eligibility.

TNS will work with selected partners to develop mutually beneficial objectives and to customize and implement a unique digital marketing campaign that will best deliver on these objectives. Tactics may include social media advertising, search engine marketing, and display and video advertising, including the use of TNS remarketing lists.

***THE MINIMUM PARTNER INVESTMENT IS \$7,500, PLUS A 15% MEDIA BUYING FEE (\$8,625 TOTAL INVESTMENT).***

TNS will match the partner investment and media buying fee. Digital marketing campaigns will be scheduled and billed between April 1, 2021 and March 31, 2022.

### CONTENT CREATION

Our partners' experiences must appeal to Nova Scotia's target visitor segments— Cultural Explorers, Authentic Experiencers, and Free Spirits.

[Click here to learn more about these visitor types.](#)

TNS will evaluate applicants' websites and social media pages to determine if the experiences are a good fit for these audience segments and if there is a TNS content development opportunity.

***THE MINIMUM PARTNER INVESTMENT IS \$10,000.***

TNS will match the partner investment. Consortium groups are highly encouraged to apply to create a larger project budget encompassing a region or a specific product offering. In some cases, TNS may look to merge projects to increase overall impact.



### APPLY TODAY

Application deadline is **Wednesday, April 28 at 4:00 pm (AST)**.

### EVALUATION

Applications will be reviewed by a panel of marketing experts from Tourism Nova Scotia and our agency of record to select our 2021 program partners.

### PROGRAM CONTACT

Sarah Hennebury, Marketing Advisor  
902-717-1255 | [Sarah.Hennebury@novascotia.ca](mailto:Sarah.Hennebury@novascotia.ca)

Due to COVID-19, the program is subject to change in accordance with any restrictions the province implements.