

A scenic view of Cape Breton Highlands National Park. In the foreground, a woman and a man are standing on a rocky trail, looking out over a vast landscape. The woman is wearing a dark blue jacket with a colorful patterned collar and black pants. The man is wearing a tan jacket, blue jeans, a white hat, and a large black backpack. They are standing on a rocky trail with a wooden bench in the foreground. The background features a dense forest of trees with vibrant autumn foliage in shades of green, yellow, orange, and red. In the distance, a body of water and a small island are visible under a cloudy sky.

# DIGITAL CONTENT MARKETING PROGRAM 2022/2023

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, National Parks, municipalities and other 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 participant's product or experience. Partner participation also helps increase awareness in key markets of the things to do and places to go in Nova Scotia.





## PRODUCTION PACKAGES

Not everyone's content needs are the same so we'll work with you to tailor a package specific to you. The following examples below account for a professional photographer and video crew to be on location for your production shoot days. You will be guided through the process by a producer who will help realize your vision and create professional video and photography assets. All 4K video footage shot will be provided on a hard drive at the end of the production ready to be reused and edited as you see fit so your content can live on beyond the program. We can also work with our network of content creators and influencers to create a more custom experience based on your unique needs. Please note that the packages presented are examples, and subject to change depending on factors such as supplier contracts, crew travel or talent requirements.



Cape Forchu Lighthouse

### EXAMPLE PACKAGE 1

Partner investment: \$10,000 +  
TNS match: \$10,000 = \$20,000  
total production budget

- Minimum 1 day on location video and photography shoot
- 2 x 15–30 second social media videos
- 10 x professionally finished photographs
- 4K B-roll video footage

### EXAMPLE PACKAGE 2

Partner investment: \$15,000 +  
TNS match: \$15,000 = \$30,000  
total production budget

- Minimum 2 days on location video and photography shoot
- 2 x 15–30 second social media videos
- 2 x edited social media stories
- 1 x list-style video to tell a story or highlight experiences
- 10-20 professionally finished photographs
- 4K B-roll video footage

### EXAMPLE PACKAGE 3

Partner investment: \$30,000 +  
TNS match: \$30,000 = \$60,000  
total production budget

- Multi-day video and photography shoot
- 2 x 15–30 second social media videos
- 2 x edited social media stories
- 1 x list-style video to tell a story or highlight experiences
- 1 x longer form video, such as a mini-documentary
- 20-30 x professionally finished photographs
- 4K B-roll video footage

### EXAMPLE PACKAGE 4

Partner investment: \$50,000 + TNS match: \$50,000 = \$100,000 total production budget

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| <ul style="list-style-type: none"><li>• Multi-day video and photography shoot</li><li>• 3 x 15–30 second social media videos</li><li>• 3 x edited social media stories</li></ul> | <ul style="list-style-type: none"><li>• 2 x list-style videos to tell a story or highlight experiences</li><li>• 2 x longer form videos, such as a mini-documentary</li></ul> | <ul style="list-style-type: none"><li>• 30-40 x professionally finished photographs</li><li>• 4K B-roll video footage</li></ul> |
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Mavillette Beach Provincial Park

## MEDIA PACKAGES

The DCMP program offers media buys through Programmatic Display, Programmatic Video, Social and Search tactics, and allows you to tailor a package specific to you. We can either use images and videos you already have, or help you develop assets with the assistance of our production team at an additional cost.

We recommend a minimum of a 1-2 month period for your participation in the program. This allows us to optimize your ads to the best of their potential, and keep you involved with their performance. It also allows for effectively retargeting your audiences, which means that we continue to serve ads to those who have visited your website and/or have seen the ad.

**The tactics you can select from are:**

### SOCIAL TRAFFIC

Social Traffic ads are delivered on Facebook and Instagram, using a traffic objective to drive clicks to a website URL of your choosing.

### SOCIAL VIDEO

Social Video ads are delivered on Facebook and Instagram, assisting in spreading reach and generating views.

### BOOSTED CONTENT

Social content, generated through influencers/partners, are boosted on Facebook and Instagram, using either your Facebook and Instagram channels or those of the influencer/partner.

### GOOGLE DISPLAY

Display ads are served, based on targeting, across 3 million of Google's partner websites, driving users to your website.

### GOOGLE SEARCH

Search is used to ensure that when users look for specific keywords in a Google Search, your business has the top results with the lowest cost-per-click.

### YOUTUBE

YouTube ads are intended to generate awareness for your business, and are optimized towards views.





Yarmouth Waterfront



Kejimikujik National Park and National Historic Site

## MEDIA PACKAGES

A 15% administration fee will be added to each package.

**EXAMPLE PACKAGE 1** Partner investment: \$7,500 + TNS match: \$7,500 = \$15,000 total media budget

**Timeline:** 1 - 2 month period

**Tactics:** 3 - 4 tactics

**Ads:** 3 ads per tactic

**EXAMPLE PACKAGE 2** Partner investment: \$15,000 + TNS match: \$15,000 = \$30,000 total media budget

**Timeline:** 1 - 4 month period

**Tactics:** 4 - 5 tactics

**Ads:** 4 ads per tactic

**EXAMPLE PACKAGE 3** Partner investment: \$25,000 + TNS match: \$25,000 = \$50,000 total media budget

**Timeline:** 1 - 6 month period

**Tactics:** 4 - 5 tactics

**Ads:** 3 - 6 ads per tactic

**EXAMPLE PACKAGE 4** Partner investment: \$50,000 and up + TNS match: \$50,000 and up = \$100,000 and up total media budget

**Timeline:** 1 - 12 month period

**Tactics:** 5 tactics

**Ads:** 4 - 8 ads per tactic



## 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, 2022 and March 31, 2023.

### CONTENT CREATION

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

[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.



Peggy's Cove

### APPLY TODAY

Application deadline is **Tuesday, January 25, 2022 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 2022 program partners.

### PROGRAM CONTACT

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