

An aerial photograph of a small, rocky island in the middle of a body of water. The island has several small buildings, some with blue roofs, and a dirt path. A boat is visible in the water near the island. The water is a deep blue-green color. A large blue circle is overlaid on the top right of the image, containing the text.

DIGITAL TUNE-UP PILOT PROGRAM 2021/2022

TOURISM
NOVA SCOTIA 

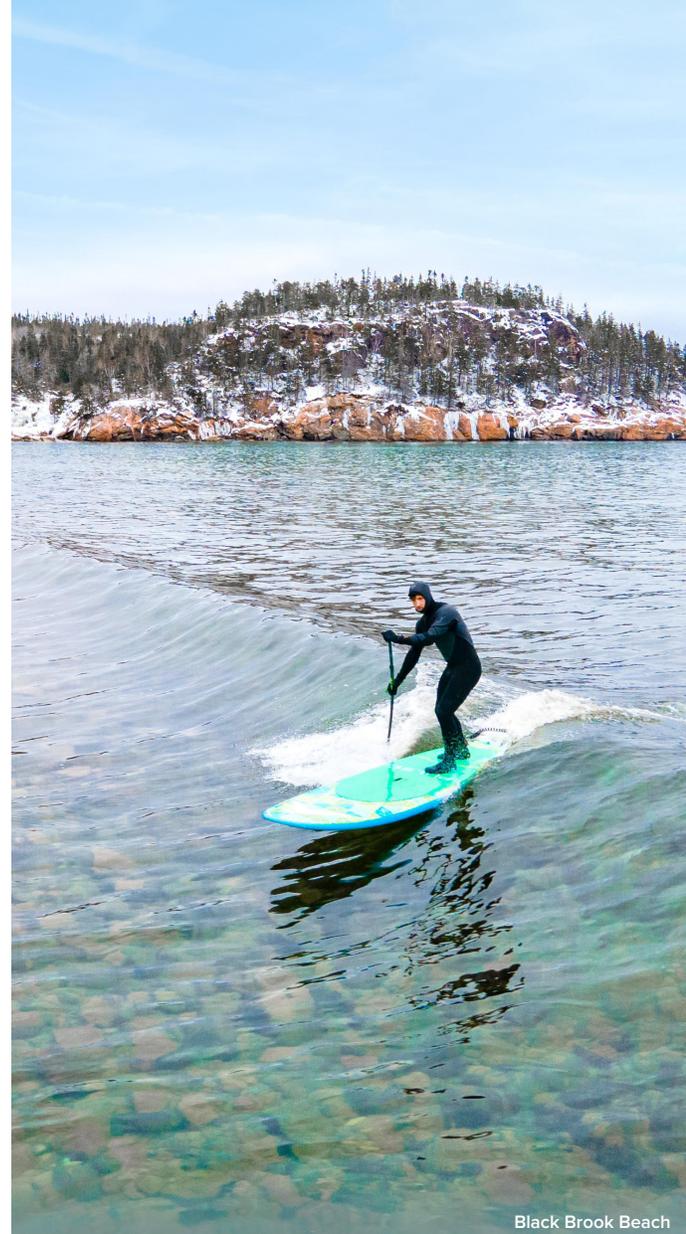
DigiPORT 

digital
nova scotia





Neil's Harbour Chowder House



Black Brook Beach



Cape Forchu Lighthouse

PROGRAM OVERVIEW

The Digital Tune-up Pilot Program is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia to help tourism businesses and organizations enhance their online presence. Through this program, you'll have a series of one-on-one sessions with a digital expert to outline your key performance indicators, and review your online channels to identify opportunities for improvement to reach your business goals.

Work with a digital expert to give your online presence a full tune-up! From your website to your social media, the team at Shortstop Creative Inc. will conduct a comprehensive audit of your digital channels and work with you to implement an action plan to help you be more visible to potential customers and close sales.



HOW DOES IT WORK?

The Digital Tune-up Pilot Program is offered through DigiPort, the new digital support portal for Nova Scotia's tourism sector. Under the guidance of Shortstop Creative Inc., you will determine goals for your online presence and complete an audit process that will include four phases. The program consultant will:

- Discuss your website/business goals with your business
- Conduct an audit of existing website and social media channels
- Develop a report based on findings
- Present your business with the report

The report will contain audits of the following:

- Website user experience and design
- Social media
- Search engine optimization

Each audit from consultation to presentation will take two to four days, depending on the number of social media channels and the amount of data the consultant will need to reference. The scheduling of the audit will be determined by the mutual availability of the consultant and your business.

WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses and organizations who are operational, and will be open or have a plan to open in 2022.

To be eligible, you must:

- Have a functional website that your business and the consultant can access during the project
 - * Access means administrative access to make edits to your pages e.g. WordPress admin access
- Have [Google My Business](#) set-up and Google Analytics or similar metric tool installed
 - * If you have a metric tool set up, access to the platform or dashboard will be needed
- Have at least one social media channel set-up with access to post, run ads, edit profile and view insights.
 - * For Facebook/Instagram, you will need full access to your [Facebook Business Manager](#).
- Be listed on NovaScotia.com
- Be in good standing with the provincial Registry of Joint Stock Companies
- Be registered with the province's Tourist Accommodations Registry (if applicable)
- Maintain a DigiPort Account for the duration of the project



Halifax Waterfront

Priority will be given to businesses that:

- Are primarily focused on attracting and servicing visitors
- Demonstrate how the program will help you achieve your business goals online
- Have an up-to-date website with relevant information
- Manage your website independently
- Have had analytics or a similar metric tool set up for more than a year
- Are not already enrolled in the SEO Course.

Your application will be reviewed by a panel from Tourism Nova Scotia and Digital Nova Scotia. Although you may be eligible, eligibility does not guarantee acceptance into the program.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Travellers are increasingly researching and booking their trips online. You need to have a strong online presence in order to compete. This program will help you strengthen your social media channels, search engine optimization, website design and user experience, so you can stand out, connect with potential customers, and close the sale.

If selected for the program, you will receive a complete audit of your online presence including website and social media, and an action plan with recommendations for implementation.



East Coast Balloon Adventures



HOW TO APPLY

Register or login to [DigiPort](#) and submit the online application at: <https://nsdigiport.ca/programs/digital-tune-up/>

Note: you must have or create a [DigiPort](#) account to participate in this program. DigiPort is a one-stop resource where you can access services and support to enhance your online presence. There is no cost to sign up.

The deadline to submit applications is:
Friday, February 18, 2022 at 4pm.

Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.

PROGRAM CONTACT

For more information about the Digital Tune-up Pilot Program, please contact:

Emily van den Hoogen, Digital Nova Scotia
416-561-0358 | info@nsdigiport.ca

Jennifer McKeane, Tourism Nova Scotia
902-717-3623 | jennifer.mckeane@novascotia.ca

ABOUT THE CONSULTANT

Based in Halifax, Nova Scotia, [Shortstop Creative Inc.](#) is an independent creative agency. Peter Woodward, Managing Director has worked as a web developer for over 11 years. As the Creative Director, Sam Archibald has worked for over 12 years as an art director, graphic designer and UX/UI designer.

They believe the key to growth lies in entertaining and captivating your audience through effective communication, and deliver this through advertising, design, and technology solutions.

Shortstop's experience working with small businesses has given them a good understanding of what is required to make sure they're accessible and available to customers. They understand the importance of a thorough analysis, and also the need for information to be presented in a manner we can all understand. Because if a report isn't clear and actionable, it isn't worth your time.

ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia is the industry association representing the tech sector in Nova Scotia. We connect our digital community, promote its successes, and lead skills development to help the digital sector grow and thrive. We are a membership-driven organization, with more than 230 members that include start-ups, small-to-medium enterprises, large multinational corporations, universities, colleges, government entities, and non-profits.

ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.

ABOUT DIGIPOINT

DigiPort is the meeting place of tourism and tech; a curation of digital marketing resources designed for local tourism businesses and organizations in Nova Scotia. DigiPort is a one-stop resource where tourism businesses can access services, training, and support to improve their online presence and digital marketing so they can be more visible, reach more potential customers and close the sale.