

WELCOME



What Search Data Can Tell You About Your Brand

Thursday, June 23, 2022



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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PRESENTER



Peter Woodward

- Peter is the Managing Director of Shortstop
- Peter's background in software development and sales enables him to see both the big picture and the tiny details that influence a business's growth.
- In addition to being proficient in all major web languages and platforms, he is Hubspot Inbound certified.

digital
nova scotia



Share of search

What search data can tell
you about your brand

June 23, 2022

Shortstop



Shortstop

Peter Woodward
Managing Director

peter@shortstop.agency

What is share of search?

Why does it matter?

What are some limitations?

What can I do about it?



What is share of search?

Why does it matter?

What are some limitations?

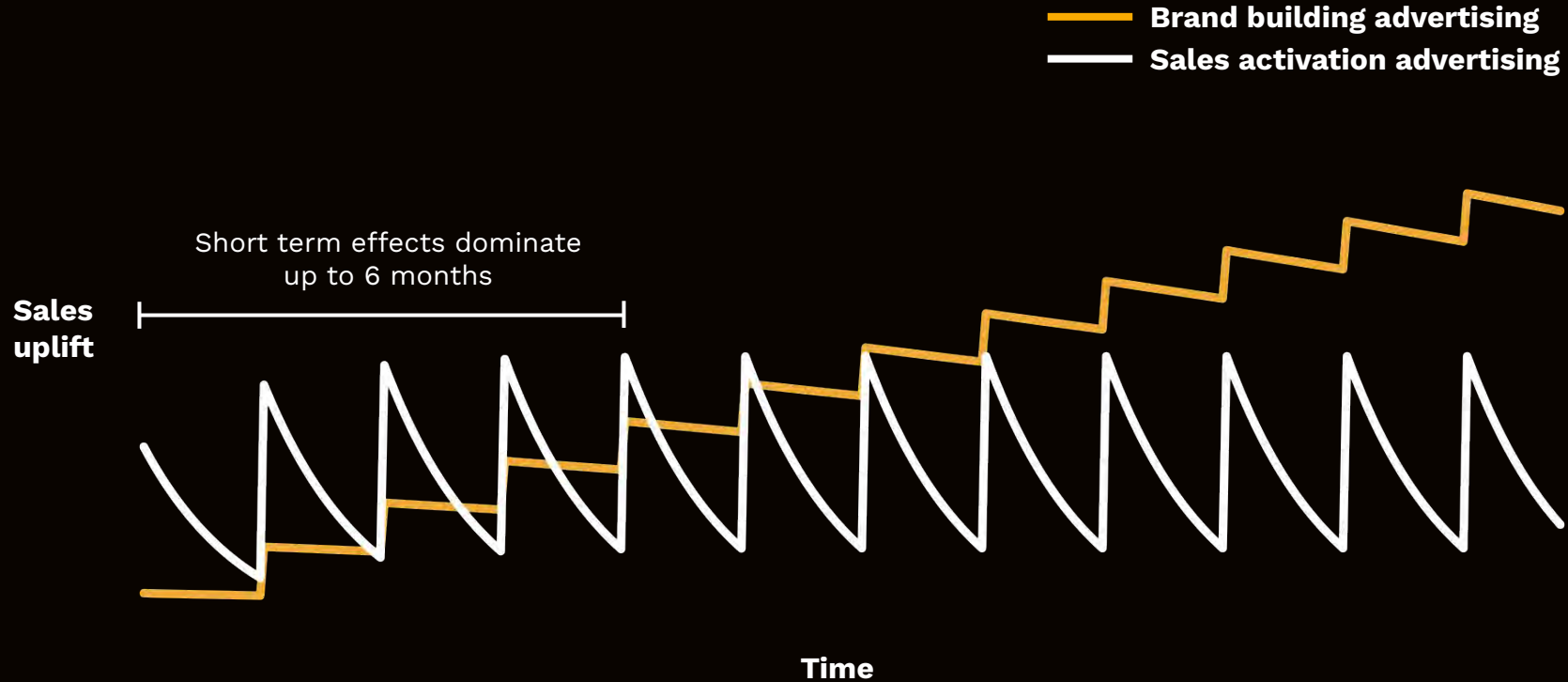
What can I do about it?





Two marketing drivers:
Brand building (long term)
Sales activations (short term)

Building a brand takes time



**Why is it so hard to
measure a brand?**



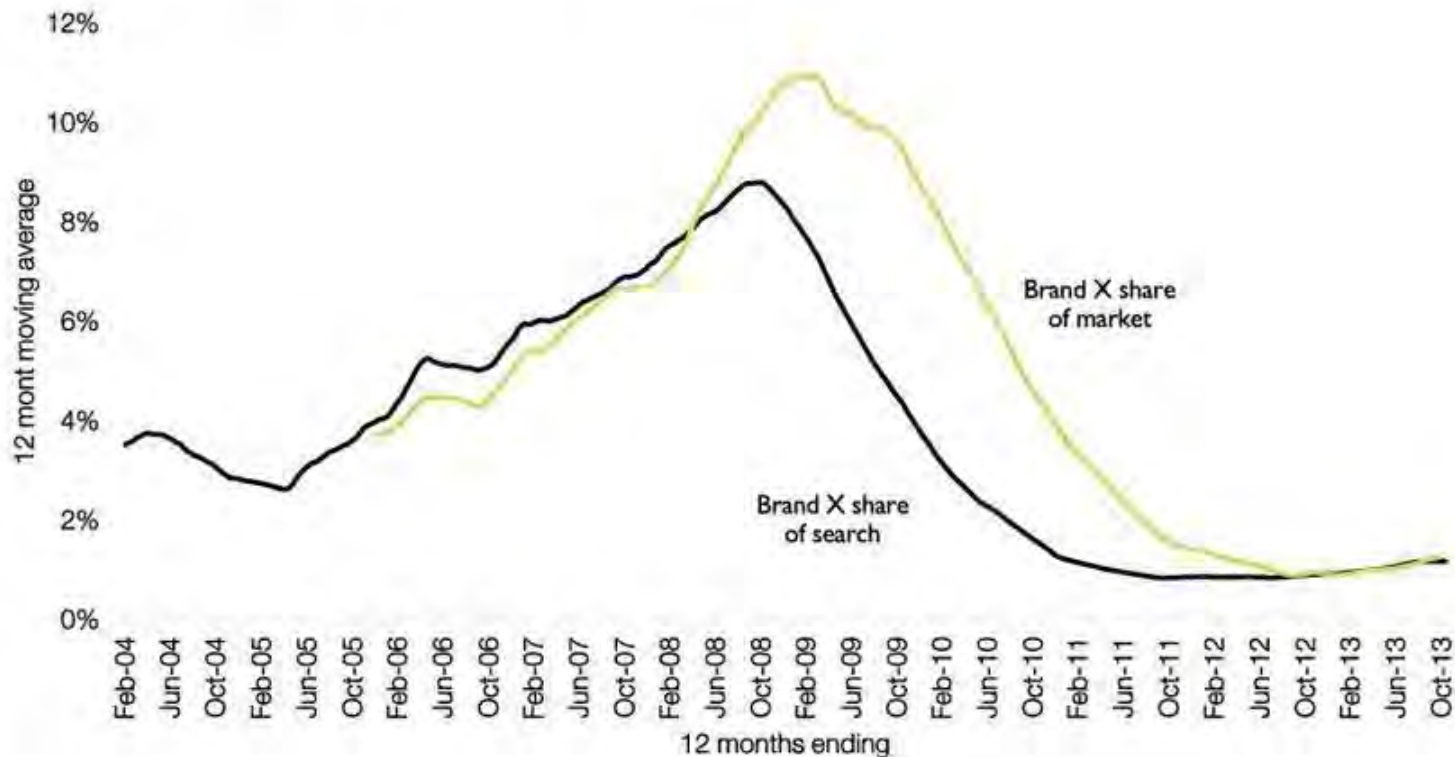
Share of search:

A measure of
marketing effectiveness

A person is sitting at a desk, writing in a notebook with a red pen. A laptop is open in front of them, and another laptop is visible in the foreground. The background is slightly blurred, showing a desk with various items like a pen holder and papers. The overall tone is professional and focused.

**It's a way to measure
brand building efforts**

SHARE OF SEARCH: A PROMISING PREDICTIVE METRIC



Source: Les Binet

Share of search has been found to represent 83% of a brand's market share.

$$\text{Share of search} = \frac{\text{Searches for brand x}}{\text{Searches for all brand in category}}$$

Campaign tracking
Brand tracking
Market Research

What is share of search?

Why does it matter?

What are some limitations?

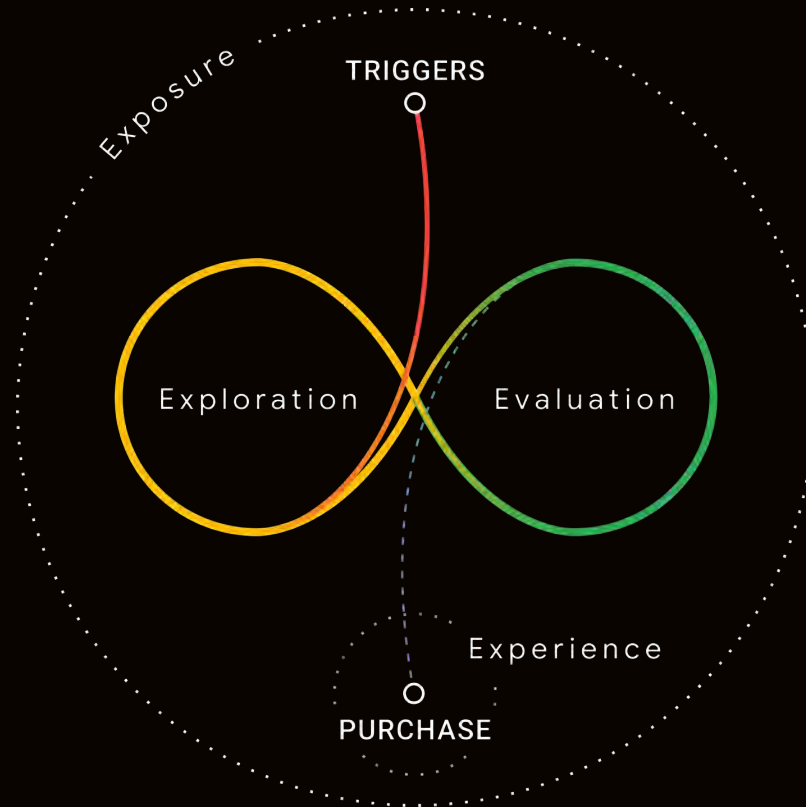
What can I do about it?



**It's a way to measure
brand building efforts**

**People don't purchase in a
linear fashion**

The way we buy is complex



**Can indicate movement in
market share**

What is share of search?

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A scenic view of a city skyline across a body of water at sunset. The sky is filled with dramatic, orange and blue clouds. In the foreground, dark, jagged rocks are visible. The water is dark and calm. A city skyline is visible in the distance, with various buildings and structures. A small boat is visible on the water near the city.

**It can't tell you how to
talk to your audience**

**Smaller brands don't have
as robust data**



A person wearing a black and white striped shirt is looking at a large archive of film strips. The film strips are organized in wooden racks, and the person's hand is visible, touching one of the strips. The background is slightly blurred, showing more of the archive. The text "Contextual analysis is a must" is overlaid on the image in white, with "a must" underlined in yellow.

**Contextual analysis is
a must**

What is share of search?

Why does it matter?

What are some limitations?

What can I do about it?



Check it out yourself!

● **McDonald's**
Fast food company

● **Wendy's Company**
Fast food restaurant com...

● **Burger King**
Topic

+ Add comparison

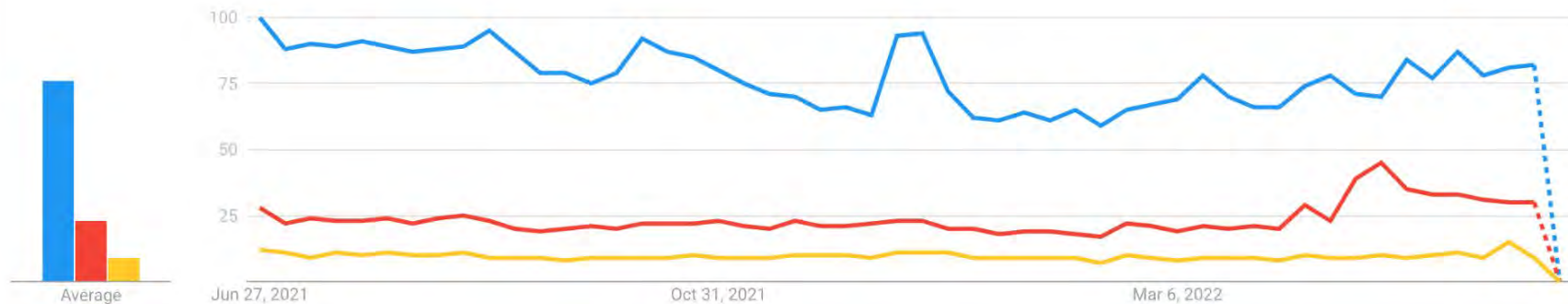
Canada ▾

Past 12 months ▾

Food & Drink ▾

Web Search ▾

Interest over time ?



A close-up photograph of dark, rich soil with several small, bright green seedlings sprouting from it. The seedlings are at various stages of growth, with some showing two leaves and others just emerging. The lighting is soft, highlighting the texture of the soil and the vibrant green of the plants.

**Don't be afraid to
invest in your brand**



Shortstop

Thank you!

Let's connect and discuss how we
can increase your share of search.

peter@shortstop.agency

902 401 4267

<https://shortstop.agency>

UPCOMING WEBINARS

Thursday, July 14, 2022, 10 am

Leveraging Social Media to Attract Consistent Leads in 2022

Presented by Sara Mills with Dashboard Living



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UPCOMING WEBINARS

Thursday, July 28, 2022, 10 am

SEO Basics for Tourism Business Owners

Presented by James Gaudet, Digital Marketing Specialist, JG Designs



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