

WELCOME



Cultivating a Strong Online Brand Presence

We will begin shortly!

WELCOME



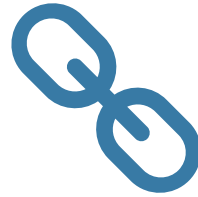
Cultivating a Strong Online Brand Presence

Thursday, November 10, 2022

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



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.

Sign up for Digiport at
<https://nsdigiport.ca/>



Digital Support for
Nova Scotia's Tourism Sector

Sign up

Get in touch with our network of digital marketing strategy experts.

PRESENTER

Meg Craig

- Meg Craig started her branding journey in Toronto in 2003 working on creative teams for Nestle, PlayStation, and Virgin Mobile.
- In 2010 Meg moved back to Nova Scotia and launched Skysail Brand. Skysail employs 4 full-time women with different creative skill sets that have come together to create a full-service creative agency.
- Meg has worked with all industries across Canada, USA and the UK but has a strong focus on supporting Nova Scotian entrepreneurs, companies, and organizations to build their brands here at home.



WEBINAR NOVEMBER 10 2022

CULTIVATING A STRONG ONLINE BRAND PRESENCE



MARKETING NOVA SCOTIA FOR GOOD

SKYSAIL BRAND

WE LOVE DOING GOOD WORK, FOR GOOD PEOPLE

Presented by Meg Craig, Brand Strategist

Market

ooo

Trends

DigiPORT
Digital Support for
Nova Scotia's Tourism Sector

Feedback

Ads

AGENDA



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MEET MEG

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HIRING AN AGENCY

MEET MEG CRAIG



- Originally from Pictou County and now lives in Mahone Bay
- 20+ years in the industry as a designer, art director, photographer and brand strategist
- Started career in Toronto working with big brands Nestle, Coca-Cola, Playstation and Virgin Mobile
- Founded Skysail in 2010
- Worked with 100s of brands of all sizes
- Employs an all-female team remotely across Nova Scotia



WHAT IS BRANDING, ANYWAY?

Branding is more than just a logo. It's all of your marketing touchpoints working together to create a seamless visual identity and message for your business.

It's your business's personality, reputation and how people talk about your business when you're not in the room.

LOGO OR WORDMARK

FONTS

COLOUR PALETTE

VOICE + MESSAGING

GRAPHICS

PHOTOGRAPHY



WHY IS BRANDING IMPORTANT IN YOUR TOURISM BUSINESS?



AWARENESS

Consistent branding builds impressions over time and becomes top of mind



CREDIBILITY

Great branding reflects the quality of your product or service



SALES

Smart branding drives consumer engagement and loyalty

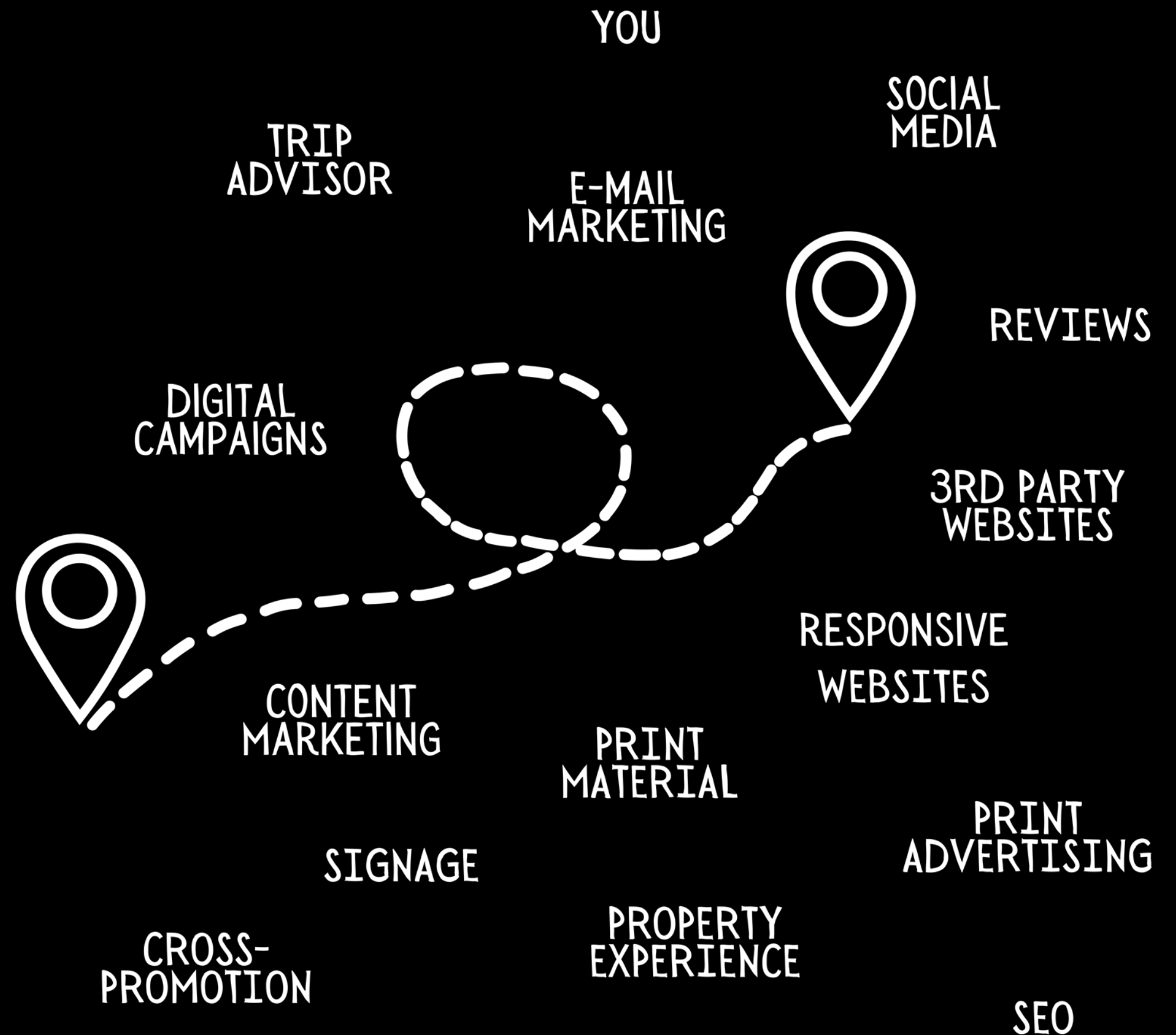


VALUE

Solid branding builds equity in your business and can promote worth

TOURISM TOUCHPOINTS

The opportunities for a tourism business to reach their customers are endless. With the right research, insight, budget and skills you'll be able to decide which touch points are right for your business and your ideal customer.





MARKET

Knowing your customer market is key to making the best marketing decisions. Where do they live, shop, eat, travel, income, family status etc. are all important pieces of information when creating your online strategy.

STATS

Tourism Nova Scotia is your go-to resource for all kinds of different statistics that will help you navigate your business with the most up-to-date insights.

TOURISMNS.CA/VISITATION-STATISTICS

QUICKLINKS



Accommodation
Statistics



Tourism
Revenues



Historic Tourism
Statistics



Visitor Insights



Research
Reports



inTouch Blog &
Newsletter



DIGITAL TOURISM

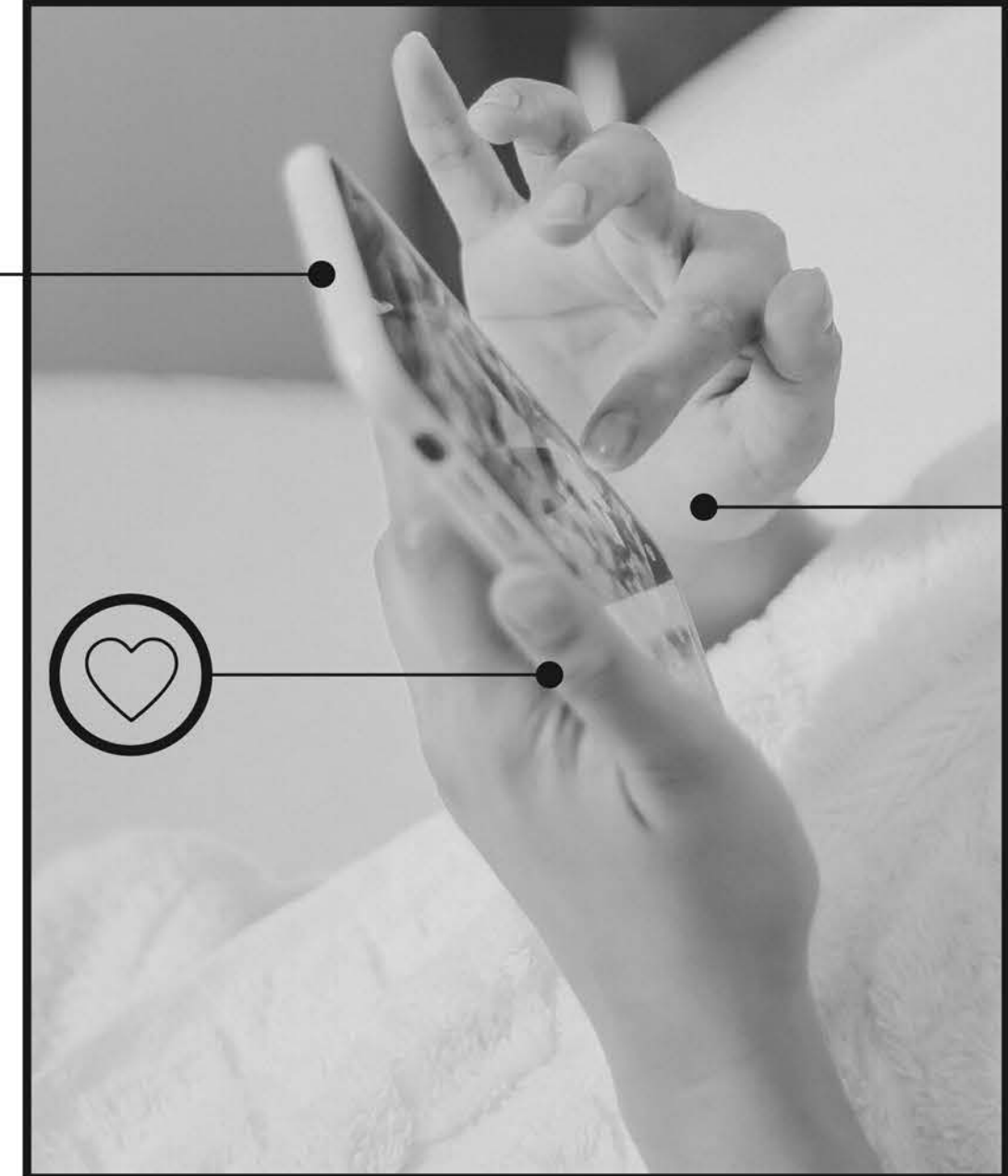
Let's start with a definition of the topic at hand. *What is digital tourism?* The term “digital tourism” refers to how we use digital tools to organize, manage and even enjoy the travel experience.

The internet is now an essential component of the experience that every tourist makes when he or she decides to travel.

When we talk about digital tourism, we must not make the mistake of believing that the digital component plays a role only in the booking and payment of a trip, accommodation, or transportation. On the contrary, digital transformation manifests itself along all phases of the journey, following the path the tourist takes in his customer experience step by step.



QUICK TAKES



SOME ONLINE BRANDING STATS



88%

AUTHENTICITY

88 percent of consumers say that authenticity is a key factor when deciding what brands they like and support. (Stackla, 2021).

80%

COLOUR

Using a signature color can increase brand recognition by 80 percent. (Reboot, 2018).

33%

CONSISTENCY

Consistent presentation of a brand is seen to increase revenue by 33 percent. (Lucidpress, 2019).

66%

TRANSPARENCY

66 percent of consumers think transparency is one of the most attractive qualities in a brand. (Accenture Strategy, 2018).

64%

WORLD ISSUES

64 percent of consumers around the world said that they would buy from a brand or boycott it solely because of its position on a social or political issue. (Edelman, 2019).

77%

VALUES

77 percent of consumers buy from brands that share the same values as they do. (Havas Group, 2019).

● ● ● DIGITAL MUST-HAVES

#1

CONSISTANT LOGO OR BRANDMARK

Using your brand elements in a consistent manor across all touch points will ensure customers have the best chance of remembering you.

- CLEAR AND EASY TO READ
- HIGH RESOLUTION ELEMENTS
- FLEXIBLE LOGO VARIATIONS



DIGITAL MUST-HAVES

CONSISTANT VOICE AND MESSAGING

Make sure your story or "about" descriptions on all touchpoints are consistent.

- CURRENT OFFERINGS
- FRIENDLY TONE AND MANNER
- KEY WORDS FOR SEO

#2



take. eat. easy.

The kitch'inn is unlike any other accommodation that you'll come across on your travels. Quirky, slightly off kilter and an experience in itself, we are NOT your Grandma's Bed and Breakfast. We don't do doilies. We don't do breakfast. We do however b'Lunch. Totally a word. Betty's opens at 11am on weekends, and trust us when we say it's worth the wait.



betty's Betty's at The Kitch Sponsored
Winter is coming – don't be bitter, be a betty! Warm up by our wood-fired oven. b'Lunch is now happening Fridays, Saturdays AND Sundays 11am-3pm. Your mimosa is waiting!

ho-ho-host your holiday party at betty's this year

staff will say you're the best-boss like, ever

the fam will buy you nicer christmas presents

we do the work. you get the credit.
mahone bay, ns | kitchinn.com | betty@kitchinn.com

● ● ● DIGITAL MUST-HAVES

#3

PHOTOGRAPHY + VIDEO

Photography and visuals using the same style, filter and resolution will create a story in a customers mind about how it feels to experience your tourism business.

- **CURRENT IMAGES**
- **CLEAR RESOLUTION**
- **AUDIENCE AND SEASONALITY**





REVIEWS

Reviews are the number one thing potential customers look for when planning to travel.

- **ASK FOR THEM**
- **USE THEM TO MARKET**
- **USE AS INCENTIVE**



Review summary



Tripadvisor



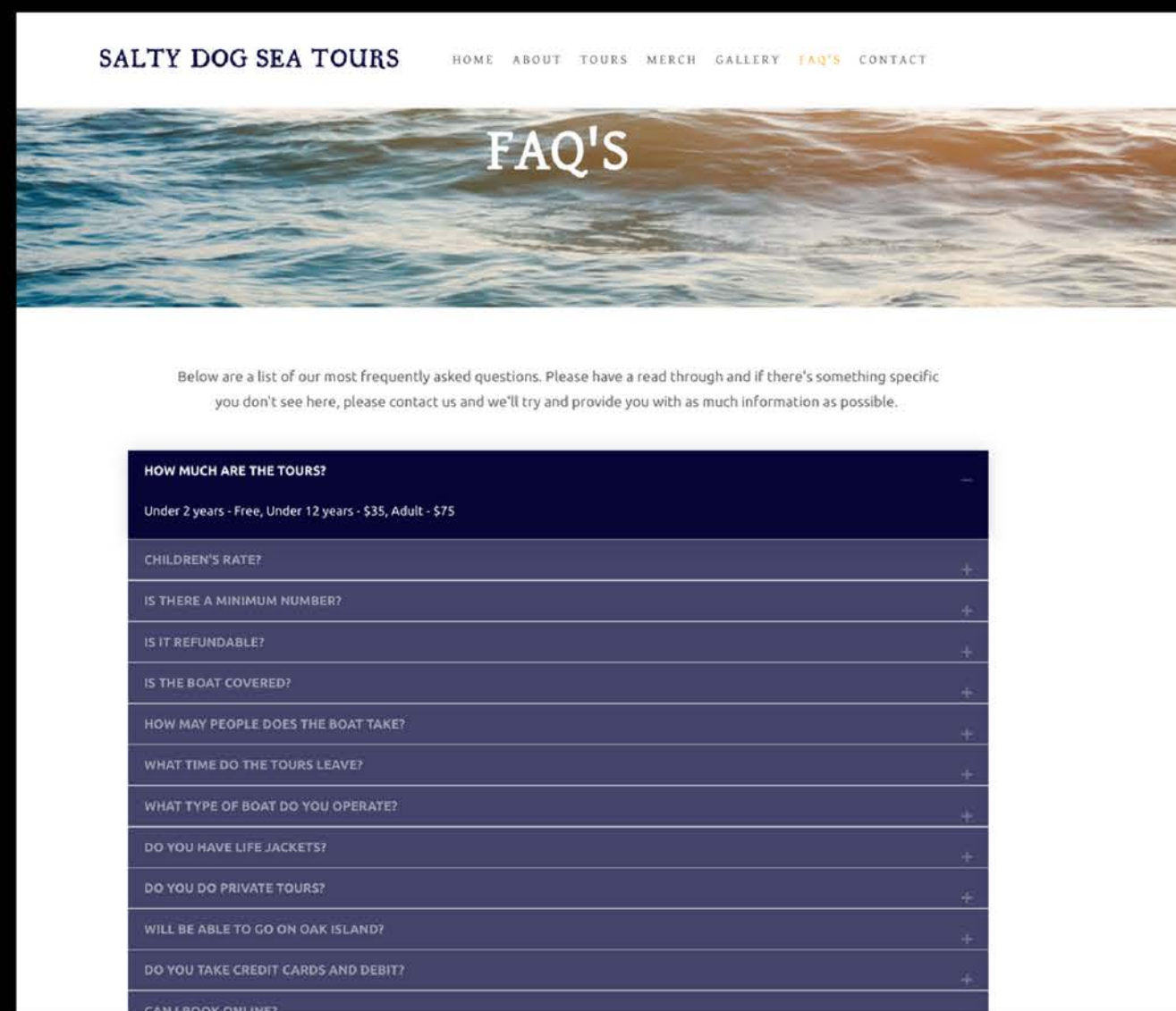
Rating & Review Guide

- ★★★★★ Nobody is perfect, but I enjoyed my stay here!
- ★★★★ There are several issues that need to be corrected.
- ★★★ There are major problems with this listing.
- ★★ This listing should be removed.
- ★ Ban these hosts for life.

FAQ'S

A solid frequently asked questions page on your website will save you and the customer time and money.

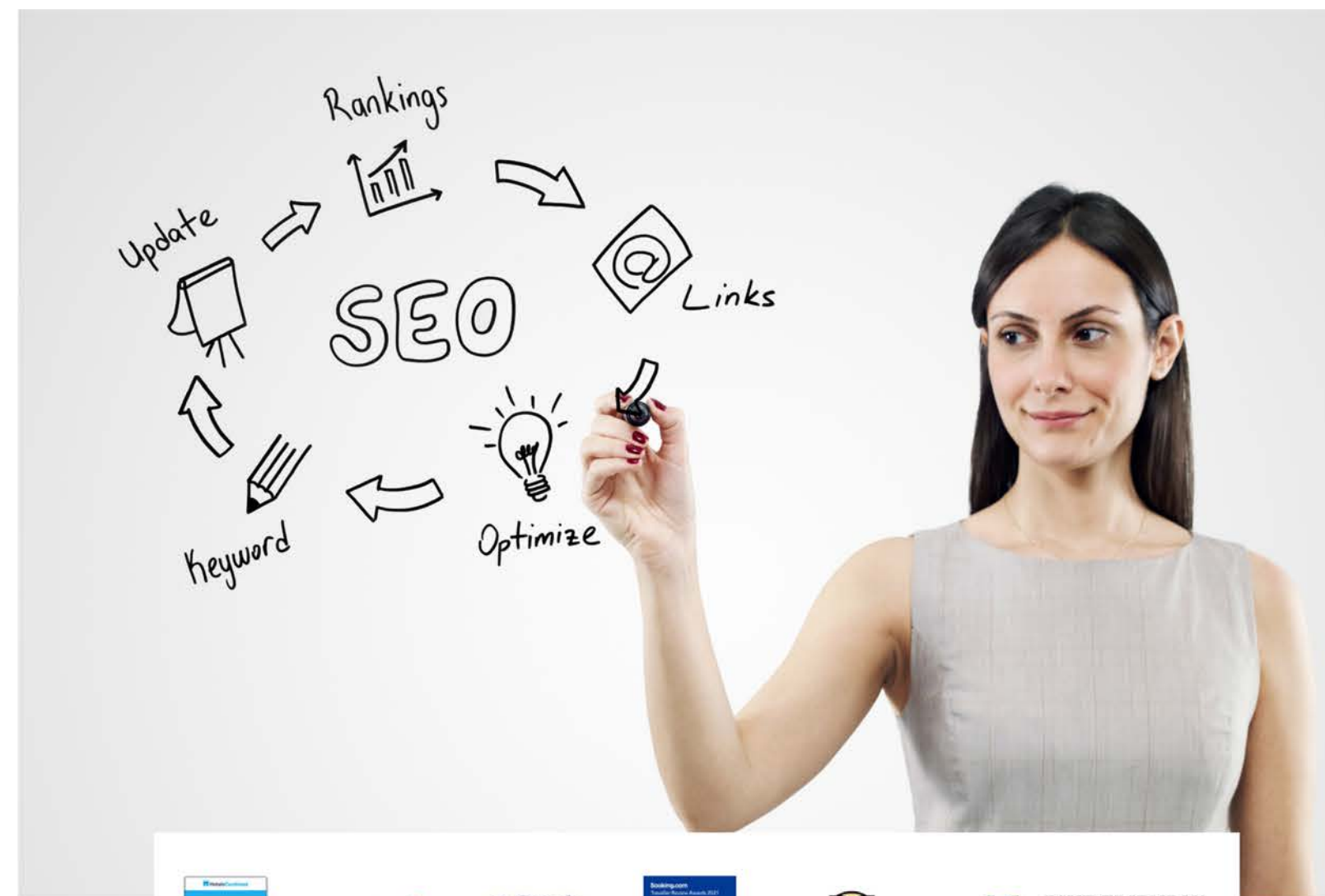
- **NO MORE THAN 15**
- **TAKE NOTE OF EVERY QUESTION YOU'RE ASKED**
- **USE KEY WORDS FOR SEO**



SEO

Search Engine Optimization is a must when implementing a digital strategy. It can be a complicated process at first but there are lots of experts and tutorials out there to help.

- **KEY WORDS**
- **LANDING PAGES**
- **STEADY CONTENT**
- **RELEVANT LINKS**



ANALYTICS

Analytics on your website and social accounts will help you decide what right moves you are making in your online strategy and what moves to pivot from.

- **WEBSITE ANALYTICS**
- **SOCIAL MEDIA**
- **REVIEW AFTER EACH SEASON**



DIGITAL MUST-HAVES

#8

SOCIAL MEDIA

A clear social media strategy can do wonders for your tourism business. Think of social media as the digital form of word of mouth and learn to speak to your audience in the way they want and expect.

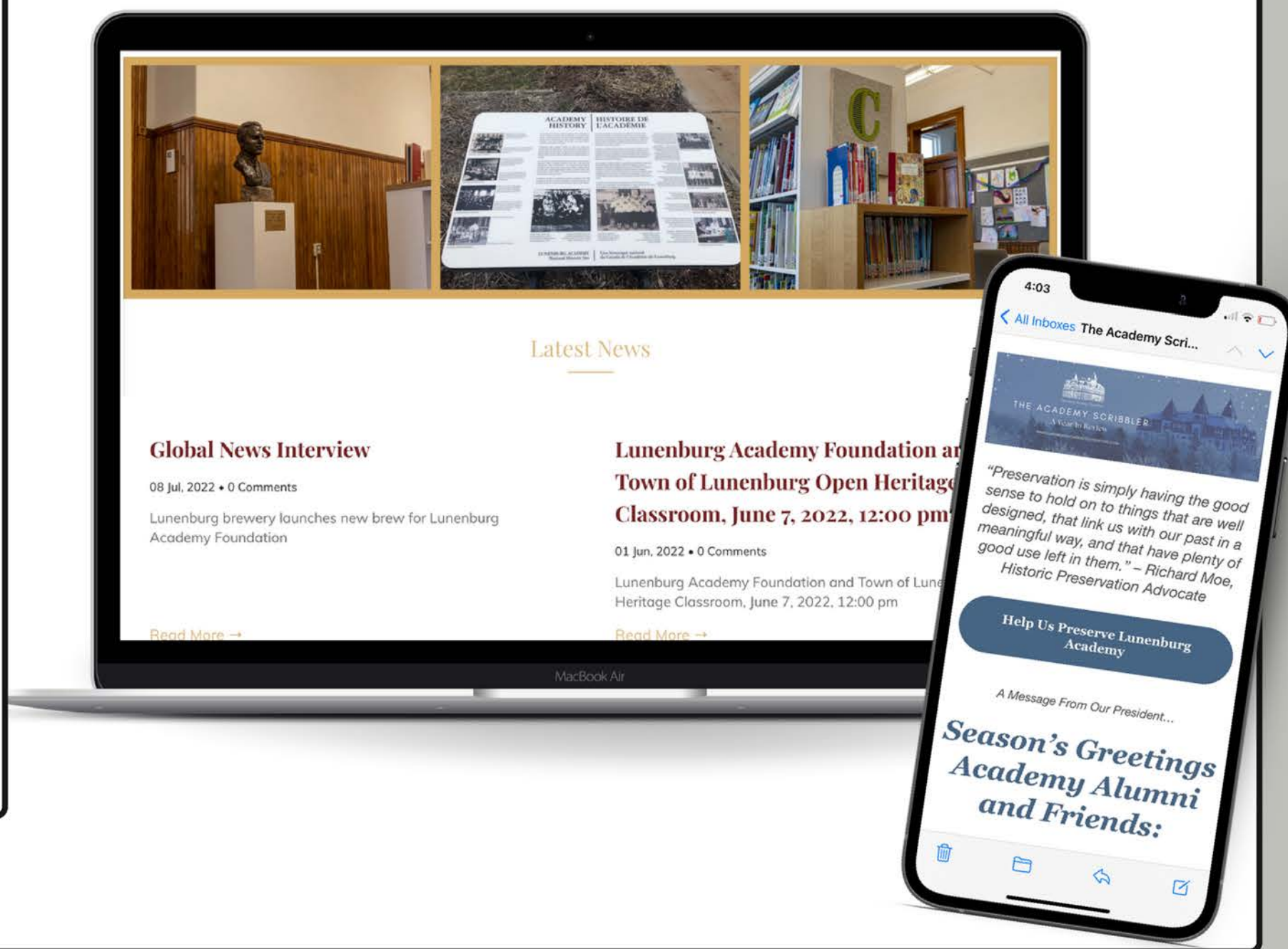
- ORGANIC REACH
- PAID REACH
- USER GENERATED CONTENT



BLOG POSTS

Blog posts are still a great way to drive traffic to your website. Using the right mix of visuals, storytelling and key words makes "the Google" happy. Creating this content shows customers that you care.

- **FREQUENT POSTS**
- **REUSE/REPURPOSE CONTENT**
- **DRIVES SEO**



DIGITAL MUST-HAVES

#10



CANVA

If there's one tool every tourism business should have, it's CANVA. Canva takes the place of all the clunky programs businesses used to use, like Illustrator, Photoshop, Word etc.

- HOME FOR YOUR BRAND
- ONLINE GRAPHICS
- OFFLINE MATERIAL



Top 10 reasons to join our Chamber!

✓ Community Support

When you become a part of the Chamber, you receive a community of support behind you from day one. Our goal is to ensure every member and their business feels heard.

✓ Referrals

The chamber is also a support network for helping to grow your business. The membership refers you first to organizations both inside and outside Chamber.

✓ Local Policy

The Chamber has a strong, collaborative relationship with the Town and will work with our group to ensure local policy supports the business community and our growth.

✓ Networking

When you become a Chamber member you gain access to a wide scope of other entrepreneurs that are willing to share knowledge and grow in community with you.

✓ Credibility

When you become a member, get your fancy window sticker and show

✓ Education

The Chamber is always eager to share educational opportunities with its members. Through webinars, newsletters and presentations we can all learn more and do better.

Best Practices

Access to advice and grant opportunities through our newly formed Economic Development initiative. Sharing our knowledge with each other is an invaluable asset.

Camaraderie

We have fun, we make friends, we celebrate our accomplishments and work together to visualize the future and what it means for all of us to thrive in Mahone Bay.

[COM/MEMBERSHIP](#)



WHAT TO KNOW WHEN HIRING AN AGENCY OR CREATIVE PROFESSIONAL

When hiring an agency or consultant to work with you on your brand, there are many things to keep in mind so you make the best choice for you and your business.

KNOWS YOUR BUSINESS

KNOWS YOUR TARGET AUDIENCE

**CREATES ASSETS IN PLATFORMS
THAT YOU CAN ACCESS AND USE**

**CREATES ALL DIGITAL ACCOUNTS
IN YOUR NAME**

**TRANSFERS ALL CREATED BRAND
ASSETS TO YOU**

RESPECTS YOUR PRIVACY

**COMMUNICATES EASILY AND
TAILORS COMMUNICATION
TO YOUR PREFERENCE**

COSTS REFLECT EXPERIENCE

HONEST FEEDBACK

PROCESS AND TIMELINE DRIVEN





MARKETING NOVA SCOTIA FOR GOOD

SKYSAIL BRAND

WE LOVE DOING GOOD WORK, FOR GOOD PEOPLE

[illegible]

Digital Marketing Strategist Catherine Craig specializes in search engine optimization, search engine marketing, statistical analysis and the planning & implementation of successful social media strategies across all platforms.

RECENT KUDOS + NOMINATIONS



Skysail Brand
Best Full-Service
Digital Branding Agency
Nova Scotia



ASSOCIATIONS



digital
nova scotia



TOURISM
NOVA SCOTIA

tians
The voice of tourism

DigiPORT

COMMUNITY SPONSORSHIP



Mahone Bay
MAHONE BAY TOURISM &
CHAMBER OF COMMERCE

Second Story
WOMEN'S CENTRE



ALL THE BRANDING THINGS

STRATEGY

CORPORATE BRANDING
BRAND CAMPAIGNS
COACHING + TRAINING
SOCIAL MEDIA
COPYWRITING
PROMOTIONS

DIGITAL

WEB DESIGN
APP DESIGN
SOCIAL MEDIA
QR CODES
E-COMMERCE
NEWSLETTERS
SEO + SEM

PRINT

GRAPHIC DESIGN
BRAND SIGNAGE
CONSUMER SIGNAGE
PACKAGING
APPAREL

SOCIAL MEDIA

COPYWRITING
CONTENT CREATION
TARGETED ADVERTISING
REMARKETING
INSIGHTS + METRICS
ANALYSIS

I.T.

DOMAINS
EMAILS
SEO

FUN STUFF

PHOTOGRAPHY
VIDEOGRAPHY
PRESS RELEASES
STORY WRITING
ILLUSTRATION
ASSET MANAGEMENT
BRICK + MORTAR DESIGN
EVENT DESIGN

GLOBAL CLOUD BASED
SOFTWARE



ADOBE CREATIVE SUITE
MICROSOFT OFFICE
CANVA
MAILCHIMP

WEEBLY
SHOPIFY
WIX
HOVER

SQUARESPACE
SHOPIFY



SKYSAIL BRAND

THANK
YOU



CALL
902 240 7245



LOCATION
NOVA SCOTIA



EMAIL
HELLO@SKYSAILBRAND.COM



WEBSITE
SKYSAILBRAND.COM



FACEBOOK
FACEBOOK.COM/SKYSAILBRAND



INSTAGRAM
INSTAGRAM.COM/SKYSAIL_BRAND



UPCOMING WEBINARS

- Thursday, December 8, 10:00 am – ***Your Business Has A Great Story. Are You Telling It?***
Presented by Leah Sanford (The Family Knife)
- Thursday, January 12, 10:00 am – ***Hook'em & Book'em – Online Booking.*** Presented by Yazeed Sobaih (Haylo Branding)
- Subscribe to Tourism Nova Scotia News & Resources to receive notice about the topic of the next webinar in the series.
<https://tourismns.ca/news-resources>



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
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<https://www.linkedin.com/company/tourismnovascotia/>