

ATLANTICONLINE.CA

HOW TO BUILD SUSTAINABLE MARKETING PRACTICES

FOR YOUR
TOURISM BUSINESS



Shelley Bellefontaine
March, 2023



WELCOME

A presentation on:

"How to Use Marketing
Technologies to Create a
Sustainable Tourism Business"

with

Shelley Bellefontaine
AtlanticOnline.ca





DIGITAL ARCHITECT

Born by the sea, raised digital

INTRO

Tourism marketing is very competitive, often with a short window of time to engage visitors.

Today's webinar will describe how brand outreach strategies can connect you to visitors in a helpful way, while speaking to the unique value your business provides, before, during and after their visit.



ABOUT



A full-service digital marketing agency
in Nova Scotia, Canada

We are a team of professional
marketers, skilled at digital navigation
with the knowledge and expertise to
create exceptional designs and
strategies, tailored to your business's
needs and goals.

INDUSTRY | TOURISM | HEALTH



Shelley Bellefontaine
Lead Digital Marketing Architect
AtlanticOnline.ca



TODAY...

HOW TO BUILD SUSTAINABLE MARKETING PRACTICES

FOR YOUR
TOURISM BUSINESS



"A YEAR IN THE LIFE OF A TOURISM MARKETER"

We'll review what an annual digital marketing calendar looks like for a tourism business, along with an overview of the easy technology tools you can use on a monthly basis to engage, delight and convert a broad audience.



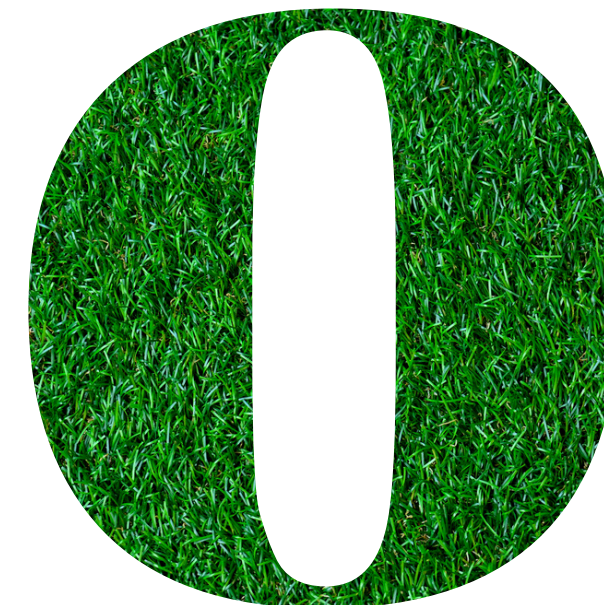
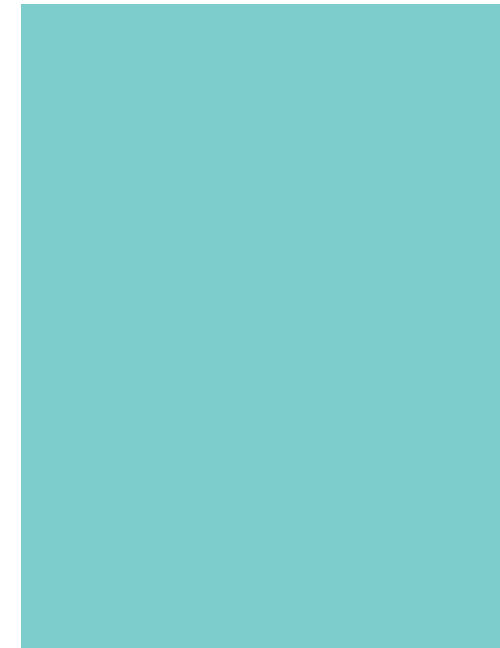


TOURISM LIFE CYCLE

Every operation,
every business,
every organization,
operates within the construct
of a life cycle.

ALPHA ... OMEGA
A BEGINNING ... AN END

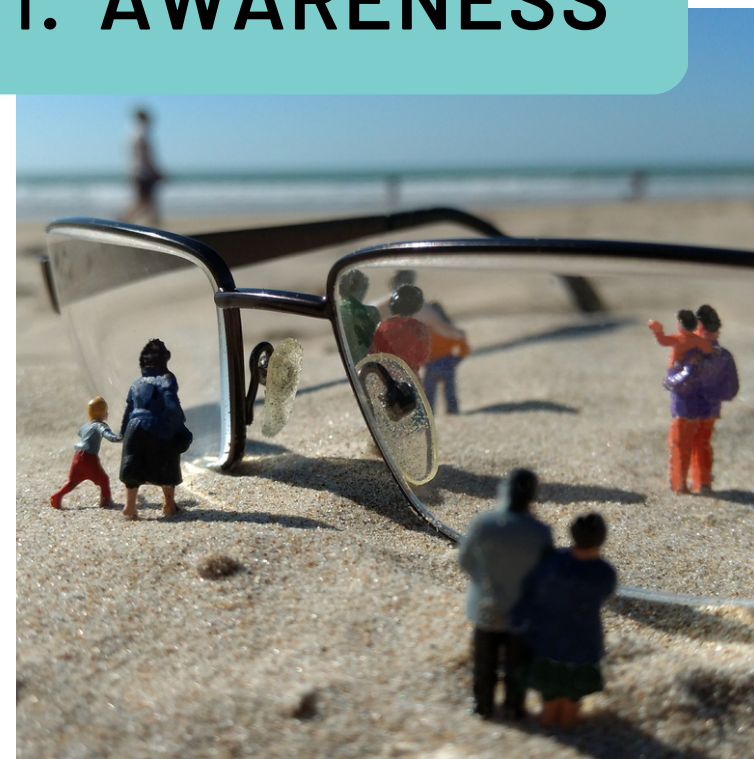
"It's the "in-between" where
opportunities exists" – SAB



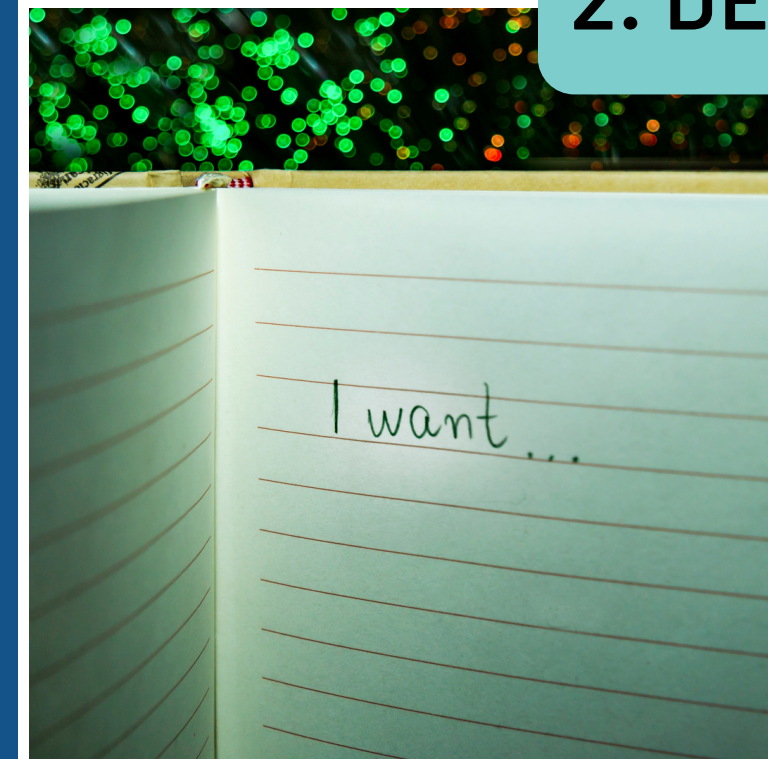


**LIFE CYCLE
+
EMOTIONS
=
MARKETING
THEMES**

1. AWARENESS



2. DESIRE



3. TRUTH

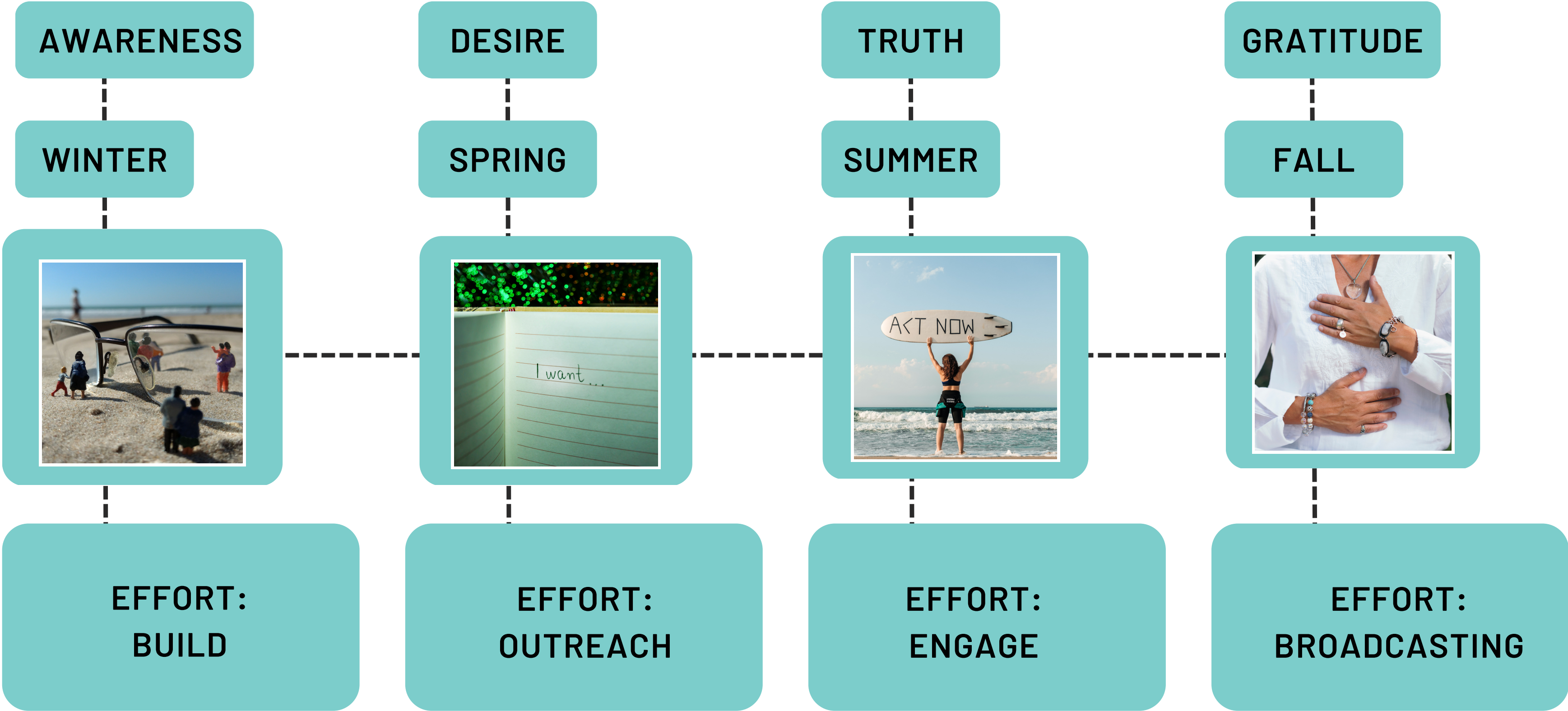


4. GRATITUDE



MARKETING TIMELINE

Annual Digital Marketing Calendar





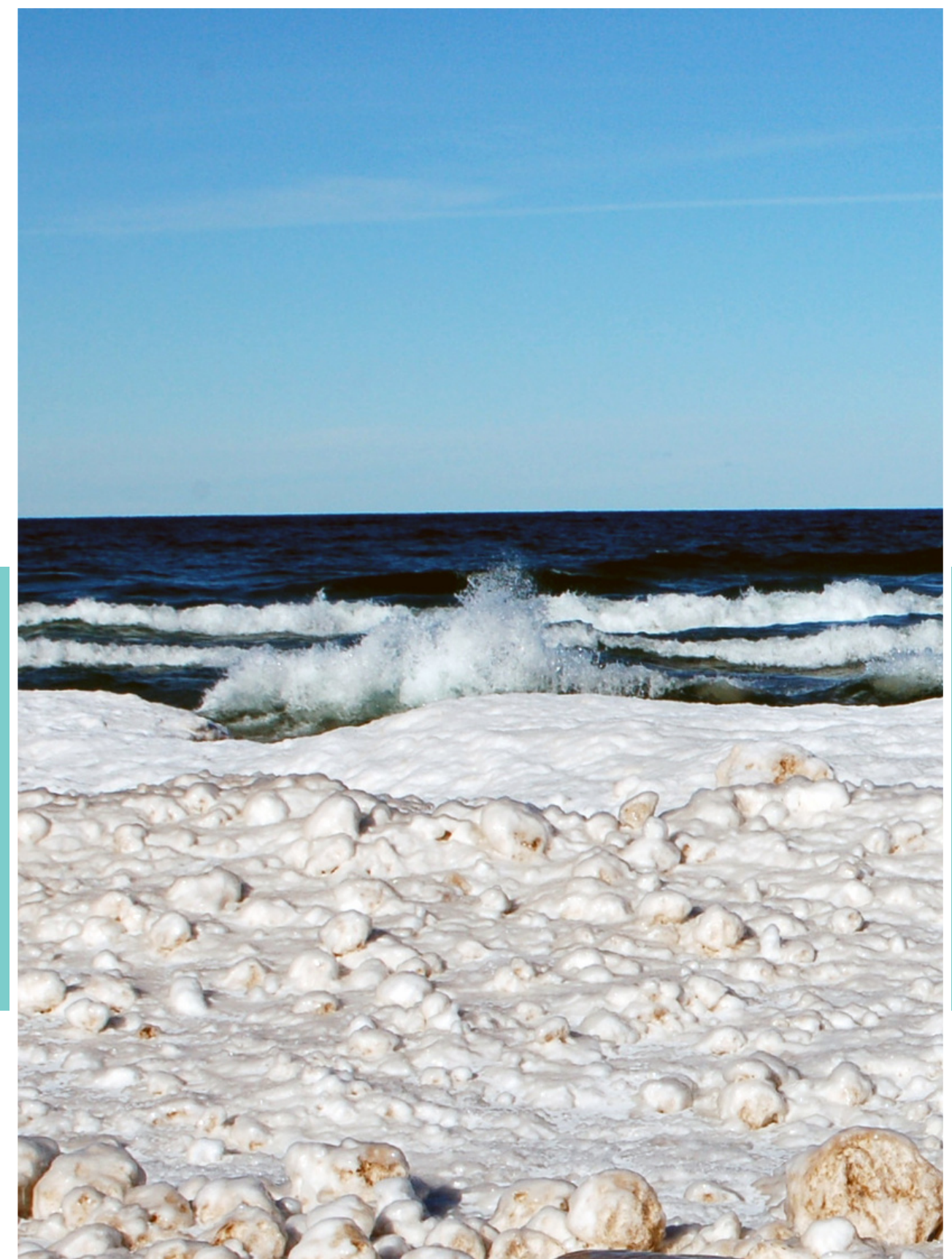
MARKETING TIMELINE ...*HOW WE DO IT.*

MARKETING OBJECTIVE	TIMELINE	TACTICS	TOOLS
AWARENESS	JANUARY, FEBRUARY, MARCH	<ul style="list-style-type: none">• 1 Stellar Package Defined• Build Sign-up Funnel• Facebook Ads	<ul style="list-style-type: none">• Canva / PDF• MailerLite Form• FB Ad Account
DESIRE	APRIL, MAY, JUNE	<ul style="list-style-type: none">• Organic Social• Facebook Ads• Email Outreach / Welcome	<ul style="list-style-type: none">• Social Media Calendar• FB Ad Account• MailerLite Automation
TRUTH	JULY, AUGUST, SEPTEMBER	<ul style="list-style-type: none">• Organic Storytelling/Social• Facebook Ads• Stellar Pkg Reviews Contest	<ul style="list-style-type: none">• Social Media Calendar• FB Ad Account• MailerLite Automation
GRATITUDE	OCTOBER, NOVEMBER, DECEMBER	<ul style="list-style-type: none">• Organic Social > reviews• Re-post Contest reviews• Gratitude Email	<ul style="list-style-type: none">• Social Media Calendar• MailerLite Automation
OPTIMISM	JANUARY 1ST	<ul style="list-style-type: none">• New Years Day Post & Email	<ul style="list-style-type: none">• Organic Social Media• MailerLite Automation



AWARENESS

JANUARY – FEBRUARY – MARCH





JANUARY, FEBRUARY, MARCH

ACTION ITEMS:

JANUARY

- Build stellar, single-product offer
 - THEME > TAKE ME TO THE OCEAN
- Build Email Capture Form
- Build Facebook Ad

FEBRUARY + MARCH

- RUN FACEBOOK AD
- MONITOR

TECHNOLOGY / TOOLS:

- Use Canva as a design tool
- MailerLite as email communications tool
- Facebook Ads Manager

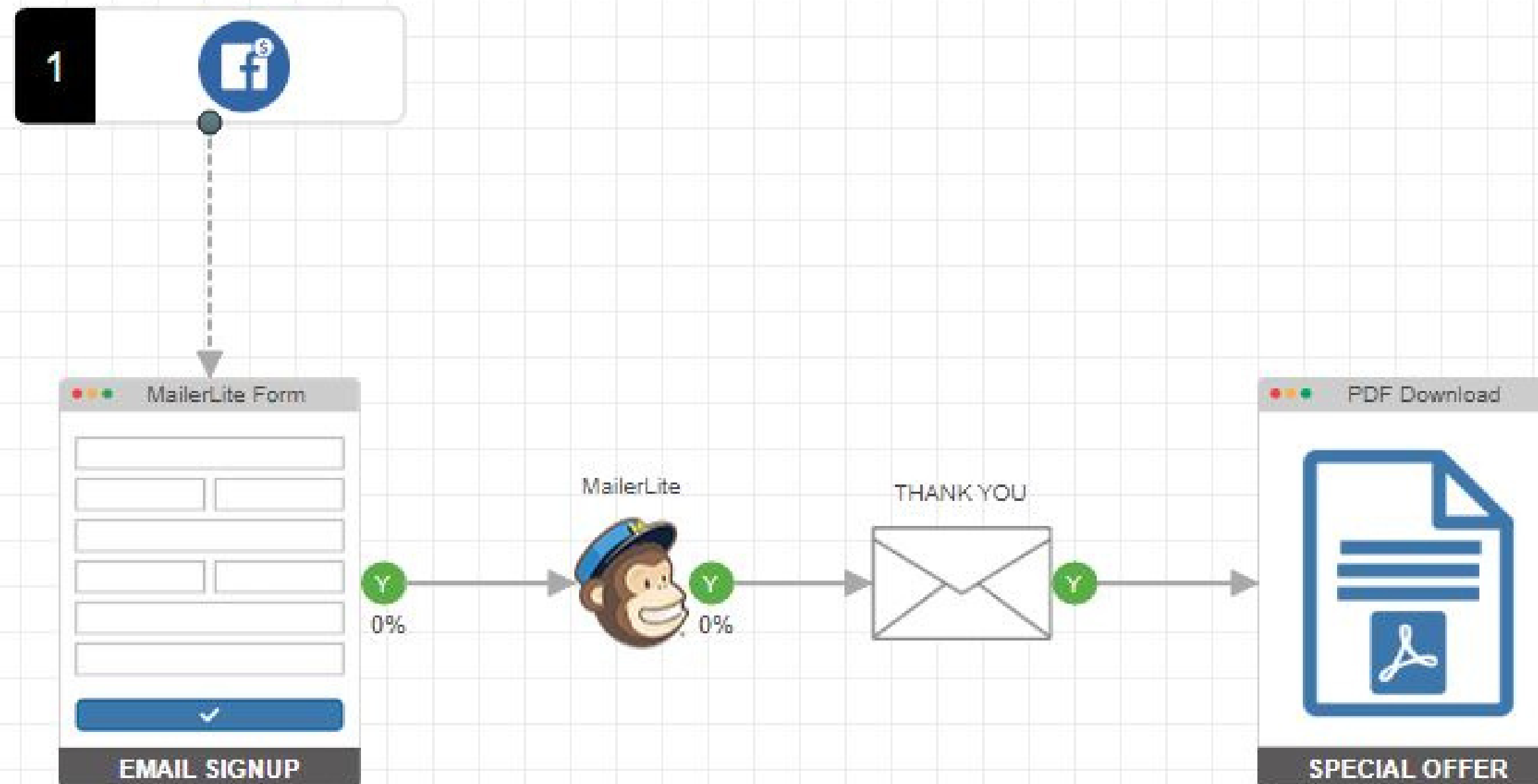
1. AWARENESS





JANUARY, FEBRUARY, MARCH

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JANUARY, FEBRUARY, MARCH

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1. AWARENESS

LISTEN...

The Ocean is calling!

Download your {FREE} Guide - Explore the best Nova Scotia oceanside holiday experiences that only locals know about!

Email

Name

GET MY PERSONAL GUIDE

f t i



JANUARY, FEBRUARY, MARCH

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1. AWARENESS

LISTEN... THE
OCEAN
IS CALLING

**WANT TO LEARN THE SECRETS
BEHIND THIS TAIL?**

Download your {Free} Guide:
*"Explore the best Nova Scotia oceanside
holiday experiences that only locals
know about!"*

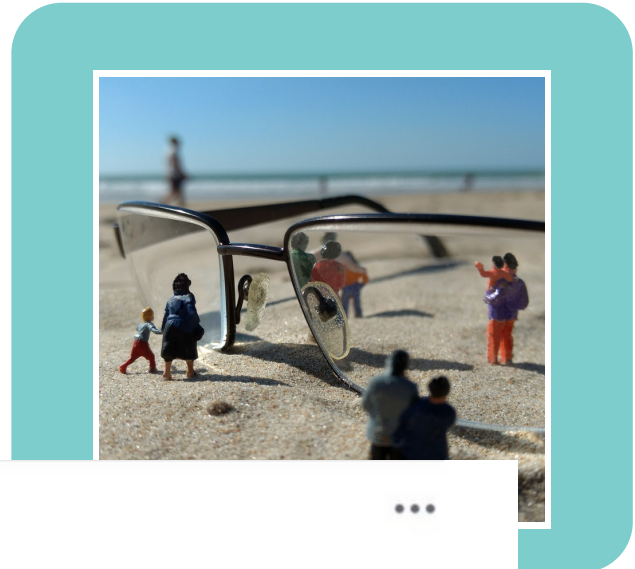


WINTER

OBJECTIVE: AWARENESS

Key elements of a Facebook Ad

- **Headline:** A summary of what you're offering.
- **Post text:** Copy that's placed directly above or below your image. Often the first text a viewer will see.
- **Description:** Available in only a couple of ad types, this piece of copy allows you to go into more depth about your product or offer.
- **Media:** This is your image or video. It's the largest part and encourages viewers to look more closely at your ad.
- **Call-to-action:** This button appears near the bottom of your ad and instructs viewers on what to do after viewing your ad.



Page_Name
Sponsored · 

Insert text here.
#tagOne #tagTwo #tagThree
<https://enter-url>

OCEAN
IS CALLING

**WANT TO LEARN THE SECRETS
BEHIND THIS TAIL?**

Download your {Free} Guide:
"Explore the best Nova Scotia oceanside"

WEBSITENAME.COM
Headline copy here [Learn More](#)

  541 26 Comments 87 Shares

 Like  Comment  Share 



WINTER

OBJECTIVE: AWARENESS

Facebook Ad Objective, Audience, Timeline & Budget

- Objective > Traffic
- Audience > Targeted
- Timeline > 3 weeks each month; switch media
- Budget > min \$10/day



Page_Name
Sponsored · 🌐

Insert text here.
#tagOne #tagTwo #tagThree
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Learn More

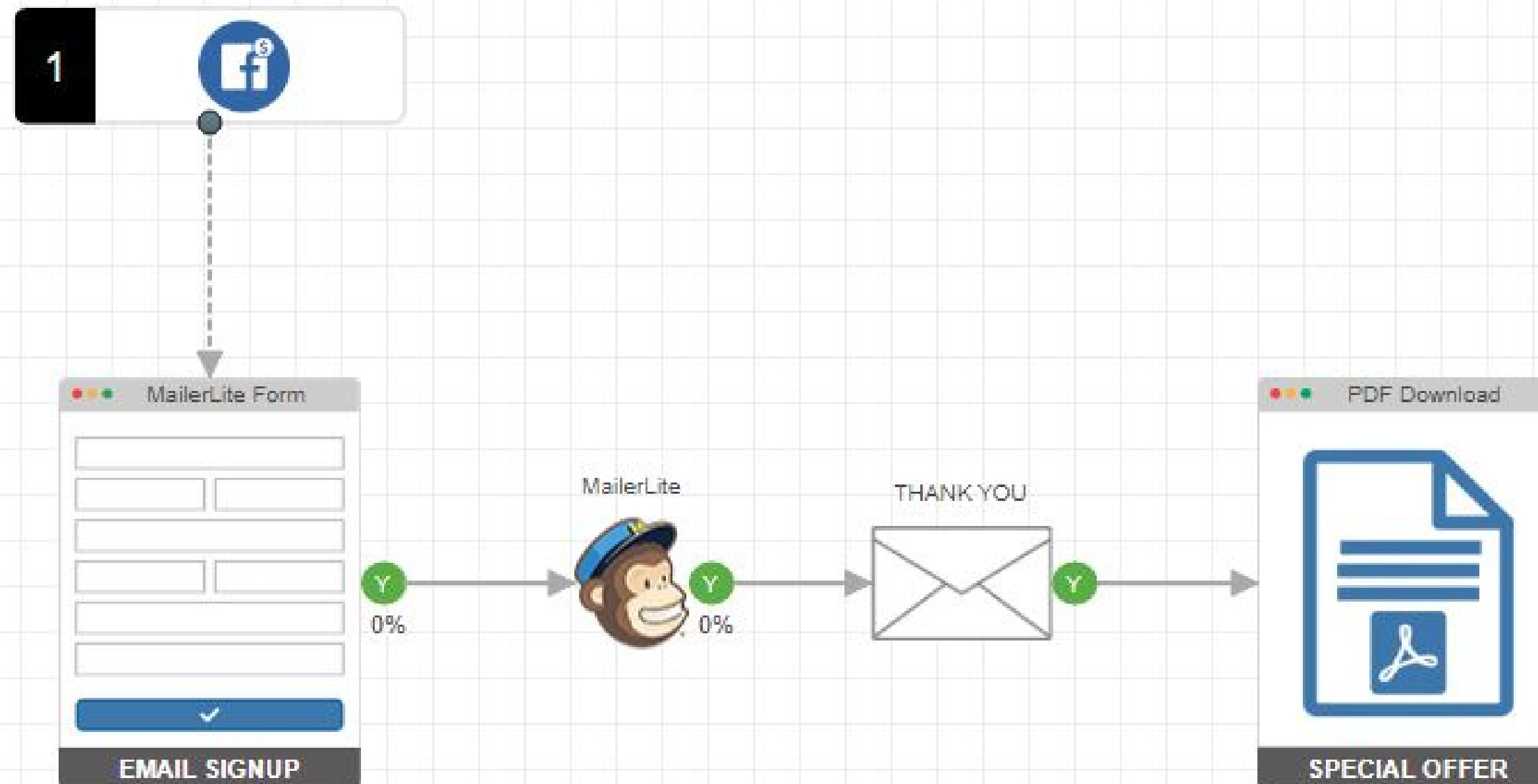
👍❤️ 541 26 Comments 87 Shares

👍 Like 💬 Comment ➦ Share 👤



JANUARY, FEBRUARY, MARCH

1. AWARENESS





JANUARY, FEBRUARY, MARCH

BUDGET ON AD SPEND

- FEBRUARY + MARCH
- 6 WEEKS
- \$10 / DAY
- TOTAL AD SPEND: \$420

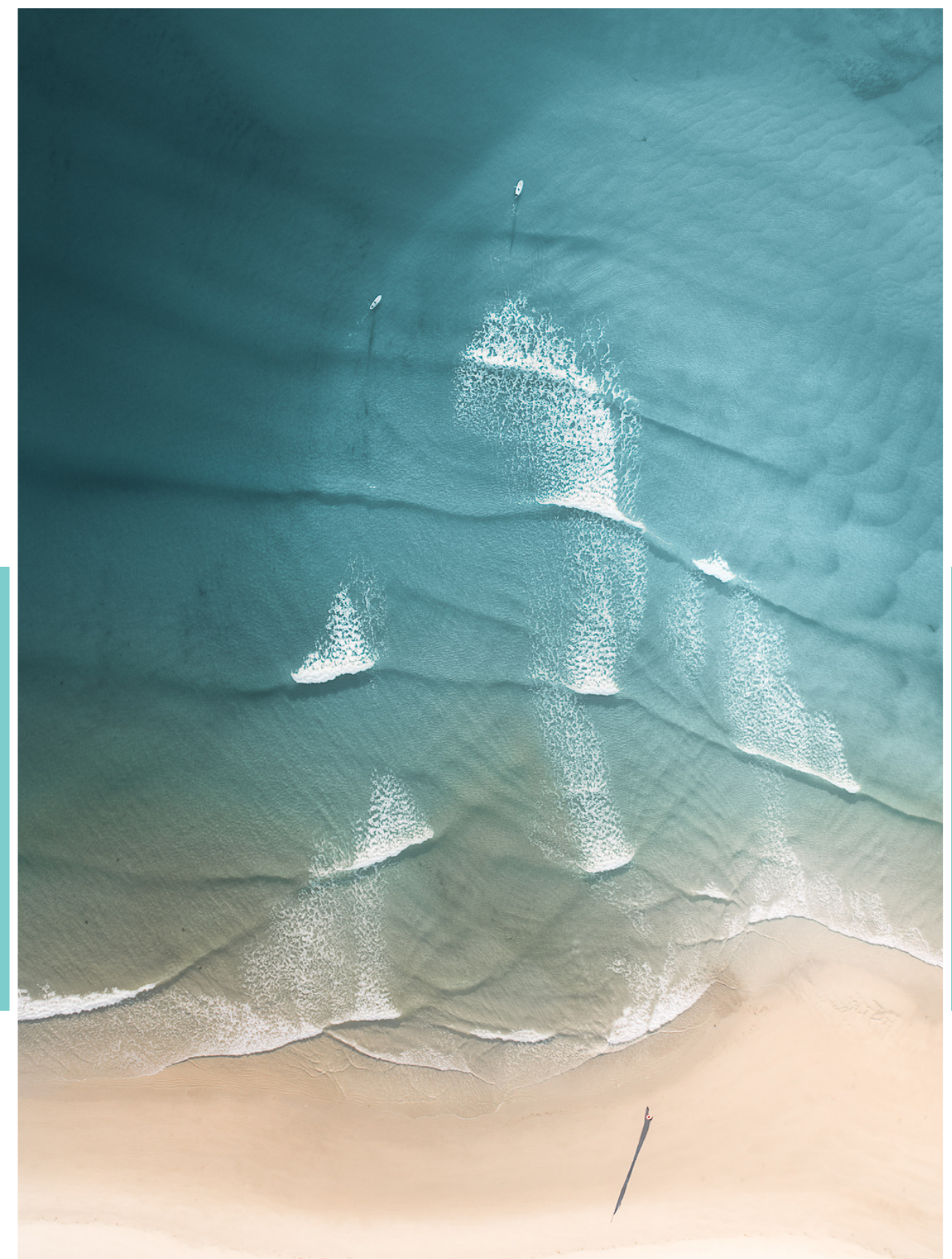
1. AWARENESS





DESIRE

APRIL – MAY – JUNE





APRIL, MAY & JUNE

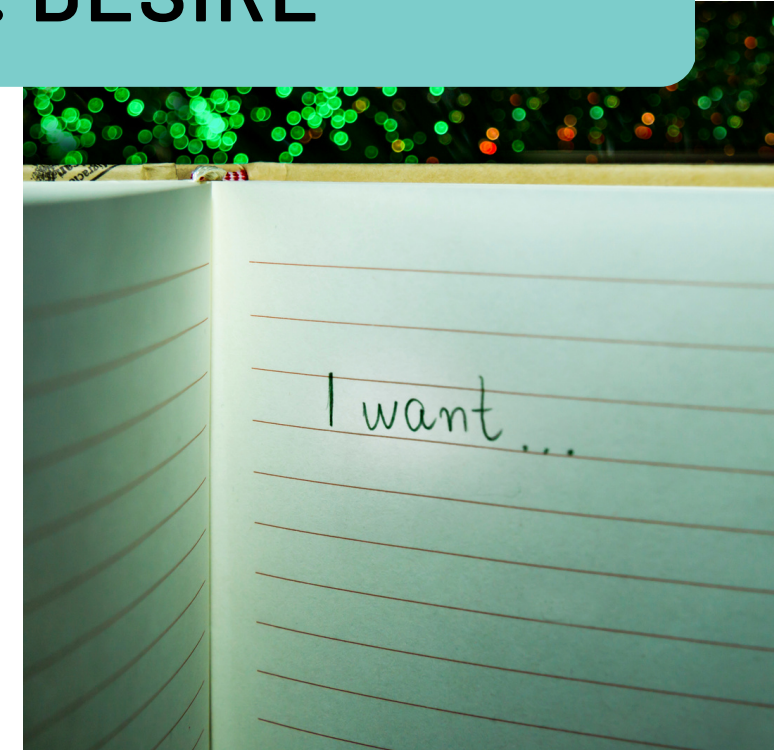
ACTION ITEMS:

- Organic Social
- Facebook Ads
- Email Outreach

TECHNOLOGY / TOOLS:

- Social Media Calendar Tool
- FB Ad Account
- MailerLite Automation

2. DESIRE





APRIL, MAY & JUNE

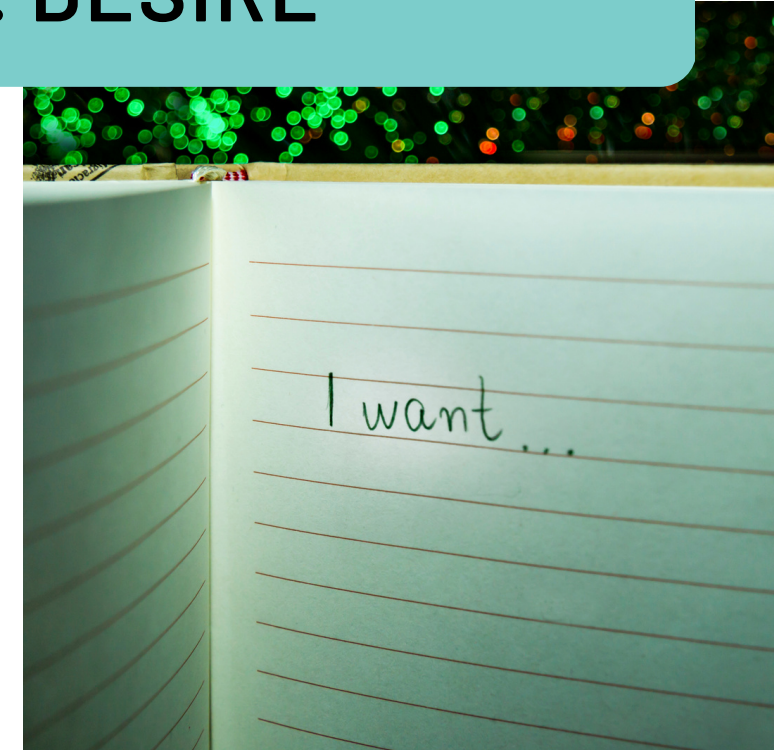
ACTION ITEMS:

- **Organic Social**
- Facebook Ads
- Email Outreach

USE SOCIAL MEDIA TO TELL YOUR BRAND STORY

- Minimum 3 posts per week
- Recommended days: Wed + Thurs + Fri
- Topic Pillars > About Us; Our Area; Our Inn
- Calendar Options? Simple spreadsheet will do 😊

2. DESIRE





APRIL, MAY & JUNE

TIPS

USE SOCIAL MEDIA TO TELL YOUR BRAND STORY

POSTS = ORGANIC

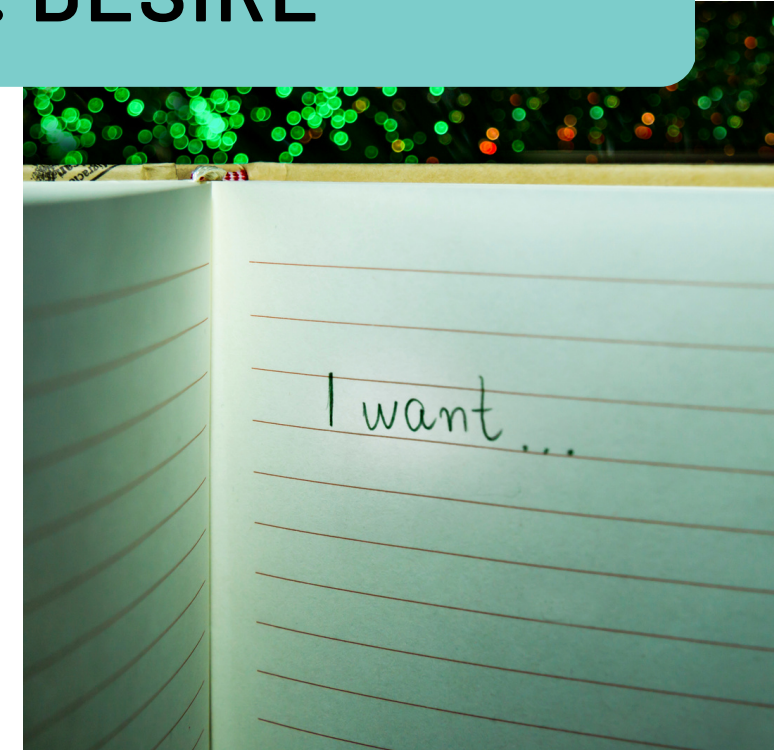
VOICE = PERSONAL > I / WE / YOU

TOOL TIPS:

→ USE CANVA TO CREATE BRANDED POSTS 😊

→ USE CLOUDCAMPAIGN.IO AS A SCHEDULER

2. DESIRE

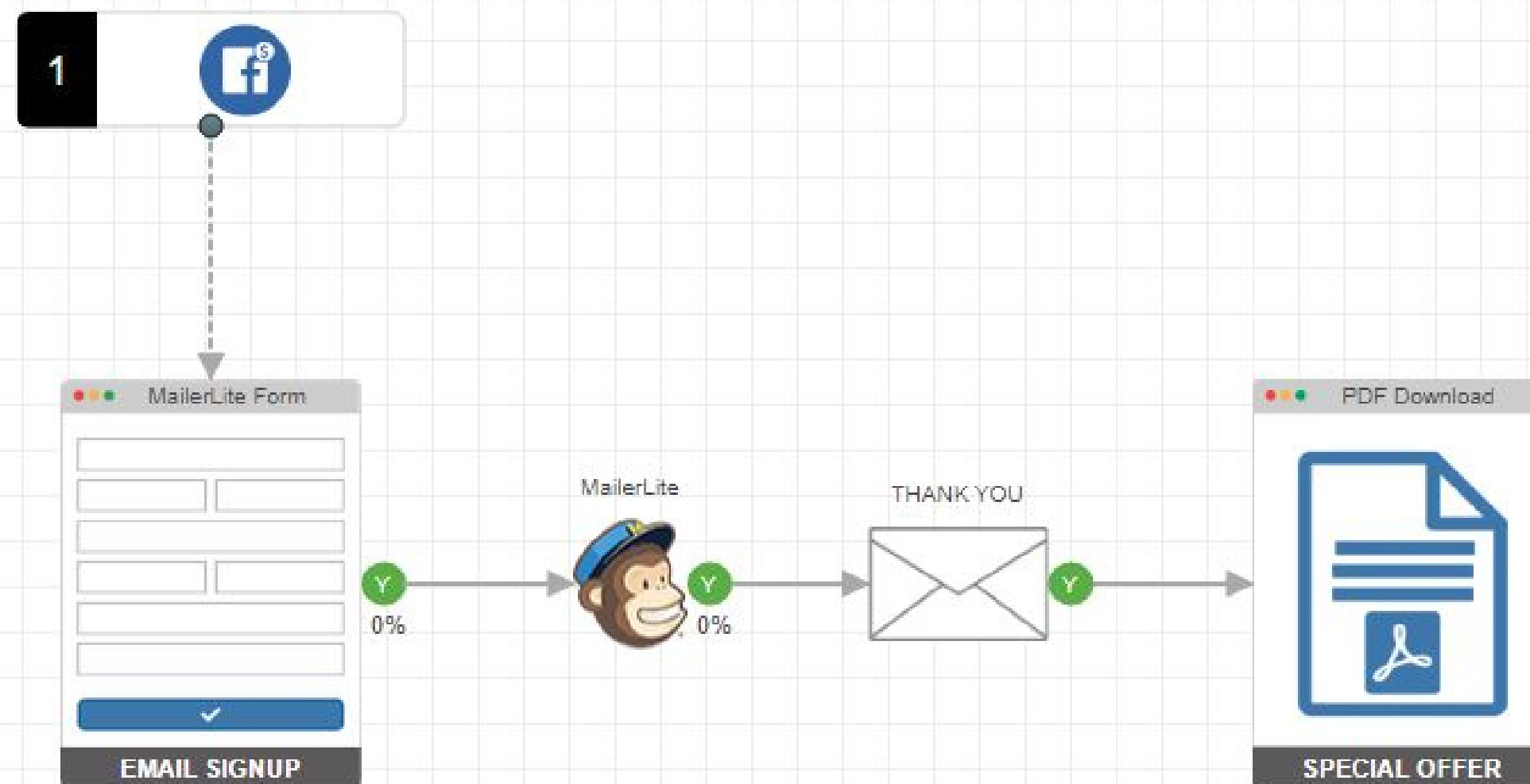




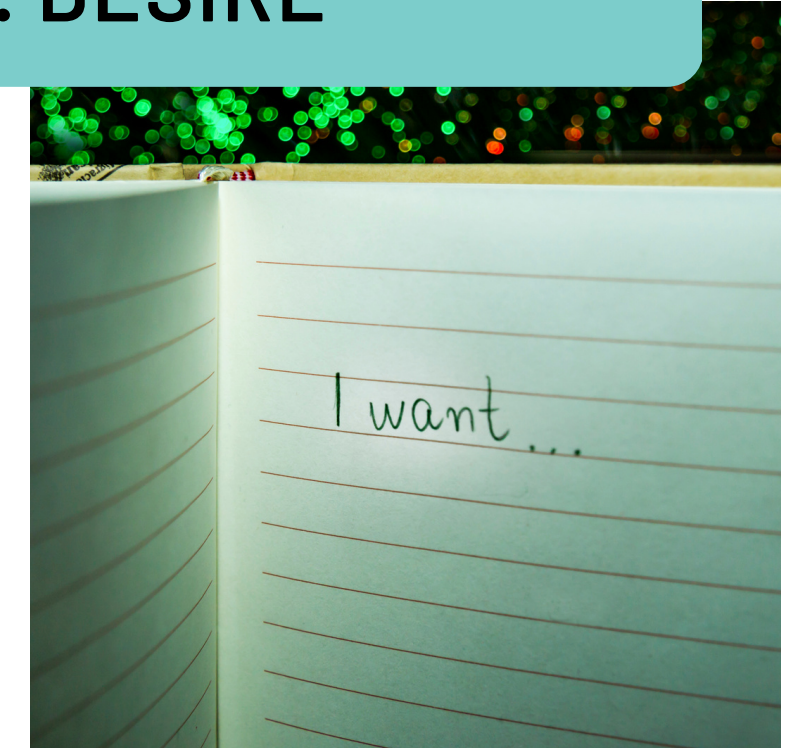
APRIL, MAY & JUNE

ACTION ITEMS:

- Organic Social
- **Facebook Ads**
- Email Outreach



2. DESIRE



- Objective > Traffic
- Audience > Targeted
- Ad Copy > same
- Media > switch
- Timeline > 2 weeks ea mo
- Budget > min \$10/day



APRIL, MAY & JUNE

ACTION ITEMS:

- Organic Social
- Facebook Ads
- **Email Outreach**

EXPAND EMAIL OUTREACH

MONTHLY E-MAIL NEWSLETTER;

> LIGHT / WEATHER / LOCAL EVENTS

- Use MailerLite / Campaign Builder
- Send follow-up emails to list members
- Add to auto-responder sequence
- Topics > of additional interest
- CTA > Always include CTA > Book Now; Learn More

2. DESIRE





APRIL, MAY, JUNE

BUDGET ON AD SPEND

- APRIL + MAY + JUNE
- 2 WEEKS EACH MONTH = 6 WEEKS
- \$10 / DAY
- TOTAL AD SPEND: \$420

2. DESIRE





TRUTH

JULY – AUGUST – SEPTEMBER





JULY, AUGUST & SEPTEMBER

ACTION ITEMS:

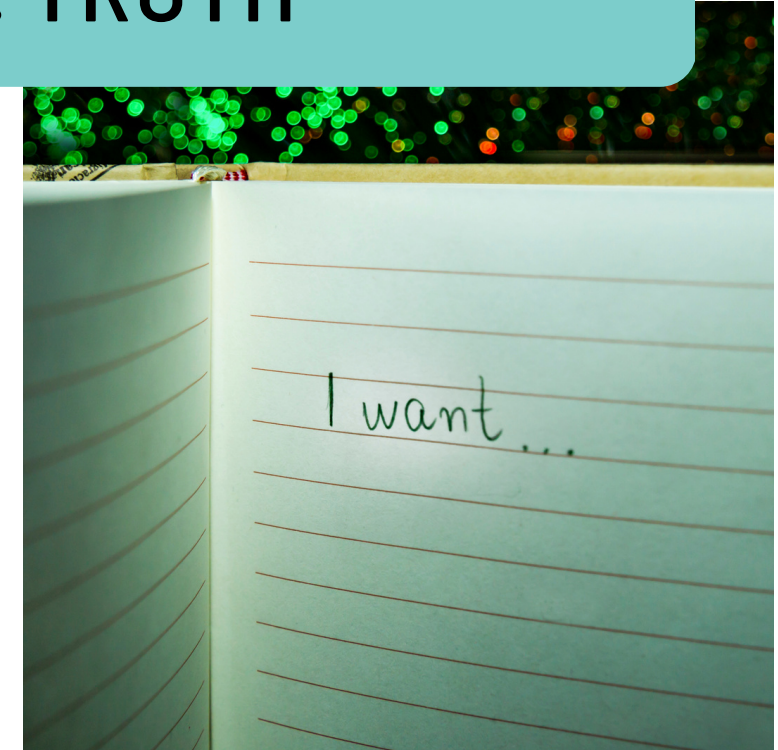
JULY, AUGUST & SEPTEMBER

- Organic Social › Storytelling
- Facebook Ads › 1 week per month / switch media monthly
- Monthly E-mail Newsletter;
 - › light / weather / local events
- Stellar Package Reviews Contest

TECHNOLOGY / TOOLS:

- Social Media Calendar
- FB Ad Account
- MailerLite Automation
- Canva

3. TRUTH





JULY, AUGUST & SEPTEMBER

ACTION ITEMS:

JULY, AUGUST & SEPTEMBER

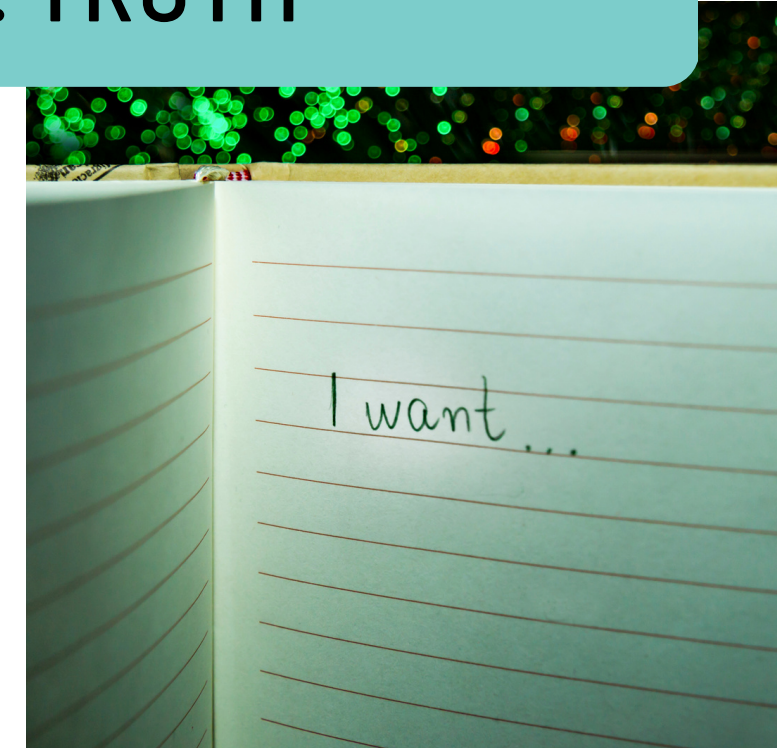
- Organic Social › Storytelling
- Facebook Ads › 1 week per month
- Monthly E-mail Newsletter;
 - › light / weather / local events

AUGUST

→ Stellar Package Reviews Contest

- Run a Feedback Contest
- Objective: Have guests take vacation selfie at a "secret" venue from the PDF Guide, and post to your Facebook page, with a caption "Loving this amazing, private seaside cove – perfect hideaway to reconnect with the ocean."

3. TRUTH



- Value? Social proof is tremendous
- Value? Repurpose posts in later campaign (& newsletters)
- Value? – future FB ad
- Prize? Complimentary Package for Next Year!



JULY, AUGUST, SEPTEMBER

BUDGET ON AD SPEND

- JULY, AUGUST + SEPTEMBER
- 1 WEEK EACH MONTH = 3 WEEKS
- \$10 / DAY
- TOTAL AD SPEND: \$210

3. TRUTH





GRATITUDE

OCTOBER – NOVEMBER – DEC.





OCTOBER, NOVEMBER & DECEMBER

ACTION ITEMS:

OCTOBER & NOVEMBER

→ Organic Social ↓

Re-post Contest reviews

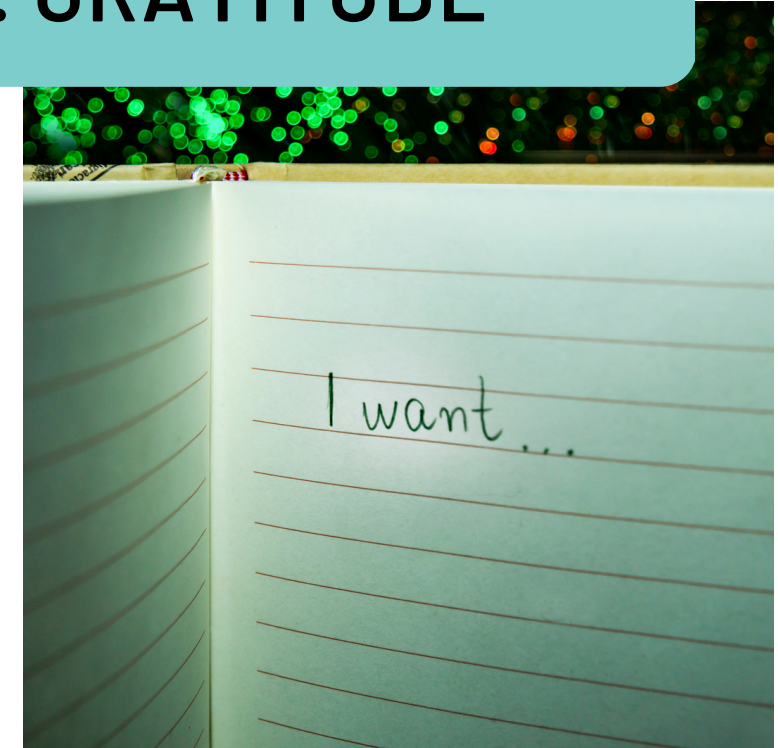
DECEMBER

→ Gratitude Email

TECHNOLOGY / TOOLS:

- Social Media Calendar
- MailerLite – Live Newsletter (not on auto)
- Canva

4. GRATITUDE





TOTAL ANNUAL BUDGET

\$\$\$ 😊

TOTAL BUDGET ON AD SPEND

- AWARENESS | WINTER – \$420
- DESIRE | SPRING – \$420
- TRUTH | SUMMER – \$210

TOTAL ANNUAL BUDGET: \$1050.00





OPTIMISM

JANUARY 2024





JANUARY 2024

ACTION ITEMS:

JANUARY

- **Send Optimistic New Year's Day Greeting**
 - **Post on Social**
 - **Email to subscribers**

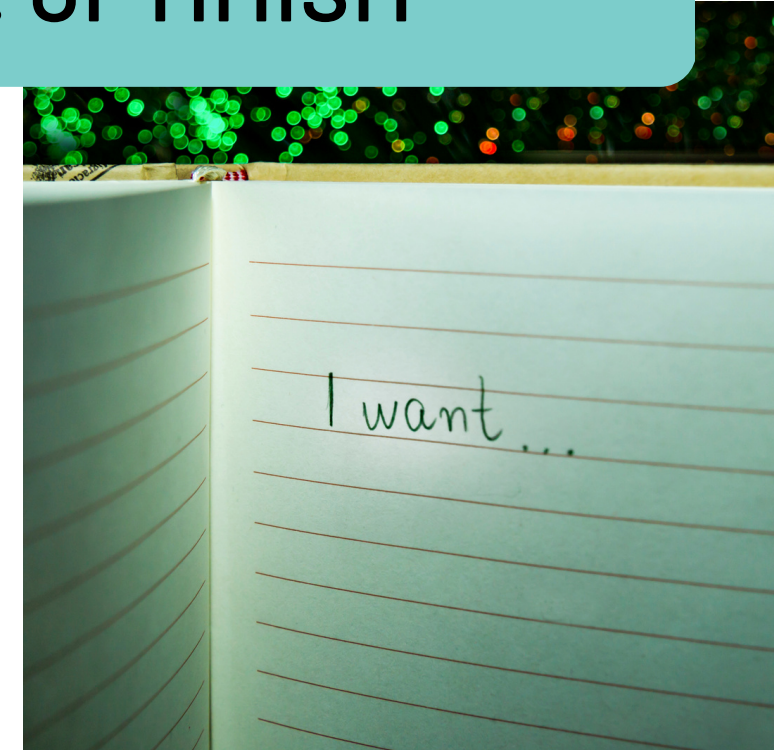
HINT → Good things to come...

TIP > Build new audience → upload 2023 Email list and create a new "Look-Alike" audience for 2024 Facebook Ad campaigns

TECHNOLOGY / TOOLS:

- **MailerLite – Live Newsletter (not on auto)**
- **Canva**

5. OPTIMISM





MARKETING TIMELINE ...WASH. RINSE. REPEAT.

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OPTIMISM	JANUARY 1ST	<ul style="list-style-type: none">• New Years Day Post & Email	<ul style="list-style-type: none">• Organic Social Media• MailerLite Automation



MOVING FORWARD



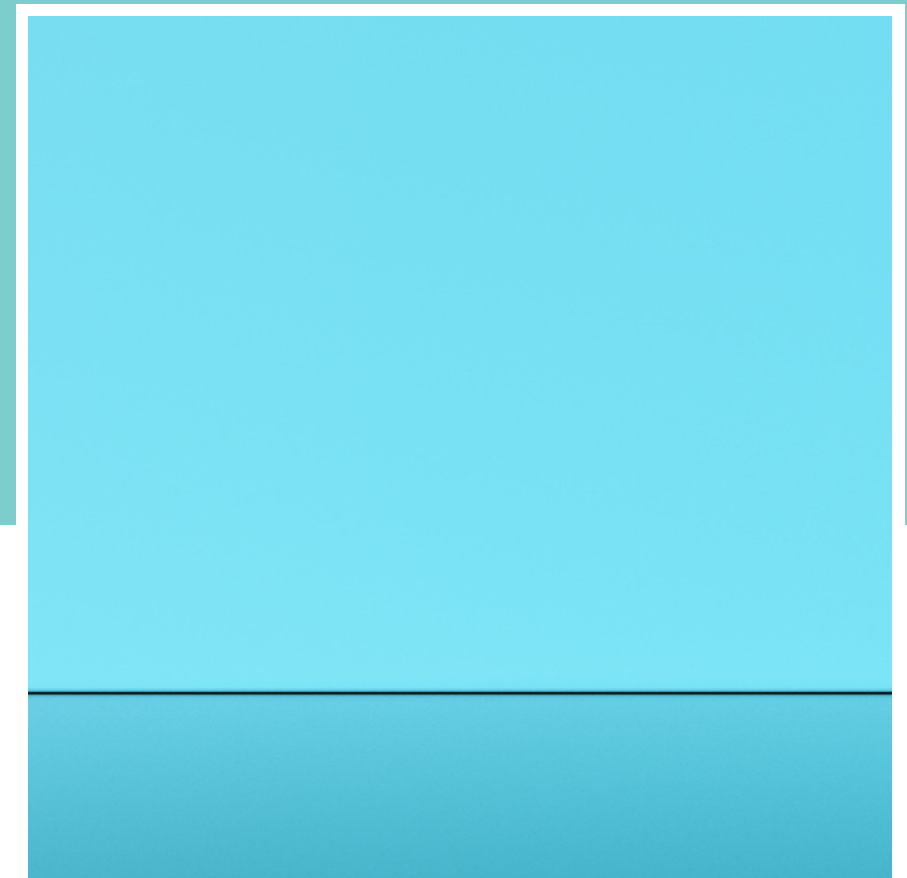
SIMPLE FORMULA

- Offer tremendous value / PDF
- Build email list
- Outreach w/Facebook Ads
- Tell Brand Story w/Organic Social
- Engage w/email





QUESTIONS?





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