

WELCOME



Build Your Business' Digital Marketing Strategy with the Digital Marketing Tree

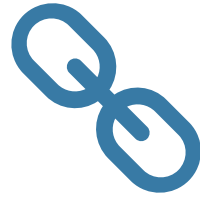
Session 2

October 19, 2023

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.

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

PRESENTER



Liam Tayler:

- Dedicated professional with over 25 years of experience managing all facets of emerging and existing business concepts.
- Specializes in the development of new business ideas, from concept to execution.
- Demonstrated history of working in the innovative agricultural industry.
- Skilled in Search Engine Optimization (SEO), Business Planning, E-commerce, Entrepreneurship and Strategic Planning.

DIGITAL MARKETING TREE

— FOR TOURISM —



Digital Marketing for Tourism



Liam Tayler

Business Evaluator

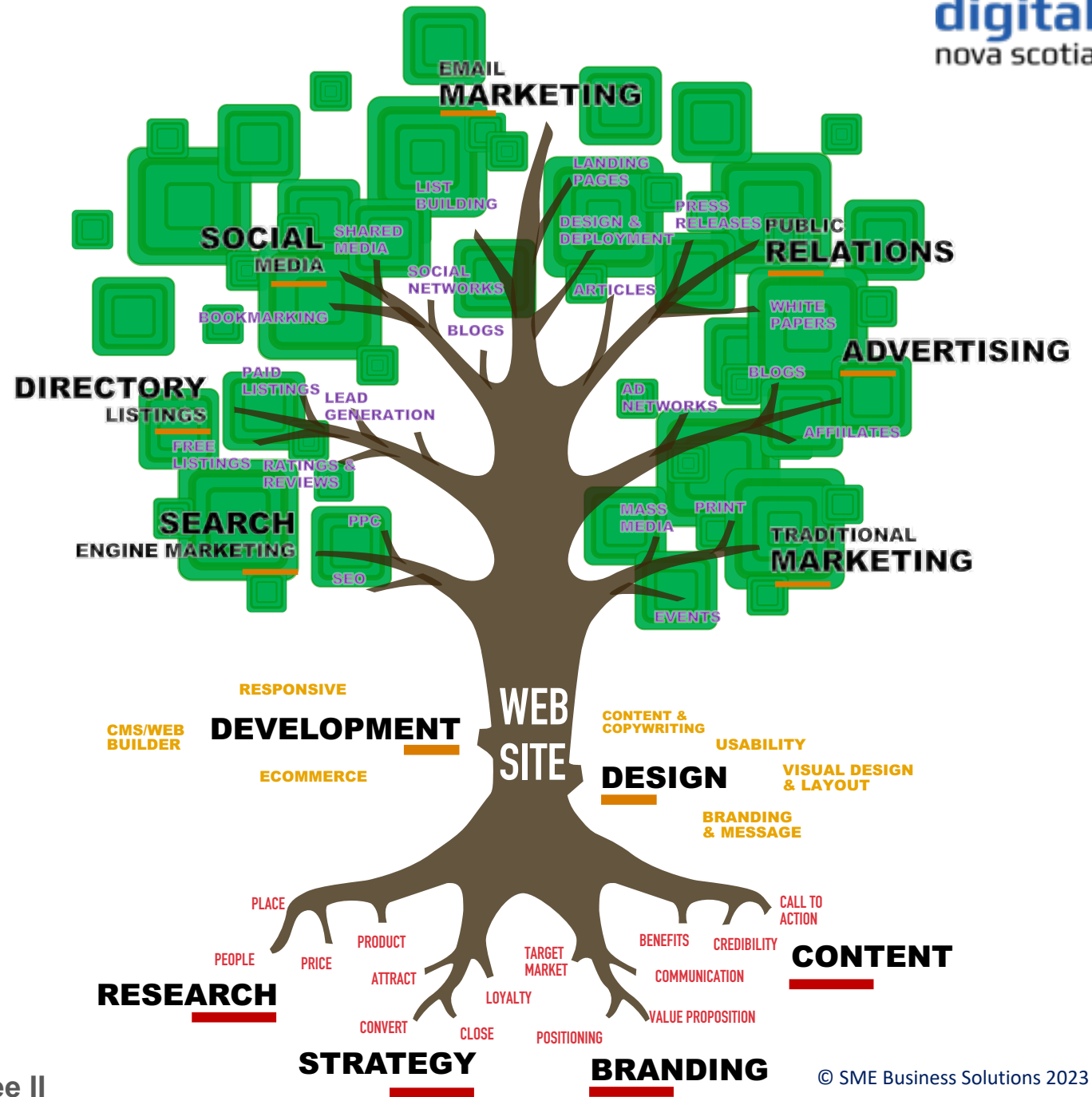
IT Director - Reprographics 1990s (UK)

Founded eTienda in 2004 – e-commerce portal (Spain)

Founding member Haskapa 2011 – Marketing & Commercial Director

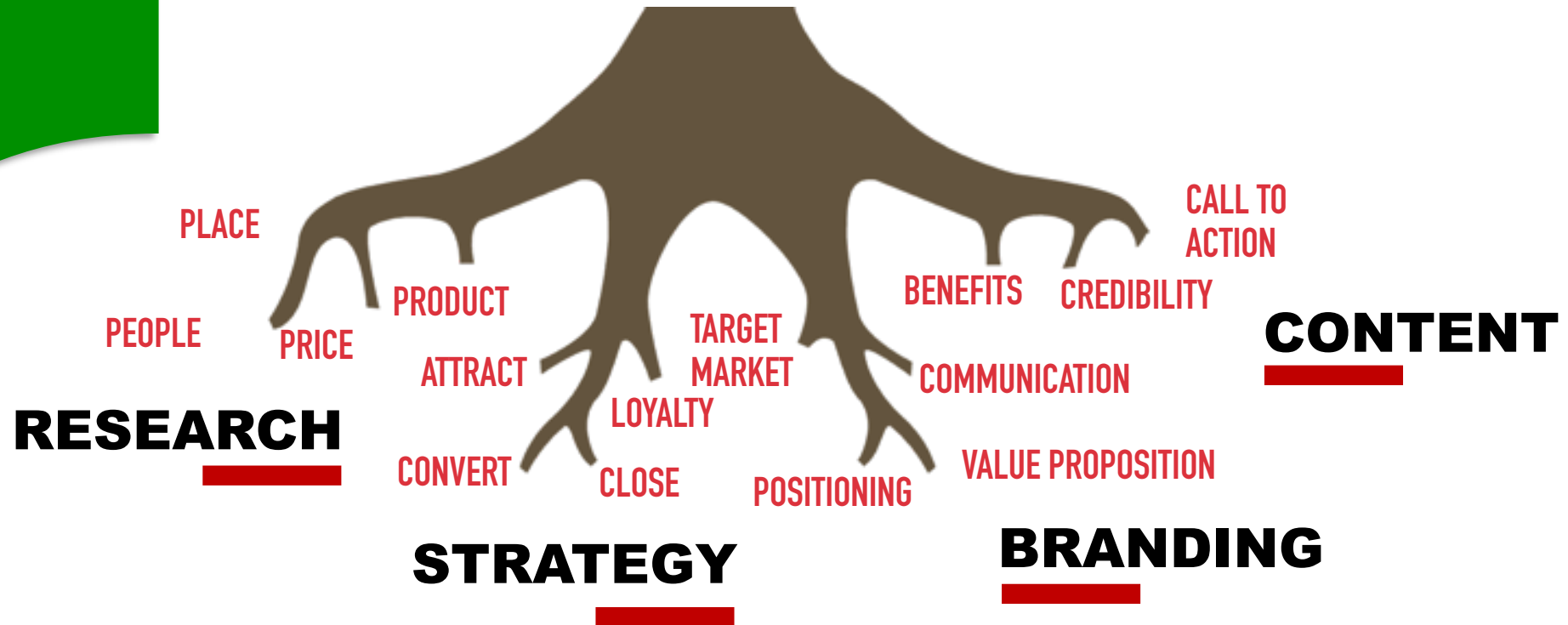
SME Solutions 2016 – Owner, Business Advisor

DIGITAL MARKETING TREE



DIGITAL MARKETING TREE

ROOTS



ROOTS BRANDING



ROOTS BRANDING

sunwing Packages Flights Hotels Cruises FREE 1st checked bag*

From Toronto [List](#) To Destination or hotel [List](#) Dates 29 Oct 2023 - 5 Nov 2023 [Calendar](#) Rooms & Guests 1 Room, 2 Adults [Filter](#) [Search](#)



ALL IN ON SUN SALE

Take Paradise to the M-A-X

[Explore deals](#)



LAST MINUTE VACATIONS

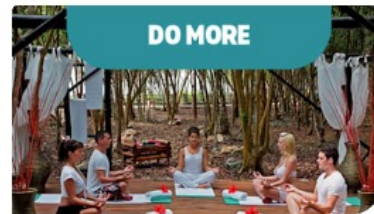


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ROOTS BRANDING



ROOTS BRANDING

Flights Packages Flight Passes Hotels Cars My bookings Check-in Flight status

Round-trip One-way Multi-city/Stopover Book with points **AEROPLAN**

From Halifax YHZ To London All airports Departure Thu Oct 19 Return Sat Oct 28 Passenger(s) 5 Passengers

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ROOTS BRANDING



WHY BRAND IS IMPORTANT

BUILD RECOGNITION

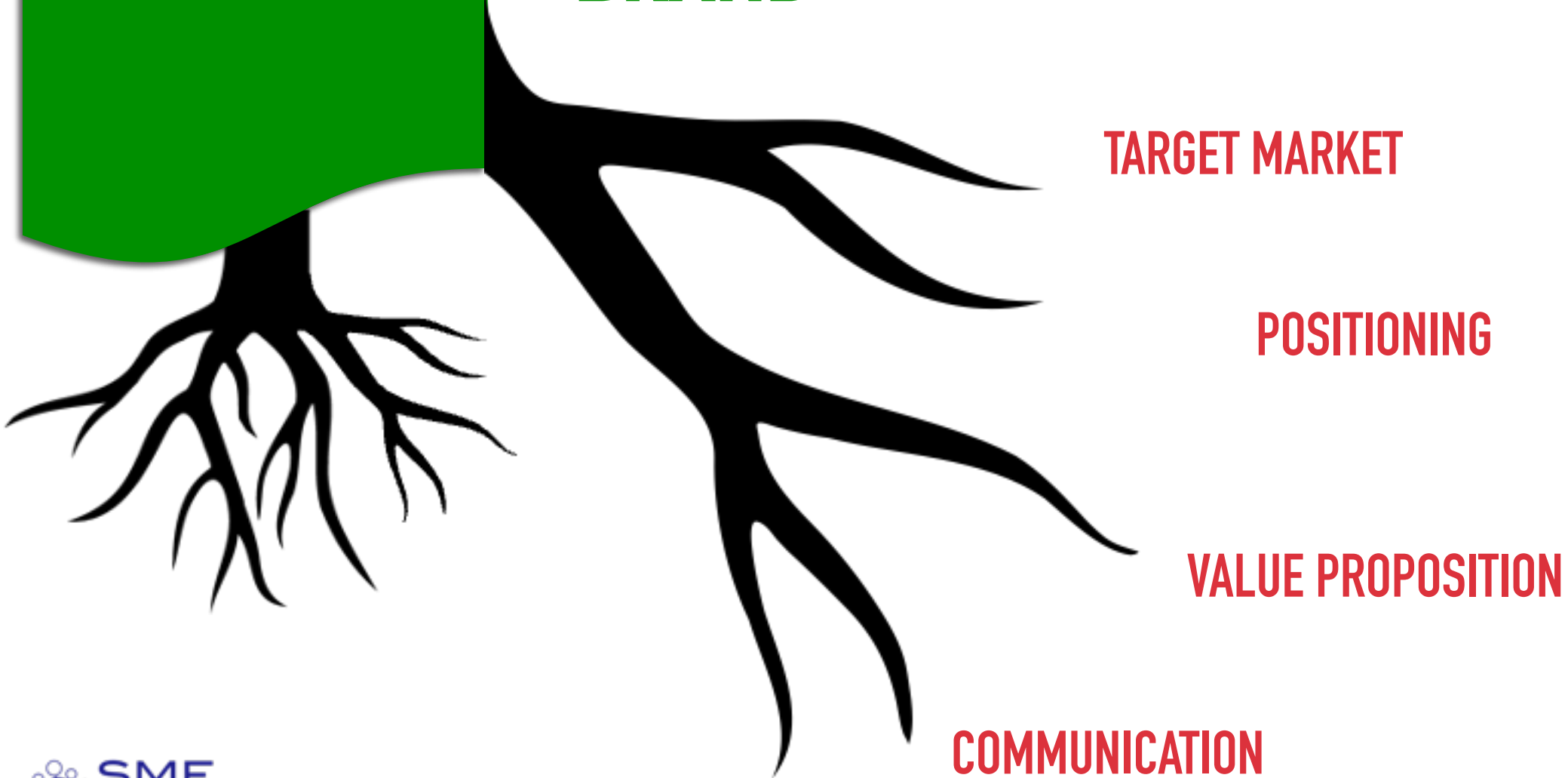
ESTABLISH TRUST

REBOOKING

CREATE A GROWTH OPPORTUNITY

ROOTS BRANDING

STEPS TO CREATE A MEMORABLE BRAND

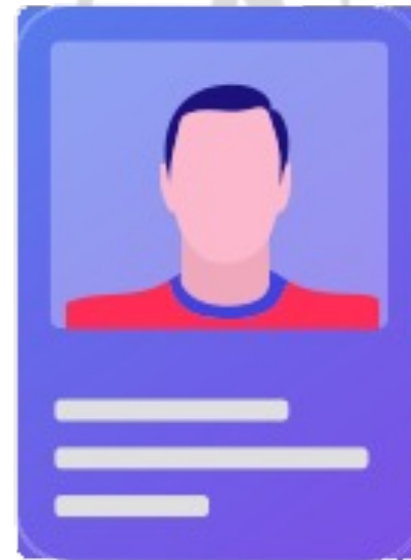
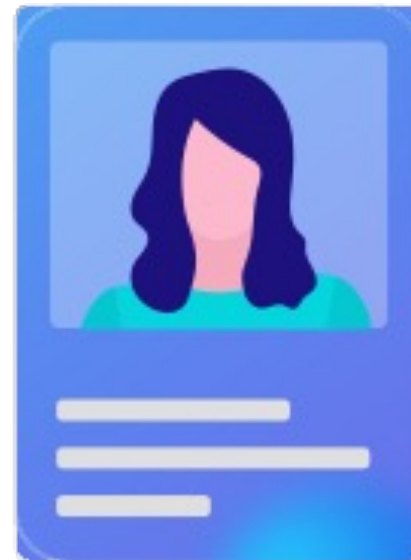
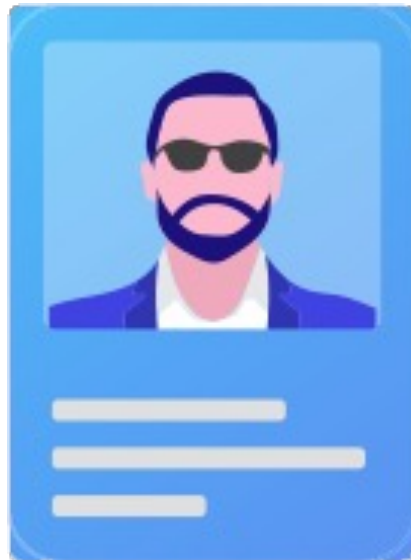


ROOTS

RESEARCH

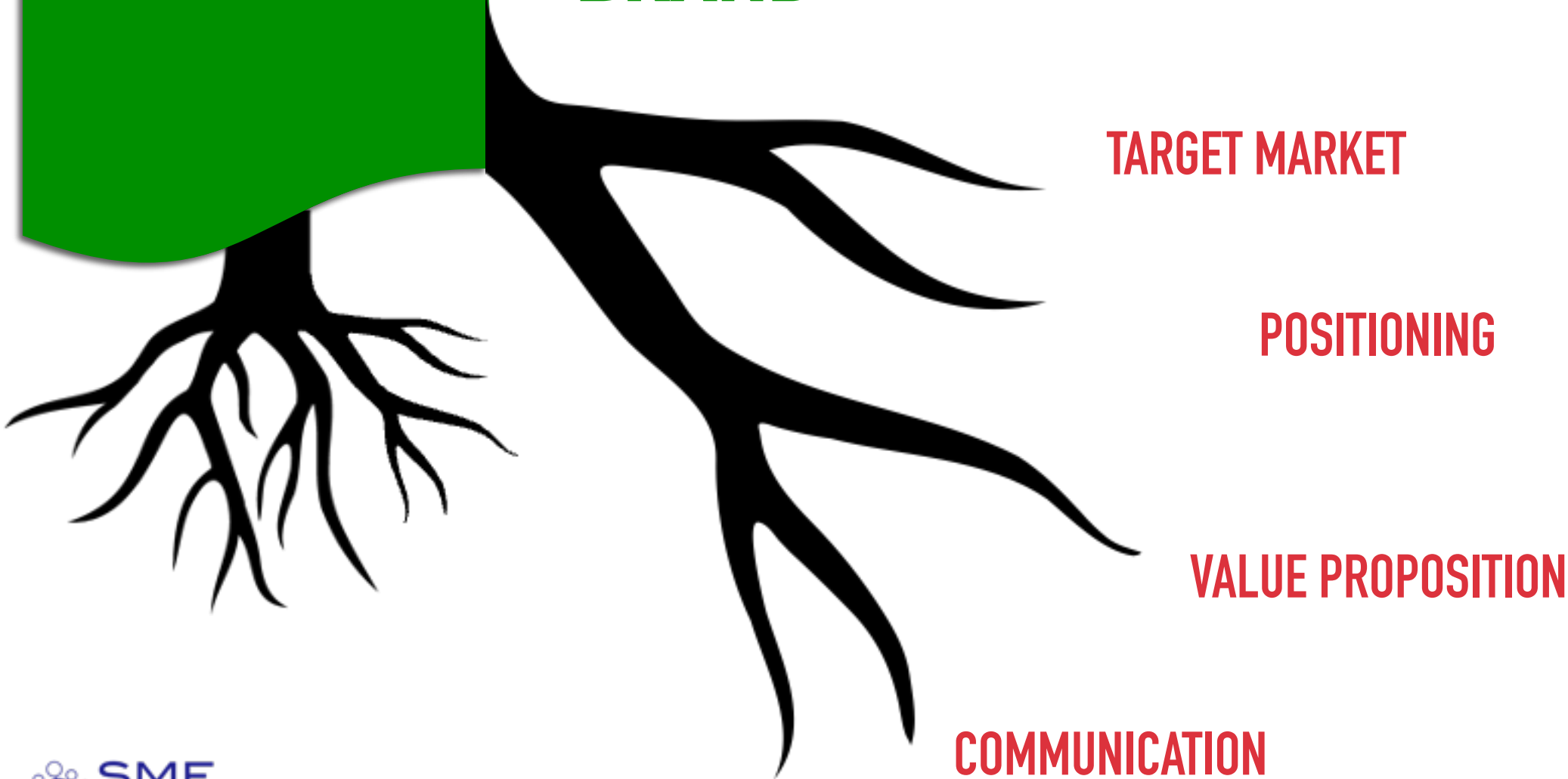
PEOPLE

BUYER PERSONA



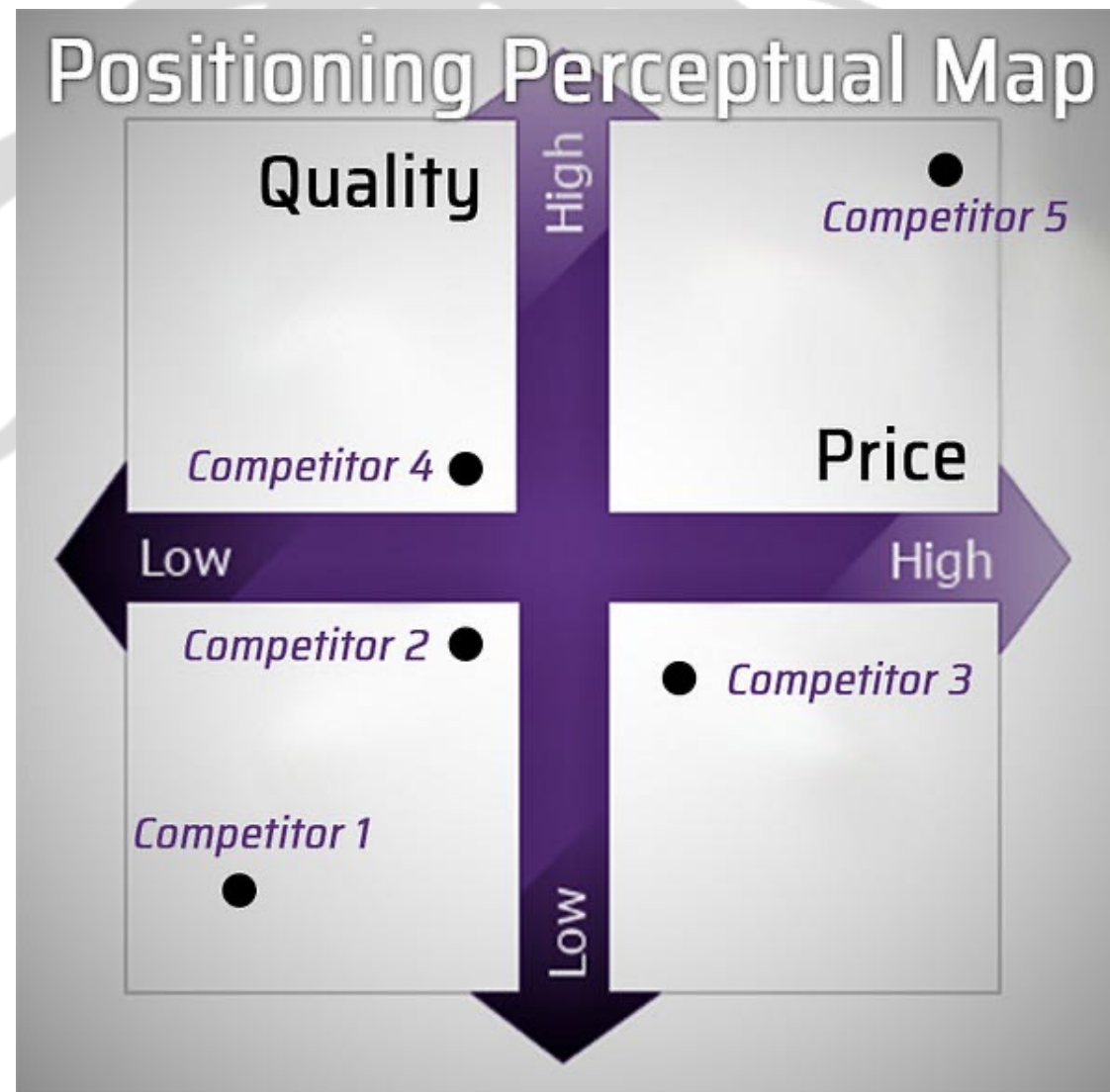
**ROOTS
BRANDING**

**STEPS TO CREATE A MEMORABLE
BRAND**



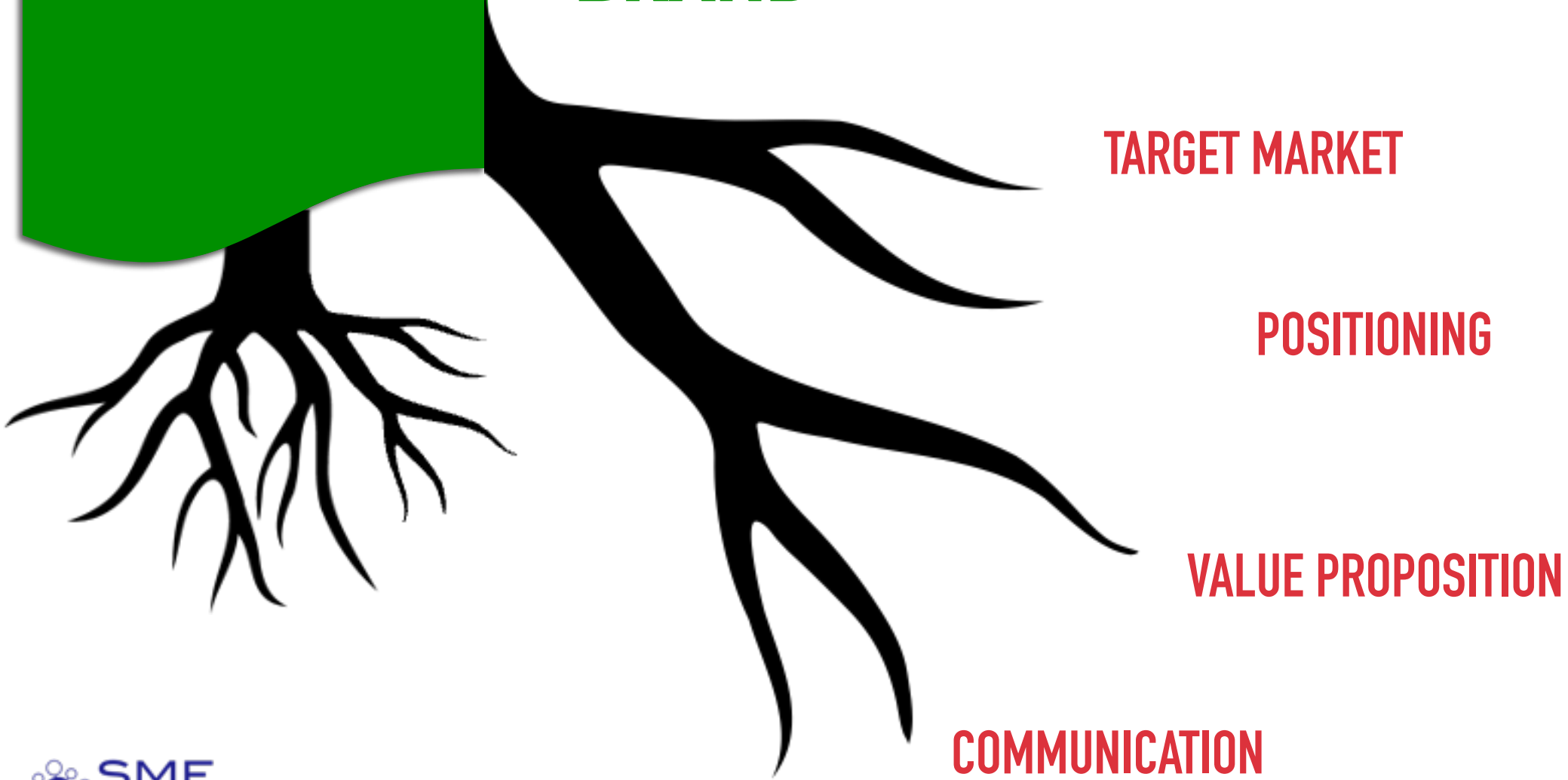
ROOTS BRANDING POSITION

- WHAT NEED DO YOU FULFIL?
- HOW DO YOU FULFIL THAT NEED?
- WHAT DIFFERENTIATES YOU FROM YOUR COMPETITION?



ROOTS BRANDING

STEPS TO CREATE A MEMORABLE BRAND



ROOTS
BRANDING
VALUE
PROPOSITION

Why should your ideal customer purchase from you, rather than from somebody else?

A good Unique Value Proposition describes:

- **The benefits of your product (value)**
- **Whose need(s) your product meets (the target market for your proposition)**
- **What makes you and/or your product different from the competition (unique).**

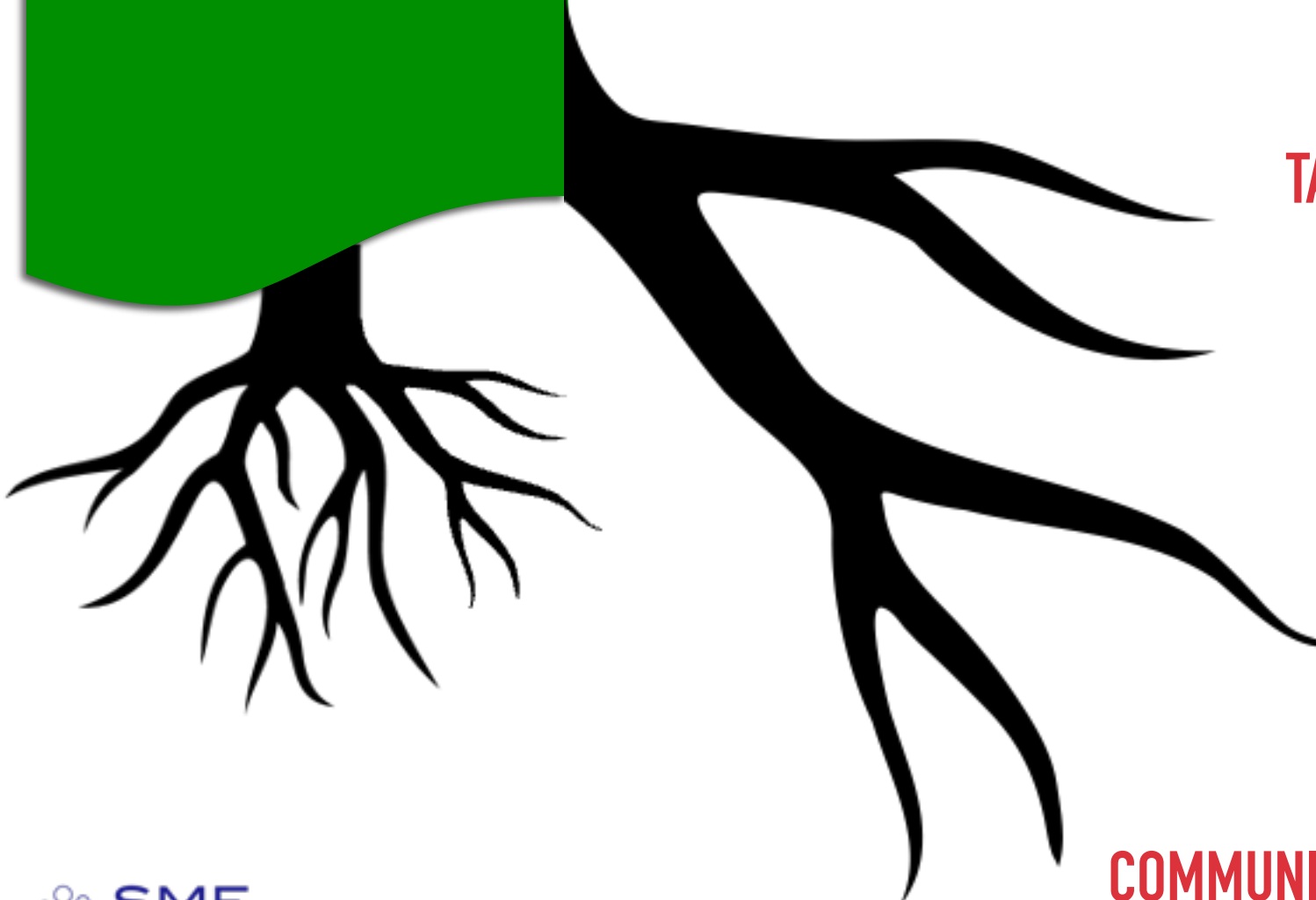
ROOTS
BRANDING
VALUE
PROPOSITION

Why should your ideal customer purchase from you, rather than from somebody else?

STEPS TO GET YOUR UVP

- 1. List the physical features and factors of your destination**
- 2. Identify those aspects that are unique to your product or service**
- 3. Narrow down your product or service**
- 4. Start writing phrases**
- 5. Answer your customer's primary question: "What's in it for me?"**

ROOTS BRANDING



TARGET MARKET

POSITIONING

VALUE PROPOSITION

COMMUNICATION

ROOTS

BRANDING

COMMUNICATION

COMMUNICATION

- **COMPELLING**
- **CLEAR**
- **CONSISTENT**

ROOTS BRANDING

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Take Paradise to the M-A-X

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LAST MINUTE VACATIONS

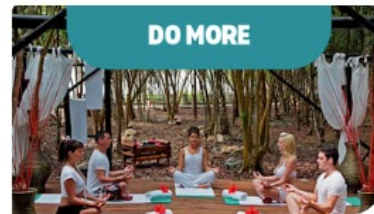


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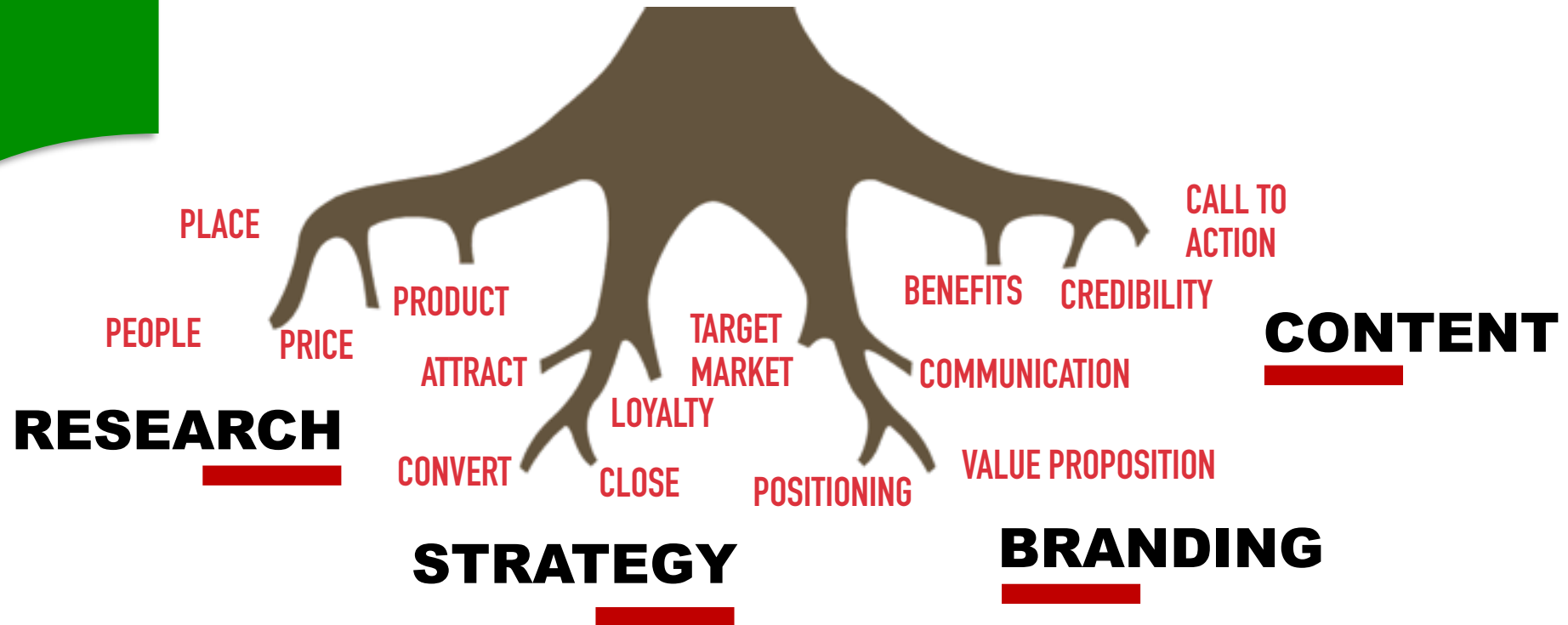
ROOTS BRANDING

LOGO & COLOUR SCHEME

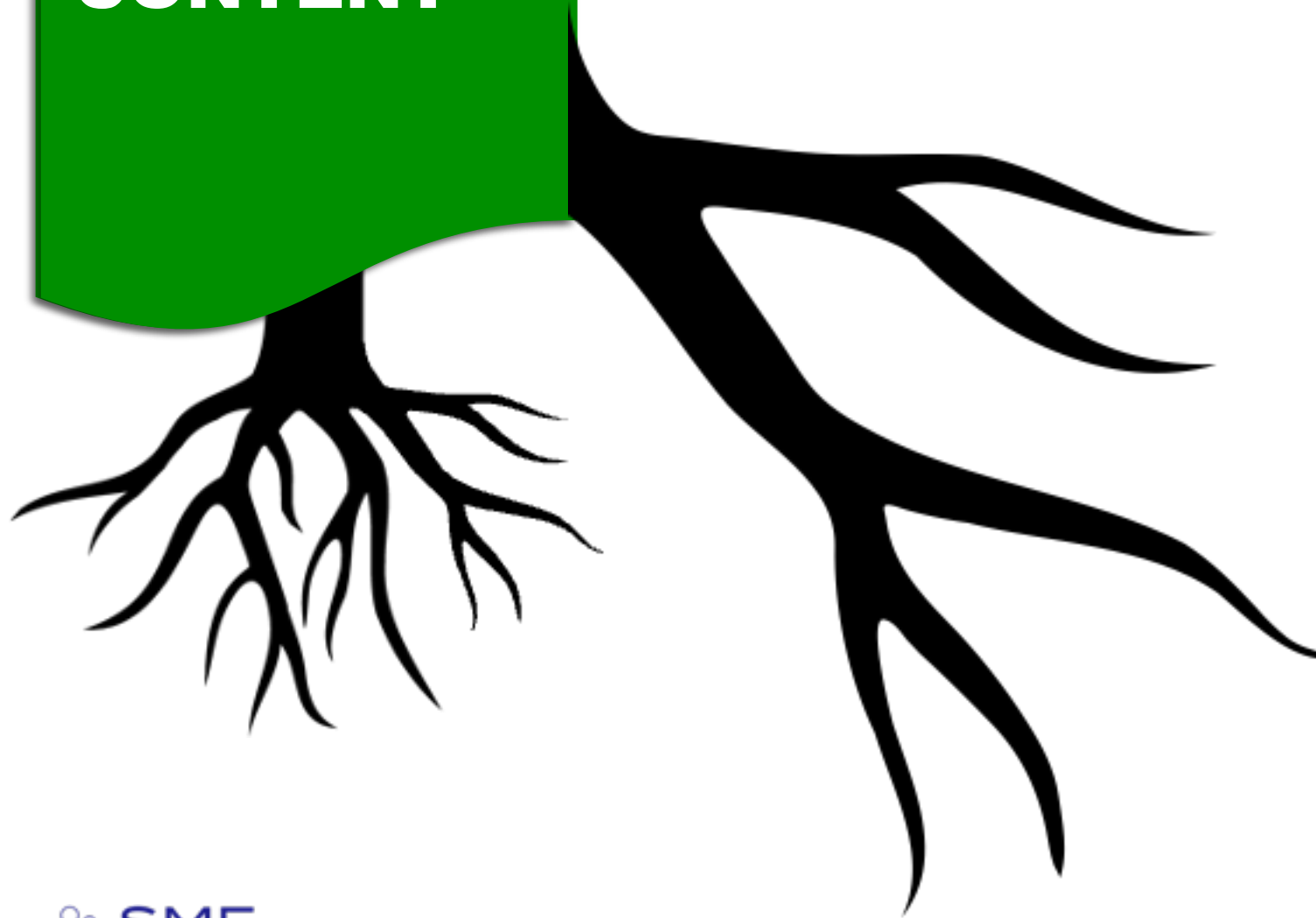


DIGITAL MARKETING TREE

ROOTS



ROOTS CONTENT



BENEFITS

CREDIBILITY

CALL TO ACTION

ROOTS CONTENT

BENEFITS

Why should your ideal customer purchase from you, rather than from somebody else?

YOUR UNIQUE VALUE PROPOSITION (UVP)



ROOTS CONTENT



CREDIBILITY

REVIEWS



- **IMPROVE REPUTATION & CREDIBILITY**
- **MEDIUM TO ENGAGE WITH YOUR CLIENTS**
- **CONSTRUCTIVE CRITICISM**

CALL-TO-ACTION

- **A(LWAYS)**
- **B(E)**
- **C(LOSING)**

- **A(LWAYS)**
- **B(E)**
- **H(ELPING)**

ROOTS CONTENT



ROOTS CONTENT



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EXPERIENCE HALIFAX LIKE A LOCAL

There's no better way to experience a place than by living like a local.

- Ask a Local: Halifax's Coffee Scene
- Ask A Local: Experience African Nova Scotian Culture in Halifax
- Ask a Local: Halifax's Underground Arts Scene
- Ask a Local: Halifax Businesses That Make You Feel Good

ROOTS CONTENT



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Original audio

visitnovascotia We love it for its sea captains houses and its beautiful apple core style lighthouse at Cape Forchu. Have you ever explored the town of Yarmouth?
#VisitNovaScotia #ExploreCanada
2w

annethomas57 Moved here in June, from Quebec. Love Yarmouth, and have been made to feel very welcome.
2w Reply

labluefinmeteghan Cape Forchu is a great place to visit, with the Climb the light experience, the small museum, and the trails with beautiful views around the lighthouse!
2w Reply

visityas ❤️❤️❤️❤️
2w Reply

lindademusz ❤️❤️❤️ loved it there this past June!!!
2w Reply

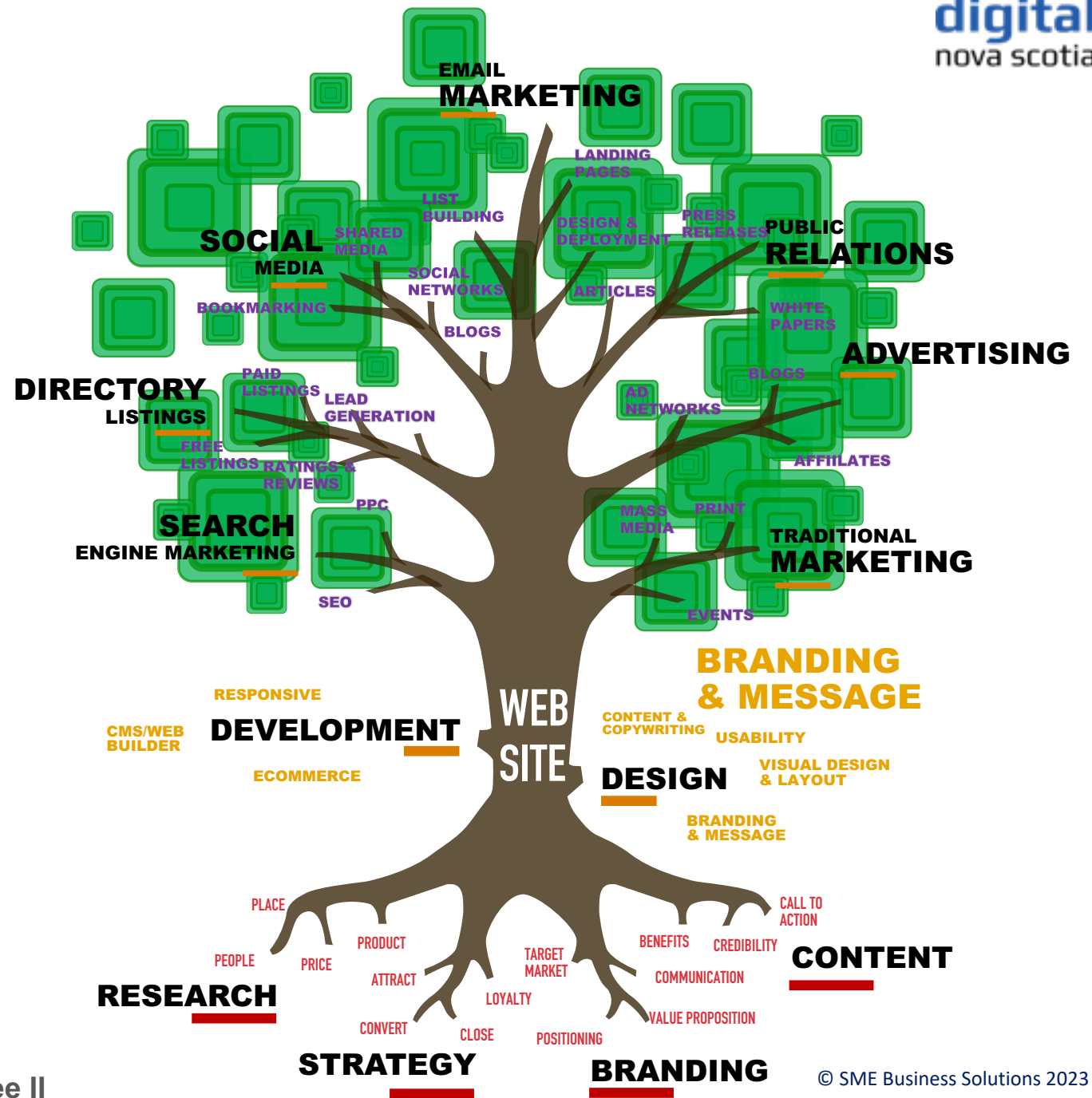
trackenthusiast Yes, we were there last month.
2w Reply

artloversfind ❤️
2w Reply

yassin.ky Home of my beloved Victoria, may God protect you

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DIGITAL MARKETING TREE



TRUNK



TRUNK

**WEB
DEVELOPMENT**

WEB BUILDER vs CMS*

*Content Management System



Drupal™



TRUNK

**WEB
DEVELOPMENT**

RESPONSIVENESS



TRUNK

**WEB
DEVELOPMENT**

ECOMMERCE



TRUNK



TRUNK

**WEB
DESIGN**

4 FUNDAMENTALS OF WEB DESIGN

CONTENT & COPYWRITING

VISUAL DESIGN & LAYOUT

USABILITY (UX)

BRANDING & MESSAGE

TRUNK

**WEB
DESIGN**

CONTENT & COPYWRITING

ENGAGE

Copywriting

- SALES PAGES
- LANDING PAGES
- LAUNCH EMAILS
- WEBSITE COPY
- ADS (ONLINE AND OFF)
- SLOGANS & TAGLINES

Content Writing

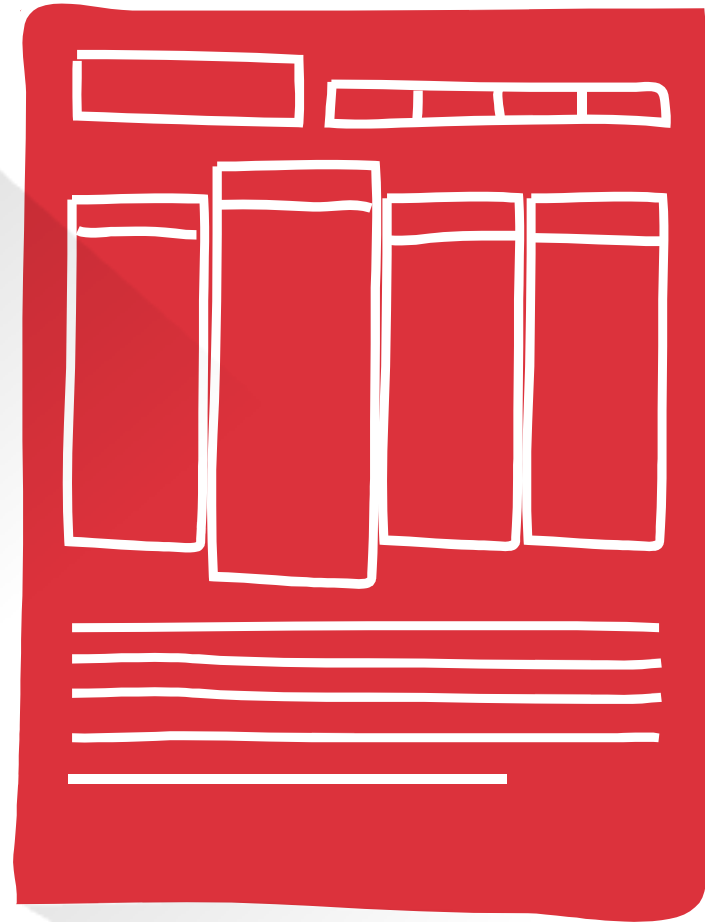
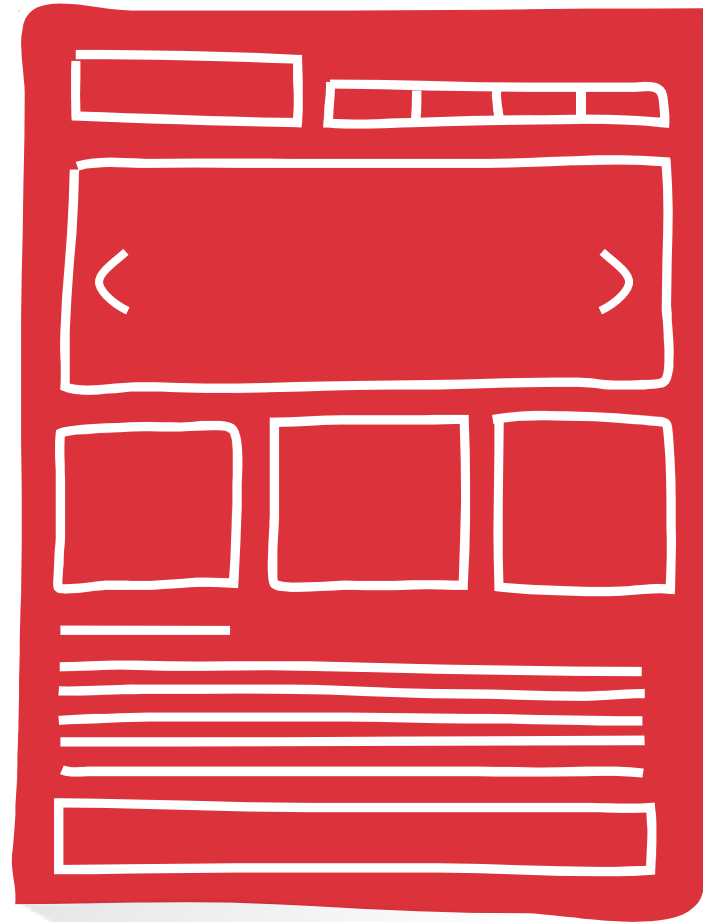
- BLOG POSTS
- EMAIL NEWSLETTERS
- INFOGRAPHICS
- EBOOKS
- WHITE PAPERS
- CASE STUDIES

INFORM

TRUNK

**WEB
DESIGN**

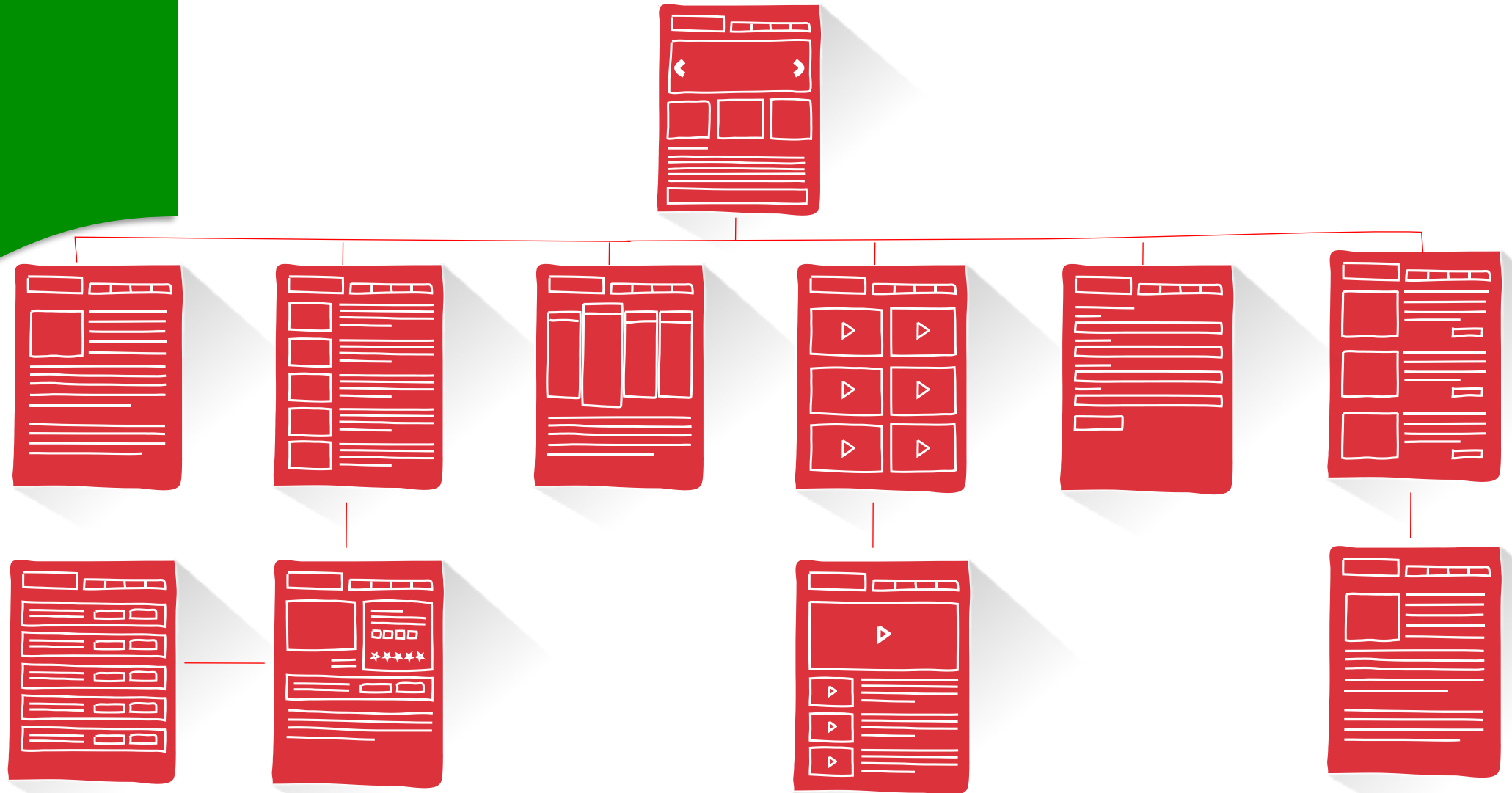
VISUAL DESIGN & LAYOUT



TRUNK

WEB DESIGN

USABILITY (UX)



TRUNK WEB DESIGN

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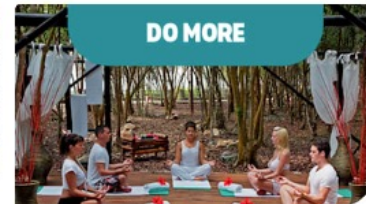


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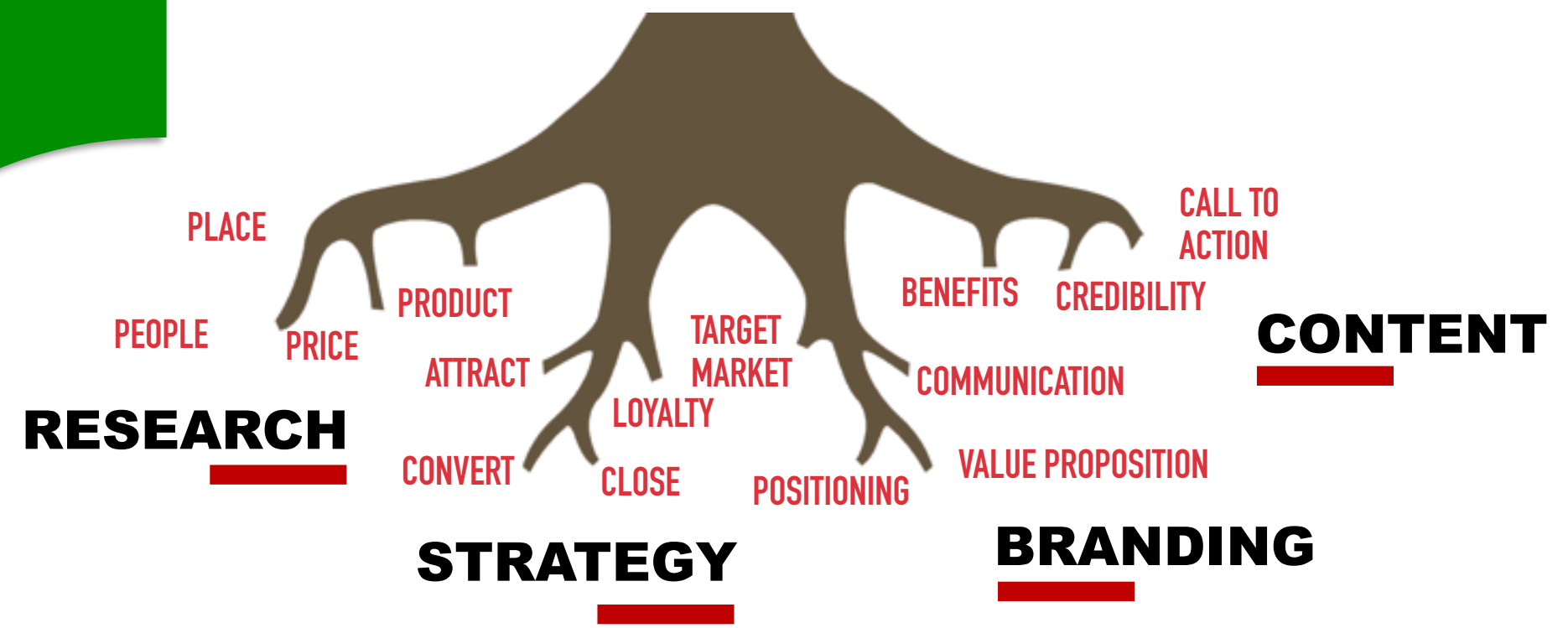


THE ISLAND WAY
Hideaway at Royalton Blue Waters >

DIGITAL MARKETING TREE

ROOTS

REVIEW

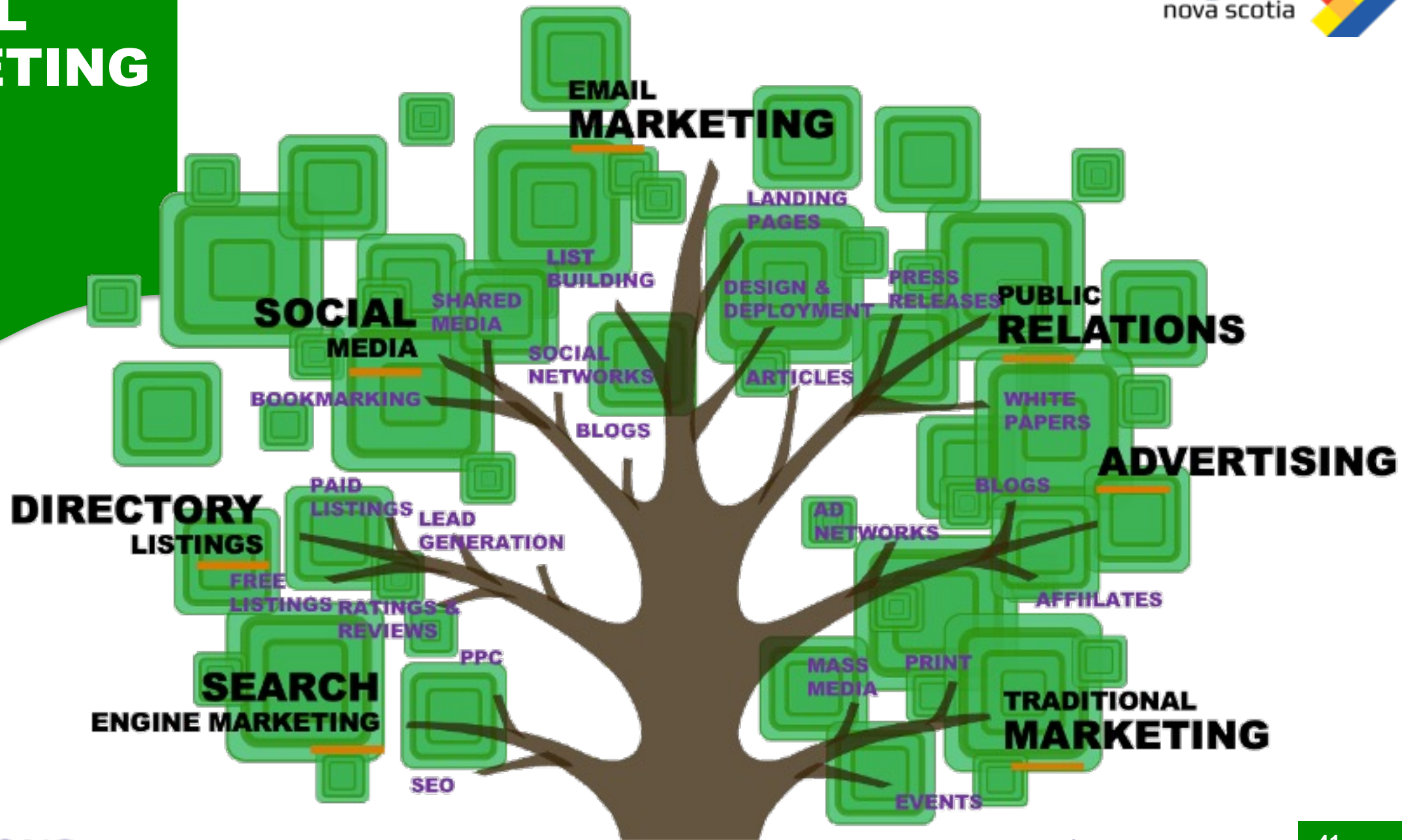


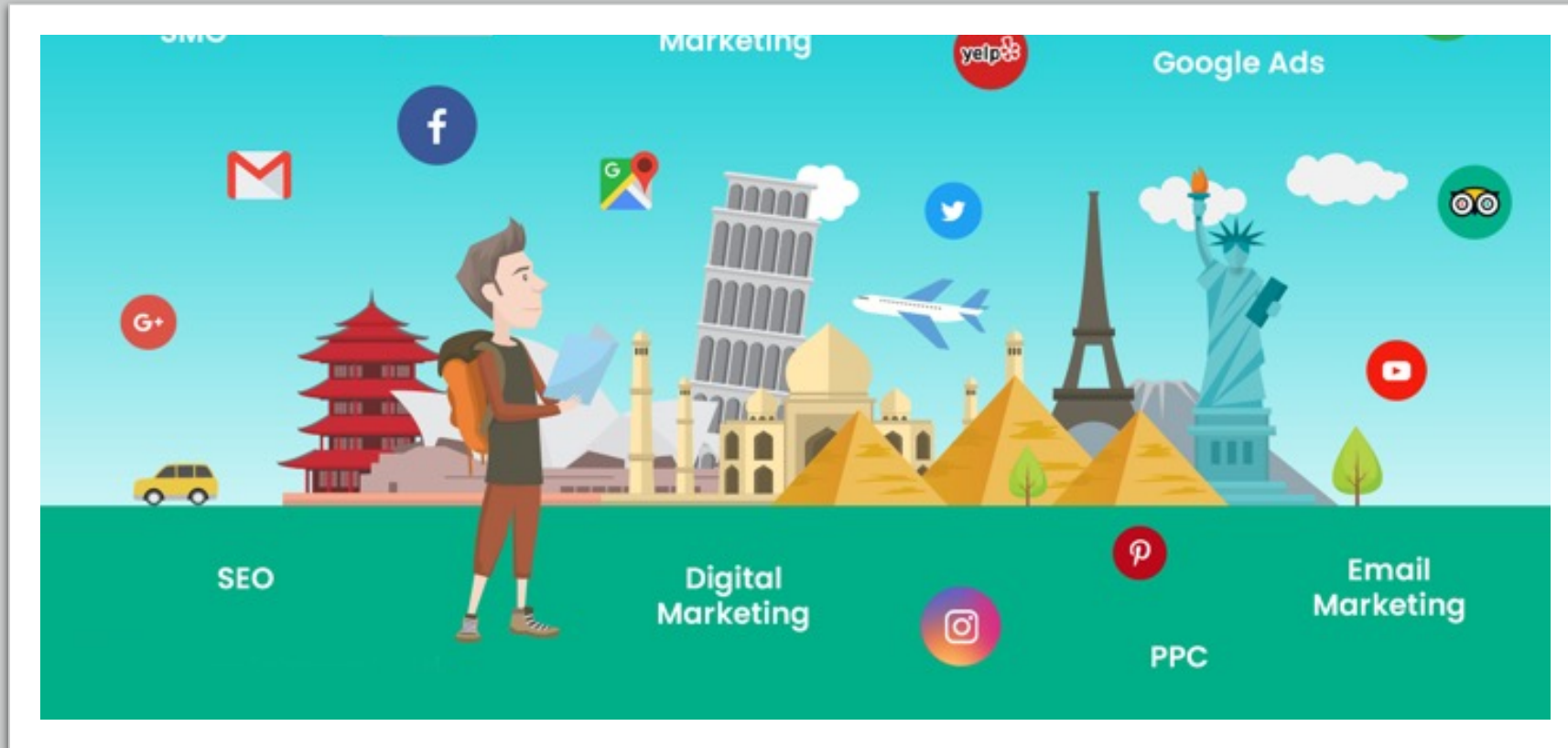
DIGITAL MARKETING TREE
TRUNK

REVIEW



DIGITAL MARKETING TREE





Liam Tayler

Business Evaluator
902 298 4193

liam.tayler@smesolutions.ca

UPCOMING WEBINARS

- **Thursday, October 26 at 10:00 am** – Session 3: *Digital Marketing Tree* - Presented by Liam Tayler (SME Solutions).
- **Thursday, November 2 at 10:00 am** - *Aligning Vision and Values throughout the Customer Journey* – Presented by Eva Gutsche (Stem Consulting)



See recordings of previous webinars and related tip sheets:

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

Voice of the Visitor Survey Program

- Helps tourism partners gain insights about visitors' perspectives on issues that are important to their business or organization.
- Participants will work directly with our market research partner to craft questions to get feedback from visitors that will help inform their planning.
- Up to 10 questions for each partner can be included in an online survey administered by Tourism Nova Scotia.
- No cost to participate.

Apply today! Application deadline is Wednesday, October 25, 2023.

<https://tourismns.ca/voice-visitor-survey-program>

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- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate Twitter: <https://twitter.com/TourismNS>
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