

# WELCOME



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

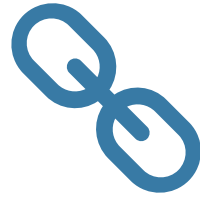
*Session 1*

October 12, 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.

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

**DigiPORT**

Digital Support for  
Nova Scotia's Tourism Sector

**Sign up**

**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

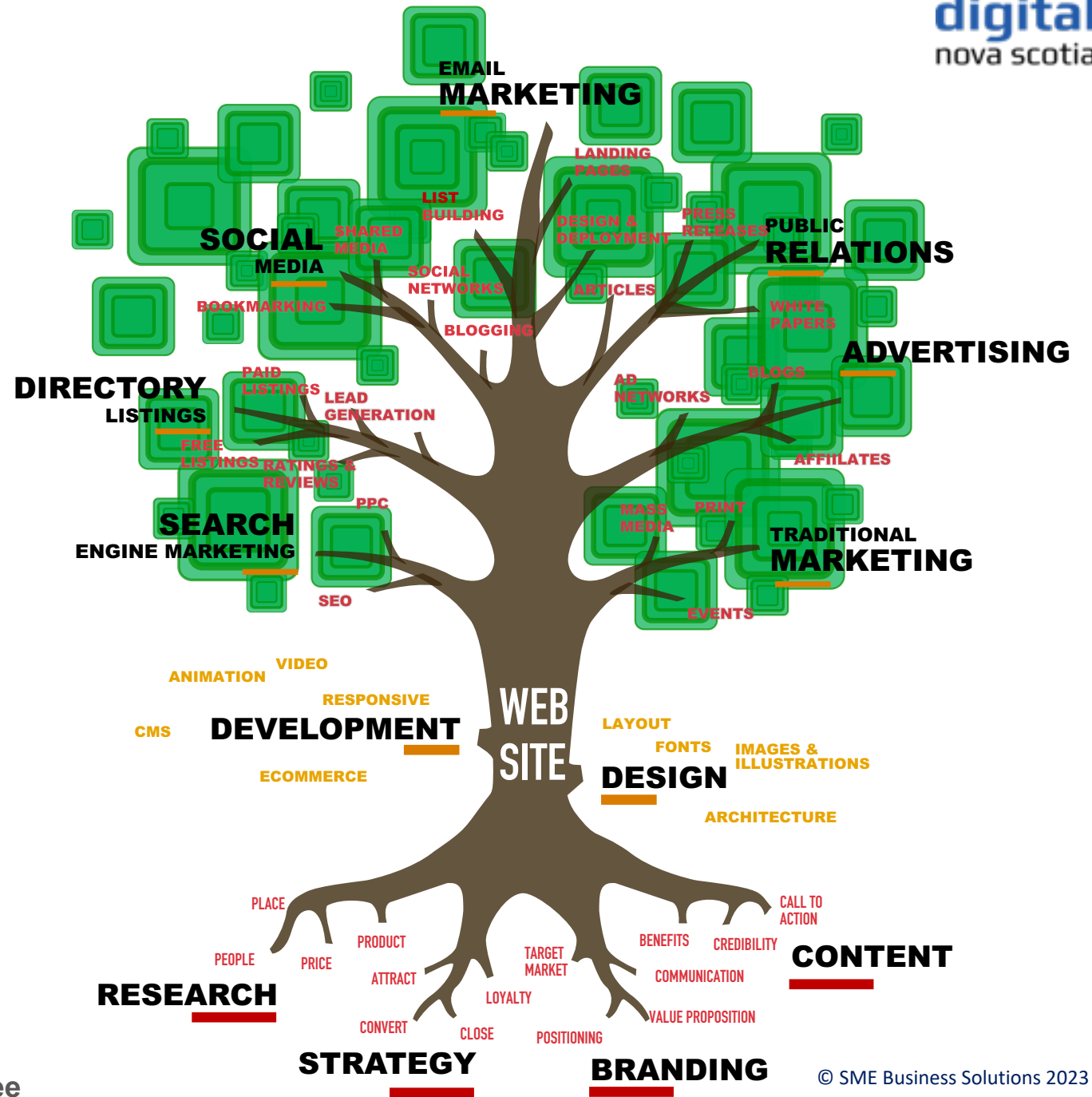
IT Director - Reprographics 1990s (UK)

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  
RESEARCH**

**MARKETING MIX**

**PRODUCT**

WHAT IS THE BUSINESS OFFERING?

**PRICE**

HOW MUCH ARE CUSTOMERS WILLING TO  
PAY?

**PLACE**

WHERE WILL THE OFFERING BE  
AVAILABLE?

**PEOPLE**

WHO WILL BUY IT?

**ROOTS**  
**RESEARCH**  
**PRODUCT**



# ROOTS RESEARCH PRODUCT

## Salty Dog Sea Tours

36 Treasure Dr, Western Shore, NS

5.0 ★★★★★ 137 reviews ⓘ



**Steph Souliere**

22 reviews · 9 photos

★★★★★ 4 days ago **NEW**

What a wonderful time! Our guide was Jade, and we couldn't have asked for a better person to take us around the island. He answered all our questions, took time to explain the history to both fans of the History Channel series, as well as everyone else. We were lucky enough to still tour while the show is shooting for the upcoming season, so saw lots of activity going on. Salty Dog Tours is the way to get the Oak Island experience. Boat was roomy, comfortable and everyone had a great seat. Tour was approx. 1.5 hours but flew by. Highly recommend this experience, great value!



# ROOTS RESEARCH PRODUCT

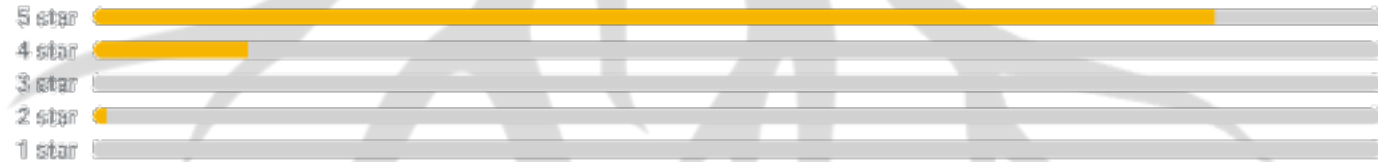
## Sail Inn B&B

Overview Prices Reviews Photos About

### Google review summary ⓘ

4.8

★★★★★  
71 reviews



Chloe H  
3 weeks ago on Google

5/5

Vacation | Couple

I never got the chance to review this place, so I will do it now.

Me and my boyfriend stayed here in October of 2022. The location was incredible. The price was incredibly reasonable. The room was kept to a high standard of cleanliness. The history of the building was very cool. The bathrooms were updated and the jacuzzi tub was really nice. The breakfast service was wholesome and impeccable. The views were wonderful. The host is a lovely person and served us his homemade spring rolls. We had smoked salmon and eggs both mornings.

If you are looking for an experience that encapsulates the history of this area, this B&B is ideal. It's a little creaky (as expected with historical buildings), but very well maintained. During our trip to N.S and P.E.I this was easily our favourite accommodation of them all.

Rooms 5.0 Service 5.0 Location 5.0

Hotel highlights Great view · Romantic · Quiet · Great value

Rooms Clean, nice flooring, large & beautiful bathroom, clean linens

Nearby activities Blue rocks is a fantastic place to visit. Located in the middle of the historical town, a short walk to most of the shops, restaurants and the museum.

# ROOTS RESEARCH

## PRODUCT

WHAT IS THE BUSINESS OFFERING?

## PRICE

HOW MUCH ARE CUSTOMERS WILLING TO  
PAY?

## PLACE

WHERE WILL THE OFFERING BE  
AVAILABLE?

## PEOPLE

WHO WILL BUY IT?

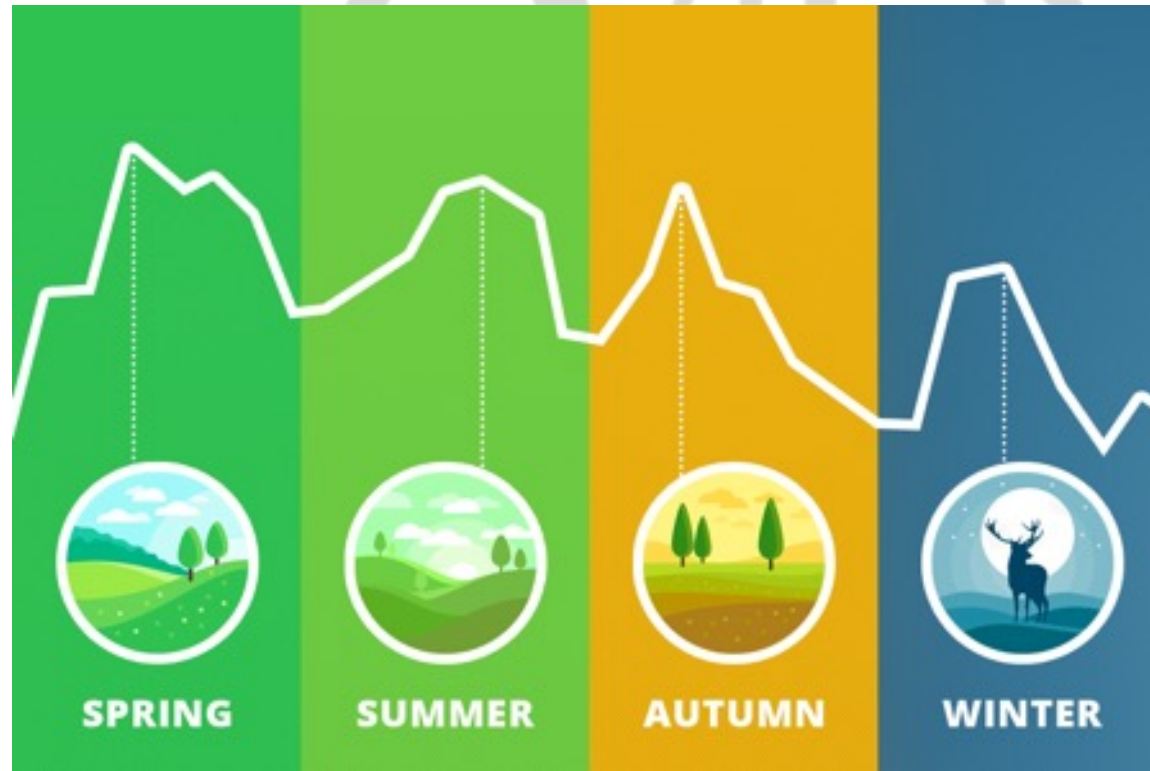
**ROOTS**

**RESEARCH**

**PRICE**

# WHAT TO CONSIDER

**SEASONALITY**



**ROOTS**

**RESEARCH**

**PRICE**

# WHAT TO CONSIDER

**COMPETITION**



**ROOTS**

**RESEARCH**

**PRICE**

# WHAT TO CONSIDER

## OPERATING COSTS

### 3 categories of operating costs



#### **Fixed costs**

Always occurs regardless of production

*Ex: Rent*



#### **Variable costs**

Increases with the amount of production

*Ex: Utilities*



#### **Semi-variable costs**

Has a flat cost, but increases with a production increase

*Ex: Overtime pay*





**ROOTS**

**RESEARCH**

**PRICE**

# WHAT TO CONSIDER

**CAPACITY**



# WHAT TO CONSIDER

## DISTRIBUTION COSTS

**ROOTS**

**RESEARCH**

**PRICE**



**Booking.com**



# ROOTS RESEARCH

## PRODUCT

WHAT IS THE BUSINESS OFFERING?

## PRICE

HOW MUCH ARE CUSTOMERS WILLING TO  
PAY?

## PLACE

WHERE WILL THE OFFERING BE  
AVAILABLE?

## PEOPLE

WHO WILL BUY IT?

# ROOTS RESEARCH PLACE



# ROOTS RESEARCH

## PRODUCT

WHAT IS THE BUSINESS OFFERING?

## PRICE

HOW MUCH ARE CUSTOMERS WILLING TO  
PAY?

## PLACE

WHERE WILL THE OFFERING BE  
AVAILABLE?

## PEOPLE

WHO WILL BUY IT?

# DEMOGRAPHIC

**ROOTS**

**RESEARCH**

**PEOPLE**

## GEOGRAPHIC

- LOCATION

## PSYCHOGRAPHIC

- LIFESTYLE
- SOCIAL CLASS



## DEMOGRAPHIC

- AGE
- INCOME

## BEHAVIOURAL

- SPECIAL EVENTS
- BENEFITS SOUGHT

ROOTS

RESEARCH

PEOPLE

# DEMOGRAPHIC

## New custom segment

Ads using audience targeting must comply with the [Personalised advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and must not contain any inappropriate content. [Learn more](#)

Segment name

Include people with the following interests or behaviours [?](#)

- People with any of these interests or purchase intentions [?](#) ×
- People who searched for any of these terms on Google [?](#)  
Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

Add interests or purchase intentions

or people who browse websites similar to [?](#) ×

Add URLs

or people who use apps similar to [?](#) ×

Add apps

Segment insights  
United Kingdom, English, All ty... [▼](#)

Start defining your custom segment to see an estimated size and other insights

Cancel Save


# ROOTS RESEARCH PEOPLE

## DEMOGRAPHIC

✕ Edit demographics

Ad group: Sail Inn Search Ad Canada > Canadian Ad Group

Gender	Age	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54	<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64	<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+	<input type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> Unknown ⓘ

 Note: Household income targeting is only available in select countries. [Learn more](#)

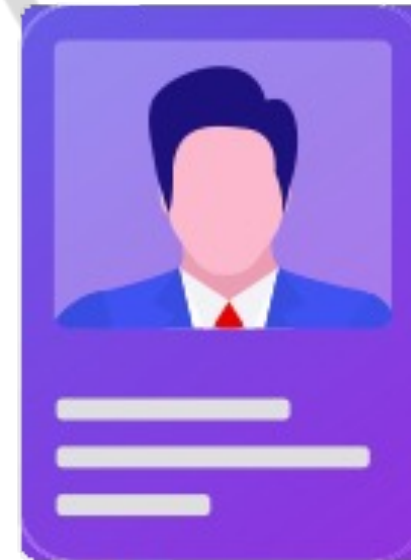
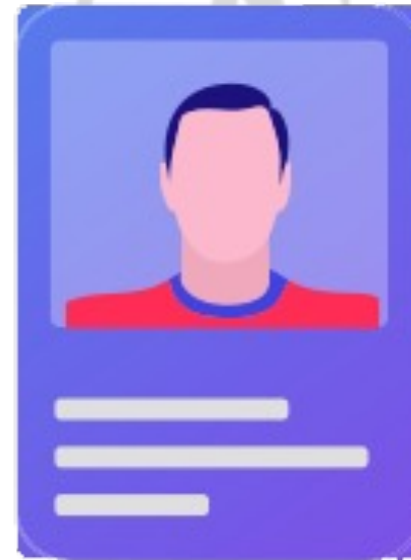
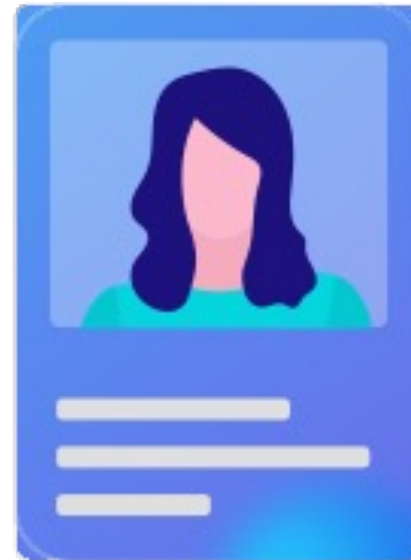
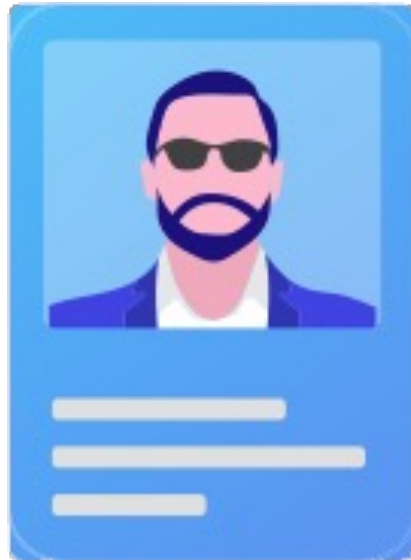


**ROOTS**

**RESEARCH**

**PEOPLE**

# BUYER PERSONA



**ROOTS**

**RESEARCH**

**PEOPLE**

# BUYER PERSONA

## THE ESCAPIST



**APT TO BE ADVENTUROUS OR THRILL-SEEKING.  
WANT TO GET AWAY FROM IT ALL, BUT MANY CRAVE CREATURE COMFORTS.  
TEND TO BE ACTIVE AND LOVE THE OUTDOORS.  
OPEN TO CONTENT OR DESTINATION, DISCOVERY, AND EXPLORATION.**

**ROOTS**

**RESEARCH**

**PEOPLE**

# **BUYER PERSONA**

## **THE LEARNER**

**LOVERS OF HISTORY, GEOGRAPHY, CULTURE, HUMANITY, AND THE ARTS.  
VORACIOUSLY SEEK OUT DESTINATION AND ACTIVITY INFORMATION.  
OFTEN SEE SEEKING ATYPICAL, ONCE IN A LIFETIME EXPERIENCES.  
RECEPTIVE TO INTERESTING, UNUSUAL INFORMATION.**



ROOTS

RESEARCH

PEOPLE

# BUYER PERSONA

## THE PLANNER

**PREFER PLANNING AND BOOKING ON TRIPS.  
EXPECT INFORMATION READILY AVAILABLE FOR COMPARISON-SHOPPING.  
TAKE PLEASURE IN THE PROCESS OF PLANNING TRAVEL.  
OPEN TO OFFERS AND RELEVANT PERSUASIVE MESSAGING.**



**ROOTS**

**RESEARCH**

**PEOPLE**

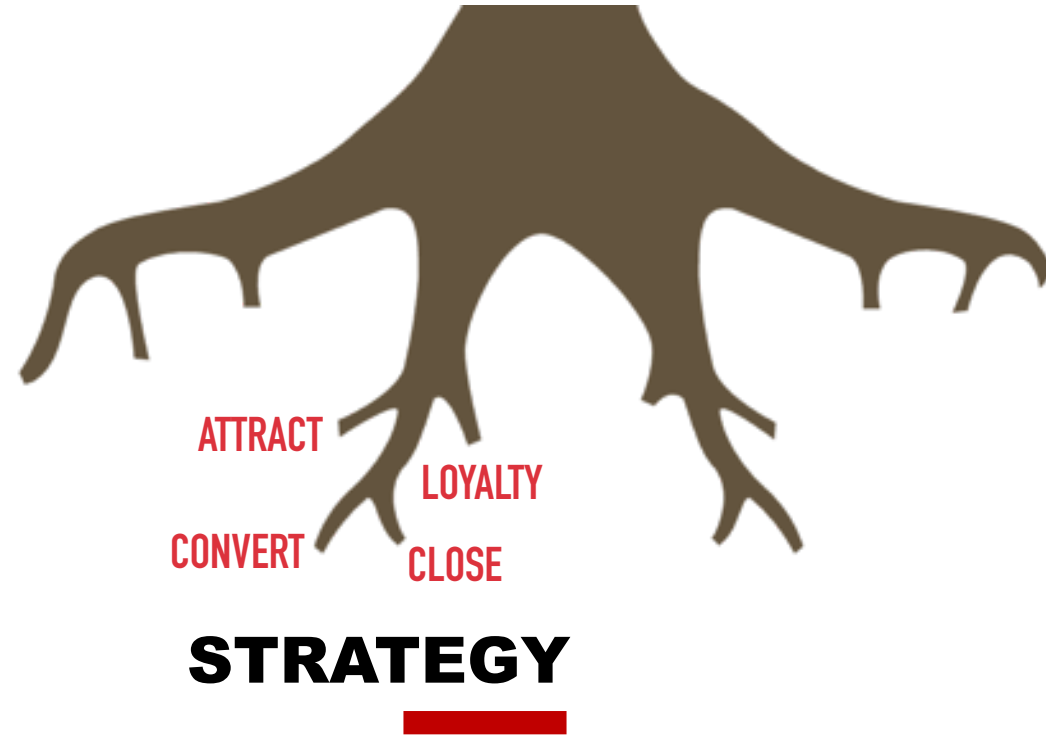
# BUYER PERSONA

## THE DREAMER

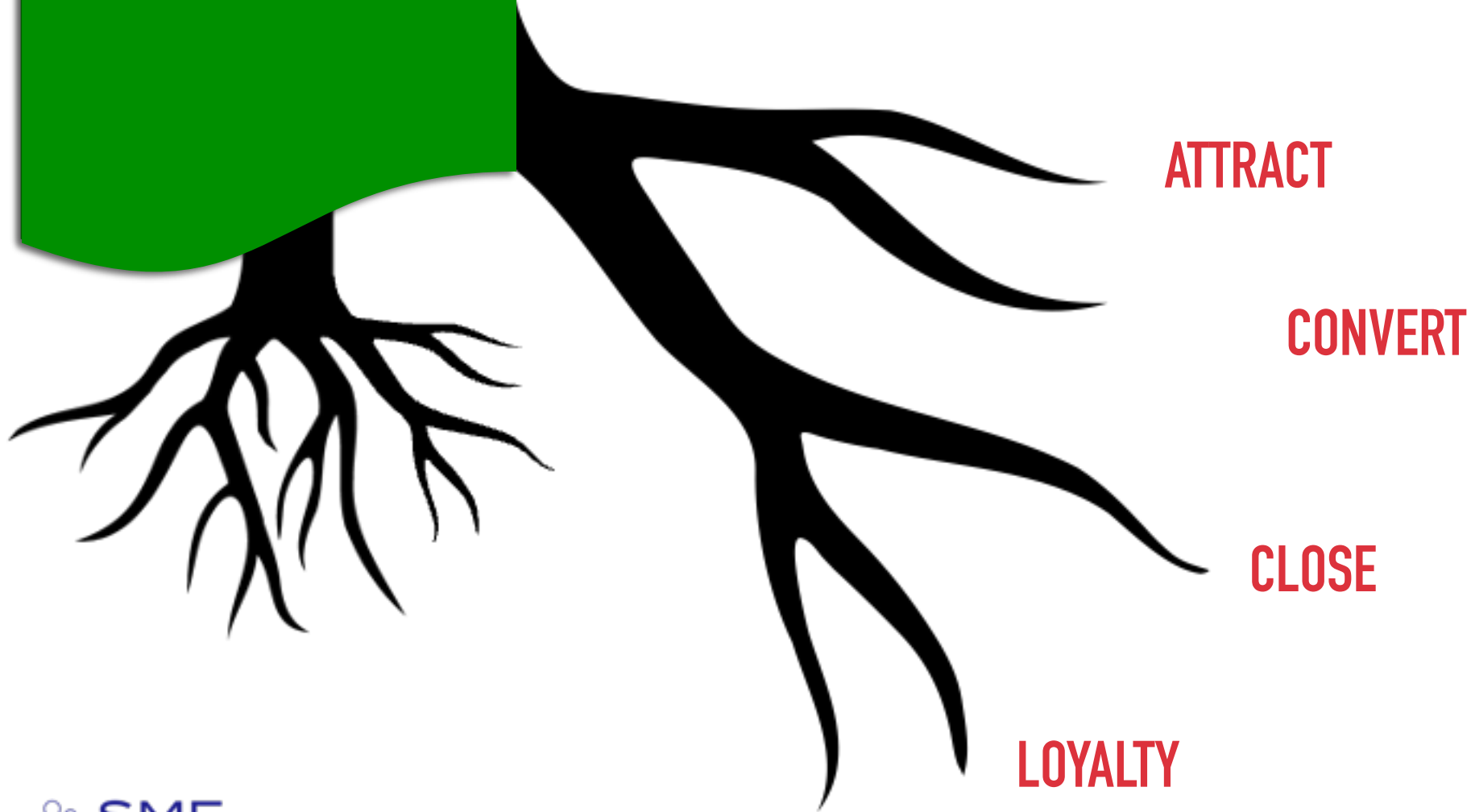


**SEEK OUT AND CONSUME TRAVEL CONTENT FOR ENJOYMENT.  
ARE ALWAYS THINKING ABOUT THE NEXT TRIP.  
BROWSE THROUGH TRAVEL CONTENT AND SPEND TIME ON IT.  
ARE PASSIONATE TRAVEL ADVOCATES.**

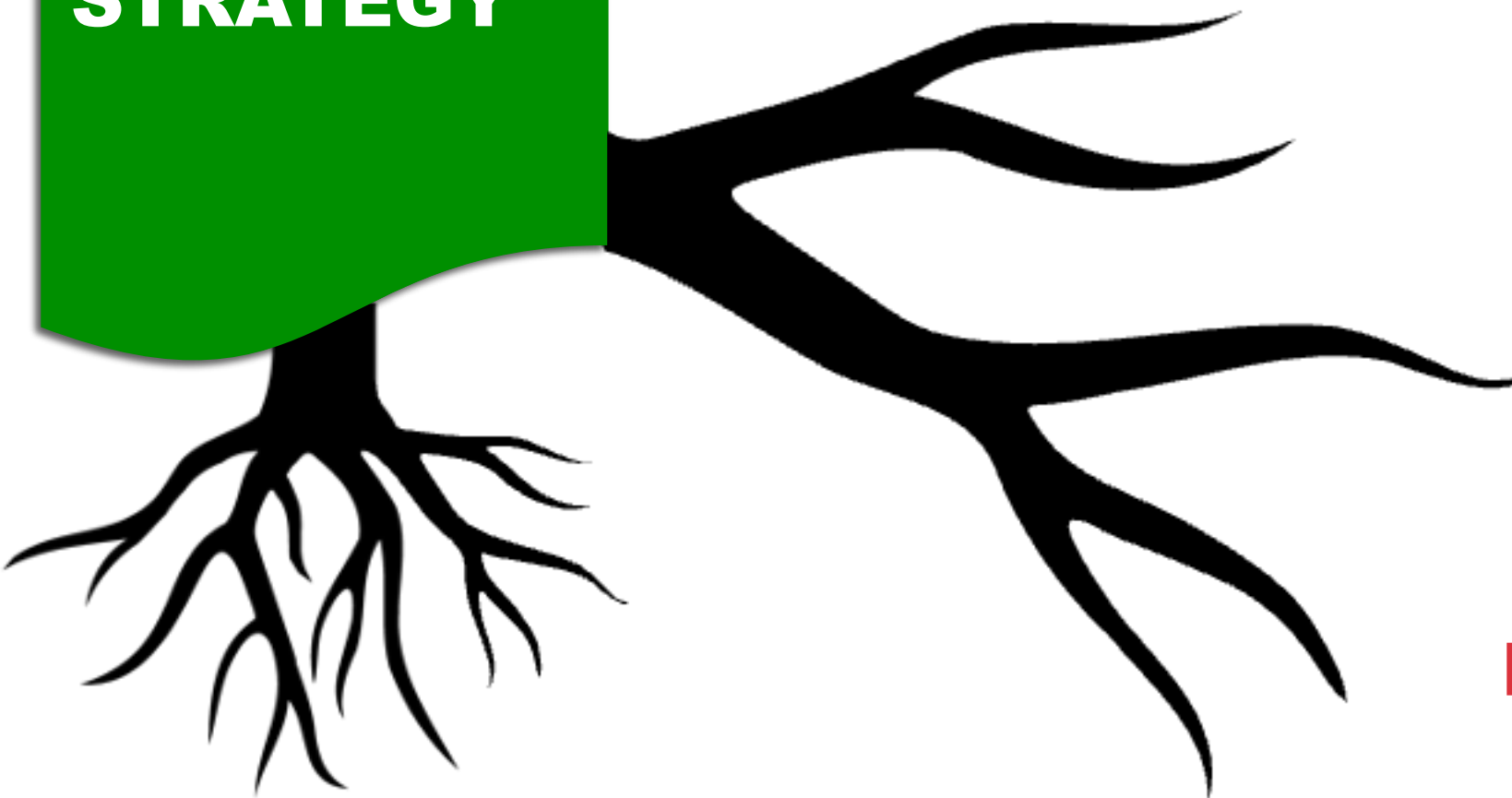
# DIGITAL MARKETING TREE



# ROOTS STRATEGY



# ROOTS STRATEGY



DREAMING

PLANNING

BOOKING

EXPERIENCING

SHARING



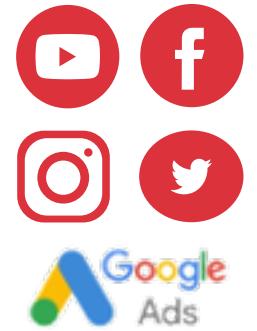
**ROOTS**  
**STRATEGY**  
**DREAMING**

**CAPTURE ATTENTION**



**Email**

- Past Guests
- Contact Lists
- Tour Companies



**Social Media**

- Guests should share
- Showcase artful and Inspiring photographs
- Inspirational videos
- Facebook/Google Ads



**Blog**

- Local news/Events
- Interesting nearby attractions
- AIDA

# ROOTS STRATEGY PLANNING



## Optimize your website

70% of traffic is Organic

## Google Business

Update Google and Bing Maps  
Create and manage profile  
Novascotia.com  
Townoflunenburg.ca



## Online Travel Agency (OTA)

Maintain and update  
Expedia  
Airbnb  
Booking.com



## PPC/SEM

Google AdWords  
Facebook ads  
Complement your SEO efforts



## Website Content

Planning Aids

- Schedules
- To-dos
- Events

Answer Questions



## Online Reputation

Reviews  
Social Media  
Comments  
Google Alerts



# ROOTS STRATEGY BOOKING

## Web Design



Clear Information  
Pricing  
Booking Capability  
Responsive  
(Mobile/Desktop/Tablet)

## OTAs



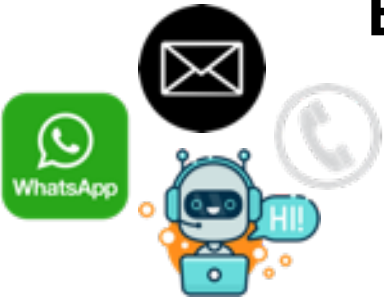
Expedia  
Airbnb  
Booking.com

## Reservation Software



HotelRunner  
Resbook  
ResNexus  
Opentable

## Be Responsive



Chatbot  
Whatsapp  
Email  
Phone

**ROOTS**

**STRATEGY**

**EXPERIENCING**



## Coupons/Discounts

Encourage customers to visit other locations  
Build community with local businesses

## Information

85% of leisure travelers decide what to do on arriving!  
67% of travelers said they felt more loyal with more information



## Content Creation

Encourage customers to share their experience  
Encourage customers to leave reviews  
Influencers?

# ROOTS STRATEGY SHARING

## Just Ask

Front Desk agents  
Servers  
CSRs



## Automated Emails



Build your (customer database)CRM  
Post-trip/experience email to remind them to review  
Stay in touch with customers and reinforce the relationship



## Make it easy to share

Keep social media icons in view to remind guests  
QR code on receipts, flyers etc

## Rewards

Competitions  
Incentives

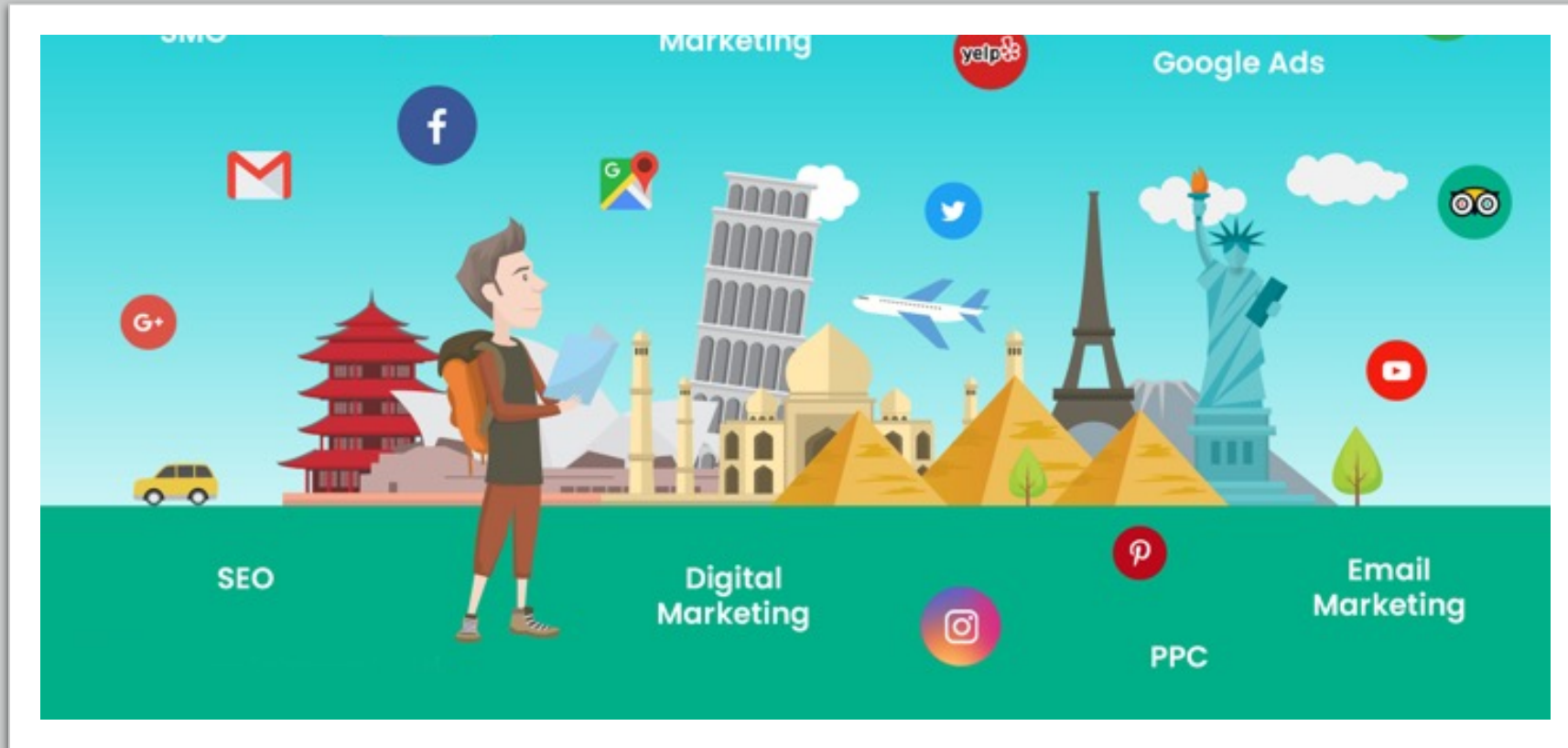


# DIGITAL MARKETING TREE

## ROOTS

# REVIEW





**Liam Tayler**

Business Evaluator  
902 298 4193

[liam.tayler@smesolutions.ca](mailto:liam.tayler@smesolutions.ca)

# UPCOMING WEBINARS

- **Thursday, October 19 at 10:00 am** – Session 2: *Digital Marketing Tree* - Presented by Liam Tayler (SME Solutions).
- **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>

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto: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>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>