

WELCOME



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

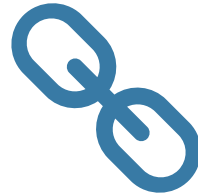
Session 3

October 26, 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 —





Liam Tayler

Business Evaluator

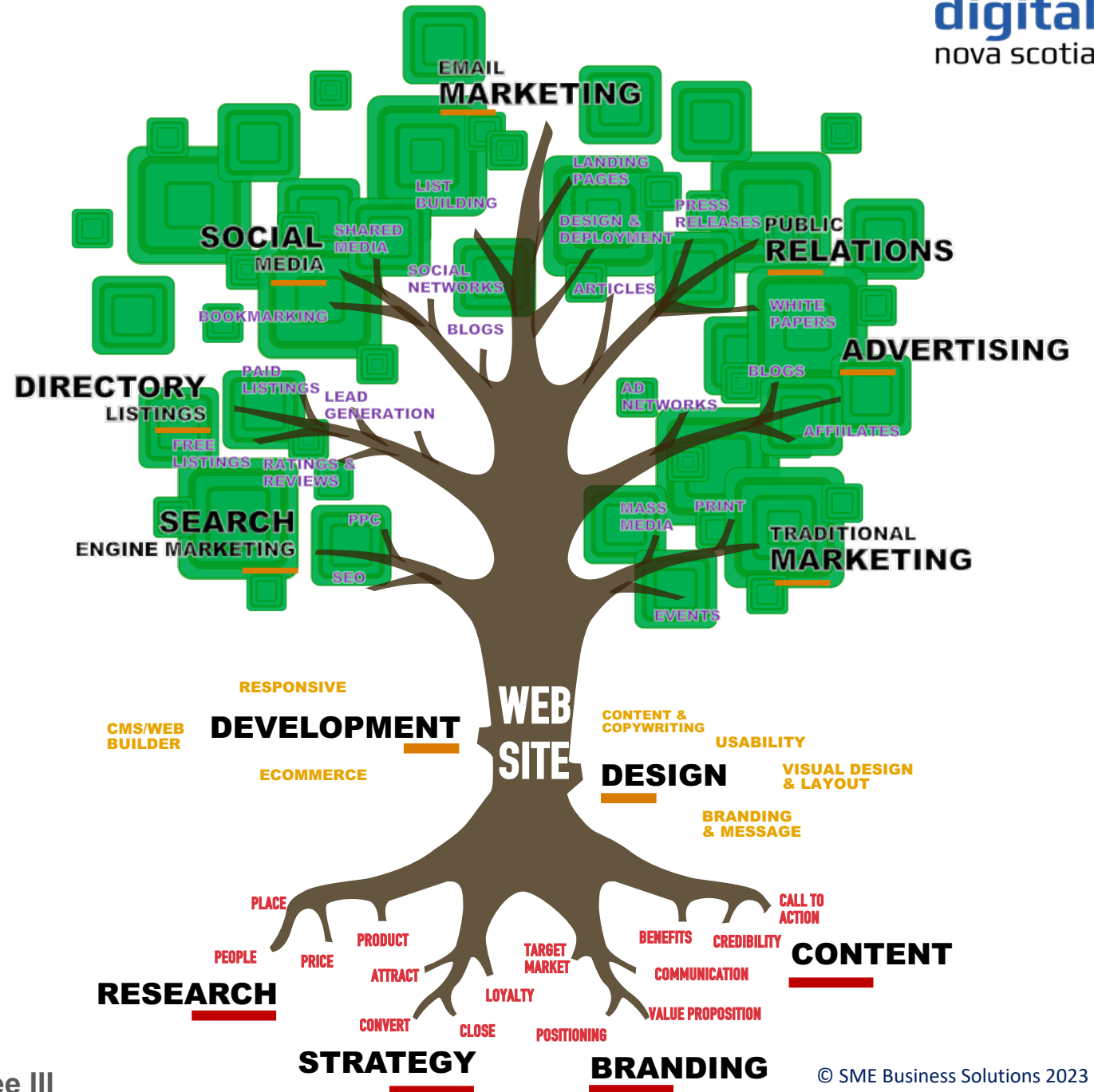
IT Director - Reprographics 1990s (UK)

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

Founding member Haskapa 2011 – Marketing & Commercial Director

SME Solutions 2016 – Owner, Business Advisor

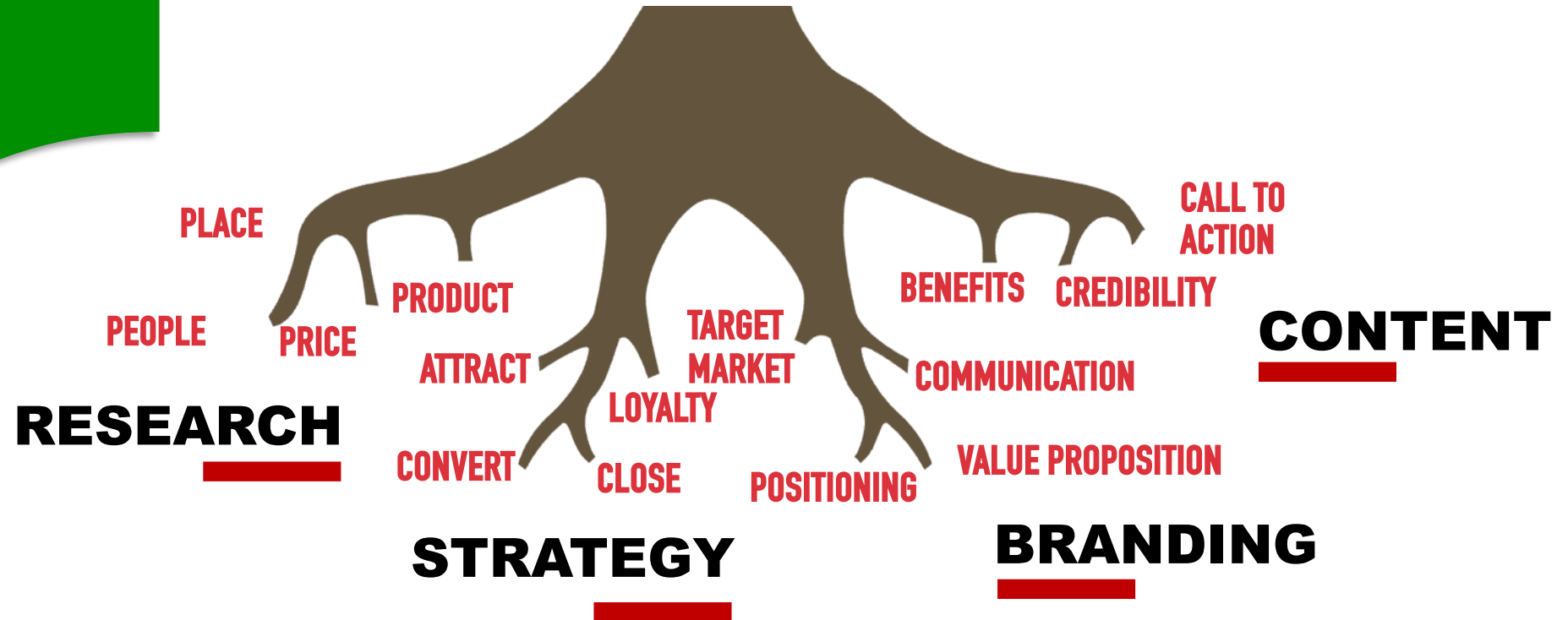
DIGITAL MARKETING TREE



DIGITAL MARKETING TREE

ROOTS

REVIEW



**DIGITAL
MARKETING
TREE**

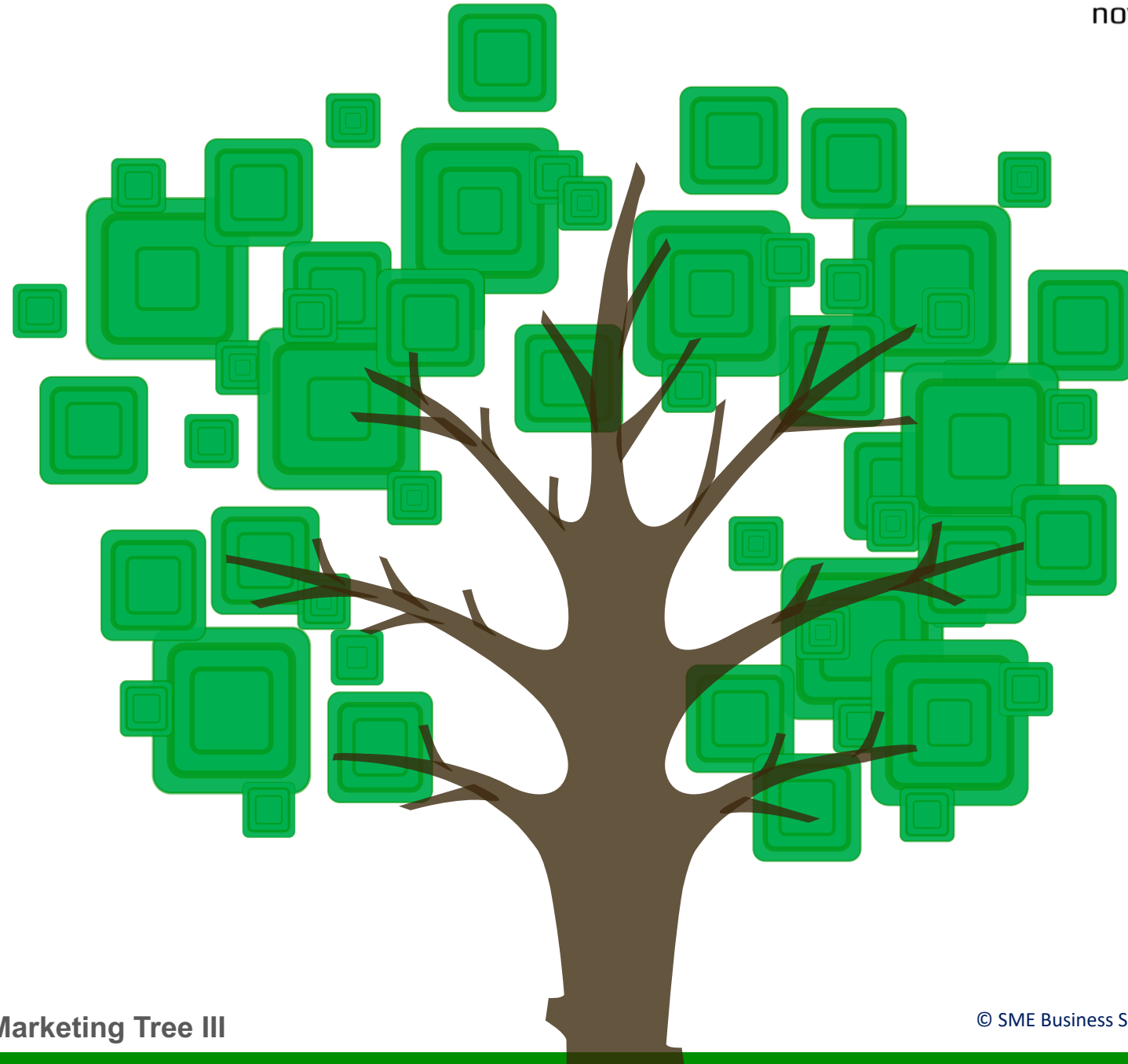
TRUNK

REVIEW



DIGITAL MARKETING TREE

BRANCHES



DIGITAL MARKETING TREE

GOOGLE



- **Google Business Profile**
- **Google Search Console**
- **Google Analytics**
- **Google Ads**

DIGITAL MARKETING TREE

GOOGLE



Enhanced Visibility

Credibility

Engagement

Review Management

Analytics

Visual Showcase

Rebecca's Restaurant

4.5 ★★★★★ (551) · ££ · Restaurant



Overview

Menu

Reviews

Service options: Dine-in · Kerbside pickup · No delivery

Address: 249 Edgewater St, Mahone Bay, NS B0J 2E0, Canada

Hours: Closed · Opens 11:30 am · [More hours](#)

Updated by this business 4 weeks ago

Menu: reccasrestaurantinc.ca

Phone: +1 902-531-3313

[Suggest an edit](#) · [Own this business?](#)

DIGITAL MARKETING TREE

GOOGLE



About 475,000 results (0.47 seconds)

Your business on Google
1,219 customer interactions

Profile strength
Complete info

- Edit profile
- Read reviews
- Messages
- Add photo
- Performance
- Advertise
- Edit services
- Hotel details
- Edit rates
- Q & A
- Add update
- Ask for reviews
- Manage photos

- New 5-star review**
Congratulations! Thank them for their review
- Turn more views to customers**
Complete your profile to convert your 2429 monthly views into customers
- September performance...**
See new interactions and understand how your business is performing

Only managers of this profile can see this



Bayview Pines Country Inn

Website Directions Save Call

4.9 ★★★★★ 45 Google reviews ⓘ

3-star hotel

You manage this Business Profile ⓘ

Address: 678, Oakland Road, Indian Point Rd, Mahone Bay, NS B0J 2E0, Canada

You visited in May

Phone: +1 902-624-9970



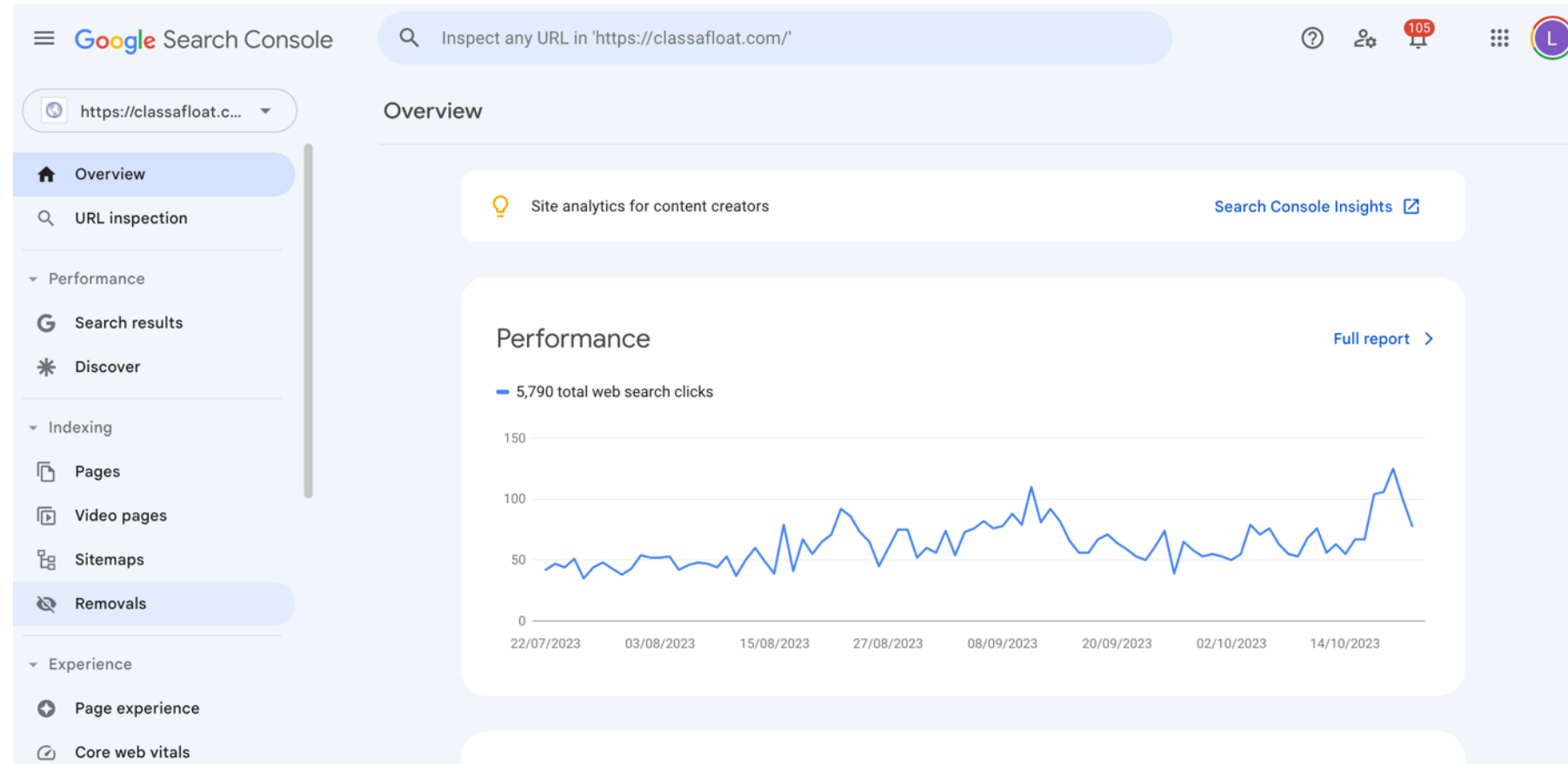
Manage your rates

Compare prices

DIGITAL MARKETING TREE

GOOGLE

Google Search Console



DIGITAL MARKETING TREE

GOOGLE



Google Analytics

1. **Visitor Insights**
2. **Traffic Sources**
3. **User Engagement**
4. **Conversion Tracking**
5. **Content Performance**
6. **Mobile Insights**
7. **Custom Reporting**

DIGITAL MARKETING TREE

GOOGLE



Google Analytics

The screenshot shows the Google Analytics 'Reports snapshot' interface. The left sidebar contains navigation options: Home, Reports snapshot (selected), Real-time, Custom: Jeddore Lodge & C..., Customer Acquisition, User Demographics, Engagement, Life cycle, Acquisition, Engagement, Monetisation, Retention, User, User Attributes, and Tech. The main content area is titled 'Reports snapshot' and shows data for the last 28 days (26 Sept - 23 Oct 2023). The primary report is 'WHAT ARE YOUR TOP CAMPAIGNS?' with two sub-sections: 'Sessions by Session default channel group' and 'Users by Country'. The 'Sessions' table lists Organic Search (167), Direct (87), Referral (32), Organic Social (31), Organic Shopping (3), and Paid Search (2). The 'Users by Country' table lists Canada (209), United States (23), Germany (3), United Kingdom (2), Indonesia (2), Pakistan (2), and Australia (1). Both tables include a 'View traffic acquisition' or 'View countries' link at the bottom.

SESSION DEFAULT CHANN...	SESSIONS
Organic Search	167
Direct	87
Referral	32
Organic Social	31
Organic Shopping	3
Paid Search	2

COUNTRY	USERS
Canada	209
United States	23
Germany	3
United Kingdom	2
Indonesia	2
Pakistan	2
Australia	1

DIGITAL MARKETING TREE

GOOGLE



Google Ads



Google Ads



Analytics

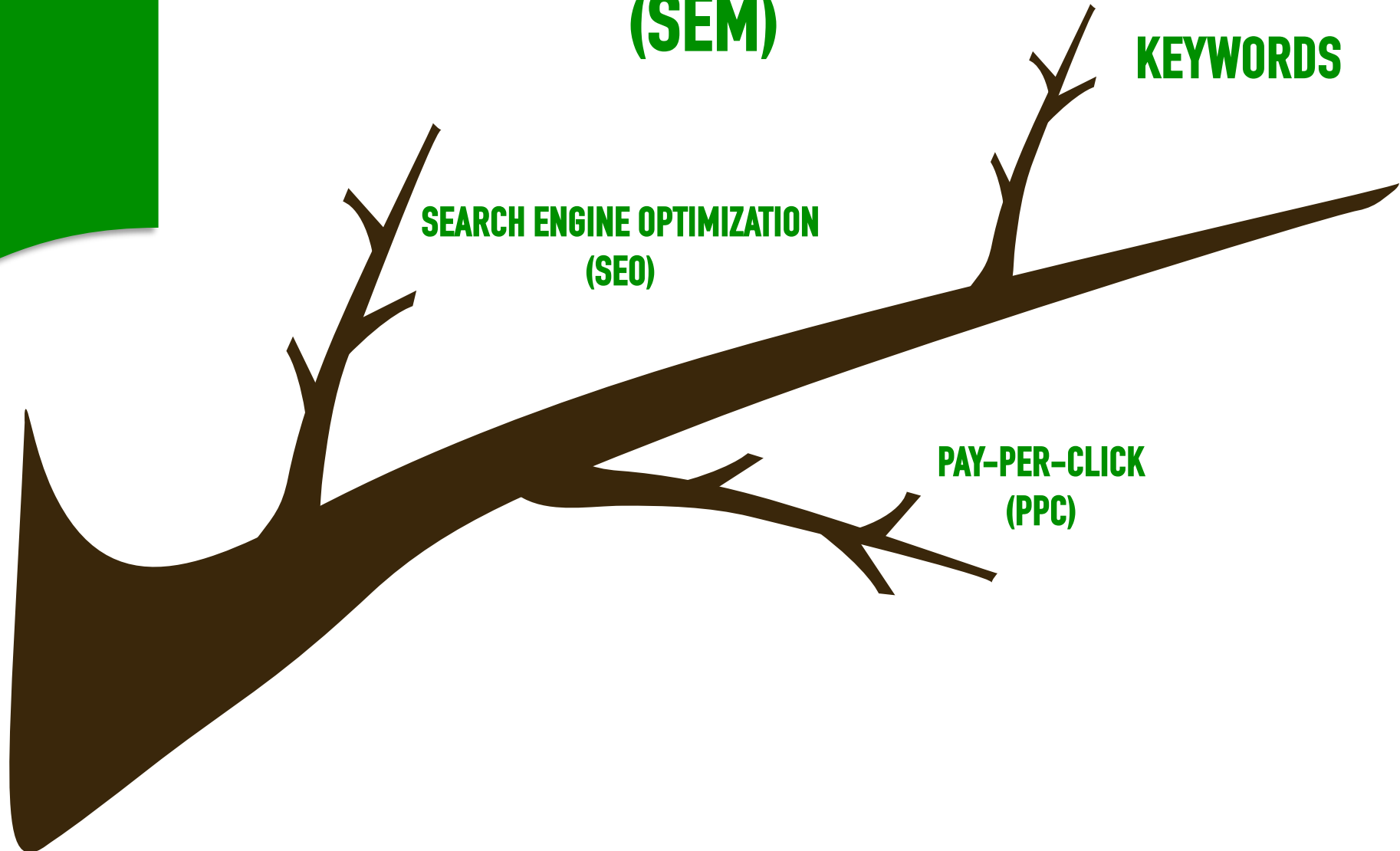


Business Profile

DIGITAL MARKETING TREE

SEM

SEARCH ENGINE MARKETING (SEM)





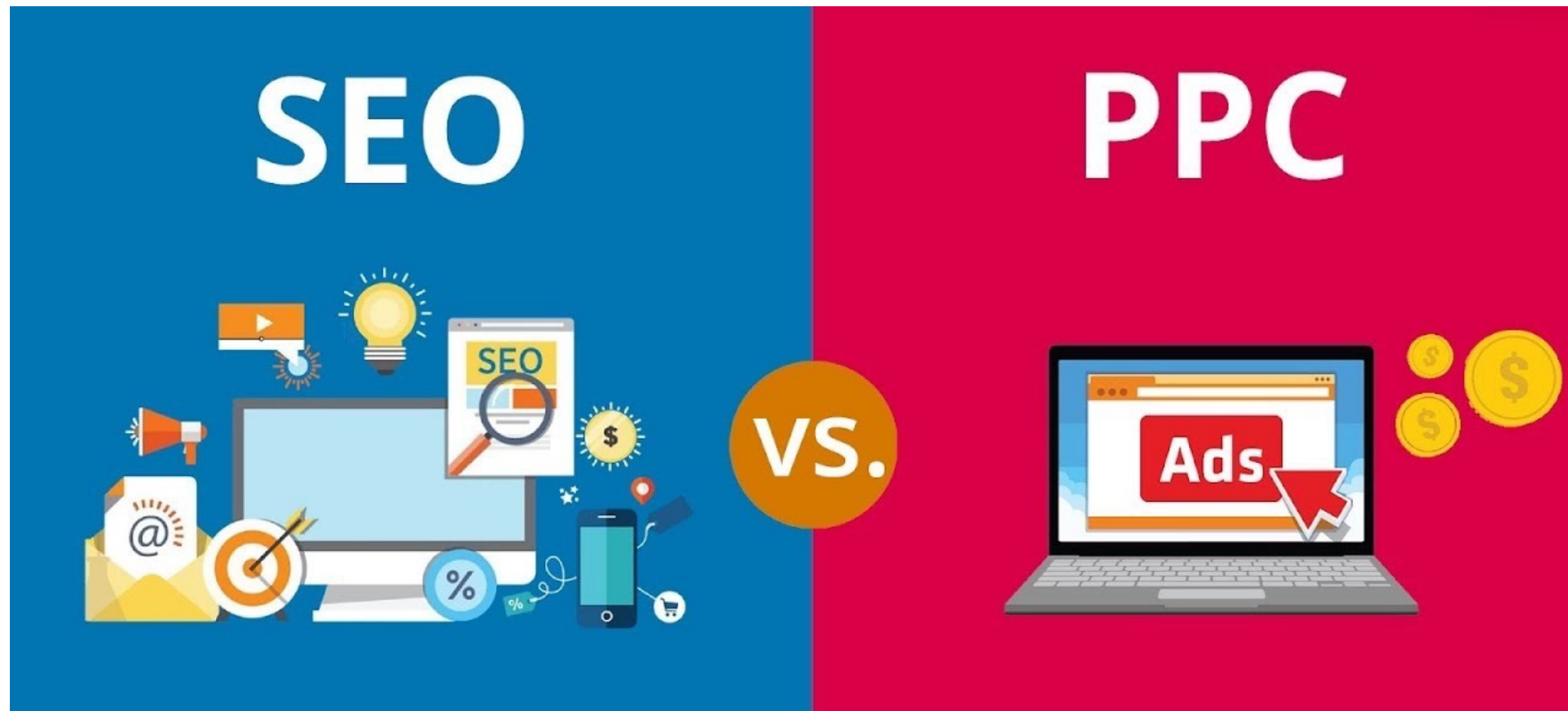
Keyword Match Types

	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
Broad match	running shoes	Searches that relate to your keyword	<ul style="list-style-type: none">• tennis shoes for men• socks for running
Phrase match	"running shoes"	Searches that include the meaning of your keyword	<ul style="list-style-type: none">• men's running shoes• best shoes for running
Exact match	[running shoes]	Searches that are the same meaning as your keyword	<ul style="list-style-type: none">• running shoes• sneakers

DIGITAL MARKETING TREE

SEM

SEO vs. PPC



DIGITAL MARKETING TREE

SEM

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)

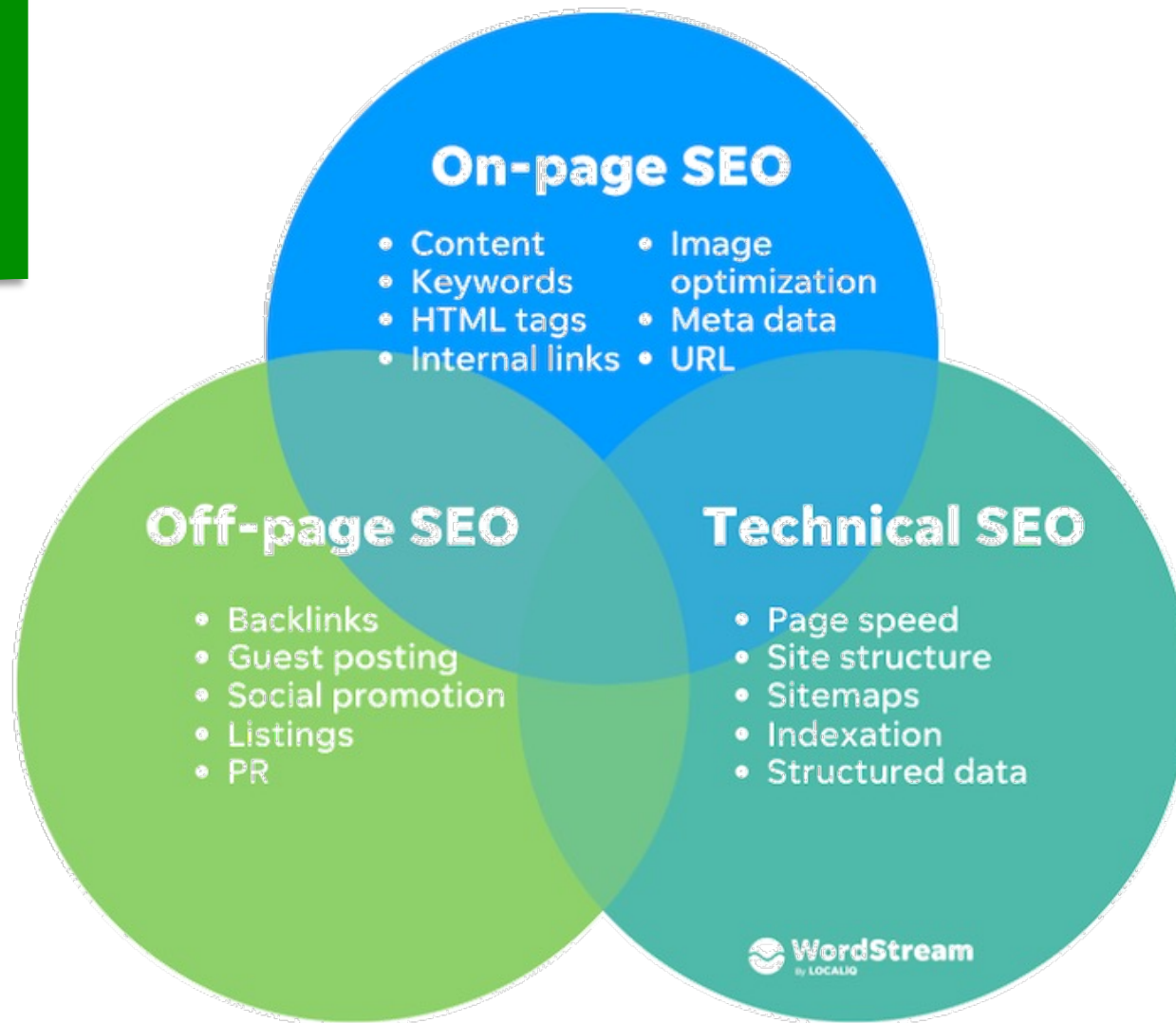
“The act of producing content and optimizing your web presence to perform well in search engine rankings
Often referred to as "natural", "organic", or "earned" results”



DIGITAL MARKETING TREE

SEM

Types of SEO



DIGITAL MARKETING TREE

SEM

PROS AND CONS OF SEO	
PROS ✓	CONS ✗
✓ Cost Effective	✗ Takes Time To Rank High
✓ Clicks Are Free	✗ Needs Commitment
✓ Sustained Results	✗ Needs Continued Monitoring
✓ Stability	✗ Time-Consuming
✓ Gets More Clicks Than PPC	✗ No Guarantees

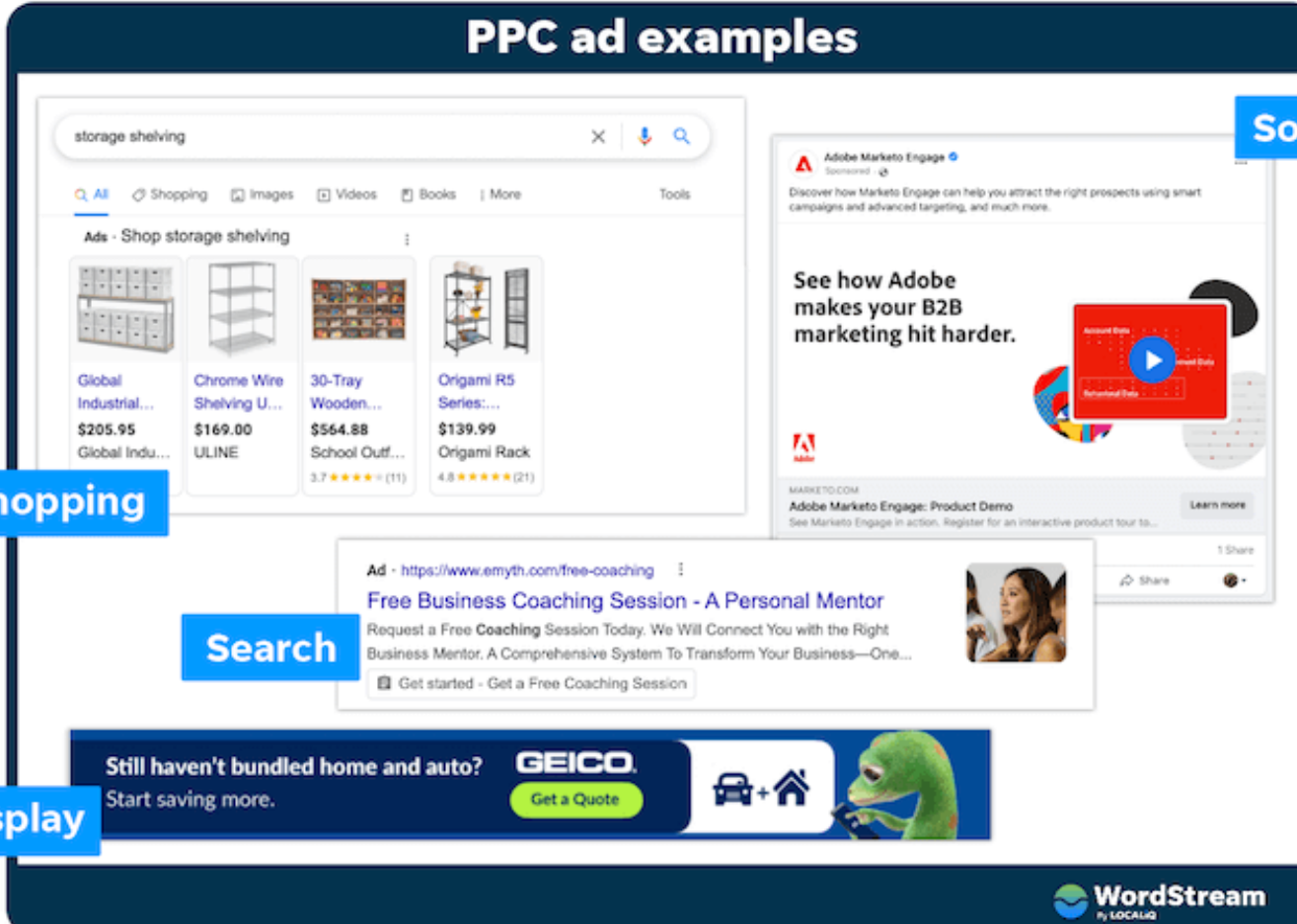
DIGITAL MARKETING TREE

SEM

What is PPC

Paid advertising on search engines and social media sites to drive traffic and sales and increase brand awareness

PPC ad examples



Shopping

storage shelving

Ads - Shop storage shelving

Global Industrial... \$205.95 Global Indu...	Chrome Wire Shelving U... \$169.00 ULINE	30-Tray Wooden... \$564.88 School Outf... 3.7 ★★★★★ (11)	Origami R5 Series:... \$139.99 Origami Rack 4.8 ★★★★★ (21)
--	--	---	---

Social

Adobe Marketo Engage

Discover how Marketo Engage can help you attract the right prospects using smart campaigns and advanced targeting, and much more.

See how Adobe makes your B2B marketing hit harder.

MARKETO.COM
Adobe Marketo Engage: Product Demo
See Marketo Engage in action. Register for an interactive product tour to...

Search

Ad - <https://www.emyth.com/free-coaching>

Free Business Coaching Session - A Personal Mentor

Request a Free Coaching Session Today. We Will Connect You with the Right Business Mentor. A Comprehensive System To Transform Your Business—One...

Get started - Get a Free Coaching Session

Display

Still haven't bundled home and auto? Start saving more.

GEICO
Get a Quote

WordStream by LOCALIQ

DIGITAL MARKETING TREE

SEM

Pros and cons of PPC



Pros

- Quick Results
- Targeting
- Easy to Measure and Track



Cons

- Expensive
- Short term results
- Skeptical Consumers

DIGITAL MARKETING TREE

SEM

SEO & PPC - TOGETHER



Long term strategy

Organic, unpaid results

High quality traffic

Users trust organic results

Long lasting results



Instant results

Pay Per Click

Ads located top of SERPs

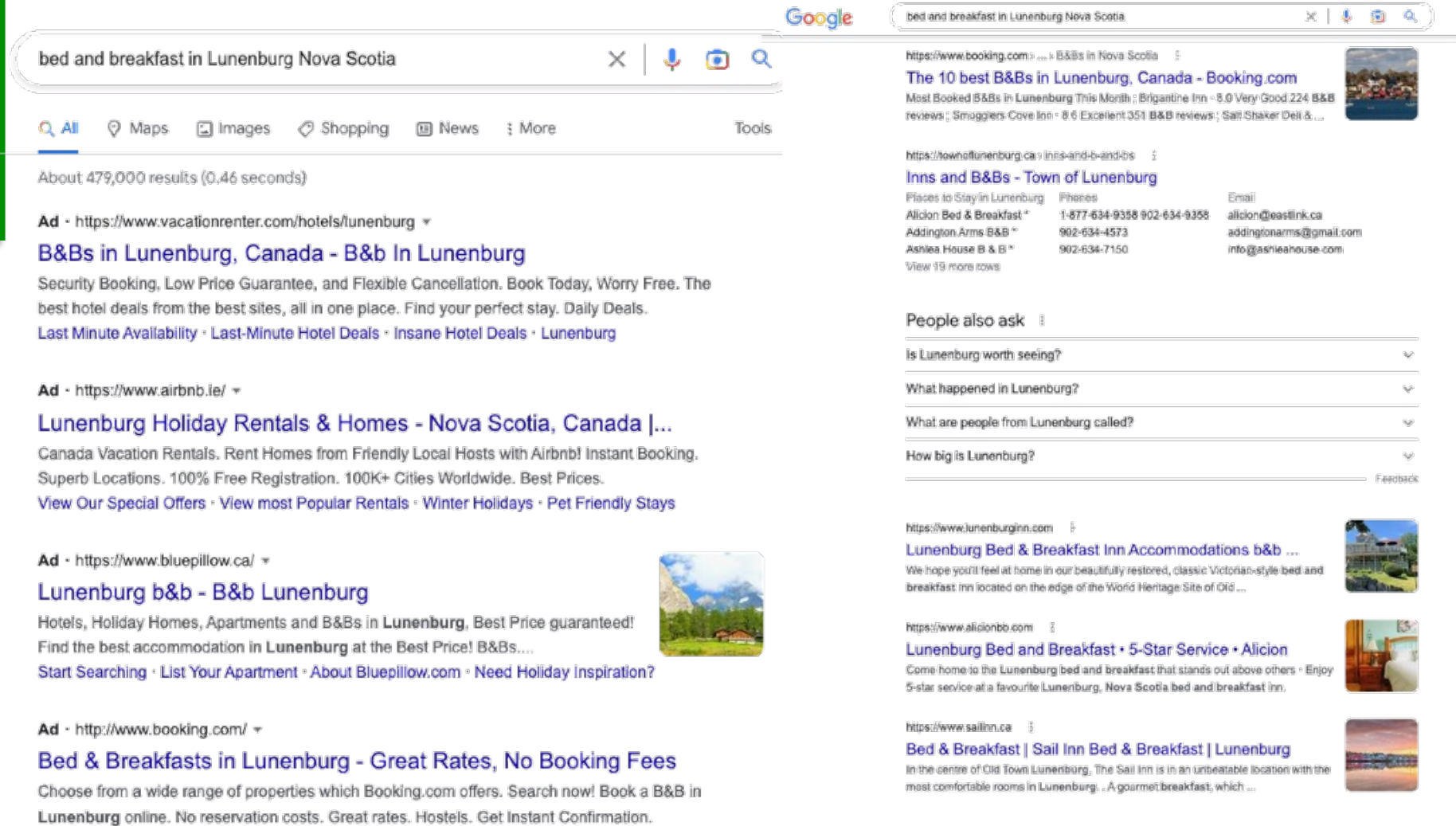
Highly targeted

Clicks stop when ads stop

DIGITAL MARKETING TREE

SEM

Where do you see SEO vs PPC



Google search results for "bed and breakfast in Lunenburg Nova Scotia".

Search results include:

- Ad** - <https://www.vacationrenter.com/hotels/lunenburg>
B&Bs in Lunenburg, Canada - B&b In Lunenburg
Security Booking, Low Price Guarantee, and Flexible Cancellation. Book Today, Worry Free. The best hotel deals from the best sites, all in one place. Find your perfect stay. Daily Deals. Last Minute Availability · Last-Minute Hotel Deals · Insane Hotel Deals · Lunenburg
- Ad** - <https://www.airbnb.ie/>
Lunenburg Holiday Rentals & Homes - Nova Scotia, Canada |...
Canada Vacation Rentals. Rent Homes from Friendly Local Hosts with Airbnb! Instant Booking. Superb Locations. 100% Free Registration. 100K+ Cities Worldwide. Best Prices. View Our Special Offers · View most Popular Rentals · Winter Holidays · Pet Friendly Stays
- Ad** - <https://www.bluepillow.ca/>
Lunenburg b&b - B&b Lunenburg
Hotels, Holiday Homes, Apartments and B&Bs in Lunenburg, Best Price guaranteed! Find the best accommodation in Lunenburg at the Best Price! B&Bs... Start Searching · List Your Apartment · About Bluepillow.com · Need Holiday Inspiration?
- Ad** - <http://www.booking.com/>
Bed & Breakfasts in Lunenburg - Great Rates, No Booking Fees
Choose from a wide range of properties which Booking.com offers. Search now! Book a B&B in Lunenburg online. No reservation costs. Great rates. Hostels. Get Instant Confirmation.

People also ask:

- is Lunenburg worth seeing?
- What happened in Lunenburg?
- What are people from Lunenburg called?
- How big is Lunenburg?

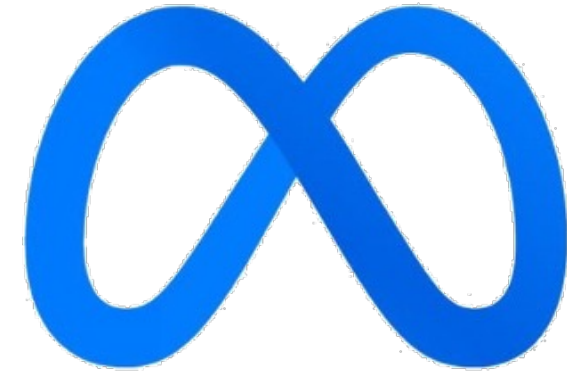
Search results also include:

- The 10 best B&Bs in Lunenburg, Canada - Booking.com**
Most Booked B&Bs in Lunenburg This Month; Brigantine Inn - 8.0 Very Good 224 B&B reviews; Smugglers-Cove Inn - 8.6 Excellent 351 B&B reviews; Sail Shaker Deli & ...
- Inns and B&Bs - Town of Lunenburg**
Places to Stay in Lunenburg
Alicion Bed & Breakfast * 1-877-634-9358 902-634-9358 alicion@eastlink.ca
Addington Arms B&B * 902-634-4573 addingtonarms@gmail.com
Ashlea House B & B * 902-634-7150 info@ashleahouse.com
View 19 more rows
- Lunenburg Bed & Breakfast Inn Accommodations b&b ...**
We hope you'll feel at home in our beautifully restored, classic Victorian-style bed and breakfast inn located on the edge of the World Heritage Site of Old ...
- Lunenburg Bed and Breakfast • 5-Star Service • Alicion**
Come home to the Lunenburg bed and breakfast that stands out above others • Enjoy 5-star service at a favourite Lunenburg, Nova Scotia bed and breakfast inn.
- Bed & Breakfast | Sail Inn Bed & Breakfast | Lunenburg**
In the centre of Old Town Lunenburg, The Sail Inn is in an unbeatable location with the most comfortable rooms in Lunenburg. ... A gourmet breakfast, which ...

DIGITAL MARKETING TREE

SEM

GOOGLE ADS (SEM) & FACEBOOK ADS (SMM)



DIGITAL MARKETING TREE

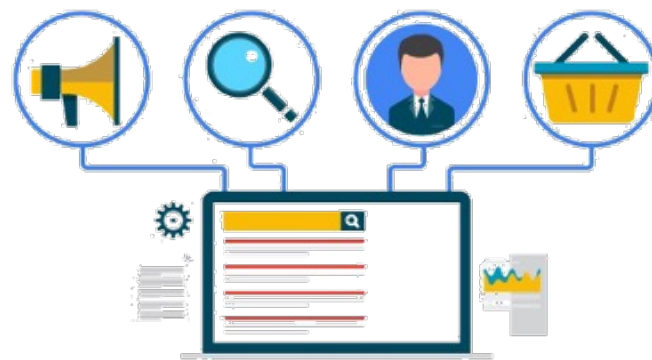
SEM

What's the difference?

Vs.

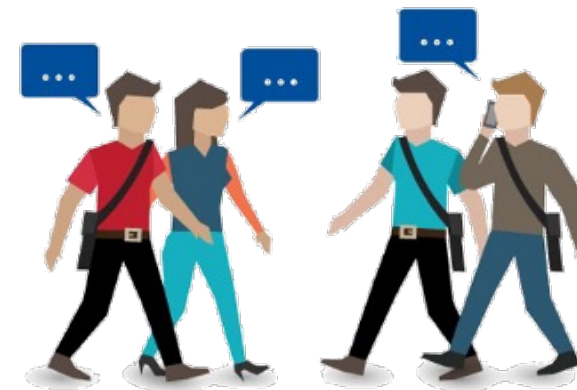


facebook Ads



Google Ads

Served to people based on their keyword searches. Google is all about "user intent."



Facebook Ads

Served to people based on their characteristics and general preferences. Facebook is all about "user personality/behavior."

**DIGITAL
MARKETING
TREE**

**DIRECTORY
LISTINGS**

DIRECTORY LISTINGS



PAID LISTINGS

FREE LISTINGS

DIGITAL MARKETING TREE
DIRECTORY LISTINGS

PAID LISTINGS & ONLINE TRAVEL AGENCIES (OTAs)



PAID LISTINGS & ONLINE TRAVEL AGENCIES (OTAs)

Advantages

- Potential for additional bookings
- International visibility
- Additional marketing channel
- Aid in generating customer reviews

Disadvantages

- Commissions are high, which reduces your profits
- Limited ability to show your brand identity.
- You have limited or no access to the customer.

DIGITAL MARKETING TREE

DIRECTORY LISTINGS

FREE LISTINGS



DIGITAL MARKETING TREE

DIRECTORY LISTINGS

FREE LISTINGS

The screenshot shows the website explorelunenburg.com. The page features a header with the site's logo and navigation tabs for 'Categories', 'My Location', and 'Labels'. Below the header is a large satellite map of Lunenburg, Nova Scotia, with several red location pins. To the right of the map is a text box titled 'Explore Lunenburg' with a welcome message. Below the text are six image-based category buttons: 'Accommodations', 'Food & Dining', 'Shopping', and three others. At the bottom right, there is a blue button labeled 'All Categories'.

Explore Lunenburg

Welcome to Lunenburg, Nova Scotia. Arguably one of the prettiest towns on the eastern seaboard of North America! Lunenburg is famous for its rich maritime history and boasts a working waterfront which continues to this day. Steeped in history it has been recognized as a UNESCO world heritage site and was a recipient of the Cultural Destination of the Year award for Canada. Lunenburg remains one of Nova Scotia's premiere travel destinations and we invite you via this interactive map to discover some of the Town's many unique offerings. Then plan your visit because exploring Lunenburg in person is an authentic experience not to be missed!

Accommodations

Food & Dining

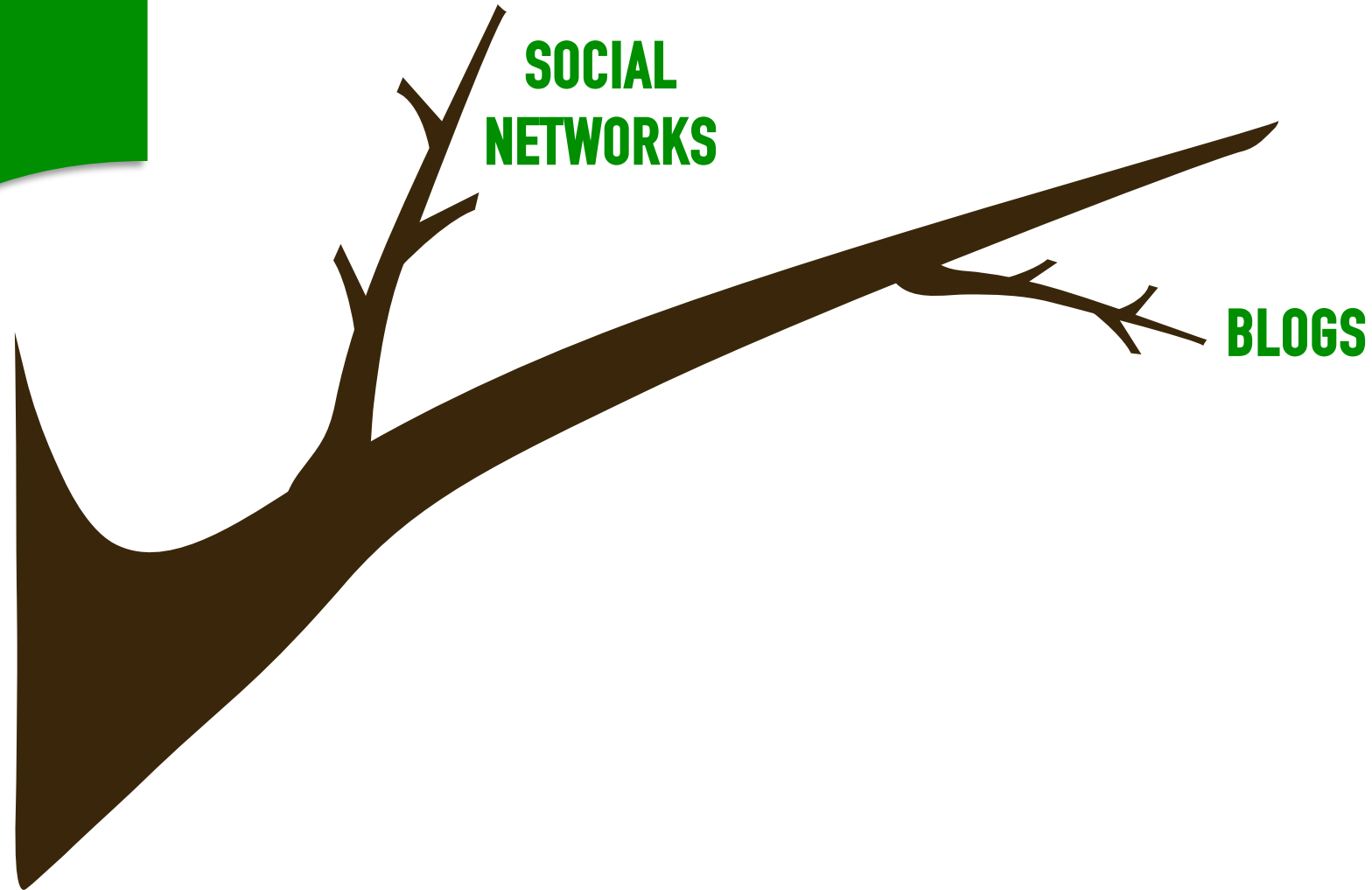
Shopping

All Categories

**DIGITAL
MARKETING
TREE**

**SOCIAL
MEDIA**

**SOCIAL MEDIA MARKETING
(SMM)**



DIGITAL MARKETING TREE

SOCIAL MEDIA

5 Stages of Customer Booking Journey



DIGITAL MARKETING TREE

SOCIAL MEDIA

PLATFORMS



DIGITAL MARKETING TREE

SOCIAL MEDIA

PROFILE

This content on your Page is visible to others

Exit View As

Bayview Pines Country Inn
630 likes · 655 followers

WhatsApp Message Like

Posts About Mentions Reviews Followers Photos More

Intro
At Indian Point, near Mahone Bay, Lunenburg County on Nova Scotia's Beautiful South Shore

Page · Bed and breakfast

+1 902-624-9970

Info@bayviewpines.com

bayviewpines.com

Always open

Price range · £££

Rating · 4.5 (78 reviews)

Featured

Bayview Pines Country Inn
20 June 2018 ·

Fabulous new virtual tour of Bayview Pines Country Inn, come in and look around!...

MY.MATTERPORT.COM
Explore Bayview Pines Country Inn in 3D

DIGITAL MARKETING TREE

SOCIAL MEDIA

PLAN YOUR CONTENT

SOCIAL MEDIA CALENDAR
MONTH

M	T	W	T	F	S	S
Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Soft Skills post	Instagram Post time: 12pm-1pm Content: Branding post	Facebook Post time: 12pm-1pm Content: Facebook Live	Instagram Post time: 12pm-1pm Content: Travel multipost	Facebook Post time: 12pm-1pm Content: Website advert	Facebook Post time: 12pm-1pm Content: Brand video
Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Facebook Live	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Monthly update post	Facebook Post time: 12pm-1pm Content: Branding post	Instagram Post time: 12pm-1pm Content: Leadership multipost	Facebook Post time: 12pm-1pm Content: Winter post
Facebook Post time: 12pm-1pm Content: Summer post	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Instagram Post time: 12pm-1pm Content: Website advert	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Website advert	Instagram Post time: 12pm-1pm Content: Winter post	Instagram Post time: 12pm-1pm Content: Q&A Live
Facebook Post time: 12pm-1pm Content: Facebook Live	Facebook Post time: 12pm-1pm Content: Summer post	Instagram Post time: 12pm-1pm Content: Giveaway post	Instagram Post time: 12pm-1pm Content: Autumn post	Facebook Post time: 12pm-1pm Content: Giveaway post	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Q&A Live
Instagram Post time: 12pm-1pm Content: Summer post	Instagram Post time: 12pm-1pm Content: Giveaway winner post	Facebook Post time: 12pm-1pm Content: Inspiration post	Facebook Post time: 12pm-1pm Content: Leadership post	Facebook Post time: 12pm-1pm Content: Branding post	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Giveaway winner post

DIGITAL MARKETING TREE

SOCIAL MEDIA

ENGAGE



Old Spice
@OldSpice



Following

Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising.

Reply Retweet Favorite More

650
RETWEETS

277
FAVORITES



3:24 PM - 9 Jul 12



Taco Bell
@TacoBell



Following

@OldSpice Is your deodorant made with really old spices?

Reply Retweet Favorite More

867
RETWEETS

539
FAVORITES



3:52 PM - 9 Jul 12

DIGITAL MARKETING TREE

SOCIAL MEDIA

VISUAL STORYTELLING



calgaryzoo2012ar

Follow

55 posts 577 followers 1 following

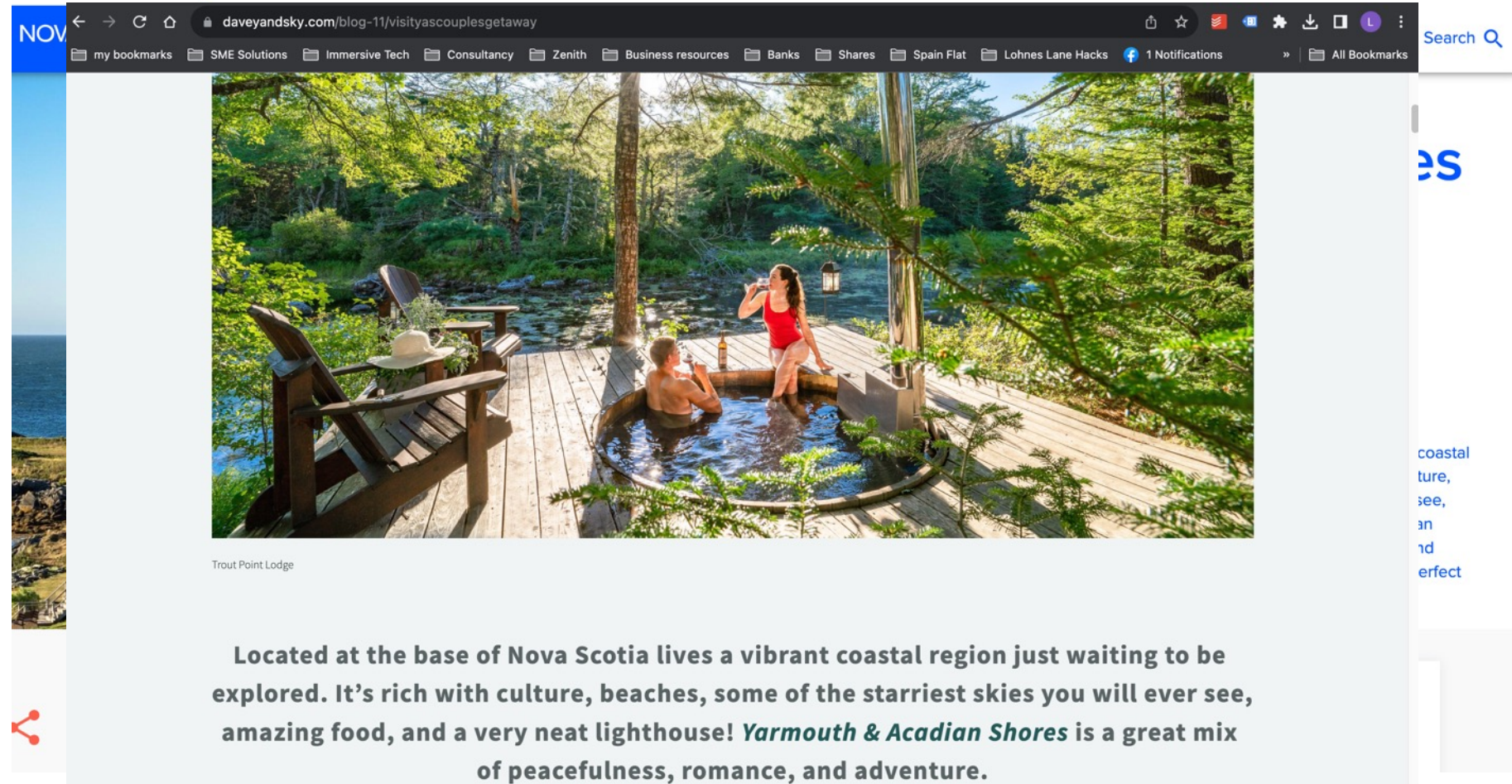
Calgary Zoo 2012 Annual Report 1.457 million people visited the zoo in 2012. Each day was captured in a photo. Thank you for sharing 2012 with us and with family and friends. www.calgaryzoo.com



DIGITAL MARKETING TREE

SOCIAL MEDIA

BLOGGING



NOVA

daveyandsky.com/blog-11/visityascouplesgetaway

my bookmarks SME Solutions Immersive Tech Consultancy Zenith Business resources Banks Shares Spain Flat Lohnes Lane Hacks 1 Notifications All Bookmarks

Search

ES

coastal
ture,
see,
an
nd
erfect

Trout Point Lodge

Located at the base of Nova Scotia lives a vibrant coastal region just waiting to be explored. It's rich with culture, beaches, some of the starriest skies you will ever see, amazing food, and a very neat lighthouse! *Yarmouth & Acadian Shores* is a great mix of peacefulness, romance, and adventure.

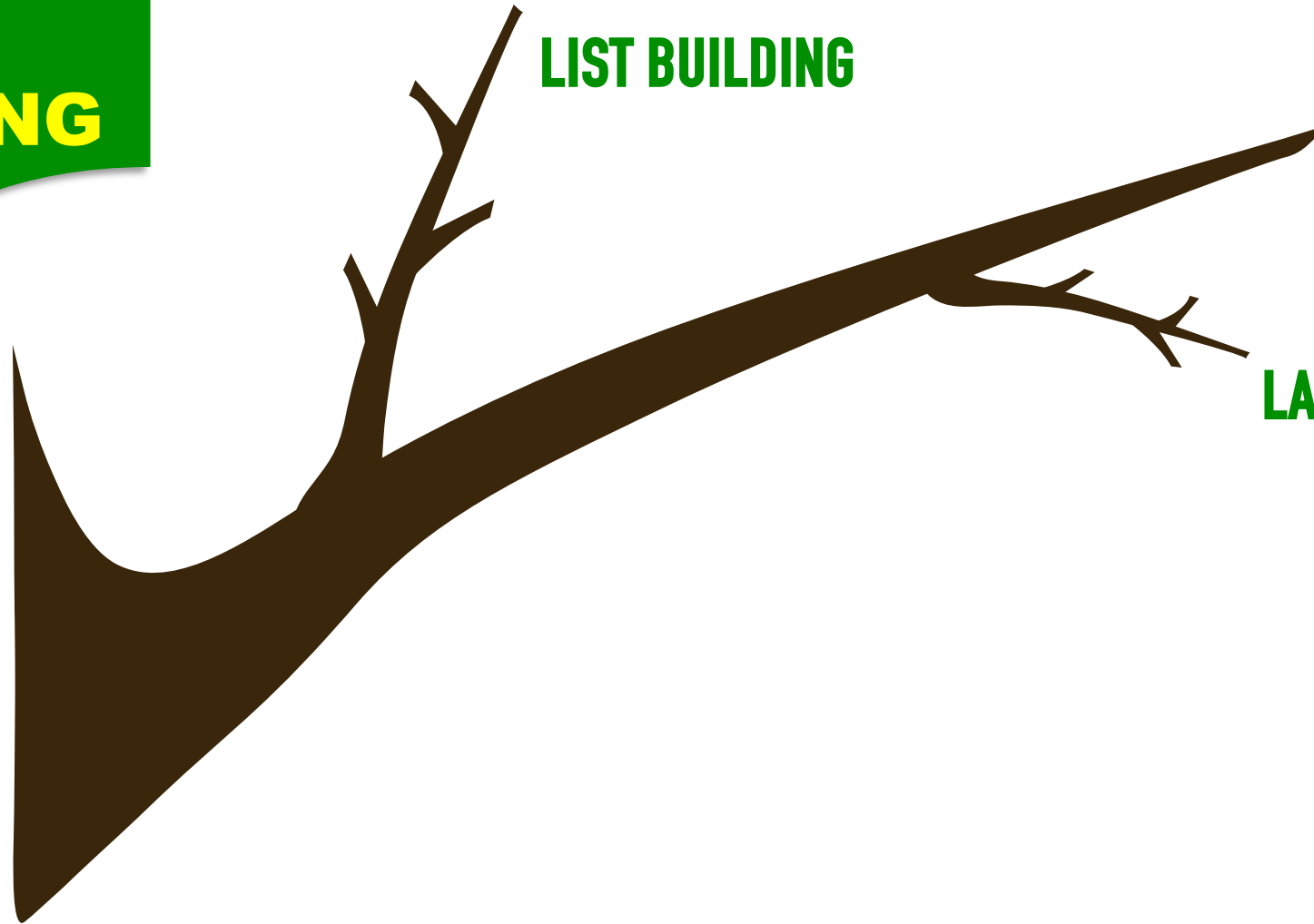
DIGITAL MARKETING TREE

EMAIL MARKETING

EMAIL MARKETING

LIST BUILDING

LANDING PAGES



**DIGITAL
MARKETING
TREE**

**EMAIL
MARKETING**

LIST BUILDING

Create Quality Content

Opt-in Forms

Incentives

Segment List

Social Media

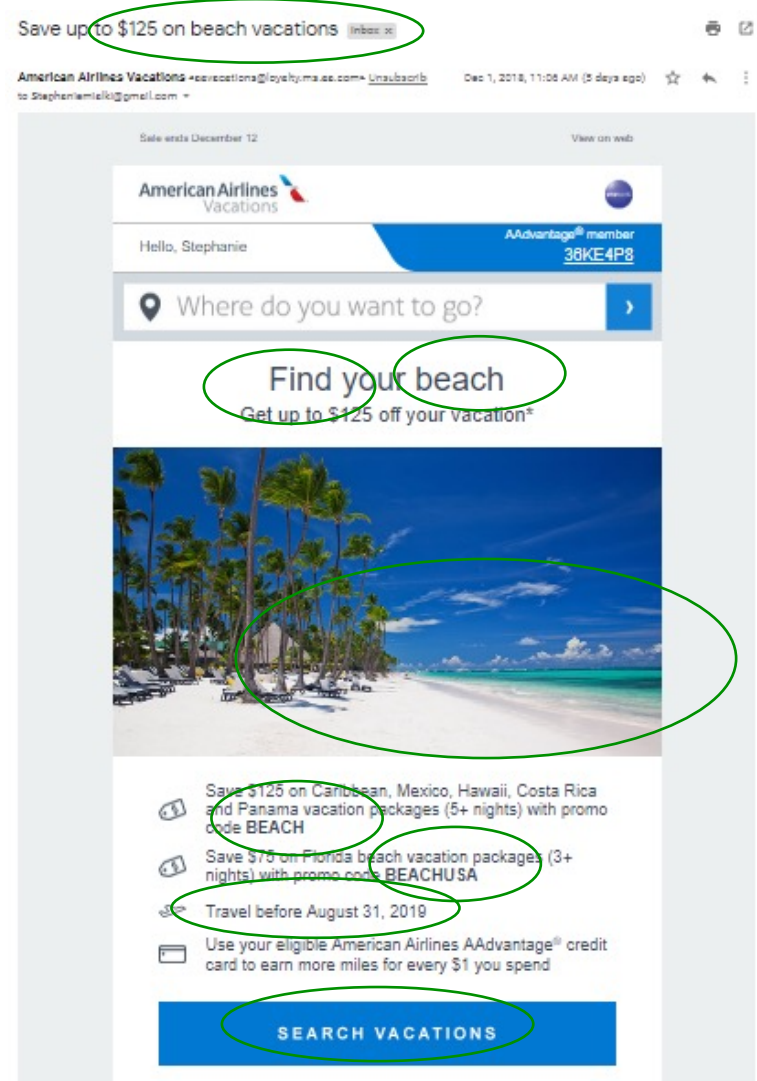
Referral Programs

Contests & Giveaways

DIGITAL MARKETING TREE

EMAIL MARKETING

LANDING PAGES



Conversion Rates/CTA

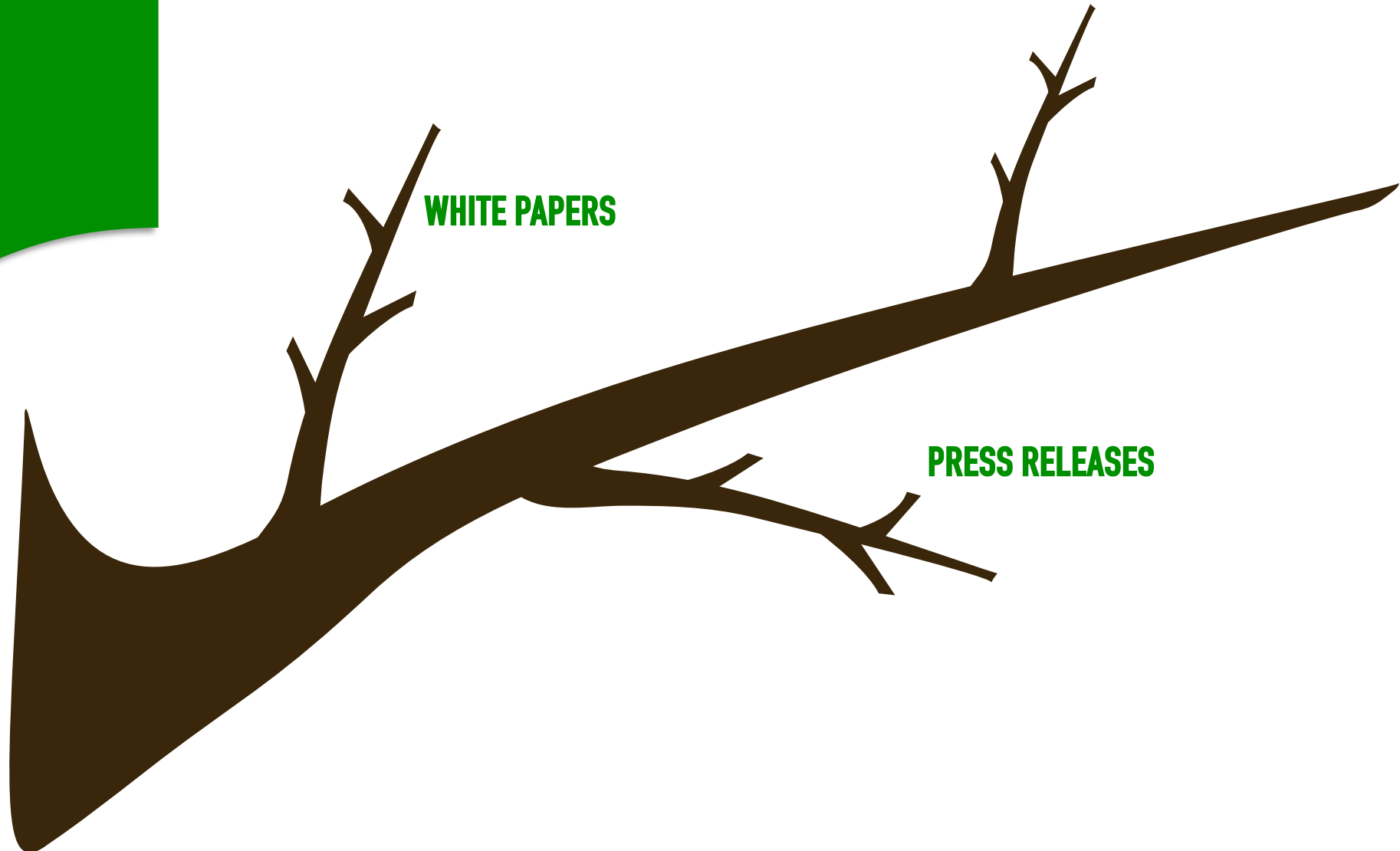
Time Sensitive Promotions

Focused Marketing

DIGITAL MARKETING TREE

PR

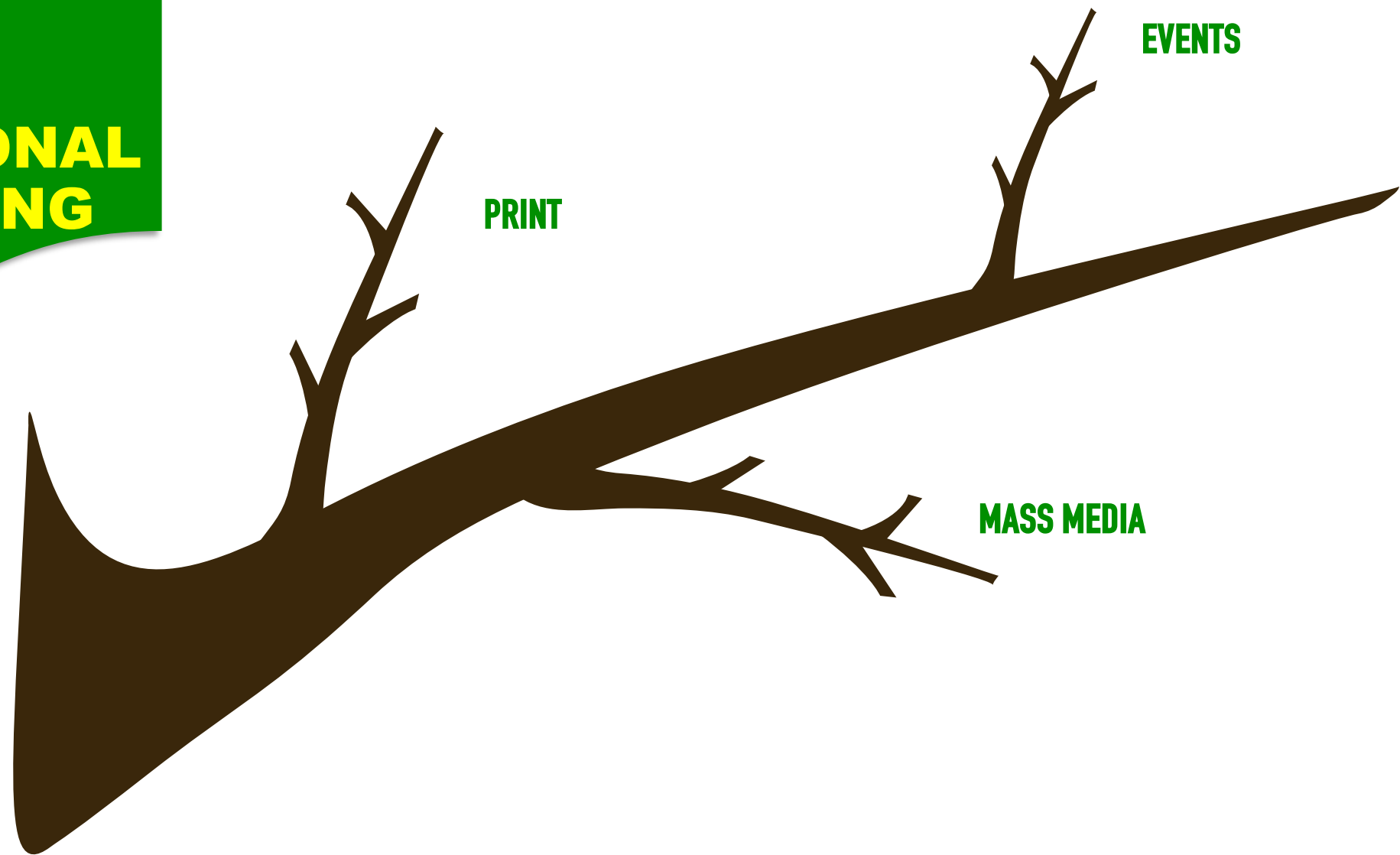
PUBLIC RELATIONS



**DIGITAL
MARKETING
TREE**

**TRADITIONAL
MARKETING**

TRADITIONAL MARKETING



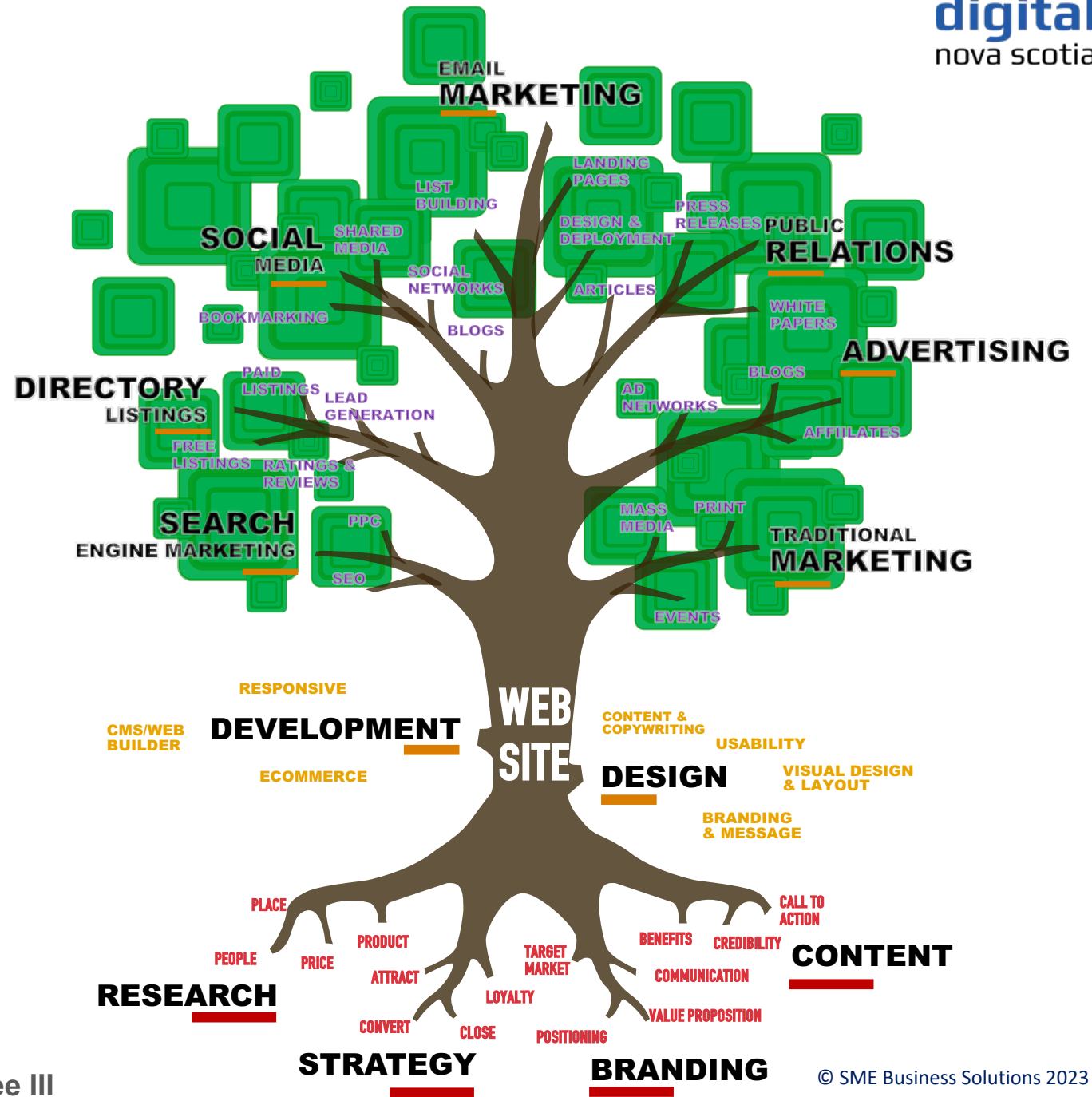
TRADITIONAL MARKETING



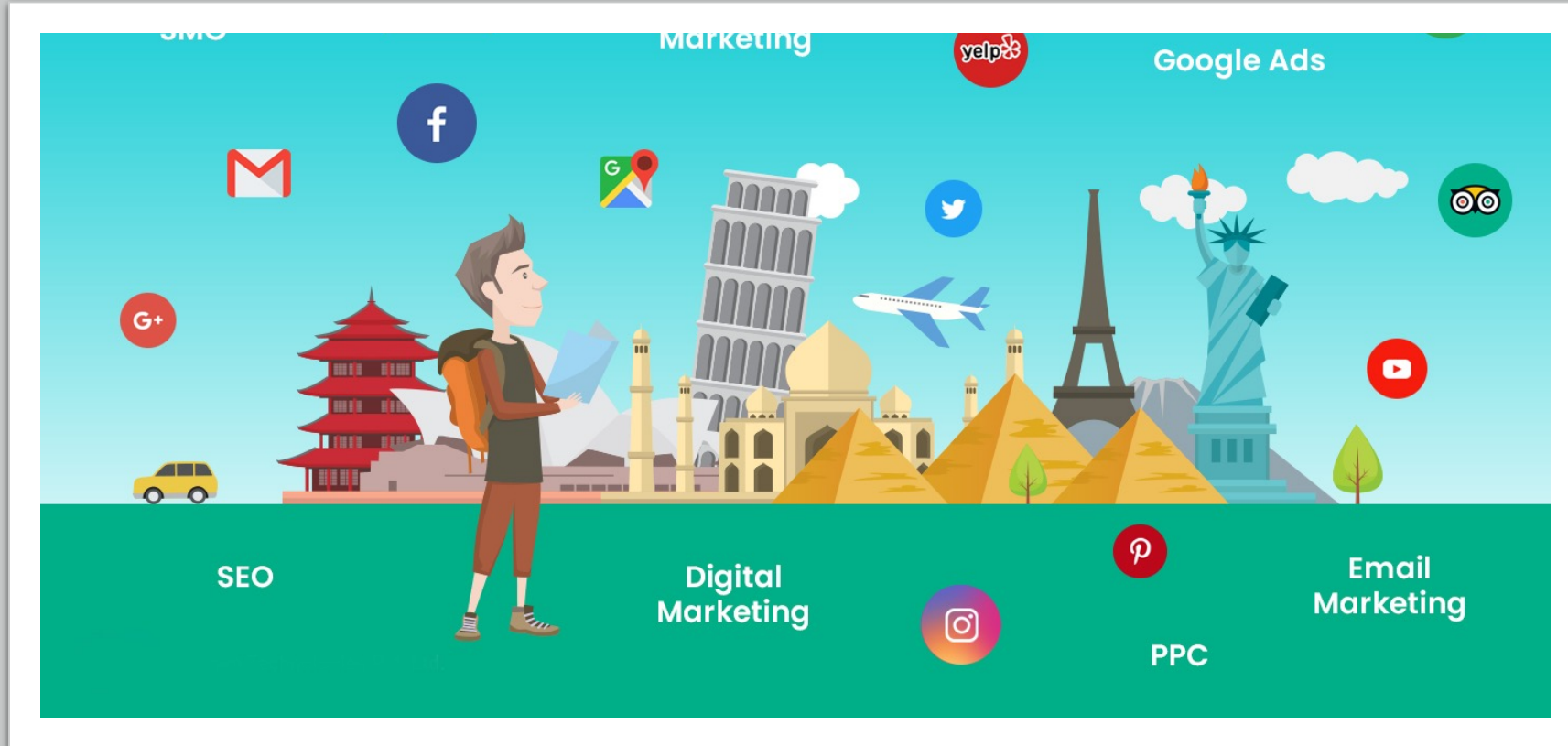
**DIGITAL
MARKETING
TREE**

**TRADITIONAL
MARKETING**

DIGITAL MARKETING TREE



mainline media



**SME
SOLUTIONS**



Liam Tayler

Business Evaluator
902 298 4193

liam.tayler@smesolutions.ca

UPCOMING WEBINARS

- **Thursday, November 2 at 10:00 am** - *Aligning Vision and Values throughout the Customer Journey* – Presented by Eva Gutsche (Stem Consulting)
- **Thursday, December 7 at 10:00 am** - *Empowering Tourism Businesses: AI for Daily Operations* – Presented by Michael MacMillan (MacMillan Search Engine Optimization)



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>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>