

# WELCOME



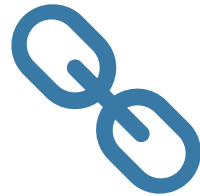
## Better Marketing Content with Audience Research

October 5, 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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**DigiPORT**

Digital Support for  
Nova Scotia's Tourism Sector

**Sign up**

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

# PRESENTER



Alison Knott:

- Owner of Alison K Consulting for over 12+ years.
- Supports small, nimble teams with marketing consulting and training.
- Shows how to make your marketing ethical, doable, and lovable so you stick with it and achieve the growth.
- Previously held teaching positions at NSCC IT Campus and NSCAD University on top of her career in digital marketing and web consulting.

# Better Marketing Content with Audience Research

Slides & Stuff: [alisonkconsulting.com/ar](https://alisonkconsulting.com/ar)

# Market Research

--VS--

# Audience Research



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# Market Research

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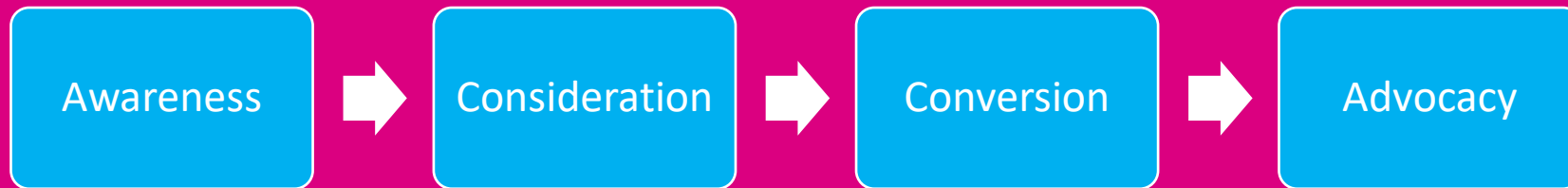
Eww peaches?  
I'd rather have a  
refreshing lemon!

# Benefits of conducting audience research

- Focus on your client, customer or guest's **journey towards** your brand.



# People's journey with your brand



# Benefits of conducting audience research

- Focus on their **journey towards** your brand.
- Reveal **true** competitors/contemporaries.
- Dig up copywriting & marketing **gold**.
- Inexpensive & short projects, **no matter** your team size or resources.
- Communicate in a way that **resonates**.

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# BUSY MOM BECKY

## PROFILE

Gender : Female (but why does this matter?)  
Age : 32  
Education : Post-secondary  
Occupation : Stay At Home Parent  
Address : 123 Fake Street, New Haven



“

You actually read this little graphic? I'm flattered you took the time, truly! Bonus points for you.

## BIOGRAPHY

Becky is a Millennial mom with 1.5 kids (somehow). Her background was in something impressive, but it burnt her out and made her realize staying at home was just 100% better. But now she has a million brands competing for her attention and reducing her to 280 characters on a little sheet.

## MOTIVATIONS

- Simple steps
- Immediate results
- Feeling well rested
- Wine

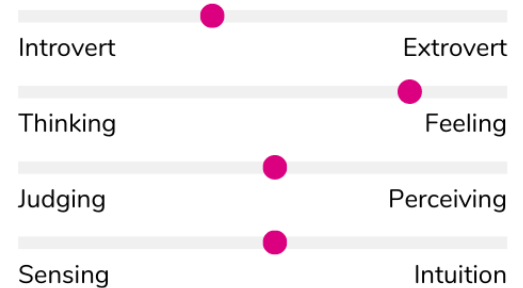
## GOALS

- Raise thoughtful little beans
- Meet the demands of the world
- Survive until Sunday
- Bring down the patriarchy

## FRUSTRATIONS

- Lack of time
- Poor customer service
- The whole world placing expectations on her shoulder as a mother and a woman. No wonder she really loves her wine brands. Can we just give Becky some friggin space?!

## PERSONALITY



## TECHNOLOGY

Software



Social Media



Mobile App



## BRANDS

- Usual supermarket
- Usual wine brand
- Usual comedy podcast
- Usual eco-friendly brand
- Another wine brand

**Have a goal  
before you  
start...**

- Considering getting into **video content**.
- Attract a **new** audience segment.
- **More engaged** newsletter readers.

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# Good habits to have when researching

- Make time in your **calendar**.
- Keep a **dumping ground** for all your brilliant little moments.
- Pay attention to the **engagement**.

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← **B Lab**  
17.8K Tweets



**B Lab**  
@BCorporation

B Lab is the nonprofit network leading the #BCorp movement and transforming the global economy to benefit all people, communities, and the planet.

Non-Governmental & Nonprofit Organization  
Joined March 2009

1,911 Following 77.5K Followers

Followed by Grow Ensemble, Stephanie Nadi Olson, and 50 others you follow

Tweets Replies Media Likes

**Pinned Tweet**

**B Lab** @BCorporation · Apr 25  
It's not all about numbers. But as we reflect on how and why 2022 was an incredible year for us it's clear that there has been a surge forward in the #BCorp movement, and the data reflects that. Explore our interactive 2022 Annual Report to learn more [bcorporation.net/en-us/news/blo...](https://bcorporation.net/en-us/news/blo...)

**2022 was a pivotal year in B Lab's history, read our Annual Report to find out how and why...**

← **B Lab**  
17.8K Tweets

**Racial Equity**  
0:01 / 0:58

1 5 8 1,457

**B Lab** @BCorporation · Jan 10  
How can business standards drive our economy towards a system that is more equitable, inclusive, and just? Join speakers from @clothingthegaps, Magazine Luiza [@magalu] and B Lab as they explore how business can advance racial justice. Listen now! #ForcesForGood

**B Lab** @BCorporation · Jan 10  
Have you listened to any of the series so far? Don't forget to rate and review on the podcast platform of your choosing to help others find us #ForcesForGood

Yes! Listened already	25%
Ready in my podcast queue	25%
<b>Not for me this time</b>	<b>50%</b>

4 votes · Final results

**B Lab** @BCorporation · Jan 10  
During her recent visit to Argentina to connect with colleagues at @sistemab, Eleanor Allen spoke to @LANACION about why companies are motivated to become a #BCorp, and taking responsibility for your company's impact. Read the full article below:

lanacion.com.ar  
El dilema del mundo que viene: "Si mi empresa cr...  
En una entrevista exclusiva con LA NACION, la CEO mundial del movimiento B Corp, Eleanor ...

The background is a solid teal color. There are two thick, white, wavy lines that curve across the top and bottom of the slide, framing the central text.

**Really important  
slide coming up!**

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# #1 Ask your existing audience

WITH YOUR IDEAL  
AUDIENCE, FIRST!



CHAT GPT



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# Ask your existing audience

- Social media polls, posts & stories.
- Email list: surveys, email replies.
- Get creative, think beyond the obvious.
- Now you have more stuff to post!

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Ask your  
existing  
audience



Where do you go to plan your  
next travel adventure?

Who on Instagram has an  
amazing solo-traveler account?

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#2

# 1:1 Client/Customer/Guest Interviews

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# 1:1 Client, Customer, Guest Interviews

- Talk to **best-fit** clients/customers.
- Specific to **what led them** to your brand (this is not a review!).
- 30 - 45 minutes, conducted within **2 weeks**.

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**Clarity Calls**

# QUICK START GUIDE

This guide teaches you how to use 1:1 interviews to get explosive clarity about what works with any audience, fast.



**CUSTOMER CAMP**  
Written by Katelyn Bourgain  
Projecting Greatness

**PROJECT**

**THINKING**

**DECIDING**

**PURCHASED**

**INTERVIEW SCREENING**

How can we use the following list of questions to build our 20 best questions?

**Orientation**

"Hi and thanks for making some time. I want to know what you're doing. Does that sound okay? I'm just trying to get your idea of questions before we jump in."

**ICEBREAKER QUESTIONS**

- What's your job right now, what do you measure it by?
- What does success look like for you?
- What do you love about your current role?

**UNCOVER THE PROBLEM**

- How does the problem you're solving manifest itself?
- When you solve the problem, what does it look like?
- Knowing the problem, what do you think the best solution is?
- What do you think the best solution is?

**ACQUIRE / TEST USE**

**USING & EVALUATION**

Deliver unexpected value to build loyalty.

Anticipate future needs and deliver solutions (either directly or through partnerships).

Make advocacy easy and mutually beneficial (e.g. reward referrals, spotlight successful customers).



@KateBore

[customercamp.co/clarity-calls-reg](https://customercamp.co/clarity-calls-reg)



#3

Perform a “Listening Tour”

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# Perform a “Listening Tour”

- Folk **not** your client/customer.
- Discover **their experience** with your specific topic.
- 30 minutes with 7-ish questions.
- Offer 30 minutes of your time at the end as a **gift**.

# Some “Listening Tour” questions

- What are your **main priorities** regarding X and how does it fit into the work you do/your lifestyle?
- What have you tried? What worked? What didn't? What was your **experience** like?
- What do you **still struggle with** in regards to X?
- When it comes to X, where do you go to **learn more**? Who do you look to/follow?

My name is Alison Knott. I am looking to  
talk to dog owners about Making travel accommodations.

Be specific!



#4

# SparkToro

(live demo)

# What to do with all this awesome intel!?

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- Check out their **content**: follow accounts, sign up for newsletters.
- See what **resonates** (and flops) with your shared audience.
- Look for **earned media** opportunities to collaborate (guest post, opt in swap, sponsorships, etc)



#5

Check out other brand's reviews

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# Check out other brand's reviews

- What are common **sentiments** (positive and negative) that come up?
- How do they talk about **features or benefits** of their experience?
- What do they **value most**?

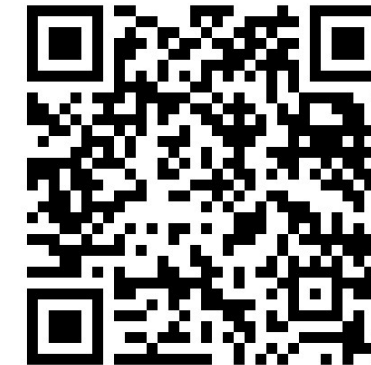
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Alison Knott

Ethical marketing consultant for brands putting good into the world | F...



**7 Questions To Ask In A Listening Tour** Alison K CONSULTING

#1. What are your main priorities regarding \_\_\_\_\_ and how does it fit into the work you do?

#2. What does success regarding \_\_\_\_\_ look like to you?

#3. What have you tried? What worked? What didn't? What was your experience like?

#4. Think back to when you first thought about \_\_\_\_\_. Do you remember what was going on in your world that triggered that?

#5. What do you still struggle with in regards to \_\_\_\_\_?

#6. If you could wave a magic wand to solve \_\_\_\_\_, how would you feel?

#7. When it comes to \_\_\_\_\_, where do you go to learn more (podcasts, books, particular websites)? Who do you look to/follow?

Remember, your goal is to say little and listen closely. This is all about your interviewee's experience with your topic - it is not about your brand. Use prompts such as "That's interesting, tell me more," or "Why is that?". Let pauses in conversation happen, so that the person has time to reflect and add to what they say. You can record the conversation if you want, just make sure you get explicit consent to do so. For more audience research tips, check out my post & slides: [How to find your target audience online!](#)

**ACME CO. WE WANT TO HEAR FROM YOU**

For 30 minutes of market research via phone. No selling. Asking 7 questions about "YOUR TOPIC GOES HERE". Looking to chat with:

- Title of person or type of person
- Additional qualifying requirements
- Additional qualifying requirements
- Level of experience requirement

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For 30 minutes of market research via phone. No selling. Asking 7 questions about "YOUR TOPIC GOES HERE". Looking to chat with:

- Title of person or type of person
- Additional qualifying requirements
- Additional qualifying requirements
- Level of experience requirement

Gift: free 30 min consult session for your time

[Alisonkconsulting.com/ar](https://alisonkconsulting.com/ar)

LinkedIn: Alison Knott



# UPCOMING WEBINARS

- **Thursday, October 12, 19 and 26 at 10:00 am** – 3 session workshop: *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>

# STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: [TNSBusiness@novascotia.ca](mailto:TNSBusiness@novascotia.ca)
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- 🌐 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/>

