

# WELCOME



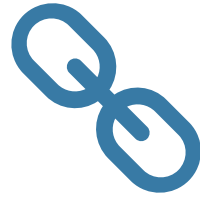
# Grow with Google for Destination Marketing

June 6, 2024

# 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



## Majd Khaldi

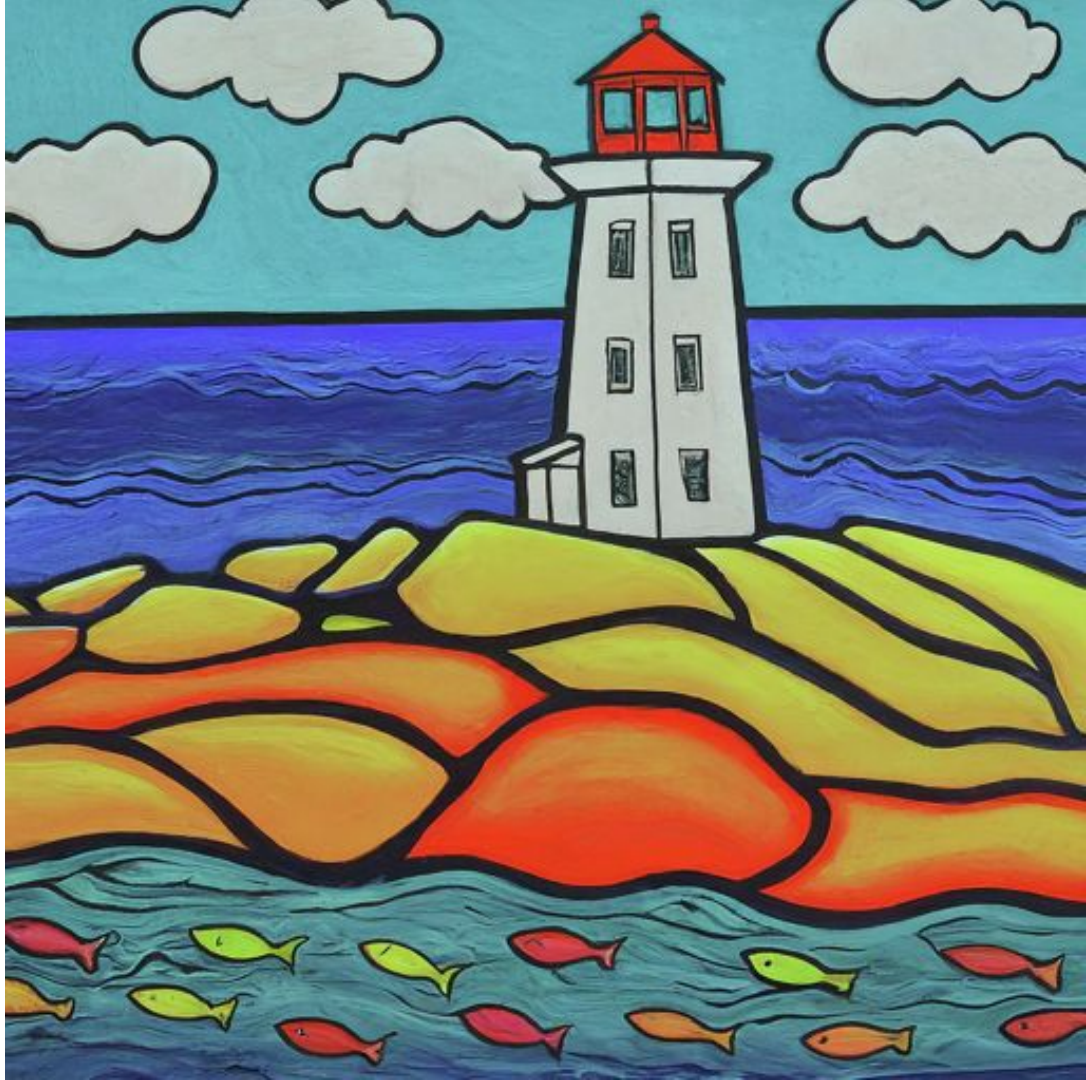
- After joining Google in 2011, Majd Khaldi spent a decade helping drive digital transformation across Europe, The Middle East, and Africa.
- Majd returned to his native Canada during the pandemic and has since taken on the role of Partner Lead, Government & Public Sector, where he collaborates with various organizations on Marketing, Measurement, and other growth initiatives.
- A serial tourist himself (64 countries and counting), Majd currently resides in Toronto with his wife, two children, and giant poodle.



# Hello! Bonjour!

*“Generate a painting of Peggy’s Point Lighthouse in Nova Scotia in the style of famous Yarmouth-born painter Maud Lewis.*

*Use vivid colours and simpler forms.”*



# Majd Khaldi

*Partner Lead, Government & Public Sector Ads*  
Google Canada







**Jamie Phelps** • +4  
Sr. Business Development Manager / Sr. IT Recruitment Consultant

AI is the future, and I'm here for it! I'm excited to see how AI will change the world, and I'm committed to being a part of it. [#AI](#) [#FuturalsNow](#)



**Lucy Stone** • +3  
Founder / President @ CLOUD 9 IT  
New York, NY

What's your favorite AI joke? Mine is: What do you call an AI that's always late? A procrastinator! [#AI](#) [#Humor](#)



**Corey Hanes** • +3  
Brand Builder for Health, Life Sciences and Biotech | President  
Boston, MA

AI is like a box of chocolates. You never know what you're gonna get. But one thing is for sure: AI is going to change the way we live and work in the future. [#AI](#) [#FutureOfWork](#)



**Brent Lopez** • +2  
CEO & Managing Partner, Let It Go  
Omaha, NE

AI is the next big thing. And I'm not just saying that because I'm an AI language model. AI has the potential to solve some of the world's biggest problems, and I'm excited to see what the future holds. [#AI](#) [#ChangingTheWorld](#)



**Fred Lagerwerf** • +2  
Chief Executive Officer at Karma – Insurance Platform  
Vancouver, BC

I'm always learning new things, and I love to share what I know. So if you have any questions about AI, or if you just want to chat, feel free to reach out! [#AI](#) [#LearningTogether](#)



**John Cox** • +2



**Jamie Phelps** • +4  
Sr. Business Development Manager / Sr. IT Recruitment Consultant

AI is the future, and I'm here for it! I'm excited to see how AI will change the world, and I'm committed to being a part of it. [#AI](#) [#FutureIsNow](#)



**Lucy Stone** • +3

**“How to make AI more relatable?”**

What's your favorite AI joke? Mine is: What do you call an AI that's always late? A procrastinator! [#AI](#) [#Humor](#)



**Corey Hanes** • +3

**Christopher Moulton**

*FlowEdge Riverside Getaway,*

*Dartmouth*

AI is like a box of chocolates. You never know what you're gonna get. But one thing is for sure: AI is going to



**Brent Jones** • +3

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I'm always learning new things, and I love to share what I know. So if you have any questions about AI, or if you just want to chat, feel free to reach out! [#AI](#) [#LearningTogether](#)



**John Cox** • +2

1

What AI  
means

2

What AI  
means for  
potential  
customers

3

What AI  
means  
for you



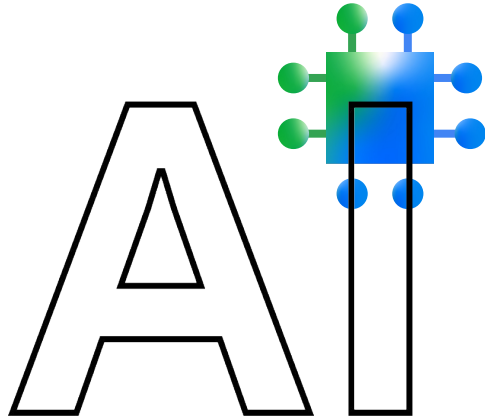
“A.I. is the most profound technology humanity is working on. More profound than fire, electricity, or anything that we have done in the past.”

- Sundar Pichai  
60 Minutes, April 2023

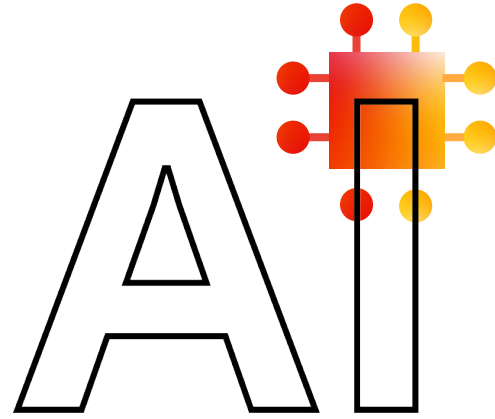


Which is why Google has been at the forefront of AI research for the last decade





Analytical & Predictive



Generative

First, let us level set on how Machine Learning algorithms work



10 minutes of training



120 minutes of training

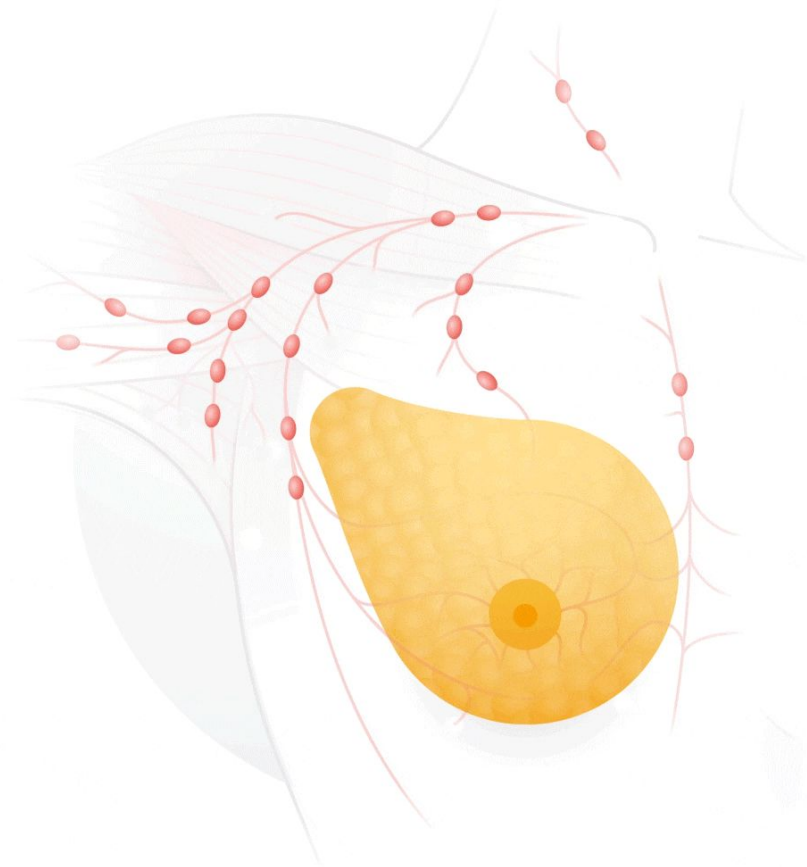


240 minutes of training

Helping solve major  
**societal challenges**



AI is helping to improve  
**breast cancer screening**



AI is freeing up time in the **creative industry**

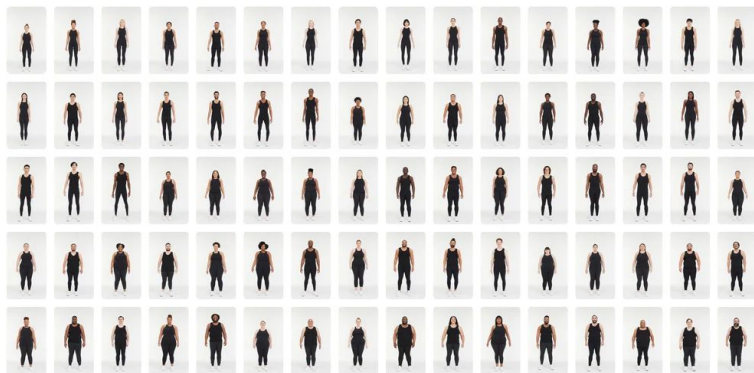


Reference Image

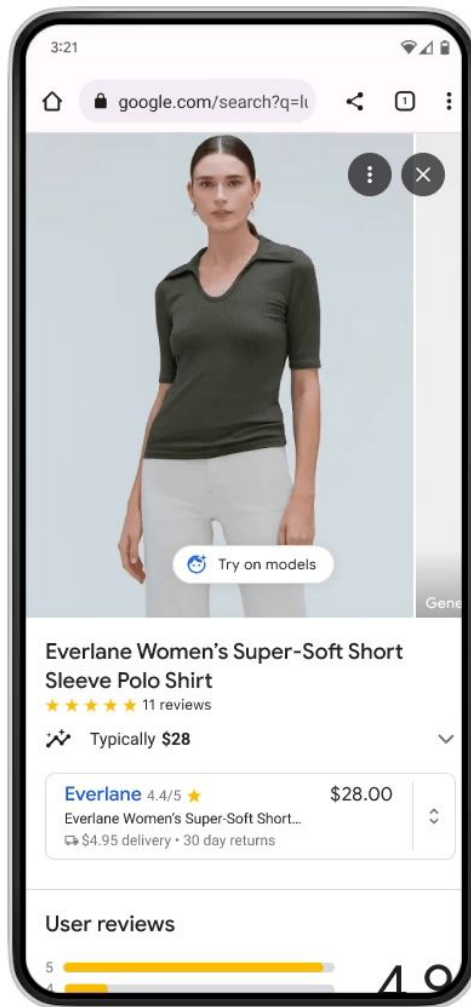


Generative

# AI is transforming the marketing industry



Our virtual try-on tool features real models



eCommerce





1

What AI  
means  
for you

2

What AI  
means for  
potential  
customers

3

What AI  
means  
for you





AI empowers

People

# People are turning to Generative AI chatbots such as *Gemini* & Microsoft's *ChatGPT* to help plan their lives (and trips)



Recommend a 4 day itinerary for a first time visit to Halifax for a family with 2 young children.

Absolutely! Here's a 4-day itinerary designed to keep both adults and young children entertained in Halifax:

## Day 1: Explore the Waterfront & Maritime History

- Morning:** Start your day at the Halifax Seaport Farmers' Market for a delicious breakfast and to browse local crafts and produce.



Halifax Seaport Farmers' Market

- Afternoon:** Head to the Canadian Museum of Immigration at Pier 21, where interactive exhibits bring the stories of immigrants to life.



## Day 2: Discover the Citadel & Natural Wonders

- Morning:** Visit the Halifax Citadel National Historic Site, a star-shaped fort offering stunning city views. Children will love exploring the tunnels and watching the kilted soldiers.



Halifax Citadel National Historic Site

- Afternoon:** Embark on a harbor cruise to see Halifax from the water and learn about its maritime history. Some cruises even offer special kids' activities.



## Day 4: A Taste of Local Culture

- Morning:** Visit the Halifax Public Gardens, a Victorian-era oasis with beautiful flowers, ponds, and a bandstand. Let the kids run around and have fun in the dedicated children's area.



Halifax Public Gardens

- Afternoon:** Explore the Historic Properties, a collection of restored 19th-century buildings now housing shops and restaurants.





Keeping up with the evolving traveler is becoming **more complex** than ever before





Especially in light of  
the “Say / Do” gap...

So how do we  
**bridge that gap?**



1

What AI  
means  
for you

2

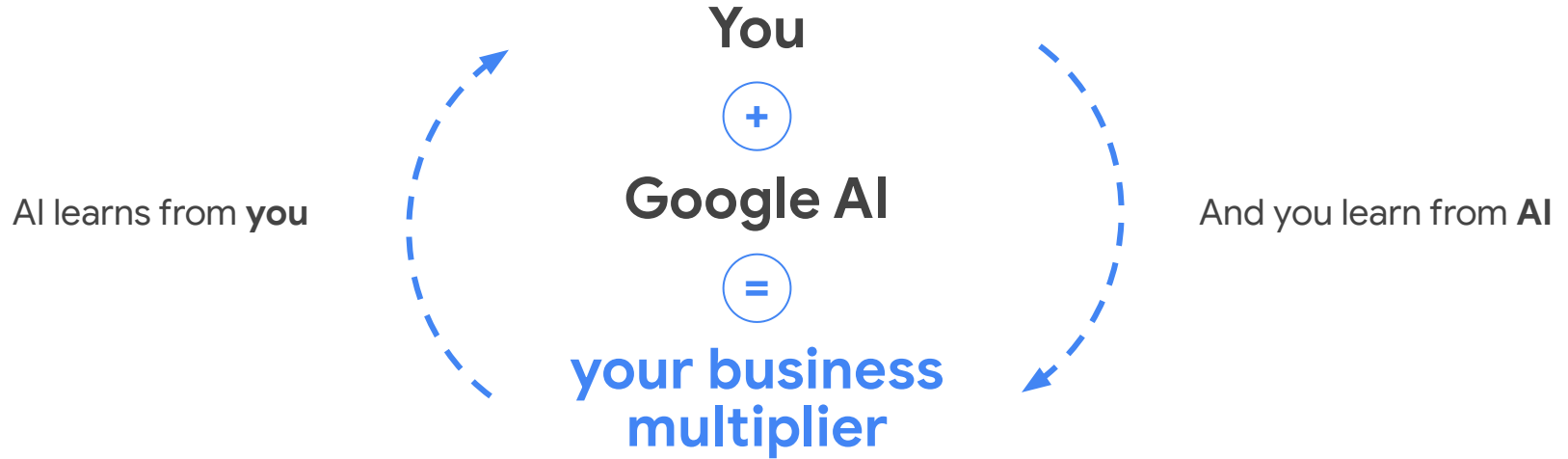
What AI  
means for  
potential  
customers

3

What AI  
means  
for you



# Creating a growth flywheel



Right message

# 4 Google Tools to help you along your journey

## Insights



## Action



Free



1



# 100B

searches performed monthly

The Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, green, blue, red).

# ~15%

unique searches

The Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, green, blue, red).

# The Power of Search - what makes Google data unique



**Scale**



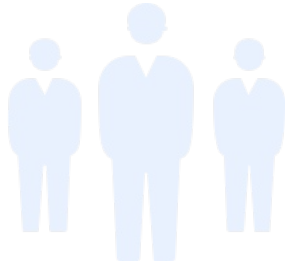
**Intent**



**Real-time**

[trends.google.com](https://trends.google.com)

# Generic questions answered with **Google Trends** ...



**WHAT**

are people  
searching for?



**WHERE**

are the searches  
coming from?



**WHEN**

are the searches  
happening?



**HOW**

are the searches  
developing?

“When should I be marketing to maximize summer bookings?”

**Cindy Walker**

*Pepperell Place Inn, based out of St. Peter's*

# Volume & Seasonality of interest

● things to do in No...  
Search term

● Nova Scotia Hotels  
Search term

● Halifax Hotels  
Search term

+ Add comparison

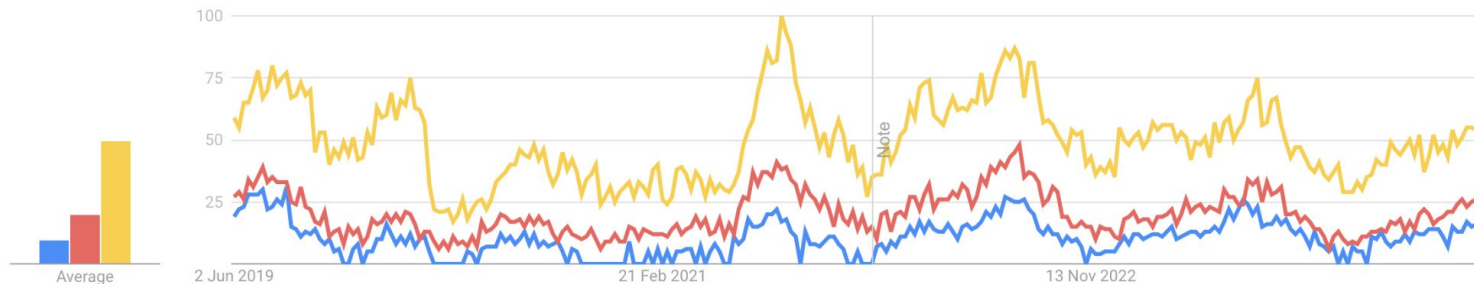
Worldwide ▾

Past 5 years ▾

All categories ▾

Web Search ▾

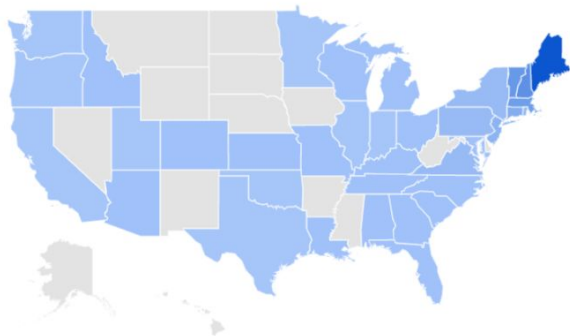
Interest over time ⓘ



# Geographies of interest: “Things to do in Nova Scotia”

Interest by sub-region ?

Sub-region ▾



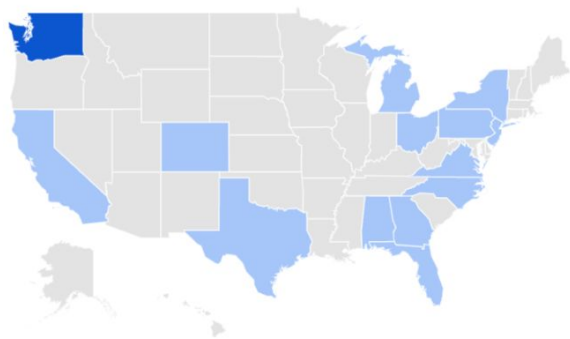
1	Maine	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
2	New Hampshire	47	<div style="width: 47%;"><div style="width: 47%;"></div></div>
3	Vermont	41	<div style="width: 41%;"><div style="width: 41%;"></div></div>
4	Massachusetts	35	<div style="width: 35%;"><div style="width: 35%;"></div></div>
5	Connecticut	23	<div style="width: 23%;"><div style="width: 23%;"></div></div>

< Showing 1–5 of 36 subregions >

# Geographies of interest: “Whale Watching in Canada”

Interest by sub-region ?

Sub-region ▾



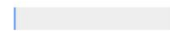
1 Washington

100



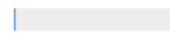
2 Alabama

<1



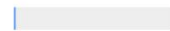
3 Michigan

<1



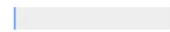
4 Colorado

<1



5 Florida

<1



< Showing 1–5 of 14 subregions >



# What drives interest? **Top RISING**

Proprietary + Confidential

## THINGS TO DO IN NOVA SCOTIA

Related queries <span>?</span>	Rising <span>▼</span>	↓	<>	🔗
1 cape split				Breakout <span>⋮</span>
2 swoop				Breakout <span>⋮</span>
3 things to do in chester ns				Breakout <span>⋮</span>
4 ingonish beach				Breakout <span>⋮</span>
5 skyline trail				Breakout <span>⋮</span>

< Showing 1-5 of 25 queries >

## HALIFAX HOTELS

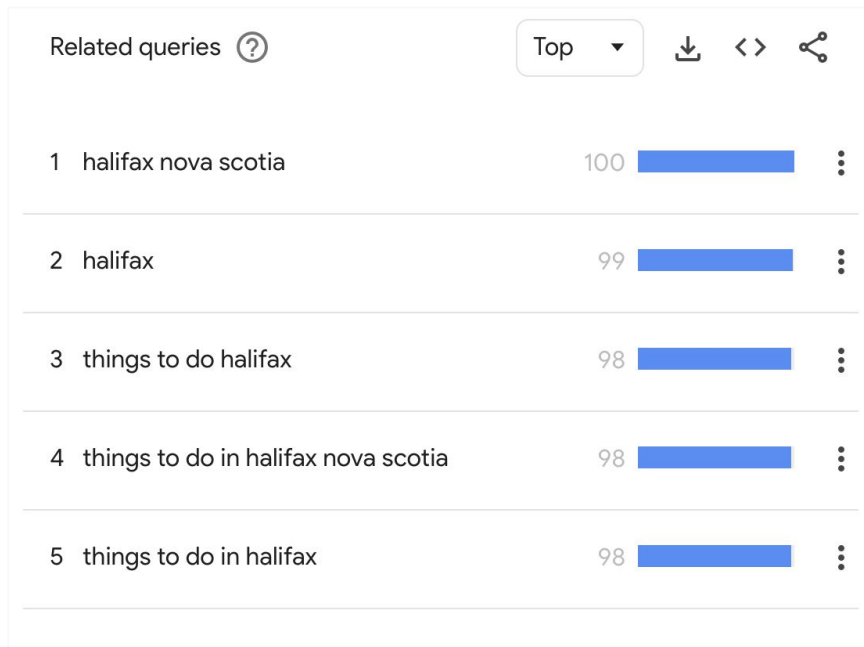
Related queries <span>?</span>	Rising <span>▼</span>	↓	<>	🔗
1 sutton place halifax				Breakout <span>⋮</span>
2 sutton place hotel halifax				Breakout <span>⋮</span>
3 swoop				Breakout <span>⋮</span>
4 muir hotel halifax				Breakout <span>⋮</span>
5 flair airlines				Breakout <span>⋮</span>

< Showing 1-5 of 25 queries >

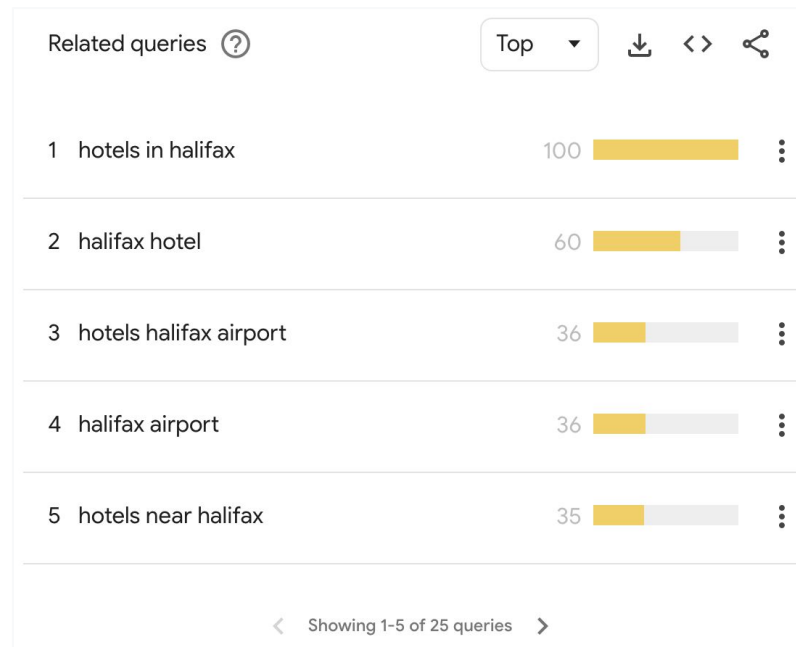
# What drives interest? **Top TOTAL**

Proprietary + Confidential

## THINGS TO DO IN NOVA SCOTIA



## HALIFAX HOTELS



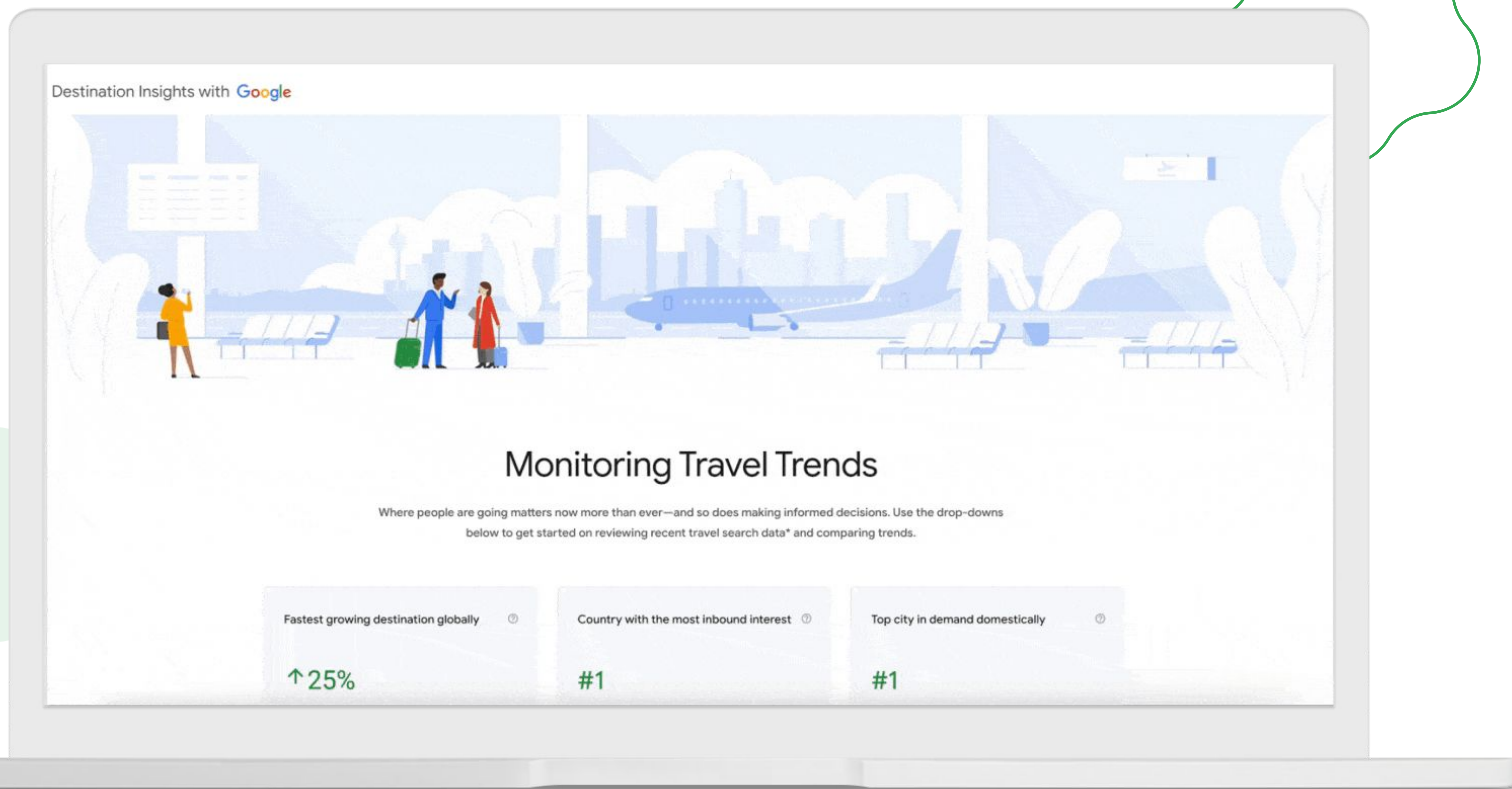
2

Think  
with  
Google

**Destination Insights**  
With Google

# Destination Insights with Google

Proprietary + Confidential

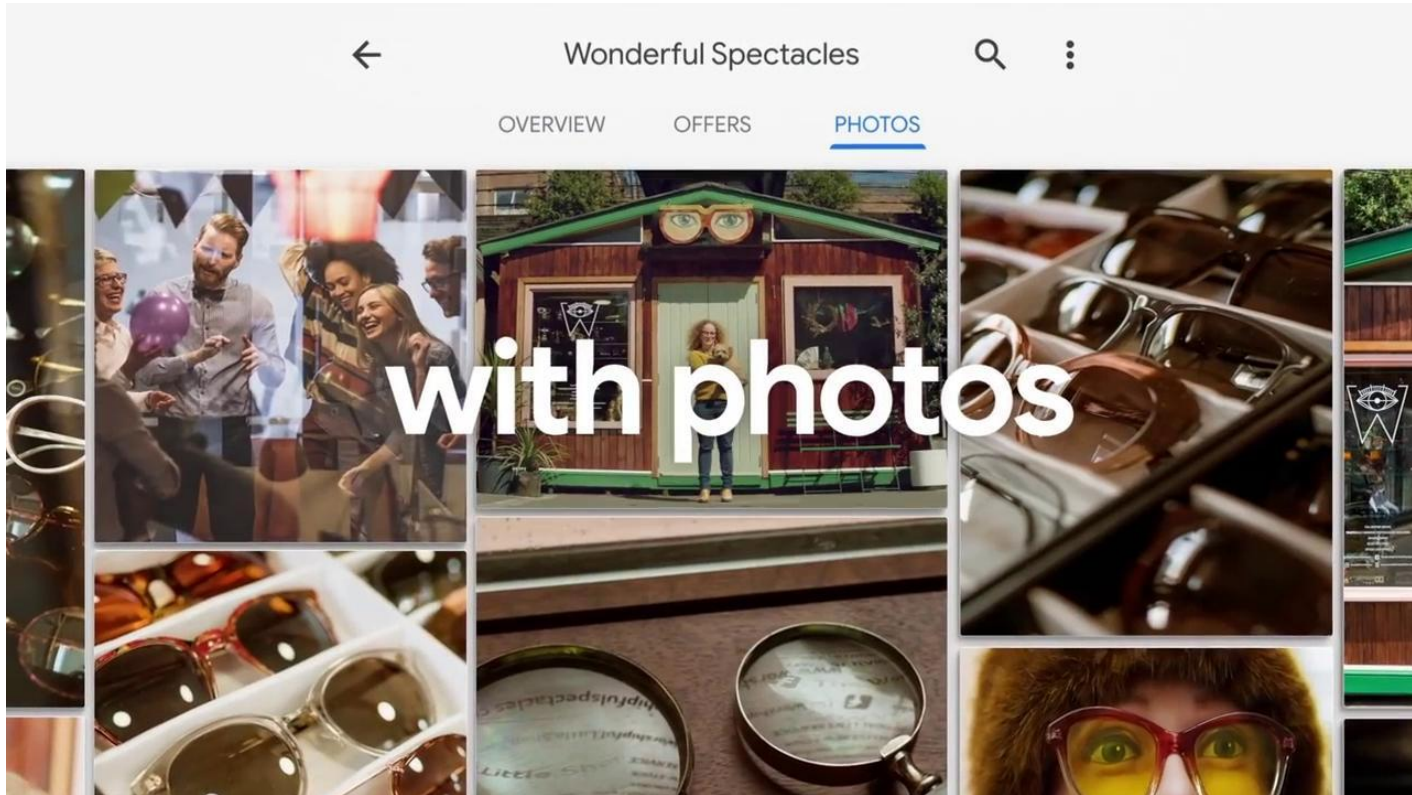


[destinationinsights.withgoogle.com](https://destinationinsights.withgoogle.com)

3

Google  
Business Profile

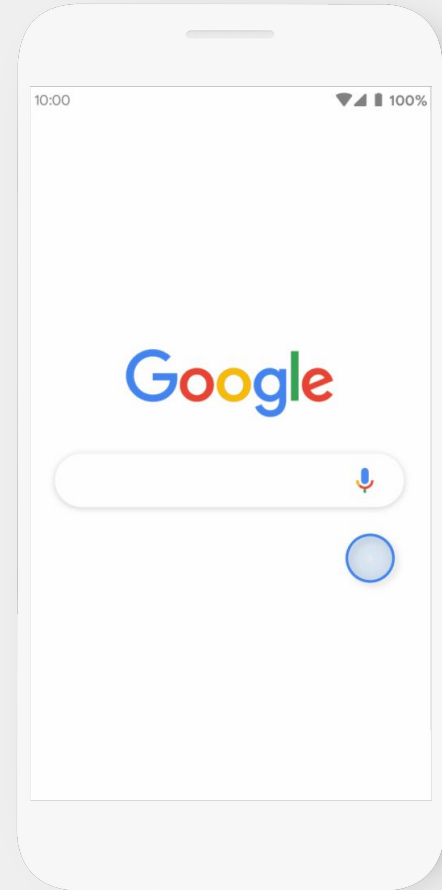
# Be there at every stage of the customer journey with a **free** Business Profile on Google



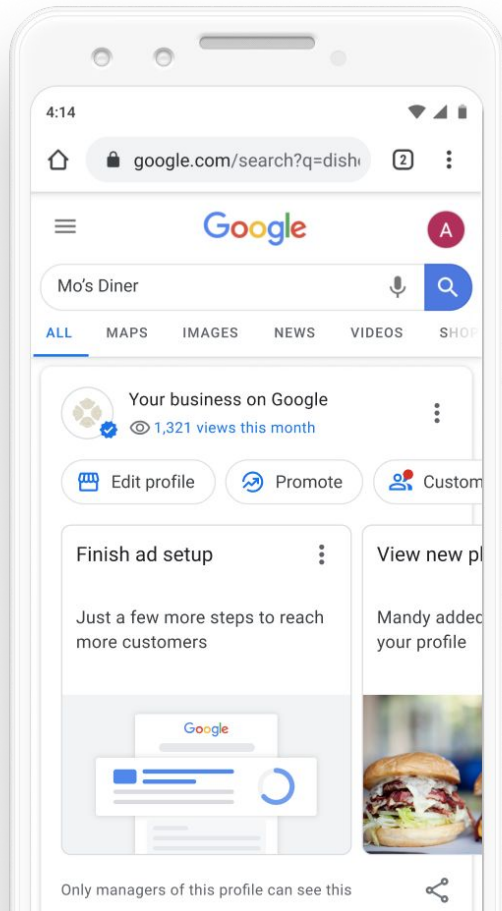
**Google Business Profile** lets you engage with customers in the moments that matter with a **Business Profile** that shows who you are, what you do, and what you have to offer

It helps you

- **Stand out**
- **Make it easy for customers to do business with you**
- **Keep them coming back**







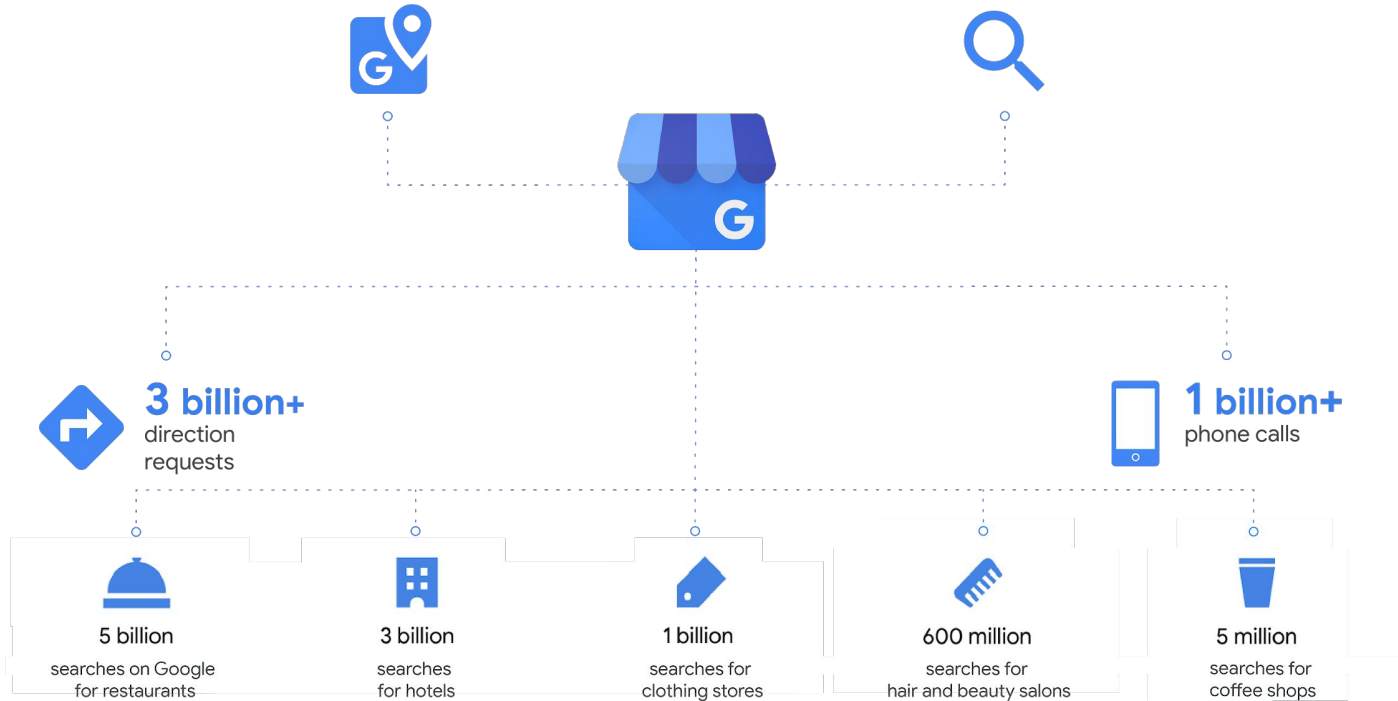
In 2021, we elevated the **Business Profile** by simplifying the product experience. Now, businesses can manage their presence directly via **Google Search and Maps**.

Merchants can now claim and update their information and engage with customers directly via their Business Profile on Search and Maps.

The Business Profile on Search and Maps **replaces the Google My Business site and app** for small businesses.

To get started, merchants can simply search for their business on Google.

# Google Business Profile drives billions of monthly connections



# Why use Google Business Profile?

Customers are searching for your business on Google

**75%** of consumers use a search engine to find businesses

**9X** increase in searches for “near me tonight”

Control your business presence and show customers what’s new in store

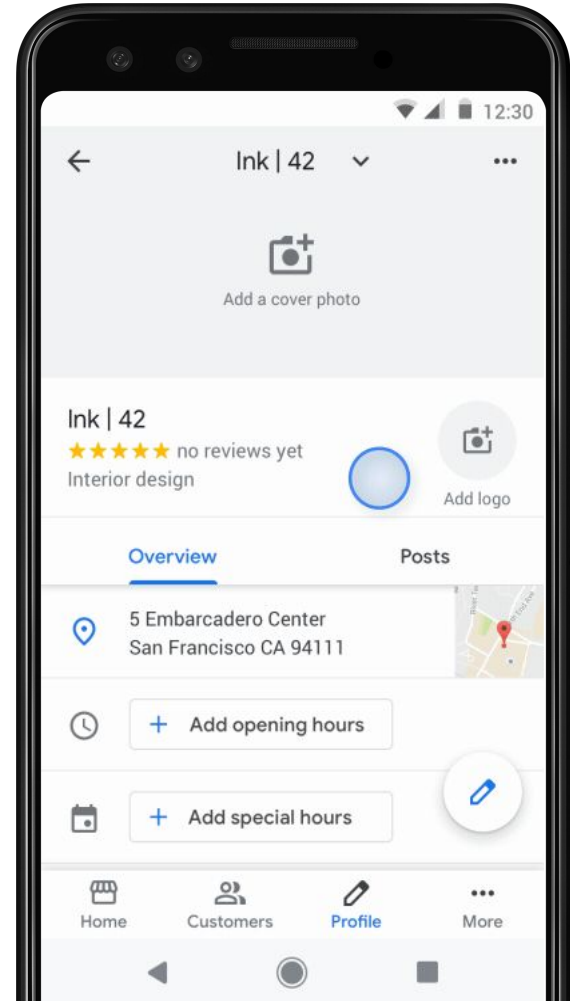
Complete, frequently updated Business Profiles

Get **5X** more views

Considered **3X** more reputable

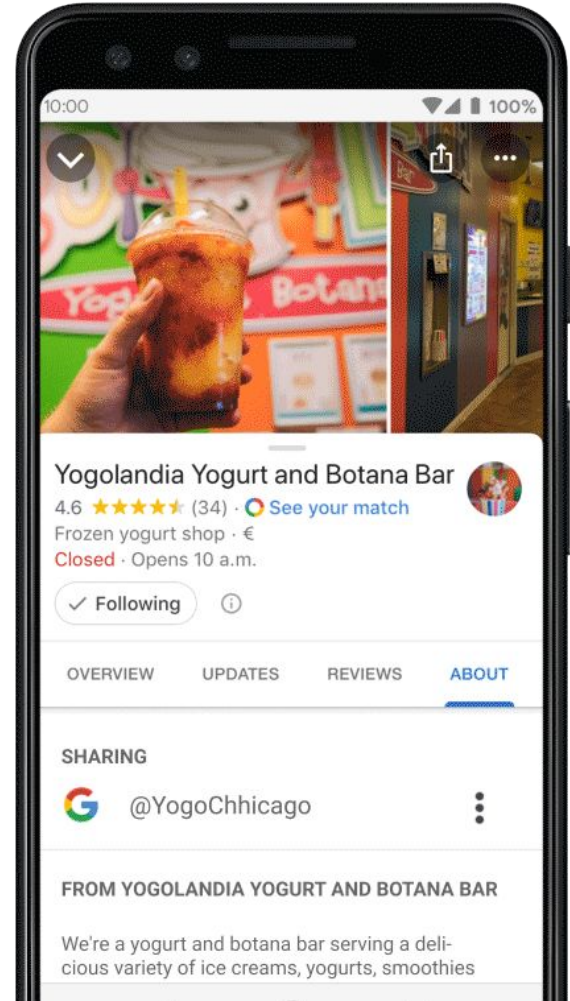
Customers **70%** more likely to visit

Customers **50%** more likely to purchase



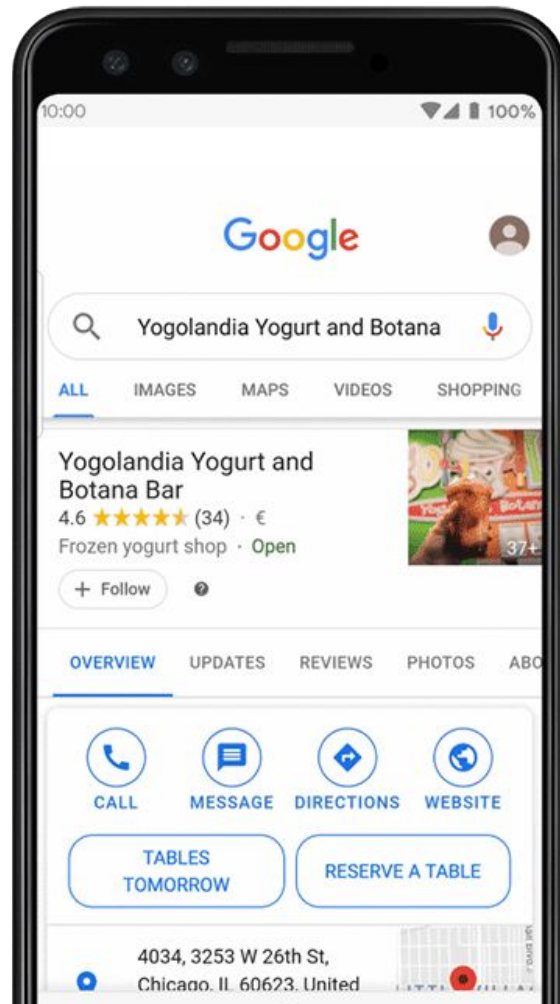
## Stand out online

- Photos
- Cover photo & logo
- Short name
- Posts, Offers, & Product Catalog
- Business Info
- Website
- Attributes



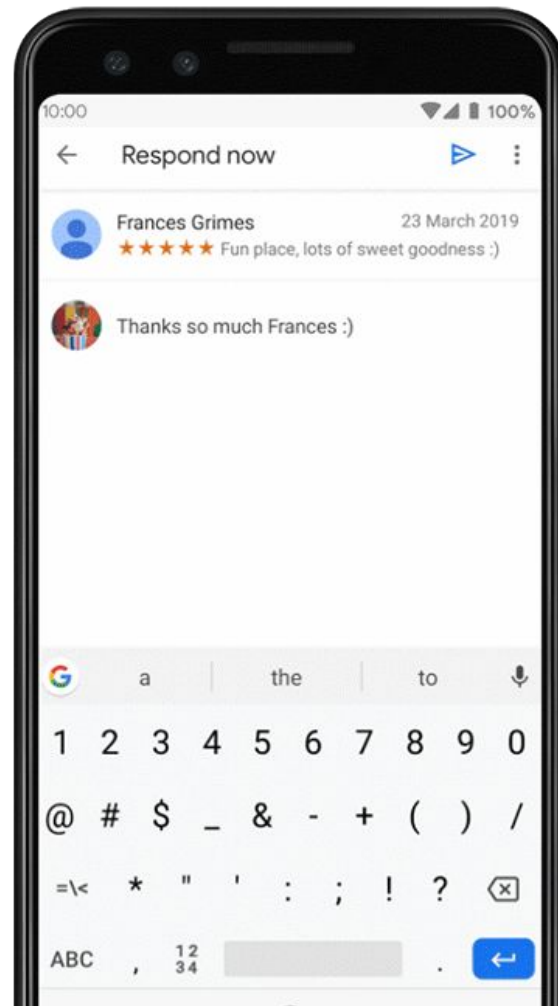
# Make it easier for people to do business with you

- Phone Calls
- Booking
- Messaging
- Business Info
- Q&A



# Keep customers coming back

- Reviews
- Follow & Welcome Offers
- Insights
- Ads



4



Google Ads

# Google Business Profile & Google Ads are complementary tools to help you grow your business online



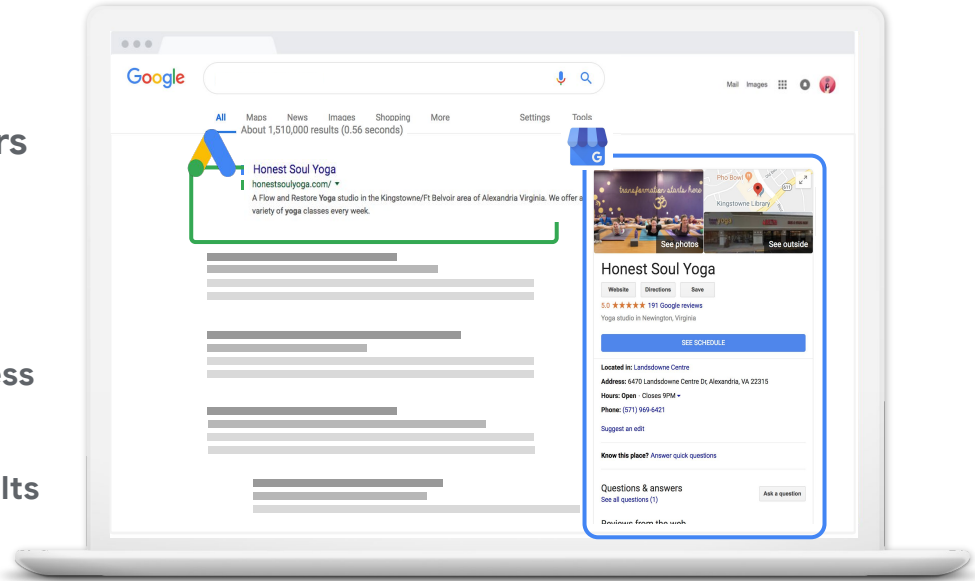
**Stand out online**

**Reach more customers**

**Attract & connect with customers for free,  
then reach even more with online ads**

1. Create a free online presence on Google
2. Showcase what makes you unique
3. Attract and connect with customers

1. Promote your business to reach even more customers
2. Drive additional results





# While consumers are in a **period of consideration...**

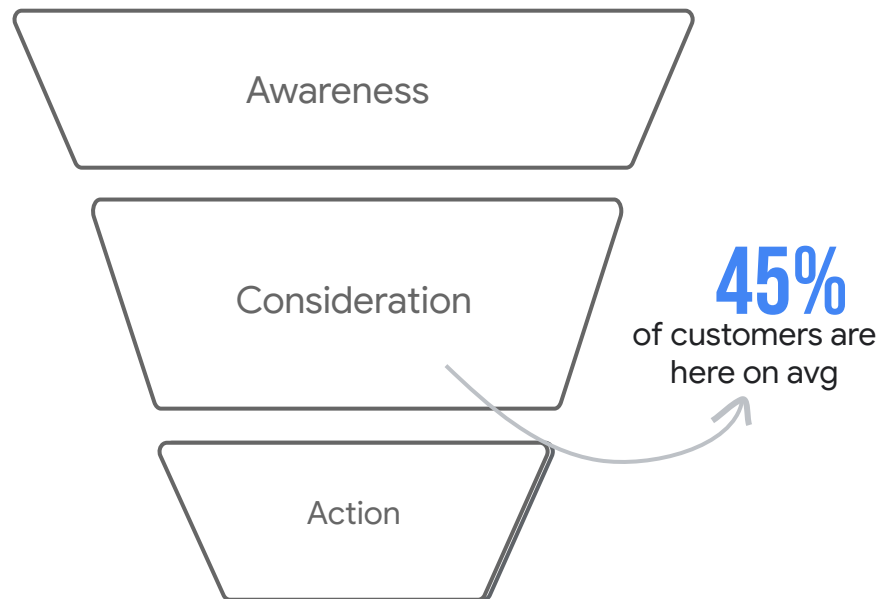
Investing across all three funnel stages drives more impact vs. going after one segment alone

**+45%**

Higher ROI

**+7%**

Incremental  
Sales  
Effectiveness

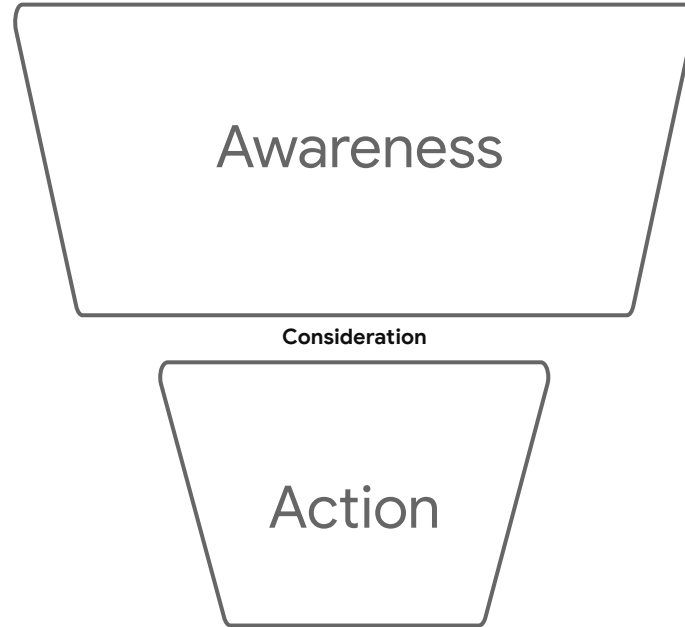


Source: A Google commissioned Nielsen Meta-Analysis of yearly MMM results 2018-2020. The results are valid for weeks with YouTube, Google Search and Google Display media spending during the study period. The results are based on the comparison with weeks that have investment in a single-funnel stage approach.

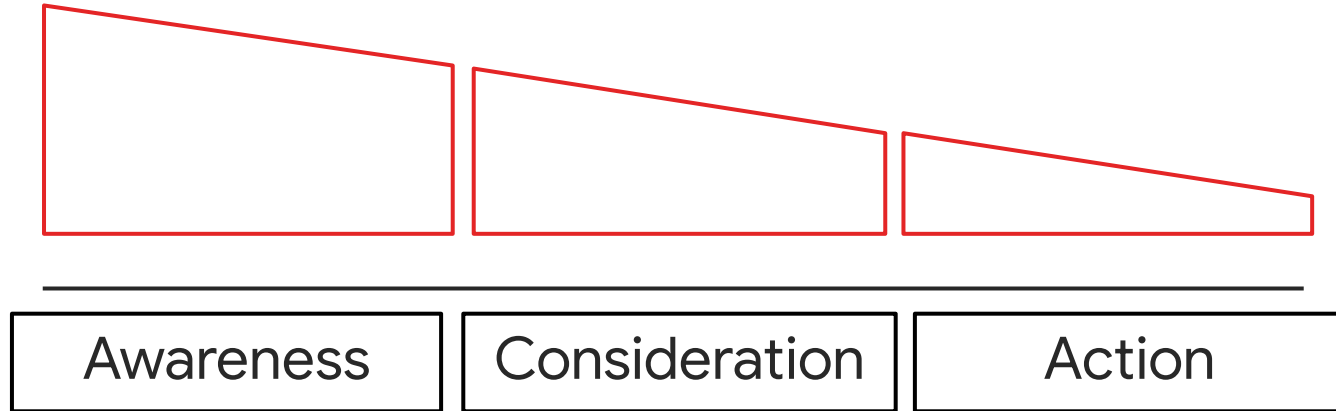
...most marketers haven't adapted to deal with **the messy middle**

### Decoding the Messy Middle

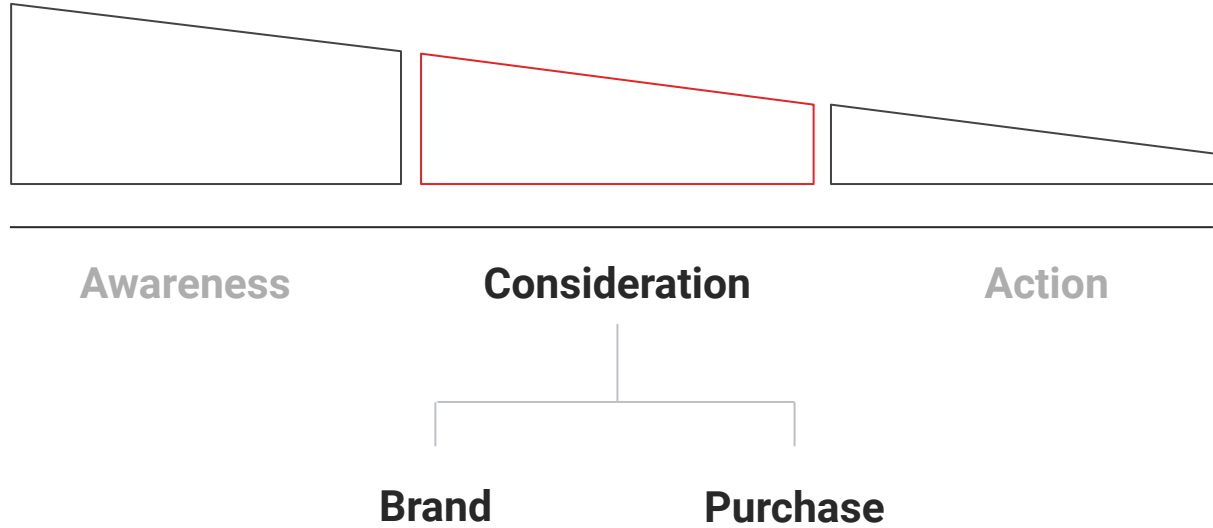
We often see 'Hour-glass' shaped investment - with little or no investment in the mid-funnel.



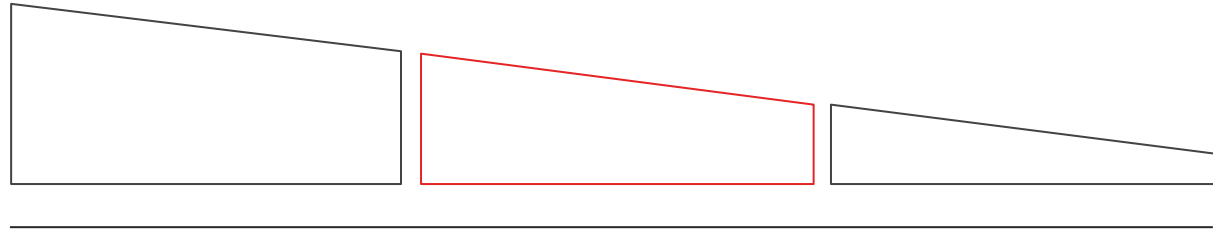
# Full Funnel



# Full Funnel



# Full Funnel



Awareness

Consideration

Action

Brand



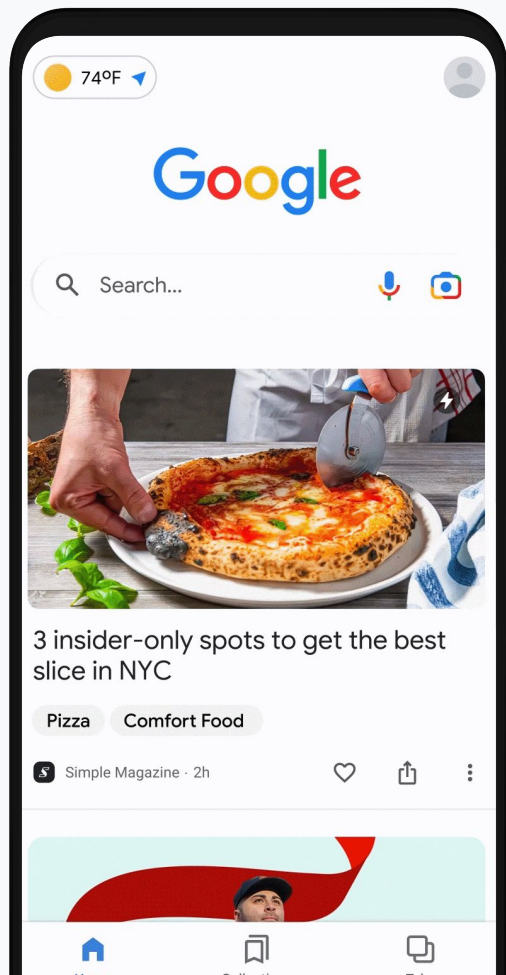
Why Should I Care?

Purchase



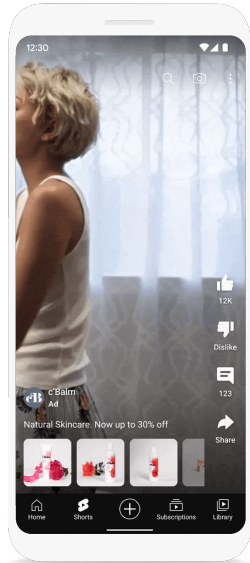
Why Should I Act Now?

**So how do we navigate this?**

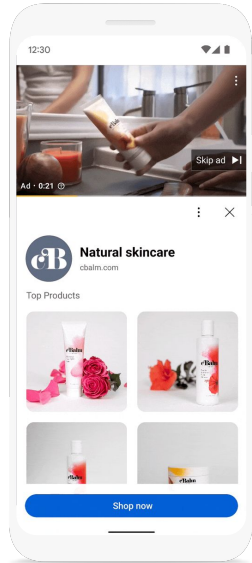


Win over the **undecided** at a time when users are more **judicious** than ever before, within the unified experience of **content feeds**

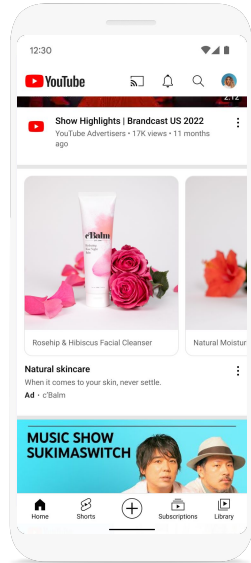
# Demand Gen campaigns can reach up to **3 billion** users monthly



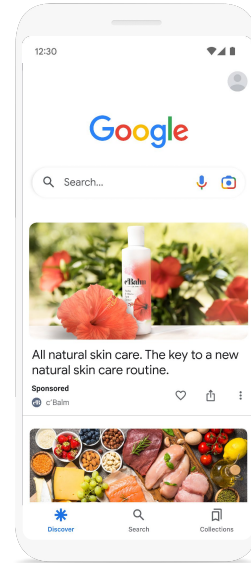
 **YouTube Shorts**




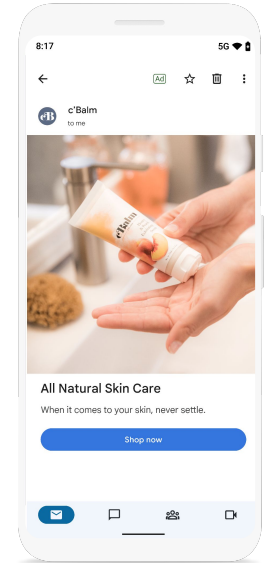
 **YouTube in-stream**



 **YouTube Feeds**



 **Discover**

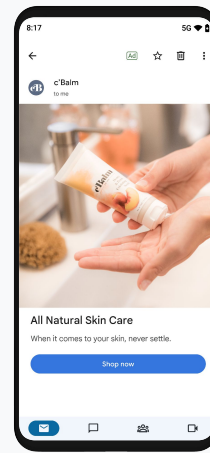
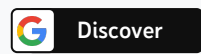
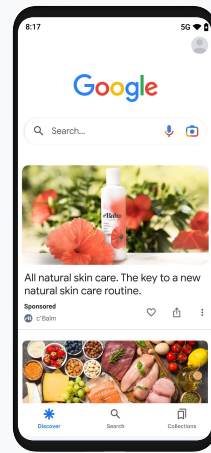
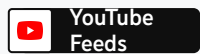
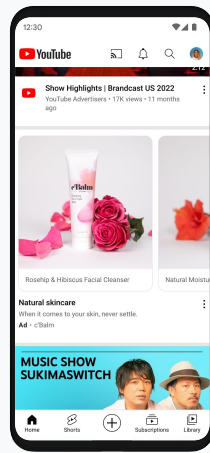
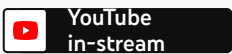
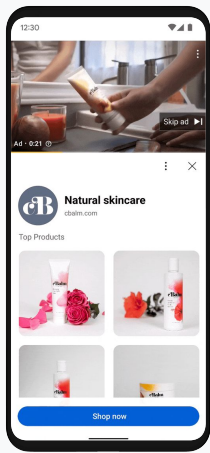
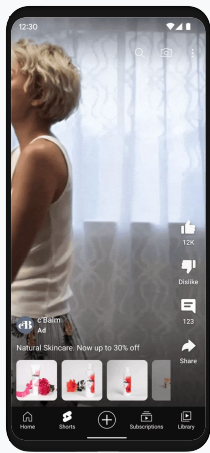
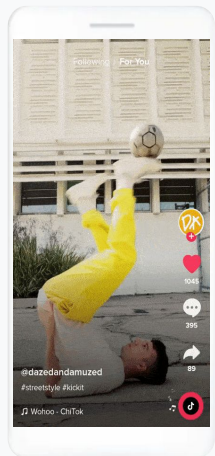


 **Gmail**



# TikTok & IG

# GOOGLE DEMAND GEN



# Want to learn more?

“Are there resources for in-depth training on these systems with varying technical knowledge?”

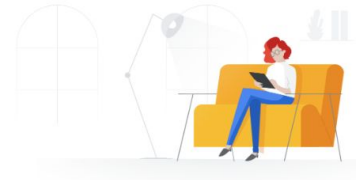
**Adam Kemp**

*The Valley Regional Enterprise Network, Kentville*

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I leave you with a few questions...

What is an important customer touchpoint AI can help me transform?

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How can AI built into Google products like Trends or Ads help me?

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What new skills do I need to remain competitive?

**Thank you**  
**Merci**



# UPCOMING WEBINARS

- **Thursday, June 13 @ 10:00 am** – Pocket Production: Short Video Mastery for Tourism Businesses. Presented by Will Yang (Differo Marketing)
- **Thursday, June 20 @ 10:00 am** – Analyze Customer Feedback with ChatGPT. Presented by Robert Newcombe (Newcombe Consulting)
- **Thursday, June 27 @ 10:00 am** – Summer Social Media Success. Presented by Kerra Aucoin (KA Social Media)



See recordings of previous webinars and related tip sheets:

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

# Travel Trade Webinar

## Using Sales Channels to Attract Travellers

Delve into the world of travel trade and discover the many benefits that new partnerships with travel agents and tour operators can bring to your business. In this session, we will explore the basics, processes and best practices of working with travel trade as well as share market trends and learn more about our programs and resources, designed to help you develop more business through travel trade.

### Date:

Thursday, June 13 at 2:00 pm

Register at:

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



# EXPORT Travel Trade Program

The Export Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with tour operators and travel agents to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

## Application deadline:

June 30, 2024, at 4:00pm

<https://tourismns.ca/export-travel-trade>



# STAY CONNECTED WITH TNS

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