

WELCOME



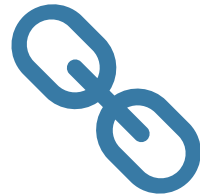
Six Step Marketing Framework

October 3, 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.

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

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

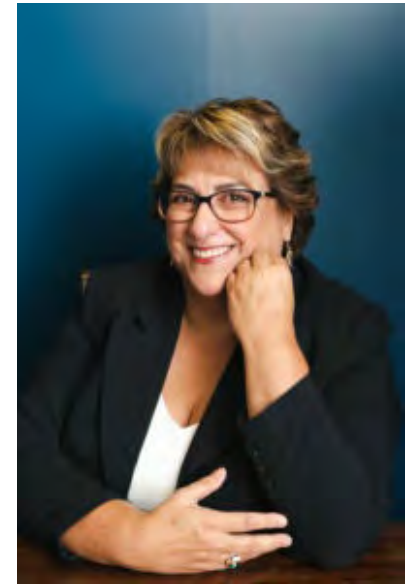
Sign up

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

PRESENTER

Shelley Bellefontaine

Shelley is a digital marketing strategist specializing in website design and eCommerce storefront development. She is passionate about design, technology, business, beauty, and simplicity. Living by the ocean, she enjoys helping businesses modernize their marketing strategies.



Atlantic
ONLINE



Navigating Success:

The Atlantic Online Six-Step Marketing Framework

Experience Progressive Growth with Efficient Digital Strategies

ATLANTICONLINE.CA



The Atlantic Online Six-Step Marketing Framework

Experience Progressive Growth with Efficient Digital Strategies

This discussion illustrates our approach to digital marketing, covering all the essential areas to ensure your tourism business is market-ready and poised for success. From market analysis to effective social media use, our recommended and proven strategies are designed for savvy business owners who recognize the value of digital marketing and are ready to embrace a robust marketing plan.

ATLANTICONLINE.CA



The Atlantic Online Six-Step Marketing Framework

Experience Progressive Growth with Efficient Digital Strategies

The purpose of this webinar is to introduce you to the strategic approach we take to ensure success for our clients, regardless of industry vertical. We will not do a deep-dive on how to use tools, but rather, why and when to use marketing tools.

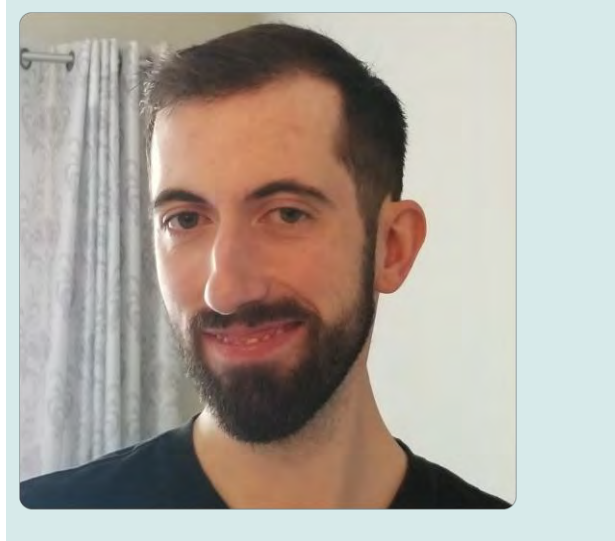
The concepts, and approach, that we will discuss today can be readily applied to any tourism operation, be it a new start-up, or an established brand. The value of this webinar is that you will have awareness of how to build a functional marketing plan, that is introduced sequentially, as it fits your budget.



ABOUT US



Shelley Bellefontaine
CEO | DM Architect

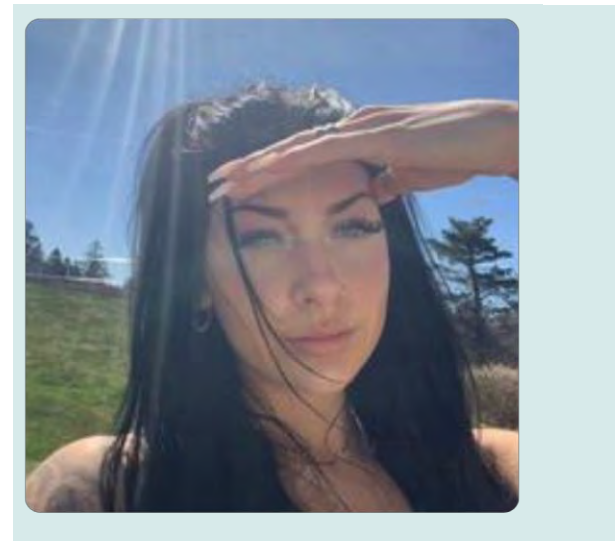


Morgan Fraser
Web Designer | SEO

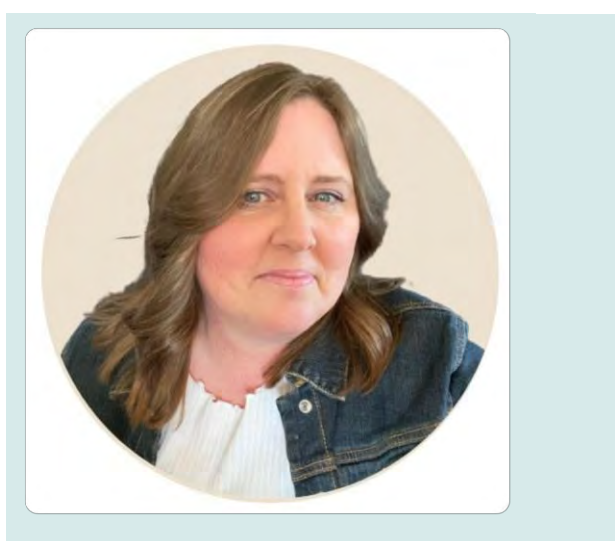
WELCOME

Connections Made Here.

With over 25 years of experience, AtlanticOnline.ca has a proven track record of helping businesses build, scale, and protect their brands online.



Isabelle Comeau
Social Media Strategist



Koreen Swanson
Virtual Admin Assistant



Ashley Corby
Brand Photographer



TOOLS & GUIDE

MARKETING WORKBOOK

- Credentials
- Industry Analysis
- Competitors
- Keywords & Hashtags
- Marketing Statements
- Website Map
- Google Ads Tracker
- Blogging Calendar
- Social Media Calendar
- Meta Ads Tracker
- Budget Sheet

TOOLS

- GOOGLE Keyword Planner
- Hashtag Generator
- ChatGPT.com

REVIEW: MARKETING WORKBOOK



Six-Step Marketing Framework

1

MARKET POSITION

- Industry Review
- Competitor Analysis
- Keyword Analysis
- Market Messaging

2

WEB DESIGN

- UX & Visual Appeal
- Mobile Responsive
- SEO Optimized

3

GOOGLE

- SERP Analysis
- GMB Profile
- Google Ads

4

SEO + CONTENT

- Engaging Content
- Scheduled Blogs
- SEO Oversight

5

SOCIAL MEDIA

- Organic Posts
- Branded
- Relevant Hashtags
- Automated Schedule

6

META ADS

- Optimize Channels
- Audience Mgmt
- Page Likes
- Retarget Web Visitors

MARKET POSITION

Industry Analysis

- Identify and understand current market trends.

Competitor Analysis

- Profile main competitors and their market position.
- Benchmark your business against industry leaders.

Keyword Analysis

- Discover high-impact keywords relevant to your industry.
- Analyze competitor keyword strategies for better targeting.

Craft Compelling Marketing Statements

- Create messages that resonate with your target market and capture their attention.
- Enhance Brand Voice: Ensure consistency in your brand's voice and tone across all marketing channels.

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WEBSITE DESIGN

Website Design Considerations

- Create a user-friendly and visually appealing website.
- Ensure responsive design for optimal mobile and desktop experience.
- Implement fast loading times for improved user experience and SEO.

Recommended Tools:

- Wix.com
- Duda.com
- Squarespace.com
- Wordpress.com

PLAN 1ST!

- Optimize On-Page Elements - Meta tags, titles, headers, and image alt texts with targeted keywords.
- Align with SEO best practices and keyword density.
- Technical SEO: site speed, mobile-friendliness, and fix broken links.

REVIEW: MARKETING WORKBOOK - SITEMAP

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GOOGLE POSITION

Google Profile (GMB)

- Boost your local visibility and attract more customers with a Google Profile listing (formerly Google My Business)
- Free :-)

Google Ads

- Develop targeted ad campaigns to reach your audience.
- Optimize ad spend for maximum ROI.
- Monitor and adjust campaigns based on performance metrics.

Google Positioning Budget:

- 1st, 2nd Month - Ad Spend / \$400 - \$600
- Each Subsequent Month: \$10/day Ad Spend



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SEO + CONTENT

SEO Oversight & New Content Design

- Create engaging blog posts, articles, and multimedia content.
- Regularly update the website with high-quality, relevant content.
- Utilize SEO best practices to improve visibility on-page, and within the site.

Benefits:

- Adding keyword rich content to a website elevates your position in Google Search
- Provides value to consumers, who will stay longer on your website, elevating search through relevance

Tools:

- Canva - media design
- ChatGPT - copywriting help

Goal:

- 2 Blogs + Promo + SEO Oversight per month

REVIEW: MARKETING WORKBOOK / Blog Calendar

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SOCIAL MEDIA

ORGANIC Social Media

- Post to your Business Page timeline on a regular schedule.
- Build a consistent and engaging social media presence.
- Share valuable and relevant content to attract followers.

ORGANIC Social Media Benefits:

- Story telling time! Brand building opportunity

Be Aware: ORGANIC Social Media Issues:

- Initial low reach
- Must pair with Meta Ads

Tools:

- Meta Business Suite
- Metricool.com (Prescheduling)
- Canva - media design
- ChatGPT - copywriting help

Platforms:

- Meta (Facebook, Instagram)
- LinkedIn
- Pinterest
- TikTok

REVIEW: MARKETING WORKBOOK / Social Calendar

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META ADS

Page Likes

- Target specific demographics to increase page likes.
- Create compelling ads to attract potential followers.
- Monitor ad performance and adjust strategies as needed.

Retarget Website Visitors

- Develop retargeting campaigns to re-engage website visitors.
- Use personalized ads to encourage conversions.
- Track and optimize retargeting efforts for better results.

PAID Meta Ads: (Facebook & Instagram)

We alternate monthly between Page Likes and Retarget Ads.

Page Likes:

- Monthly Page Likes Ad - \$10/day budget

Retarget Ads:

- 1st Retarget Ad - \$500.00 monthly budget
- 2nd & Subsequent Retarget Ad - \$300 monthly budget

REVIEW: MARKETING WORKBOOK / Meta Ads

Progressive Growth Steps

➤ Marketing Is A Long-Game.

MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTHS 6 - 12
Market Report					
	Web Build/Edit				
		Google Ads			
			SEO Content		
				Organic Social	
					Meta Ads Page Likes & Retargeting Website Visitor Ads (Alternating Monthly)

MARKETING BUDGET

	SERVICE	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	MIN. ANNUAL BUDGET	MAX ANNUAL BUDGET
STAGE 1 DISCOVERY	Market Readiness Assessment														
	Industry Analysis														
	Competitor Analysis (3)														
	Keyword Analysis														
	Write Marketing Messages														
	Minimum (3 products)	\$0												\$0.00	
	Maximum (4-10 products)	\$0													\$0.00
STAGE 2 BUILD	Website Development														
	Hosting & Domain		\$0											\$0.00	\$0.00
	Single Page + 1 Blog Article		\$0											\$0.00	\$0.00
	10 Pages + 3 Blog Articles		\$0												\$0.00
INITIAL INVESTMENT														\$0.00	\$0.00
STAGE 3 GOOGLE SERP	GROWTH PLANS														
	Google Positioning														
	Google Business Profile														
	Google Ads - Management Fee			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Google Ads Spend**			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Sub-Total: Google Positioning													\$0.00	\$0.00
CONTENT BUILD	SEO Content														
	1 Blog + Promo + SEO Oversight				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	2 Blogs + Promo + SEO Oversight				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Sub-Total: SEO Content													\$0.00	\$0.00
STAGE 5 SOCIAL VOICE	Organic Social Media*														
	1 Post/Week on 2 Channels - \$300/month					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	2 Posts/Week on 2 Channels - \$500/month					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	3 Posts/Week on 2 Channels - \$750/month					\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Sub-Total: Organic Social													\$0.00	\$0.00
STAGE 6 SOCIAL GROWTH	Meta Ads*														
	Page Likes						\$0.00		\$0.00		\$0.00		\$0.00	\$0.00	\$0.00
	Ad Spend Page Likes**						\$0.00		\$0.00		\$0.00		\$0.00	\$0.00	\$0.00
	Retargeting to Website Visitors							\$0.00		\$0.00		\$0.00		\$0.00	\$0.00
	Ad Spend Retargeting**							\$0.00		\$0.00		\$0.00		\$0.00	\$0.00
	Sub-Total: Meta Ads													\$0.00	\$0.00
	MINIMUM MONTHLY	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	MAXIMUM MONTHLY	\$0	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
ANNUAL GROWTH PLAN INVESTMENT														\$0.00	\$0.00

REVIEW: MARKETING WORKBOOK / Budget



NEXT STEPS...

REVIEW YOUR MARKET POSITION

FINE TUNE YOUR MARKETING STATEMENTS

REVIEW YOUR WEBSITE & ADJUST IF NEEDED

BUILD PACKAGES!

ESTABLISH AN OUTBOUND MARKETING STRATEGY WITH :

- **Google Ads**
- **Social Media / Organic & Paid**
- **Update your website on a regular basis**

CONSISTENTLY REVISIT, REVIEW & UPDATE.

USE THE MARKETING MANUAL AS YOUR PRIMARY MARKETING OPERATIONS MANUAL



Have a Question?



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UPCOMING WEBINARS

- **Thursday, November 7 at 10:00 am:** Promoting your tourism business through Google and Meta Ads - *a step-by-step guide.*



See recordings of previous webinars and related tip sheets:

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

STAY CONNECTED WITH TNS

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- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
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