

WELCOME



Promoting Your Tourism Business through
Google & Meta Ads –
a step-by-step guide

We will begin shortly!

WELCOME



Promoting Your Tourism Business through Google & Meta Ads – a step-by-step guide

November 7, 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
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Get in touch with our network of digital marketing strategy experts.

PRESENTER

Liam Tayler

Liam is a dedicated professional with over 25 years' experience in managing all facets of emerging and existing business concepts. Specializes in the development of new business ideas, from concept to execution. Skilled in Search Engine Optimization (SEO), Business Planning, E-commerce, Entrepreneurship, Strategic Planning & Digital Marketing.



How to Use

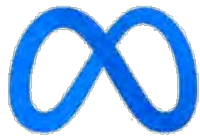


&



to Promote Your Business





Google & Meta Ads for your Tourism Business



1. Brief Review of SEO vs PPC
2. Google Ads vs Meta Ads
3. What you need before you start
4. Planning Your Ad
5. Google Ads & Structure
6. Meta Ads & Structure
7. Reviewing your results



SEO



VS.

PPC



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”



Pros and cons of SEO

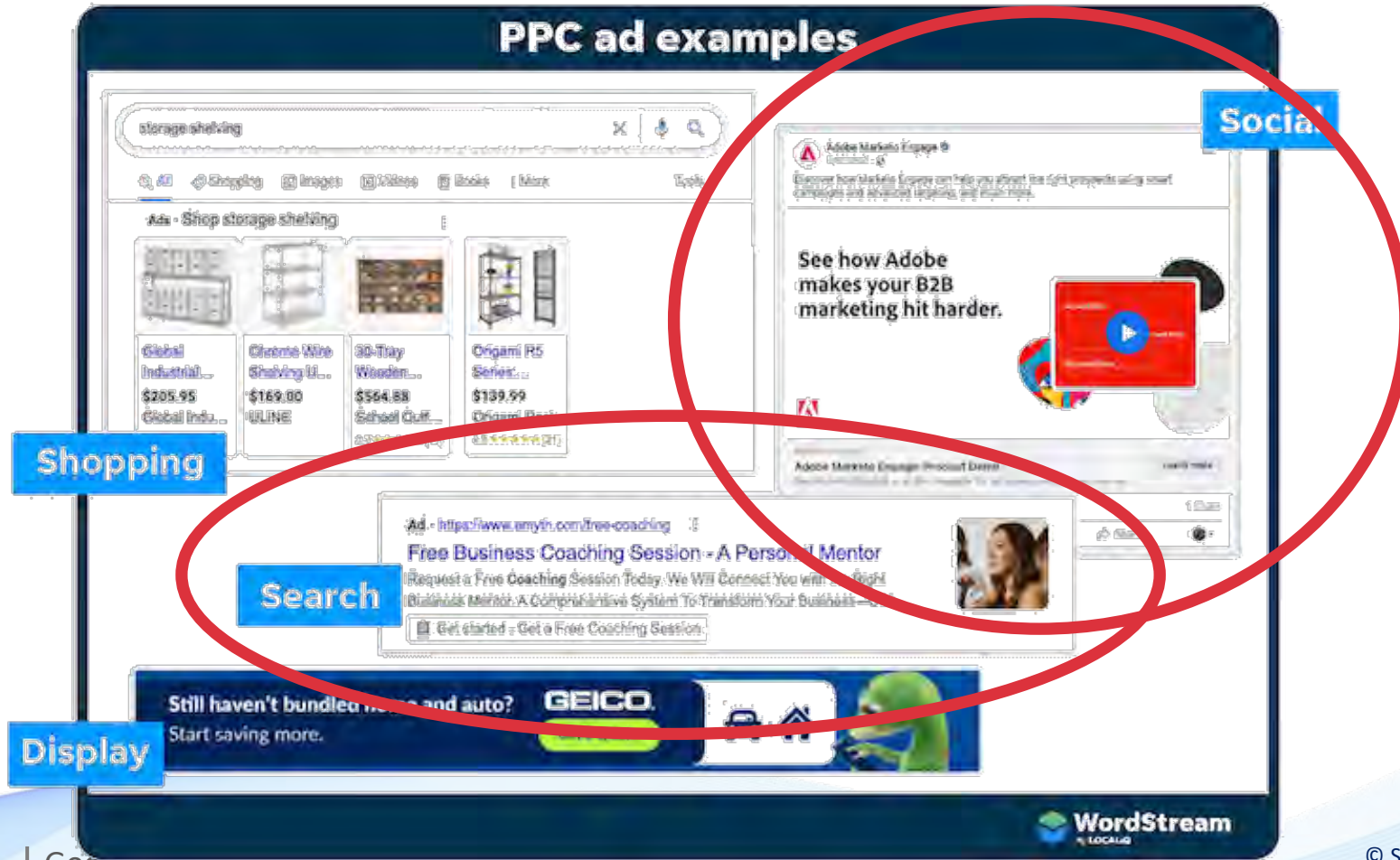


PROS AND CONS OF SEO	
PROS ✓	CONS ✗
✓ Cost Effective	✗ Takes Time To Rank High
✓ Clicks Are Free	✗ Needs Commitment
✓ Sustained Results	✗ Needs Continued Monitoring
✓ Stability	✗ Time-Consuming
✓ Gets More Clicks Than PPC	✗ No Guarantees

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

Search

Social

Display

Pros and cons of PPC



Pros

- Quick Results
- Targeting
- Easy to Measure and Track



Cons

- Expensive
- Short term results
- Skeptical Consumers

Pros and cons of PPC



PPC RETURNS

\$2

FOR EVERY

\$1

SPENT, RESULTING IN A



200%

ROI

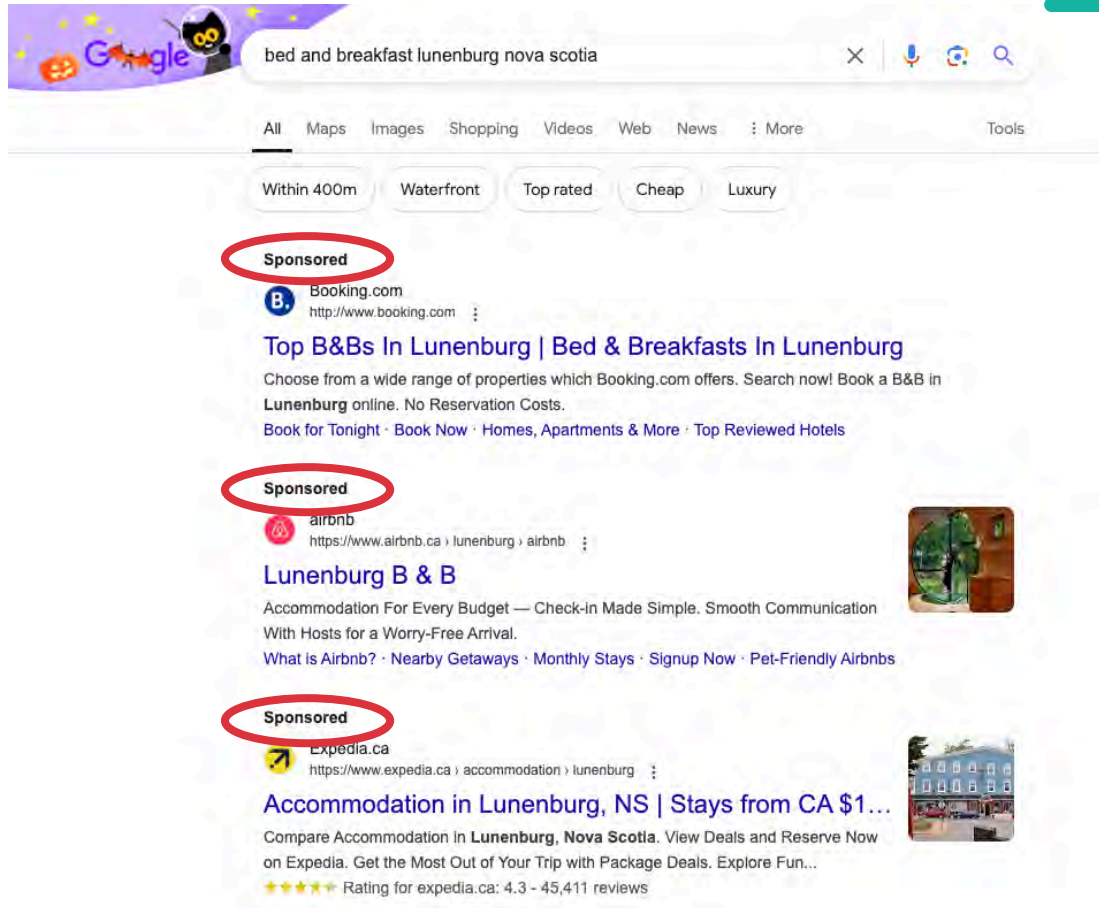
-smallbizgenius.com

WordStream
by LOCALIQ

SEO & PPC - TOGETHER

	
Long term strategy	Instant results
Organic, unpaid results	Pay Per Click
High quality traffic	Ads located top of SERPs
Users trust organic results	Highly targeted
Long lasting results	Clicks stop when ads stop

Where do you see SEO vs PPC



bed and breakfast lunenburg nova scotia

All Maps Images Shopping Videos Web News More Tools

Within 400m Waterfront Top rated Cheap Luxury

Sponsored

Booking.com
<http://www.booking.com>

Top B&Bs In Lunenburg | Bed & Breakfasts In Lunenburg

Choose from a wide range of properties which Booking.com offers. Search now! Book a B&B in Lunenburg online. No Reservation Costs.

[Book for Tonight](#) · [Book Now](#) · [Homes, Apartments & More](#) · [Top Reviewed Hotels](#)

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airbnb
<https://www.airbnb.ca>

Lunenburg B & B

Accommodation For Every Budget — Check-in Made Simple. Smooth Communication With Hosts for a Worry-Free Arrival.

[What is Airbnb?](#) · [Nearby Getaways](#) · [Monthly Stays](#) · [Signup Now](#) · [Pet-Friendly Airbnbs](#)

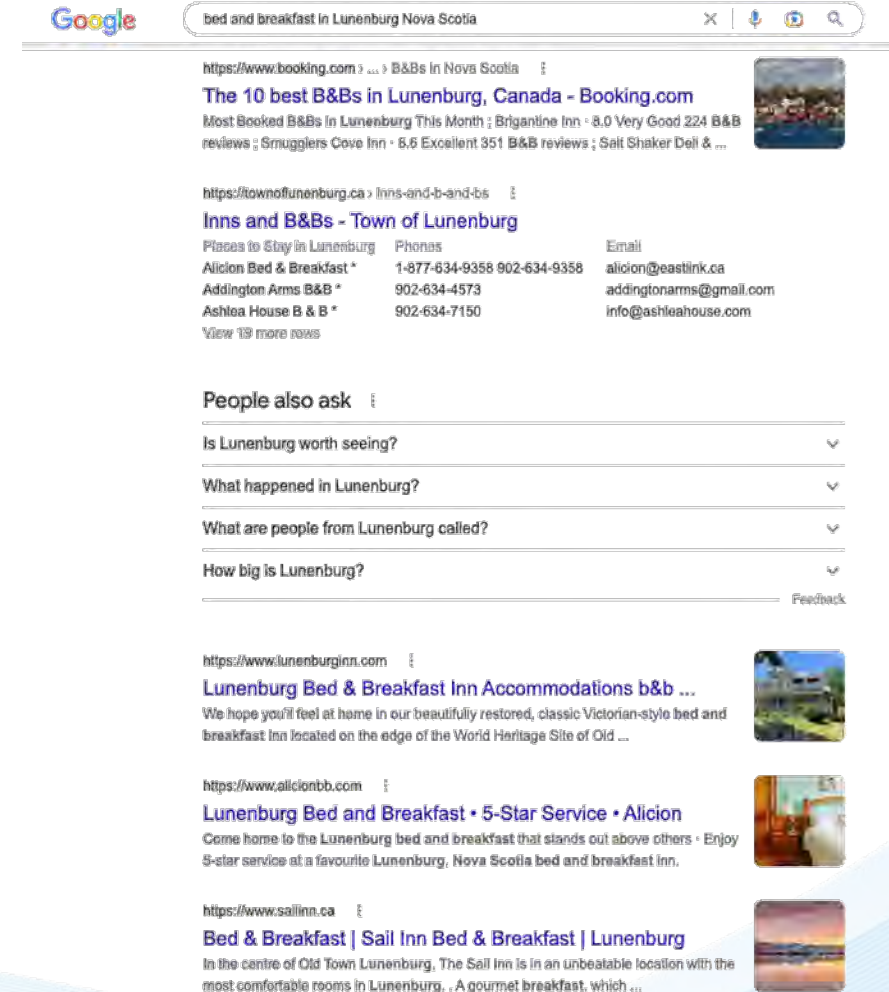
Sponsored

Expedia.ca
<https://www.expedia.ca>

Accommodation in Lunenburg, NS | Stays from CA \$1...

Compare Accommodation in Lunenburg, Nova Scotia. View Deals and Reserve Now on Expedia. Get the Most Out of Your Trip with Package Deals. Explore Fun...

★★★★★ Rating for expedia.ca: 4.3 - 45,411 reviews



bed and breakfast in Lunenburg Nova Scotia

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 ; Salt Shaker Deli & ...

Inns and B&Bs - Town of Lunenburg

Please to Stay in Lunenburg	Phones	Email
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](#)

People also ask

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

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 ...



GOOGLE ADS (SEM) VS FACEBOOK ADS (SMM)

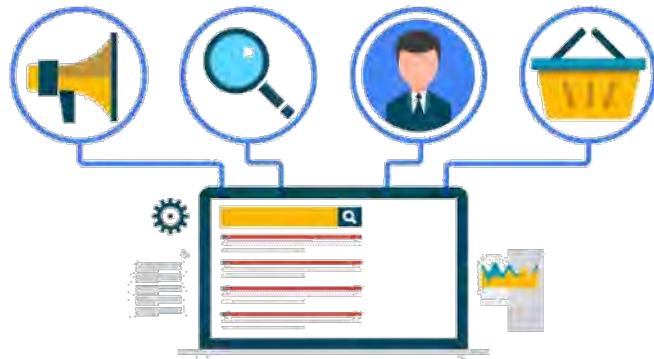


What's the difference?

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."

Before you Start – Google Ecosystem



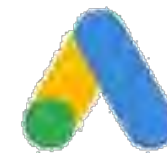
Business Profile



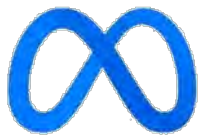
Analytics



Google
Search Console



Google Ads



Before you Start – Meta Ecosystem



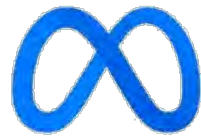
 Meta
Business Suite



Instagram

facebook business





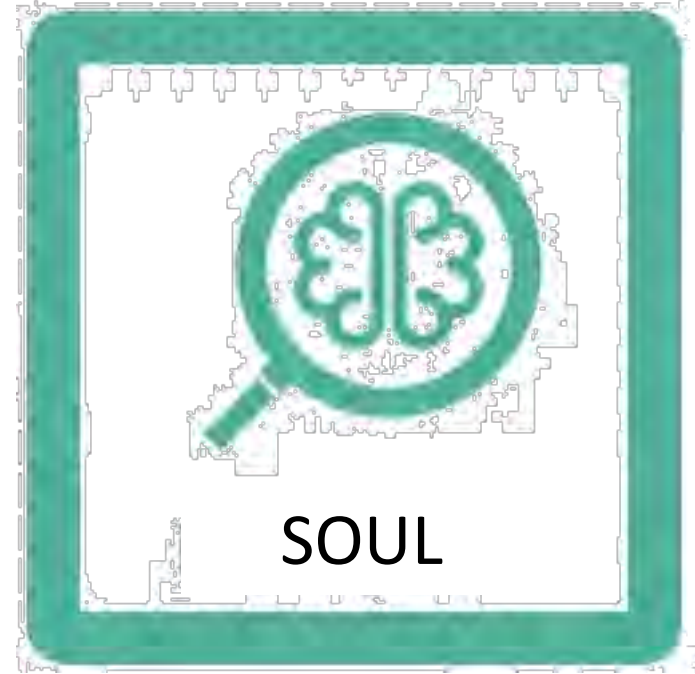
Common Elements



- Your Service/Product
- Your Customer/Audience
- Your Keywords



Product/Service



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!



Sail Inn B&B



Close

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

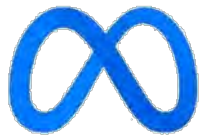
Hotel highlights Great view · Romantic · Quiet · Great value

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

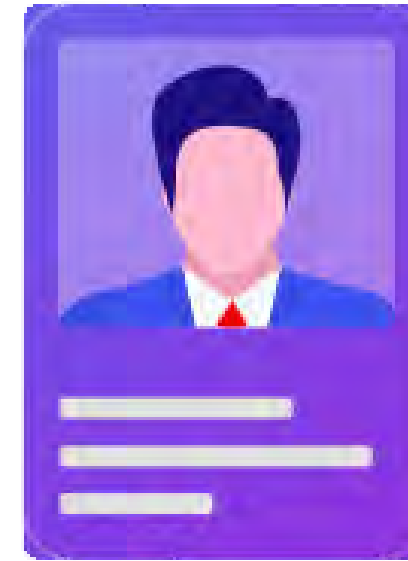
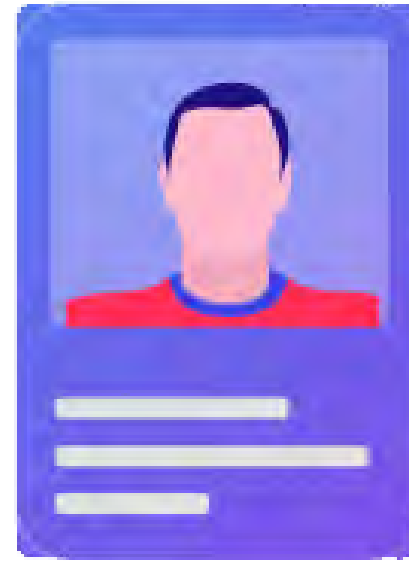
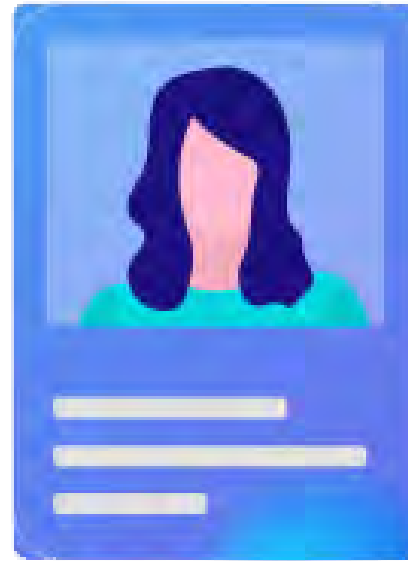
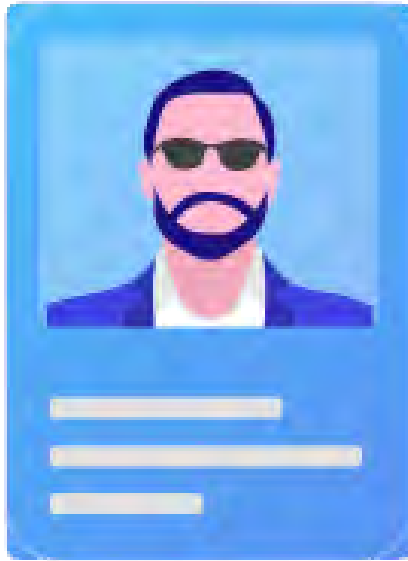
Nearby activities Blue rocks is a fantastic place to visit. Located in the middle of the historical town, a short walk to most of the shops, restaurants and the museum.

PEOPLE/DEMOGRAPHIC





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.

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.



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.

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.

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

Cancel Save

Buyer Personas



Fred of the Finer Things (31)

Family situation: Engaged Job title: Hospital Resident

Income: \$55,000 Level of education: MD

Values and goals: Wants the best quality to elevate their everyday

Influences and sources: Worked hard to get where he is and wants a splurge

Motivators and challenges: Challenges to find the time to find me locally

Buying decisions and factors: Associates wood with wealth

Keywords: Splurge and Up and Coming Collector, Quality Seeker, Engagement, High-Earned Splurger, Time-Strapped Shopper, Elevated Everyday, Hardworking Professional, Discerning Buyer



Betty Big Bucks (75)

Family situation: Married/widowed

Income: Retired, but previously earned 80-120k

Values and goals: Supporting Local,, Heirloom quality goods

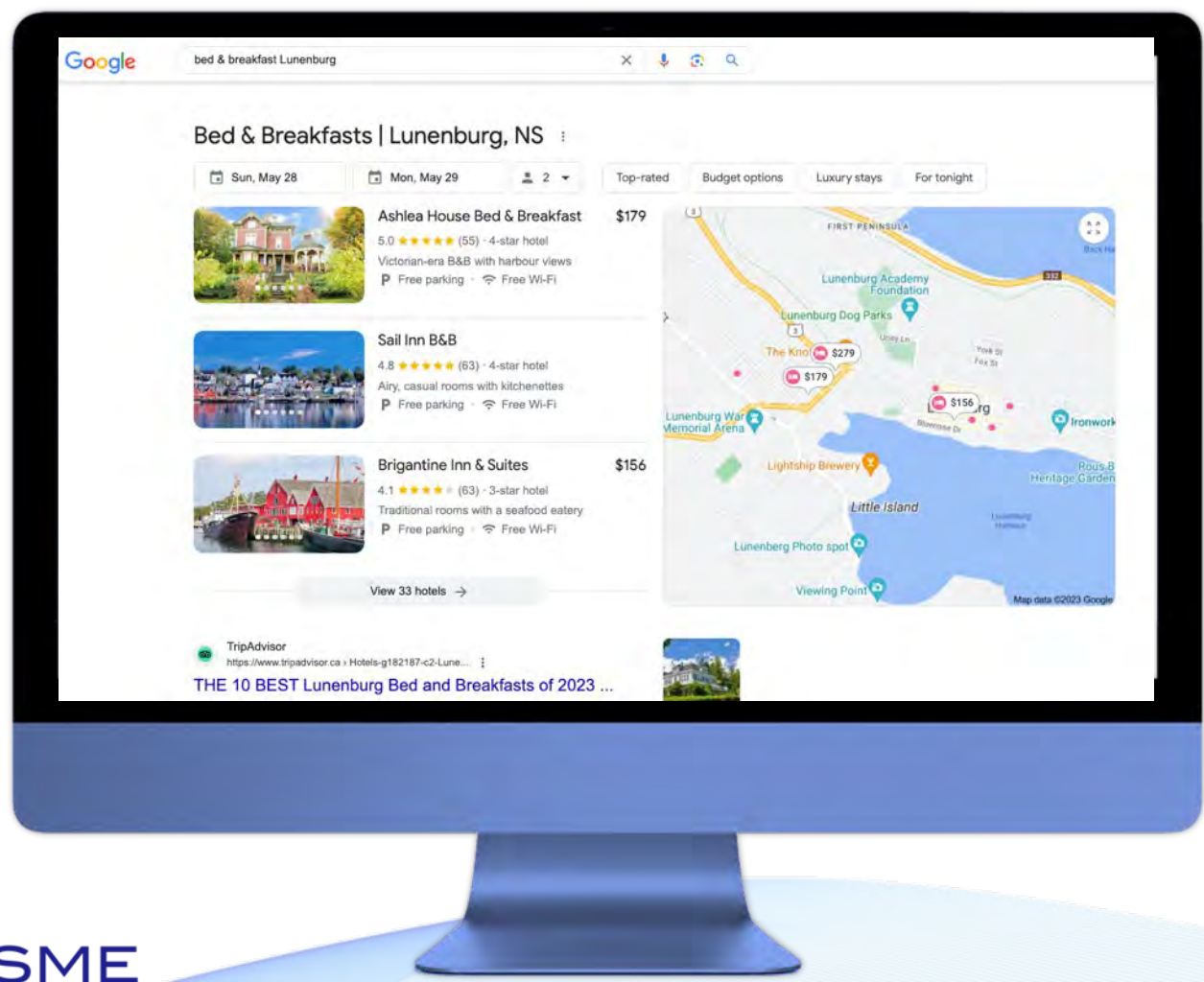
Influences and sources: Was never able to learn woodworking growing up

Motivators and challenges: Looking for functional Items - not decorations

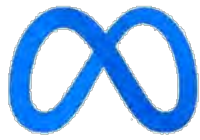
Buying decisions and factors: Has Expendable income

Keywords: Considerate and independent, Retiree, Local Supporter, Heirloom Quality, Functional Goods, Woodworking Enthusiast, Expendable Income, Practical Shopper, Home Improvement, Handcrafted Legacy, Quality Craftsmanship

Keywords



- What would people put into the search bar to find you?
- Are there groups of keywords for particular services/experiences you offer?
- Keywords can be “key-phrases” too
- 10-20 keywords for each service/experience.

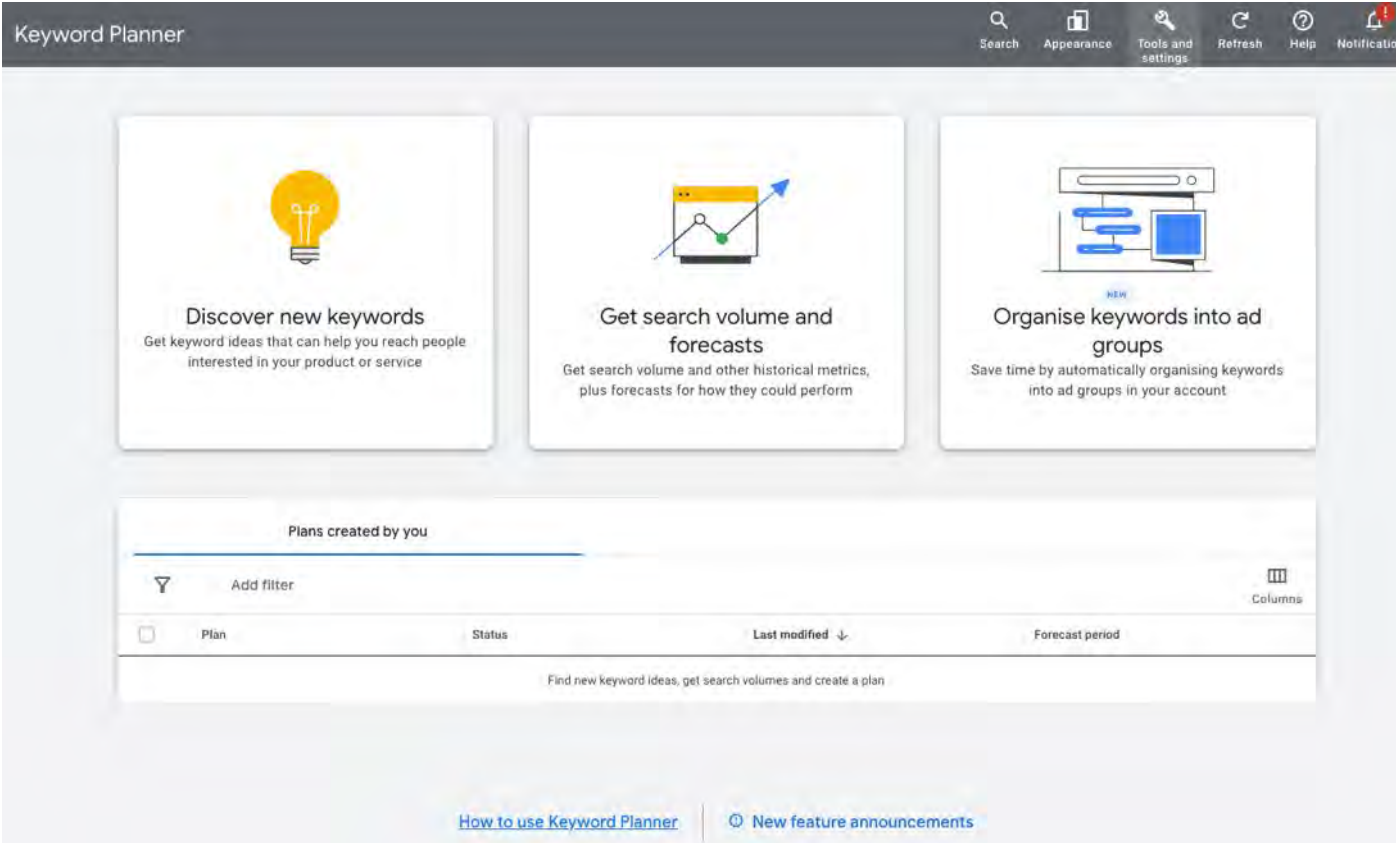


Match Types



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

Keyword Planner



Keyword Planner

Search Appearance Tools and settings Refresh Help Notification

Discover new keywords
Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts
Get search volume and other historical metrics, plus forecasts for how they could perform

Organise keywords into ad groups
Save time by automatically organising keywords into ad groups in your account

Plans created by you

Add filter Columns

Plan	Status	Last modified ↓	Forecast period
Find new keyword ideas, get search volumes and create a plan			

[How to use Keyword Planner](#) | [New feature announcements](#)

1. Brainstorm initial Keywords relating to a product/service
2. Use a Keyword planner tool
 - <https://www.wordstream.com/keywords>
 - <https://ads.google.com/home/tools/keyword-planner/>
 - <https://ahrefs.com/keyword-generator>
 - Refine the list to commercial intent (book, buy, rent... Etc.)
3. Group keywords together for each product/service

Keyword Planner

Google Ads | Keyword plan

Search Appearance Tools and settings Refresh Help No

Keyword ideas: accommodation Canada English Google May 2022 - Apr 2023

Forecast

Keyword plan: Broaden your search: + hotels + motels + booking + travel + house + transport + attractions

Saved keywords

Organise keywords: Exclude adult ideas X Add filter 337 keyword ideas available

Negative keywords

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
<input type="checkbox"/> accommodation	60,500	-18%	+22%	Low	—	CA\$1.63	CA\$4.72	
Keyword ideas								
<input type="checkbox"/> booking hotel	18,100	+23%	+23%	Medium	—	CA\$2.26	CA\$6.59	
<input type="checkbox"/> bed and breakfast	33,100	0%	+22%	Low	< 1%	CA\$0.53	CA\$1.54	In Account
<input type="checkbox"/> guest house near me	720	+22%	+50%	Low	—	CA\$0.53	CA\$2.43	
<input type="checkbox"/> booking com hotels	1,300	+30%	+48%	Medium	—	CA\$0.96	CA\$3.73	
<input type="checkbox"/> cheap hotel near me	33,100	0%	+82%	Low	—	CA\$0.74	CA\$2.51	
<input type="checkbox"/> lodging	22,200	-33%	0%	Low	—	CA\$0.26	CA\$1.75	
<input type="checkbox"/> motels	165,000	+22%	+50%	Low	—	CA\$0.56	CA\$1.43	
<input type="checkbox"/> hotel rooms near me	2,400	0%	+123%	Low	—	CA\$0.69	CA\$3.31	
<input type="checkbox"/> disneyland hotels	18,100	-18%	+23%	Low	—	CA\$0.66	CA\$4.04	
<input type="checkbox"/> banff parkway hotel	27,100	0%	-18%	Low	—	CA\$0.53	CA\$1.00	

Chat GPT

extract keywords from the site <https://www.bayviewpines.com>



Based on the content of [Bayview Pines Country Inn](https://www.bayviewpines.com), the following keywords are relevant:

- Bayview Pines Country Inn
- Mahone Bay accommodations
- Nova Scotia bed and breakfast
- Seaside inn
- Ocean view rooms
- South Shore retreat
- Mahone Bay lodging
- Mahone Bay B&B
- Mahone Bay bed and breakfast
- Mahone Bay inn
- Mahone Bay country inn
- Mahone Bay accommodations
- Mahone Bay lodging
- Mahone Bay hotel
- Mahone Bay guest house
- Mahone Bay vacation rental
- Mahone Bay cottage



Google Business Profile



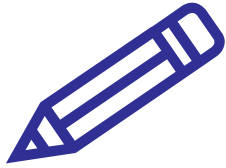
- Free
- Maintain Accurate Information
- Interact with Customers
- Attract new customers
- Links directly with Google Ads

What are Google Ads?



- Google Ads is the name of Google's pay-per-click (PPC) platform
- The most common type of Google Ads ad is the search ad
- Advertising through Google provides opportunities to advertise through various ad formats
- It offers niche targeting options that can help reach the right target audience

Advertising on Google



Search Based

Showing Text Ads to users who are actively searching for the category that you are advertising

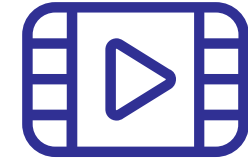
User Intent/Pull



Display Network

Clickable image ads that are displayed across various sites that have partnered with Google's Ad Network

User Behaviour/Push



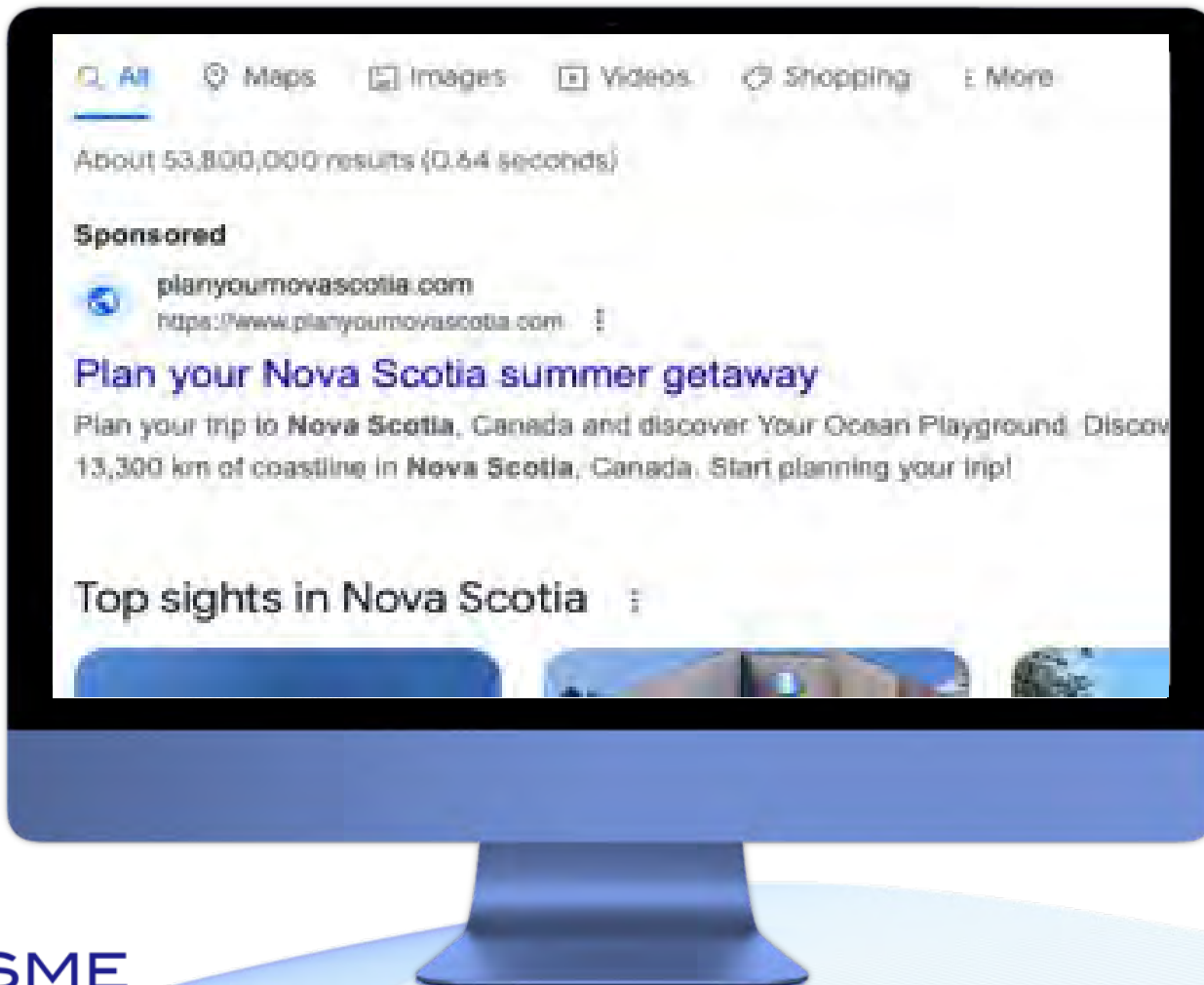
YouTube

Video Ads that are displayed either before, during or after the content that the user is watching

User Behaviour/Push

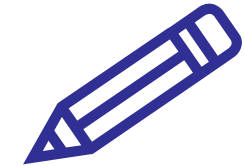
Search Ads

Showing text ads to users who are actively searching for the product/Category you are advertising



Relatability

Matches the search query very closely

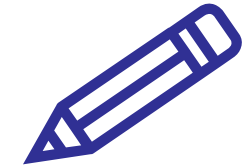
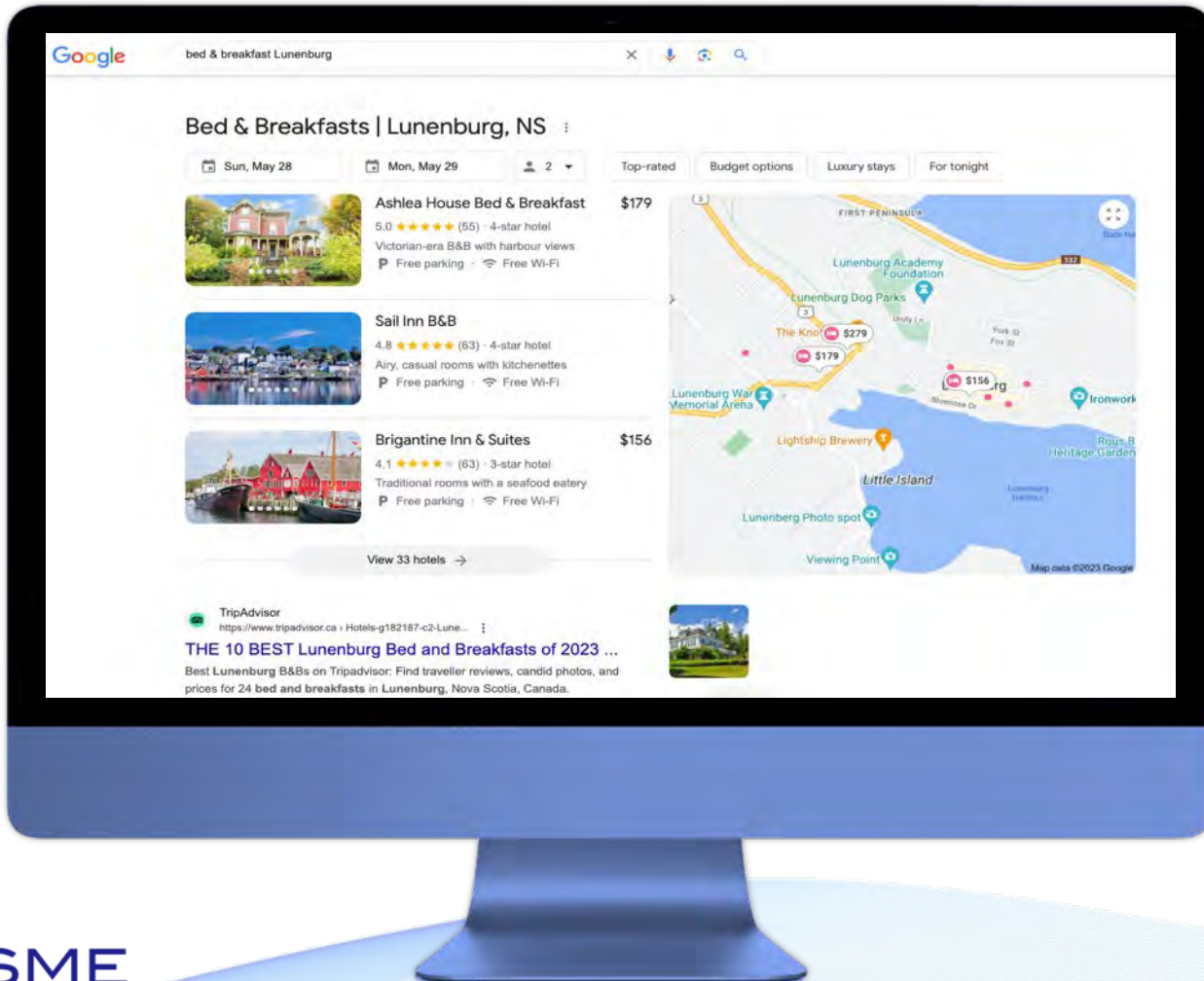


Top of Page

Usually placed before organic search results

Search Ads - HOTELS

Showing text ads to users who are actively searching for accommodation on Search or Maps



Relatability

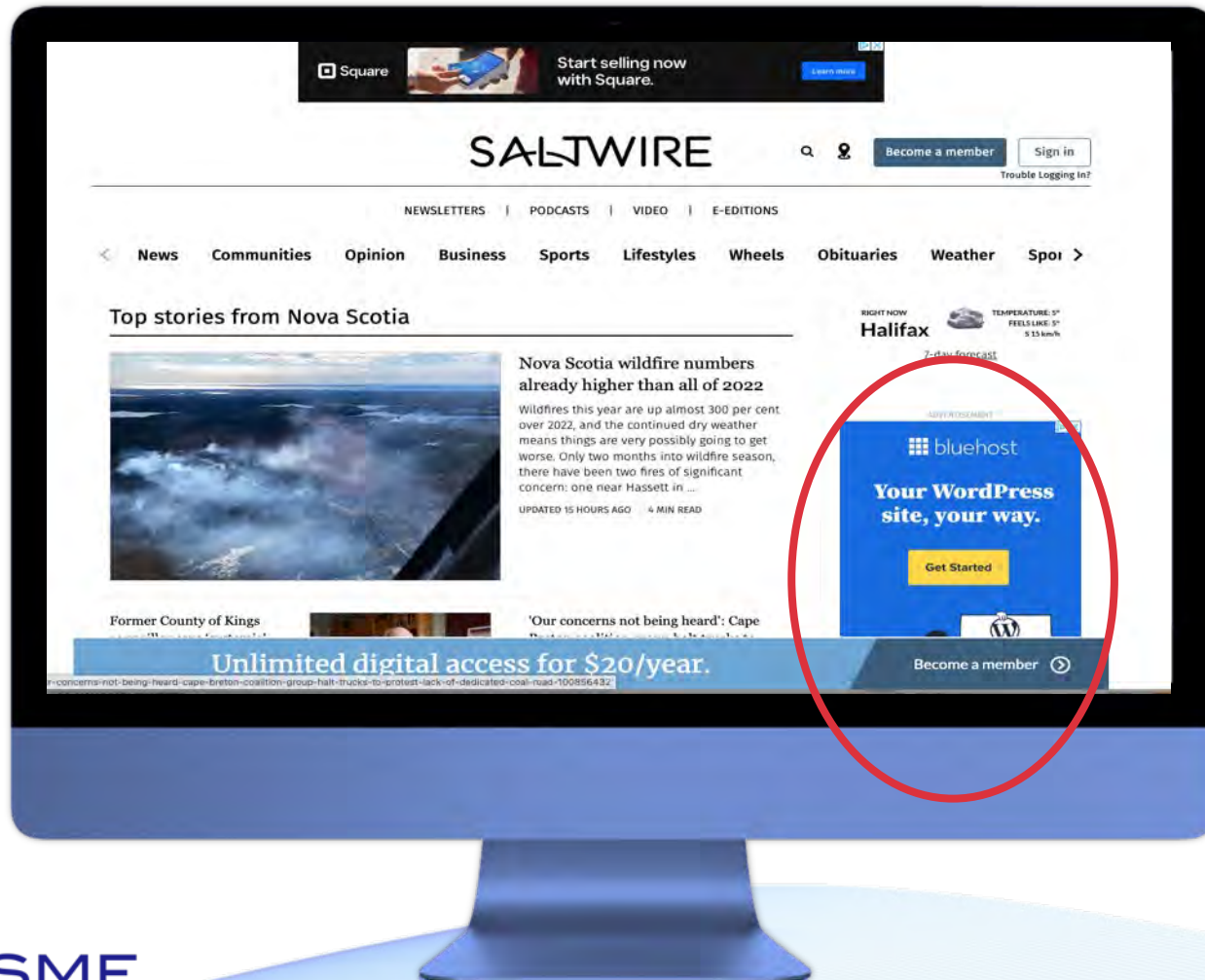
Matches the search query very closely

Effective

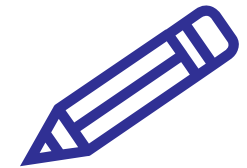
Free listing OR you can pay to compete with the OTAs

Display Ads

Clickable image ads displayed across various sites that have partnered with Google's Ad Network



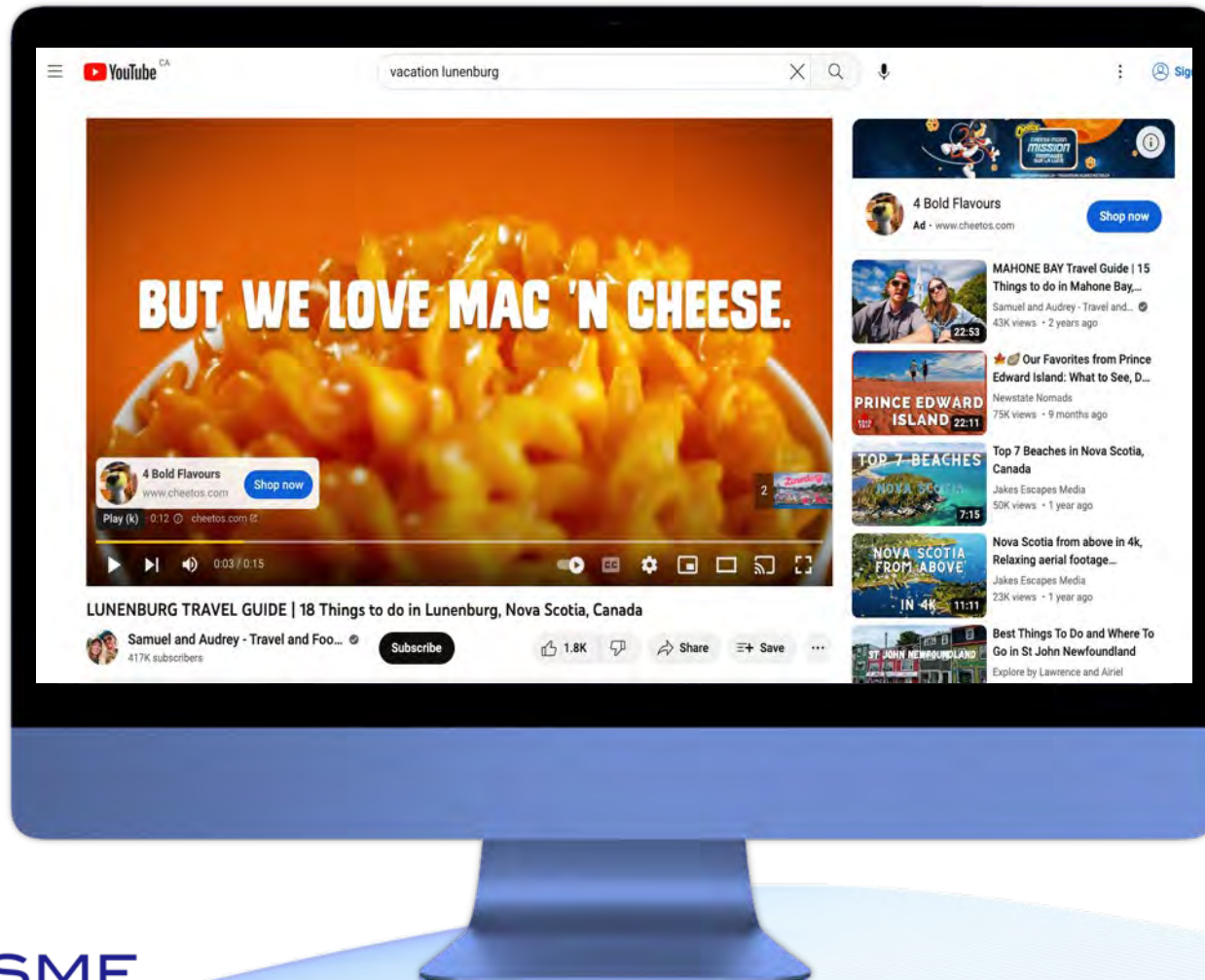
Illustrative
Usage of Images to attract attention



Brand Awareness
Photographic content increases brand recall

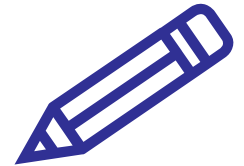
YouTube Ads

Clickable Video ads that are displayed across the YouTube platform



Attention

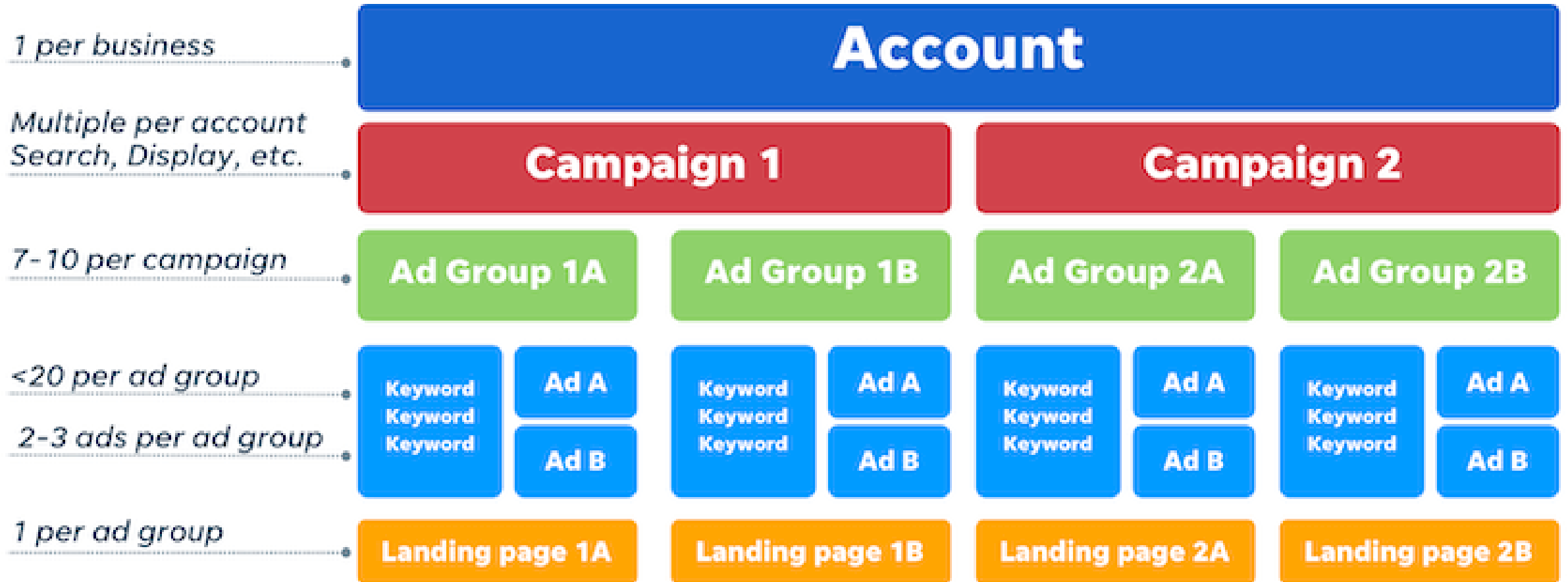
Users watch the first 5 seconds of the video before the optional skip button is available



Content

Allows for long form content up to 1 minute

Google Ads Structure



Campaign Organization



Product/Product Category

A specific Product or Service you provide

Customer Buying Journey

Create a campaign around whether your customer is “Dreaming”, “Planning”, or “Booking”

Location

Physical Location of Service
or
Location of your Customer

Campaign Objectives



Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website	 Product and brand consideration Encourage people to explore your products or services
 Brand awareness and reach Reach a broad audience and build awareness	 App promotion Get more installs, engagement and pre-registration for your app	 Local store visits and promotions Drive visits to local shops, including restaurants and dealerships	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.

[Create an account without a campaign](#)

Back [Continue](#)

Ad Group – Example 1

Bob's Bistro – Google Ads Account

Eat-in Service Campaign

Takeout Service Campaign

Eat-in Vegetarian ad group

Eat-in Non-Vegetarian ad group

Takeout Vegetarian ad group

Takeout Non-Vegetarian ad group

Eat-in Vegetarian Keywords

Ad A

Ad B

Eat-in Non-Vegetarian Keywords

Ad A

Ad B

Takeout Vegetarian Keywords

Ad A

Ad B

Takeout Non-Vegetarian Keywords

Ad A

Ad B

Eat-in Vegetarian Landing Page

Eat-in Non-Vegetarian Landing Page

Takeout Vegetarian Landing Page

Takeout Non-Vegetarian Landing Page

Ad Group – Example 2

Brenda's Bed & Breakfast– Google Ads Account

Queen Room Campaign

Family Room Campaign

Queen Room w/Jacuzzi Tub ad group

Queen Room w/Sea View ad group

Family room w/kitchenette ad group

Family room w/Sea View ad group

Queen Room w/Jacuzzi Tub Keywords

Ad A

Ad B

Queen Room w/sea view Keywords

Ad A

Ad B

Family room w/kitchenette Keywords

Ad A

Ad B

Family room w/Sea View Keywords

Ad A

Ad B

Queen Room w/Jacuzzi Tub Landing Page

Queen Room w/sea view Tub Landing Page

Family room w/kitchenette Landing Page

Family room w/Sea View Landing Page

Ad Group – Example 3

Bob & Brenda’s Boisterous Boat Rides – Google Ads Account

Whale Watching Campaign

Couples Cruise Campaign

Educational
Whale Watching

Romantic Whale
Watching for
Couples

Swim/snorkel
cruise

Wine Tasting
experience sunset
cruise

Educational
Whale
Watching
Keywords

Ad A

Ad B

Whale
Watching
for Couples

Ad A

Ad B

Swim/Snorkel
Cruise
Keywords

Ad A

Ad B

Wine Tasting
experience
sunset
cruise
Keywords

Ad A

Ad B

Educational Whale Watching
Landing Page

Whale Watching for
Couples Landing Page

Swim/Snorkel Cruise
Landing Page

Wine Tasting experience
sunset cruise Landing Page

< > Add a final URL

Ad strength [?]
Incomplete

- Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)

Final URL [?]
https://www.example.com
Required

Display path [?]
www.example.com / | /
0 / 15 0 / 15

Headlines 0/15 [?] [View ideas](#)

New headline

Required 0 / 30
New headline

Required 0 / 30
New headline

Required 0 / 30
New headline

0 / 30
New headline

0 / 30
New headline

0 / 30
New headline

0 / 30
New headline

+ HEADLINE

Descriptions 0/4 [?] [View ideas](#)

New description

Required 0 / 90
New description

Preview

Ad · www.example.com/ ⓘ

Headline 1 | Headline 2 | Headline 3

Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Responsive Ads



HOW RESPONSIVE SEARCH ADS WORK

You provide the assets

Headlines (up to 15)



Descriptions (up to 4)



Google builds the ad

Based on the searcher, search query, and more.

Responsive Search Ad Cheat Sheet

At least 8-10 headlines

And 3 descriptions.
Maximum 15 headlines and 4 descriptions

DISTINCT headlines

Google will not show similar variations.

Headlines	Character Count
My Happy Clothes	16/30
My happy clothes	16/30
Eco-friendly Fashion	20/30
Kids Clothing	13/30
Natural Fabrics for Kids	24/30
20% Off All Onesies	19/30
Free International Shipping	27/30
Buy Online Today	16/30
Designed in Buenos Aires	24/30

Pin sparingly

Over-restricting can hurt your performance.

Exclude keywords

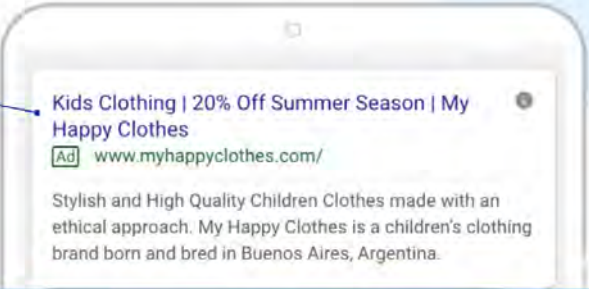
3 headlines should not include keywords, but a feature, benefit, or CTA instead.

- Free International Shipping
- Buy Online Today
- Designed in Buenos Aires

Vary headline lengths

Do not maximize character count for each headline.

Up to 3 headlines and up to 2 descriptions CAN show, but won't always, so don't pin headline 3 or description 2.



Chat GPT

create a google adwords ad for the following demographic

Age: 75

Family situation: Married/widowed

Income: Retired, but previously earned 80-120k

Values and goals: Supporting Local, Quality experience

Influences and sources: Was never able to travel while growing up

Motivators and challenges: Looking for exclusive vacation

Buying decisions and factors: Has Expendable income

With the following keywords

- Mahone Bay accommodation
- Mahone Bay accommodations
- Mahone Bay apartment
- Mahone Bay B&B
- Mahone Bay bed and breakfast
- Mahone Bay cottage
- Mahone Bay country inn
- Mahone Bay guest house
- Mahone Bay hotel
- Mahone Bay inn
- Mahone Bay lodging
- Mahone Bay room
- Mahone Bay suite
- Mahone Bay vacation rental
- Nova Scotia bed and breakfast
- Ocean view rooms
- Seaside inn
- South Shore retreat

Google AdWords Ad

Headline 1: Exclusive Mahone Bay Retreats **Headline 2:** Quality Stays with Ocean Views **Headline 3:** Seaside Comfort & Elegance

Description: Indulge in a luxurious vacation at our Mahone Bay accommodations. Experience the charm of ocean-view rooms, cottages, and suites. Perfect for those seeking an exclusive getaway with quality and comfort. Support local with our South Shore retreats and enjoy an unforgettable, relaxing stay at our country inn or guest house. Book your serene escape today!

Keywords: Mahone Bay B&B, Ocean view rooms, Seaside inn, Mahone Bay suite, Mahone Bay vacation rental, Nova Scotia bed and breakfast, South Shore retreat.

CTA (Call to Action): Reserve Your Exclusive Stay Now!

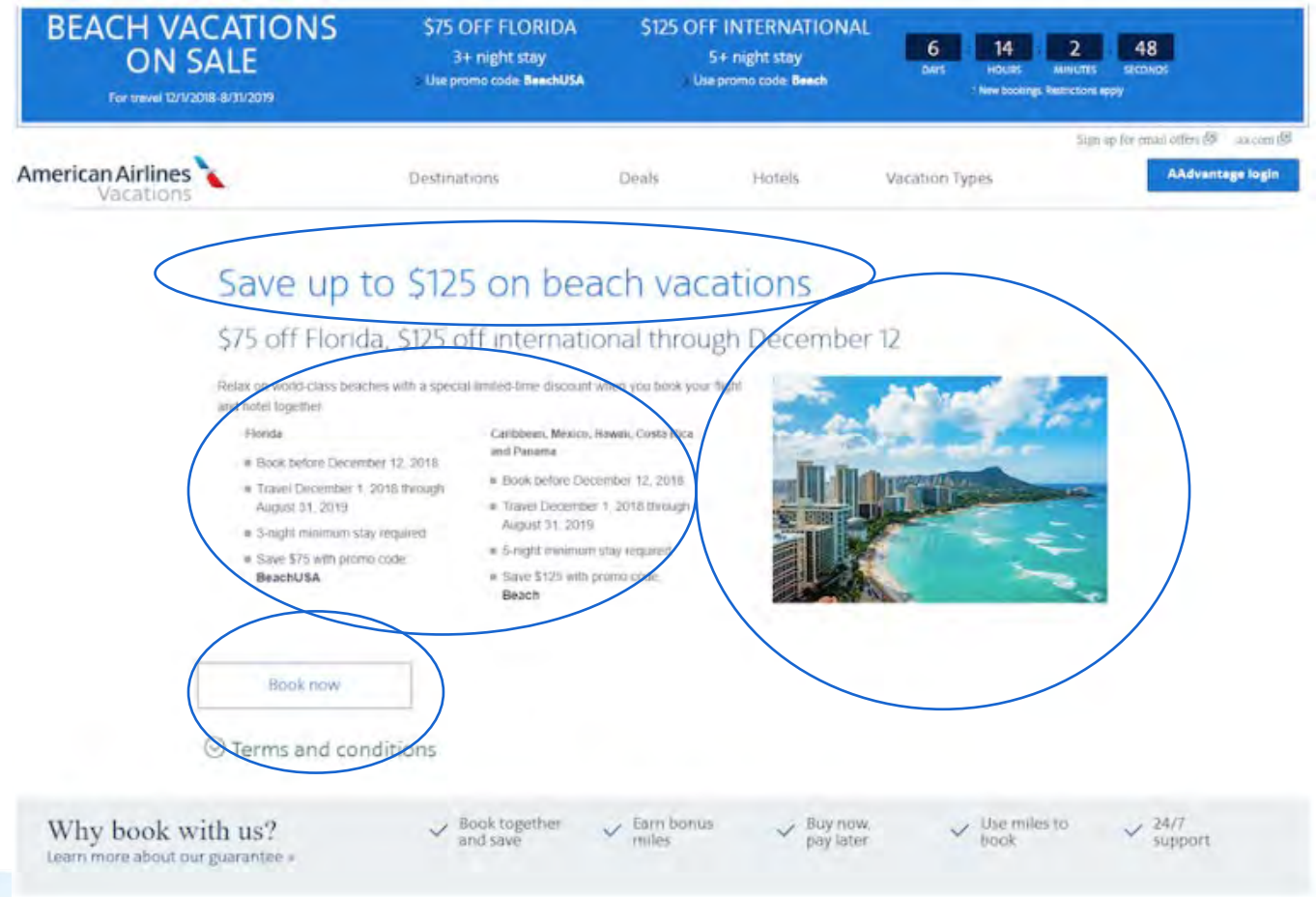
Display URL: www.BayRetreats.com/ExclusiveStay

This ad is tailored to attract a senior audience with expendable income who values local quality experiences and is motivated by exclusive vacation opportunities.

Landing Pages

Landing pages are where you turn visitors into customers

- Never use your homepage
- Keep it simple
- Remove extra navigation
- Match the content to the origin



Review: Steps to create your own Ads

1. Campaign Level

- Objective
- Choose your Campaign Type
- Specify Location & Language
- Determine your Budget

2. Ad Group Level

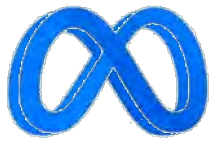
- Set up your keywords

3. Ad Level

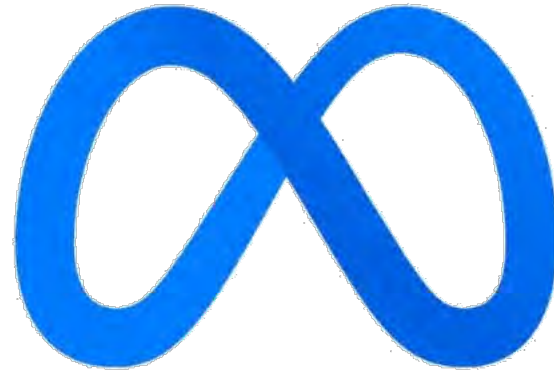
- Design your ad
- Design Landing Page

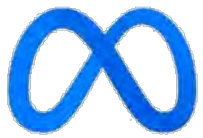
4. Review!!!!



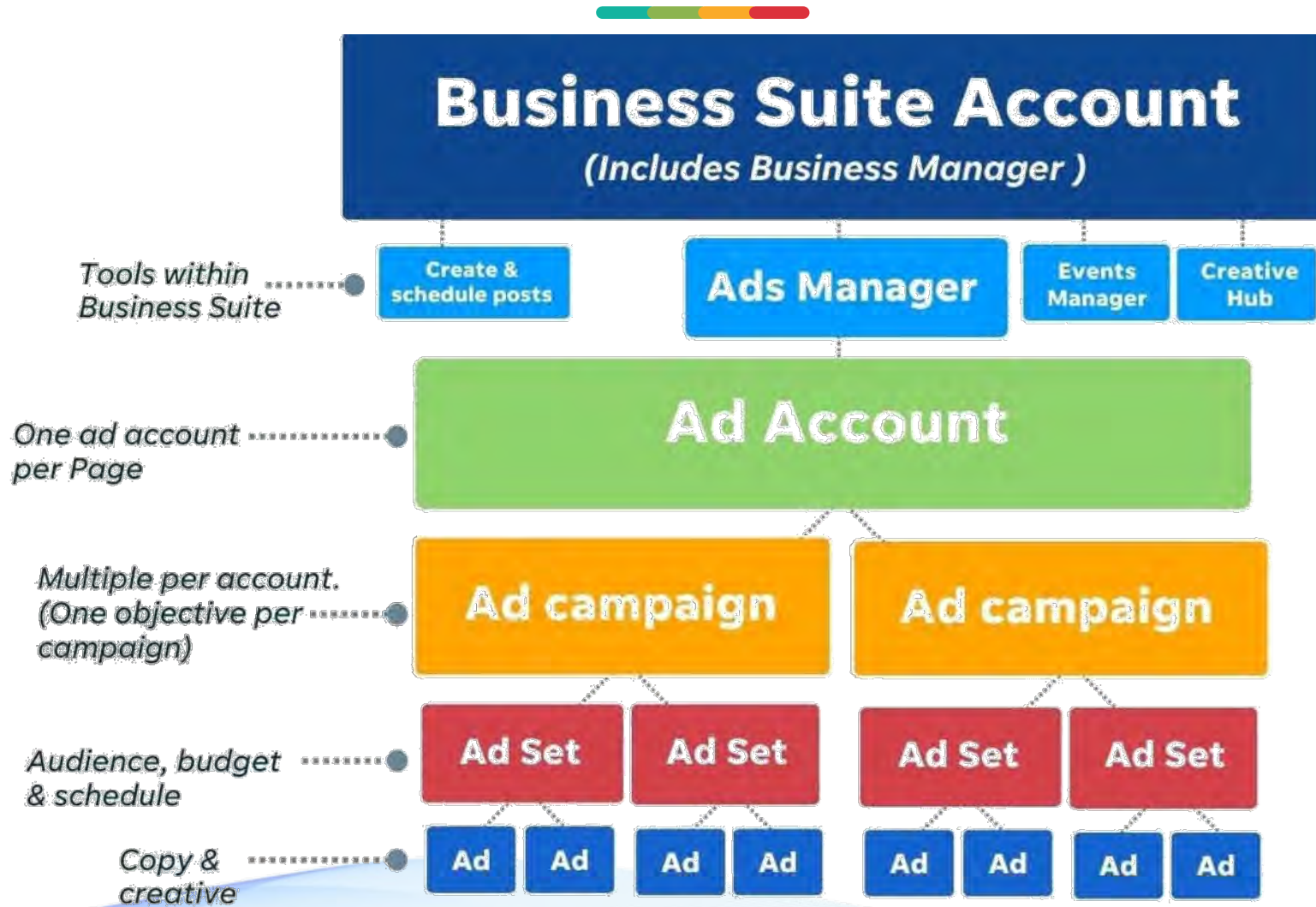


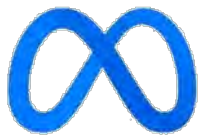
FACEBOOK ADS (SMM)





FACEBOOK ADS STRUCTURE





FACEBOOK CAMPAIGN



The Old

The New

Choose a Campaign Objective

[Learn more](#)

Awareness

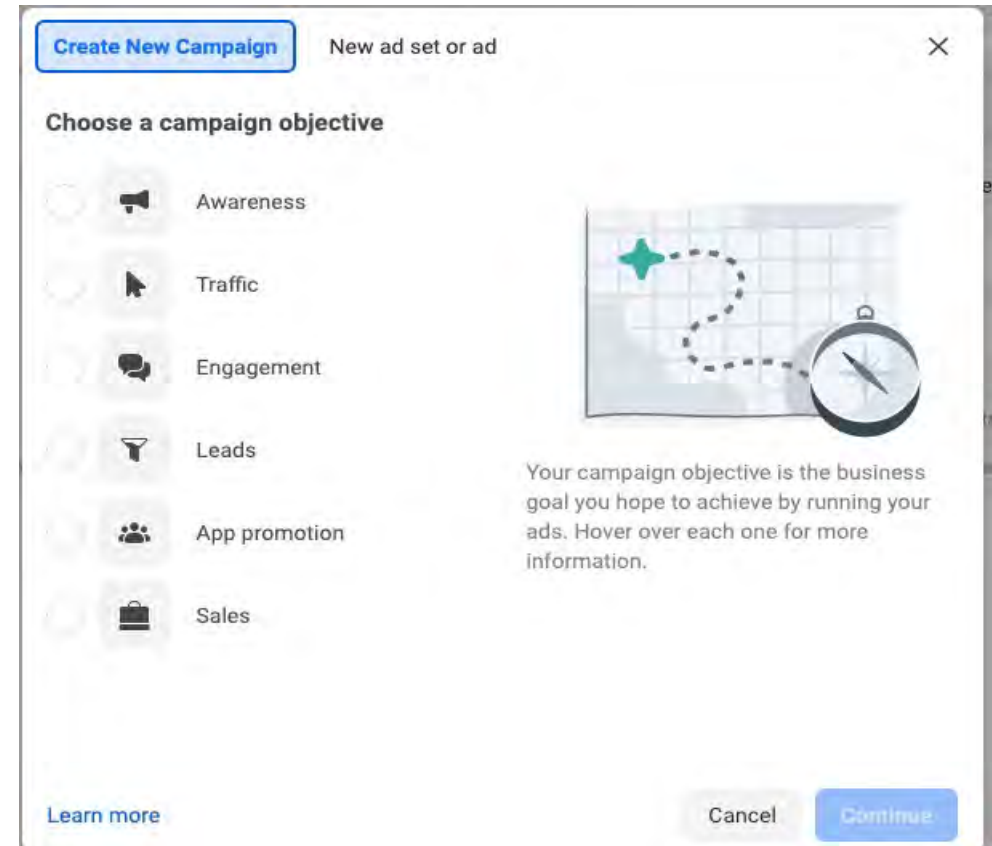
- Brand awareness
- Reach

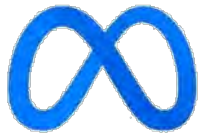
Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

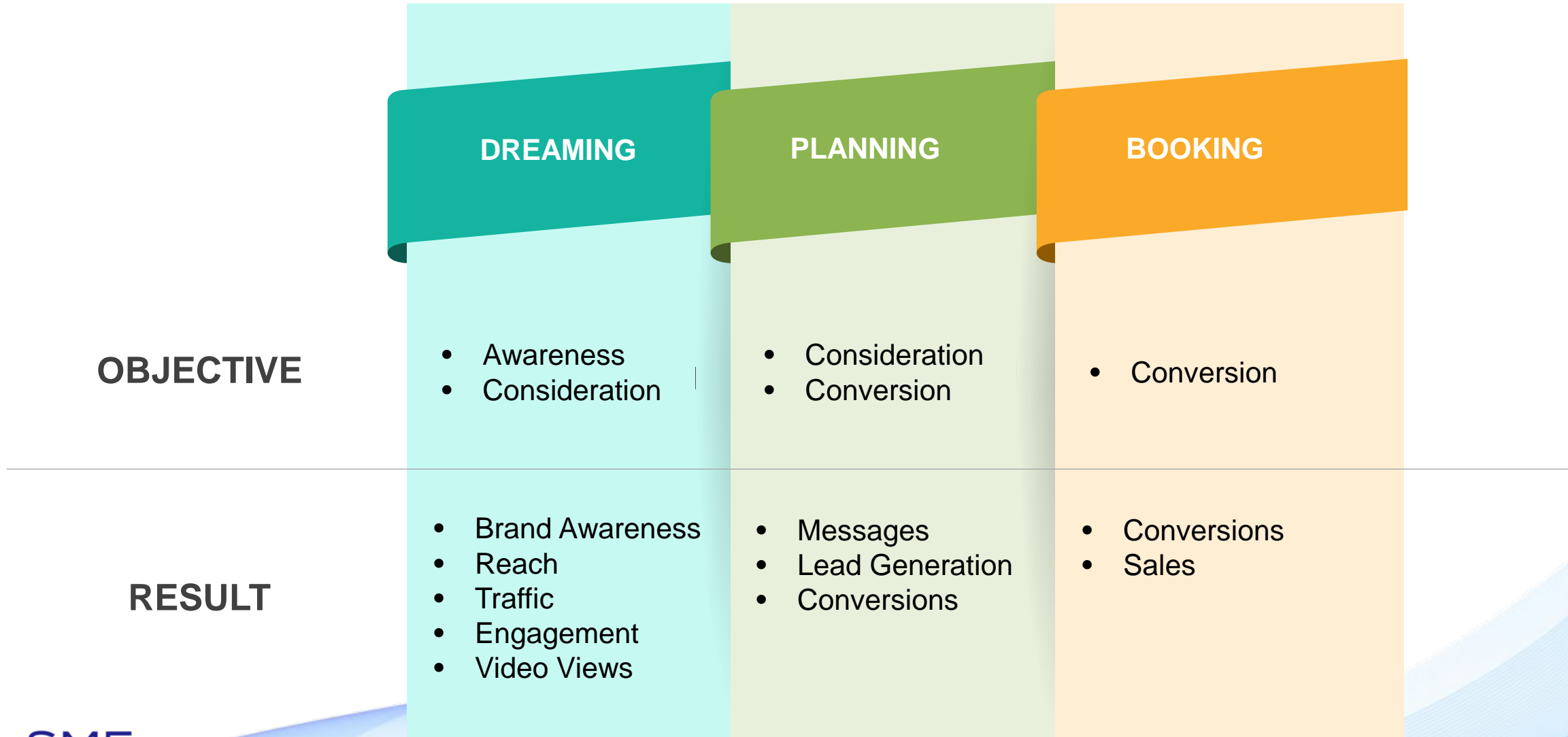
Conversion

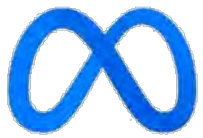
- Conversions
- Catalog sales
- Store traffic



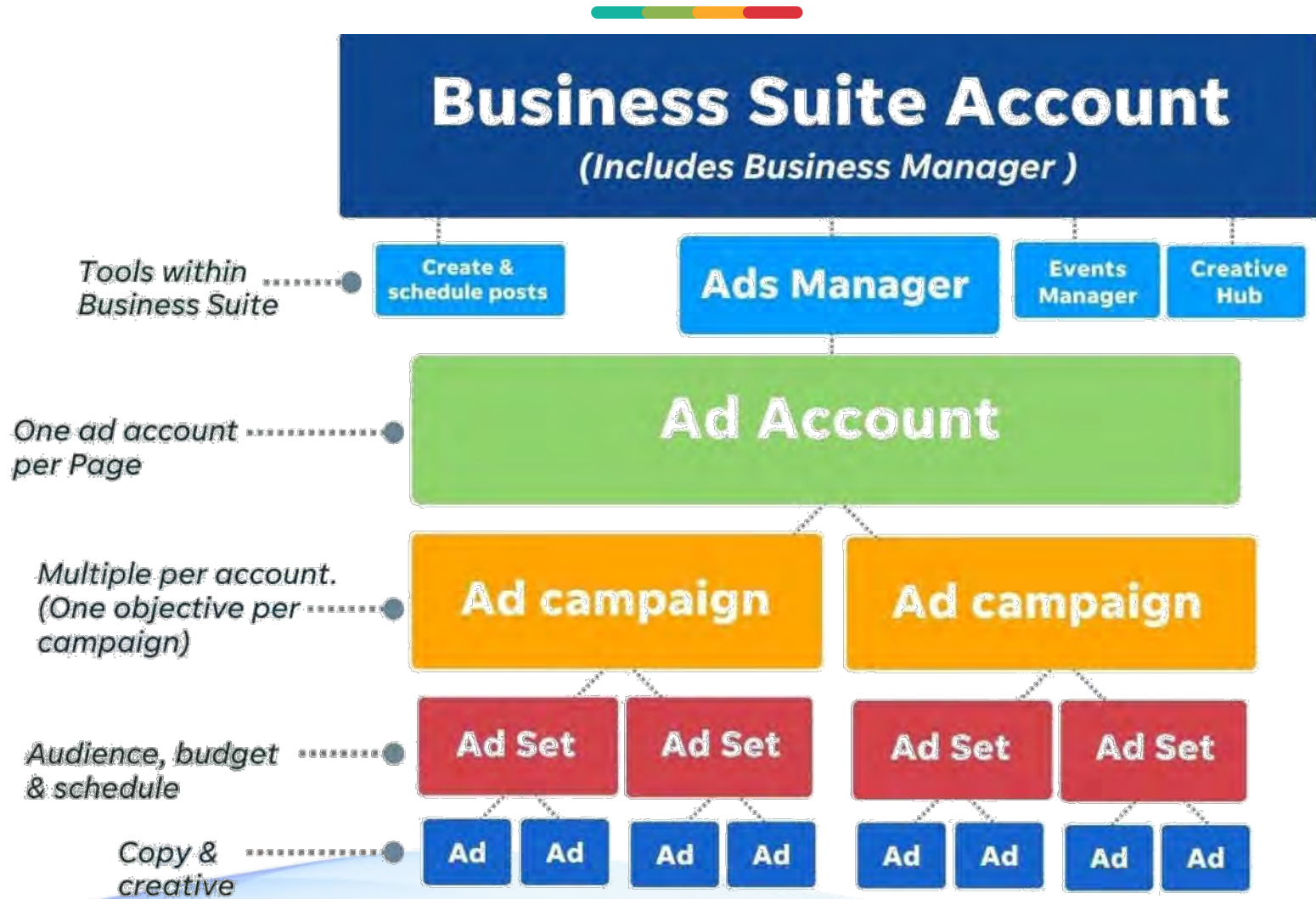


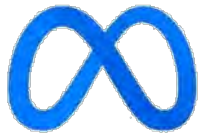
FACEBOOK CAMPAIGN



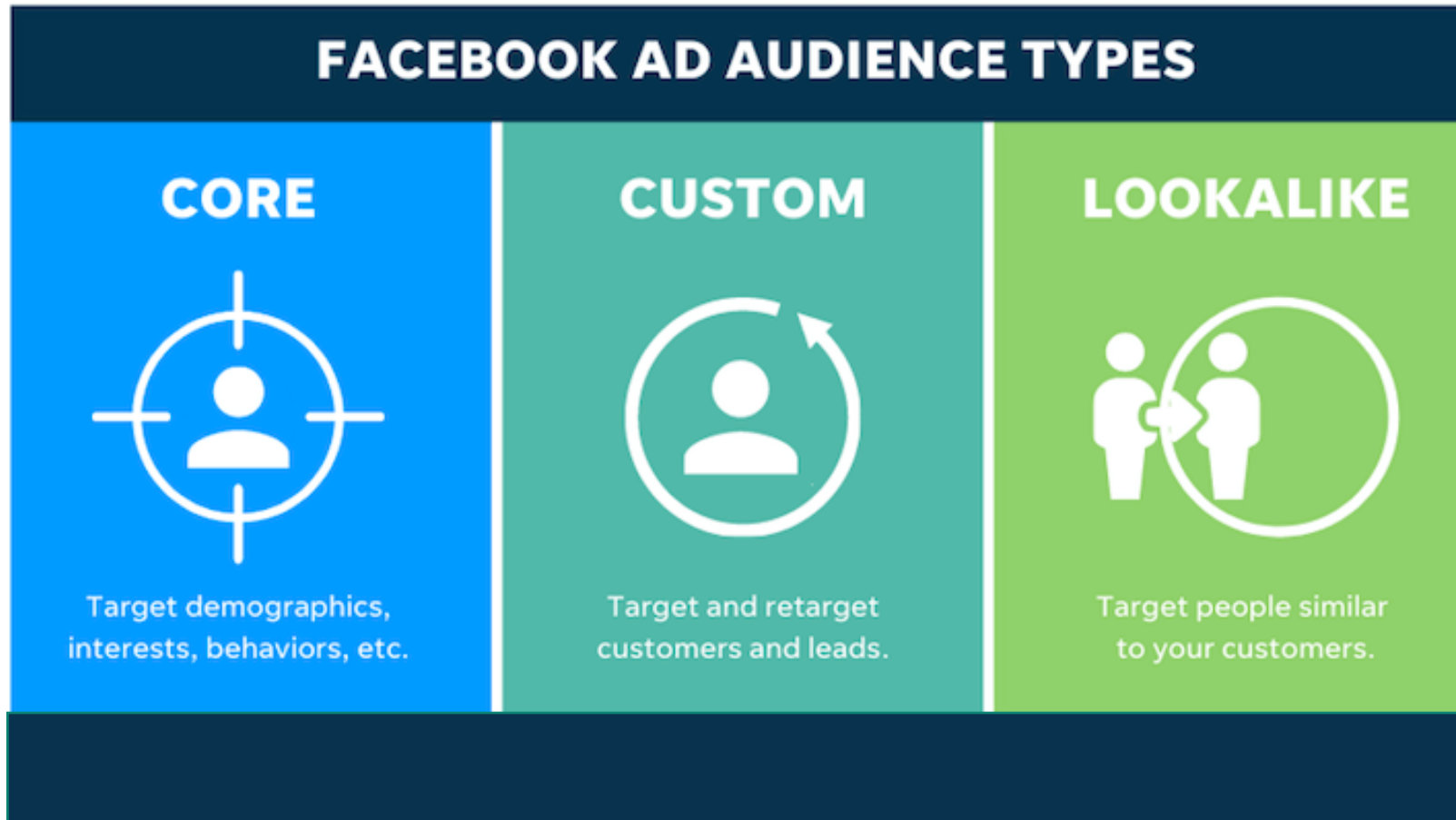


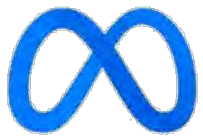
FACEBOOK AD SET





FACEBOOK AD SET - AUDIENCE





META AD CAMPAIGN– EXAMPLE



Bob's Bed & Breakfast – Business Ad Account

Awareness Campaign

Planning Campaign

Booking Campaign

Louisburg Facts & Info - Ad Set

Beautiful Cabot Trail - Ad Set

What to do in Cape Breton- Ad Set

Activities on the Island - Ad Set

Views from the B&B - Ad Set

Location of B&B- Ad Set

Ad A

Ad B

Ad A

Ad B

Ad A

Ad B

Ad A

Ad B

Ad A

Ad B

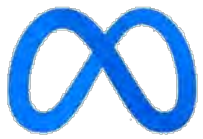
Ad A

Ad B

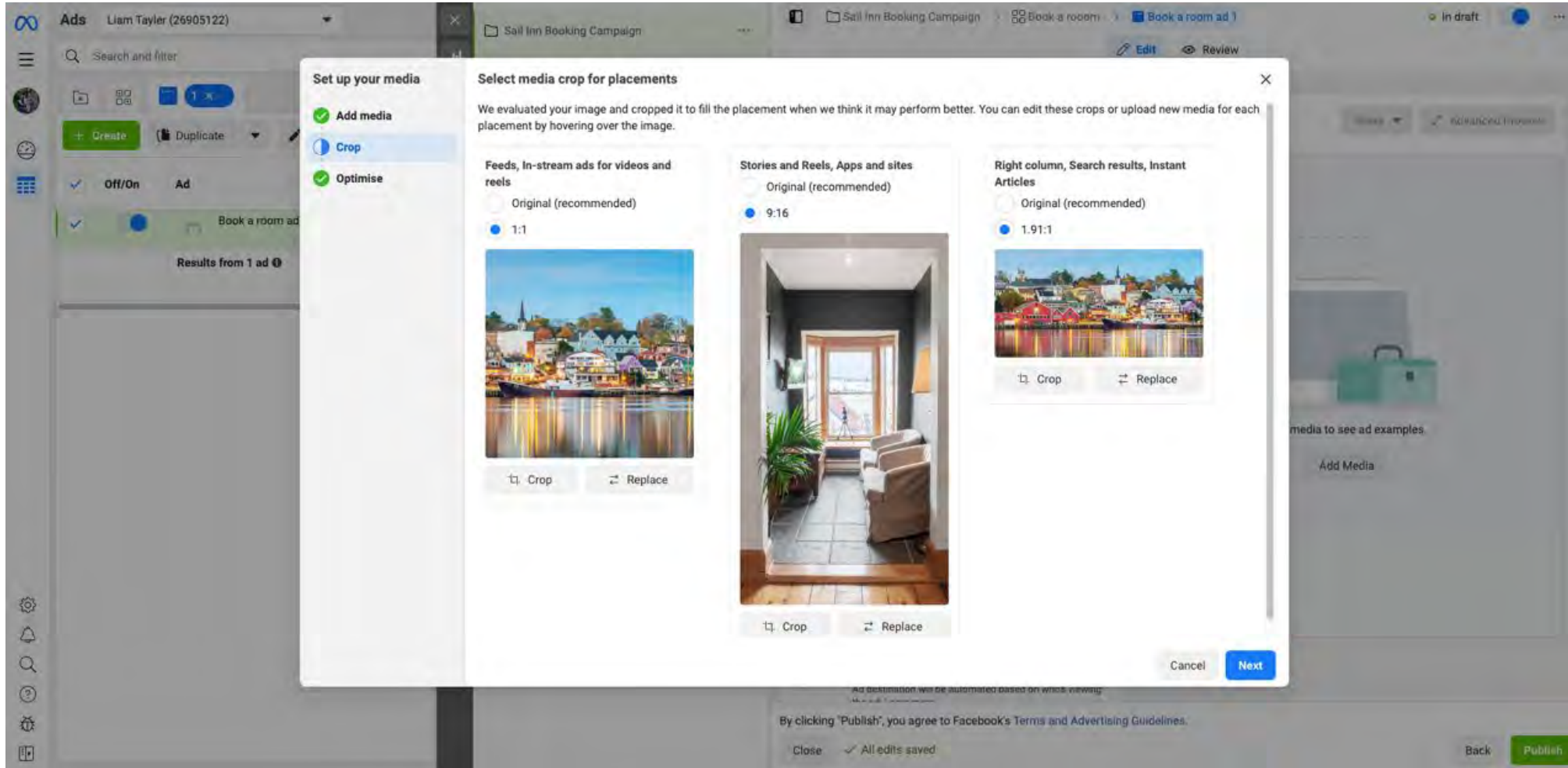
Cape Breton and surroundings area Landing Page or YouTube page

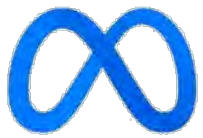
Planning around our Hotel contact us or Facebook Landing Page

Book a room Landing Page



FACEBOOK AD





META - Monitoring Your Results

Search and filter

Maximum: 5 Oct 2021 - 5 Nov 2024

Pivot Table | Ungroup Breakdowns

Campaign name	Ad set name	Ad name	Delivery	Reach	Impressions	Frequency	Attribution setting	Results	Amount spent
Sail Inn Booking Campaign	All	All	Inactive Campaign	—	—	—	7-day click or 1-day vi...	—	\$0.00
	Book a room	All	Inactive Ad set	—	—	—	7-day click or 1-day vi...	—	\$0.00
		Book a room ad 1	Inactive Ad	—	—	—	7-day click or 1-day vi...	—	\$0.00
Total results							7-day click or 1-day ...	Website purchase	\$
3/3 rows displayed									Total \$

Customise pivot table

Search

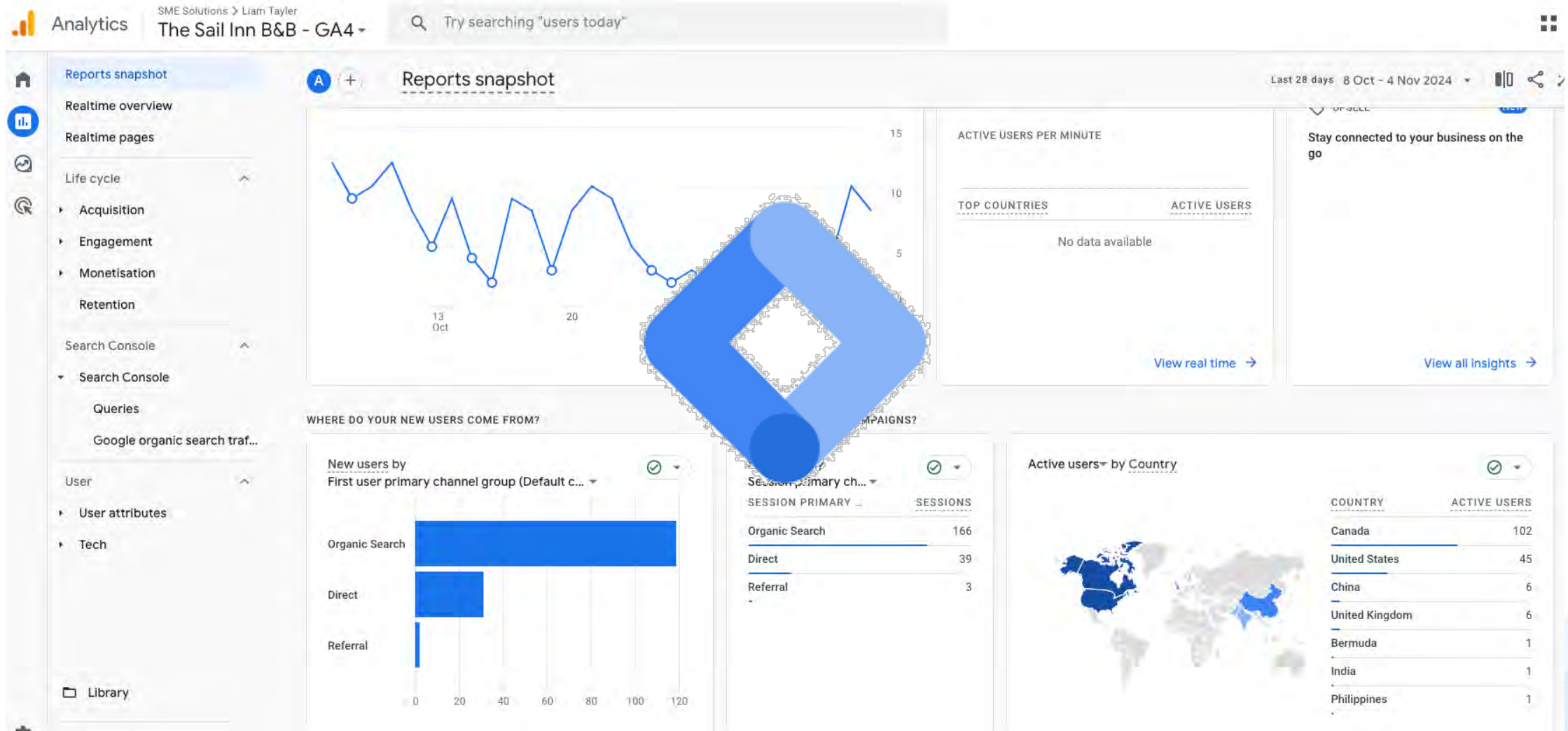
Breakdo... Metrics

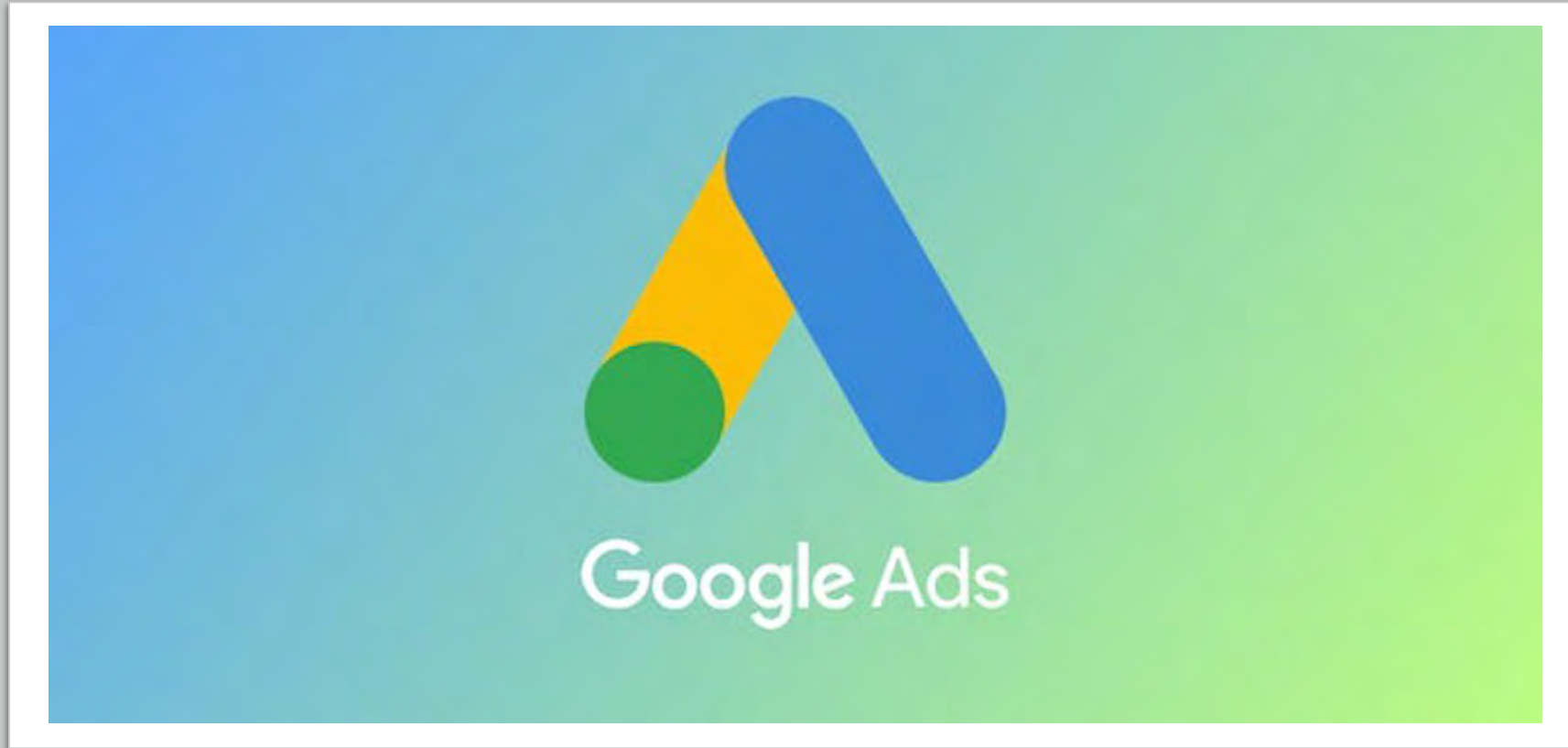
Popular breakdowns

- Campaign name
- Ad set name
- Ad name
- Page name
- Ad creative
- Age
- Gender
- Country
- Region
- Platform
- Placement
- Objective
- Day
- Month

Custom breakdowns

Google - Monitoring Your Results





**SME
SOLUTIONS**



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Business Evaluator

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liam.tayler@smesolutions.ca

Open Programs

- **Digital Content Marketing Program 24-24:**
Applications open until Wednesday, December 18, 2024 at 4pm (AST)



See recordings of previous webinars and related tip sheets:

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

UPCOMING WEBINARS

- **Thursday, December 5 at 10:00 am: Conversational AI Tools**



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