

# WELCOME



Marketing the Maritimes: Create and Implement  
Your Digital Marketing Plan for 2025

**Session 1: The Marie Kondo Session**

April 3, 2025

# 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

## Liam Tayler

A dedicated professional with over 20 years of experience managing all facets of emerging and existing business concepts, Liam specializes in developing new business ideas from concept to execution. His skillset includes business and market development, concept and product development, training and mentoring, and marketing and promotion.

Apart from his above-mentioned expertise, Liam specializes in integrating online web strategy with traditional marketing and business management.



# Session 1. Digital Housekeeping

The Marie Kondo Method —



# CREATE AND IMPLEMENT YOUR DIGITAL MARKETING PLAN FOR 2025

## GOALS & OBJECTIVES

THE OVERARCHING GOAL OF YOUR DIGITAL MARKETING STRATEGY FOR 2025 IS TO SELL MORE PRODUCT.

### Goals

- + Consistency of Online Presence
- + Customer Loyalty
- + Customer Growth
- + Increase efficiency

### Objectives

- + **Reach**  
Efficiently Increase your reach
- + **Engagement**  
Increase engagement with your visitors
- + **Conversion**  
Convert your online visitors into customers

# The Marie Kondo Session

**01**

## Digital Housekeeping

Why it matters?

**02**

## Updating your Online Presence

Where to go to update your profiles.

**03**

## Reviewing your Customers

Who are you marketing to?

**04**

## Email Marketing

How best to communicate with your existing clients



# The KonMari Method™



**Does it Spark  
Joy?**

**01**

**Commit yourself to tidying**

**02**

**Imagine your ideal lifestyle**

**03**

**Finish discarding first**

**04**

**Tidy by category**

**05**

**Does it spark joy?**





# The KonMari Method for Tourism Businesses

**01****Commit yourself to tidying****02****Imagine your ideal lifestyle****03****Finish discarding first****04****Tidy by category****05****Does it spark joy?**

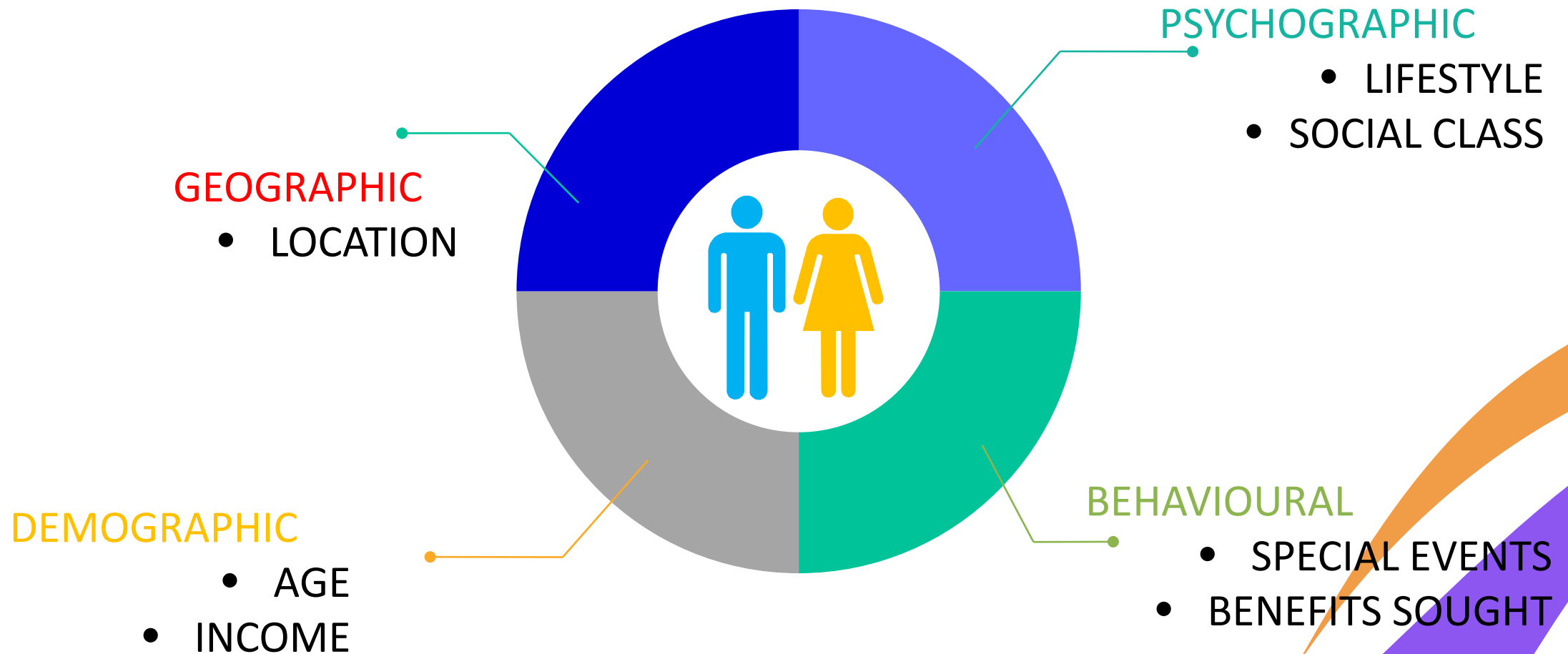
# Digital Housekeeping



# The KonMari Method for Tourism Businesses

**01****Commit yourself to tidying****02****Imagine your ideal customer****03****Finish discarding first****04****Tidy by platform****05****Does it spark joy/interest for your customers?**

# Your Ideal Customer



# Your Ideal Customer

Feature	Psychographic Segmentation	Behavioral Segmentation
Definition	Based on lifestyle, values, personality, interests.	Based on interactions with a product or service.
Focus	Why consumers make decisions (motivations, attitudes).	How consumers behave (actions, purchase patterns).
Examples	Adventure seekers, eco-conscious travelers, luxury tourists.	Frequent bookers, last-minute travelers, loyalty members.
Data Collection	Surveys, social media analysis, lifestyle assessments.	Purchase history, booking behavior, website interactions.
Tourism Application	Creating experiences for traveler personalities.	Offering promotions based on past behavior.



# Your Ideal Customer

New custom segment

Ads using audience targeting must comply with the [Personalised advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and must not contain any inappropriate content. [Learn more](#)

Segment name

Include people with the following interests or behaviours [?](#)

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.

or people who browse websites similar to [?](#) ×

or people who use apps similar to [?](#) ×

Cancel Save

**Segment insights** [?](#)  
United Kingdom, English, All ty...  
Start defining your custom segment to see an estimated size and other insights

# Your Ideal Customer

× Edit demographics

Ad group: Sail Inn Search Ad Canada > Canadian Ad Group

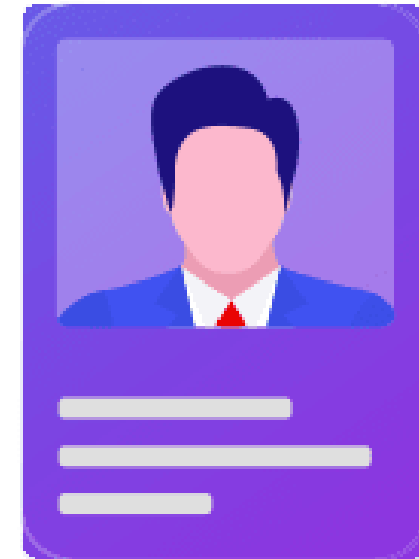
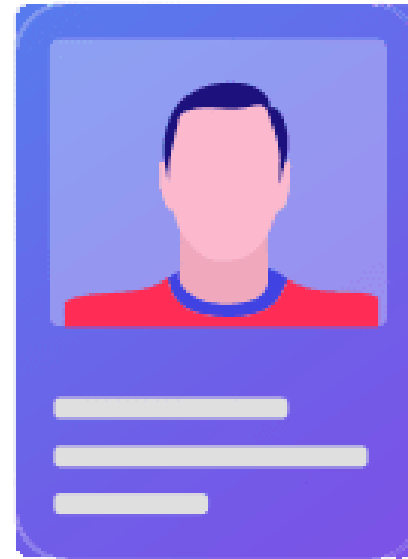
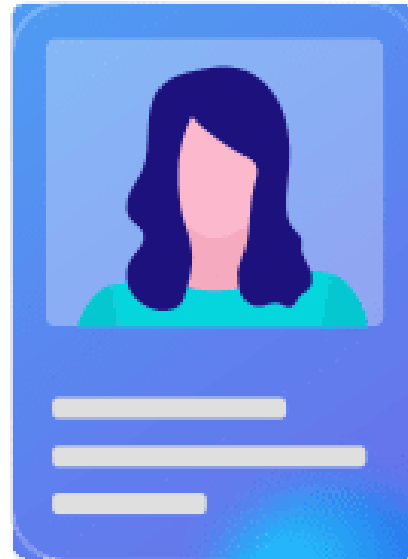
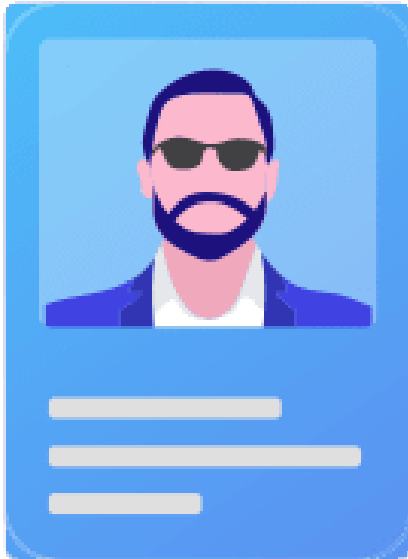
Gender	Age	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54	<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64	<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+	<input type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ⓘ	<input checked="" type="checkbox"/> Unknown ⓘ

Note: Household income targeting is only available in select countries. [Learn more](#)



# Your Ideal Customer

## BUYER PERSONA



# Buyer Personas

## ADVENTURE ALEX



32 years old, solo traveler or with friends, mid to high income.

**Interests:** Hiking, kayaking, whale watching, camping.

**Pain Points:** Wants well-maintained trails, safety information, and eco-friendly options.

**Marketing Approach:** Highlight adventure packages, guided tours, and unique outdoor experiences.

# Buyer Personas

## CULTURAL CLAIRE

45 years old, travels with a partner or solo, mid-income.

**Interests:** Historic sites, museums, indigenous culture, local art galleries.

**Pain Points:** Prefers detailed itineraries, accessibility, and cultural depth.

**Marketing Approach:** Promote historic landmarks, cultural festivals, and artisan experiences.





# Buyer Personas

## Family-Friendly Frank & Fiona

Parents in their late 30s, traveling with kids (8 & 10 years old).

**Interests:** Kid-friendly attractions, beaches, wildlife, hands-on experiences.

**Pain Points:** Needs safe, engaging activities and affordable accommodations.

**Marketing Approach:** Feature interactive museums, wildlife parks, and family vacation packages.



# Buyer Personas

## Luxury Linda (High-End Traveler)



50 years old, affluent, enjoys luxury experiences.

**Interests:** Spa retreats, fine dining, private boat tours, boutique hotels.

**Pain Points:** Expects premium service, exclusive access, and high-end dining options.

**Marketing Approach:** Highlight 5-star resorts, private tours, and gourmet seafood experiences.





# Buyer Personas

## Eco-Conscious Eric (Sustainable Traveler)

28 years old, values sustainability, prefers eco-friendly travel.

**Interests:** Wildlife conservation, eco-lodges, farm-to-table dining.

**Pain Points:** Avoids over-commercialized tourism, wants minimal environmental impact.

**Marketing Approach:** Emphasize green-certified accommodations, low-impact tours, and local food sourcing.



# The KonMari Method for Tourism Businesses

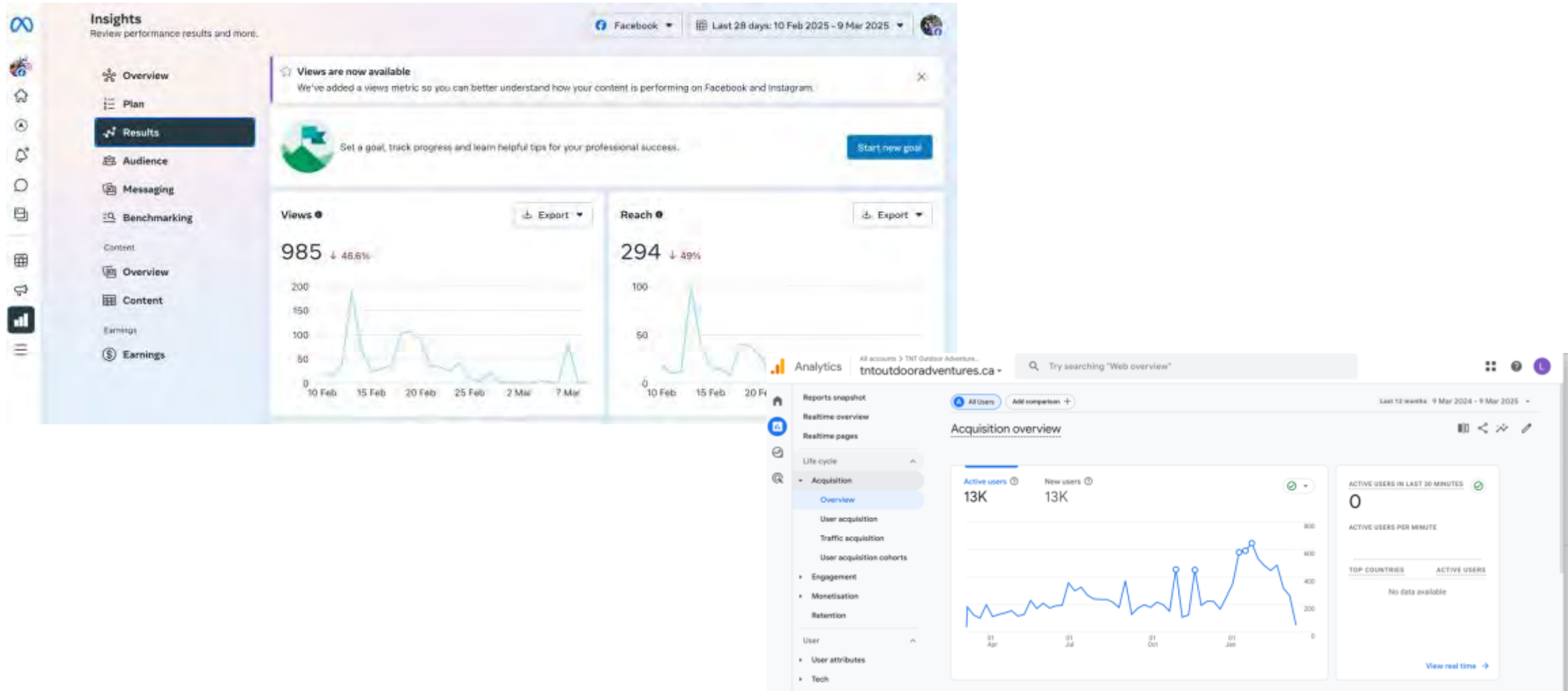
**01****Commit yourself to tidying****02****Imagine your ideal customer****03****Finish discarding first****04****Tidy by platform****05****Does it spark joy/interest for your customers?**



# Discarding – Marketing Efforts



# Discarding – Marketing Efforts



# Discarding – Content Review

## Meta Business Suite



facebook business



- Clean up your timeline
- Maintain Brand Consistency
- Privacy Concerns
- Old Contests or giveaways
- Content or profiles for employees who no longer work at your company
- Outdated posts from seasonal campaigns



SME  
SOLUTIONS



# The KonMari Method for Tourism Businesses

**01****Commit yourself to tidying****02****Imagine your ideal customer****03****Finish discarding first****04****Tidy by platform****05****Does it spark joy/interest for your customers?**

# Tidying by Platform

- OTAs (Online Travel Agencies)



- Social Media Platforms



- Your Website & Google My Business



- Local Listing & Review Sites:



- Industry-Specific Sites:



# Your Website

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## Mobile-Friendly & Up to Date

Ensure your website is responsive and provides a seamless user experience on all devices.



## Remove Outdated Content & Broken Links

Fix broken links, update old content, and streamline navigation.



## SEO Basics: Speed & Accessibility

Improve page speed, optimize metadata, and ensure accessibility compliance.

# Your Website – Mobile Friendly

32%



68%



# Your Website – Broken Links

The screenshot shows the 'dead link checker' website interface. The browser address bar displays 'https://www.deadlinkchecker.com/website-dead-link-checker.asp'. The website header includes the logo, 'dead link checker', and user options like 'Guest user', 'Login', and 'Create account'. A navigation menu contains 'Site check', 'Multi check', 'Auto check', 'FAQ', 'Resources', and 'Blog'. The main content area is titled 'Site Checker: Free Broken Link Tool'. A search input field contains 'http://www.bayviewpines.com'. Below the input, there are radio buttons for 'Check whole website' (selected) and 'Check single webpage', along with a 'check' button. The results section shows '100% scanned - 149/149 URLs checked, 145 OK, 4 failed' and 'Scan completed with 4 errors.' with buttons for 'Full report' and 'Retry dead links'. A list of failed links is provided below:

- Check multiple sites at the same time - free - [login](#) or [sign up](#) for a free account.
- Check sites automatically on a regular basis with the Auto-Checker - [see options](#).

Status	URL	Source link text
404 Not Found	https://www.bayviewpines.com/media/emptystate.85a4add5.svg	style: .pro-gallery-empty .pro-gallery-em
403 Forbidden	https://www.tripadvisor.ca/Hotel_Review-g22857441-d625649-Reviews-Bayview_Pines_Country_Inn-Indian_Point_Southwest_h<No Text>	
429 Too Many Requests	https://www.instagram.com/accounts/login/?next=https%3A%2F%2Fwww.instagram.com%2Fbayview_pines_country_inn%2F&[302 from https://www.instagram.com/b	
-1 Not found: The server name or ad	https://ehlisters.com/nova-scotia-beaches/	awesome beaches

# Your Website – Updated Content

- Ads
- Reviews
- Images
- Information
- External links

## 25 Things to Do this Summer in Richmond County

Published by To Do Canada On July 14, 2020 1 Response



# Your Website – SEO & Usability



Yoast

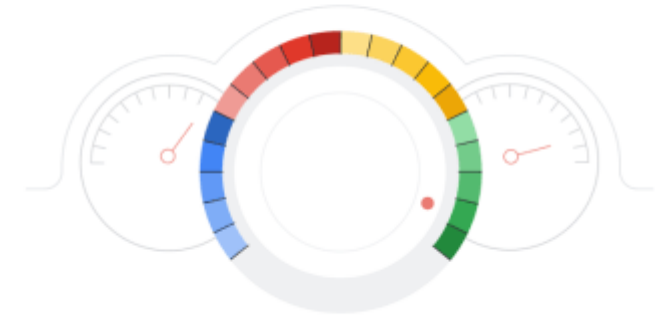
Yoast SEO is a search engine optimization tool plug-in for WordPress.

Google Search Console

## Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results

Start now



# Google Business

The screenshot shows a Google search for "sail inn bed and breakfast lunenburg". The search results include:

- Sail Inn B&B**: A listing with a link to the website and a description: "The Sail Inn Bed & Breakfast is a beautifully restored Captain's House, has 4 elegantly furnished classic rooms, which is a perfect pick both for business ...".
- Tripadvisor**: A listing titled "SAIL INN B&B - Prices & Reviews (Lunenburg, Nova Scotia)" with a 4.5-star rating and 154 reviews. Description: "Beautiful building just one street up from the waterfront. Views of the Harbour and Bay From all 4 rooms. Large rooms with all with kitchenettes and ensuite ...".
- Booking.com**: A listing titled "Sail Inn Lunenburg" with an 8.8/10 rating and 688 reviews. Description: "A hot tub is available for guests. The bed and breakfast offers rooms with air conditioning, free private parking, and free Wifi. The units... Read more ...".
- hotelsinnovascotia.com**: A listing titled "Sail Inn Lunenburg - Nova Scotia" with a description: "Sail Inn Lunenburg. Located only 350 metres from Lunenburg Harbour, the 4-star".

On the right side of the search results, there is a detailed business listing for **Sail Inn Lunenburg**, which includes:

- A 4.8-star rating based on 77 Google reviews.
- Buttons for "Websites", "Directions", "Save", and "Call".
- A prominent blue "Check availability" button.
- Address: 99 Montague St, Lunenburg, NS B2W 3P4, Canada.
- Phone: +1 902-579-7801.
- A "Compare prices" section with date selectors for "Mon, Apr 7" and "Tue, Apr 8".
- A link to "Contact this property for rates and availability".

# OTAs

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- **Updated Photos**
- **Updated Descriptions**
- **Updated pricing**
- **Opening dates**
- **Contact Details**

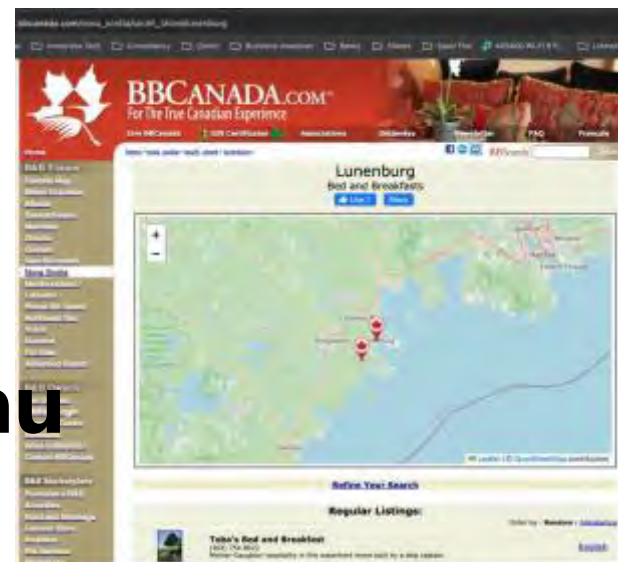
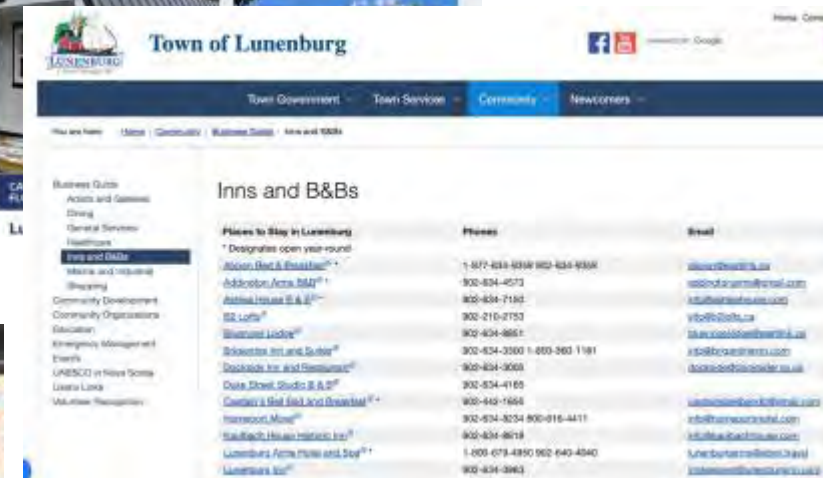
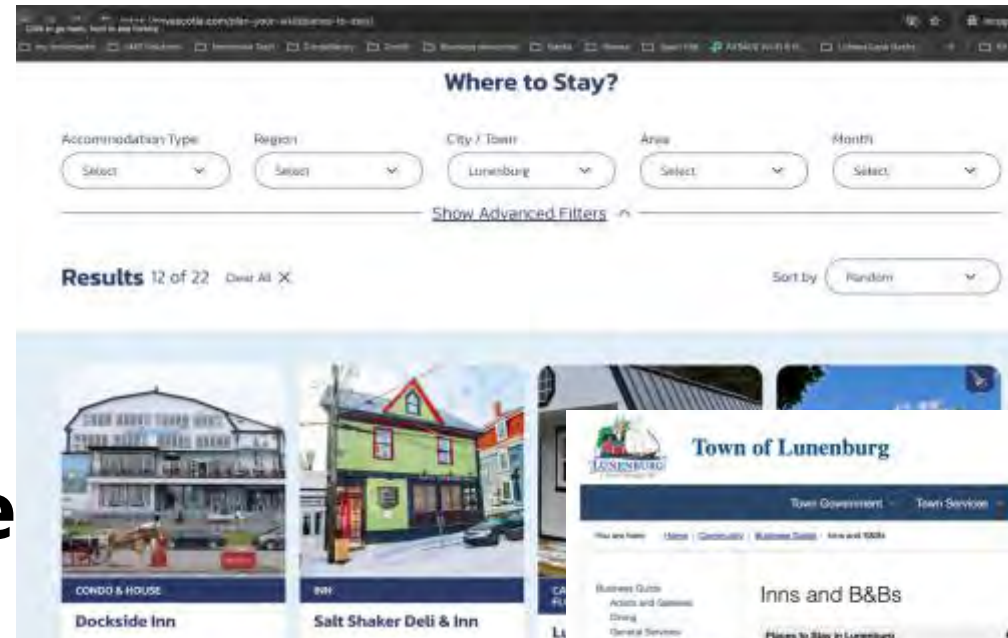


**Booking.com**

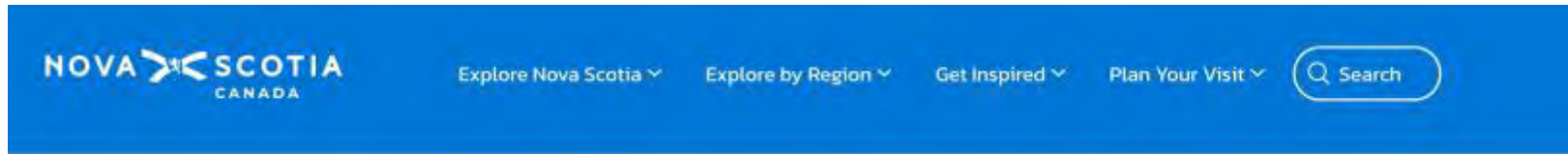


# Local Listing Sites

- Tourism Nova Scotia
- Chambers of Commerce
- Nova Scotia Explorer
- BBCanada
- Better Business Bureau



# Local Listing Sites



→ Home | Lunenburg Kayak Rentals & Floating Cottages





# Review Sites

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- **Yelp**



- **TrustPilot**



# Trustpilot

- **Better Business Bureau**



# Industry Specific sites

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viator®

GET  
YOUR  
GUIDE

# SOCIAL MEDIA CHANNELS

- **Opening times**
- **Contact details**
- **Images/Posts welcoming the upcoming Season**



# CRM – Customer Database

**“It costs 5 to 7 times more to acquire a new customer than to retain an existing one”**

1. Direct Access to Your Audience
2. Cost-Effective Marketing
3. Encourages Repeat Business & Loyalty
4. Leverages the Seasonal Booking Cycle
5. Boosts Word-of-Mouth & Referrals
6. Segmentation & Personalization



# CRM – Customer Database





# The KonMari Method for Tourism Businesses

**01****Commit yourself to tidying****02****Imagine your ideal customer****03****Finish discarding first****04****Tidy by platform****05****Does it spark joy/interest for your customers?**

# Does it spark Joy/Interest

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## Alignment with Brand Values

Ensure content reflects the brand's mission and core principles.



## Emotional Connection

Aim to evoke emotions such as joy, nostalgia, or curiosity.



## Value to the Audience

Content should be informative, inspiring, or entertaining to the target audience.

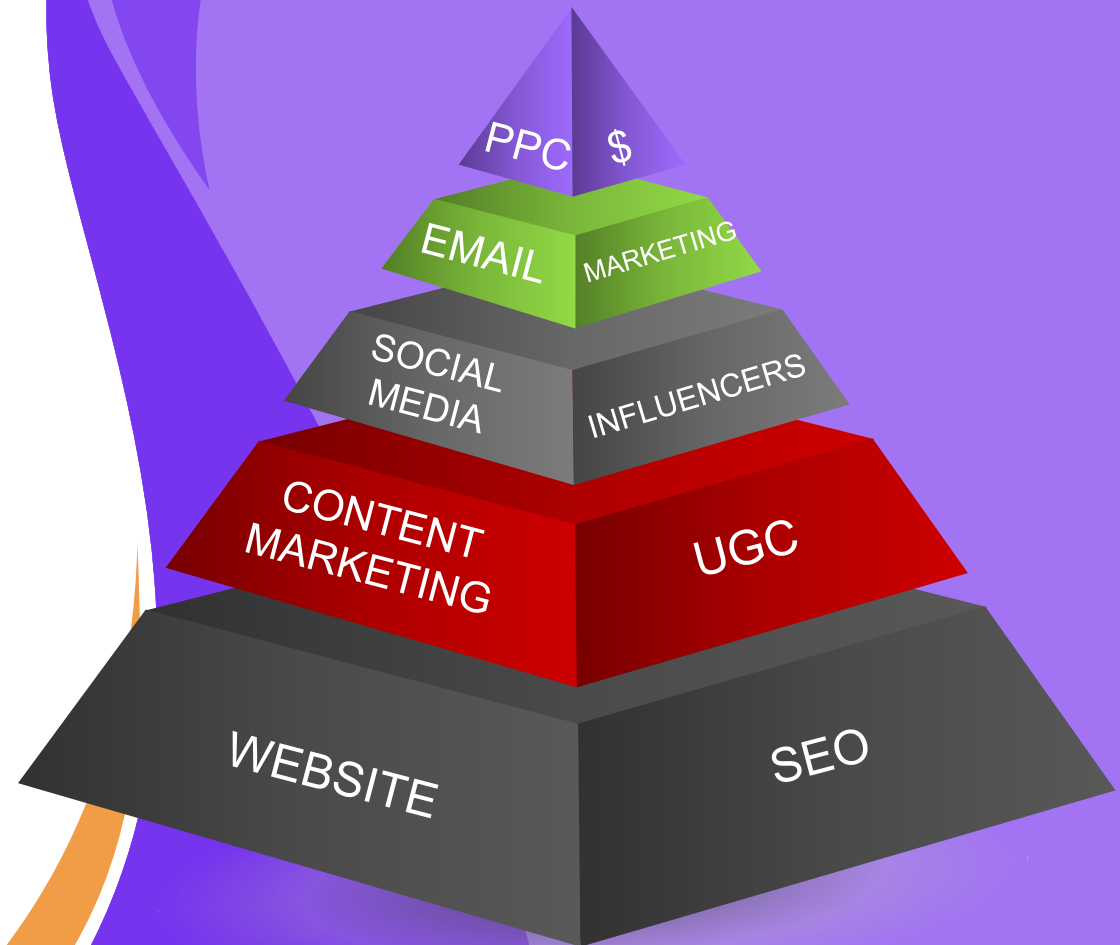


## Supports Marketing Goals

Content should drive desired actions like bookings, shares, or increased brand awareness.

# Session 2. The Promotion Pyramid

Focusing your Efforts



# That's not all, Folks!

## Worksheets



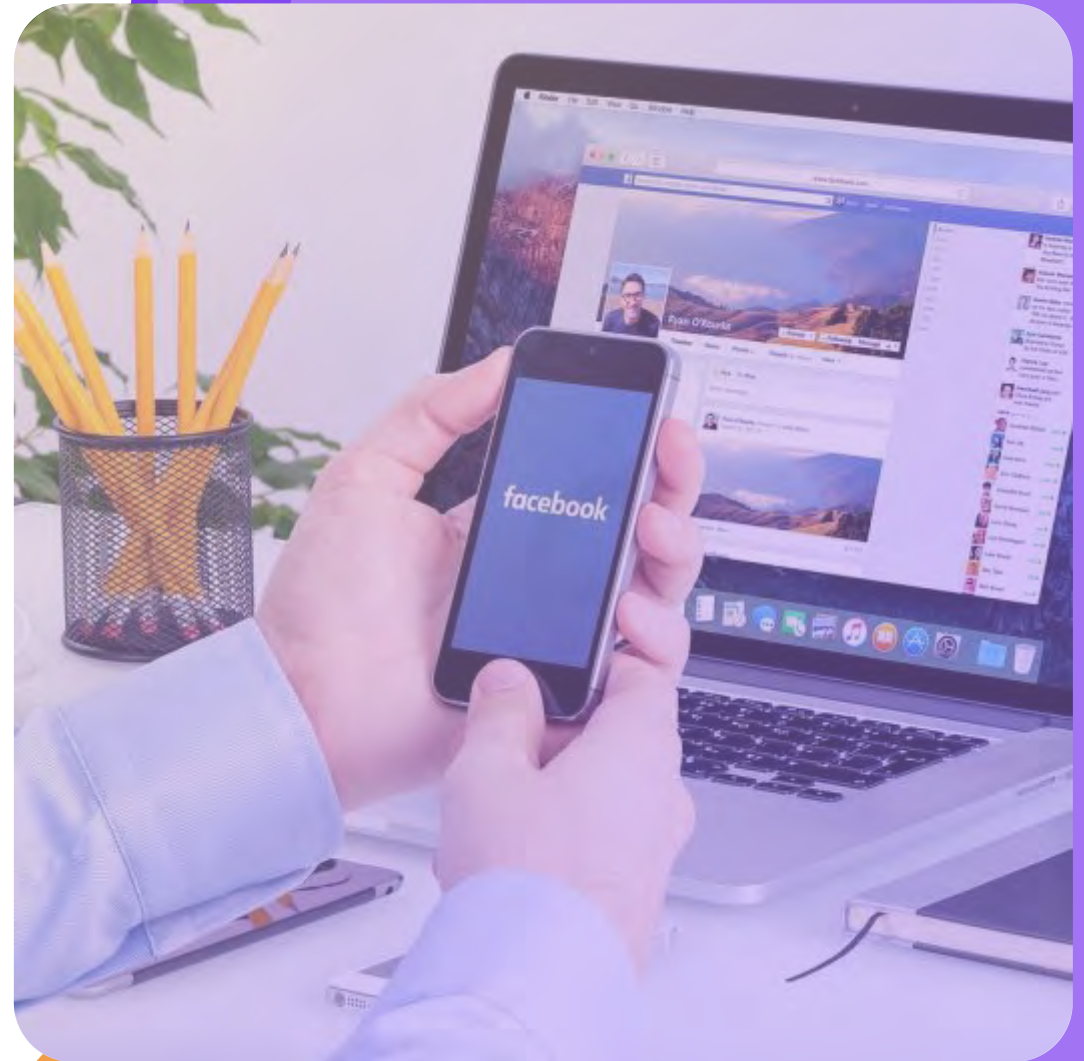
### **Buyer Personas**

Define 3 key buyer personas for your business



### **Digital Housekeeping Checklist**

Tick off all the digital housekeeping steps



# Questions?

## Liam Tayler

Business Evaluator

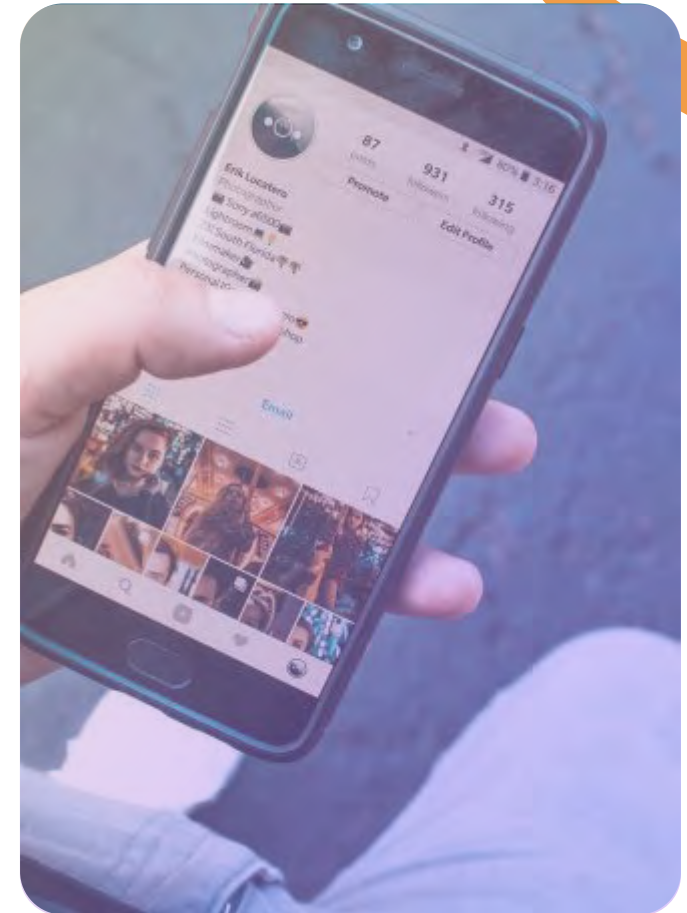
902 298 4193

liam.tayler@smesolutions.ca



**Book a review  
Session**

<https://nsdigiport.ca/digital-experts/liam-tayler/>





# OPEN PROGRAMS

- **Tourism Digital Assistance Program (TDAP)**  
Application deadline is Thursday, April 3, 2025, at 4:00 p.m.
- **Tourism Digital Assistance Program - Communities (TDAP - Communities)**  
Application deadline is Wednesday, April 30, 2025, at 4:00 p.m.
- **RADIATE Tourism Program**  
Application deadline is Thursday, April 9, 2025, at 4:00 p.m.
- **Emerging Destinations Program**  
Application deadline is Wednesday, May 7, 2025, at 4:00 p.m.



See recordings of previous webinars and related tip sheets:  
<https://tourismns.ca/webinar-series>

# UPCOMING WEBINARS

- **Thursdays, April 10<sup>th</sup> & 17<sup>th</sup> at 10:00 a.m.:**  
Marketing the Maritimes: Create and Implement Your Digital Marketing Plan for 2025, with Liam Tayler from SME Solutions
  - Session 2 - The Promotion Pyramid: Focusing Your Online Effort
  - Session 3 - Prepare for Takeoff: Your Digital Marketing Calendar Countdown



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)
- 🌐 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/>

