

WELCOME



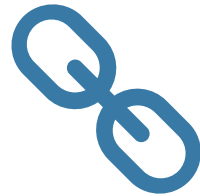
Marketing the Maritimes: Create and Implement Your Digital Marketing Plan for 2025 Session 2: The Promotion Pyramid

April 10, 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

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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.

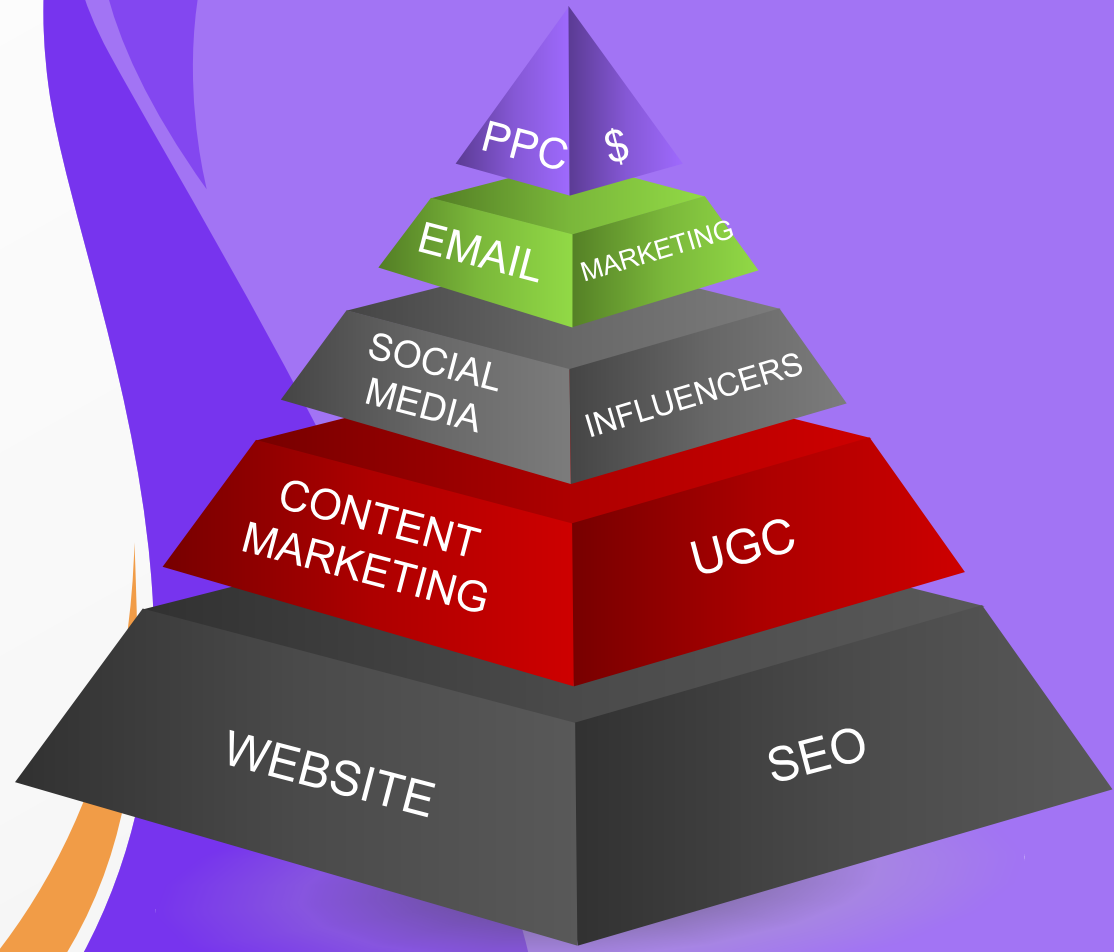
Apart from his above-mentioned expertise, Liam specializes in integrating online web strategy with traditional marketing and business management.





Session 2. The Digital Marketing Pyramid

Focusing your Efforts —





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 Growth
- + Customer Loyalty
- + Increase efficiency

Objectives

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

The Digital Marketing Pyramid

Focusing your efforts



Levels of Marketing

Focus on a framework which defines what stage you are at and how to address your digital marketing



Understanding Your Target Clients

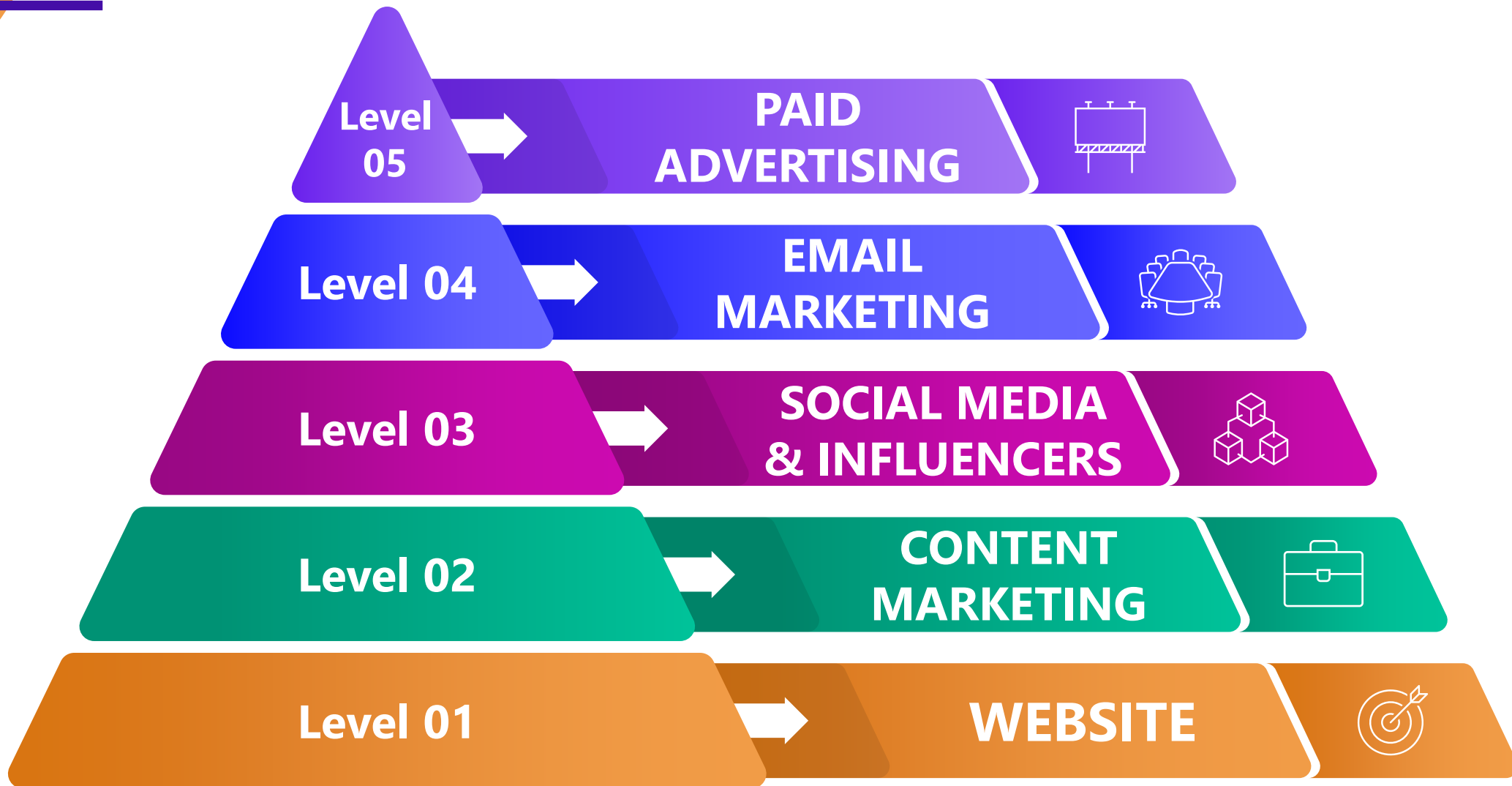
Learn about your clients and the best ways to interact with them



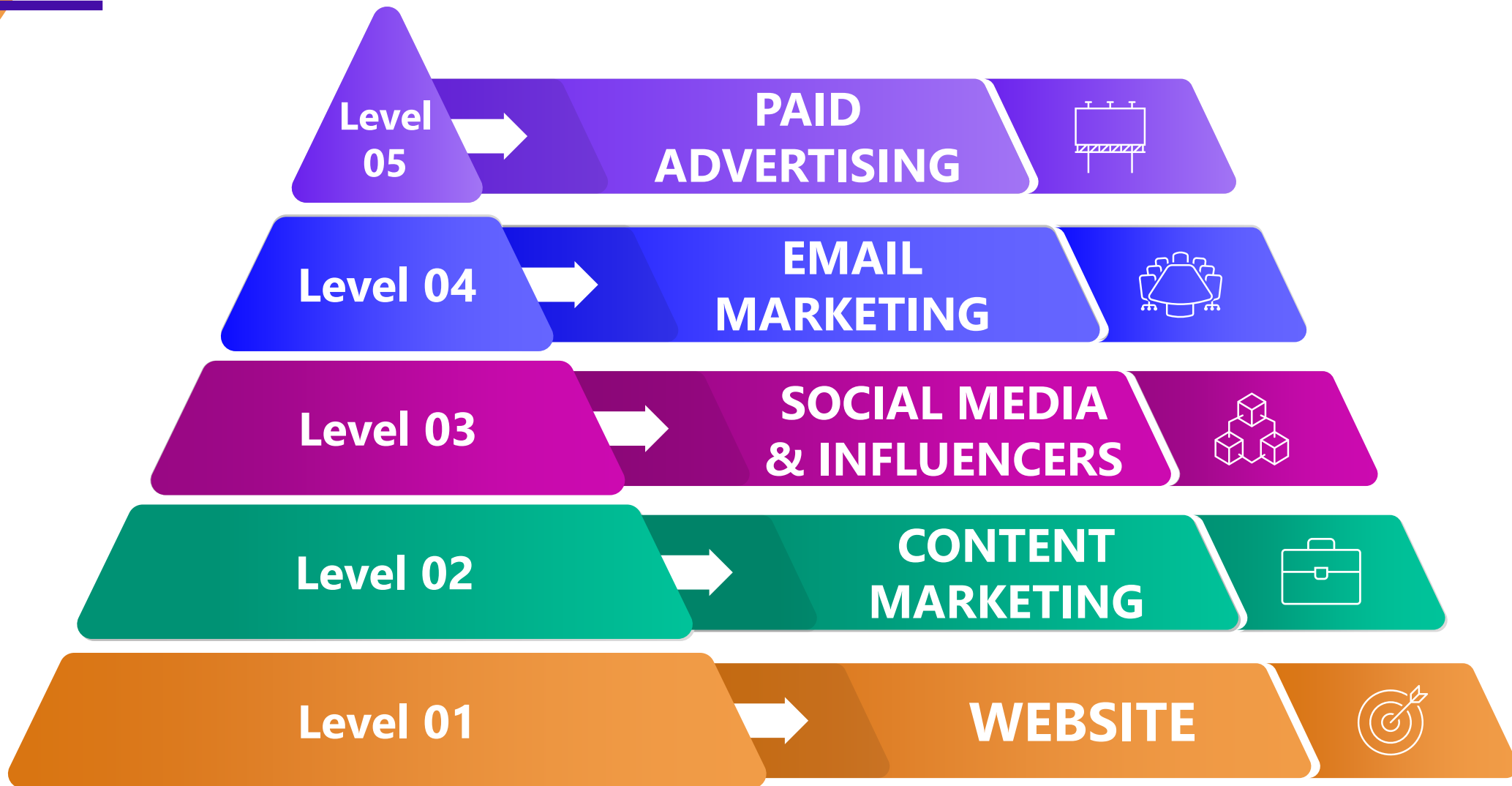
Optimize conversions

How to convert visitors to customers using ads, email and retargeting

The Digital Marketing Pyramid



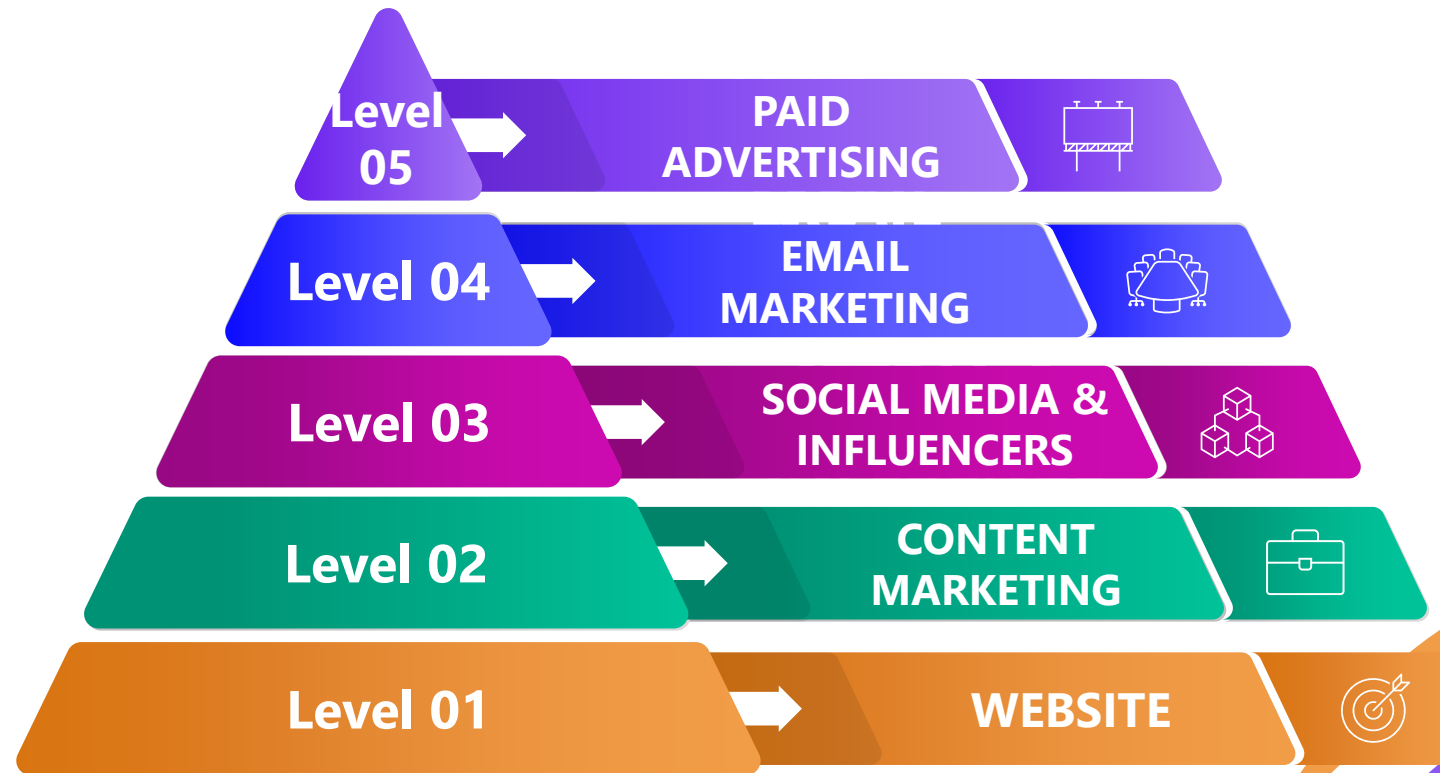
The Digital Marketing Pyramid



The Digital Marketing Pyramid

Objectives

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



The Digital Marketing Pyramid



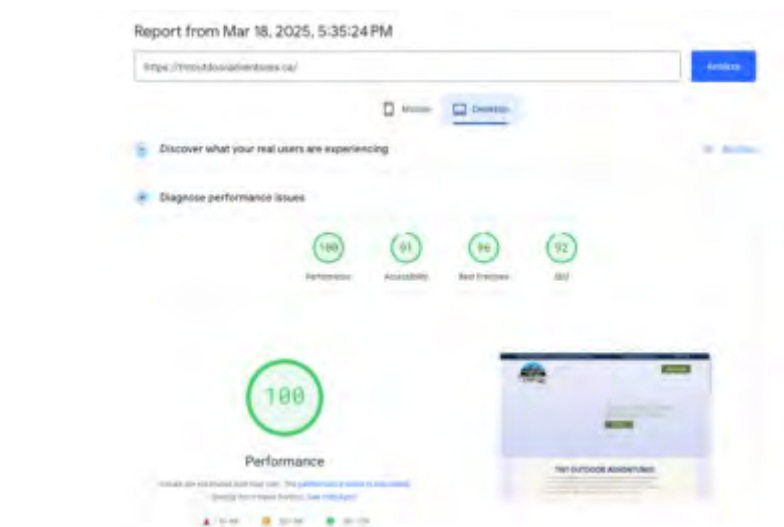
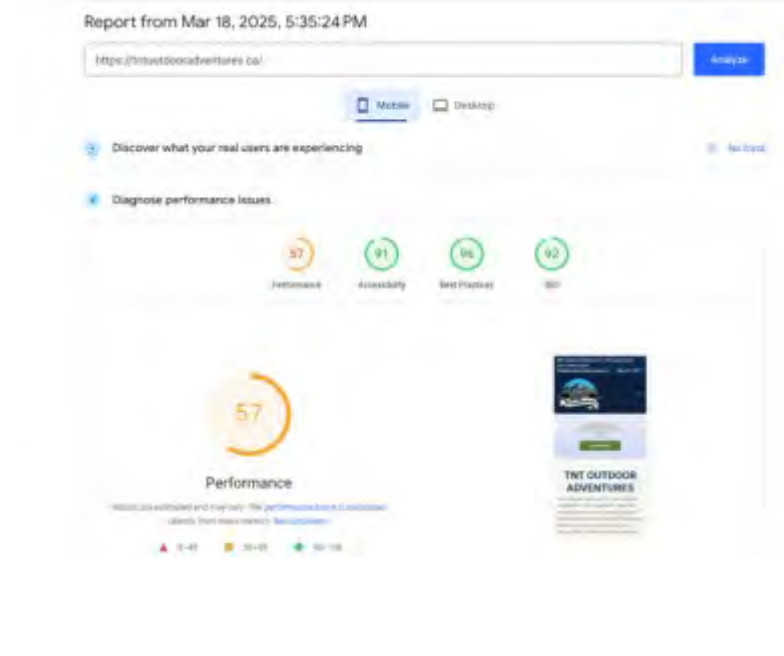
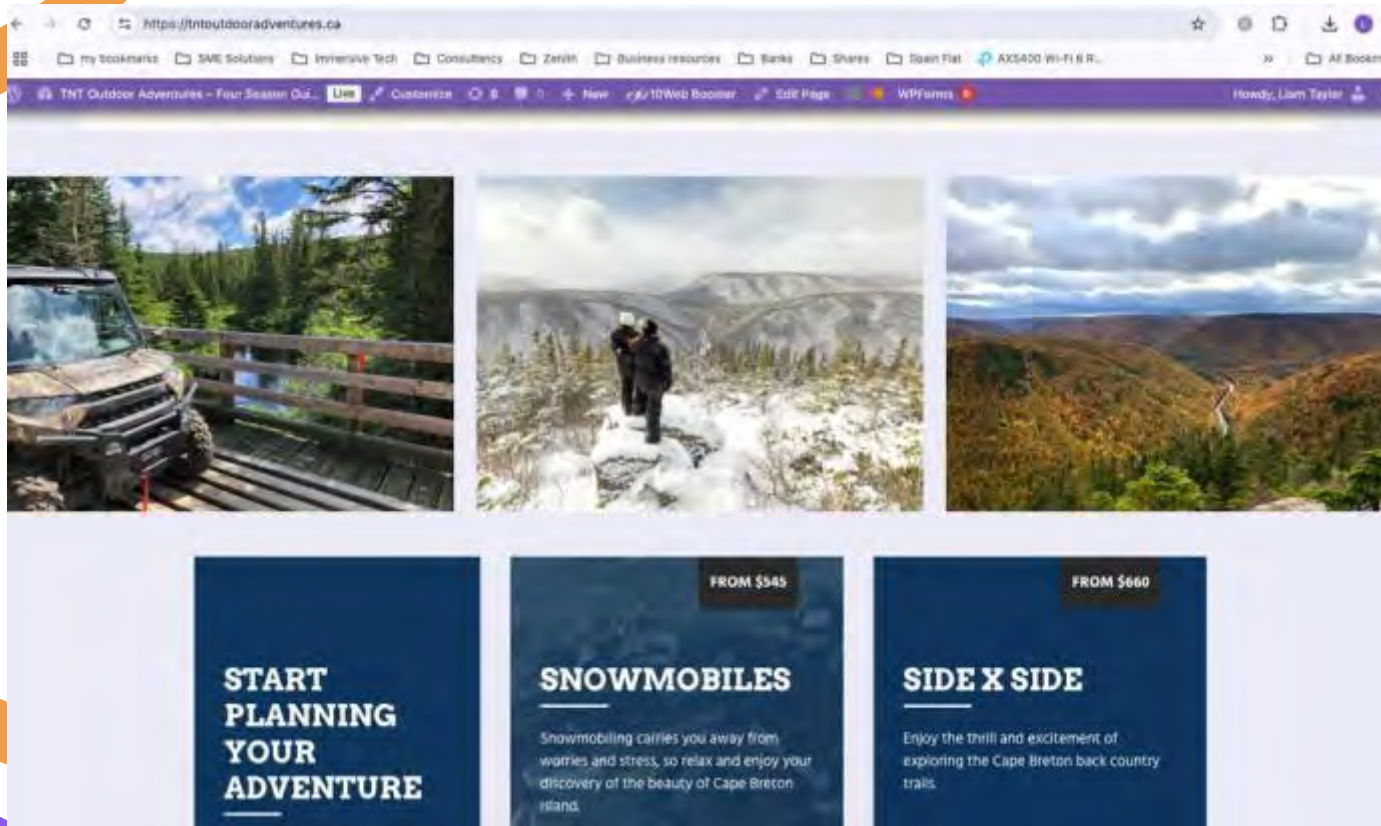
Your Website – Mobile Friendly

32%

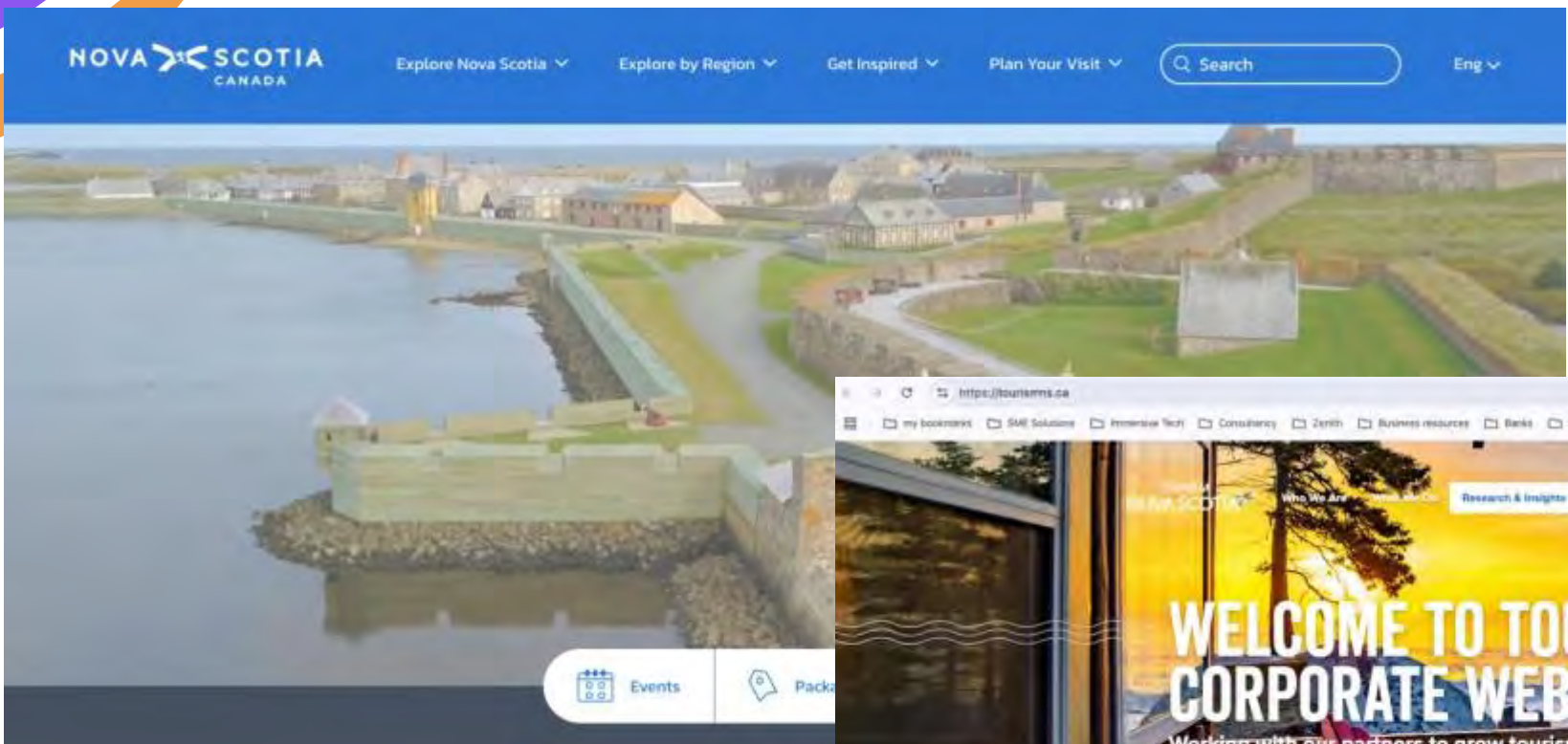


68%

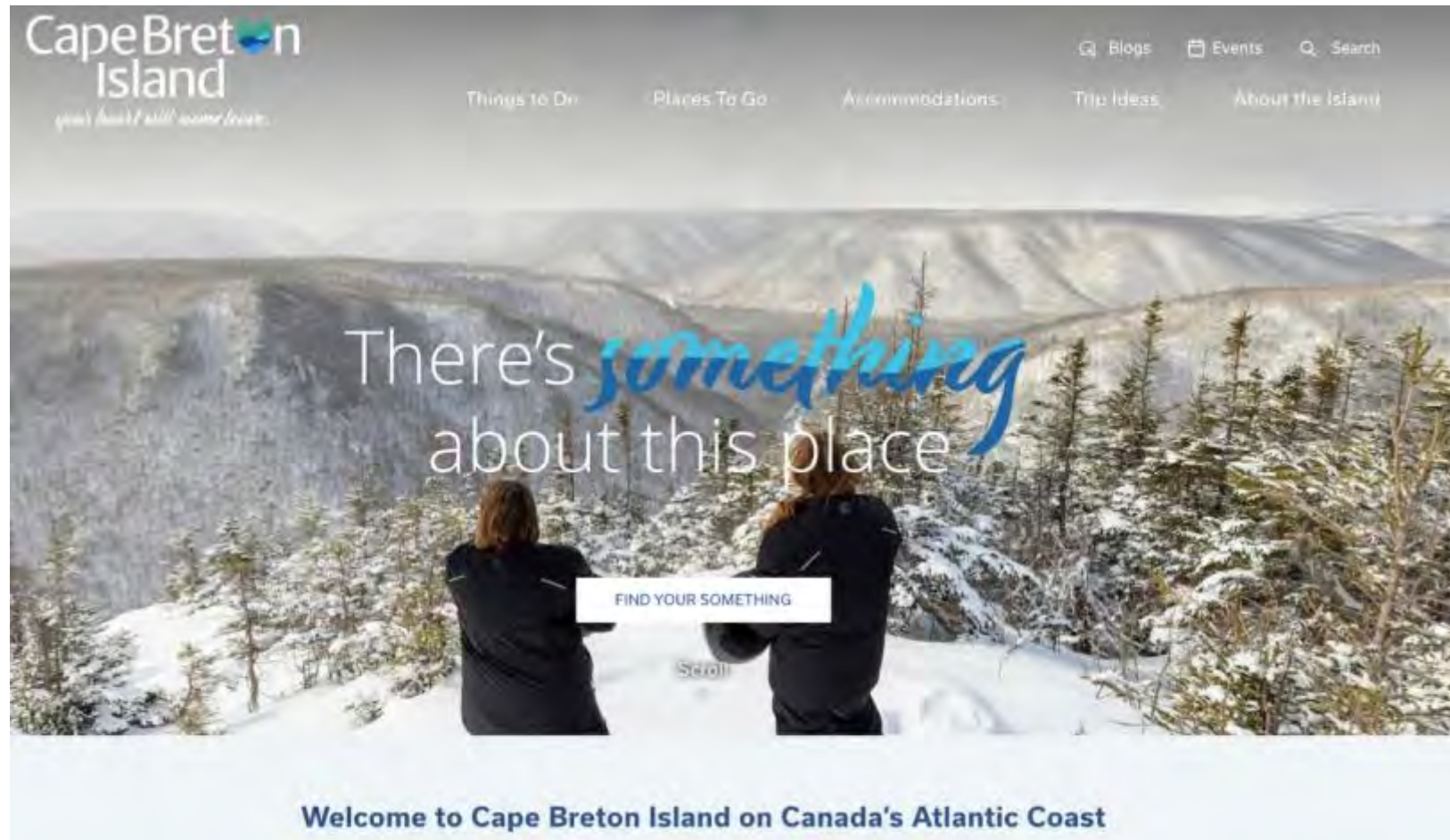
Your Website – Mobile Friendly



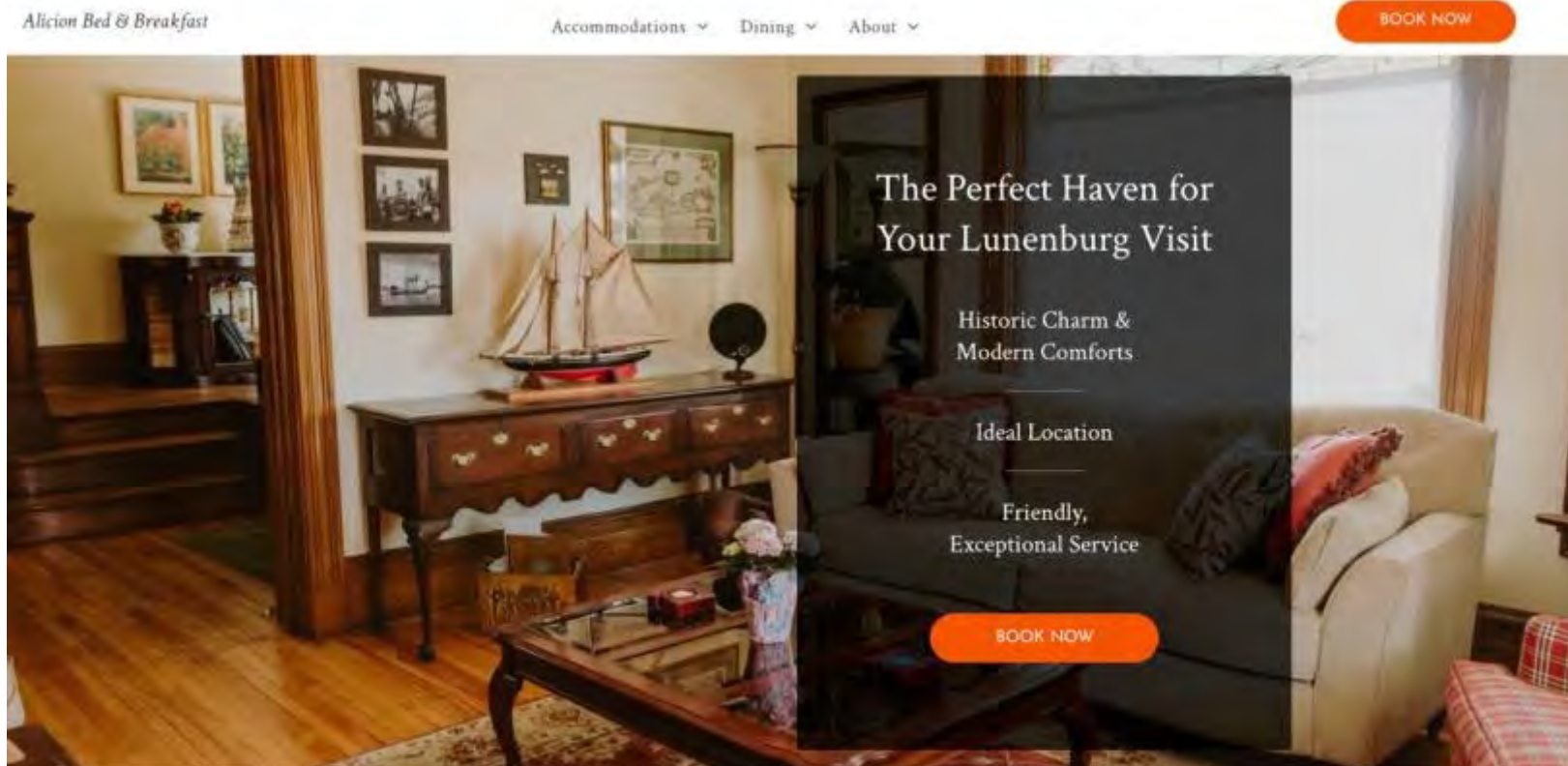
Your Website – Branding & Storytelling



Your Website – Navigation & CTA



Your Website – Navigation & CTA



Alicion Bed & Breakfast



Your Website – Reviews

Accommodations ▾ Dining ▾ About ▾

Home Away From Home: A Perfect Stay with Need Anticipated



This B&B has thought of every need, these gentlemen have done this! We booked

We received our

*From the moment we
would enjoy our*

*The bed was very comfortable
to remove make-up. A small table in the room was perfect with water & juice
bedroom waiting for us!*

*Breakfast was a great mixture that allowed guests to choose options, coffee, tea, juice
parfait, danish, and a croissant with scrambled egg and ham!*

*These owners have thought of every possible need for a traveller, welcomed us with
felt very much at home while visiting their lovely home. I highly recommend.*

- Sillypeig,

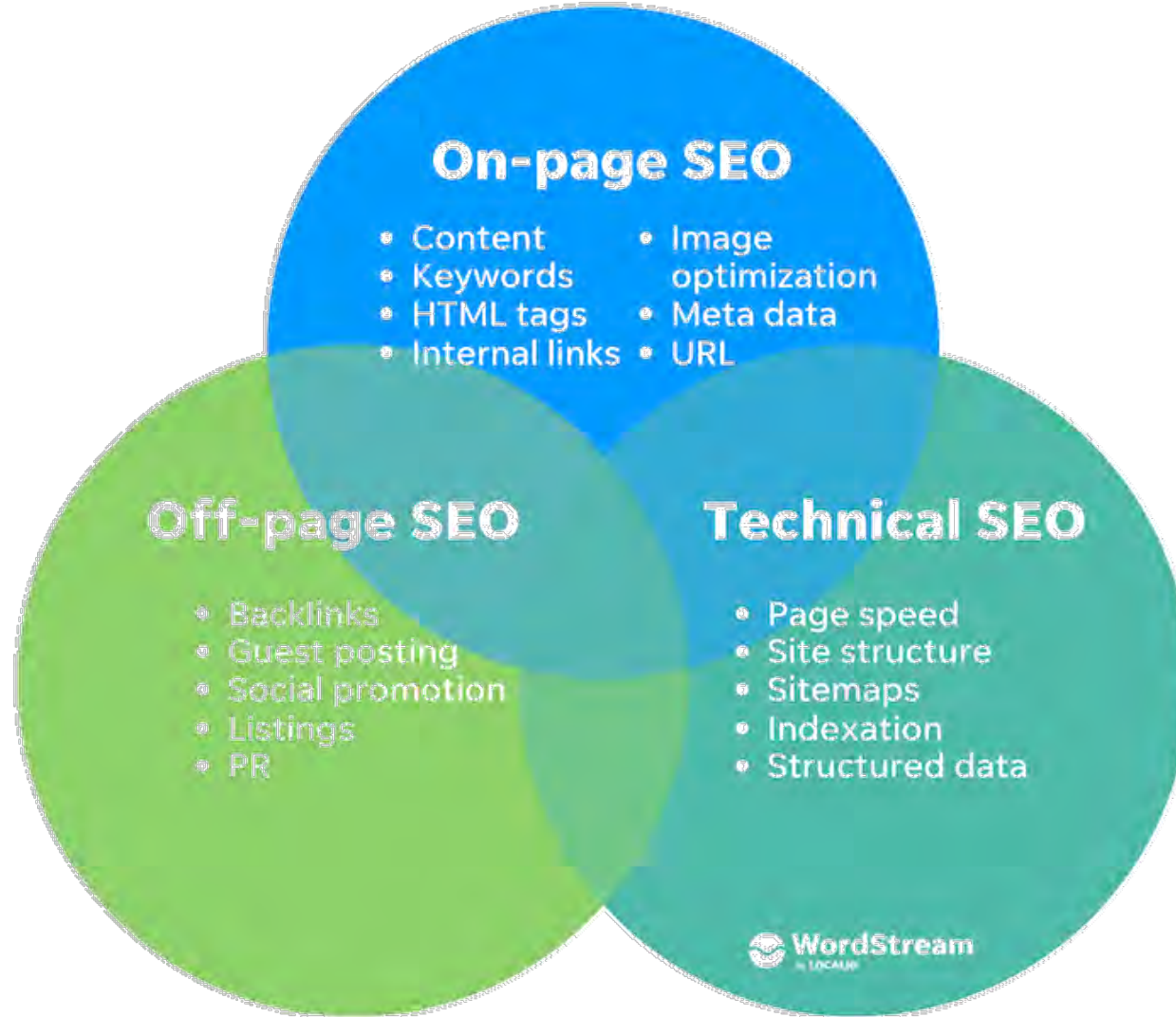


Your Website – SEO

“ 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 ”



Your Website – SEO



Your Website – SEO

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

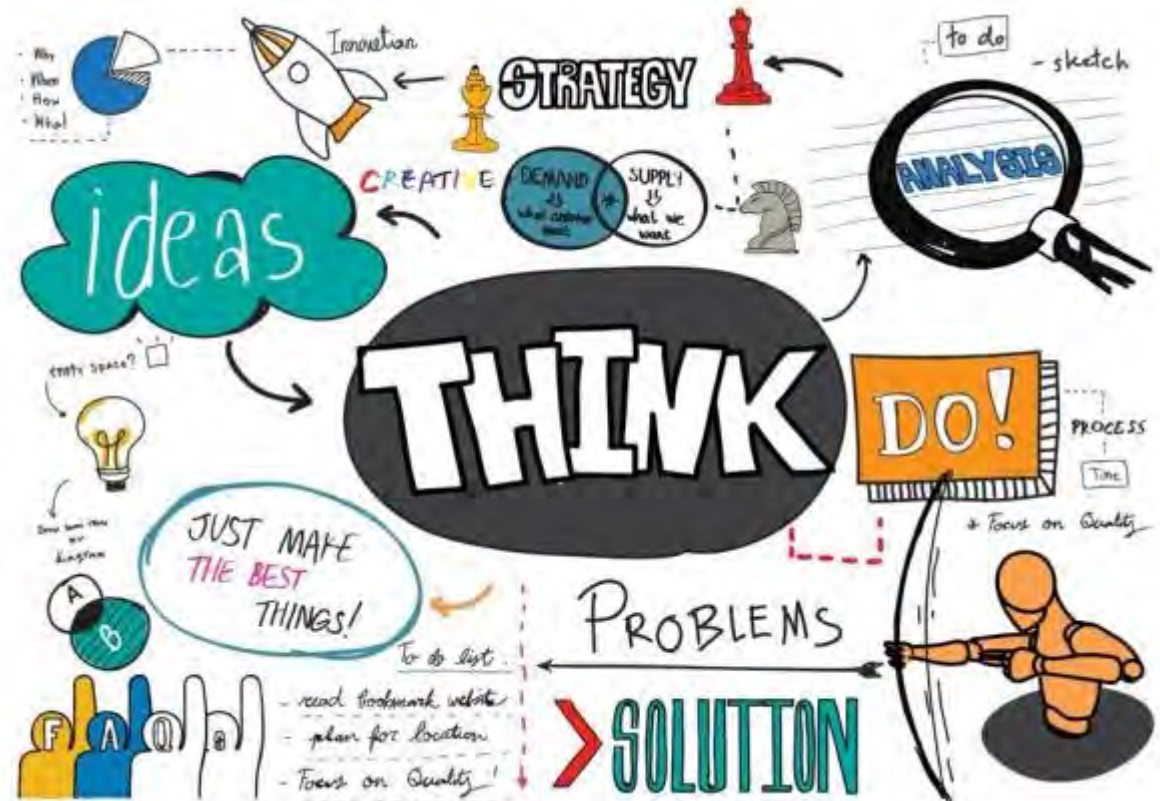
Your Website – SEO - Keywords

- **Research**
- **Prioritization**
- **Optimization**
- **Monitoring**



Your Website – SEO – Keyword Research

1. Brainstorm
2. Competitors
3. Reviews and questions on OTA & Forums
4. Google Tools
 - Keyword Planner
 - Search Console
 - Review autocomplete and “people also ask”



Your Website – SEO – Keywords Prioritize



Search Volume

- How many people search



Competition & Difficulty

- Long-Tail Keywords



Search Intent

- Transactional
- Informational
- Navigational

Your Website – SEO – Keywords Focus



- **High-intent keywords**

“best whale watching tours Nova Scotia”



- **Long-tail keywords**

“family-friendly activities in Lunenburg”



- **Local keywords**

“Lunenburg seafood restaurant with ocean view”



Your Website – SEO – Keywords Optimizing



WEBSITE

- **CODE**
- **TEXT**
- **TITLES**



CONTENT STRATEGY

- **BLOG POSTS**
- **LOCATION**
- **FAQ**
- **GUIDES**



OFF-PAGE SEO

- **GUEST BLOGS**
- **BACKLINKS FROM DIRECTORIES**
- **SOCIAL MEDIA & YOUTUBE**



Your Website – SEO – Keywords Tracking

Google Analytics 4 Acquisition Audience Conversions Pages Events

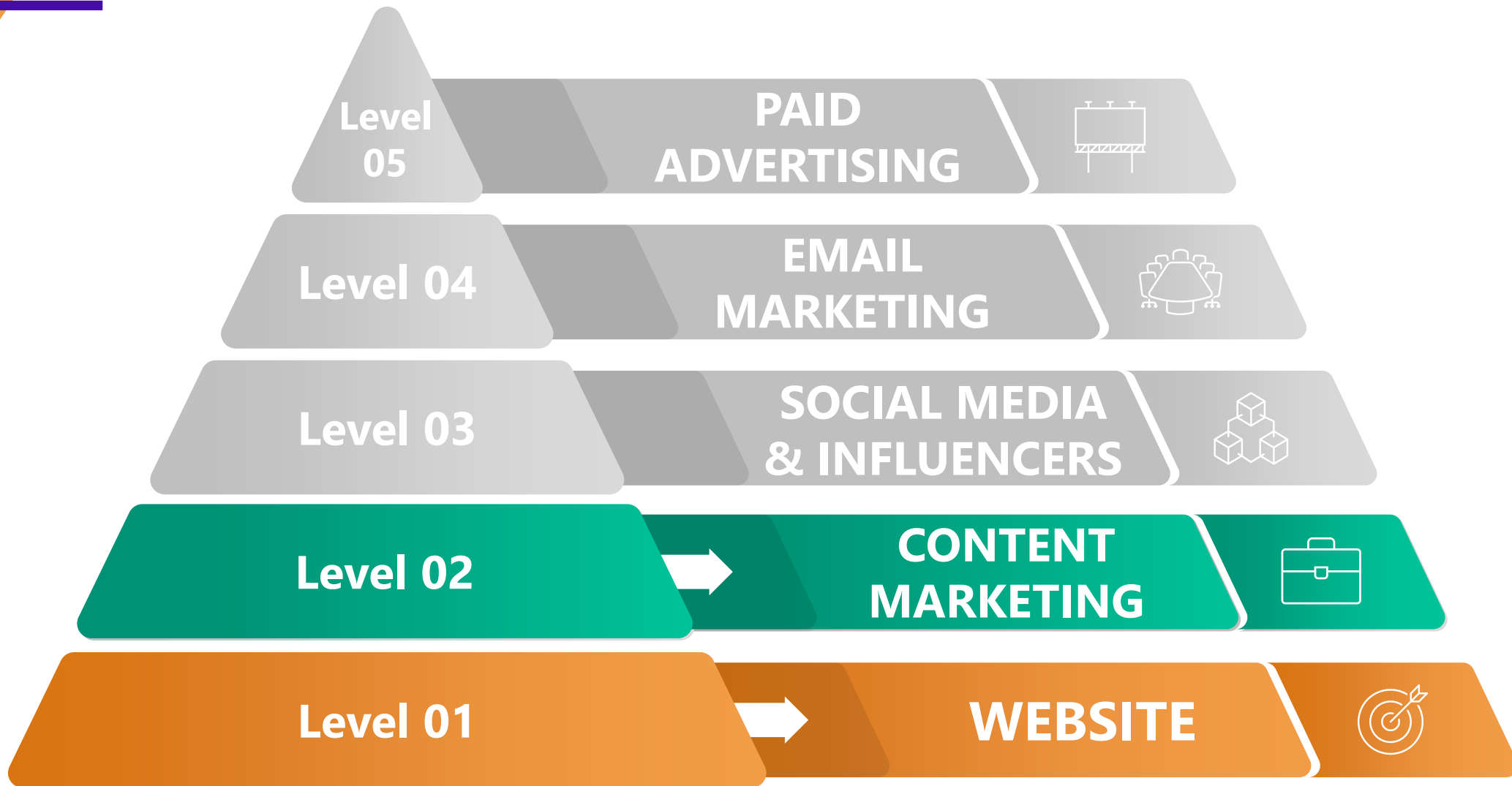
ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker Site audit More



Best by links' growth
Top content

Email	55	31	51s	54	42	62
Referral	52	22	1m 14s	49	36	55

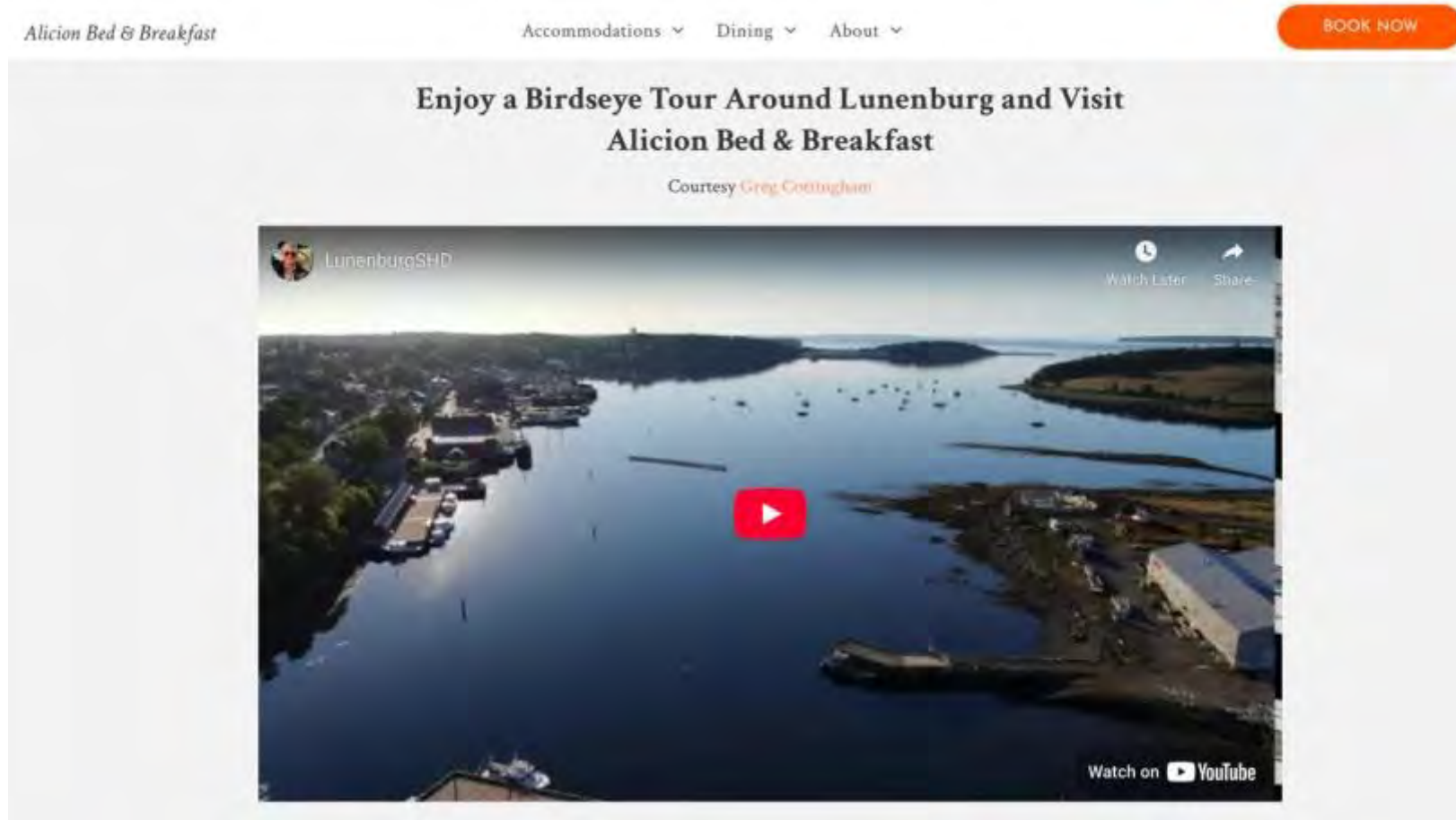
The Digital Marketing Pyramid



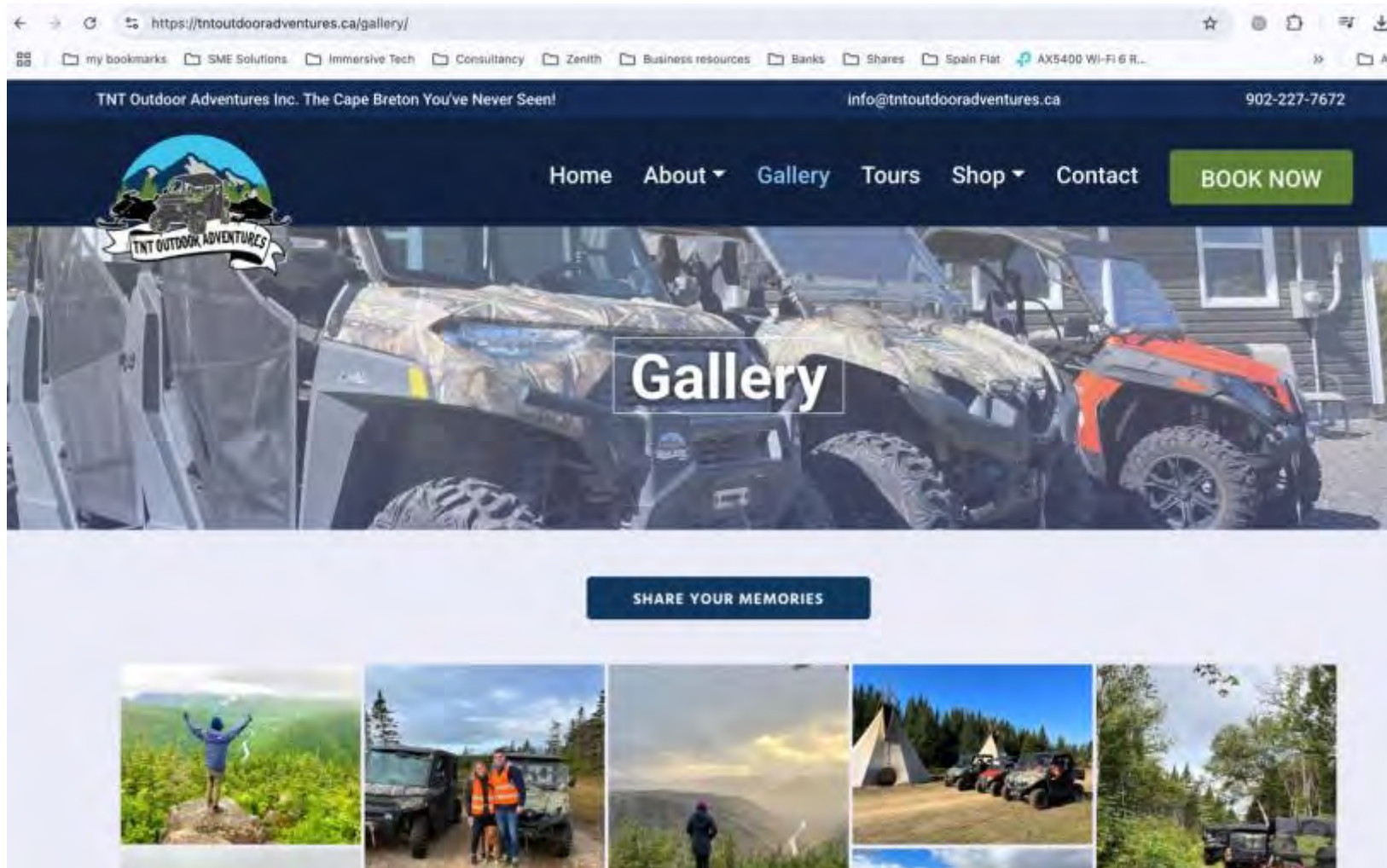
CONTENT MARKETING – BLOG POSTS

The screenshot shows a website header with a logo on the left and navigation links: Home, Accommodations, About, Explore, Contact Us, and Book Now. Below the header is a text introduction: "Take a mesmerizing journey above Lunenburg and Blue Rocks through drone footage, offering breathtaking perspectives of charming wharfs, bustling boats, and the enchanting shoreline." The main content is a video player showing an aerial view of a coastal town with colorful buildings and a harbor filled with boats. The video player includes a play button, a progress bar at 00:53, and a Vimeo logo. On the right side of the video player, there are icons for heart and share. To the right of the video player, there is a vertical sidebar with a "All Books" link and a chat bubble icon at the bottom.

CONTENT MARKETING – VIDEOS



CONTENT MARKETING – UGC





CONTENT MARKETING

Objectives



Reach

Efficiently Increase your reach



Engagement

Increase engagement with your visitors



Conversion

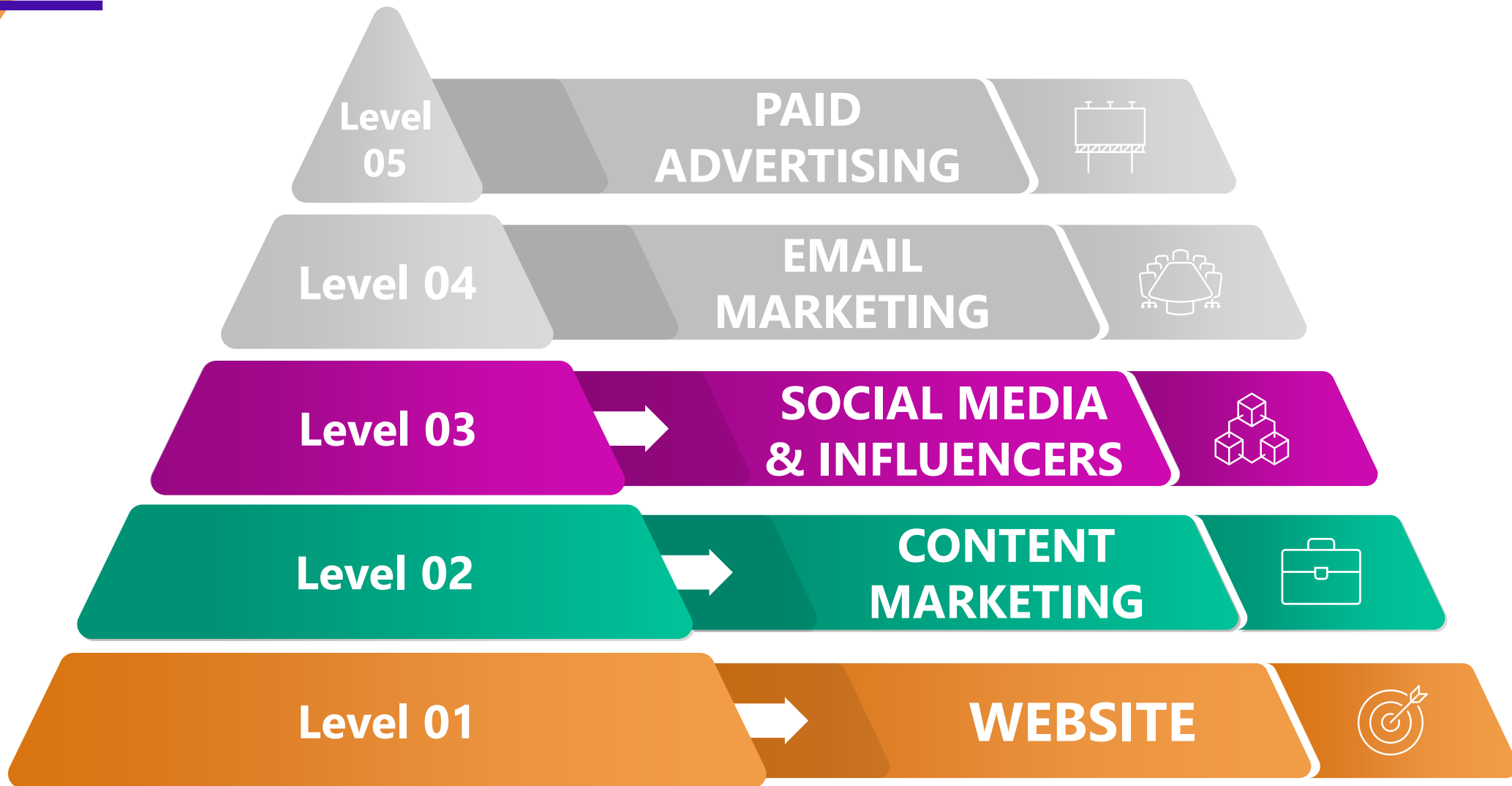
Convert your online visitors into customers

SEO-Optimized Blog Posts

User-Generated Content

Clear Calls to Action (CTAs)

The Digital Marketing Pyramid



SOCIAL MEDIA



SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mkting • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
<ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/ wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
<ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting 	<ul style="list-style-type: none"> • Relationship building

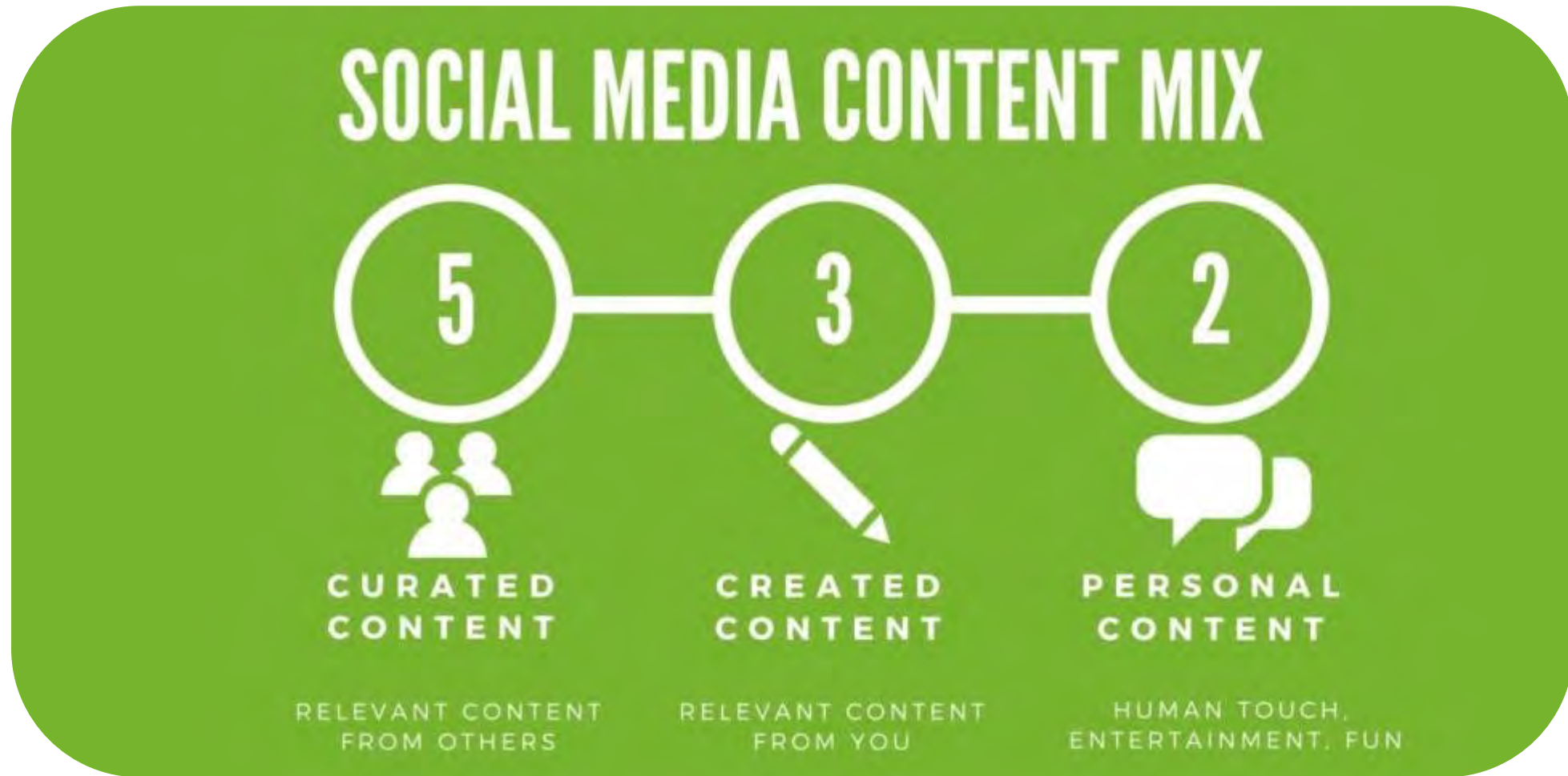


SOCIAL MEDIA - CALENDAR

SOCIAL MEDIA CALENDAR
MONTH

M	T	W	T	F	S	S
Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Soft Skills post	Instagram Post time: 12pm-1pm Content: Branding post	Facebook Post time: 12pm-1pm Content: Facebook Live	Instagram Post time: 12pm-1pm Content: Travel multipost	Facebook Post time: 12pm-1pm Content: Website advert	Facebook Post time: 12pm-1pm Content: Brand video
Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Facebook Live	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Monthly update post	Facebook Post time: 12pm-1pm Content: Branding post	Instagram Post time: 12pm-1pm Content: Leadership multipost	Facebook Post time: 12pm-1pm Content: Winter post
Facebook Post time: 12pm-1pm Content: Summer post	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Instagram Post time: 12pm-1pm Content: Website advert	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Website advert	Instagram Post time: 12pm-1pm Content: Winter post	Instagram Post time: 12pm-1pm Content: Q&A Live
Facebook Post time: 12pm-1pm Content: Facebook Live	Facebook Post time: 12pm-1pm Content: Summer post	Instagram Post time: 12pm-1pm Content: Giveaway post	Instagram Post time: 12pm-1pm Content: Autumn post	Facebook Post time: 12pm-1pm Content: Giveaway post	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Q&A Live
Instagram Post time: 12pm-1pm Content: Summer post	Instagram Post time: 12pm-1pm Content: Giveaway winner post	Facebook Post time: 12pm-1pm Content: Inspiration post	Facebook Post time: 12pm-1pm Content: Leadership post	Facebook Post time: 12pm-1pm Content: Branding post	Instagram Post time: 12pm-1pm Content: IG Live about the brand	Facebook Post time: 12pm-1pm Content: Giveaway winner post

SOCIAL MEDIA – POST TYPES 5:3:2 rule



SOCIAL MEDIA – POST TYPES 5:3:2 rule

Day	Type	Content
Mon	Curated	Tourism NS video: Sea Kayaking in Mahone Bay
Tue	Original	Blog: 3 Lighthouses to Explore Near Lunenburg
Wed	Curated	Repost: Best Seafood Spots on the South Shore
Thu	Personal	Guide prepping gear at sunrise
Fri	Curated	Event: Full Moon Paddle – Blue Rocks
Sat	Original	Carousel: Pack List for Sea Kayak Adventure
Sun	Curated	Article: Coastal Wildlife in NS – Canadian Geographic

Day	Type	Content
Mon	Original	Video: Top 3 Scenic Hikes Near Lunenburg
Tue	Curated	Drone footage: Ovens Sea Caves
Wed	Curated	Repost: Autumn Biking Tours – South Shore
Thu	Personal	Reel: Morning ritual – coffee, tide check
Fri	Curated	Listicle: NS as Canada’s Best Coastal Escape
Sat	Original	Infographic: Adventure by Season in Lunenburg
Sun	Curated	Testimonial with scenic photo

SOCIAL MEDIA - ENGAGEMENT



CONTESTS

- ♥ Fun & Exciting
- 👍 Expands reach
- ➡ Incentivizes



UGC

- ♥ Spontaneous
- 👍 Builds Loyalty
- ➡ Creates Community



INTERACTIVE POSTS/POLLS

- ♥ Actively Involve Audience
- 👍 Expands reach
- ➡ Useful Insights



EDUCATIONAL POSTS

- ♥ Add Value
- 👍 Build Trust
- ➡ Encourages repeat visits



BEHIND THE SCENES

- ♥ Emotional
- 👍 Authentic
- ➡ Trust

SOCIAL MEDIA - ENGAGEMENT

1. Increased Brand Awareness



Increased brand awareness is achieved as likes, shares, and comments on social media content amplify visibility through a modern form of word-of-mouth marketing.

2. Building Customer Loyalty



Building customer loyalty involves creating a community through regular interactions on social media, fostering a loyal customer base that supports and stays faithful to the brand.

3. Increasing Sales Opportunities



Social media engagement enhances sales opportunities by converting an aware audience into actual customers through a guided brand interaction process.

4. Valuable Feedback And Insights



Engagement on social media offers valuable feedback and insights, allowing for the tailoring of products or services to better meet customer preferences and expectations.



SOCIAL MEDIA - ENGAGEMENT



- F.X. McShane**
Oh, save me some for your giant croissants. ...
5w Like Reply
- Heather Fenton**
Ooooo I can smell those oranges from here!
5w Like Reply
- Suzanne Hyson**
Yum, yum!
5w Like Reply
- Carole Fryer**
Best breakfast for miles around Nova Scotia x
5w Like Reply

Bayview Pines Country Inn
Carole Fryer Thanks Carole...how are you?
5w Like Reply
- Nic Dee**
Hello from Belfast (NI)...happy memories of breakfast with you last summer.
5w Like Reply

SOCIAL MEDIA – INFLUENCER MARKETING



SOCIAL MEDIA – INFLUENCER MARKETING

[About](#)
[Destinations](#)
[Travel Blog](#)

[Personal Blog](#)
[House Sitting](#)
[Tips & Reviews](#)

DAVEY AND SKY

[BLOG](#)
[SERVICES](#)
[PRINTS](#)
[STORE](#)
[OUR WORK](#)
[CONTACT](#)



DAVEY AND SKY

We are a creative couple that brings an honest, fun, and bright insight into our adventurous lives. We love creating high-quality images, videos, and social media collaborations that shine with the brands and destinations we work with while inspiring our engaging followers to travel and explore.

We document our adventures, experiences, and travels in the form of:
[Photos](#) | [Blogs](#) | [Videos](#) | [TikToks](#) | and [Vlogs](#)

SOCIAL MEDIA – INFLUENCER MARKETING

1. Stunning Visuals, Expertly Captured

- Influencers know how to showcase the natural beauty of Nova Scotia.

+ Engage

2. Targeted Reach

- Work with influencers who speak directly to your ideal audience (e.g., active 45–55-year-olds).

+ Reach

3. Builds Trust and Authenticity

- Recommendations from influencers feel like advice from a friend.

+ Engage

4. Experience-Driven Storytelling

- They sell the feeling, not just the service—exactly what travelers want.

+ Engage

5. Cost-Effective Promotion

- Micro-influencers often collaborate for hosted stays or experiences.

+ Reach

6. Boosts Visibility and SEO

- Backlinks, tags, and mentions increase your web traffic and credibility.

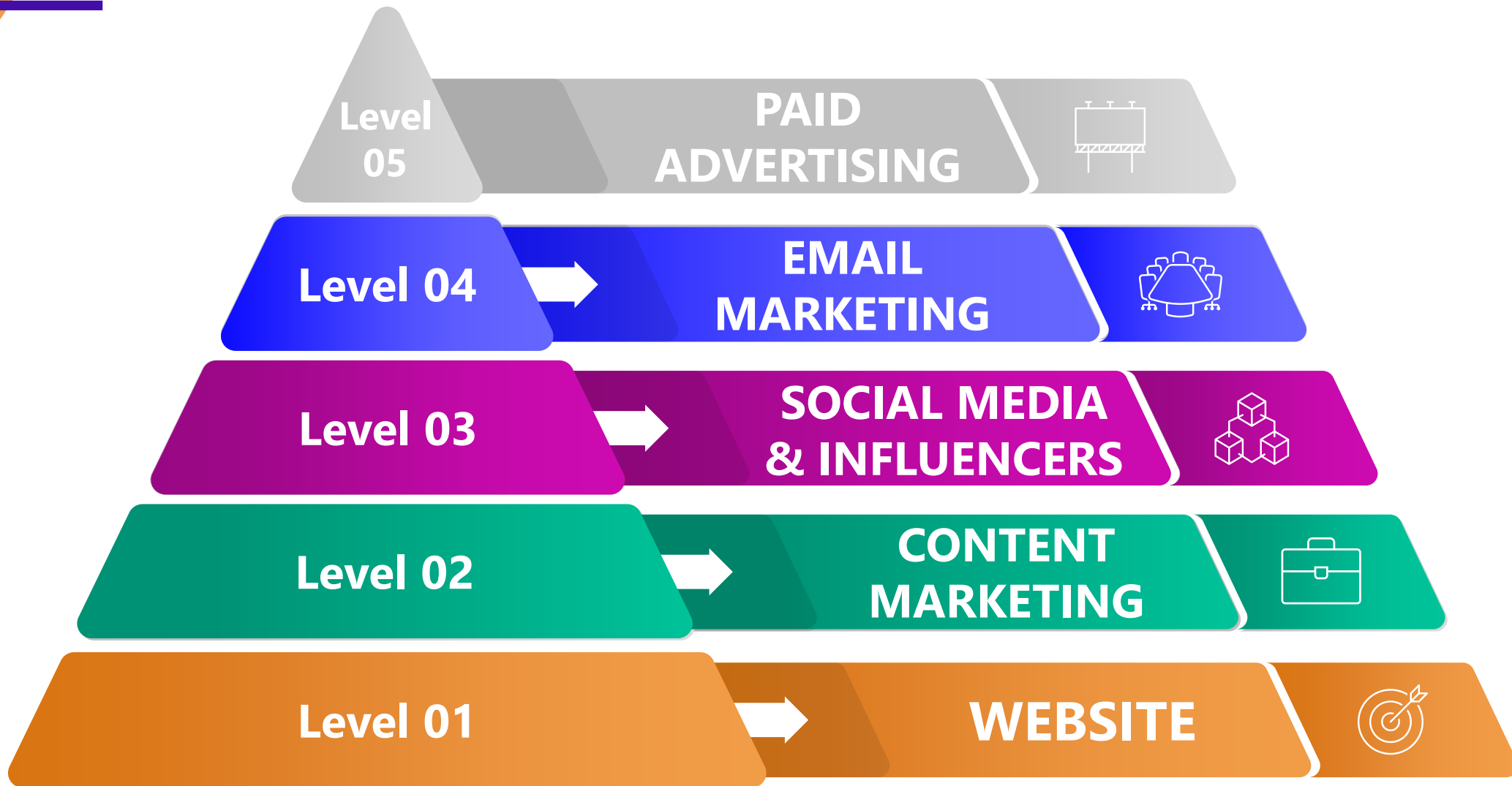
+ Reach

7. Creates Buzz and FOMO

- Multiple influencer posts can turn your business into a trending destination.

+ Reach

The Digital Marketing Pyramid



Email Marketing – Lead Generation

Sign up to get:



Free Local Travel Guide – “The Insider’s Guide to Lunenburg: Top 10 Hidden Gems”

Exclusive Discount – “Sign up and get 10% off your first booking”

Itinerary Ideas – “3 Perfect Days in Lunenburg: Sample Itineraries for Every Style”

Packing Checklist – “Everything You Need for a Perfect Seaside Escape”

Contest - “Enter your email to win a 2-night stay” or a local gift basket”



Email Marketing – Lead Generation



1

Call-to-Action (CTA)

2

Landing Page

3

Thank You Page

4

Kickback Email

Hi friend!

Thanks for subscribing to our newsletter! Soon, we'll be sending you everything you need to stay connected with what's going on Nova Scotia.

Can't wait? Head over to NovaScotia.com and dive into all the incredible things you can do when you explore Your Ocean Playground.

#VisitNovaScotiaTag your travel photos to be featured.

Email Marketing – Segmentation





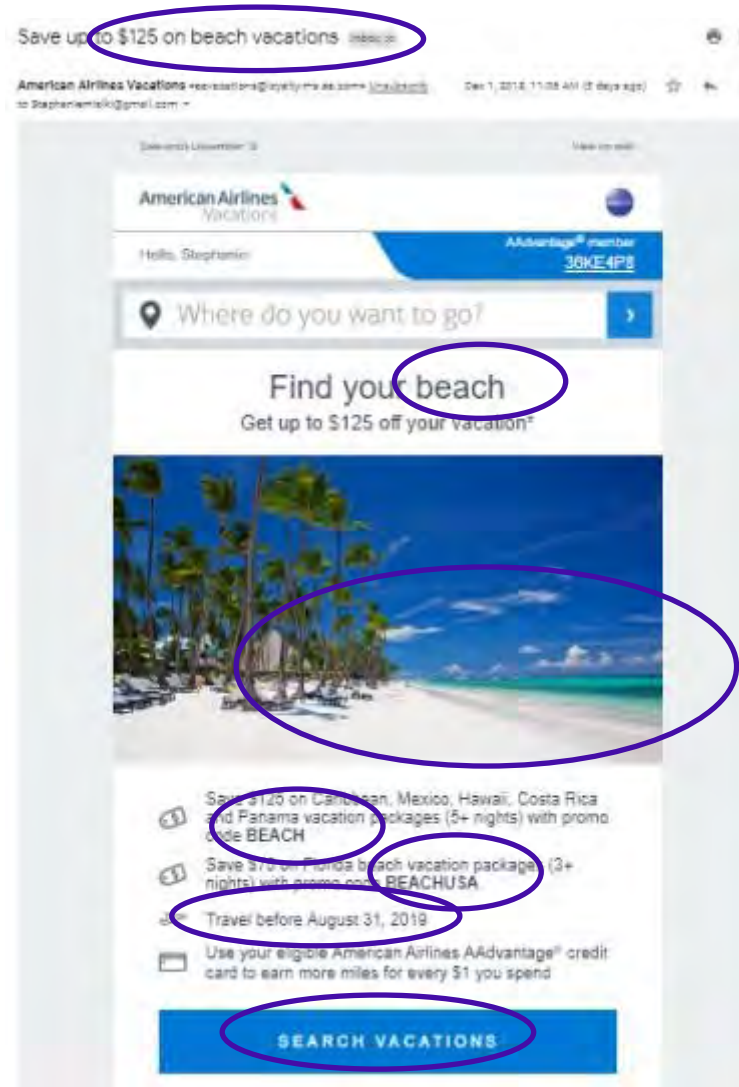
Email Marketing - Campaigning



Email Marketing - Campaigning

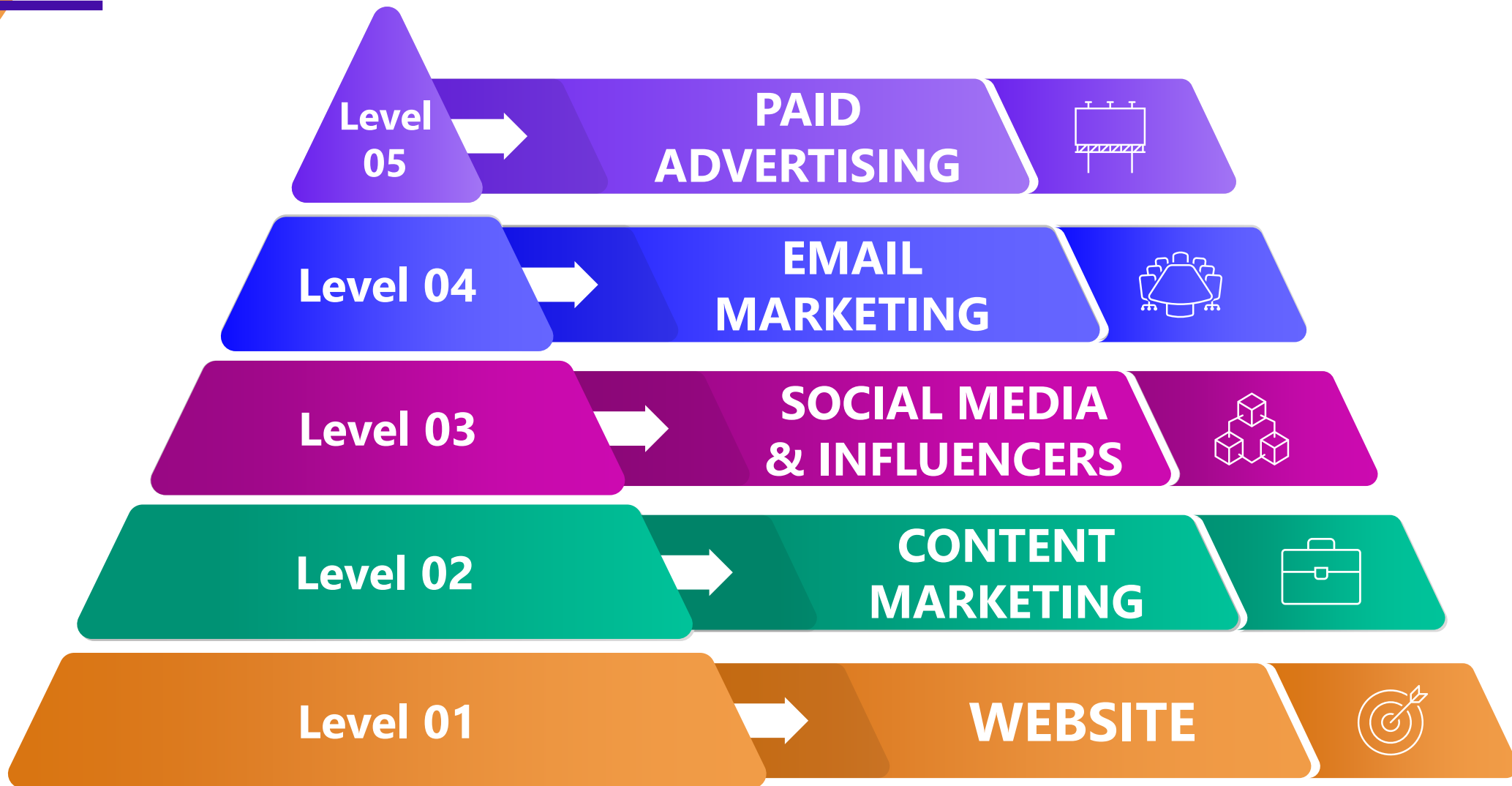
Conversion Rates/CTA

Time Sensitive Promotions



Focused Marketing

The Digital Marketing Pyramid

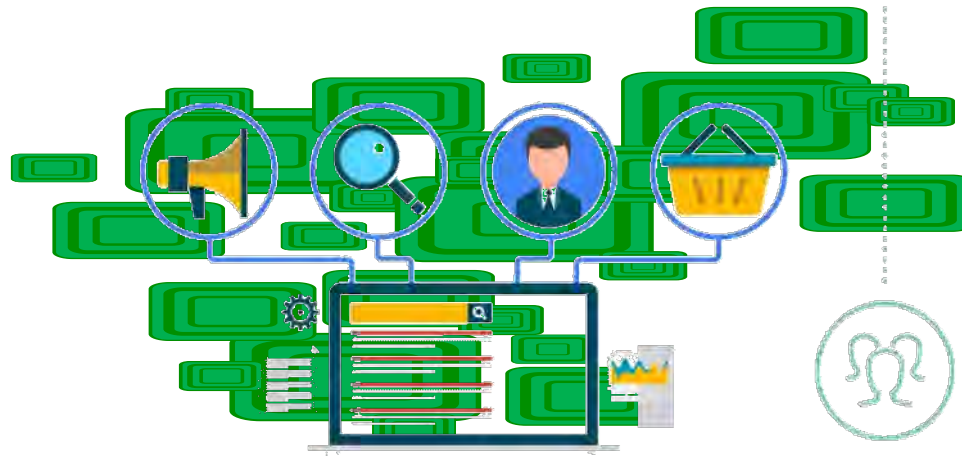
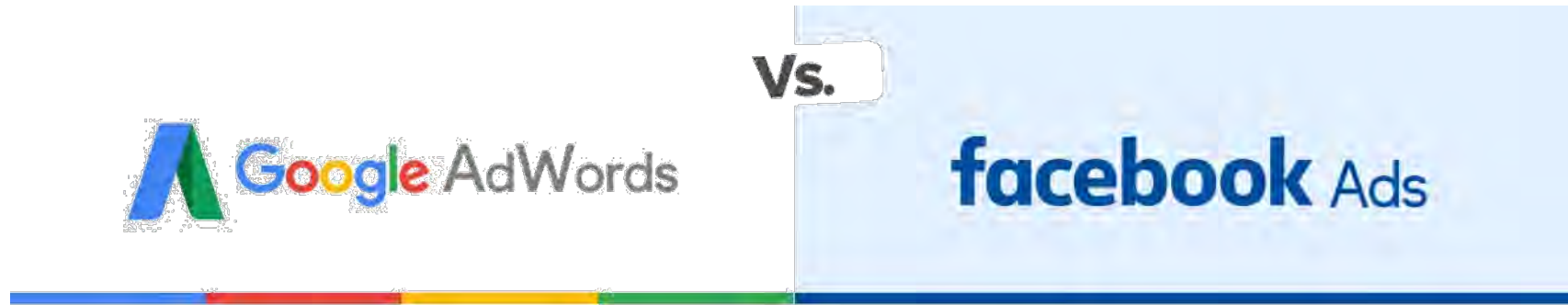




GOOGLE ADS (SEM) & FACEBOOK ADS (SMM)



WHAT'S THE DIFFERENCE?



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."

GOOGLE ADS (SEM) & FACEBOOK ADS (SMM)

✕ 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](#)

Word Match Types

WORDS FOR

COULD MATCH TO

New custom segment

words that match your keyword

words that include your keyword

Searches that are the same meaning as your keyword

Ads being assessed targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will automatically only serve in (1) - (4) campaigns are subject to the Google Ads advertising policies and must not contain any inappropriate content. [Learn more](#)

Include people with the following interests or behaviors

- People who searched for any of these terms on Google
- People who browsed websites similar to
- People who use apps similar to

Segment insights
United Kingdom | English | All time

Start defining your custom segment to see an estimated size and other insights.

Cancel Save











GOOGLE ADS (SEM) & FACEBOOK ADS (SMM)



Choose your objective

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

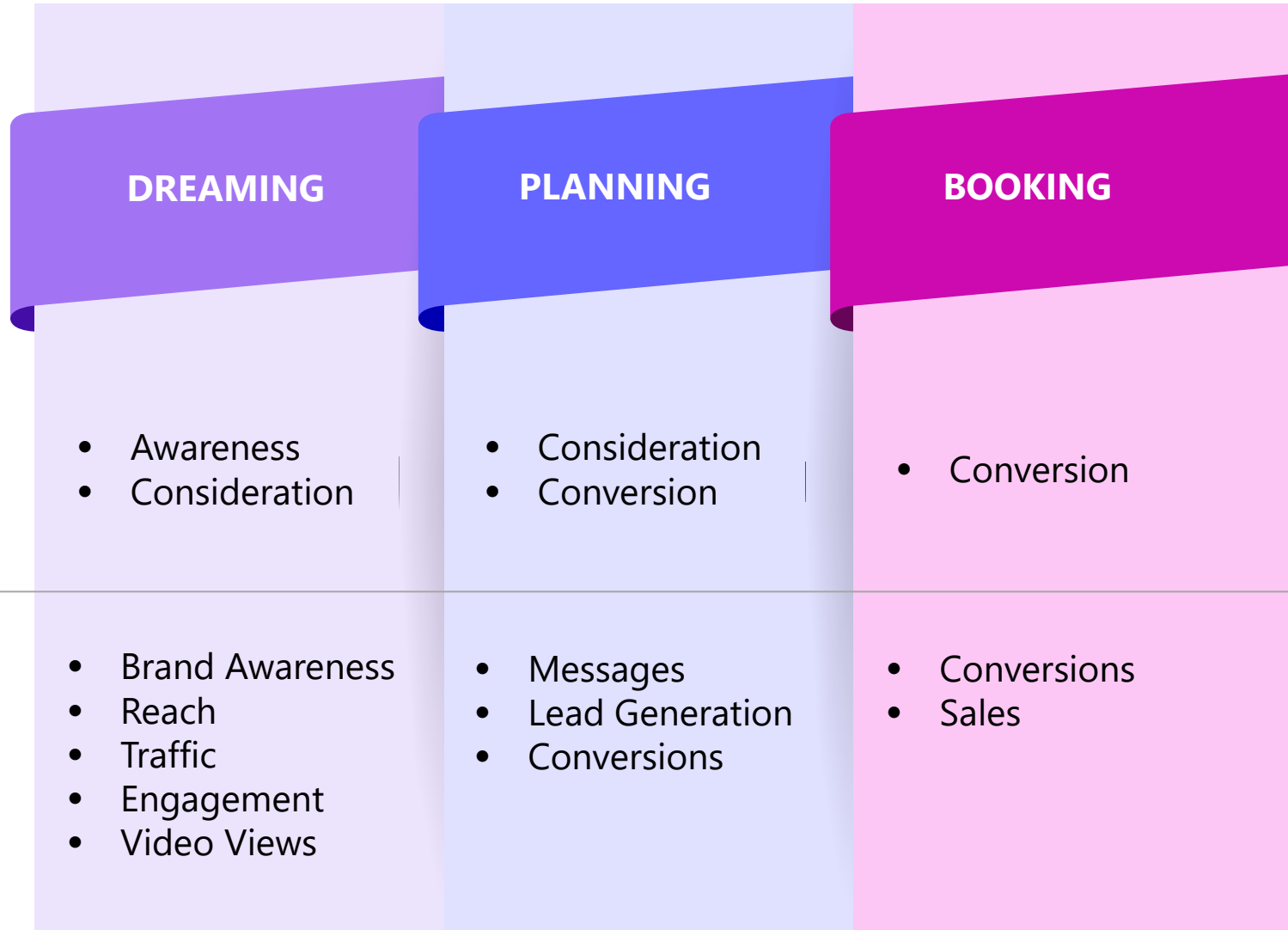
 <p>Sales Drive sales online, in app, by phone or in store</p>	 <p>Leads Get leads and other conversions by encouraging customers to take action</p>	 <p>Website traffic Get the right people to visit your website</p>	 <p>Product and brand consideration Encourage people to explore your products or services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

[Create an account without a campaign](#)

Back [Continue](#)

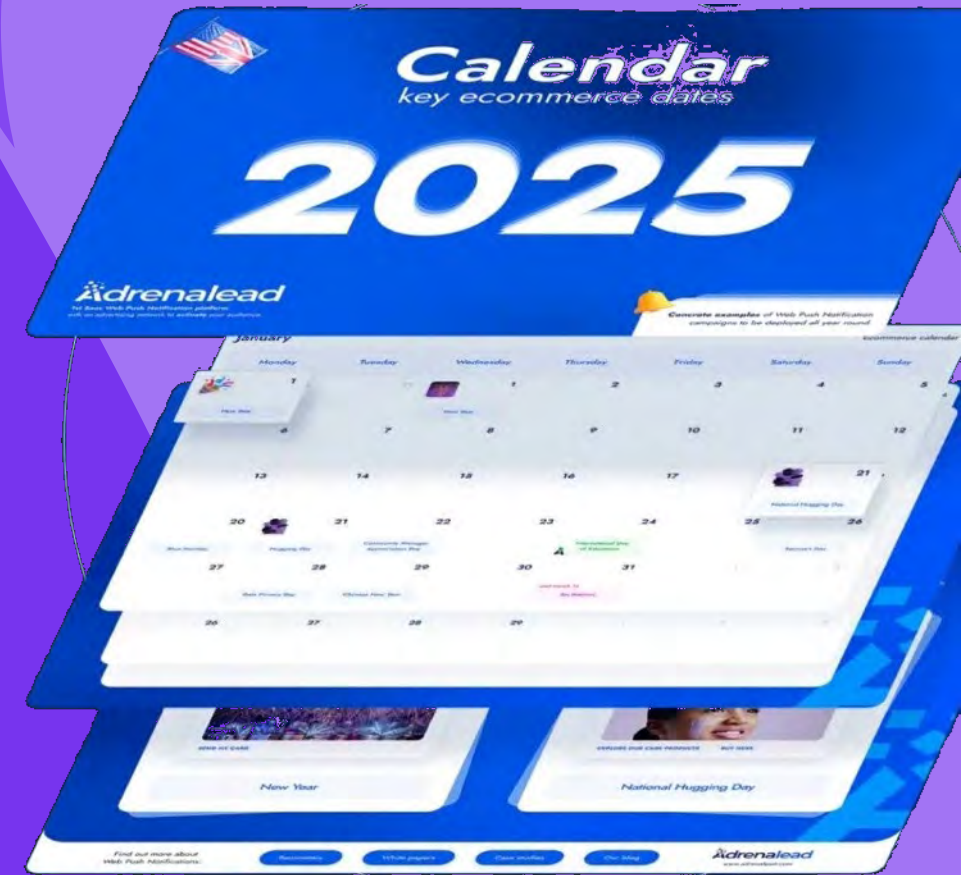


GOOGLE ADS (SEM) & FACEBOOK ADS (SMM)



Session 3. Prepare for Takeoff

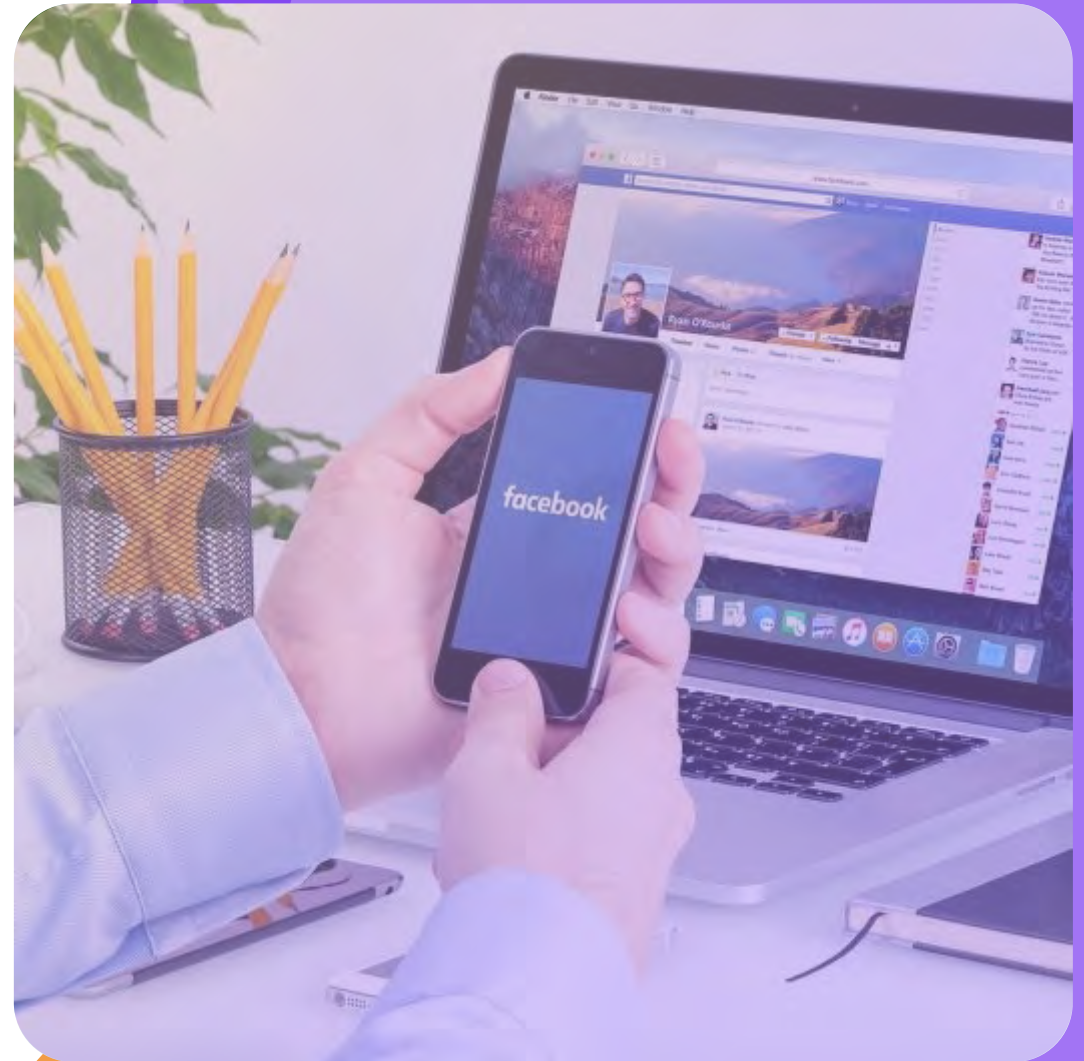
Your Digital Marketing
Calendar countdown



That's not all, Folks!

Worksheets

- **Keyword List**
Define 10-12 Keywords for each buyer persona
- **Social Media Posts**
Make a list of Created & Personal Content ideas for your posts
- **Email Marketing Ideas**
What will generate leads for your customers, ideas for informative articles, offers etc.



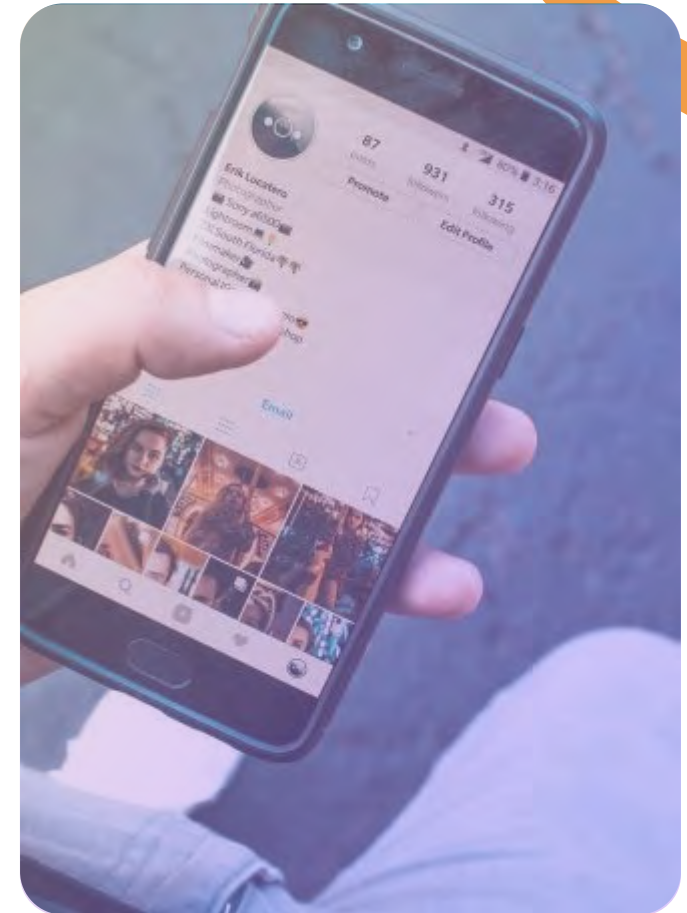
Questions?

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 - Communities (TDAP - Communities)
Application deadline is Wednesday, April 30, 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

- Thursday, April 17th at 10:00 a.m.: Marketing the Maritimes: Create and Implement Your Digital Marketing Plan for 2025, with Liam Tayler from SME Solutions
 - 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
- 🌐 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/>

