

WELCOME



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

Session 3: Prepare for Takeoff

We will begin shortly!

WELCOME



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

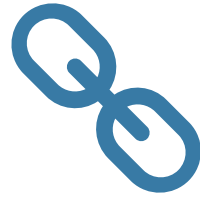
Session 3: Prepare for Takeoff

April 17, 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 3. Implementing the Plan

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

Implementing the Plan

Focusing your efforts



BUYING JOURNEY

Understand the customers' buying journey



CALENDAR CREATION

Calendar creation with popular holidays and with the Buying journey in mind



IMPLEMENTATION AND METRICS

Automate as much as possible and make sure your results are measurable

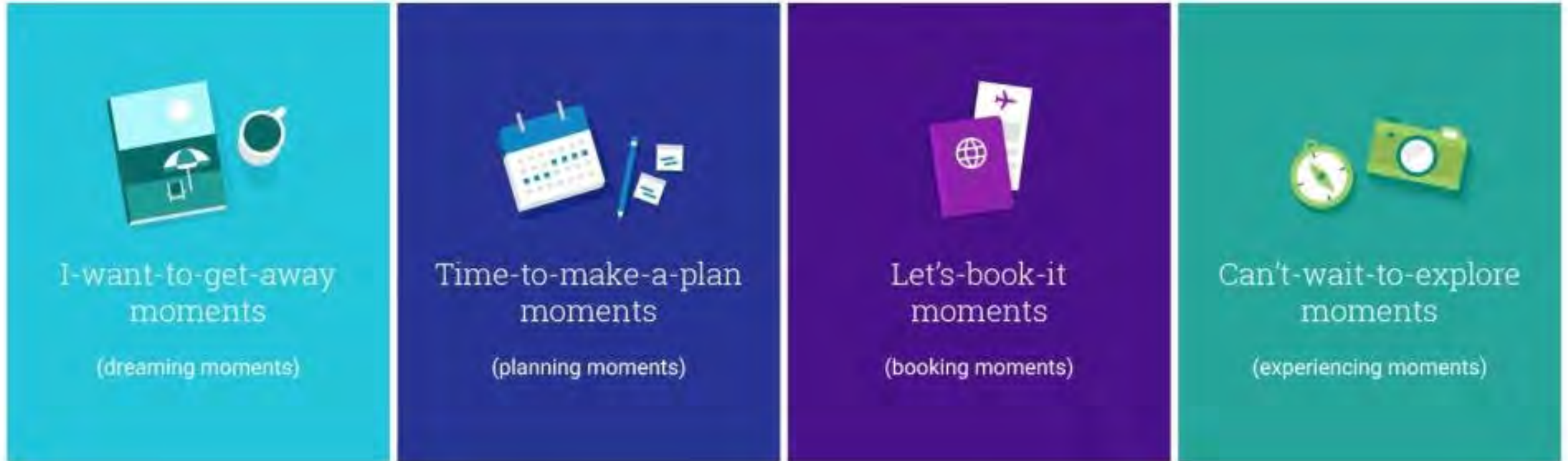




Promotion: Customer Decision Journey



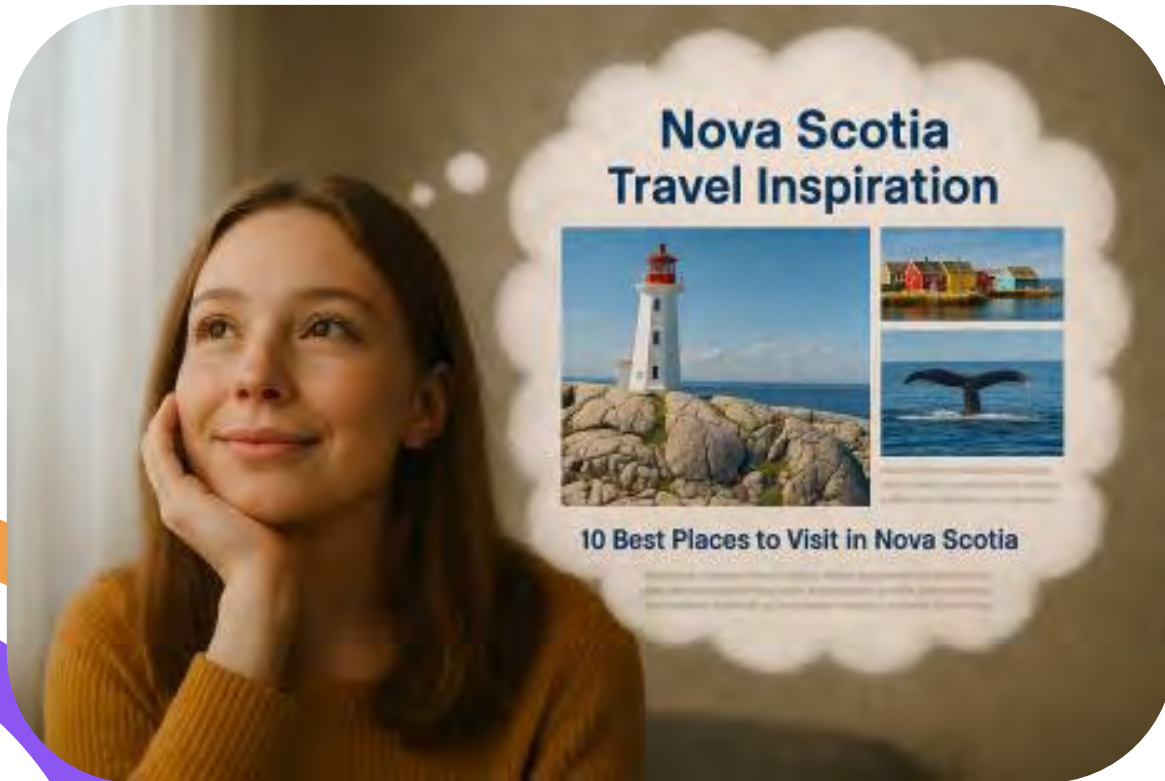
Google's "Micro-Moments"



5 Stages of Customer Booking Journey



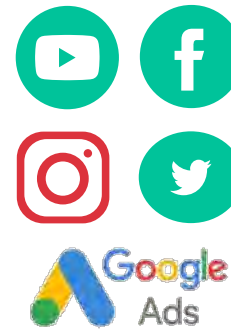
1. Dreaming



Email



Past Guests
Contact Lists
Tour Companies

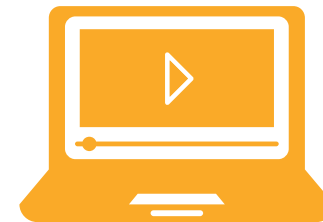


Social Media

Guests should share
Showcase artful and Inspiring
photographs
Inspirational videos
Facebook/Google Ads

Blog

Local news/Events
Interesting nearby attractions
AIDA

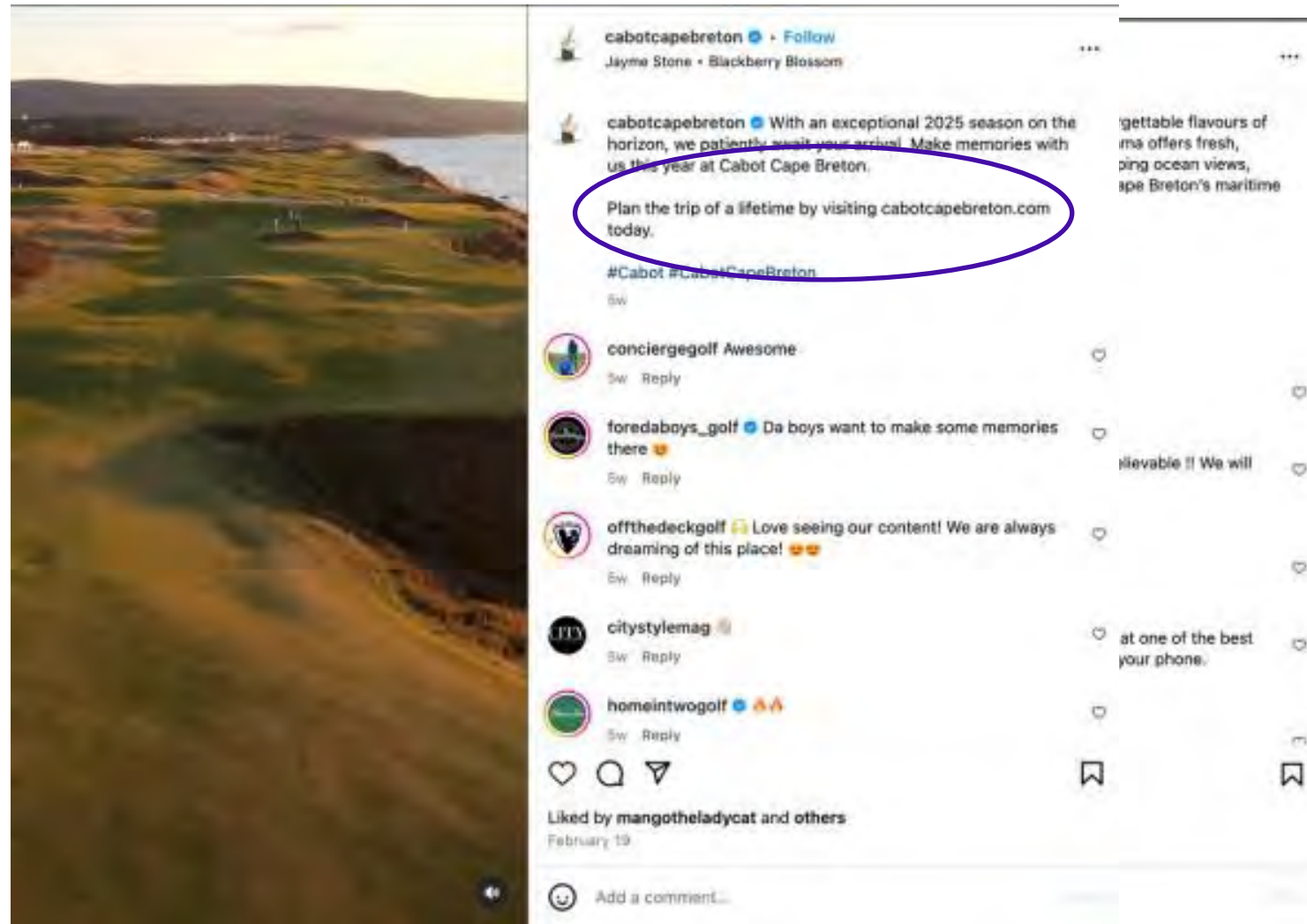


1. Dreaming – Cabot Cape Breton

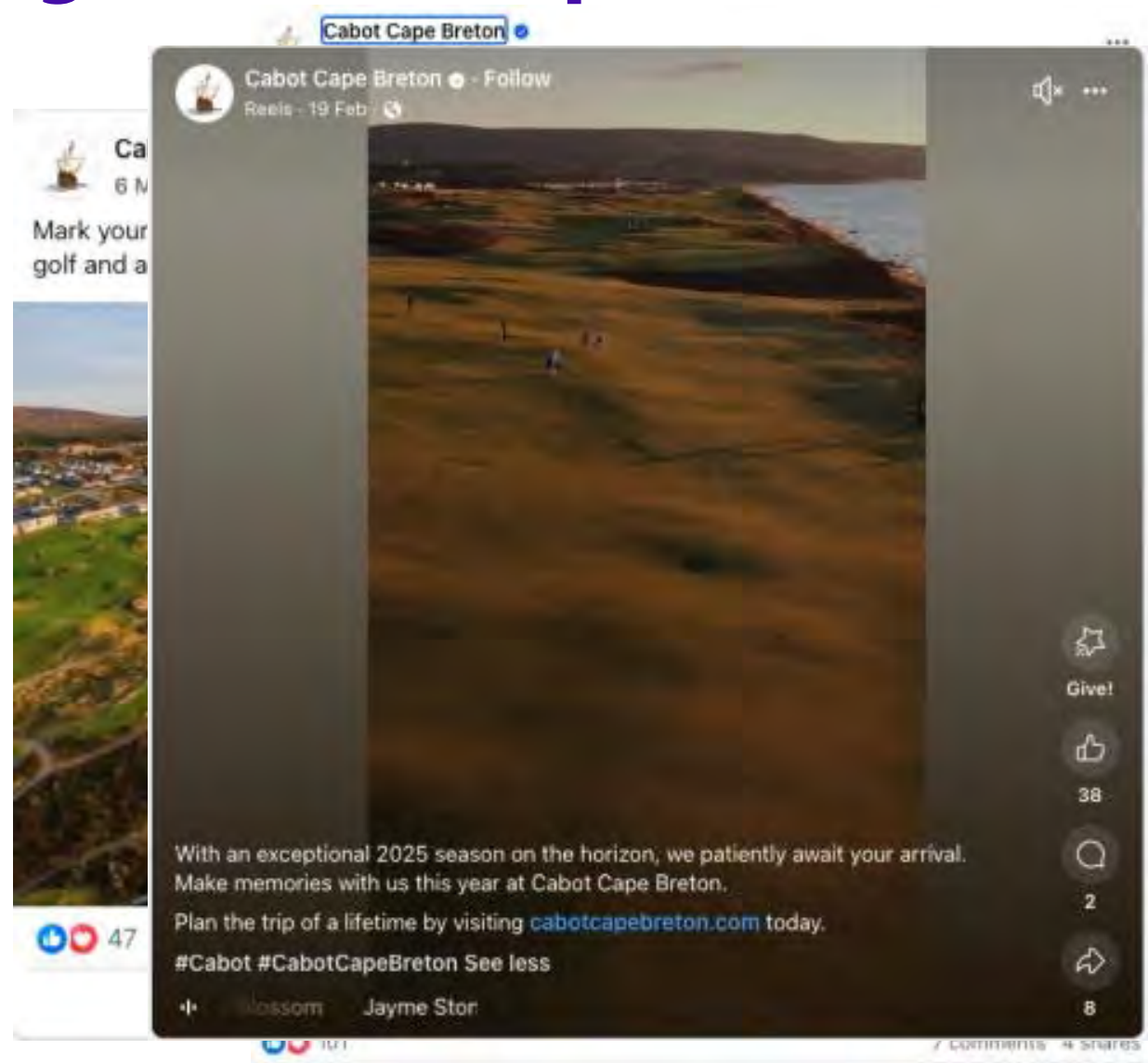
Inspiring Wanderlust: Cabot Links' Visual Storytelling



1. Dreaming – Cabot Cape Breton



1. Dreaming – Cabot Cape Breton



2. Planning/Research



PPC/SEM



Online Travel Agency (OTA)



Website Content



Online Reputation



2. Planning – White Point

Facilitating Travel Plans: White Point Beach Resort's Seasonal Packages

The screenshot displays the 'Specials & Packages' section of the White Point Beach Resort website. It features several promotional cards for seasonal offers:

- A Magical Easter Weekend:** Starting at \$762 for 2 people for 2 nights. Families are hopping over to savour Easter by the sea. Stay for 2 or 3 nights from April 18-20 and experience a jam-packed weekend of Easter fun, from egg hunts to dance parties! The package includes dinners, breakfast and Easter Brunch. [Book Online](#)
- Love Local Offer:** Starting at \$152/night for 2 people. There's no better way to welcome the warmer days than with an East Coast staycation, right in your own backyard. Residents of Shelburne, Yarmouth, Digby, Queens, and Lunenburg counties can enjoy 20% OFF our regular rates. T&C apply. [Book Online](#)
- April is looking up!** Starting at \$279 per night, single occupancy. Boost productivity and team spirit in the fresh ocean air. [Book Online](#)
- 2-Night Easter Special:** From \$762. Includes dinner, breakfast and Easter Brunch. [Book Online](#)
- 3-Night Easter Special:** From \$1121. Includes dinner, breakfast and Easter Brunch. [Book Online](#)
- Love Local Special Offer:** From \$152. Residents of your area enjoy a 20% discount off our regular room rates. [Book Online](#)
- Mother's Day Package:** From \$459. Includes Saturday Dinner and Sunday Brunch. [Book Online](#)

3. Booking



Web Design



Reservation Software



OpenTable®

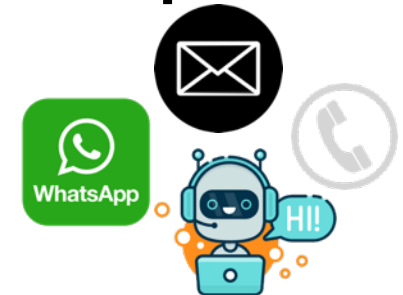


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OTAs

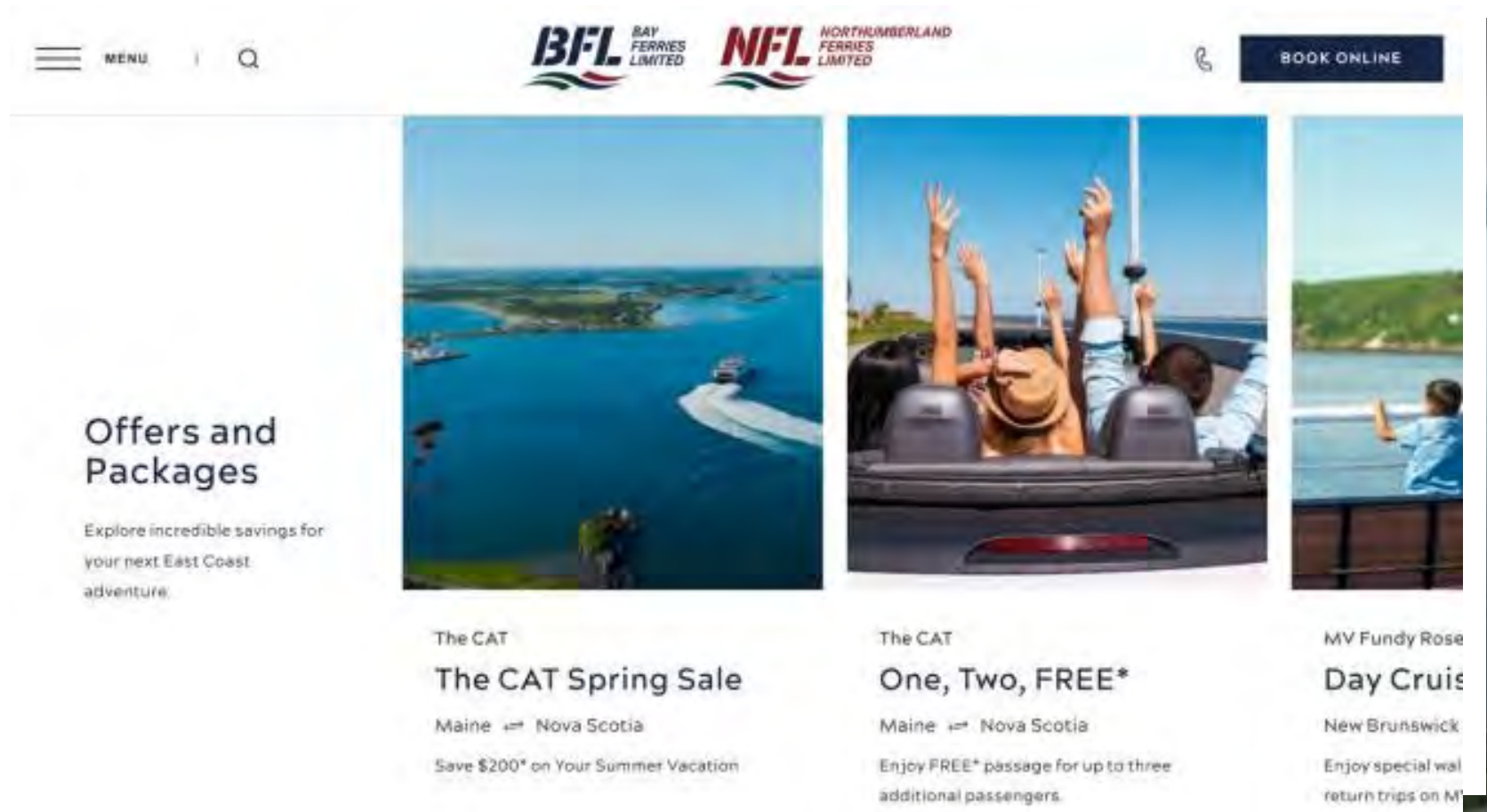


Be Responsive



3. Booking – Bay Ferries

Seamless Reservations: Bay Ferries' Targeted Campaigns



4. Experiencing



Coupons/Discounts

Encourage customers to visit other locations
Build community with local businesses



Information

85% of leisure travelers decide what to do on arriving!
67% of travelers said they felt more loyal with more information



Content Creation

Encourage customers to share their experience
Encourage customers to leave reviews
Influencers?

5. Sharing



Automated Emails

Build your (customer database)CRM
 Post-trip/experience email to remind them to review
 Stay in touch with customers and reinforce the relationship



Just Ask

Front Desk agents
 Servers
 CSRs



Make it easy to share

Keep social media icons in view to remind guests, QR code on receipts, flyers etc

Rewards

Competitions
 Incentives



5. Sharing - Lunenburg Walking Tours

Encouraging Advocacy: Lunenburg Walking Tours' Review Strategy

Reviews Q&A

4.9 ●●●●● 520 reviews

TOURS/PACKAGES

Excellent	476
Very good	37
Average	5
Poor	1
Terrible	1

Search reviews...

ABOUT US FAQ CONTACT US

Filters English Most Recent

Popular mentions

- haunted tour
- great tour
- ghost stories
- haunted walk
- essential tour
- tour starts
- great stories
- great overview
- beautiful town
- old school
- private tour
- rich history
- anglican church
- visit lunenburg
- nova scotia
- hour tour
- answer questions
- bluenose ii

sheryl I
1 contribution

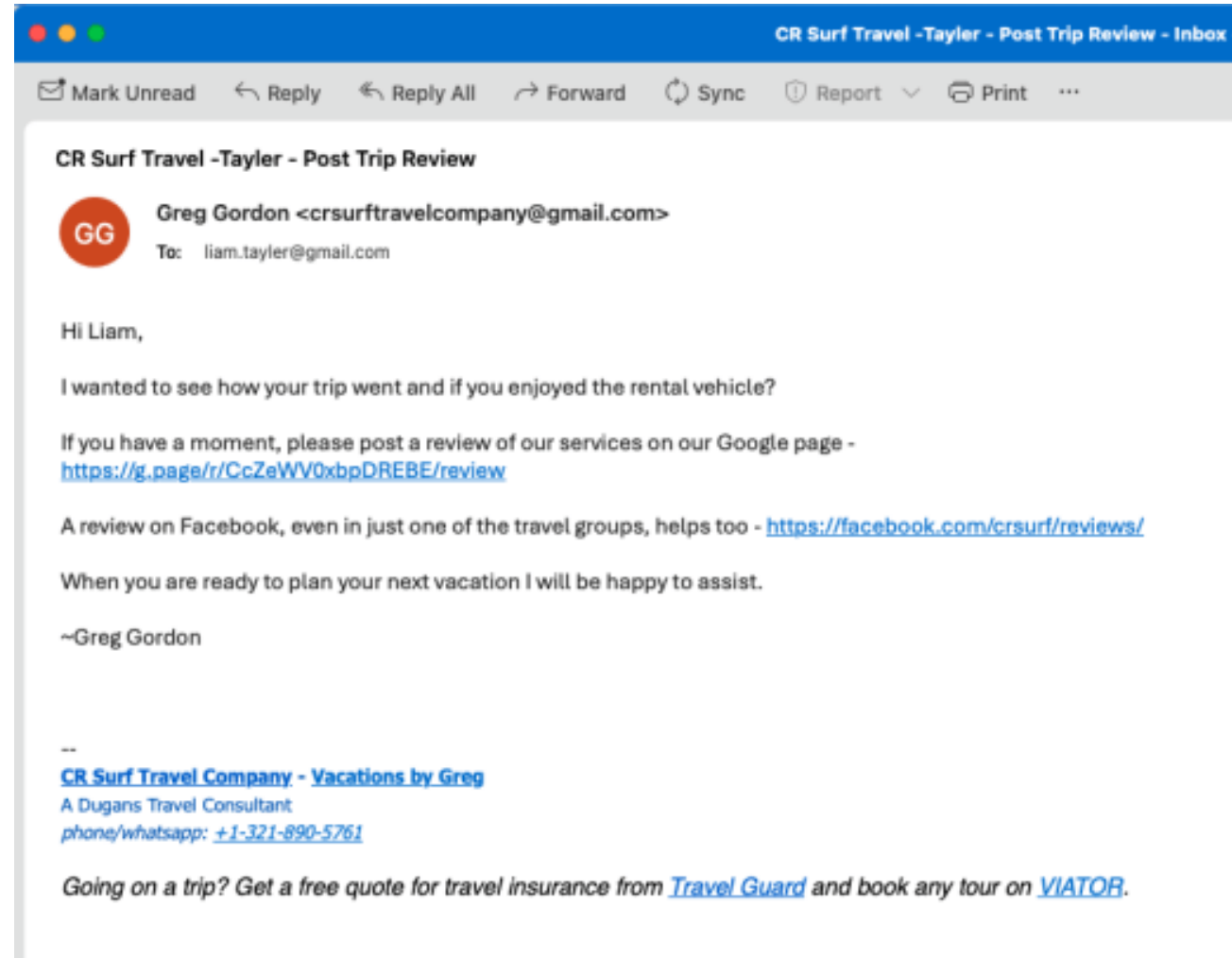
●●●●●

Awesome Ghost Tour
Oct 2024 • Couples

The tour guide, was fun, knowledgeable and engaging. I went with my husband, who once upon a time lived in Lunenburg and he learned a lot too. We had another young couple who'd just moved to the area and they too learned a lot. It was fabulous getting to go into the church and the crypt. The stories



5. Sharing – CR Surf Travel



Creating Your Calendar

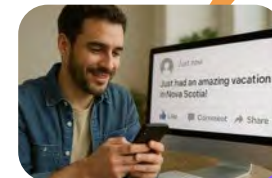
1. Buyer Persona Calendar
2. Seasonal Calendar
3. Holiday Calendar
4. Emailing Calendar
5. PPC Calendar



1. Creating Your Calendar – Buyer Journey



- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



2. Creating Your Calendar – Seasonal Calendar

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



3. Creating Your Calendar – Holiday/Events Calendar



Happy
New
Year



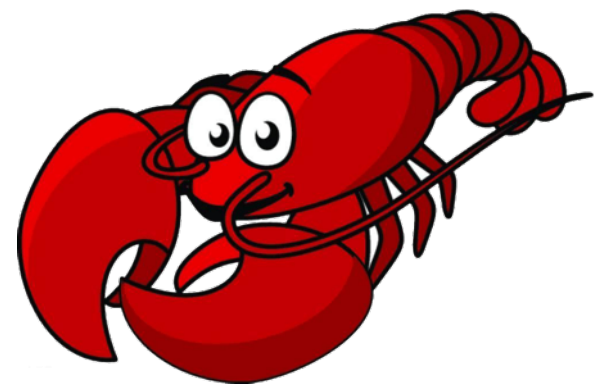
Happy
Thanks
giving



HAPPY
mother's
DAY



Happy
Canada
Day



Merry
Christmas



4. Creating Your Calendar – Emailing Calendar



Creating Your Calendar – PPC Calendar

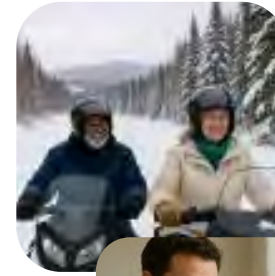


5. Creating Your Calendar – PPC Calendar



Retired Ralph & Rita

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December



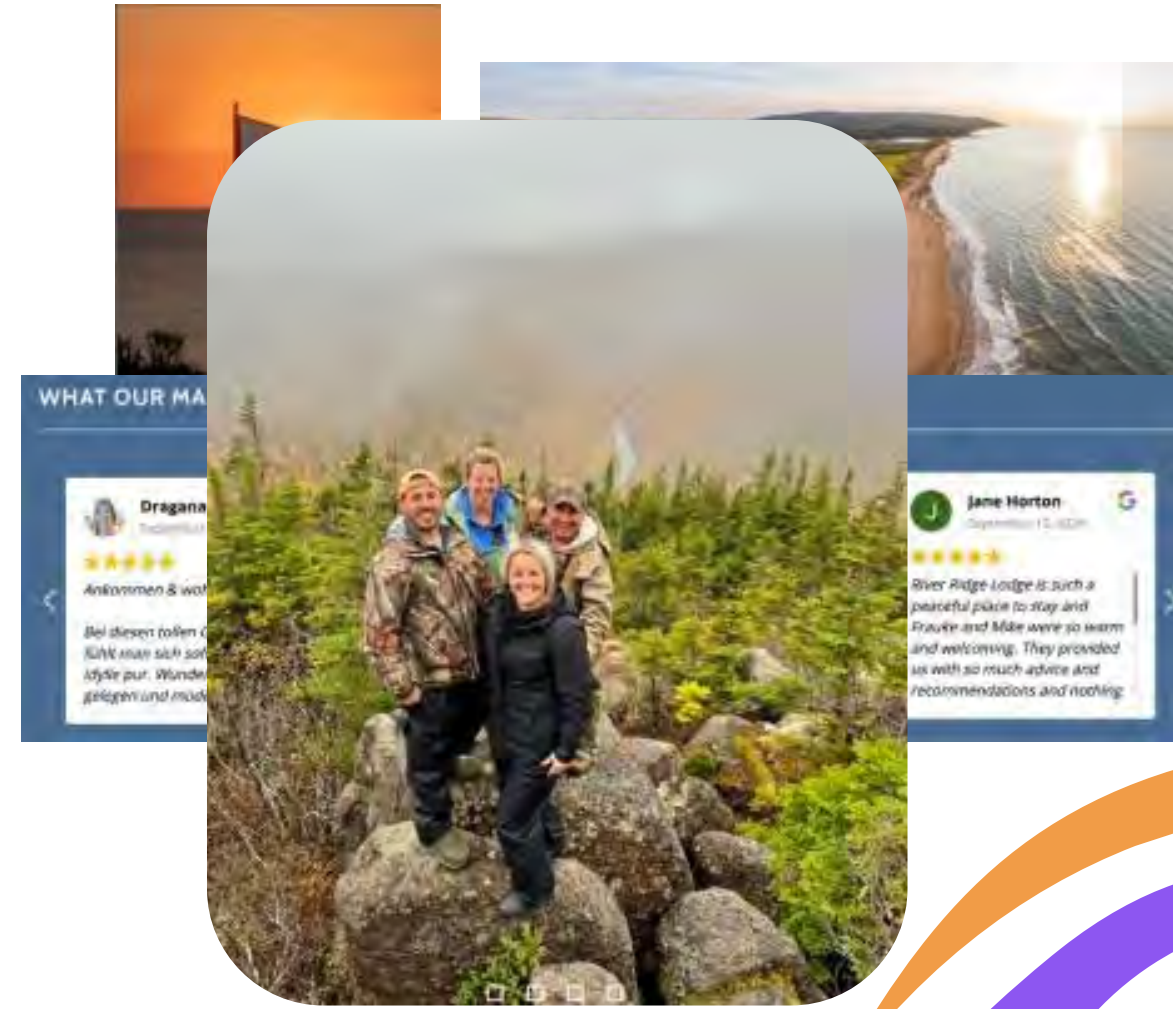
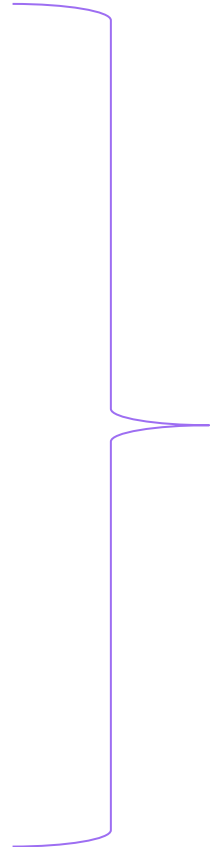
Digital Marketing Calendar

SOCIAL MEDIA CALENDAR
MONTH

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

Digital Marketing Calendar - January

Buyer Journey - Dreaming





Digital Marketing Calendar - January

Buyer Journey/Seasonal - Dreaming

Post #	Type	Theme	Description
1	Curated	Scenic Inspiration	Share a breathtaking winter lighthouse photo from a local photographer (tag them!). Caption: 'Could you imagine waking up to this view? #NovaScotiaDreaming'
2	Created	Throwback Travel	Your summer photo of Lunenburg Harbour with caption: 'Lunenburg in July is something else Who's planning ahead?'
3	Curated	Listicle Share	Repost a travel blog titled 'Top Canadian Coastal Towns to Visit in 2025'. Add commentary: 'We're so proud to be on this list!'
4	Created	Reel or Carousel	Create a short reel of 4 seasons in NS—ending with 'Start dreaming now...'
5	Curated	UGC (User Generated Content)	Share a guest's Instagram post of Peggy's Cove from last summer. Include: 'We LOVE seeing your Nova Scotia memories. Keep tagging us!'
6	Created	Travel Planning Tease	Post a screenshot of your new downloadable itinerary or blog post teaser: 'Planning your 2025 escape? This guide will make you swoon...'
7	Personal	Local Behind the Scenes	Snap a cozy photo of your workspace (fireplace, coffee, view). Caption: 'Planning next season from this little corner of the world'
8	Personal	Meet the Team	Introduce a team member or local partner with a fun fact or travel tip: 'This is Mike, who's kayaked every cove in Mahone Bay...'
9	Curated	Seasonal Article or Video	Share a winter-themed travel video (not your own): 'This video captures why Nova Scotia is a year-round beauty.'
10	Created	Poll or Engagement	Poll: 'If you could visit one Nova Scotia town this summer, where would it be? Mahone Bay Lunenburg Wolfville Digby'

Digital Marketing Calendar – January

Holidays/Events



Digital Marketing Calendar – January

Emailing



CALL US TODAY: 1 (800) 565-5068

[FORWARD TO A FRIEND](#)



March Madness at the Beach!

As we transition from winter to spring, we've got a tidal wave of excitement coming your way this March at White Point Beach Resort. Let the sea breeze guide you through a month filled with family fun, Irish charm, and Easter delights!

March Break Bonanza: March 8-17 Parents, brace yourselves! Our March Break special activity schedule is tailor-made for kids of all ages.

Shamrockin' St. Patrick's Day Weekend: March 15-17 Prepare for a splash of green and a heap of Irish cheer! Our resort will be adorned with festive decor, and our staff will be donned in green to set the mood.

Easter Extravaganza: March 31 Indulge in a delightful Easter Brunch spread while the Easter Bunny hops around, spreading joy to every cottage.





Digital Marketing Calendar – January

Date	Theme/Subject	Platform	Type	Description	5-3-2 Type
January 1, 2025	PPC Campaign Launch – Dreaming	Google Ads	PPC	Launch PPC campaign targeting 'Dreaming' stage with inspirational ad copy.	
January 2, 2025	Scenic Inspiration	Facebook, Instagram	Post	Share a breathtaking winter lighthouse photo. Caption: 'Could you imagine waking up to this view?'	Curated
January 4, 2025	Throwback Travel	Facebook, Instagram	Post	Summer photo of Lunenburg Harbour. Caption: 'Lunenburg in July is something else 🌞'	Created
January 6, 2025	Listicle Share	Facebook	Post	Repost blog: 'Top Canadian Coastal Towns to Visit in 2025'.	Curated
January 6, 2025	New Year's Travel Goals	Email	Email	Encourage clients to start planning 2025 trips. CTA: Download our free itinerary.	
January 8, 2025	Reel or Carousel	Instagram	Post	Short reel of NS in all 4 seasons, ending with 'Start dreaming now...'	Created
January 10, 2025	UGC Share	Facebook, Instagram	Post	Guest's Instagram post from Peggy's Cove. Caption: 'We LOVE your Nova Scotia memories!'	Curated
January 12, 2025	Travel Planning Tease	Facebook	Post	Tease itinerary: 'Planning your 2025 escape? This guide will make you swoon...'	Created
January 14, 2025	Local Behind the Scenes	Instagram	Post	Cozy workspace photo. Caption: 'Planning from this little corner of the world ☕❄️'	Personal
January 16, 2025	Meet the Team	Facebook, Instagram	Post	Introduce team member Mike: 'He's kayaked every cove in Mahone Bay...'	Personal
January 18, 2025	Seasonal Article or Video	Facebook	Post	Winter-themed travel video. Caption: 'This captures why NS is a year-round beauty.'	Curated
January 20, 2025	Poll or Engagement	Instagram	Post	Poll: 'Which NS town would you visit this summer? 🌊🔔🛶🌊'	Created
January 22, 2025	Dry January	Instagram	Post	Promote mindful travel: wellness retreats, coastal walks. Hashtag: #DryJanuaryNS	Created
January 22, 2025	Winter Inspiration	Email	Email	Mid-winter boost. CTA: Book now for summer and get early access perks.	
January 24, 2025	Robbie Burns Night	Facebook	Post	Share celebration of Scottish heritage in NS. Include local event, quote or recipe.	Curated

ChatGPT – Create post ideas



- **Have your buyer persona defined**
- **Know which platforms they use**
- **Have your buyer journey defined**



ChatGPT – Create post ideas



Prompt:

“Act as a digital marketing manager for the business {INSERT WEBSITE}. Create a January calendar of social media posts following the 5-3-2 rule to appeal to the buyer persona {INSERT BUYER PERSONA PROFILE} at the {BUYER JOURNEY PHASE} phase of the customer buying journey focusing on Facebook and Instagram”



ChatGPT – Create post ideas

Date	Post Idea	5-3-2 Rule
Jan 2	Winter Charm of Lunenburg — Photo carousel of heritage buildings with historic facts	Curated
Jan 4	Local Legend Spotlight — Short post on a folk tale or historical figure from Mahone Bay	Curated
Jan 7	Why Stay at Bayview Pines in Winter? — Highlight cozy views, proximity to culture, and breakfast	Created
Jan 9	UNESCO World Heritage Explained — What makes Lunenburg special? (1-min reel or carousel)	Curated
Jan 11	Cultural Calendar: What's On This Winter — Local events (exhibits, markets, etc.)	Curated
Jan 14	Meet the Hosts — Casual photo or reel introducing the hosts with favorite local spots	Personal
Jan 16	Winter Offer or Booking Reminder — Encourage dreaming, suggest booking early for spring	Created
Jan 18	Nova Scotian Craftsmanship — Feature local artist or cultural artisan	Curated
Jan 21	Bayview Pines Through Guests' Eyes — Share guest testimonial or quote + scenic photo	Created
Jan 25	Taste of Tradition — Spotlight on local winter dish or drink, with historical context	Curated
Jan 28	Snowy Mornings at Bayview Pines — Behind-the-scenes photo of the property or sunrise	Personal

Implementing your Calendar

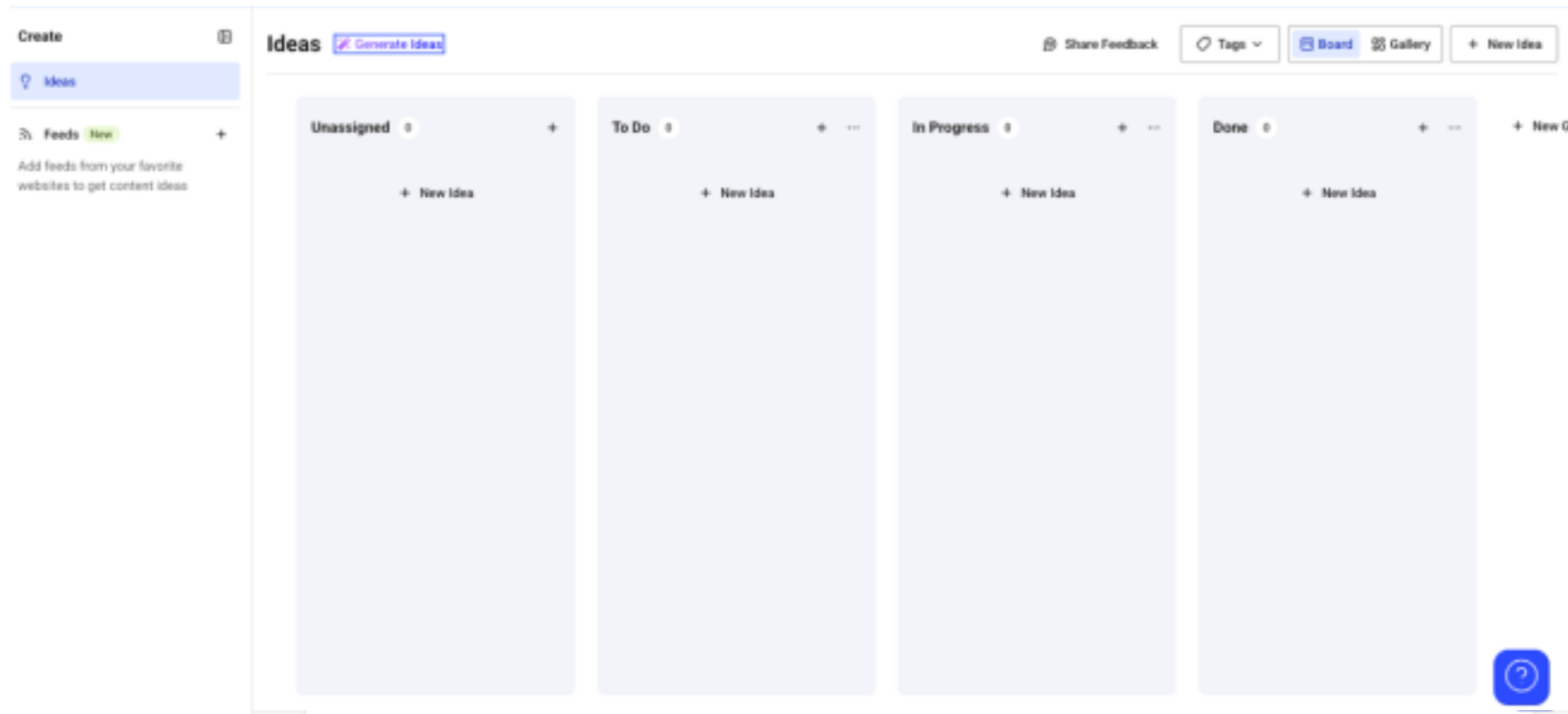


Hootsuite



 **buffer**

Implementing your Calendar



Implementing your Calendar

Social Media Marketing
Publish across social media platforms and grow your online presence.

Social accounts connected: [Manage Accounts](#) Plan: Free [Compare Plans](#)

[Create & publish](#) Your social posts

Social media planner for Bayview Pines B&B
This AI planner suggests daily photo posts based on best practices and your business goals. Schedule & publish them on social platforms. [How it's customized for you](#) [Refine Planner](#)

April 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

Suggestions for the week of April 9 – 15

- Thursday, Apr 10 5:25 AM**
 - Facebook** [Jo Grimley](#)
 Escape to Bayview Pines Country Inn for a relaxing getaway! Enjoy stunning ocean views and delicious local breakfasts. Book your stay today and feel the tranquility of Mahone Bay. Don't miss out! <https://wix.to/akOTxI8> #BayviewPines #MahoneBay #TravelGoals #Getaway
 - Instagram**
- Friday, Apr 11 6:40 AM**
 - Facebook**
 Discover the breathtaking natural wonders of Mahone Bay! Did you know it's renowned for its stunning landscapes? Plan your next adventure and experience the beauty yourself at Bayview Pines. Book now: <https://wix.to/QKxpzBb> #MahoneBay #NaturalBeauty #AdventureAwaits #Bayv... [Show more](#)
 - Instagram**

To get suggestions for other social platforms, add another account. [Connect Social Account](#)

Statistics



Finishing Up – Don't Forget

THE
MARKET

DOES IT SPARK JOY?

+ Co
Or

+ Cus

ith

ors





To Work!

Workshops

- **Marie Kondo your Digital Presence**
- **Understand & Create Meaningful Content**
- **Design & Implement your Digital Marketing Plan**



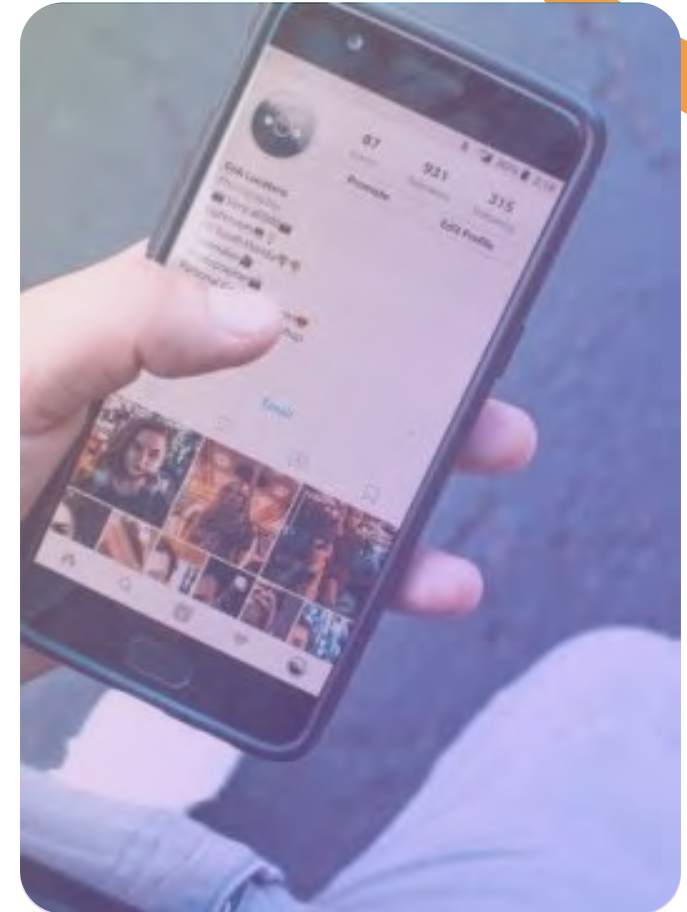
Questions?

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>

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