

WELCOME



Building a Sustainable, Year-Round Marketing Plan

October 1, 2026

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

PRESENTERS



Emily Sollows & Meghan Doucette

Meghan and Emily co-founded Lemonade Co. after 10+ years in the nonprofit and social impact sector. They help leaders and business owners grow their impact and find their people through marketing, web design and branding.





Building a Sustainable, Year-Round Marketing Plan

A practical plan for tourism businesses
to market with intention



lemonadeco.ca



[@lemonadecommunications](https://www.instagram.com/lemonadecommunications)



[Lemonade Communications Consulting](https://www.linkedin.com/company/lemonade-communications-consulting)

You'll learn how to...

1. **Strategize:** Set realistic marketing goals, knowing who you're reaching and which channels are worth your time.

2. **Plan:** Plan meaningful, low-lift marketing tactics for the whole year, moving beyond just selling tickets or experiences.

3. **Build Routine:** Build a simple marketing routine you can maintain year-round.





Let us introduce ourselves

- Hi, we're **Emily Sollows & Meghan Doucette**
- **Started Lemonade Co. in 2024** to help small businesses & non-profits connect with their audiences
- **10+ years experience** in marketing
- **We offer marketing strategy & support, branding, and website design**



Strategy



Marketing Strategy = High Level

Purpose: to give you clarity and alignment on what you want to achieve, who you're trying to reach, and how you want to communicate

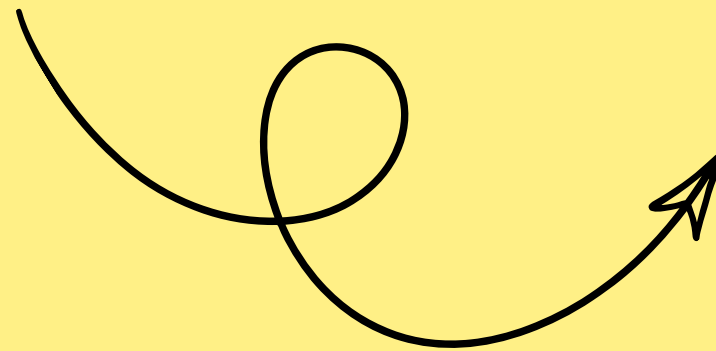
Decide who, what, when, where, and why (the how comes next)



A guiding document for your team

If you have multiple staff or hire summer students who help with marketing, the strategy makes sure your marketing stays aligned and consistent through personnel changes.

Let's talk about how to fill yours out using the provided template.



Marketing Strategy Template

Simple Marketing Strategy Template

Developed by Lemonade Co.

Goal Setting

Depending on the nature of your business, it may be helpful for you to break out your goals into off-season and peak season, or short-term and long-term.

Off-season goals

-

Peak season goals

-

OR

Short-term goals

-

Long-term goals

-



[click here to access](#)

Plan





Moving from High Level to Day-to-Day

Your marketing plan is where you decide how you will implement your marketing strategy.

Purpose: to give you a clear roadmap of what to do, where and when.



Marketing Calendar Template

Month	Channel	Task / Content	Owner	Status
Week 1	Social media (organic)	Post on Tuesday: Fall flavours in Mahone Bay		
	Social media ads	Start planning off-season ad campaign		
	Email marketing	Write email to send next week		
	Website	Write one blog post		
Week 2				
Week 3				
Week 4				
	All	Review analytics!!		

[click here to access](#)





Low-Lift & Repeatable Content Tips

Upcycling Content:

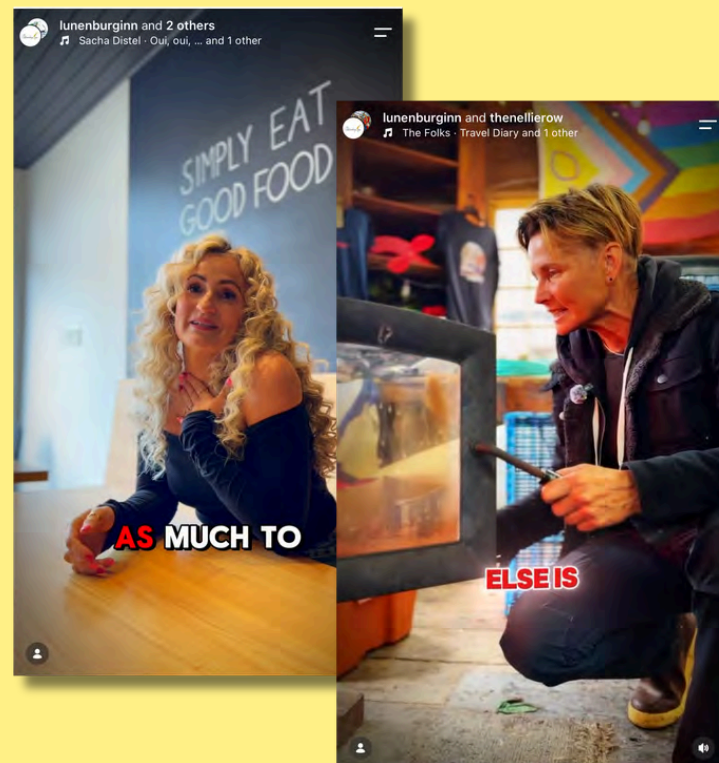
- Newsletter = 1-3 social media posts, and/or blog post
- Social media caption = blog post
- Well performing reel = repurpose as a carousel in 1-2 months



Low-Lift & Repeatable Content Tips

Content Series & Templates

- Benefit your audience and you!
- Examples: Women Who Anchor Lunenburg from Lunenburg Inn, Bluenose II Captain's Logs



Simplifying your Visuals

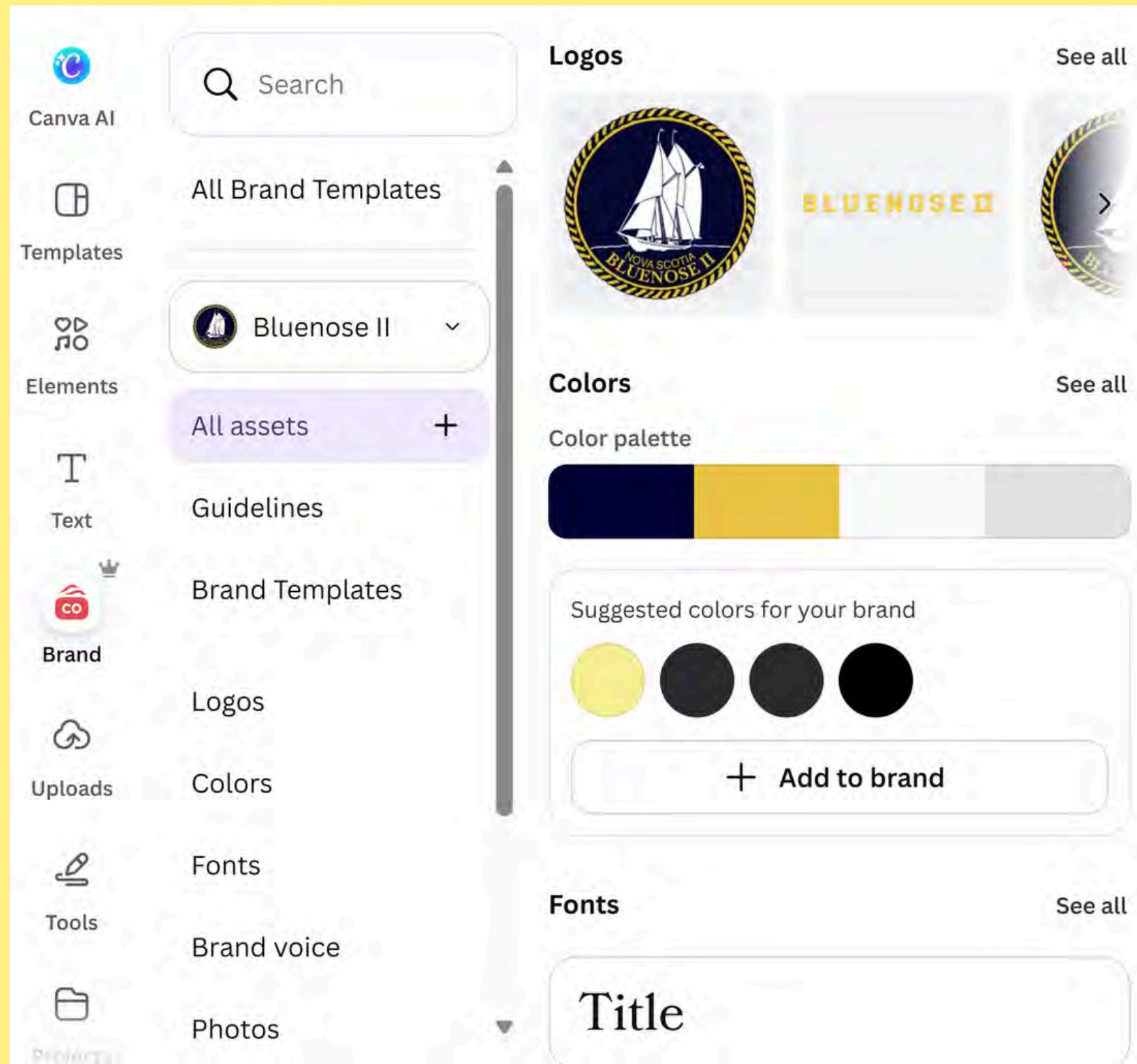
Your branding provides a visual foundation for your business, creating a cohesive and recognizable presence.

What makes up your brand:

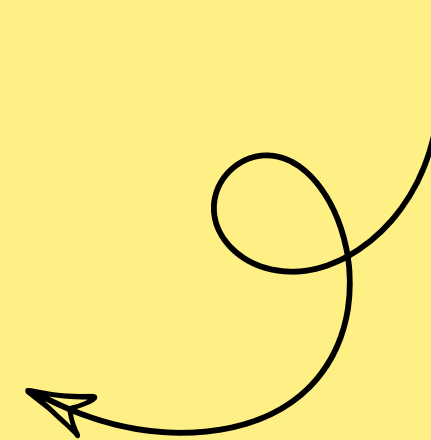
- Brand fonts
- Brand color palette
- Logo(s)
- Brand personality & values
- Brand voice & tone
- Photography



Simplifying your Visuals



Set up your brand
kit in Canva



Simplifying the Visuals



Set up a template in Canva

Examples:

- schedule/availability
- hiring
- announcement
- selling



Routine



Building your own routine

For creating content, there are four distinct marketing tasks you will need to do:

1. **Planning:** developing content ideas you want to execute
2. **Creating visuals:** designing graphics, shooting photos or videos, editing photos or videos
3. **Writing:** writing the messages you want to convey
4. **Scheduling:** scheduling or posting content



Building your own routine

Your routine is completely dependent on your brain and energy. Set aside recurring time blocks for marketing tasks so you can be consistent in your marketing, even through the busy season.

Tips:

- **Choose a specific time: once per week; 1-2x per month**
 - e.g. Mondays from 9am-12pm
- **Put it in your calendar!**
- **Suggest scheduling content in bulk**



Tools to make your life easier

Use the tools that work best for you and slot easily into your current workflow.

- Graphic design software
- Social media scheduler/planner
- Email marketing platform
- Project management software
- CRM or booking platform(s)



Review analytics monthly

This is where you record performance month over month (reach, engagement, bookings, traffic, etc.) so you can see what's working and make adjustments in your next month of planning.

Develop a habit of reviewing your marketing analytics monthly or quarterly.

See 'Metrics Tracking' sheet in your marketing calendar for examples.





Let's stay in touch



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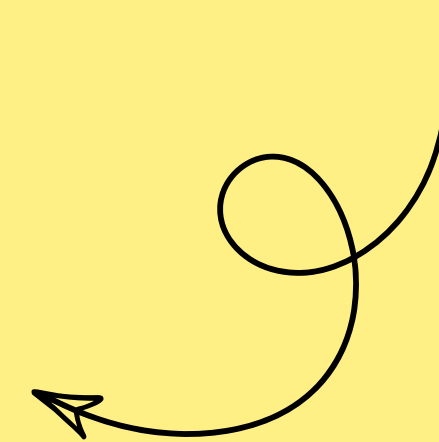


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