DIGITAL CONTENT MARKETING PROGRAM 2027/2028



TOURISM NOVA SCOTIA

NATURA Wilderness Retreats


Rousseau Chocolatier



The Flying Apron Inn & Cookery


Peggy's Cove

PROGRAM OVERVIEW

Tourism Nova Scotia's Digital Content Marketing Program (DCMP) provides Nova Scotia tourism businesses and organizations with the opportunity to partner with Tourism Nova Scotia (TNS) to create high-quality photos and video, or develop strategic digital marketing campaigns. Markets may include the Atlantic provinces, Ontario, Quebec, and the Northeastern United States.

HOW DOES IT WORK?

Applicants submit one application to the Digital Content Marketing Program with content creation needs, digital marketing needs, or both. If you are looking to create high-quality content, then you may want to apply for content creation only. If you already have high-quality finished content suitable for digital marketing, you may want to apply for digital marketing only. Selected applicants will be invited to participate in a meeting to discuss the content concept(s) and/or digital marketing tactics to determine how best to proceed.

WHO IS ELIGIBLE?

Applicants must be listed on NovaScotia.com. For more information about listing on NovaScotia.com visit: tourismns.ca/promote-your-business-tourism-nova-scotia. Please carefully review the Eligibility and Listing Requirements for NovaScotia.com. If you are not eligible for NovaScotia.com, you are not eligible for the program.

Tourism businesses, national parks, municipalities, and other tourism-related organizations are eligible to apply. Businesses and organizations must be in good standing with the provincial Registry of Joint Stock Companies. Roofed accommodations businesses must be registered with the provincial short-term rental registry.

Tourism Nova Scotia is dedicated to advancing equity, diversity, inclusion, and accessibility (EDIA) in Nova Scotia. We encourage and prioritize applications from underrepresented businesses and organizations, as well as those that offer tourism activities that amplify and reflect underrepresented communities, experiences, and voices.

As Tourism Nova Scotia works toward season extension goals, priority will be given to applicants who will use all or a portion of their investment to support off-peak content development and/or marketing activities.



Belliveau Cove

WHAT ARE THE BENEFITS OF CO-INVESTING IN THIS PROGRAM WITH TNS?

Content Creation and Digital Marketing

By investing in content creation, you will receive high-quality photo and video assets to help address your organization's marketing needs. Content created through this program is also used by TNS in marketing campaigns and uploaded to the TNS digital content library to share with approved tourism industry partners.

TNS has used partner content in social media advertising and organic posts, video footage has been used in TNS advertising campaigns, and photography and video assets have been used on NovaScotia.com. Video, photography and B-roll from the TNS digital content library are shared with travel trade and travel media from around the world for the purpose of promoting travel to the province.

By investing in digital marketing, you will receive access to the guidance and marketing expertise of TNS and our marketing agency of record to deliver a customized digital marketing campaign. Partners may leverage the Nova Scotia brand while connecting travellers directly to their product or experience. Partner participation can help increase awareness in key markets of the things to do and places to go in Nova Scotia.



Chéticamp Campground, Cape Breton Highlands National Park



Benjamin Bridge Vineyards

PRODUCTION PACKAGES

We'll work with you to tailor a package specific to your needs. Content formats are selected based on marketing objectives and intended channels. For example, vertical videos are often created for social media advertising and organic social content, while photography can support everything from website updates to paid marketing campaigns.

Formats previously developed in the Digital Content Marketing Program include vertical video, square video, horizontal video, text-based video, mini documentary, B-roll, 6-second bumper (video ad), creator-led video, photography, etc.

The examples below are based on a professional photographer and video crew being on location for your production shoot days. You will be guided through the process by a producer who will help realize your vision and create professional video and photography assets. All video footage shot will be provided on a hard drive at the end of the production, ready to be reused and edited as you see fit so your content can live on beyond the program.
Please note that the packages presented are examples, and subject to change depending on factors such as supplier contracts, crew travel, or talent requirements.


Concrete Creations: Cosby's Garden Centre

EXAMPLE PACKAGE 1

Partner investment: $10,000 + TNS match: $10,000 = $20,000 total production budget + HST

- Minimum 1 day on location video and photography shoot
- 2 x 15–30 second social media videos
- 10 x professionally finished photographs
- B-roll video footage

EXAMPLE PACKAGE 2

Partner investment: $15,000 + TNS match: $15,000 = $30,000 total production budget + HST

- Minimum 2 days on location video and photography shoot
- 2 x 15–30 second social media videos
- 2 x edited social media stories
- 2 x 6 second bumper videos for use in YouTube ads
- 10-20 professionally finished photographs
- B-roll video footage

EXAMPLE PACKAGE 3

Partner investment: $30,000 + TNS match: $30,000 = $60,000 total production budget + HST

- Multi-day video and photography shoot
- 2 x 15–30 second social media videos
- 2 x edited social media stories
- 1 x list-style video to tell a story or highlight experiences
- 1 x longer form video, such as a mini-documentary
- 20-30 x professionally finished photographs
- B-roll video footage

MEDIA PACKAGES

The program offers media buys through Display, Video, Social, and Search tactics, and allows you to tailor a package specific to your business.

We recommend a minimum 1-2 month period of media buy participation in the program. This allows us to optimize your ads to their full potential, and keep you involved with their performance. It also allows for effectively retargeting your audiences, which means that we continue to serve ads to those who have visited your website and/or have seen the ad.

The available media buying tactics are:

SOCIAL TRAFFIC

Social Traffic ads are delivered on Facebook and Instagram, using a traffic objective to drive clicks to your website.

SOCIAL VIDEO

Social Video ads are delivered on Facebook and Instagram, assisting in spreading reach and generating views.

BOOSTED CONTENT

Social content, generated through influencers/ partners, is boosted on Facebook and Instagram, using either your Facebook and Instagram channels or those of the influencer/partner.

GOOGLE DEMAND GEN

Google Demand Gen ads are served, based on targeting, across 3 million Google partner websites, driving users to your website. This tactic performs best when supported by a library of high-quality images and strong graphic design assets.

GOOGLE SEARCH

Search is used to ensure that when users look for specific keywords in a Google Search, your business has the top results with the lowest cost-per-click. To ensure meaningful results, this tactic is only used when sufficient budget is available.

YOUTUBE

YouTube ads are intended to generate awareness for your business, and are optimized towards views.



Skyline Trail, Cape Breton Highlands National Park

MEDIA PACKAGES

DCMP Example Packages

EXAMPLE PACKAGE 1	Partner investment	TNS match
Media Budget	$7,500	$7,500
Admin Fee (15% media budget)	$1,125	$1,125
Total	$8,625 + HST	$8,625 + HST

Timeline: 1-3 month period | **Total Value:** $17,250
Tactics: 1-4 tactics | **Ads:** 3 ads per tactic

EXAMPLE PACKAGE 2	Partner investment	TNS match
Media Budget	$15,000	$15,000
Admin Fee (15% media budget)	$2.250	$2.250
Total	$17,250 + HST	$17,250 + HST

Timeline: 1-4 month period | **Total Value:** $34,500
Tactics: 4-5 tactics | **Ads:** 4 ads per tactic

EXAMPLE PACKAGE 3	Partner investment	TNS match
Media Budget	$25,000	$25,000
Admin Fee (15% media budget)	$3,750	$3,750
Total	$28,750 + HST	$28,750 + HST

Timeline: 1-6 month period | **Total Value:** $57,500
Tactics: 5 tactics | **Ads:** 3-6 ads per tactic

EXAMPLE PACKAGE 4	Partner investment	TNS match
Media Budget	$50,000 and up	$50,000 and up
Admin Fee (15% media budget)	$7,500 and up	$7,500 and up
Total	$57,500 and up + HST	$57,500 and up + HST

Timeline: 1-12 month period
Total Value: $115,000 and up
Tactics: 5 tactics | **Ads:** 4-8 ads per tactic



Downtown Halifax

NEW FOR 2027/28: DCMP LITE PILOT

The Digital Content Marketing Program Lite Pilot is designed for tourism businesses and organizations looking for an entry point into the DCMP. Built around a standardized campaign structure targeting the Maritimes market, the pilot helps participants increase awareness, drive website traffic, and gain valuable insights while building a foundation for future marketing initiatives.

Please note that the DCMP Lite Pilot is only being offered to a limited number of new partners as part of the pilot.

DCMP LITE PILOT PACKAGE	Partner investment	TNS match
Media Budget	$4,000	$4,000
Admin Fee (15% media budget)	$600	$600
Total	$4,600 +HST	$4,600 +HST

Timeline: 2 month period | **Total Value:** $9,200
Tactics: Social Traffic & Google Demand Gen
Geography: Within Maritimes
Ads: 1-3 ads per format within each tactic

EVALUATION CRITERIA

DIGITAL MARKETING

Partners must have relevant and robust content on NovaScotia.com and their business website. Partner websites must have a positive landing page experience that makes it easy to learn more about experiences and services, and must also have Google Analytics 4 (GA4). **Partners must have pre-existing digital marketing assets or produce assets in time for campaign launch.** TNS will evaluate websites and social media pages to determine program suitability.

TNS will work with selected partners to develop mutually beneficial objectives and to customize and implement a unique digital marketing campaign that will best deliver on these objectives. Tactics may include social media advertising, search engine marketing, and display and video advertising, including the use of TNS remarketing lists.

The minimum partner investment for the DCMP Lite Pilot is $4,600 ($4,000 plus a 15% media buying fee). The minimum investment for DCMP is $8,625 ($7,500, plus a 15% media buying fee).

TNS will match the partner investment and media buying fee. Digital marketing campaigns will be scheduled and billed between April 1, 2027 and March 31, 2028. All digital marketing campaigns are required to be managed and executed through TNS's designated Agency of Record.

CONTENT CREATION

Partner experiences must appeal to Nova Scotia's target visitor segments: City Trippers, Simplicity Lovers, Outdoor Explorers, and/or Culture Seekers.

TNS will evaluate applicant websites and social media pages to determine if the experiences are a good fit for these audience segments and if there is a TNS content development opportunity.

THE MINIMUM PARTNER INVESTMENT IS $10,000.

TNS will match the partner investment. Consortium groups are highly encouraged to apply to create a larger project budget encompassing a region or a specific product offering. In some cases, TNS may look to merge projects to increase overall impact.



Georges Island National Historic Site

NOVA SCOTIA TOURISM SECTOR STRATEGIC PLAN

The program aligns with priorities in the Nova Scotia Tourism Sector Strategic Plan, which focuses on strengthening tourism marketing and experience development to support sustainable, year-round tourism growth: nstourismstrategy.ca

APPLY TODAY

Application deadline is **January 8th, 2027**.

EVALUATION

Applications will be reviewed by a panel of marketing experts from Tourism Nova Scotia and our tourism marketing agency of record. Applications are subject to a competitive process, and acceptance will be based on the competitive evaluation and budget availability.

PROGRAM CONTACT

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