



# DIGITAL CONTENT MARKETING PROGRAM 2020/2021

TOURISM  
NOVA SCOTIA 





## PROGRAM OVERVIEW

Tourism Nova Scotia's Digital Content Marketing Program provides Nova Scotia tourism businesses and organizations the opportunity to partner with Tourism Nova Scotia (TNS) to create quality photos and videos to promote their products and/or services in key markets using digital marketing tactics. Markets could include Ontario, Quebec, and Northeastern United States.

## HOW DOES IT WORK?

Applicants submit one application to the Digital Content Marketing Program with their content creation needs, their digital marketing needs, or both. If you are looking to create 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?

Tourism businesses and tourism-related organizations are eligible to apply. Businesses and organizations must be in good standing with the provincial Registry of Joint Stock Companies.





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

When you invest in content creation, you get new, high-quality photo and video assets for your organization's marketing needs and the created content is uploaded to the TNS content library to be used by approved tourism partners, and available for use in the TNS's consumer marketing campaigns. For example, TNS has used partners' content in our social media advertising and organic posts, video footage has been used in the Tourism Nova Scotia advertising campaign, and photography and video assets are used on NovaScotia.com. Video, photography, and B-roll are shared with travel trade and travel media from around the world for the purpose of promoting travel to the province.

TNS's core marketing campaign focuses on building awareness of Nova Scotia as a vacation destination for first-time visitors. When you invest in digital marketing, you are leveraging the brand awareness that TNS is building in target markets. This helps connect travellers directly to your product offering and experiences. Your participation also helps increase promotion of Nova Scotia in our target markets.





## 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. TNS will evaluate websites and social media pages to determine program eligibility.

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 IS \$7,500, PLUS A 15% MEDIA BUYING FEE. (\$8,625 TOTAL INVESTMENT)**

TNS will match the partner investment and media buying fee. Digital marketing campaigns will be scheduled and billed between April 1, 2020 and March 31, 2021.

### CONTENT CREATION

Our partners' experiences must appeal to Nova Scotia's target visitor segments— Cultural Explorers, Authentic Experiencers, and Free Spirits. [Click here to learn more about these visitor types.](#)

TNS will evaluate applicants' 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.

TNS and participating partners will distribute the developed content across marketing channels—including social media, websites, and digital advertising—and travel guides.

**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.



## APPLY TODAY

Application deadline is **Friday, January 10, 2020 at 4:00 pm (AST)**. Interested businesses and organizations can apply online at [tourismns.ca/digitalcontentmarketingprogram/application](https://tourismns.ca/digitalcontentmarketingprogram/application).

## EVALUATION

Applications will be reviewed by a panel of marketing experts from Tourism Nova Scotia and our marketing agency of record to select our 2020 program partners.

## PROGRAM CONTACT

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