



TOURISM  
NOVA SCOTIA



**DIGITAL MARKETING**  
PROGRAM GUIDELINES



# Digital Marketing Program 2018/19

## Program Overview

Tourism Nova Scotia's Digital Marketing Program provides Nova Scotia tourism businesses and organizations with an opportunity to partner with Tourism Nova Scotia (TNS) to promote their products and/or services in Canada (excluding Atlantic Provinces) and Northeastern United States, using digital marketing tactics.

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

The minimum partner investment is \$5,000 plus a 15% media buying fee. Tourism Nova Scotia will match the partner's total investment.

Digital marketing campaigns will be scheduled and billed between April 1, 2018 and March 31, 2019.

## Who is Eligible?

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

## Criteria for Partners

Partners must have relevant and robust content on NovaScotia.com and their business websites. Partner websites must have a positive landing page experience that makes it easy to learn more about experiences and services. Partners' websites must have Google Analytics.

## Apply Today

Application deadline is **Thursday, November 30, 2017 at 4:00 p.m. (AST)**. Interested businesses and organizations can **apply online at [tourismns.ca/digitalmarketingprogram](http://tourismns.ca/digitalmarketingprogram)**.

## Evaluation

Applications will be reviewed by a panel of marketing experts from Tourism Nova Scotia and our Marketing Agency of Record to determine which applicants meet the eligibility criteria and are most likely to benefit from digital advertising in the identified markets. Selected applicants will be invited to participate in a meeting to discuss the opportunity and determine how best to proceed.

## Program Contact

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