



A GUIDE TO DIGITAL MARKETING

DETERMINE YOUR NEEDS THROUGH THE **TOURISM DIGITAL ADOPTION PROGRAM**

Prepared by SME Business Solutions for Tourism Nova Scotia & Digital Nova Scotia

AUDIO & PODCAST SERVICES

“Podcasting is very similar to marketing — getting the right message to the right people at the right time,” said President and CEO of Relic Advertising, Adam Stoker. “It’s all about getting your destination’s message out to people on the platform they are most likely to consume it.”

Podcasts can be used to share, promote, and inform listeners on several topics relevant to travel. Tourism businesses can use podcasts as a medium to highlight local culture and attract a specific customer demographic with focussed articles. For example, create a podcast series that focuses on outdoor activities, such as hiking and camping to attract adventure-seekers or create a podcast series that focuses on the destination’s food and drink scene to attract foodies.

There are several popular podcast hosting platforms. They store and broadcast your content; all you have to do is tell them where you want to post! The top ones are PodBean, Wix Broadcast Player and Buzzsprout. Once they have generated you your RSS feed you can embark on your podcasting journey and post to Podcast Directories such as Apple Podcasts, Spotify, iHeart Radio and Google Podcasts.

They are a cost-effective content creation service that can be applied to many communications channels. An example of this includes the podcast launched by Avondale Sky Wineries:

<https://avondalesky.com/collections/podcasts>



Lantern Hill and Hollow, Ingonish Beach