



A GUIDE TO DIGITAL MARKETING

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

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DATA ANALYTICS

In digital marketing, data analytics is the gathering and analysis of data from various digital sources. This information can then be used to guide their digital strategy, brand, and marketing campaigns. For tourism businesses, data analytics should be used to understand who their customer is and how they behave to create an effective online strategy.

There are two types of Data Analytics applicable to Tourism:

Descriptive/historical analytics

Descriptive or historical analytics, refers to the use of historical data to better understand trends in a business, the customer behaviour, and the customer demographic. Descriptive analytics are the basis for understanding your business growth year-over-year or even month-over-month. Research is essential in developing your digital strategy, your website and focusing your online marketing strategies.

Tourism NS has information on historical visitor data, travel, and behaviour of tourists to NS to help you develop your product/service strategy. Descriptive analytics should also be applied to marketing efforts on an ongoing basis; you need to consistently ask yourself: “which keywords are working?”, “which need to be changed?”, “are we targeting the correct customer demographic?”, “how are our visitors navigating our website?”

Google has also recently launched “Destination Insights” (<https://destinationinsights.withgoogle.com/>), which give high level country-based travel trends and may help your tourism business target those travelers who are already en route to Canada.

Google Analytics

A vital analytics tool on every digital marketer’s belt is Google Analytics. This free tool offered by Google shows you who visits your webpage, from where, and how they interact with your site. This is invaluable information that gives you insight into how effective your site is, whether it is optimized for allowing you to evaluate whether your business model is targeting the right customer and how easily your clients are finding the information they want.

Your DSP can help install the tracker code on your website and within a very short period of time you will be able to see exactly what is happening on your website. When paired with Google Ads and Google Tags, it forms a triumvirate of powerful marketing data that can help you evaluate how effective your marketing efforts are. Your DSP will help you review your Analytics reports and guide you in the best way to optimize your site and marketing.

While descriptive analytics helps us to understand what happened in the past, it doesn't help us to determine what to expect in the future.

Predictive analytics

As its name implies, predictive analytics attempts to extrapolate future trends and performance. For tourism, there are several reports and government bodies who will do the hard work for you! They identify emerging trends in types of tourism, travel, package offerings etc which allow you to tailor your product offering, adjust your customer demographic and target specific markets in future marketing efforts.

In addition to future market trends reports like those created by Destination Canada ([Tourism's Big Shift: Key Trends Shaping the Future of Canada's Tourism Industry](#)) and **Google Analytics** can create predictive audiences based on your market's historical data and specifically your own website data.