



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

DIGITAL MARKETING STRATEGY & DESIGN

For a tourism business, the key to the success of your business online is understanding your clients, your product, your marketplace, and your goal. Ultimately this boils down to:

Research

You need to understand and be able to answer the 5 P's of your business:

- **Product/Service** - What is your product/service?
- **Price** - How much are your customers willing to pay?
- **Place** - Where will the offering be available?
- **People** - Who will buy your Product/Service?
- **Promotion** - What will get your customer's attention? Where will they see it?

Strategy

Your strategy will depend on the answers you have identified in your research, but identifies how best to attract, engage, and convert your clients. Key to doing this is to fully understand your customer's "Buying Journey" and create a strategy around each phase:

- Dreaming
- Planning
- Booking
- Experiencing
- Sharing

You can read more about your tourism customers' buying journey here:

<https://www.trekkssoft.com/en/blog/marketing-across-customer-journey>

Email Marketing

Your past customers, and potential customers who have agreed to receive information from you, are one of the most important segments of your target demographic. They are the open door of the customer world. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

Website Building Platforms and Client Management Systems (CMS) often have their own built-in email marketing modules or plugins, but if not, then classic mailing software like Mailchimp or Hubspot are straightforward to implement and work extremely well.

Online Advertising

There are other means of advertising online, which come in the form of:

- **Your past customers Affiliate Advertising**
An affiliate program is an agreement in which a business pays another business or influencer ('the affiliate') a commission for sending traffic and/or sales their way. This can be achieved through web content, social media, or a product integration. OTAs can be considered affiliates.
- **Blogs**
Some blogs are so successful; they can be considered influencers and specific marketing agreements can be agreed upon to generate interest and traffic to your site.
- **Directories and Listings**
In terms of digital marketing, a directory is an online listing of businesses. The listings provide information about specific businesses such as the name, address, contact information, associations, and the services and products offered. These businesses are usually categorized, by location, activity, or size. It is important that your business ensures that all your company information is up to date on every directory listing. The key online directory listing today is Google Business Profile and for Nova Scotia, www.novascotia.com.
- **Online Travel Agencies (OTAs)**
You don't have to sign up with Expedia, Booking.com, Travelocity, etc. but they are a valuable way

to generate bookings. It is worth evaluating listing your experience/hotel/restaurant in the OTA that is most relevant to your business. There are positive and negative aspects to using OTAs.

- **Advantages**
 - Potential for additional bookings
 - International visibility
 - Additional marketing channel
 - Aid in generating customer reviews
- **Disadvantages**
 - Commissions are high, which reduces your profits
 - Limited ability to show your brand identity.
 - You have limited or no access to the customer.
- **PEER-Review Sites**

Directories, especially those that encourage reviews and create a buzz around your business, are essential to marketing your business online. TripAdvisor is one of the top sites that cultivate reviews and generate significant interest in Tourism Businesses.

Search Engine Marketing

- **PPC (Pay Per Click Advertising)**

Pay Per Click Advertising is paid advertising on websites, search engines and social media sites to drive traffic and sales and increase brand awareness. There are 4 types:
- **SEM (Search Engine Marketing)**

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (SERPS). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services.
- **SMM (Social Media Marketing)**

Social media marketing (SMM) is a digital marketing method wherein you pay to promote your ads or branded content on a social network, such as Facebook or Twitter.
- **Shopping**

Primarily for retail, direct to consumer sales of products. Shopping Ads in Google use the existing product data in the vendor's Merchant Centre to promote their products.
- **Display**

Display ads are visual-based ads and banners you see while reading an article on your favourite blog, watching a video on YouTube, or using a mobile app. Google display ads are served on websites and apps that belong to the Google Display Network (GDN) - but there are other display ad networks out there.