



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

PHOTOGRAPHY & VIDEOGRAPHY

Although the quote: “The first bite is with the eye” by Yotam Ottolenghi referred to food, it is especially applicable to websites, and marketing in general.

Humans learn visually, and especially today, with our short attention spans we tend to prefer video, animation, and imagery over text.

There is a reason that restaurants use high end images of their dishes to attract their clientele. A website with no imagery makes for a very dull experience, a website with poor quality images immediately impacts the perception of the business itself, but a website with quality images establishes itself as a quality enterprise.

There are 4 key reasons why high-quality photography and videography are essential to your business.

Build Credibility

One of a business owner's top priorities must be to build trust and create a relationship with the client, even online. Posting high-quality images of your company, products, or services can support the development of your brand's identity and credibility.

First Impressions matter

When a customer visits your website or social media profiles, images are the first thing they notice. High-quality images are crucial in forming the first impression about your business, products, or services.

Tell A Story

Your photos can help tell your story to your potential customers. Especially in tourism where you are selling an experience, visual information is vital in helping people to understand what to expect from your service.

Standing Out

Businesses have to stand out among their competitors. High-quality images convey professionalism to your customers and show that you care about how your business is presented to the world.

Placement

Placement of your videos and photos is key to maximising the impact it has on your web visitor and delivering the message you want to communicate.

Home page background “Hero” video/image

Your “Hero” image (the oversized banner image at the top of your site) has to create a true sense of what your business provides your customers. Each business is unique and both videos and high-quality images can make the right impact in the “Hero” zone.

Testimonial videos

There is nothing more convincing to a potential customer than a great review of your business from a testimonial. A video testimonial goes one step further, having a customer rave about your business in a video lends an air of credibility over and above those simple text comments.

About Us

Tourism sales are often an emotional decision based on the customer's urges to visit new places, try new things, and embark on adventures. Creating an emotional connection to the customer through an introductory video makes your business more human instead of a faceless webpage.

Experiences

Clearly communicating your service offering to your client is vital to their being comfortable making an online purchase/booking. Videos and images featuring your services help your customers to understand what to expect and encourages them to make their purchase.

If you do not yet have high quality photos and videos for your business, include this when applying for TDAP services, however, if you have previously participated in any content development programs created by Tourism Nova Scotia, you may choose to focus on other services to get the most benefit from the program.



East Coast Outfitters, Lower Prospect