



A GUIDE TO DIGITAL MARKETING

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

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SOCIAL MEDIA MARKETING STRATEGY, PLANNING & DEVELOPMENT

Social media marketing is becoming a more and more important method for businesses to reach out to prospects and customers. It is the process of creating content for social media platforms in order to promote your products, build relationships with your target audience, and drive traffic to your website.

Your DSP will be able to help you plan a Social Media Strategy aligned with your business goals and customer demographics. Creating a consistent calendar for publishing on your different social media platforms is key to connecting with your customer base and your DSP will be able to provide you insight into how to do that.

Blogs

Blogging for business is a marketing strategy that uses blogging to increase your company's online visibility. A blog is a marketing channel that promotes business growth by driving traffic to your website, converting that traffic into leads, and generating long-term results by improving your SEO.

Social Networks

Each Target Demographic identified in your research will have a preferred Social Network (or a selection of Social Networks). It is critical in your social media strategy to determine which of these platforms will provide the most cost-effective way to reach your target customer.

SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
 <ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mktg • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
 <ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
 <ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
 <ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
 <ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
 <ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
 <ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mktg • App mktg 	<ul style="list-style-type: none"> • Relationship building