



TOURISM  
NOVA SCOTIA 

DIGITAL CONTENT  
MARKETING PROGRAM



# DIGITAL CONTENT MARKETING PROGRAM 2019/2020

## PROGRAM OVERVIEW

Tourism Nova Scotia's Digital Content Marketing Program provides Nova Scotia tourism businesses and organizations with an opportunity to partner with Tourism Nova Scotia (TNS) to create marketing assets and to promote their products and/or services in Ontario, Quebec, and Northeastern United States, using digital marketing tactics.

## NEW THIS YEAR

We have merged our successful Inspiring Content Program and Digital Marketing Program into one - the Digital Content Marketing Program. By combining these programs into one, we have simplified the application and discovery process for partners. Now partners who are interested in both content creation and digital marketing only need to submit one application and engage in one initial discovery session. This will also allow for better synergy in the creation of content used for digital marketing purposes for both our program partners and TNS. Organizations have the option to apply for either content production or digital marketing, or both.

## HOW DOES IT WORK?

Applicants can submit one application to the Digital Content Marketing Program with either their content creation needs, their digital marketing needs, or both.

On your application, you can identify whether you want to participate in digital marketing, content creation, or both. If you already have high-quality finished content suitable for digital marketing, then you may want to apply for digital marketing only. If you are looking to create quality content (including photography and finished video), then you may want to apply for content creation only. Selected applicants will be invited to participate in a meeting to discuss the content concept(s) and/or digital marketing tactics to determine how best to proceed.



## WHAT ARE THE BENEFITS OF CO-INVESTING IN THIS PROGRAM WITH TNS?

When you invest in content creation, you get new, high-quality assets for your organization's marketing needs, and the created content is then available for use in the TNS's consumer marketing campaigns and uploaded to the TNS content library. For example, TNS has used partners' content in our social media advertising and organic posts. B-roll has been used to create If You Only Knew consumer campaign videos—and photography and video are used on NovaScotia.com (which receives over 4 million views per year). Video, photography, and B-roll are shared with travel trade and travel media from around the world for the purpose of promoting travel to the province.

TNS's core marketing campaign focuses on building awareness of Nova Scotia as a vacation destination for first-time visitors. When you invest in digital marketing, you are leveraging the brand awareness that TNS is building in target markets. This helps to connect the traveller directly to your product offering and experiences. Your participation also helps increase promotion of Nova Scotia in our target markets.

## WHO IS ELIGIBLE?

Tourism businesses and tourism-related organizations are eligible to apply. Businesses and organizations must be in good standing with the provincial Registry of Joint Stock Companies.

## EVALUATION CRITERIA

Digital Marketing: Partners must have relevant and robust content on NovaScotia.com and their business website. Partner websites must have a positive landing page experience that makes it easy to learn more about experiences and services, and also have Google Analytics. TNS will evaluate websites and social media pages to determine program eligibility.

Content Creation: Partner's experiences must appeal to Nova Scotia's target visitor segments – Cultural Explorers, Authentic Experiencers, and Free Spirits. Click [here](#) to learn more about these visitor types. TNS will evaluate websites and social media pages to determine if the experiences are a good fit for these audience segments and if there is a TNS content development opportunity.

## APPLY TODAY

Application deadline is **Friday, December 7, 2018 at 4:00 p.m. (AST)**. Interested businesses and organizations can apply online at <https://tourismns.ca/DigitalContentMarketingProgram/application>

## EVALUATION

Applications will be reviewed by a panel of marketing experts from Tourism Nova Scotia and our Marketing Agency of Record to select our 2019 program partners.

## PROGRAM CONTACT

Sarah Hennebury, Marketing Advisor, 902-798-6953,  
[Sarah.Hennebury@novascotia.ca](mailto:Sarah.Hennebury@novascotia.ca)

# DIGITAL MARKETING

TNS will work with selected partners to develop mutually beneficial objectives, and customize and implement a unique digital marketing campaign that will best deliver on the established objectives. Tactics may include social media advertising, search engine marketing, and display and video advertising, including the use of TNS remarketing lists.

The minimum partner investment is \$5,000, plus a 15% media buying fee. Tourism Nova Scotia will match partner investment and media buying fee. Digital marketing campaigns will be scheduled and billed between April 1, 2019 and March 31, 2020.

# CONTENT CREATION

## CONTENT DELIVERABLES

Content development focuses on creating assets that provide a deeper, richer dive into the experiences available in Nova Scotia. TNS and participating partners will use the content developed, and distribute it across marketing channels—including; social, website, digital advertising—and travel guides.

Investment levels begin at \$7,500 and TNS will match partner investment. Consortium groups are encouraged to apply to create a larger project budget to encompass a region or a specific product offering. In some cases, TNS may look to merge projects to increase overall impact.

TNS will ensure finished assets are consistent in shooting and editing style across partnerships and that all videos and photos are optimized for use on social channels and general tourism marketing. All project deliverables will be developed in collaboration with partners to ensure that TNS and partners are aligned with the final project deliverables. This approach will allow TNS to create a series of videos that tell a story and give potential visitors an authentic view of our people, our culture and our beautiful province. TNS will manage the scheduling, production, and completion of creative assets.

Over the past three years, TNS has worked with over 40 partners to capture and create multiple finished products for marketing purposes. During this time, a library of footage and photography from around the province has been generated that can be leveraged and used for the development of marketing assets based on partner needs. TNS, along with partners, will work to determine the most efficient and effective use of budget to maximize the number of video and photo assets for marketing purposes.

Working within the final approved and agreed upon budget, TNS and partners will determine the most effective way to create finished marketing assets. This may require capturing additional footage, editing existing footage or a combination of both. The exact type and amount of finished assets will be discussed with selected partners and will be based on objectives, as well as available budget.



# FINISHED ASSET EXAMPLES

Below are examples of the different styles of assets that can be developed, budget depending;

## 1. Mini-documentary style videos



*Dining on the Ocean Floor at Burntcoat Head, Nova Scotia - Flying Apron Inn & Cookery*

## 2. How-to videos



*Nova Scotia Seafood Chowder*



*Nova Scotia Lobster Roll*

## 3. List style videos



*Ten Fun Facts About Nova Scotia*



*Get Your Lobster On In Nova Scotia*



#### 4. Instagram Stories



[Explore the Seacoast of Nova Scotia](#)



[24 Hours in Halifax](#)



[Lobster Experiences](#)

#### 5. Time lapse videos

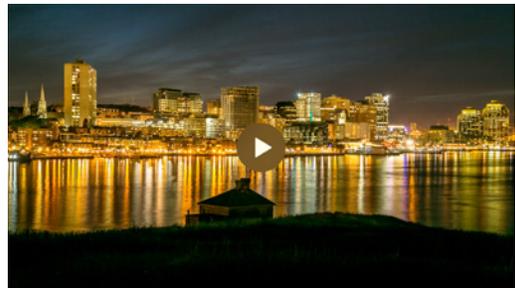


[Bear River](#)

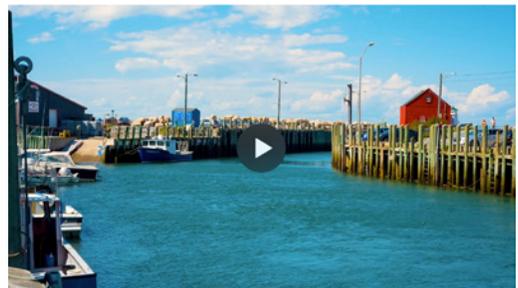


[Wedgeport Trees and Stars](#)

#### 6. Cinemagraph videos



[Halifax Waterfront](#)



[Hall's Harbour](#)

#### 7. Influencer videos



A for Adventure is with Cyclesmith Halifax and 5 others at Celtic Shores Coastal Trail.  
April 4 · Judique · 🌐

259

100 Comments

807 Shares

<https://www.facebook.com/AisforAdventure/videos/905605776275874/>



## 8. Highlight videos



*Kejimikujik National Park and National Historic Site - Parks Canada*

## 9. Professional photography

