

MARKETING YOUR TOURISM PRODUCTS

Government of
Northwest Territories



If you would like this information in another official language, call us.

English

Si vous voulez ces informations dans une autre langue officielle, contactez-nous.

French

Kīspin ki nitawihitīn ē nīhīyawihk ōma ācimōwin, tipwāsīnān.

Cree

Tłıchq̄ yatı k'è'è. Dı wegodı newq̄ dè, gots'ó gonede.

Tłıchq̄

ᑭerihł'ís Dēne Sųlíné yatı t'a huts'elkēr xa beyáyatı theᑭᑭ ᑭat'e, nuwe ts'ēn yółtı.

Chipewyan

Edı gondı dehgáh got'ıe zhaté k'è'è edat'éh enahddhę nıde naxets'é edahłı.

South Slavey

K'áhshó got'ıne xədə k'é hederı ᑭedłhtł'é yerınwę ní dé dúle.

North Slavey

Jii gwandak izhii ginjik vat'atr'ijāhch'uu zhit yinothtan jı', diits'at ginohkhii.

Gwich'in

Uvanittuaq ilitchurisukupku Inuvialuktun, ququaqluta.

Inuvialuktun

ᑕᑲᑲ ᑲᑲᑲᑲᑲ ᑲᑲᑲᑲᑲ ᑲᑲᑲᑲᑲᑲ ᑲᑲᑲᑲᑲᑲᑲ, ᑲᑲᑲᑲᑲᑲ ᑲᑲᑲᑲᑲᑲᑲᑲ.

Inuktitut

Hapkaa titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.

Inuinnaqtun

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Tourism Marketing

What is Marketing?

At a very basic level, marketing is the process of teaching and informing a consumer (a person who will purchase what you are selling) what your product, service, or experience is and why they should purchase, use, and ultimately choose it over a competitor (a person or business that offers a similar service).

Marketing generally occurs when your business can get your product, service, or experience in front of a consumer who has an unmet desire to use or experience what you are selling. Another way it can be described is a bridge that connects possible consumers to your product, service, or experience. When the bridge is established you are able to communicate what you offer over the bridge to potential consumers who are looking for that information.

Successful marketing fulfills both your needs as a business wanting to find paying consumers to experience or use your products or services, and the needs of the consumer who is looking to experience a product or service you might offer.

What is Tourism Marketing?

Tourism marketing is the act of marketing your product or service to a consumer who is taking a trip outside his/her usual environment for less than a year, for a purpose other than employment (business, leisure or other personal purpose). This type of consumer is considered a visitor or tourist. When a tourist experiences a product or service in a destination outside of his/her usual environment, this is considered tourism.

What Does it Mean to be Market Ready?

Through a pan-North tourism consortium, Destination Nunavut, Tourism Yukon, and NWT Tourism established Business, Market and Trade Ready (BMT) Standards to help Northern Canada remain competitive in the global tourism industry.

Within these standards, specific Market Ready Standards were established. To be Market Ready means that your business is actively marketing your products or services directly to visitors. By following the Market Ready Standards, you will be better able to connect your business to visitors who have that unmet desire to experience the products or services you offer. You will be able to do this because you will have effective marketing material, adequate policies in place, and established and clear lines of communication.

To participate in a BMT Ready Standards training or to access the online course, please visit tradereadynorth.ca.



Understanding Tourism Product Consumers

What is a Tourism Product?

A general product is anything offered in a marketplace for purchase by a consumer. A tourism product is therefore something that can be offered to visitors or tourists visiting a destination that is not their primary place of residence. A tourism product is often developed and established to meet the needs of tourists interested in the specific destination in which it is offered.

A tourism product also leads to the overall establishment of a tourism destination. If a destination has adequate tourism products, it can successfully market itself as a viable destination to potential tourists.

Tourism products include all services or experiences that are offered primarily to tourists in the destination they are visiting, such as accommodations, restaurants, fishing trips, hunting excursions, aurora tours, sightseeing trips, museums, cultural centres, arts and crafts stores, or Indigenous cultural experiences.

To learn more about tourism products please review the Tourism Product Development Workbook.

Why do People Buy Tourism Products?

Tourists travel to destinations for multiple reasons. They might be traveling for business and not have a choice in the destination, or they might be traveling to see or experience a specific attraction or fulfill a specific desire.

In the case that a tourist is interested in experiencing a specific attraction they will require tourism products to fulfill that desire and satisfy that need. They will first research destinations that offer tourism products that satisfy their leisure, pleasure or business needs. The tourism products they find will factor into their choice of destination. In this case, the tourism products available are a large part of what determines the destination.

In a situation where a tourist has no choice in the destination they are visiting, such as a predetermined business trip, they will seek out tourism products to fill their leisure time while at that specific destination. Therefore, the destination determines the tourism products they might experience and consume.

Some broad examples of why tourists purchase tourism products are as follows:

- to go to unique places for variety and novelty,
- to learn about cultural and natural history,
- to learn about the lifestyles of others,
- to view wildlife and wilderness areas,
- to be active/outdoors and with family and friends,
- to be challenged,
- to sketch/paint/photograph in unique settings,
- to meet like-minded people, or
- to help protect wildlife values and wilderness.



Exercise 1

Think about your current or potential tourism product, service, or experience, and come up with three (3) reasons why a tourist might have the desire to purchase it.



Establishing Marketing Success/Steps to Marketing Success

There are many steps that will lead to successful marketing. The information below is intended as a general guide to understanding some of those steps. The information is presented in the order in which it should be completed.

Research

Research is an important step that should be done first. Information collected in this section will help guide you in the following sections. The data collected will drive the decisions you make as you progress with your marketing. At this stage the purpose of doing research is to collect raw data.

There are a few different ways you as a business owner can gather and collect information that will benefit your business and your marketing.

Personal Research

Personal research uses information that you as an individual or business already own or research that you can execute through various ways. More often than not doing personal research is easier for businesses that are already established. However, new businesses can also perform a few of these steps.

Owned Assets

Information can be collected from any owned properties or assets that your business might have. Common properties might include your website and social media accounts. Any properly built website should provide you with accurate analytics or statistics about who is visiting the website and where they are coming from. The same can be said for many social networks. If you operate a Facebook page you can see information about who your followers are and where they are from.

Personal Network

Another way you can perform personal research is by reaching out to your personal network or your business' network of connections. This could be past and potential customers, friends and family, professional connections, or industry leaders.

Speaking directly to these connections is a good approach to information collecting, and is more personal in many cases. However, establishing a set group of questions that can be prepared into a survey and sent out to these connections will make the process more efficient and help structure the data you are seeking.

Available Research

In the Northwest Territories there are many ways for you to collect existing tourism-related information. This information is available to help guide your tourism business and marketing. It includes raw statistics as well as trends within the NWT and Canadian tourism industries.

Industry, Tourism and Investment – GNWT

The Department of Industry, Tourism and Investment (ITI) of the Government of the Northwest Territories (GNWT) regularly releases and updates tourism statistics and trends relating to tourism in the NWT.

This information includes but is not limited to:

- NWT tourism visitation and expenditures,
- territorial park indicators, road visitor survey data,
- Yellowknife airport arrivals by country of origin,
- Yellowknife hotel occupancy rates,
- sector visitation data, and
- regional tourism indicator data.

This information can be found on their website: www.iti.gov.nt.ca/en/tourism-research

NWT Tourism

NWT Tourism is a non-profit organization in charge of marketing NWT tourism products and marketing the NWT as a tourism destination. NWT Tourism is the destination marketing organization (DMO) of the Northwest Territories, which promotes tourism products nationally and internationally.

NWT Tourism produces an annual marketing plan which outlines their approach to marketing the NWT in the coming year. It includes a diverse set of information about marketing the NWT including several key indicators such as current tourism trends and target-audience (tourists) demographics and psychographics. This information and more can be useful to you when it comes to defining who your target audience is.

NWT Tourism also keeps track of all NWT tourism providers, organized by activity and location/region. This is an excellent resource for understanding who your competition or potential partners could be.

Information from NWT Tourism can be found in various places:

- spectacularnwt.com,
- media.spectacularnwt.com,
- marketing.spectacularnwt.com, or
- NWT Tourism representatives, who can be contacted through their website

Destination Canada

On a national level, Destination Canada is much like NWT Tourism. It's Canada's DMO. The organization markets Canada as a destination and tracks trends and statistics pertaining to tourism in Canada, such as who the inbound tourists are, and where they are coming from.

Significant information about tourism in Canada can be found on their website: destinationcanada.com/en/research

Additional Available Research

Additional available research can also be found on the internet through various organizations.

- World Tourism Organization – www2.unwto.org
- Travel and Tourism Research Association Canada Chapter – tra.com/canada-chapter/about/



Exercise 2

List all the places you can collect data relating to your business and how you plan on collecting it. For example, if you have a list of past clients or list of friends and family, you could call or email them with a set of questions about your business.



Current Marketing Situation

With the data you have collected from your personal research and through research that is already available you can now establish a current marketing environment for your business.

This will require you to go through the research you have collected to determine if it is relevant to your business or not. There are several components to establishing the marketing environment for your business. In some cases, you will find the research will identify gaps in your business and marketing, and this is alright. The purpose of the situational analysis is to begin analyzing where your business falls within the marketplace, where it excels, as well as where it needs work. Following sections of this workbook will help you fill identified gaps.

Current Tourism Trends

Current tourism trends are generalized and broad patterns that can be pulled from the information you have collected regarding tourists (visitors) and their behaviour, as well as how your local tourism industry is reacting to them.

Some examples of these trends might include:

- the increase of a specific type of tourist coming to your region,
- the change in economy in your region,
- the average length of time a tourist is spending in your region,
- the average amount of money a tourist is spending on products, services, or experiences,
- how a tourist is booking their travel,
- the cost to get to your destination, and
- how a tourist is finding information about travelling to your region.

As you go through your research to understand the trends of your regional tourism industry, ask yourself how each trend relates to your business. The goal of defining these trends is to help you align your marketing with them so that you are maximizing your efforts.

One example of a trend might be a year-over-year increase in Chinese visitors who are purchasing your products. By knowing about this trend, you could position your marketing to better appeal to this group of visitors.

Another example of a relevant trend might be knowing that tourists will first use an internet search engine to look up information about a destination or tourism product before purchasing it. With this information you could then put more emphasis on search engine marketing.

Product Situation

Diving deeper into your business, your product situation looks at where your products are situated within your tourism industry marketplace.

To determine your product situation you might answer the following questions:

- **Are my products primary or secondary products for a tourist in my region?**

For example, if a tourist chooses your destination because of a product, service or experience you offer, you have a primary product. Or if they choose your destination for another reason, but would benefit from your product, service or experience, you have a secondary product.

- **Are my products geared to one target audience (type of tourist) over another coming to my region/ destination? Can my products be geared towards a specific tourist demographic?**

For example, if your products can be offered in Spanish with a Spanish-speaking tour guide, your products might be more appealing to tourists from Mexico than China.

- **When do tourists typically book my type of products?**

For example, a tourist wanting to see the aurora borealis might book an aurora tour three months in advance, but only book a hiking tour once they have arrived at their destination.

- **Are my products Market Ready? Is it easy and clear for a tourist to research and book my products?**

For example, if research shows that the majority of tourists coming to your region book online, you should ensure that information on your products is available online, whether through your own website or through a directory or association.

These are not the only questions you can ask yourself about your products within your tourism industry; the research might draw out additional questions. As well the following sub-sections might also help you identify your business and product situation within your local tourism marketplace.

Competition

Identifying your competition helps you to be aware of what others in the tourism industry are doing, the products or services they are offering, what they are charging, and how they compare to the products or services you are offering.

Understanding what similar businesses are doing compared to your business will help you identify how to differentiate your marketing efforts so that you can set yourself apart.

You can ask yourself the following questions about similar businesses and products:

- What other businesses offer similar products, services or experience as I do?
- What is the duration of their products?
- How much do their products cost?
- When do they offer their products/when do they operate?
- How long have they been offering their products?
- What makes their business or product stand out in the industry?
- What types of marketing are they currently doing?

Potential Partnerships

At the same time as you want to identify your competition, you should also identify what businesses can be potential partnerships.

Potential partnerships will help increase the visibility of your own business by combining your marketing efforts and cross-promotion with another business or organization. You will be able to leverage the marketing effects of your partner's marketing, while they will also be able to benefit from your marketing.

An example of a partnership would be an aurora tour company partnering with a hotel to provide potential tourists with a packaged product. By marketing the tour package with accommodations, the value proposition (overall value of the product) becomes greater for the visitor who is then more likely to purchase your product because it will mean less work on their part.

Partnerships can be formed with many types of businesses, such as complementary tour businesses, restaurants, accommodations, airlines, and so forth.





Exercise 3

Identify one trend you have noticed about your local tourism industry and note how it relates to your business.

Identify one business that is similar to yours in your region and then what makes your product, service, or experience different from theirs.

Identify one business your business could form a partnership with in order to increase your marketing value proposition for potential visitors and how it might work.

SWOT Analysis

A SWOT analysis is an organized chart of your business strengths, weaknesses, opportunities, and threats.

Strengths and weaknesses are internal to your business (think: location, customer service, access to information, people, etc). Typically, you can change them over time by adjusting what you do or don't do within your business. Opportunities and threats are external to your business (think: competitors, pricing, supplies, weather, etc). They are what is happening in the marketplace whether you like it or not. They cannot be changed.

A SWOT analysis is often done at the business planning stage, but can be customized for your marketing

specifically. So rather than looking at your business as a whole when considering strengths, weaknesses, opportunities and threats, think of it in terms of just your marketing and what you are learning in this workbook.

A marketing strength for your business could be that you have an established Facebook page with an active following. A weakness might be that your website is not mobile friendly. An opportunity could be that you have a highly desired product or experience, while a threat might be your closest competitor has established themselves on a prime piece of land.



Exercise 4

Draw or divide a piece of paper into four equal sections, normally two rows and two columns. In the top two sections write "S" and "W" respectively. In the bottom two sections write "O" and "T" respectively. Once you have done that consider your business and your marketing and write down three points for each box.

STRENGTHS

- »
- »
- »

WEAKNESSES

- »
- »
- »

OPPORTUNITIES

- »
- »
- »

THREATS

- »
- »
- »

Identifying Your Target Audience/Visitor

A target audience is a particular group of visitors identified as the recipients for a particular type of marketing or advertisement. A target audience shares one or more similar traits that group them together. Your business can have multiple target audiences. These target audiences are identified from your research and knowledge of your product(s) and customers. By knowing these target audiences you will be able to match them with your marketing and messaging to ensure maximum effectiveness.

To start narrowing down the mass market of potential visitors into who your target audiences are, you should first define the limiting factors of your product(s). Limiting factors are the lowest level of requirements a visitor must meet for your product(s) to appeal to them. As the business owner you will have a good idea of what the limiting factors are.

Limiting factor variables could include:

- time,
- cost,
- skill level or experience,
- comfort,
- tour location,
- interest,
- health/mobility, or
- equipment/clothing needs.

Your products might have additional or different limiting factors, but this base will help you start to narrow down who your visitors are.

The visitors who meet your basic level of limiting factors become the base of your target audiences. They have the time, money, skill, comfort, interest, equipment and mobility to consume your product, or the means to acquire those prerequisites.

An example of the limiting factors of a half-day drive-your-own dogsledding tour might look like:

- **Time:** is able to commit to an afternoon tour.
- **Cost:** is able to pay \$125 per person with a minimum of two people.
- **Skill level or experience:** does not need prior dogsledding experience.
- **Comfort:** is able to be around hyperactive dogs.
- **Tour location:** is able to get to the tour start point.
- **Interest:** has an interest in traditional forms of transportation.
- **Health/mobility:** is able to run beside and hang on to a fast-moving sled.
- **Equipment/clothing needs:** has adequate winter clothing rated for -40° C.

Knowing the limiting factors of your product(s) and the basic requirements of your visitors, you can now begin segmenting those visitors by demographic, psychographic and geographic location. Keep in mind that you can have multiple target audiences, thus you can define multiple traits and attributes in each segment.

Examples of demographic traits might include:

- age,
- gender,
- education,
- income level,
- marital status,
- family size,
- occupation,
- home ownership,
- religion, and
- language.

Examples of psychographic traits might include:

- personality,
- lifestyle,
- social class,
- life values,
- hesitations,
- interests,
- activities, and
- opinions/attitudes.

Examples of geographic traits might include:

- city,
- region,
- province/territory, and
- country.

Defining a target audience does not mean that only those visitors can purchase your products, it merely helps you identify who the majority of your visitors are. You can still have visitors who do not fall within any of your target audiences. Additionally, even if you only have one product for your business you can still have multiple target audiences. You might determine that you need to focus one type of marketing and messaging on one target audience, while another type of marketing on another target audience with messaging that is more relevant to them. A simple example might be focusing your magazine advertising on an older demographic with no children, while your social media marketing, specifically Instagram, might be more targeted to a middle-aged demographic with a young family.

Remember to use your available research to help define your target audiences, such as the NWT Tourism annual marketing plan.

In the next section on developing effective messaging you will further tie your marketing message to your established target audiences.





Exercise 5

Part 1: Limiting Factors

Think about some of your business' or products' limiting factors to start defining your visitors. Use the chart below to focus on each factor.

| LIMITING FACTOR | MY PRODUCT(S) |
|---------------------------|---------------|
| Time | |
| Cost | |
| Skill level or experience | |
| Comfort | |
| Tour location | |
| Interest | |
| Health/mobility | |
| Equipment/clothing needs | |

Part 2: Target Audiences

Once you have come up with a few limiting factors, use that information and start to define two (2) different target audiences with the attributes listed above. Use the chart below to start, but expand it if needed.

| | TARGET AUDIENCE 1 | TARGET AUDIENCE 2 |
|-----------------------|-------------------|-------------------|
| Demographics | | |
| | | |
| | | |
| Psychographics | | |
| | | |
| | | |
| Geographics | | |
| | | |
| | | |

Objectives

When executing any marketing it is wise to establish marketing objectives for your business so you can effectively measure what you are doing. How to measure the success of your marketing is further outlined in the “Measuring Success” section of this workbook (see page 22).

Before you can measure the success of your marketing, you need to establish objectives or goals that you want reach through your marketing. These marketing objectives can be derived from the results of your SWOT analysis, target audience development and current marketing situational analysis. They can also come from other areas of your business or industry, such as achieving a financial target or filling a gap in the market.

Examples of some basic marketing objectives include:

- increase sales,
- build company awareness through social media,
- grow market share,
- launch new products or services,
- grow paying visitors in a specific target audience,
- enter new markets internationally or locally,
- enhance customer relationships,
- improve internal communications, and
- increase profit.



Exercise 6

You can have many different reasons behind developing objectives, but for the purpose of this workbook, go back and look at your weaknesses section of your SWOT analysis. Choose one weakness and write down a marketing objective what will decrease or remove that weakness. For example, if you know you need to be on social media but don't know how, your objective might be to learn how to manage social media accounts effectively, with the outcome being a greater social media presence for your business.

Developing Effective Messaging

A very important component of successful marketing and meeting your objectives is establishing effective messaging. Your messaging throughout your marketing must be relevant and consistent with the type of marketing you are doing, and it must be relevant to the target audience that will be consuming it.

The messaging you will have in your print advertising will be much different than the messaging on your social media accounts. However, all your messaging should follow what is referred to as AIDA.

- **Attention:** to capture the attention of the target audience you are marketing to.
- **Interest:** to generate interest in your product, service or experience.
- **Desire or demand:** to create a desire or demand for your product, service, or experience.
- **Action:** to persuade that potential visitor to take action.

Attention

Attention is the act of actually marketing or advertising your business in the locations that your target audience will see it and react to it. The following section on different types of marketing will outline the different methods you can take to market your business and draw the attention of potential visitors.

Interest

Once you have gained the attention of potential visitors you need to keep them interested long enough to communicate the features and benefits of your products, and to establish their value. This can be done with the help of well-designed and well-written marketing and advertising content, such as high-quality photographs, eye-catching headlines, colourful descriptions, an easy-to-use website, easily consumable videos, and a variety of other tactics based around your products.

Desire/Demand

When developing your marketing and advertising to grab the attention and interest of potential visitors, you should be considering the needs of those visitors and how your products will meet those needs. When you align your products with the needs of those potential visitors you are creating a desire and demand for your product. Your products will then become a needs satisfier for those visitors.

Action

When you have grabbed the attention of potential visitors with an interesting marketing tactic or advertisement and shown them how your products can fulfill their desire, the last objective of your effective messaging is to prompt that visitor to take action. This is called a call to action. The action a visitor takes could be a simple inquiry about your products, or it could be purchasing your products right away. Your call to action will depend on the type of marketing you are doing and, in some cases, include an incentive.

Here are some examples of calls to action:

- Visit our website for more details.
- Call us today for 15% off your next tour.
- Save 10% if you book between now and April 15.
- Sign up for our email list and be the first to know about exclusive deals.
- Message us here on Facebook to secure your spot.
- Follow us on Instagram to learn more about our tours.

You should use AIDA in your overall marketing approach and consider it when you are performing individual marketing initiatives on an ongoing basis.



Exercise 7

Pick one of your products and follow AIDA to establish an effective message for one of your desired target audiences.

Attention – How will you grab the initial attention of your target audience:

Interest – What makes your advertising interesting:

Desire/demand – Why would the visitor want or need this product:

Action – What do you want the visitor to do:

Understanding Different Types of Marketing

In this section we will cover the different types of marketing that are available for you to execute for your business. First you will learn the difference between earned, owned and paid marketing and then about specific marketing types.

Earned, Owned and Paid Marketing

The first thing to understand about the different types of marketing available to you is that each of those methods can be divided into three different categories: earned, owned and paid media or marketing. Understanding these different types of marketing will help you determine where to place your efforts.

Earned Marketing

Earned marketing typically refers to any marketing that you received that you did not initiate or pay for. This type of marketing happens organically and is generally based on your performance or reputation in delivering a product or service to a visitor, as well as the performance and creditability of your owned marketing.

Earned marketing might include a customer leaving a review of your product or service on an online travel website, such as Trip Advisor, or sharing your website (an owned marketing property) with their friends on Facebook. It could be potential customers, past customers, friends, family, or partners who mention, share or spread the word about your business either online through social media, or by word of mouth. It could also be search engines, such as Google, showing your website in search results about your product or destination.

Earned marketing is one of the vehicles for driving traffic or people to your owned marketing properties.

Owned Marketing

Owned marketing is any marketing that you own and can control either with no cost or after an initial setup cost. A website, mailing list, blog and social media accounts are considered owned marketing as you have total control of the messaging on those channels and in many cases can control the branding of them.

Owned marketing properties are in many cases the destination for earned and paid marketing and should therefore have a clear path to purchase, or call to action. Owned marketing often contributes to the success of earned and paid marketing. For example, if you regularly update your website with content not only about your products, but also your destination and how to get there, a search engine will begin to determine that your website is a credible resource for information about that destination and display your website higher in search results.



Paid Marketing

Paid marketing is any marketing that you perform where you are paying for your content, business, brand, product, etc. to be promoted. Print advertising (newspaper, magazine, etc.), out-of-home advertising, online advertising (website banner ads), social media advertising and mail drops are all forms of paid marketing.

Paid marketing is often used to drive traffic, viewership, or action to and through owned marketing channels, just like earned marketing does. For example, if you boost a social media post by a certain dollar figure you are using paid marketing to drive traffic to your owned marketing channels. Another example would be if you paid for advertising on search engines, where your ad, or paid search result, would show at the top of a search result page directing traffic back to your website.

Print Marketing

Print marketing is likely the most commonly known way to market your business. It is the advertising of your business in a print publication such as a visitor information guide, newspaper, or magazine. When you place an advertisement in a print publication it will appear within the publication beside the primary content. The objective is to capture the publication's reader and entice them to execute your call to action, whether that is to call your phone number, visit your website, or email you.

Marketing Tip

It is often a challenge to determine the success of print marketing, as you cannot automatically track whether an inquiry is coming from a print advertisement. The best way to determine if your print marketing is effective is to ask all inquiring customers how they learned about your business.

When planning where to advertise in print, collect advertising rate sheets from all possible publications and their compare rates to their readership. Remember to keep in mind who your target audience is and whether or not that publication reaches that audience.

Marketing Material

Marketing material is not so much a type of marketing as it is collateral for you to use when you are in networking situations. Marketing material might include brochures, racks cards, business cards, and letterhead.

Marketing material in the form of brochures or rack cards can be used to market your business at visitor information centres, accommodations, restaurants or other destinations a potential visitor might visit. Business cards might be used when you attend networking events. All printed marketing material might be used when you attending an industry trade show.

Tracking your marketing material is much like print marketing, in that it is challenging to track inquiries. However, an assumption can be that those who take your marketing material are interested in your business and it is then up to the content on that material to drive those potential customers to take action and contact you.

Out-of-Home Marketing

Out-of-home marketing refers to any marketing you do for your business that is consumed in a physical public space. Billboards, airport signage, public transit signage, park bench signage, point-of-sale displays, and ATM displays are just some examples of out-of-home marketing.

Much like print marketing and marketing material, is challenging to track the success of out-of-home marketing, and it is often utilized by bigger brands and companies as just general awareness advertising.

Direct Mail

Direct mail marketing is another form of print marketing but is specific to utilizing the mail system. Direct mail marketing is the act of sending marketing material through the mail to specific groups of people. This could be a print advertisement designed specifically to be mailed or it could simply be your brochure. There are generally two different options for sending direct mail advertisements.

The first is to an owned mailing list of addresses that you have obtained yourself. This mailing list might include past, current and potential customers of your business as well as friends and family.

The second option for sending direct mail would be by working directly with the postal service to perform what is often called a mail drop in a determined location, be it a city, neighbourhood, or street. You would determine what location might best engage with your advertising and send them your promotion. A mail drop is based on postal or ZIP codes.

Content Marketing

Content marketing is a type of marketing that focuses on creating and distributing valuable, relevant, and consistent content (such as videos, blogs, website articles, and social media posts) that does not explicitly promote your business but is meant to attract and retain a clearly defined audience around it. Through brand value, content marketing will ultimately drive potential visitors to take action.

Digital/Online Marketing

Digital or online marketing has quickly become one of the most popular methods of marketing for multiple reasons, including the growing popularity in social media use around the world, constant progression in how visitors use technology, and how this form of marketing is often easier to track and analyze. There are many forms of digital marketing, some of which are outlined below.

Social Media Marketing

Social media marketing is a form of marketing that involves creating and sharing content through online networks in order to achieve the marketing goals for your business. Social media marketing includes activities such as posting text and image updates, videos, and other content through your business social media accounts that ultimately drive audience engagement.

Your audience, or followers, are most often grown organically based on the value of the content you are publishing. People will naturally find your accounts if you are sharing content that adds value to their lives and does not just promote a product to them. You should also understand who your target audiences are and what they like, and publish content that is relevant and engaging to them.

Effective social media marketing helps your followers not only learn about your products and how they can experience them, but also helps them learn about different aspects surrounding your business, such as transportation to your destination, other activities available, what to pack, what to expect, and how your products might align with their interests.

For example, if you provided guided canoe tours in Nahanni National Park Reserve, your social media content might also include how to get to Fort Simpson, what you can do in Fort Simpson before and after your trip, news on the national park, essential items to pack or what you might see and experience along the way.

The following are some examples of popular social media networks, keeping in mind that certain social media networks are more relevant than others based on your target audience and country of origin. For example, Facebook is very popular but banned in mainland China.

- Facebook
- Instagram
- Twitter
- TripAdvisor
- Pinterest
- YouTube
- WeChat
- Weibo
- Flickr
- Google+

Social Media/Search Engine Advertising

While content marketing and social media marketing contribute to the organic success of your marketing, there are options for paid advertising on both social networks and search engines.

Social media and search engine advertising is the act of paying for an ad, post, video or search result to be strategically placed in front of defined audiences. For example, if you offer an Indigenous cultural experience you might advertise on a search engine, such as Google, so that whenever someone searched for “cultural experiences in the NWT” your advertisement, linking back to your website, would show up at the top of the results. Or if you offer fishing excursions you might advertise on Facebook and Instagram to a North American demographic who is interested in fishing and fishing trips.

There are multiple strategic benefits to using social media and search engine advertising for your business. One benefit is the ability to clearly define who you want to target your advertisements to, and another is the ability to determine how much you want to spend on that advertisement. This type of advertising is also completely trackable, which allows you to clearly see how effective your advertisements are. You will be able to see how many people see your advertisements, as well as how many people actually engage with them. You can then adjust them on the fly to maximize their effectiveness.

Email Marketing

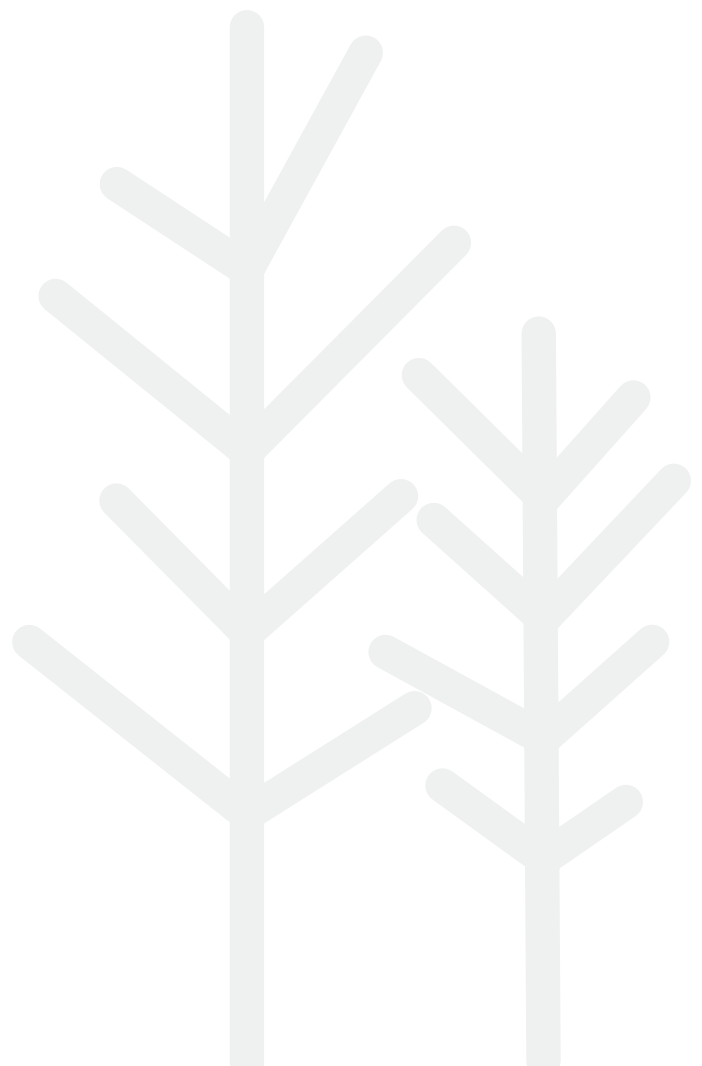
Email marketing is another form of digital marketing where you organically build a following, or email subscriber list, of people interested in your business. Often times, emails are collected from potential, current and past visitors, through a signup form on your website, or through other means of collection, such as a signup form at a trade show.

Note that according to Canadian law you need implied permission from a person/subscriber in order to send them mass business or marketing emails. What this means is that a person on your emailing list must have consciously chosen to receive emails from

your business. They could do this through a form on your website, or signup sheet at a trade show, or by indicating they opt in during a reservation request.

When done properly, email marketing can be more effective than social media marketing due to the fact that all emails will be delivered to a person’s inbox, where as some social media content is filtered out of social media feeds due to the mass amount of content on many social media networks. True success is determined by the relevancy and frequency of your content.

Email marketing can be an excellent delivery method for content marketing. If done properly you can build brand trust with your subscribers by sending them interesting and relevant content about your business subject matter with only a gentle call to action for your product, service, or experience.



Website

Nowadays, your website is one of the most important assets to your business' marketing. It is your online storefront. It should be one of the primary destinations where you drive people from all your other marketing initiatives, such as print advertising and your social media accounts.

Your website should be simple, clean and easy to navigate. It should be built to work with all types of devices, from a desktop computer down to a phone. It should clearly outline who you are, what your business does, what products, services, or experiences you offer, and how they can be booked.

Your website can also be the key component to content marketing. By creating and publishing valuable, relevant, and consistent content on your website you can then use that content throughout other marketing initiatives, such as on social media or in your email marketing. Having the content hosted on your website

will help drive traffic from your earned marketing assets to your owned marketing assets, which should increase the conversion of potential visitors into paying visitors.

Marketing Tip

While it is can be a challenge to track the success and viability of your print marketing, out-of-home marketing, and marketing material, with the emergence of digital marketing there are some strategies that can help. One strategy is when preparing any of these types of advertisements or marketing materials, give each one a designated website address, rather than your generic website homepage address. If you are advertising in a magazine you might create a webpage or URL redirect for that advertisement like yourwebsite.com/magazine. This way you will be able to track all potential visitors who use that website address within your website analytics and measure the success of that marketing effort.



Exercise 8

Using the chart below, think about your business and identify what type of marketing you have done in the past and then which types of marketing you should be doing in the future.

| MARKETING TYPE | HAVE I DONE THIS TYPE OF MARKETING BEFORE? (Y/N) | IF SO, WAS IT EFFECTIVE AND SUCCESSFUL? (Y/N) | SHOULD I DO THIS TYPE OF MARKETING IN THE FUTURE? (Y/N) |
|--|--|---|---|
| Print advertising | | | |
| Marketing material | | | |
| Out-of-home advertising | | | |
| Direct mail advertising | | | |
| Content marketing | | | |
| Social media marketing | | | |
| Social media/search engine advertising | | | |
| Email marketing | | | |
| Website | | | |

Developing an Effective Marketing Schedule

To maximize your marketing efforts and marketing budget you will want to develop a marketing schedule. A typical marketing schedule might span one calendar year.

Different types of marketing require different amounts of time, money and effort. For digital marketing, such as social media marketing, you might want to set aside an hour or so each week to spend publishing, scheduling and monitoring your social media efforts. At the same time something like a print advertisement in an annual visitor information guide might require little effort on your part once a year but cost more.

Create yourself a realistic calendar or schedule for your marketing. Break each initiative into tasks, identifying

who is responsible for each task, how much time it might take and what it might cost. This will give you an accurate estimation of how much time and money you want to spend on marketing your business.

When developing your marketing schedule, think about when your target audience is researching your product and when they typically purchase or reserve it. This should have been indicated in your initial research and then expanded upon when developing your target audiences. With this information you will be able to identify when you effectively execute specific types of marketing, such as what month to advertise in a magazine, or what time of year to run a search engine advertising campaign.



Exercise 9

Using the chart below, come up with three (3) additional marketing tasks you would need to schedule into your marketing calendar. If need be, add a column for who is responsible for that task.

| MARKETING TASK | TIME OF YEAR OR ONGOING? | TIME COMMITMENT | TOTAL TIME ANNUALLY |
|-----------------------------------|--------------------------|-----------------|---------------------|
| <i>Social media posting</i> | <i>Ongoing</i> | <i>1hr/week</i> | <i>52 hours</i> |
| <i>Visitor guide ad placement</i> | <i>January 1</i> | <i>2 hours</i> | <i>2 hours</i> |
| | | | |
| | | | |
| | | | |

Measuring Success

A very important part of your marketing is knowing what works and what doesn't. This section will outline a few points on how you can track and adapt your marketing to ensure success.

Success Indicators

When setting up what marketing initiatives or methods you want to execute for your business you should also identify specific performance indicators. These indicators are often referred to as key performance indicators (KPIs) within the marketing world.

KPIs will be different based on what type of marketing you are performing. If you are at a tradeshow a KPI might be to hand out of a certain number of brochures, or reach a number of email subscribers at that event. On social media you might identify a KPI as a specific number of followers in a specific timeframe. Or if you were to dig deeper, you might set a social media KPI as having the majority of your followers fall into one of your target audience categories, such as being a specific gender or age, or from a specific location.

A/B Testing

A/B testing is a marketing experiment where two versions of the same type of marketing are run to determine which version is more successful. A/B testing is more commonly used in digital marketing, such as testing two website pages on visitors to determine which is more effective, or in search engine marketing to determine which advertisement generates the most clicks.

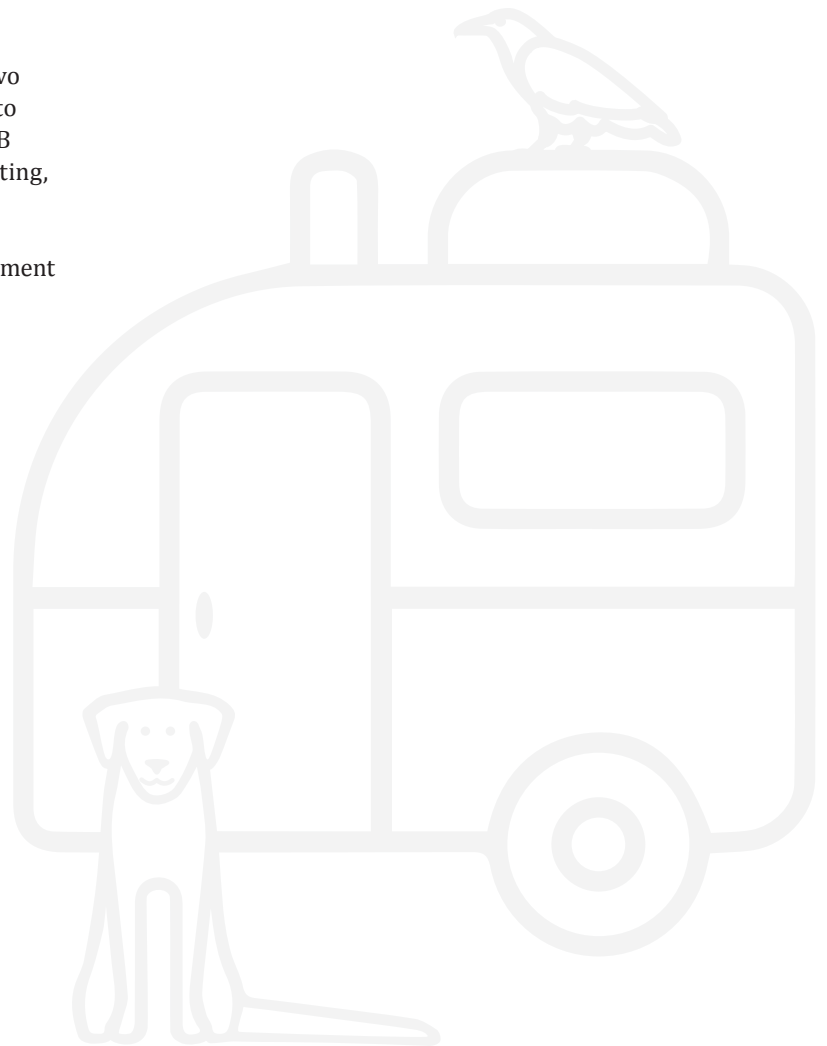
When the successful version is determined, it is then typically used as the primary advertisement or website page. This testing method is often done to ensure that your marketing efforts are as successful as possible without spending a lot of money or time.

Adjust and Repeat

Measuring the success of your marketing efforts is only one part of having a truly effective marketing plan. To achieve maximum success with your marketing you will want to constantly adjust and repeat.

When you establish your success indicators your goal is not to just track the results of your marketing efforts, it is to learn what is working and what is not. And with that information, adjust what you had previously done to improve your success.

Adjusting your marketing could mean moving from one marketing method to another, such as from a magazine advertisement to a social media advertising campaign. It could also just mean changing the copy (words) of one advertisement slightly to improve its call to action.



Finally, tracking your success indicators and adjusting your marketing is something you should be doing on an ongoing basis, or repeating at specified intervals. You could incorporate your review of your success indicators into your marketing schedule as determined in the last section.

Executive Marketing Summary

An executive summary of your marketing is a brief overview your entire marketing plan or all of the sections covered in this workbook. It introduces your business to the reader and highlights the main points of your marketing: current marketing environment, SWOT analysis, target audiences, marketing objectives, types of marketing you will be doing, and how you will be measuring your success.

An executive marketing summary is often used when seeking funding or applying for something substantial such as a loan for the purposes of marketing.

Here is an example of an executive marketing summary using a made-up business called Doggo Dogsledding Adventures.

“Doggo Dogsledding Adventures is a premium dogsledding experience in Hay River, NWT. Run by a fourth-generation Hay River dogsledding family, Doggo Dogsledding Adventures has been running, racing, and raising sled dogs for over a hundred years. With the growth in the local tourism industry, and with an increase in winter road trip tourists from Canada and the United States, Doggo Dogsledding Adventures saw an opportunity to expand into offering an authentic dogsledding experience that will allow tourists to not

only try dogsledding but also learn about its cultural significance. Dogsledding tours will be advertised in the local visitor guide and at the visitor centre, while stories of the history of dogsledding in the area will be shared on the Doggo website and social media account. Doggo Dogsledding Adventures expects to operate 2 tours a week for 16 weeks, December to March.”

Do-It-Yourself Marketing

As a small-business owner or entrepreneur, the costs of running a business can be quite high, but when it comes to marketing, often times there are ways to keep costs at a minimum. It does, however, increase the time in which you have to spend working on and executing your own marketing.

Free Resources for Marketing Plans

While this workbook does guide you through many steps of developing a marketing plan, it is just a guide. To truly set yourself and your business up for marketing success, developing a complete marketing plan is advised.

Free marketing plan templates can be found on the internet with a simple search. Most notably, the Business Development Bank of Canada (BDC) provides many free online tools for business owners and entrepreneurs and does provide a downloadable marketing plan template. The template can be found at bdc.ca.

Another way to put together a marketing plan yourself is by reaching out and working with your regional tourism development officer.

Free Resources for Marketing Material and Execution

Once you have your marketing plan completed with clear action items and a schedule, it is time to start executing that plan. To do so you will need to develop marketing material and content.

Writing content for your different marketing initiatives should be one of your first action items once you have completed your marketing plan. Given that you know your product best, writing content for your website, social media, or any other marketing or advertising should be easy as long as you remember to consider your target audiences and your established messaging covered in previous sections of this guide.

Building a website is an essential part of your marketing in this day and age. It can be done for a very low cost through a number of online website-building platforms such as WordPress, Squarespace, WIX or Weebly. Getting a website online yourself can be done quickly, however having it reviewed by a professional will ensure you are maximizing your efforts.

Moving on to designing visuals and management tools, there are many free resources on the internet to help you achieve your marketing goals. This guide does not endorse the use of any particular tool or resource but can provide suggestions.

For developing marketing material, either for your social media accounts, print advertisements, or for physical marketing material such as your brochure, there are free design services such as [Canva.com](https://www.canva.com), [Moo.com](https://www.moo.com) and [VistaPrint.com](https://www.vistaprint.com)

To help manage your social media efforts and increase your efficiency, using a social media management tool is highly recommended. An online tool such as Hootsuite ([hootsuite.com](https://www.hootsuite.com)) will allow you to manage multiple social media accounts all in one place, allowing you to also schedule and monitor your content within one dashboard.

To help send, manage and track your email marketing and email subscribers, an online service like Mailchimp ([mailchimp.com](https://www.mailchimp.com)) will streamline your efforts. You can have your website signup forms automatically populate your subscriber lists, design branded email templates for your business, easily send email campaigns to your subscribers, and track their performance for effectiveness.

Hiring a Professional

In some situations, hiring a professional to help you is a good approach to successful marketing. In some cases, your time might be better spent in other areas of your business, or you might just not understand some or all of the many approaches to marketing to feel comfortable doing it on your own. You might just need help establishing your initial marketing plan, or you might need help designing an advertisement.

Developing a Marketing Plan

As noted earlier in this workbook, establishing a marketing plan should be the first thing you do before any other marketing initiatives. If you choose to seek a professional to help establish your marketing plan consider the following.

The professional or company you choose to hire should have a good understanding of your product and industry, or should know how to establish a good understand of it. Another point of consideration is if the professional or company has a full understanding of all aspects of marketing your business. Ask them if they have experience working with all types of marketing and advertising.



Developing Marketing Material and Execution

There are many professional services available to help you develop a variety of marketing materials and carry out different marketing initiatives.

A graphic designer is a professional who is experienced in developing visuals and graphics for the purpose of marketing. They would be able to help you design social media collateral, like banners and cover art. They would also be able to design physical marketing material, such as brochures, rack cards or business cards, and any print advertisements you need designed, regardless of the publication.

A copywriter is a professional who is experienced with writing and developing content specifically for the purposes of marketing. They can help write website content, advertisement copy, content for your printed material, social media content, and a host of other applications. A good copywriter will learn what they can about your product as well as who your target audiences are, and then cater the content with those two components in mind.

A social media manager is a professional who is experienced in developing, managing and executing a social media strategy. A good social media manager will have a vast knowledge of relevant social media networks, be able to efficiently develop and schedule content on an ongoing basis, execute that content where needed, and monitor and engage with the community of people around specific social media accounts and topic matters.

A website developer or designer is an individual who is a professional in developing or building websites. An effective website developer will be able to help you setup a modern and user-friendly website that follows the standards of the day. They should also be able to help you with such things as the content, layout,

functionality, and distribution of your website online. And while you might be hiring a website developer to build and host your website, you should still be able to edit and manage it yourself.

A digital or online marketer is a professional who is experienced with executing social media advertising and search engine marketing. While anyone can sign up and run an advertising campaign on different platforms, a professional digital or online marketer will know how to strategically develop an effective advertising campaign. They will understand how to reach certain target audiences, develop appropriate keywords for your advertisements, know when best to run different campaigns, how to perform A/B testing, and how to properly track and understand the results of these digital advertising campaigns.

Finally, while in some cases you might only need help with one or two areas of your marketing and hiring these professionals individually will work for you, in other cases you might need the services of a full-service marketing agency. A full-service marketing agency is a single company made up of professionals who are experienced in all aspects of marketing. A company such as this would first be able to help you establish a marketing plan and then help design, develop and execute it. One of the biggest benefits to working with a marketing agency is the open lines of communication between the different elements of your marketing. The agency copywriter will be able to work with the website developer to ensure that the content and website work seamlessly together. Or the social media manager will be able to work with the graphic designer directly on what is needed for different social media networks. However, one downside to working with a full-service marketing agency is usually the cost because so many different professionals are involved all at one time.

Next Steps

We hope that this workbook has met your expectations and helped you understand the wider world of marketing in print and online. Now that you are full of ideas of how to market yourself, your business and your tourism products, there are other opportunities out there to support your marketing activities.

Government Support

The GNWT Department of Industry, Tourism and Investment (ITI) supports the growth of tourism through access to numerous financial resources, training opportunities, and mentorship programs. Programs and services through ITI can assist your tourism business in the areas of marketing, mentorship, Indigenous tourism development, community and industry engagement, infrastructure, skills development, research and planning, and product development.

You may be interested in applying for funding through one of the many programs that ITI offers to support growing tourism operators like you. There are programs and services to suit the diverse range of needs of tourism operators in the NWT.

To find out more about each of the programs and eligibility, please see the Tourism Programs and Services Catalogue www.iti.gov.nt.ca/sites/iti/files/tourism_programs_services_catalogue_eng_webready.pdf, visit the ITI tourism programs and services website at www.iti.gov.nt.ca/en/services or contact your regional tourism development officer.

ITI is committed to showcasing the success of NWT tourism operators and individual businesses on their website and blog. If you are interested in reading about other tourism operators that have been supported through ITI tourism programs, check out ITI's blog at www.iti.gov.nt.ca/en/newsroom

Lastly, if you are interested in training opportunities similar to this one, ITI offers self-guided and one- or two-day workshops to help you grow your skills as a tourism operator. Available topics include:

- Tourism Product Development,
- Product Packaging,
- Starting a Tourism Business,
- Customer Service (NorthernMost Host), and
- Risk Management.

Visit the ITI website (www.iti.gov.nt.ca/en/services) or contact your regional tourism development officer for more information.



