



The following Digital Marketing plan for our brands South Eastern Ontario and RTO 9 is a condensed version of our previous plans from 2018-2021.

## **Insights from Twenty 31's Product Development Road Map**

- Facebook is the preferred social media platform for trip planning by South Eastern Ontario travellers and has become a critical trip planning resource
- Significant operators in key categories such as cultural/heritage and nature-based ecotourism - do not have a Facebook presence.
- Traveller interest in dining has been recovering faster than accommodations or attractions and this may be a first step to other travel, along with nature-based activities.
- Significant proportions of Ontarians think that restaurants are a risky environment (46%).
- DMOs should consider using dining as a catalyst to coax travellers back into rediscovering their local area and getting them comfortable with the idea of overnight stays and attraction visits.
- Residents across Ontario are still not comfortable with their community being promoted as a tourism destination, nor are they comfortable travelling themselves. In some destinations, COVID-19 has magnified frustrations about overtourism or even the potential for tourism to expand beyond current comfort levels.
- There is high level of perceived familiarity with the South Eastern Ontario region in the local market (58% of SE Ontario residents feel extremely or moderately familiar with it).

# How We Can Help Our Destinations

<p><b>Prince Edward County</b></p> <ul style="list-style-type: none"> <li>-Engage residents in heritage product / storytelling</li> <li>- Align with Knowledge Seeker segment/ history / authentic Travel</li> <li>- Despite its popularity, there is a perceived lack of experiences for tourists in PEC, particularly those that are suitable for a rainy day, and those that require several hours and an overnight stay.</li> <li>- PEC rather than growing numbers. They particularly want to promote winter tourism but recognize that asset spread is a problem – Scandinavian-style winter-friendly spas in particular are lacking.</li> </ul> <p>One idea is to make more of the island’s heritage as a refuge for Loyalists escaping the American revolution, and highlighting its post—colonial architecture.</p>	<p><b>Bay of Quinte</b></p> <ul style="list-style-type: none"> <li>- Establish Indigenous tourism partnerships through Indigenous Tourism Ontario and ITAC</li> <li>- Authentic Indigenous experiences are in demand by Canadians and US travellers</li> <li>- Provide overflow visitors in PEC with engaging activities.</li> <li>- People are attracted to the area to enjoy the outdoors. Activate the waterfront attracts a demographic of mostly families and younger couples.</li> <li>- The team are inspired by the idea of building tourism experiences. Through the Ontario Tourism Innovation Lab, they are looking to give cash and mentorship support to tourism businesses with product development ideas – these may be small-scale pop-up style experiences. The team have put the emphasis more on supporting and facilitating operators in product development than actively trying to put product together.</li> </ul>	<p><b>Kingston</b></p> <ul style="list-style-type: none"> <li>-Identify retail businesses for learn-to experience/workshop development (small group, team building etc.).</li> <li>- Create itineraries with PEC to tap into new audiences</li> <li>- Its primary market has tended to be Canadians within a couple of hours’ drive. It also attracts more couples and those in the 50+ age category than families, of whom a relatively high number come for the day rather than staying over.</li> <li>- Synergies could be created between the region to incentivize film production and establish Kingston as a regional film hub. Furthermore, film production is an area that continues during the COVID-19 pandemic.</li> </ul>
<p><b>Brockville</b></p> <ul style="list-style-type: none"> <li>- Awareness among tourists of the area’s distinctive and quirky arts-based experiences that locals appreciate is currently low.</li> <li>- A destination where you can enjoy a wide range of water-based activities.</li> <li>- A vibrant local community with a range of cultural events and festivals to enjoy.</li> <li>- Building capacity to offer experiences and workshops to locals will help businesses enter tourism.</li> </ul>	<p><b>1000 Islands Gananoque</b></p> <ul style="list-style-type: none"> <li>- Up until the pandemic, the team felt that they had a highly successful and profitable tourism offering, and were focusing efforts on marketing it through the annual visitor guide and the DMO’s website. Their emphasis is now exclusively on promoting outdoor activities such as kayaking and cycling.</li> <li>- The team is looking to focus it on the sort of small events that might not have been thought worthwhile in the past, and marketing it to the SEO region’s own residents.</li> </ul>	<p><b>Rideau</b></p> <ul style="list-style-type: none"> <li>- A World Heritage Destination”</li> <li>-The region’s assets include authentic arts, recreation, natural and historical experiences.</li> <li>-Invite young artists to improve storytelling.</li> <li>• Promote events year-round</li> <li>• Build winery tours with SDG Counties.</li> <li>• Create a unified wayfinding program.</li> </ul>

<ul style="list-style-type: none"> <li>- Cycling is a great way for travellers to see more along the waterfront and experience the trails and nature available.</li> <li>- Operators in downtown Brockville –the restaurants and shops - have been hit by the reduced tourist numbers during the summer months, when they make most of their money.</li> <li>- Experience-based tourism is seen as a real area for potential growth. Those experiences that already exist are extremely popular and regularly fully booked. Possibilities might include forager hunts, photography tours, ghost walks and fall colours tours, as well as pick-your-own.</li> </ul>		
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<p><b>SDG Counties</b></p> <ul style="list-style-type: none"> <li>- A destination characterised by wide open spaces, a rich history and a distinctive culture, ready to explore.</li> <li>- A destination for those who like to eat and drink, with superlative produce and first-rate restaurants</li> <li>-The team highlighted the parkway along the St Lawrence river as one of the area’s major assets.</li> <li>- This is also a wine region, and the team highlighted its wineries and vineyards as an important part of its offering.</li> <li>- It has a diverse range of unique accommodation – many come to stay in a yurt or camp, while there are also bed and breakfasts – though arguably there is a lack of roofed accommodation.</li> <li>- While the region as a whole is rural, its different parts have different characters –in the south the river and lake is dominant, while in the northern Dundas portion the link with nearby Ottawa is strong.</li> <li>- The waterfront itself is a key asset, but the team felt that it was currently under-exploited. There is a need for more equipment rental and boat tour</li> </ul>	<p><b>Lennox/Frontenac County</b></p> <ul style="list-style-type: none"> <li>- An area offering authentic natural outdoor experiences and adventures.</li> <li>- An area with a rich past dating back to the original American and European pioneer.</li> <li>- Explore partnerships with PEC’s wineries to tie together dark sky viewing and food &amp; drink.</li> <li>- Create paddling packages.</li> <li>- Create a relaxing adventure hub for Kingston and PEC visitors.</li> <li>- With few major attractions, it is not well known. However, it can support nearby destinations with overflow visitors or those looking to extend their stay with engaging experiences.</li> <li>- Most of the area has relatively little tourism ‘product’ but the area has a number of wineries, microbreweries and history attractions.</li> <li>- Wolfe Island in Frontenac is a major tourism destination that attracts lots of visitors to Kingston who visit its beaches, restaurants, windmills and other outdoor attractions on the free ferry.</li> <li>- In Frontenac, the team are looking to develop the cycling offering in particular. Both Wolfe Island and</li> </ul>
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<p>Operators.</p> <p>-Cycling has been identified as a key priority as far as developing the product offering – there is an aspiration to produce a bike map of routes in the area, potentially with help from the RTO and neighbouring DMOs.</p>	<p>the mainland have excellent and diverse cycling trails, both of which appeal to a family-oriented market. There has been investment in a long rail trail that crosses the region and connects with the Ottawa Valley, developing infrastructure so it can attract more serious cyclists. There is a wish to finish the project to put in more amenities and connect with the businesses along the trail.</p> <p>the pandemic, notably dark sky viewings, which have been highly successful and have generated an engaged following on the area’s Facebook page and a different type of visitor, generally from urban areas. They have also been working with Tourism Kingston to develop sport tourism, including lumberjack games and adventure races. This is a win-win, with visitors staying in Kingston but getting to experience the Frontenac area and spend some money there.</p>
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## South Eastern Ontario’s Marketing Approach for 2021-2022

1. Evolve our communication strategy to respond to travellers needs to health and safety information while also engaging with visitors, and providing visitors with inspiration for future trips.
2. Foster community pride by leveraging content pillars to appeal to our audience. Strengthen the South Eastern Ontario brand through collaborative campaigns with our Destination Partners.
3. Market the unique the unique products and experiences in South Eastern Ontario to our domestic audience to increase spending in our region.

### Goals:

- Add 5,000 New Subscribers
- Add 5,500 New Social Media Followers
- Increase Organic Traffic by 15%
- Maintain a 4% (or more) Conversion to Destination Websites

- Increase Total Operator Outbound Links by 10%
- Increase Total Website Visitors by 10%
- Add 20 Blogs to the Website

## Social Media Marketing 2020-2021

1. Build a community of advocates for the South Eastern Ontario region.
2. Continue to share health and safety messaging on social media aimed at locals, leveraging content from health authorities.
3. Encourage our residents and future visitors to explore lesser-known regions.

### Measurement of Success

- Social Media accounts are linking people towards our Website (Social Traffic)
- Content created proves to be successful in creating Awareness of the destination and Engagement from the audience (link clicks, comments, and shares) on organic and Boosted Post/ Ads.

### TIP\* Pause and Listen

Halt all paid promotion, engage with our audience on social media, listen to their questions, concerns and hopes towards travel. Communicate standard COVID-19 hygiene protocols to reassure anxious travellers 'testing the water' that visiting the area is safe.

### Twitter @SouthEast\_Ont

**Frequency:** 1 - 5x Per week

**Content:** Retweet content from our tourism partners, operators, mentions, post blog content, photos, website and links to relevant landing pages on our website.

### Instagram @southeast.ontario

**Frequency:** 2 - 5x Per week

**Content:** Photos of Intriguing locations, hidden gems, unique accommodations, experiences, beautiful nature, and our latest blog content. We will post content by our community who use the hashtag #SouthEasternOntario.

### Instagram Stories @southeast.ontario

**Frequency:** (When needed)

**Content:** Highlight blog post, contest & giveaways, polls/feedback, Q&A, and local takeovers.

This channel will help us answer questions our audience might be wondering about, delight our audience with quick surveys, and an opportunity for them to provide feedback on the type of content they would like to see. Show some behind-the-scenes of an event or festival. Giving followers an early peek at an exclusive event, or some secret prep/set-up work, behind the scenes content is a popular pick for Instagram Stories. Highlight a day trip to a destination featuring a product or event from partners awarded with our partnership fund.

## **YouTube** South Eastern Ontario

**Frequency:** As needed

**Content:** Longer length videos showcasing destinations, experiences by Alphabet Create. blogs Teaser videos and vlogs could be used to push out the storytelling campaign. Now that our Destination Videos are shorter, we can roll those out as a campaign as bumper videos **when the timing is right.**

## **Facebook** @South Eastern Ontario

**Frequency:** 1-3x Daily

**Content:** Reshare of our DMO's/ tourism partners content, event listings, blog posts, contest announcements, and relevant website landing pages. Create imagery videos/ slides on special occasions as outlined in our Content Calendar.

## **Facebook Advertising Strategy**

**Frequency:** 1-3x Daily

**Content:** Blog posts, contest announcements, and events,

We will continue to use our Digital Marketing budget to boost blog posts to gain more traffic on/ to our website and our partners website. We will use UTMS for our Experience Blogs so that we can report our results to our partners. *After the post has been boosted, go into ads manager - placement - post, go to URL PARA (UTM) to add in a created UTM. Always double check that the placement is Facebook feed only.*

Engagement Ads/ Boosted Post for contest

Create Carousel Ads for Events

Within our budget we will set aside dollars to boost content from our partners. Frequency will depend on our total budget allocated to us. More information can be found under Budget.

## **Pinterest**

**Frequency:** As needed

**Content:** Highlight the best performing blogs on our website and our destinations.

## Contest

Following our Experience Blogs, we will continue to offer our followers a chance to win the trip as well. We will continue to use [Kick Off Labs](#) to increase our subscriber database and social media following. This year, we will include our partners in the giveaway and campaign details.

### Measurement of Success

- Growing database of e-newsletter subscribers resulting in lead generated for future usage (future surveys with Twenty31)
- Increase in Followers across Social Media channels.

## Content Marketing 2021-2022

1. Create inspirational content to engage and inspire travellers looking for nearby adventures and road trip suggestions
2. Create content that is authentic and transparent
3. View ourselves as storytellers for the destinations.

### Measurement of Success

- Content created proves to be successful in creating Awareness of the destination and Engagement from the audience (page views, time on page, referral traffic)
- Content is linking our audience to our destination landing pages, our partners website, and our operator websites.

## Content Tactics

### Blogs

**Frequency:** (When needed)

**Content:**

1. **Event Blogs** highlight larger and multiple day events of the season. We will use our event calendar to feature events and connect with our partners on upcoming events that we can help promote.
2. **'Special Day' Blogs** include Halloween, Thanksgiving, Christmas Markets, Valentines

Day, Family Day, March Break, Easter, Mothers Day, Fathers Day, Canada Day. These will be a mix of events, things to do, and retail products to be bought for as gifts.

3. **Destination-Guides** will highlight the top tourism products/ attractions in each destination per season. This content is already created and will be updated based on the recommendations from our partners.
4. **Experience Blogs** are meant to show an authentic point of view on things to do during a stay in a destination. We will be working alongside our partners for them to assist in itinerary development. Our goal is to provide them with content that they can use that aligns with their marketing goals.
5. **Listicle Blogs** highlight the “best” of each destination. This year we will focus on updating our current list of listicle blogs and look at improving their Search Engine Optimization. [View our current Blog Inventory](#)

## Photography

**Frequency:** (When needed)

**Content:** We will continue to utilize the platform CrowdRiff, to source images, and organize UGC from our community. Approved UGC can be used by our DMO's/ Destination Partners on Social Media and their website. [Have a look at our Hashtag Rights page.](#)

## Short Form Video Content

**Frequency:** (When needed)

**Content:** Working with our placement student Sonia, we will create a strategy on how we can use short videos and Instagram Reels in our marketing strategy for South Eastern Ontario. Instagram Reels is a new way to record 15 to 30-second clips set to music on Instagram.

\*Details to follow and to be added to our master Content Calendar.

## Website

**Frequency:** Quarterly and when needed

**Content:** Seasonal content and photo switch outs. Connect with our partners to find out which attractions/ tourism products and events they would like help in promoting.

## TIP\* Seasonal Content Collection

When reaching out to partners for seasonal products, create a 'help with promotion check list.' to help in populating website and social media calendar.

“Based on your previous selections on things to do in your destination, is there anything new?”



## **E-Newsletter**

**Frequency:** Monthly

**Content:** Blog content (new and updates), contest, videos, and UGC. This will help drive traffic to our website, encourage our subscribers to engage with our content and stay as subscribers for future surveying purposes with Twenty31.

### **TIP\* Newsletter**

Keep track of times for when newsletters are sent.

Retarget unengaged subscribers with an email campaign.

## **Editorial Calendar**

Using our blogs, we will plan our editorial calendar based off of themes during the season that will be then be promoted on our social media channels. [View our Editorial Content Calendar](#)

### **New to the Editorial Calendar**

#### **Storytelling Program**

South Eastern Ontario plays an ongoing role in the development of stories that align with our Destination Partners. With the Digital Storytelling Application, our DMOs/ Destination Partners (our Digital Marketing Committee) will have the opportunity to be involved in our Experience Campaigns from start to finish. This program is intended for Destination Partners that have a limited marketing budget, to increase Awareness of their destination and support operators while using South Eastern Ontario to create effective storytelling.

Using this [Google Form](#), our Destination Partners will apply for a two-week campaign that would use an itinerary they have organized on our channel. The cost for our Destination Partners and operators to participate is \$0. The money allocated for their campaign will go towards expenses for the blog, Giveaway and advertising dollars for the campaign.

This is a good opportunity for tourism offices who may not have the budget to put together a campaign to still feature their destination. This could appeal to DMO's and DMP's who may not have the time to put together a campaign but would like to have a say in what they would want promoted on our channel.

By collaborating with our Destination Partners we can work with high-level operators and create engaging storytelling content. Our key performance indicator (KPI) is increased bookings with the chosen accommodation operator, Referral Traffic, Page Views, and Social Media Engagement. After reviewing applications and awarding our Destination Partners, we can then start to organize the details for the campaign.

## **Facebook Advertising Program**

Facebook and Instagram provide incredibly powerful tools to reach specific niche markets based on geography, demographics and interests. Using our Advertising budget, we will set aside money for our DMO's/Destination Partners to use towards a Facebook Ad(s) of their choice. This allows us to help them without giving them any money.

Our Destination Partners (13) will each have Ad Credits towards advertising an experience or event of their choice. Partners will have to fill out this [Google Form](#) outlining what they would like to use the money for, how much they are requesting, and for which dates. The content of their ad will be featured on our page only when they have provided us with the content and ad criteria. Partners will have two weeks prior to the launch of their selected ad date to provide us with their content and advertising details. If they do not submit their content at that time, they will lose out on the advertising opportunity.

## **Reporting Metrics**

We will continuously analyze our efforts through monthly and quarterly reporting, progressing based on our findings to evolve our online identity and position.



## Digital Marketing Approach 2021-2022

1. Increase awareness of RTO 9, its programs and services
2. Increase interest/enthusiasm, desire, support or buy-in
3. Position RTO 9 as the leader in regional tourism
4. Elicit action (registration and participation in webinars, workshops, programs and events i.e. AGM)
5. Improve efficiency and productivity of the communications function
6. Educate for the industry in RTO 9 region

### Key Performance Metrics

- Increase Total Reach by 15%
- Increase Total Engagement by 10%
- Increase Social Traffic by 30%
- Add 400 Followers
- Add 250 Email Subscribers

## Our Audience

The primary audience have a significant direct impact on the tourism industry in RTO 9's region. Other important audiences for RTO 9's communication purposes would include those who *enable* the regional tourism industry, from government funders to suppliers, consultants, sponsors and the media.

### Primary Audiences: Industry Partners and Operators

- Destination Marketing Organizations (DMOs)
- Destination Marketing Program associations (DMPs)
- Ministry of Heritage, Sport, Tourism and Culture Industries, and other government agencies (MHSTCI) (TIAO) (TIAC) (AO)
- Chambers of Commerce with a significant role in tourism (CoC)
- Economic Development Organizations or their tourism equivalent (EDOs)
- Municipalities, particularly those directly involved in tourism (Ms)

- BIAs and other leading business associations with an impact on tourism (BIAs)
- Partners from outside the province or the country (e.g. US tourism partners) (Ps)
- Project partners (e.g. for the Partnership Fund, trade shows, training workshops) (PPs)
- Tourism Operators/Stakeholders in RTO 9 (TOs)
- Regional Tourism Unit

### **Secondary Audiences: Enablers of RTO 9 and the Industry**

- Other Regional Tourism Organizations (particularly those that border RTO 9) (RTOs)
- Suppliers (S)
- Other resources: staff, consultants, partners, sponsors (Rs)
- Media (Media)

## **Key Messages**

Listed below are the key messages that we will need to apply consistently. If necessary, these will be tailored to different audiences based off of what they already know about our organization. This helps our contacts understand who we are, why we are a valuable, trustworthy source, and why our inclusion is an important addition for their audience.

(1) RTO 9 actively promotes tourism for the region and works to support and grow the tourism industry through product development initiatives.

(2) RTO 9 is comprised of tourism industry partners from all areas of the tourism industry within the geographic boundaries of Region 9 South Eastern Ontario

(3) RTO 9 is an independent, industry-led, not-for-profit organization that is responsible for working with tourism partners to enhance and grow tourism products, marketing activities and investment within Region 9 South Eastern Ontario.

(4) RTO 9 helps build and support a competitive and sustainable tourism region that is able to grow all aspects of tourism and attract more visitor revenues, generate increased economic activity including investment and job creation within South Eastern Ontario.

**RTO 9's Regional Identity and Role:** RTO 9 is composed of tourism industry partners from all areas of the tourism industry within the geographic boundaries of Region 9 South Eastern Ontario. We serve all those interested in developing and promoting the tourism industry in the RTO 9 region, which ranges along Lake Ontario and the St. Lawrence River from Quinte West and Prince Edward County to the Quebec border and north to the Rideau Canal.

Collaborative Opportunities: RTO 9 actively promotes tourism for the region and works to support and grow the tourism industry. We partner with DMOs, DMPs, other organizational partners and operators who make their living in the tourism industry and want to work together to compete more effectively through a regional tourism approach.

Organizational Tone/Style: We collaborate with our partners to put our region on the tourism map and offer programs, workshops and networking opportunities for those in our tourism industry. As an organization, we are young and growing, but we're working hard to build a reputation for being effective, results-oriented, and cost-efficient using a regional approach.

## Social Media Marketing Approach 2020-2021

### Overarching Goals

The following is a breakdown of high-level Social Media goals for our fiscal year.

- Increase overall Website Traffic (tourismtalk.com) via Social & Organic Traffic.
- Drive higher Newsletter subscriptions and Workshop/Webinar attendance.
- Elicit action (registration and participation in webinars, workshops, programs and events i.e. AGM)

### Tactical Plan

Below is a tactical plan of how we will be using our social media assets including: the frequency of posts, high-level types of content, objectives, key metrics, and tasks.

#### Facebook: RTO 9

**Frequency:** 1-5 per week

**Content:** Destination updates, communication content, events, industry news, company culture.

#### Twitter: @RTO9\_CA

**Frequency:** 1-5 per week

**Content:** Destination updates, communication content, events, industry news, company culture.

TIP - Use Images, Video, Memes, and GIFs to Capture Attention

Unlike other platforms which allow for long-form captions, Twitter wants you to keep it short and sweet. One way to stand out and effectively share your message is by including images, videos, and GIFs in your Tweets. As they say, a picture is worth a thousand words.

Examples: Calm frequently uses video content to engage with their audience:

Twitter is also a great place to have fun with visual memes. [Shopify](#) is excellent at understanding Twitter culture and regularly uses trending memes to go viral.

### **LinkedIn: RTO9 | South Eastern Ontario**

**Frequency:** 1-3 per week

**Content:** Destination updates, communication content, events, industry news, company culture.

### **LinkedIn Ads**

Linked in Ads for our survey AGM, Events, and Workshops.

### **Youtube: @ RTO 9 South Eastern Ontario**

**Frequency:** When needed

**Content:** Workshops & Webinars, premium content, events, industry news, and company culture

### **Instagram: @rto9\_on**

**Frequency:** 1-5 per week

**Content:** Destination updates, premium content, events, industry news, and company culture

TIP - In-feed color blocking can make your Instagram grid look more professional and cohesive, which is a great way to encourage people to hit the follow button on your profile.

Color blocking can be achieved by using harmonious tones alongside one another, or by having a strict color scheme that ties all your posts together.

Examples: [Blume](#) follows a navy and blush color palette:

[TikTok 10 Day Challenge](#), creating a fully connected and visually striking grid

## **Content Marketing Approach 2021-2022**

Our goal is to create content that is directly relevant to business needs of RTO 9's partners and their members. We should be explicit in explaining the benefits, closing the loop between the features of RTO 9 services/programs and how they pay off for individual DMOs, DMPs and their members (tourism operators) the "what this means to you" message. The content of RTO 9 narrative should include messaging for resonance —so the audience identifies with the message emotionally, feels a shared sense of identity, common experience and kindred ambitions.

## Core Topics

Core Topic:	Specifics	Benefits
<b>RTO 9 Highlight</b>	<ul style="list-style-type: none"> <li>- Board Members</li> <li>- DMO Members</li> <li>- Staff Members</li> <li>- Industry Partners</li> </ul>	-Partner Highlight:Parks Ontario, Parks Canada
<b>Partnerships</b>	<ul style="list-style-type: none"> <li>-Partnership Funding Story</li> <li>- Partner Success Tourism</li> <li>-Story on Tourism Business</li> </ul>	-Funding Recipients -We don't supply money think: hotels - Recipients Tourism Adaptation Fund, Business that didn't get the funding.
<b>Research &amp; Insights</b>	<ul style="list-style-type: none"> <li>- Tourism Economy</li> <li>- Travel Perspectives</li> <li>- Key Visitor Activities &amp; Experiences</li> </ul>	Providing partners with the knowledge to compete.
<b>Workshops &amp; Events</b>	<ul style="list-style-type: none"> <li>-Tourism market research, performance data and industry updates.</li> <li>-Training in customer service, social media marketing, event planning and other tourism related workshops.</li> </ul>	Providing partners with the knowledge to compete.
<b>Media &amp; Marketing</b>	<ul style="list-style-type: none"> <li>-FAM Tours/Influencer Trips</li> <li>-SEO Content</li> <li>-Campaigns</li> <li>-Drive For Success</li> </ul>	Teaming Up for greater impact marketing/advertising partnership opportunities. Networking and collaboration, Special events, trade shows and joint exhibitions
<b>Product Development &amp; Experiential Tourism</b>	<ul style="list-style-type: none"> <li>-Culinary</li> <li>-Winter Product</li> <li>-Trails/Cycling</li> <li>-AgriTourism</li> </ul>	Providing and Supporting Opportunities for Product Development: Tourism product development initiatives

## Content Tactics

### Website

Our goal is to provide our audience with access to educational content, to help them attract more visitors to their destinations (or businesses/ operations.)There is a need for content that is directly relevant to our partners, their members, and operators.

Improvement on our communication and offerings will lead to effective engagement from our partners and operators.

## **Short Form Video Content**

**Frequency:** (When needed)

**Content:** Working with our placement student Sonia, we will create a strategy on how we can use short videos and Instagram Reels in our marketing strategy for RTO9. Instagram Reels is a new way to record 15 to 30-second clips set to music on Instagram.

[View our Short Form Video Strategy for 2021/22](#)

## **Email Newsletter**

RTO 9's operator-focussed Industry Newsletter will continue to be issued monthly. We will continue with our monthly newsletter to create awareness and institute a practice of communication. We strive to grow this email list to gain more partners, awareness, and for future surveying purposes.

The content in our newsletter is developed using open-source and RTO 9 led-research activities. Newsletters are theme based and will follow a consistent format however changes should be made to reflect new information, trends, events or topics of interest that may arise during the year.

## **Webinars & Workshops**

Create smarter and consistent communication flows when promoting workshops and events by creating a webinar guidebook.

## **Development Of An Editorial Calendar**

While it is a standard tool in media and content creation, an editorial calendar will help to manage the organized development of important RTO 9 information and its destinations. It is particularly useful when managing content across different formats and channels — communicating a single message through stories, photos and fact sheets, or by getting the word out through email, personal presentation, social media and news releases, for instance.

The editorial calendar should be a dynamic tool, updated regularly, with a suggested timeline looking out three months. It can also be used collaboratively in a consultation manner with RTO 9's partners across the region to help keep all partners on the same page. This tool will help staff organize content, authors and topics, track core themes and use of keywords and calls-to-action, and manage logistics so content is developed on time and on target.



[View our Editorial Calendar for 2021/22](#)

## Measurement and Reporting

Initial Metrics for Success

Social Media Plan

- All Social Media accounts are successful on their own and in conjunction with one another in establishing a strong following.
- Social Media accounts are linking people towards the Website.
- Local interest of media outlets is generated establishing interest in our destination brands to then leverage events and attractions.

Content Marketing

- Content created gains success in Awareness and Engagement from the target market.

Email Marketing

- Individuals are adding emails to a list.
- Growing database of emails and Newsletter subscriptions resulting in leads generated.

All efforts will be measured and reported on a monthly basis from our **20/21 RTO 9 Digital Marketing Reporting Spreadsheet**. At the end of each month, we will reflect, prioritize our efforts and ensure that we are continuing to improve the impact, engagement, and effectiveness of our social media efforts.

At the end of Q4, our reporting metrics will help us determine where we have the most active presence, where we see the most potential for growth, how many people are aware of us and interacting with us and our content.

## Outcomes

- Increasing visitation and tourism receipts in all destinations; higher occupancy rates, higher Average Daily Rates (ADR) and higher revenue per available room (RevPar) across the region.
- Signature events and experiences that resonate outside of the region and bring tourists into our region.
- Tourism Partners that invest in year-round product development utilizing yearly Partnership Funding opportunities.