



Digital Marketing for DMOs and Sector Organizations

MIKE JACOBS, CEO
THE NEW BUSINESS

THE ^{NEW}
BUSINESS

Who This

Presentation is For

**Destination
Marketing
Organizations**

**Sector
Organizations**

Nature, Outdoors,
Powersports, Fishing and
other Niches

**Economic
Development
Offices**

**Any
Organization
with a Tourism
Marketing
Component**

1

Covers Current
Technology and
Trends in Digital
Marketing



What This
Presentation
Will Do

2

Help you Decide
To Focus Your Efforts
Based on Goals and
Resources

How

Role of the DMO

Do the **Big Marketing Things**
an Individual Can't
Do on Their Own

Used to be:

PRODUCE
GUIDE

ATTEND
SHOWS

BUY AWARENESS ADS
IN TV, PRINT
& RADIO

DMO's
Challenged
with Digital



Most Operators
Can Access the
Same Audiences

But!

Operators Often Don't
Have Time, Expertise,
or Desire to be Full-
Time Marketers

Role of the DMO

Now DMOs
Focus on:



Know Your Market

Define Who Your **Core Markets** Are

- Age
- Location
- Interests

Get Inside the **Heads and Hearts** of your Markets

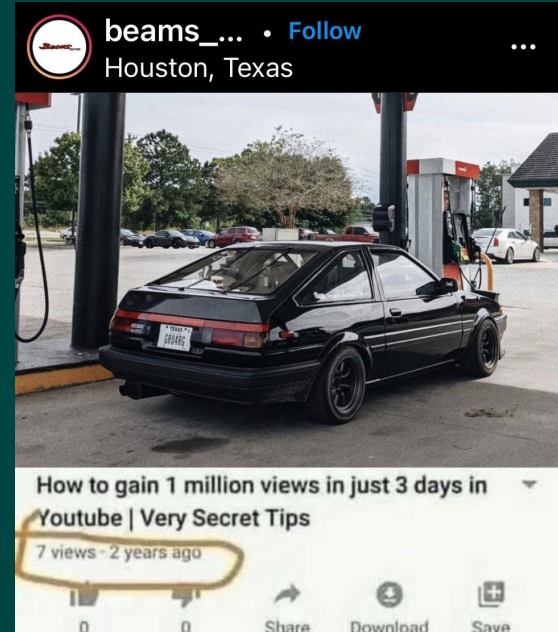
Determine **Where To Reach Those Markets**

- Google
- Facebook
- Instagram
- TikTok
- YouTube
- Third Party Media

If You Can Afford to Reach **New Markets**, Define Them Too

Know Your Limitations

- Can't Be All Things to All People
- How Do You Measure Success?
- Awareness / Conversion / Sales
- Time / People / Money
- How Can You Stand Out?
- What Makes You Different?
What Are You Good At?



// WEBSITES

- Mobile First

// SOCIAL MEDIA

- Facebook Waning
- Instagram & TikTok Rising

Core Technology

// THIRD PARTY APPS & SITES

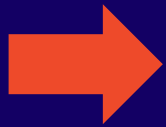
- Online Media
- Reviews
- Trip Planners

// eCOMMERCE

- Booking Engines
- Merchandise

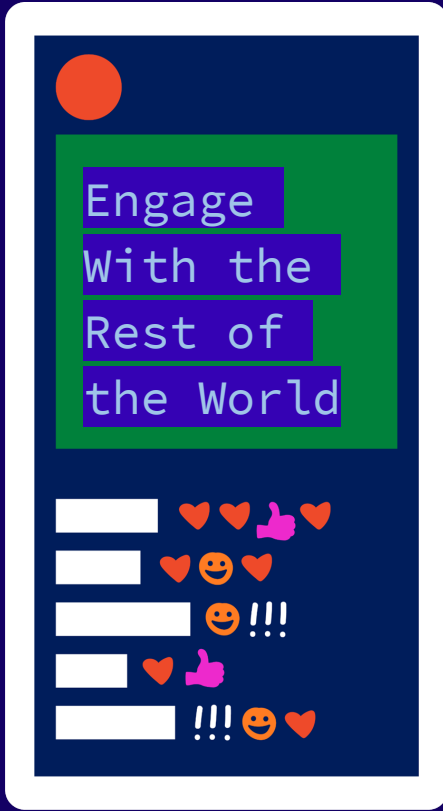
Websites

- Central to Your Mission
- Expensive, Complicated, A Lot of Moving Parts
- Answer People's Questions



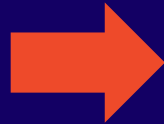
Awareness,
Conversion,
Sales





Social Media

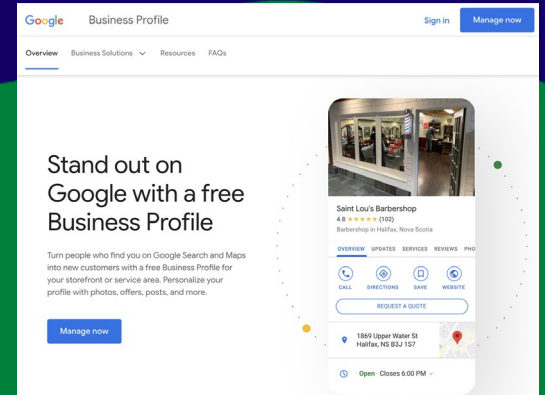
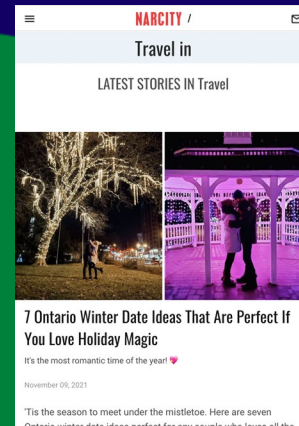
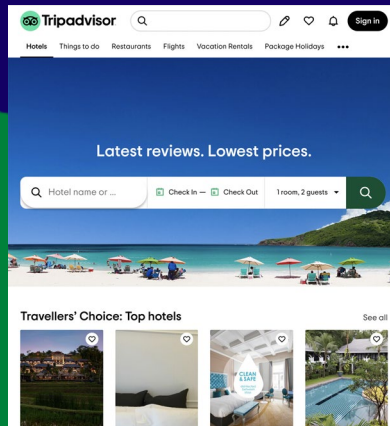
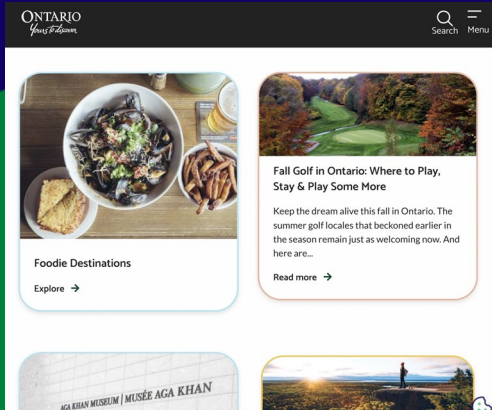
- It's A Conversation – Measure Success in Engagement
- Personalities, Videos and Trends
- DMO's Office Should Have Someone in Place Whose Whole Job is This (if they want to win)



Different Markets Use
Different Platforms

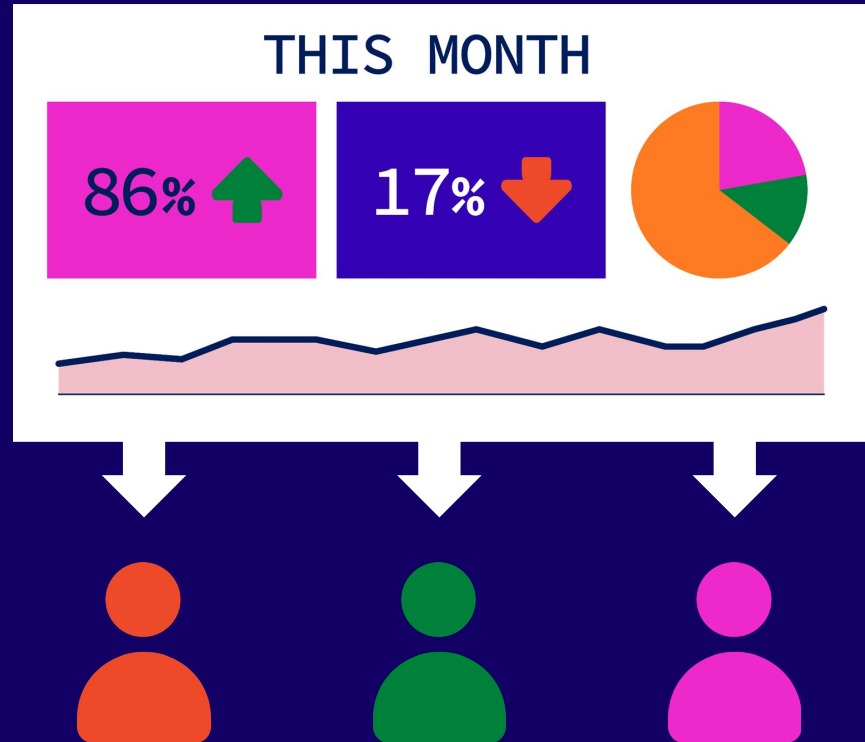
Third Party Sites and Apps

- Influential Blogs
- Destination Canada/Destination Ontario
- Narcity/Local News Outlets/Niche Media
- TripAdvisor, Google MyBusiness



Analysis, Data and Reporting

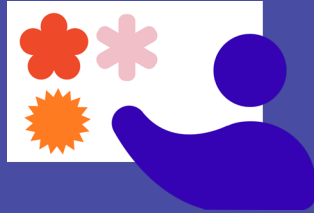
- Google Analytics, Search Console, Trends
- Facebook Insights
- Monthly Review
- Create a Dashboard
- Share it With Stakeholders



Members and Stakeholders



Be Clear
About What
Service You
Provide



Educate Them
on the Value
of Your
Services

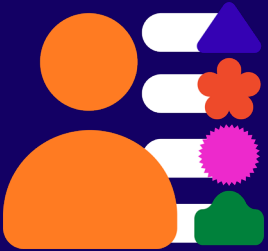


Assist Them
in Their Own
Marketing



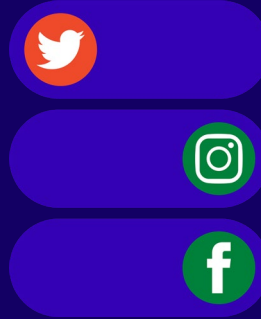
Recap

Define
Your
Market



Assess Your
Resources

Pick Your
Channels



Measure
and
Report

➔ Refine and Repeat ➔

Questions?

