

**Alphabet<sup>®</sup>**

A young woman with long brown hair in a braid, wearing a red, white, and blue striped t-shirt, is looking through a large, silver, vintage-style telescope mounted on a ship's deck. The background shows a blurred view of the sea and a white ship railing. The text "Digital Marketing FOR TOURISM" is overlaid on the left side of the image.

# Digital Marketing **FOR TOURISM**



HEY THERE! I'M HANNAH.  
**NICE TO MEET YOU.**

If you have any questions don't hesitate to send me a note at:  
[hbock@alphabetscreative.com](mailto:hbock@alphabetscreative.com)

# OUTLINE

1. Google My Business
2. Trip Advisor
3. Social Media

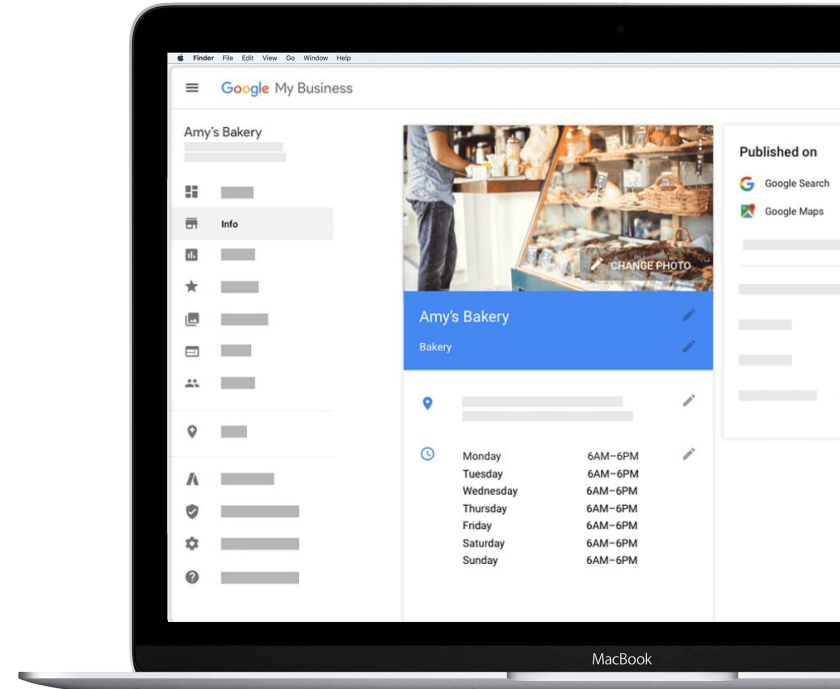
**In Canada, top sources that  
influence trips are deals and  
reviews.**

**GOOGLE MY BUSINESS**



# WHY YOU SHOULD BE ON GOOGLE MY BUSINESS

- 01 | 92.59% of mobile searches worldwide are conducted on Google
- 02 | 4 out of 5 consumers use search engines to find local information
- 03 | 50% of local mobile searches resulted in a store visit within a day





cornwall restaurants



All

Maps

Shopping

News

Images

More

Settings

Tools

About 21,900,000 results (0.76 seconds)



Rating ▾ Cuisine ▾ Hours ▾

### Thum's Kitchen

4.7 ★★★★★ (240) · \$\$ · Thai

1615 Pitt St

Cosy · Casual · Groups



### Schnitzels

4.4 ★★★★★ (416) · \$\$ · European

158 Pitt St

Classy pub with schnitzel, pizza & pasta



### Tampico's

4.8 ★★★★★ (148) · \$ · Mexican

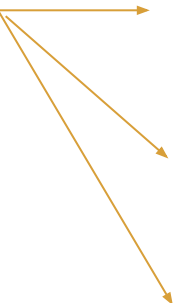
1404 Pitt St

Outdoor seating · Casual · Good for kids



☰ [More places](#)

GMB LISTING!





# CREATING A GOOGLE MY BUSINESS PAGE IN 6 STEPS

1

What's the name of your business?

Business name

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

2

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

☐ No

Next

3

What's the address?

Canada

Street address

City

Province

Postal code

Next

4

Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

You can change and add more later

Next

5

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Contact phone number

+1

Current website URL

☐ I don't need a website

☐ Get a free website based on your info. [See details](#)

Next

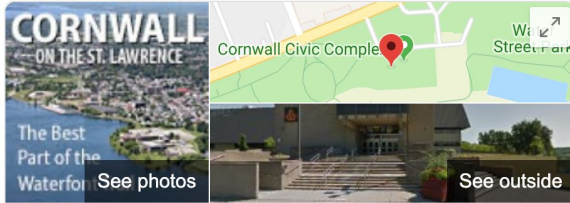
6

Verification :

- By postcard
- By phone
- By email

# A GREAT GMB LISTING

PHOTOS



WEBSITE

**Cornwall Tourism**

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 3 Google reviews

Tourist information center in Cornwall, Ontario

**Address:** 100 Water St E, Cornwall, ON K6H 6G4

**Hours:** Open · Closes 4:30 p.m. ▼

**Province:** [Ontario](#)

**Phone:** (613) 938-4748

[Suggest an edit](#)

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**Know this place?** [Answer quick questions](#)

---

**Questions & answers**

[Be the first to ask a question](#) [Ask a question](#)

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[Send to your phone](#) [Send](#)

MORE  
INFO


REVIEWS

SOCIAL





**Reviews** ? [Write a review](#) [Add a photo](#)

3 Google reviews

**Profiles**

 [Instagram](#)

**People also search for** [View 5+ more](#)

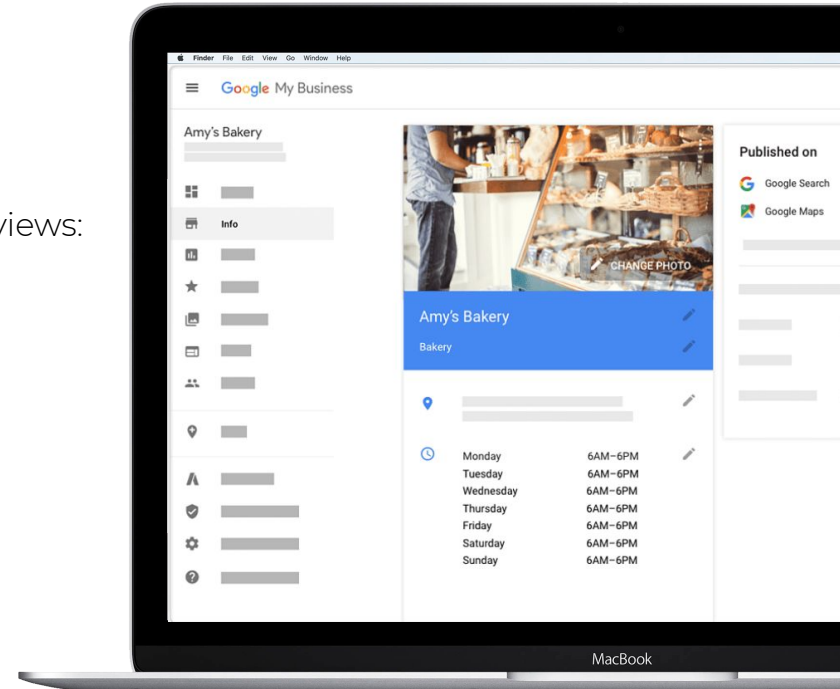
 <b>Monte Carlo Motel</b> Motel	 <b>Marlin Orchards &amp; Garden C...</b> Garden center	 <b>NAV CENTRE</b> 3-star hotel	 <b>Cornwall Community Museum...</b> Museum
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**TRIP ADVISOR**



# WHY YOU SHOULD BE ON TRIPADVISOR

- 01 | 6.13 millions users per month for Tripadvisor in Canada in 2017
- 02 | People who usually or always reference TripAdvisor reviews:
  - 77 % before selecting a hotel.
  - 50 % before selecting a restaurant.
  - 44 % before selecting an attraction.
- 03 | Guests read 6-12 reviews before booking



**Schnitzels**  
4.4 ★★★★★ (416) · \$\$ · European  
158 Pitt St  
Classy pub with schnitzel, pizza & pasta



**Tampico's**  
4.8 ★★★★★ (148) · \$ · Mexican  
1404 Pitt St  
Outdoor seating · Casual · Good for kids



☰ [More places](#)

## TRIP ADVISOR!

### THE 10 BEST Restaurants in Cornwall Updated May 2019 - TripAdvisor

[https://www.tripadvisor.ca/Restaurants-g181722-Cornwall\\_Ontario.html](https://www.tripadvisor.ca/Restaurants-g181722-Cornwall_Ontario.html) ▼

**Pizza** (21) **Chinese** (5) **Cafe** (5) **Italian** (6) **Seafood** (6) **Thai** (4) **Fast food** (13) **Asian** (9)

**THE BEST Poutine in Cornwall** · **Best Hamburgers in Cornwall** · **Truffles Burger Bar**

### THE 10 BEST Lunch Restaurants in Cornwall - TripAdvisor

<https://www.tripadvisor.ca> › [Canada](#) › [Ontario](#) › [Cornwall](#) ▼

Best Lunch **Restaurants** in **Cornwall**, Ontario: Find TripAdvisor traveller reviews of the best **Cornwall** Lunch **Restaurants** and search by price, location, and more.

### THE 10 BEST Family Restaurants in Cornwall - TripAdvisor

<https://www.tripadvisor.ca> › [Canada](#) › [Ontario](#) › [Cornwall](#) ▼

Cornwall Family Restaurants. **Pizza**. (11) **Fast food**. (10) **Asian**. (7) **American**. (4) **Bar**. (6) **Barbecue**. (1) **British**. (1) **Cafe**. (2)

## THE 15 BEST Things to Do in Cornwall - UPDATED ... - TripAdvisor

<https://www.tripadvisor.ca> › [Europe](#) › [United Kingdom \(UK\)](#) › [England](#) › [Cornwall](#) ▼

Book your tickets online for the top things to **do in Cornwall**, England on TripAdvisor: See 196805 traveller reviews and photos of Cornwall tourist attractions.

## Attractions - Cornwall Tourism

[www.cornwalltourism.com](http://www.cornwalltourism.com) › [Explore](#) ▼

**Cornwall** Attractions (Click on a picture or title for more information) Benson Centre. **Cornwall** Aquatic Centre. **Cornwall** Civic Complex. **Cornwall** Community Museum, **Cornwall**. **Cornwall** Historic Walking Tour. **Cornwall** Public Library. **Cornwall** Sports Hall of Fame. Historic Cotton Mill District.

## Top Attractions in Cornwall

Sort by: Traveller Favourites ▾ ?

1

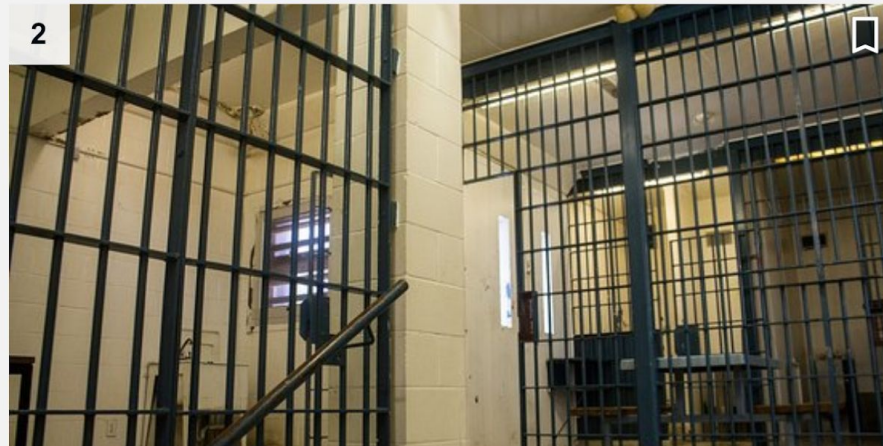


SIGHTS & LANDMARKS

### St. Raphael's Ruins

★★★★☆ 96 reviews

2



MUSEUMS

### Historic SDG Jail

★★★★☆ 52 reviews

# CREATING A TRIPADVISOR LISTING

1

Fill out a basic form about you.

2

Add information about the business.

3

Add a description.

4

Add photos.

5

Submit and await verification.

## Listing information for your accommodation

Official business name \*

Country \*

Select a country



City/Town, State/Province/Region \*

☐

Your city is not listed

Zip code/postal code

Street address \*

Additional address information



# A GREAT TRIPADVISOR LISTING

INFO

## St. Raphael's Ruins [Is this your business?](#)



#1 of 17 things to do in Cornwall

Sights & Landmarks, Sacred & Religious Sites

County Road 18, | Williamstown, Cornwall, Ontario K0C 2J0, Canada

[Save](#) [Share](#)

REVIEWS

### Review Highlights

**"Very interesting"**

Very surprised to find this ruin, easily located but in the middle of nowhere. Amazing that such a... [read more](#)



**★★★★★** Reviewed 3 weeks ago  
Girorv , Cornwall, Canada

**"Beautiful in the winter!"**

I have been coming here since I was a child. This place is absolutely beautiful! I love it... [read more](#)



**★★★★★** Reviewed March 23, 2019  
Mairead03 , Goderich, Canada [via mobile](#)

[Read all 96 reviews](#)



[All photos \(77\)](#)

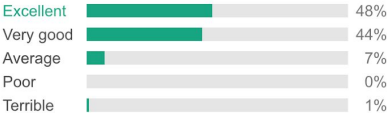
PHOTOS

# A GREAT TRIPADVISOR LISTING

REVIEWS

## Traveller Overview

4.5  96 reviews



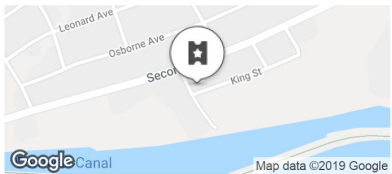
### TRAVELLERS TALK ABOUT

-  "summer months" (3 reviews)
-  "outer walls" (2 reviews)
-  "imposing church" (2 reviews)

## About

ABOUT

## Contact



County Road 18, | Williamstown, Cornwall, Ontario  
K0C 2J0, Canada

-  Website
-  +1 613-347-2247
-  Email

[Improve This Listing](#)

MORE INFO

**SOCIAL MEDIA**

# SOCIAL CHANNELS

There are thousands of social media channels in the world, but the landscape continues to be dominated by a few giants including:

- 01 | Facebook
- 02 | Instagram
- 03 | Twitter
- 04 | LinkedIn
- 05 | YouTube



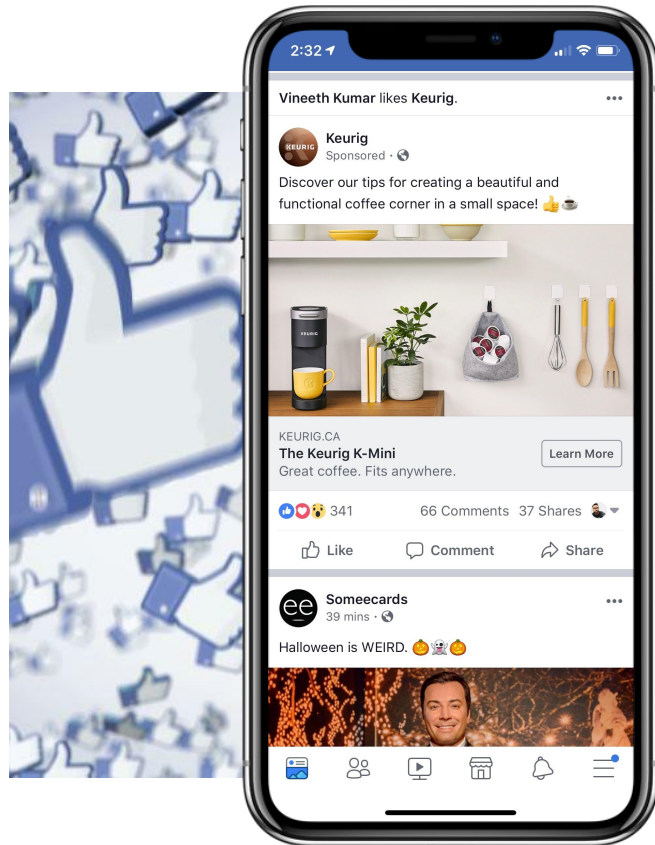
# FACEBOOK

## PROS

- Long videos
- Most popular network
- Robust business pages
- Most sophisticated ad platform
- Detailed analytics

## CONS

- Pay to play
- Organic reach continues to decline
- Over saturation



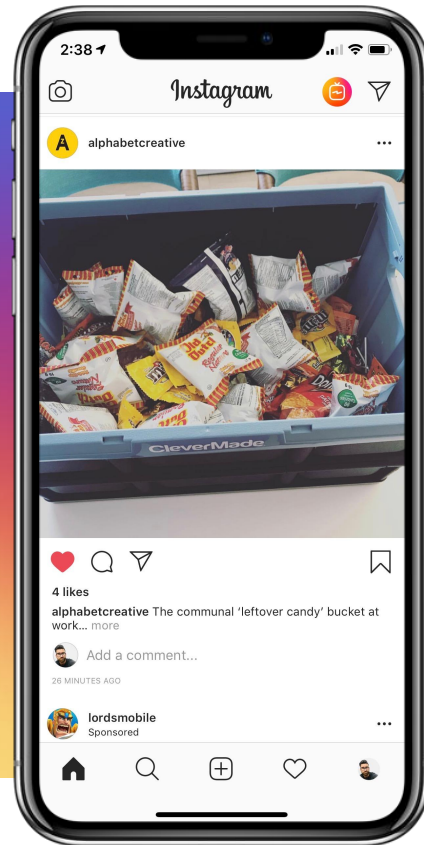
# INSTAGRAM

## PROS

- Organic reach via hashtags
- Highly visual platform
- Highest engagement between audiences and brands
- Varied ad options

## CONS

- No links in organic posts
- Requires mobile management\*



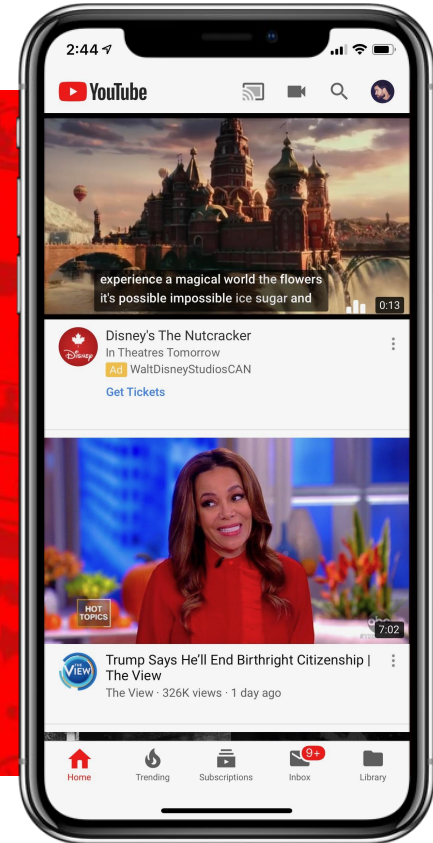
# YOUTUBE

## PROS

- Search functions
- Google rankings
- Longform video
- Longer attention spans \*for organic content

## CONS

- Sharing is less intuitive
- No control over related content suggestions
- Higher video quality is expected



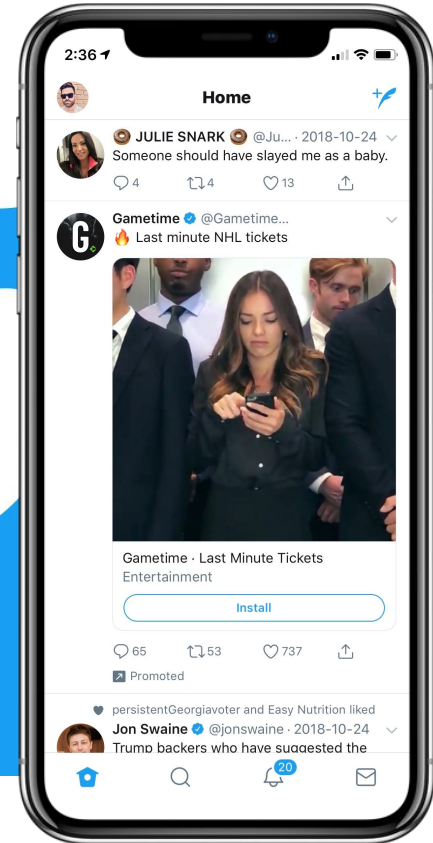
# TWITTER

## PROS

- Promotes Conversation
- Organic reach
- Traffic generating
- Varied ad options
- Decent analytics

## CONS

- Short post lifespan
- High engagement requires more time commitment
- Short message length





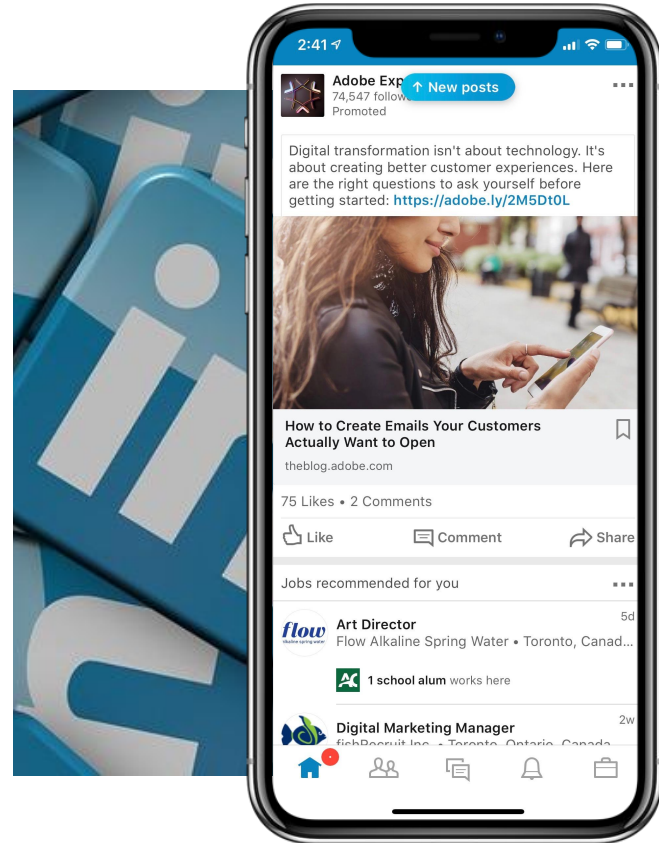
# LINKED IN

## PROS

- Professional User Base
- Profession-based ad targeting
- Groups promote conversations
- One to one relationship building
- Increase credibility

## CONS

- Expensive to advertise
- Limited activity from a large portion of users





## CHOOSING A CHANNEL

When choosing which channels to build a presence on for your business, it's imperative that you know what kind of users are a part of the channels – and ensuring that your objectives align with them.

Industry +  
Interests

Demographics

Goals +  
Objectives



# PAID VS. ORGANIC

1

## PAID

Paid is ideal when you are trying to **grow your audience base**.

2

## ORGANIC

Organic content is ideal for **nurturing your audience**.

FACEBOOK  
**AD FORMAT SAMPLES**

## POST COPY

Max. 125 characters



Kingston's passionate Maker community is part of what makes this city so special – read and watch their stories on MakersofKingston.ca



MAKERSOFKINGSTON.CA

**The Makers of Kingston**

Read and watch their stories.

Learn More



18

1 Comment 5 Shares



Like



Comment



Share

## POST IMAGE

Max 20% Text

## DISPLAY URL

Max. 30 characters

## HEADLINE

Max. 25 characters

## LINK DESCRIPTION

Max. 30 characters

## CTA BUTTON

Choose from selections (e.g. Download, Book Now)

# FACEBOOK – DIGITAL ADS

## POST COPY

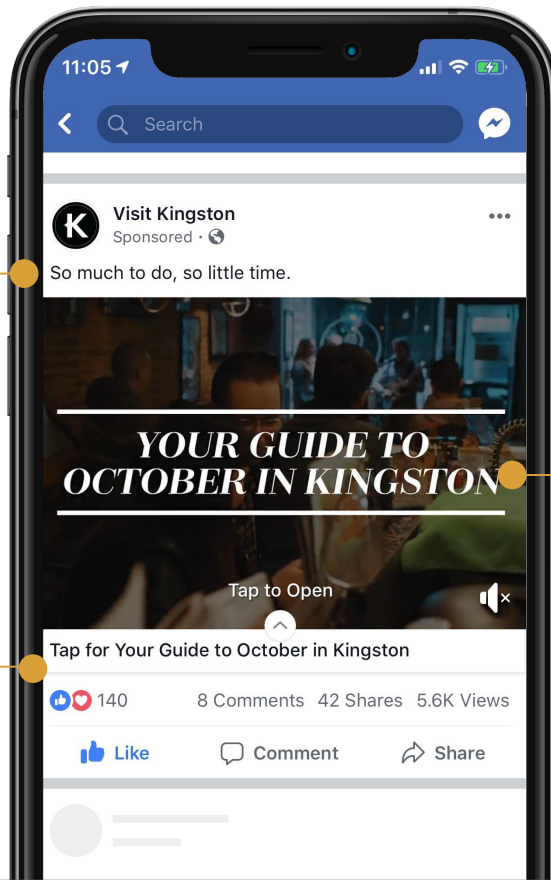
Max. 125 characters

## HEADLINE

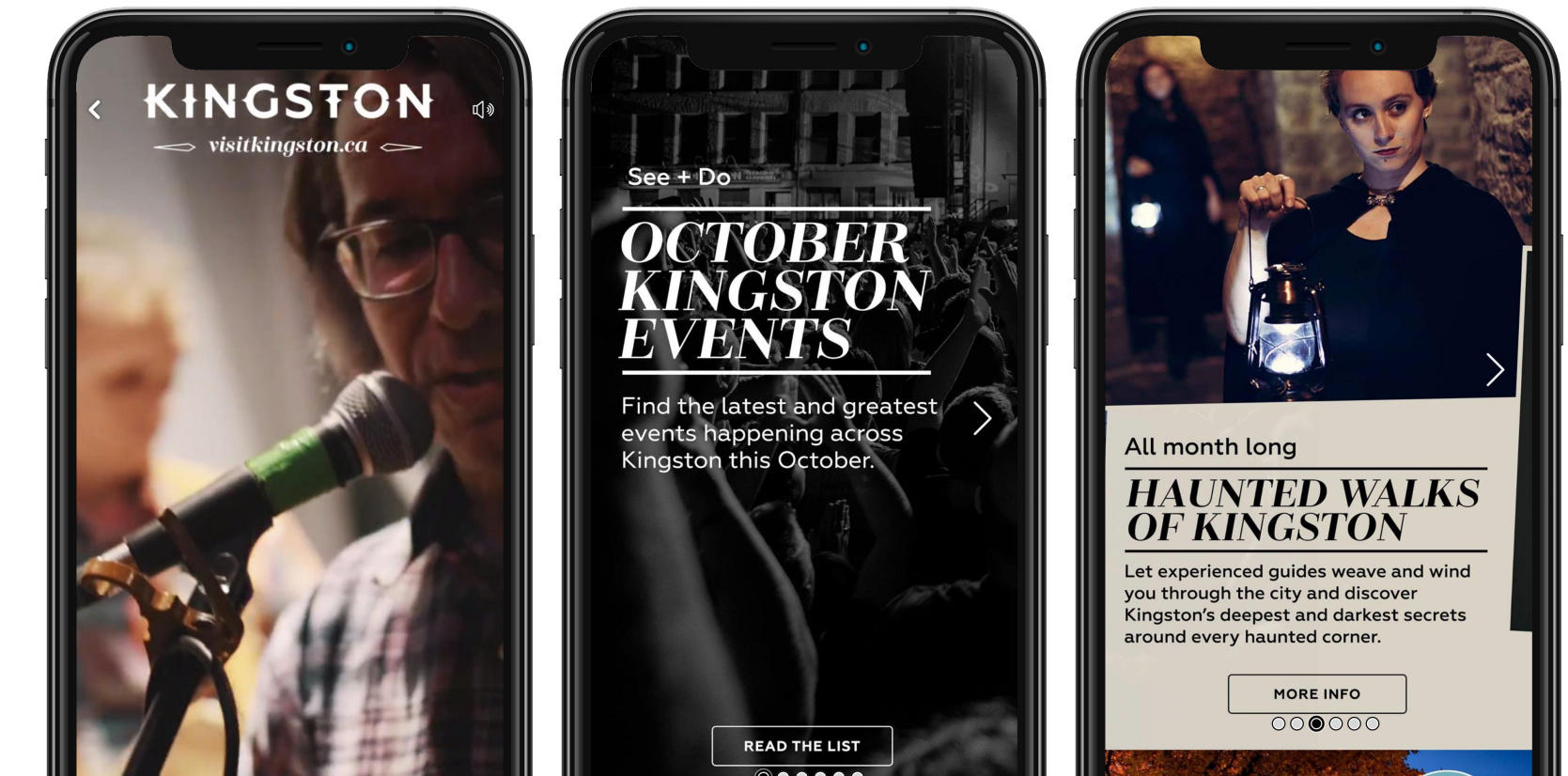
Max. 45 characters

## VIDEO THUMB

Thumbnail: Max 20% Text



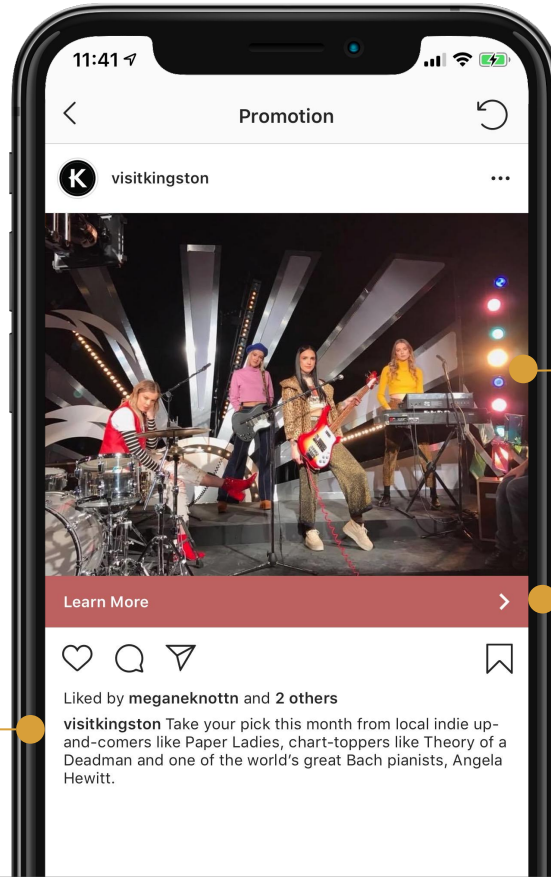
# FACEBOOK – CANVAS, NEWSFEED



**FACEBOOK – CANVAS, INTERIOR**

INSTAGRAM  
**AD FORMAT SAMPLES**





### POST IMAGE

Max 20% Text  
Keep it interesting

### CTA BUTTON

Choose from selections (e.g.  
Download, Book Now)

### POST COPY

Max. 125 characters

## INSTAGRAM – SPONSORED POST

THANKS!