

DESTINATION

Think!

Shuswap Tourism: 2018 Spring Campaign Report

Executive Summary

Shuswap Tourism has been working towards developing year round experiences to drive visitors to the region during low-season periods.

Based on the experiences we identified in the Experience Workshop, we are able to prioritize the seasonal experiences for development and promotion.

The Spring digital marketing campaign was designed to highlight key Spring experiences in the Shuswap that are ready for promotion in order to drive visitation to the region.



Business problem

The Shuswap's summer season still dominates in both visitation and the mind of the visitor as summer house boating is what the region is best known for.

In order to create awareness of experiences and activities within the Shuswap region during shoulder months, Destination Think! launched a digital marketing campaign with focus on the spring product experiences.



Objectives and KPIs

Objective:

With a focus on awareness and visitation the campaign was designed to:

- Create awareness about the spring experiences the Shuswap offers to motivate them to visit
- Inspire people to read more about the events and activities promoted through curated content

KPIs:

- Click through to blogs on website;
- Time on site;
- Average Facebook and Instagram engagement %;
- Cost per engagement for social and digital;
- Cost per action for secondary site actions;



Campaign Details

KPI	Goal	Actual
Total reach		317,853
Total impressions	1,800,000	2,337,778
Number of post engagements		44,166
Engagement rate (%)	8%	13.9%
Facebook cost per engagement	\$0.09	\$0.13
Instagram cost per engagement	\$0.07	\$0.05
Page likes (social)		283
Cost per Click (social)	\$0.55	\$0.57
Time on Site (digital)	0:30+ sec	1:05 sec
Cost per Engagement (digital)	\$5.00	\$4.35
Cost per Action (digital: secondary site actions)	\$3.50	\$1.19

Campaign Tactics

Blogs: Destination Think! wrote three (3) blogs which highlighted the product experiences in Shuswap during the spring season. The blogs were hosted on the Shuswap Tourism website and shared through social media and advertised via digital display platforms during the campaign.

Promoted Social Content: Think! wrote a series of Facebook and Instagram posts that highlighted the three spring experiences we promoted for the campaign. We utilized user-generated imagery with messaging focused on motivating people to plan a trip to the Shuswap during the spring time frame.

Digital Display Advertising: We created a one (1) digital display ad and one (1) Click-to-Web social ad for each blog to promote and drive traffic to the website. These formats helped to support the content and increase awareness of the highlighted spring experiences.

Media Plan: Destination Think! provided a media plan that outlined the campaign goals, KPIs, timing and budget allocations.



Results

Promoted Posts Results

Promoted Posts ran on Facebook and Instagram from March 19th - May 13th. These posts showcased tourism stakeholders and user-generated content.

OVERALL AD RESULTS

Total spent	\$3,174.99
Page Likes (from ads)	283
Engagements	44,166
Engagement rate	13.9%
Average Cost per engagement	\$0.09
Reach	317,853



Shuswap Tourism

Sponsored · 🌐



Everyone knows it's now fishing season. 📷:
@darrienkellock



Ben Vadasz and 1.6K others

21 comments 215 shares

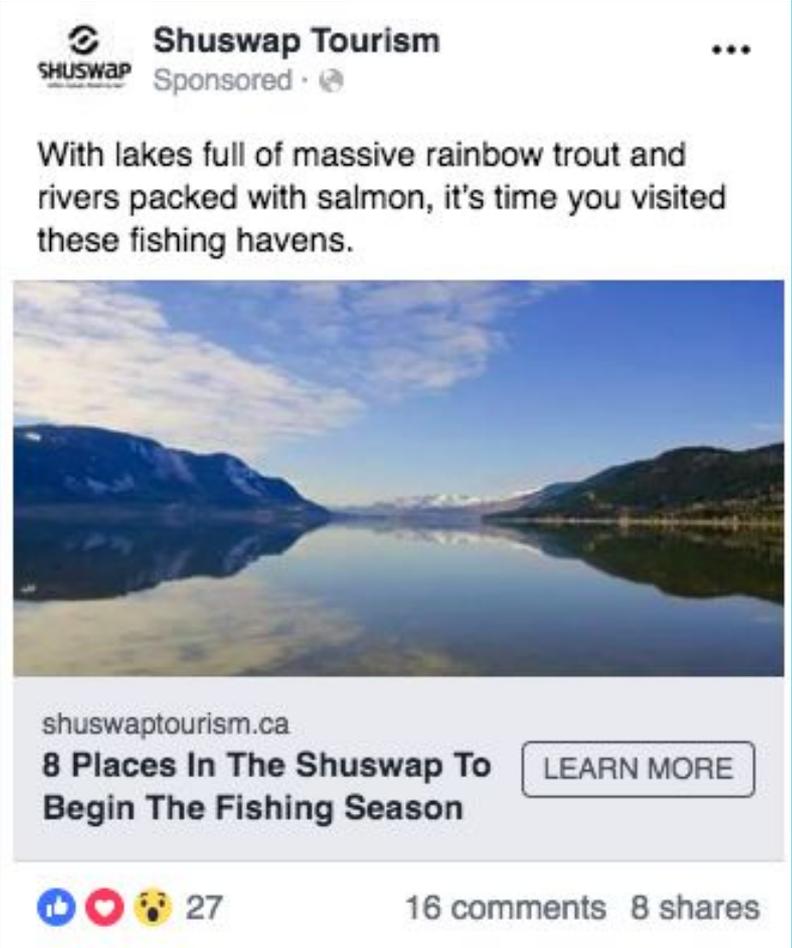
CTW Ad Results

Click-to-Web Ads ran consecutively alongside Promoted Posts, driving traffic to the blogs. Showcasing each of the 3 unique blogs, these ads targeted the identified markets to increase traffic to the website.

OVERALL AD RESULTS

Total spent	\$460.64
Page Likes (from ads)	43
Link Clicks	858
Reach	44,076

The Click to web social ads performed relatively well understanding the spend and targets set-out. With close to 1,000 clicks to the blogs over the 3-month campaign period, we were able to motivate the audience to engage with the content and encourage them to plan a trip to the Shuswap.



Shuswap Tourism Sponsored · 🌐

With lakes full of massive rainbow trout and rivers packed with salmon, it's time you visited these fishing havens.



shuswaptourism.ca

8 Places In The Shuswap To Begin The Fishing Season [LEARN MORE](#)

👍❤️😲 27 16 comments 8 shares

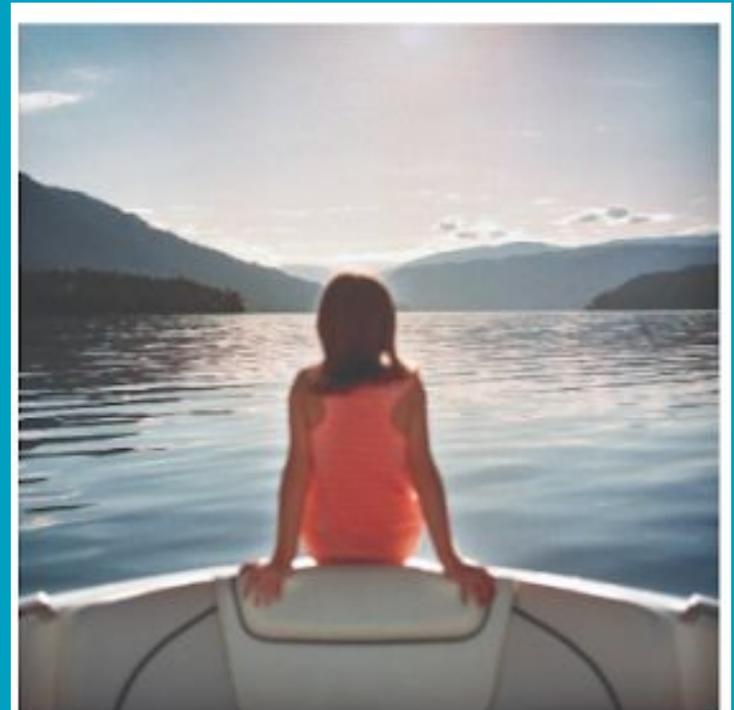
Digital Display Ad Results

Native display ads ran consecutively with Promoted Posts from March 19 to May 13 that highlighted the blogs which drove traffic to the website.

OVERALL AD RESULTS

Total spent	\$9,000
Impressions	2,337,778
Clicks	5,365
Time on Site	1m 5s
Cost per Action	\$1.19

The digital display component of the campaign helped support the overall goal of motivating our audience to engage with the blog content. We combined interest-based targeting and geo-market targeting to reach close to 2.5 million people across various sites that would be relevant to vacation-planning, the Spring experiences highlighted and also retargeting messaging to those who had already been to the Shuswap Tourism website. This resulted in over 5,000 clicks to the blogs over the campaign period and an average of over 1 min time on site to review the blogs and gain further information on planning a trip to the Shuswap.



PAID CONTENT BY SHUSWAP TOURISM

The Most Necessary Spring Spots in the Shuswap

Spring has arrived in the Shuswap. From boats to brew pubs, these are the best places to enjoy this glorious season!

SEE MORE >

Facebook Highlight

With nearly 2,300 engagements and a reach of almost 20,000 this promoted content was the top performing post of the campaign.

Dramatic photos draw engagement. Blue skies and sunny shots aren't always going to drive the most engagement.

Through our experience managing dozens of destination pages, the photos that feature a weather element; fog, thunderstorms, sunsets, interesting clouds, snow and more, actually drive more engagement than your typical sunny-skies photo.

 **Shuswap Tourism** Sponsored ·  ...

Early spring paddles. Is there any better way to soothe the soul?

: @bulletheadbearz



   Ben Vadasz and 1.8K others
22 comments 223 shares

Facebook Opportunity

This content didn't perform well on Facebook, reaching approximately 4,000 people with just over 250 engagements.

With such immense natural beauty shared on the Shuswap social accounts, it's hard to expect a shot of something man-made to succeed in terms of engagement.

While most people like gorgeous scenery, opinions towards attractions and products vary. In this case, the Brew Pub was highlighted since it is important to show local scenes in the Shuswap.

However, expectations must be managed when posting about local attractions as the engagement rate will almost always be lower than glorious outdoors shots.

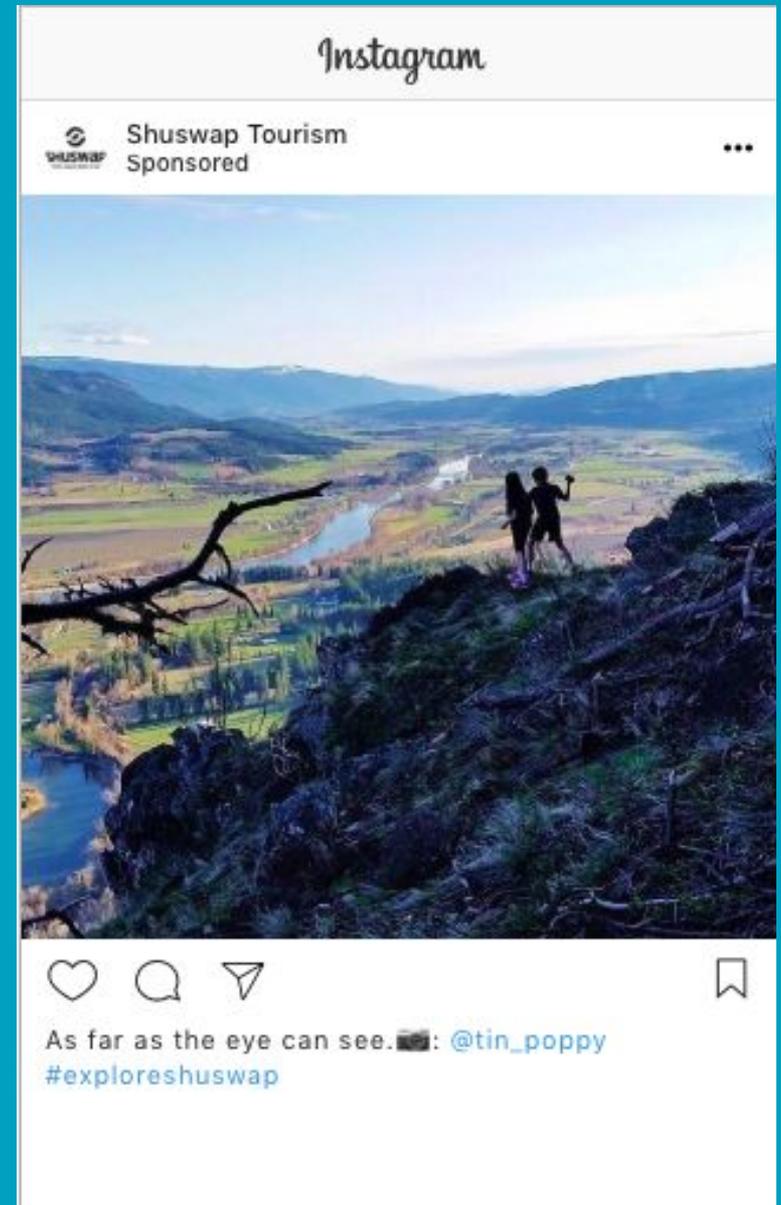


Instagram Highlights

Vista shots are always a strong performer on social media and this shot is no different.

The children in the photo offer a sense of scale, making the overlook even more impressive.

A short caption helped draw more attention to the image, therefore increasing engagement.

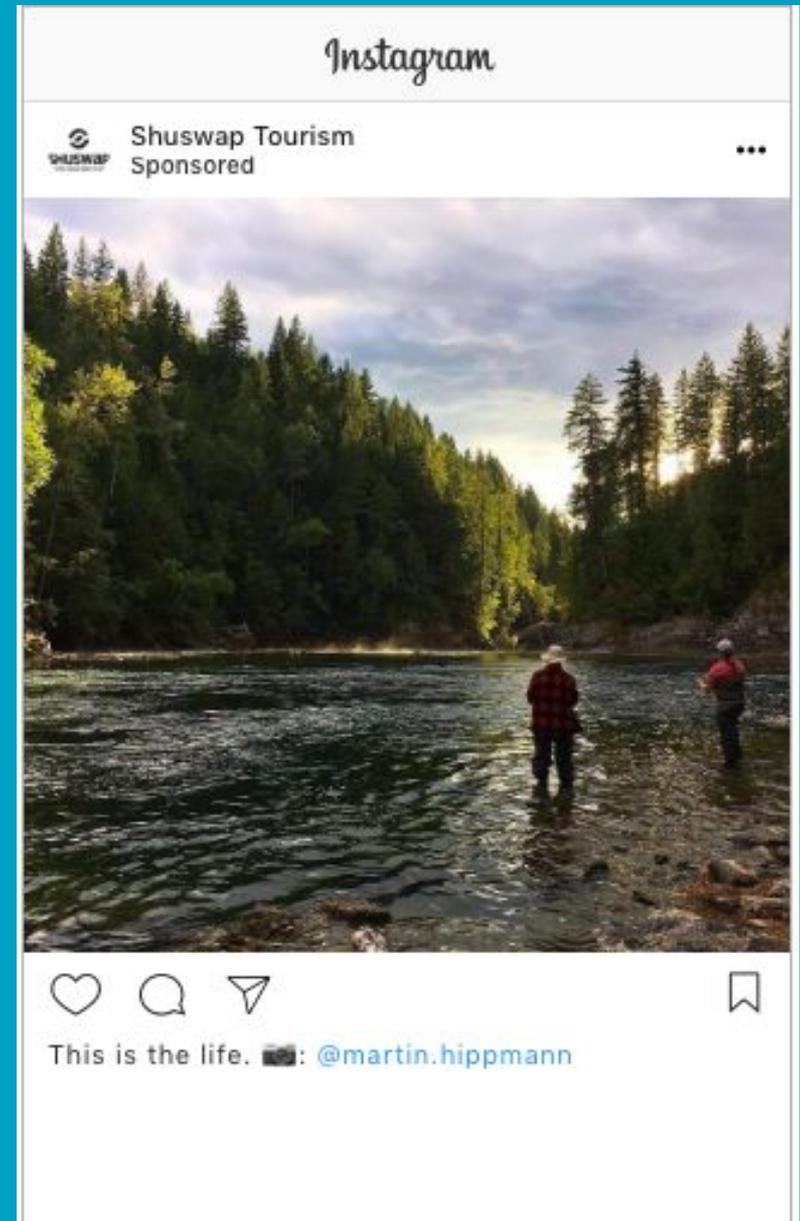


Instagram Opportunity

With a reach of just over 2,400 and 500 engagements, this content was the lowest performing post for Instagram.

It is hard to generate engagement on any photo that incorporates people in it. This photo still succeeded (a bit less than other fishing posts) because the people were not the subjects of the photo.

The nature scene and the vastness of the river, along with the caption about fishing, helped draw attention away from the people and into the scene.



Digital Display Highlights: Performance by Geo Market

Blog Ad Creative	Impressions	Clicks	CPE	CPA	Engagements	Conversions
Alberta	904,890	2,243	\$3.82	\$1.11	885	3,044
BC	682,114	1,571	\$4.58	\$1.25	574	2,106
Pacific Northwest US	750,744	1,551	\$4.92	\$1.24	608	2,410
Total	2,337,778	5,365	\$4.35	\$1.19	2,067	7,560

When comparing creative, Blog #1 (Fishing) the best overall in the campaign in terms of CPA and CPE and also drove the highest engagements and conversions.



Digital Display Highlights: Performance by Creative

Market	Impressions	Clicks	Engagements	Conversions	CPE	CPA	Avg Time on Site
Alberta	616,535	1,287	505	1,867	\$4.45	\$1.20	1:03
British Columbia	609,442	1,271	522	2,045	\$4.31	\$1.10	1:14
Pacific Northwest US	1,111,801	2,807	1,040	3,648	\$4.33	\$1.23	0:59
TOTAL	2,337,778	5,365	2,067	7,560	\$4.35	\$1.19	1:05

When comparing different markets, BC performed the best with the most cost effective CPE and CPA and drove the longest time spent on site. However, the PNW US drove the highest amount of conversions and impressions despite the lowest time on site.

This tells us that the US market looks to gain the information they need to help potentially plan a trip as quick as possible so it's important to feed them the key details so we do not lose their attention. Canadians on the other hand look to spend a bit of extra time reviewing the content on the site to educate them on trip itinerary ideas, etc.



Sponsored by Shuswap Tourism

8 Places In The Shuswap To Begin The Fishing Season

Sponsored – With lakes full of massive rainbow trout and rivers packed with salmon, it's time you visited these fishing havens.

Digital Display Highlights: Performance by Strategy

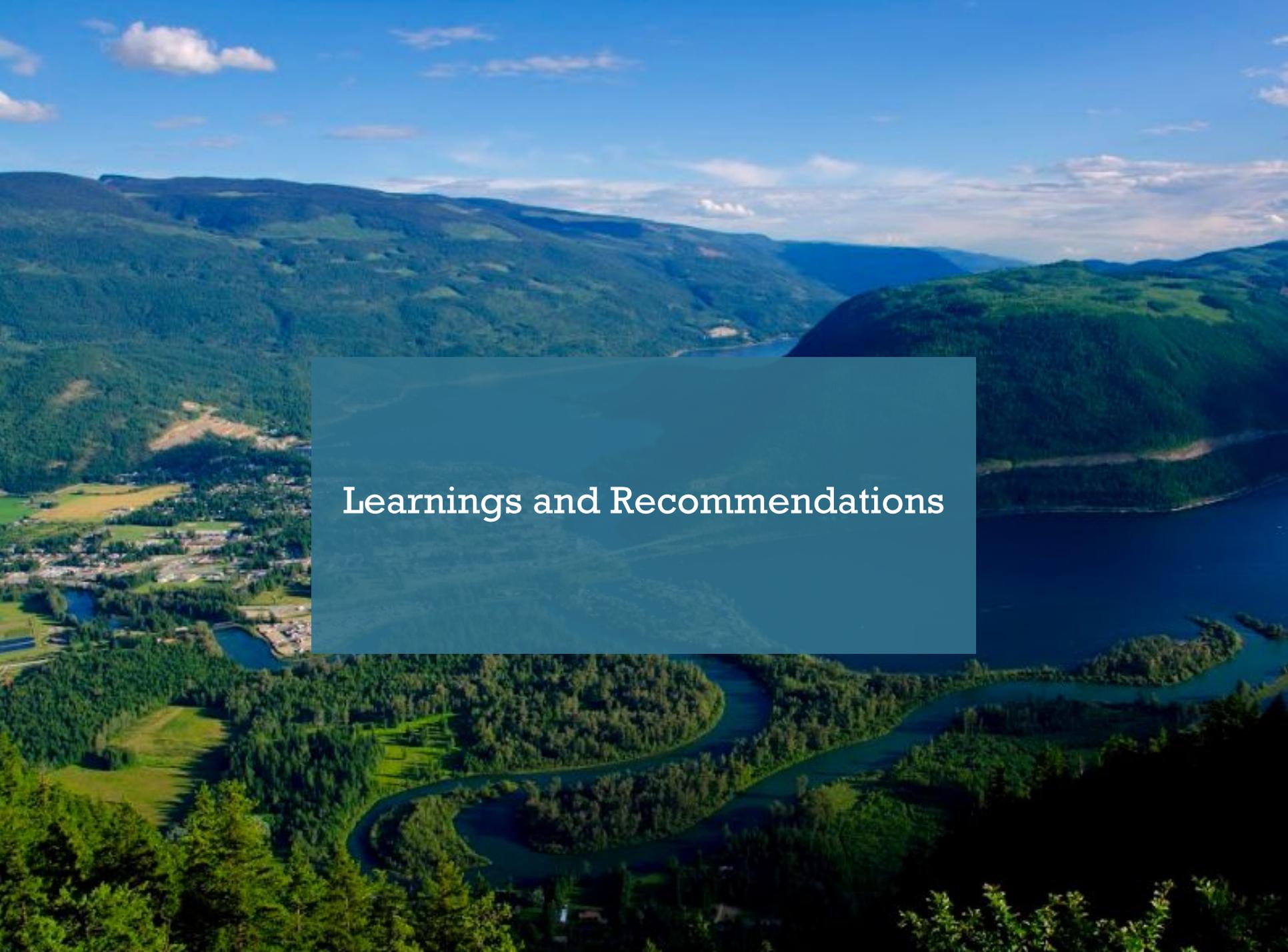
Blog Post	Impressions	Clicks	Engagements	Conversions	CPE	CPA
Photographer	420,359	954	327	1,393	\$4.90	\$1.15
Fishing	351,046	800	315	1,094	\$4.32	\$1.24
Hiking	309,794	798	291	1,049	\$4.35	\$1.21
Natural Enthusiast Ecotourism	267,978	663	257	965	\$4.42	\$1.18
Travel Blogs	507,914	790	342	1,081	\$5.09	\$1.61
Vacation Home Rentals/Cottage Rentals	325,963	729	301	1,167	\$4.16	\$1.07
Nature Enthusiast/Ecotourism	97,243	232	82	314	\$4.74	\$1.24
Retargeting	57,482	399	152	497	\$1.65	\$0.50
TOTAL	2,337,778	5,365	2,067	7,560	\$4.35	\$1.19

Digital Display Highlights

When comparing the strategies for this campaign, the best performing was the Retargeting segment in which we re-messaged users who had previously visited the Shuswap website. This strategy performed with an efficient CPE of \$1.65 and a CPA of \$0.50. That being said, since the audience pool was not very large, it didn't scale as well.

In terms of the native display placements, the 'Vacation Home Rentals/Cottage Rentals' performed the best with an overall CPE performance of \$4.06 and CPA of \$1.07. This was expected understanding many who were researching a getaway for the weekend would be motivated to click on the digital ads since the content was relevant to their search.



An aerial photograph of a lush green valley. A winding river flows through the center, surrounded by dense forests. In the background, rolling green hills and mountains are visible under a bright blue sky with scattered white clouds. A semi-transparent teal rectangle is overlaid in the center of the image, containing the text "Learnings and Recommendations".

Learnings and Recommendations

Learnings & Observations

Social Content

- Fortunately, Shuswap has lots of still water that is perfect for reflections! Look to incorporate images that have this glossy effect, as they will generate more engagement than other photos of water.
- On Facebook and Instagram, the Shuswap social accounts thrive when sharing shots of wildlife and nature. However, it is still important to share photos of local attractions. The DeMille's Farm Market has a good amount of quality images taken by visitors and social post for DeMille's chosen because it featured an animal. Reaction was mixed, perhaps because much of the audience had not previously visited the Farm Market and did not interact because they were unfamiliar with the attraction. However, now they are aware of the attraction and their likelihood of visiting it will increase.
- Just like on Facebook, shots of man-made attractions are not primed for success in the Shuswap's social efforts. This post wasn't a failure by any means, but compared to other photos posted that include more social-friendly images like lakes, mountains and wildlife, the image of the Brew Pub is bound to underperform.

Blogs/Website:

- Some of our audience left the Shuswap website shortly after visiting the blog landing pages. This is likely due to the various click-throughs the user needs to complete to get to the content they need to help them plan their trip. The learnings we gather from the digital assessment will provide a roadmap on how we can look to improve the overall website experience to encourage our audience to stay on the site longer.

Recommendations

Social Content:

- When searching for photos of the Shuswap to share, look for ones that feature interesting weather. Clouds and fog help add content to a photo and stop people from scrolling through their newsfeed.
- When posting photos with people, try and find pictures that position the subjects away from the camera, looking off into the distance. Otherwise, a photo with a person's face in it will simply be a photo of a stranger to the vast majority of the audience.
- Do not just settle for a shot of a person doing an activity in the Shuswap. Attempt to find and share photos that are stunning and involve an attention-grabbing feature. Some suggestions include sunrises and sunsets, fog, snow, reflecting water or vanishing points (seen most frequently in your region's rivers and trails).
- Do not abandon posting photos of local attractions just because engagement is low. However, focus on searching the specific hashtags and geo-tags of the attraction on Instagram and only choose the absolute best photo to share. Anything less will result in severe engagement decreases.
- When posting about hiking in Shuswap, try and find photos with people in them. Those photos offer scale and show off the impressive size of Shuswaps landscapes.
- Understanding the social campaign was supported purely by all user-generated content, it would be highly recommended that Shuswap Tourism invests in a crowd-sourcing content tool such as Crowdriff to help with image sourcing.

Recommendations

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Blogs/Website:

- Ensure the content on the website is clear and simple to allow users to easily find the information they are looking for to help inform their trip planning. Currently the Shuswap Tourism website is a bit too congested but based on the digital assessment, we will have recommendations on how to simplify the layout of the content the audience requires.
- Consider using influencers who are specialized in a niche such as hiking, fishing, and biking and look to them to host a blog and social content for Shuswap Tourism's channels. Credible and authentic storytelling from a traveller's or expert's point of view always captivates an audience.



Thank you!

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