
EXPLORERS' EDGE

PROPOSED 2014 MARKETING PLAN



AGENDA

- Introductions
- Analysis
- Marketing Plan 2014
- Budget
- Ontario Tourism Marketing Corporation
- Next Steps

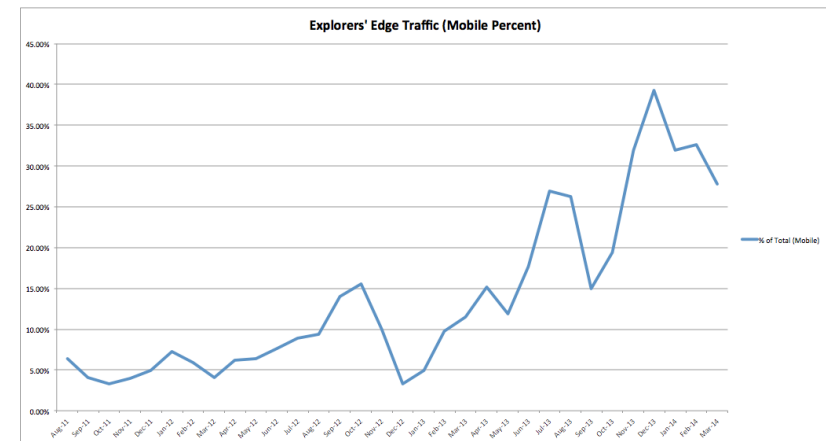


ANALYSIS



MACRO ENVIRONMENT – IT'S NOW A MOBILE WORLD

- Almost 75% of Canadian mobile subscribers own a smartphone, representing 50% of our country's population
- Ownership is highest in the 35-54 age group, and the \$100K HHI group. Growth in use of apps like Facebook on mobile is growing fastest in the 35-54 demographic, at about 40% YOY
- In the past 3 years, use of mobile has skyrocketed, and is now almost equal to the time spent online on PCs - Mobile is the ONLY digital medium experiencing growth
- The proportion of total visits to EE.ca on mobile devices has trebled in the past nine months
- Smartphones are changing the way we access the net. Instead of accessing it through web browsers we now access it increasingly through apps. In fact, we now spend more time on apps than we do using web browsers on mobile



2014 IMPACT: We must develop content with mobile in mind and optimize it for mobile browsers and apps like Facebook

MACRO ENVIRONMENT – IT'S A SOCIAL WORLD

- Over 18 million Canadians are on FB monthly, and over 14 million access it every day. We spend an average of over 8 hours per month on the platform. 54% access the platform via mobile, and that number continue to grow at double digit rates.
- The Facebook app is the number one app on mobile devices and accounts for 17% of our total time spent on iOS and Android connected devices
- As most mobile website content is now being consumed on the Facebook app, it has impacted the way in which Internet users access websites and consume web content:
 - FB users are clicking to read a specific piece of content found in their newsfeed, and are less likely to read other content on a site once that need is satisfied. They simply return to their newsfeed – this behaviour is likely even more pronounced when users are on the FB mobile app. That means less time on the websites per visit and fewer page views per session – up to 60% fewer views per session
 - Users are bypassing website home pages and going directly to content pages. Traffic to the ExplorersEdge.com home page actually decreased in 2013, dropping 25% to 53,000 views.

2014 IMPACT: After search, Facebook and Facebook Mobile have become the most important methods for distributing content to our target audience, and it will continue to grow in importance. But getting users to click onward to operators will be more challenging on mobile. We need to consider all aspects of the EE.ca content page, as it's fast becoming our front door.

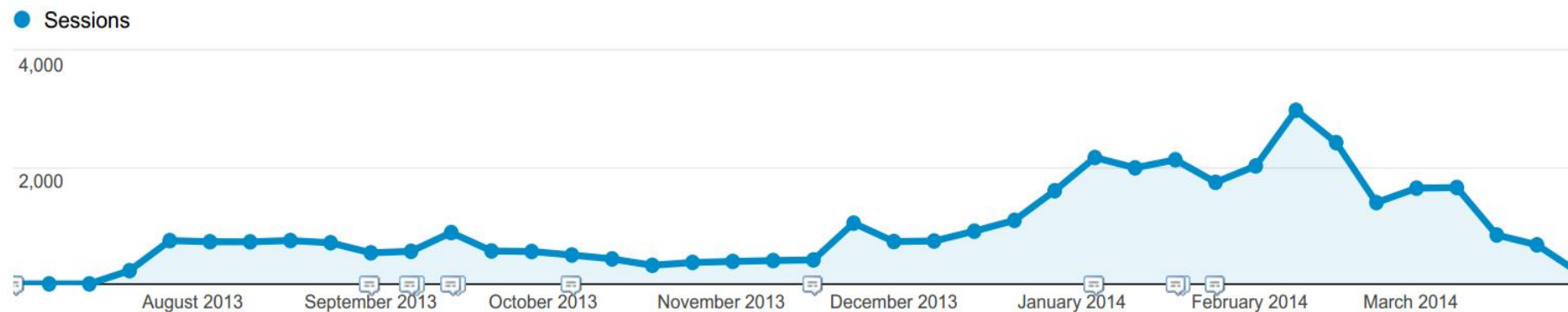
1. MARKETING PROGRAMS – KEY LEARNINGS

- Building ExplorersEdge.ca traffic was the top priority in 2013 with a focus on driving qualified traffic, as measured by time-on-site and likelihood to click onwards
 - We must practice “conquest marketing” – our challenge is to bring new visitors to the regions (for that reason, the *Explore the Edge* program while popular, should not be repeated)
- Almost 299,000 visits were logged, up 147% from 121,000 in 2012 . Page views increased 135% to 527,000, up from 223,000 in 2012
- Just under 50,000 clicks on links to operators and other third party sites were generated, representing an outstanding 16% of total visits

2014 IMPACT: Content marketing drove these results in 2014, and they suggest we go all-in in 2014, but focus the content on qualified prospects who don't have EE in their consideration set.

1. MARKETING PROGRAM – KEY LEARNING

- Not all site traffic is equal – organic traffic from search/social drives the most engaged site visitor and one that is most likely to click onwards to operator sites. Organic and direct traffic drives most pageviews (2.2 and 1.9 respectively) and longest time on site (2:24 and 1:46 respectively)
- Organic traffic continues to grow with the publication of more content on ExplorersEdge.ca. Increasing the frequency of publication of fresh new content will continue to increase organic traffic



2014 IMPACT: More content against our keyword strategy = more organic traffic

1. MARKETING PROGRAMS – KEY LEARNINGS

- *Traditional ad campaigns over-consume organizational resources (both in terms of staff time and, especially, marketing budget) compared to the contribution they make to site traffic. They should be (mostly) axed.*
- We conducted two large-scale campaigns in fiscal 2013 – one each for fall and winter
- In terms of paid traffic, social media – and Facebook in particular – proved to be the most cost effective paid traffic driver, and generated high quality traffic. During the winter campaign (see chart on following page showing time on site and page views per visits):
 - Facebook accounted for 36% of all traffic during the winter campaign. Google (both organic/paid), 41% of traffic.
 - Google Adwords drove a slightly longer average visit (55 seconds versus 47 for FB Paid)
 - But Facebook paid traffic costs 1/3 that of Google Adwords traffic, and a fraction of that of display ads. During the winter campaign the cost per minute on site was just \$0.83 for FB, versus \$1.98 for Google AdWords
- Traditional marketing “campaigns” using advertising on third party sites (display ads) continues to decline in effectiveness, and are the most expensive source of traffic:

2014 IMPACT: *Traditional ad campaigns over-consume organizational resources (both in terms of time of staff and, especially, marketing budget) compared to the contribution they make to site traffic. They should be (mostly) axed.*

| Source / Medium | Sessions (Visits) | % of Total Sessions (Visits) | Outbound Clicks | % of Total Outbound Clicks | Conversion Rate (To Outbound Clicks) | Bounce Rate | Avg. Session Duration | Users (Unique Visitors) | Pageviews | Pages per Session | Cost | Cost per Min on Site | Cost per Session (Visit) |
|-----------------------------|-------------------|------------------------------|-----------------|----------------------------|--------------------------------------|---------------|-----------------------|-------------------------|--------------|-------------------|-----------------|----------------------|--------------------------|
| Twitter Referral (Organic) | 373 | 0.4% | 55 | 0% | 14.75% | 66% | 0:03:27 | 241 | 910 | 2.4 | N/A | N/A | N/A |
| Google (Organic) | 25,567 | 24.8% | 6,346 | 36% | 24.82% | 63% | 0:02:13 | 20,236 | 52,805 | 2.1 | N/A | N/A | N/A |
| Facebook Referral (Organic) | 3,451 | 3.3% | 644 | 4% | 18.66% | 66% | 0:01:50 | 2,913 | 6,600 | 1.9 | N/A | N/A | N/A |
| Facebook Ads | 6,867 | 6.6% | 366 | 2% | 5.33% | 81% | 0:01:45 | 6,008 | 8,913 | 1.3 | \$10,000 | \$0.83 | \$1.46 |
| Direct | 9,317 | 9.0% | 3,324 | 19% | 35.68% | 53% | 0:01:34 | 7,743 | 16,747 | 1.8 | N/A | N/A | N/A |
| Google Paid | 16,519 | 16.0% | 3,016 | 17% | 18.26% | 76% | 0:00:55 | 14,599 | 27,512 | 1.7 | \$30,000 | \$1.98 | \$1.82 |
| Facebook Promoted Posts | 24,202 | 23.4% | 1,550 | 9% | 6.40% | 82% | 0:00:47 | 21,686 | 32,369 | 1.3 | \$11,960 | \$0.63 | \$0.49 |
| Facebook Mobile (Organic) | 3,396 | 3.3% | 181 | 1% | 5.33% | 82% | 0:00:45 | 2,948 | 4,552 | 1.3 | N/A | N/A | N/A |
| Display Advertising / CPM | 7,276 | 7.0% | 426 | 2% | 5.85% | 77% | 0:00:42 | 6,786 | 10,082 | 1.4 | \$45,905 | \$9.01 | \$6.31 |
| <i>Toronto&Star</i> | <i>3,333</i> | <i>3.2%</i> | <i>507</i> | <i>2.87%</i> | <i>15.21%</i> | <i>73.54%</i> | <i>0:00:36</i> | <i>3,132</i> | <i>6,143</i> | <i>1.8</i> | <i>\$17,250</i> | <i>\$8.87</i> | <i>\$5.18</i> |
| <i>Weather&Network</i> | <i>5091</i> | <i>4.9%</i> | <i>325</i> | <i>1.84%</i> | <i>6.38%</i> | <i>86.09%</i> | <i>0:00:35</i> | <i>4,716</i> | <i>6,602</i> | <i>1.3</i> | <i>\$20,700</i> | <i>\$6.97</i> | <i>\$4.07</i> |
| <i>Outdoor&Canada</i> | <i>267</i> | <i>0.3%</i> | <i>53</i> | <i>0.30%</i> | <i>19.85%</i> | <i>75.64%</i> | <i>0:01:32</i> | <i>201</i> | <i>681</i> | <i>2.6</i> | <i>\$6,000</i> | <i>\$17.29</i> | <i>\$22.47</i> |
| <i>OTMPC</i> | <i>78</i> | <i>0.1%</i> | <i>20</i> | <i>0.11%</i> | <i>25.64%</i> | <i>50.00%</i> | <i>0:01:31</i> | <i>76</i> | <i>174</i> | <i>2.2</i> | <i>\$690</i> | <i>\$5.83</i> | <i>\$8.85</i> |
| <i>City&Parent</i> | <i>8</i> | <i>0.0%</i> | <i>0</i> | <i>0.00%</i> | <i>0.00%</i> | <i>45.84%</i> | <i>0:00:21</i> | <i>8</i> | <i>12</i> | <i>1.5</i> | <i>\$1,265</i> | <i>\$451.79</i> | <i>\$158.13</i> |

MARKETING PROGRAM – KEY LEARNINGS

- For an investment of \$60,000 FB delivered in 2013:
 - An average of 800 engaged users per day (the number of people who clicked on a post, shared it, liked it, or commented on it)
 - Daily reach of 65,000 users in our target market on Facebook and almost 300,000 impressions
 - 85,000 visits to the EE.ca, or 28% of total traffic, at a cost of \$0.71 per visit
- For an investment of \$145,000, Google Adwords delivered 93,000 visits, or 31% of total traffic, at a cost of \$1.56 per visit

2014 IMPACT: *By focusing our paid advertising on Google and Facebook, we can increase site traffic by up to 50%.*

MARKETING PROGRAM – KEY LEARNINGS

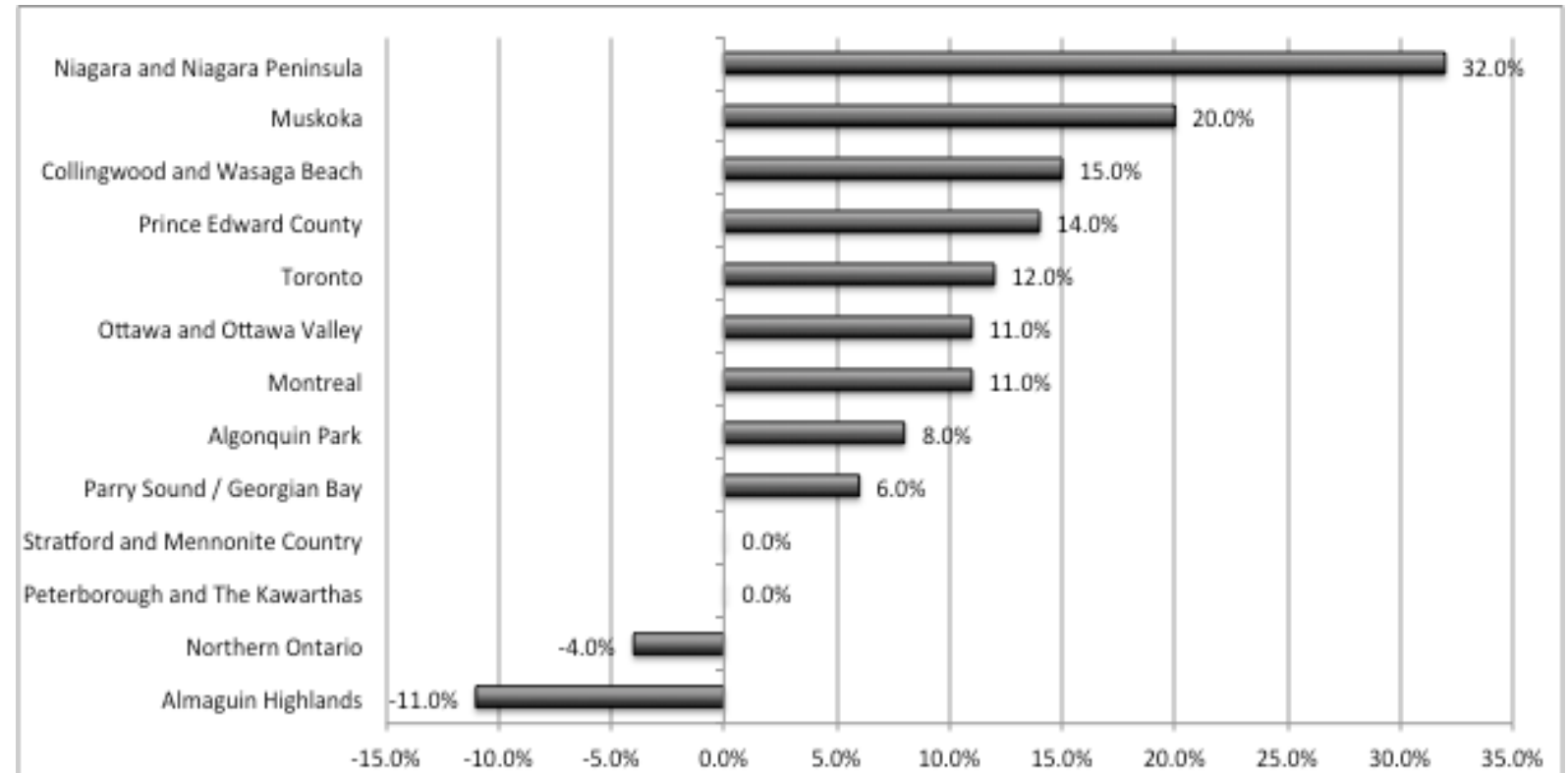
- In 2013 it became clear that there are two kinds of site visitors of interest to us: *Searchers* and *Discoverers*
- *Searchers* are people who have found the EE content through a search engine and are on the site to satisfy a specific information need. These people are most likely to be in the final stages of the make purchase decision process. They need to find the information they are looking for fast and easily
- *Discoverers* are people who have come across EE content, most likely in a social media stream like the Facebook Timeline. These people may not necessarily be in the market at the present time and are unlikely to conclude a transaction upon engaging with the EE content. However, this group is important to us in the long run, and we want them to include us in their consideration set once they enter the market

2014 IMPACT: Target Searchers with offer-oriented content and search advertising that aims to get them to an operator site or the EE booking engine. Target Discoverers with brand-building content and social advertising.

2. BRAND HEALTH

- Momentum is a measure of perceived popularity of a region and is based on the difference between those who say a region is gaining ground, losing ground in terms of popularity as a tourism destination. In the 2014 study, Niagara still has the greatest momentum, with Muskoka close behind

Q13A. Based on everything you've seen read or heard, please indicate whether each of the following regions is gaining ground, losing ground, or staying the same in terms of popularity as a tourism destination.



2014 IMPACT: Publishing more content on EE.ca/social platforms that shows real people enjoying themselves in the sub-regions will build the perception that these are THE places to go for a holiday.

2. BRAND HEALTH

- In 2013/14 there was no growth overall in awareness of the Explorers' Edge brand, which is not surprising as we were not been using brand advertising. Those who have visited the region and who live in the GTA/Toronto have the highest levels of awareness. Awareness levels are statistically the same across all ages groups, except 55+, where awareness is low

Q37A. Are you familiar with the Explorers' Edge region?

| | 2012 | | | 2013 | | | 2014 | | | Toronto/GTA | | | Rest of Ontario | | |
|----------------|------|------|------|------|------|------|------|------|------|-------------|------|------|-----------------|------|------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Aware | 6% | 7% | 7% | 8% | 8% | 11% | 3% | 6% | 5% | 6% | 8% | 8% | 4% | 4% | 4% |
| Unaware | 94% | 93% | 93% | 92% | 92% | 89% | 97% | 94% | 95% | 94% | 92% | 92% | 96% | 96% | 96% |

2014 IMPACT: As per the MTCS 8 Performance Measures we will continue to use our branding as an umbrella for the region, but will also continue to push out sub-regions as unique destinations within the region, thereby helping them to maintain or establish positioning and identity as well.

| | 25-34 | | | 35-44 | | | 45-54 | | | 55+ | | |
|----------------|-------|------|------|-------|------|------|-------|------|------|------|------|------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Aware | 5% | 10% | 10% | 11% | 8% | 8% | 2% | 6% | 9% | 3% | 3% | 1% |
| Unaware | 95% | 90% | 90% | 89% | 92% | 92% | 98% | 94% | 91% | 97% | 97% | 99% |

3. COMPETITOR REVIEW

- Research again showed that our primary competition in the Toronto/GTA market is still Niagara and, to a lesser extent, Collingwood, though opportunities exist to steal from other regions such as Prince Edward County

Q9B. Which of the following regions do you intend to visit in the next 12 months?

| | Total | Location | | Age | | | |
|-----------------------------------|------------|---------------|-----------------|------------|------------|------------|------------|
| | | Toronto & GTA | Rest of Ontario | 25-34 | 35-44 | 45-54 | 55+ |
| Niagara and Niagara Peninsula | 73% | 73% | 74% | 71% | 72% | 78% | 74% |
| Toronto | 64% | 54% | 87% | 55% | 56% | 71% | 74% |
| Collingwood and Wasaga Beach | 45% | 47% | 42% | 50% | 47% | 46% | 39% |
| Muskoka | 41% | 40% | 44% | 39% | 42% | 49% | 36% |
| Montreal | 37% | 41% | 27% | 50% | 40% | 33% | 25% |
| Ottawa and Ottawa Valley | 33% | 33% | 31% | 37% | 31% | 33% | 31% |
| Peterborough and The Kawarthas | 32% | 32% | 32% | 27% | 31% | 39% | 31% |
| Parry Sound / Georgian Bay | 28% | 27% | 32% | 29% | 23% | 36% | 26% |
| Stratford and Mennonite Country | 27% | 26% | 31% | 18% | 24% | 32% | 35% |
| Algonquin Park | 22% | 24% | 19% | 29% | 24% | 28% | 9% |
| Northern Ontario | 22% | 23% | 22% | 26% | 24% | 23% | 16% |
| Prince Edward County | 22% | 23% | 19% | 19% | 21% | 26% | 24% |
| Almaguin Highlands | 2% | 6% | 2% | 9% | 7% | 4% | 1% |
| None of the above | 2% | 5% | 2% | 5% | 6% | 2% | 3% |

3. COMPETITIVE OVERVIEW

- While EE's regions score high on vacation decision criteria related to nature, they do not fare well on others such as proximity, accommodations, accessibility, cultural activities, attractions and dining/entertainment

Q21BA. How well do you think each of the following tourism regions would perform on each criteria?

2014 IMPACT: Target our content messaging and ads to reach those who are more likely to consider Niagara or other RTOs than EE. Use the content to battle the perception that EE is less likely to have accommodations, accessibility, cultural activities, attractions and dining/entertainment

| Criterion | Muskoka | Parry Sound / Georgian Bay | Algonquin | Almaguin Highlands | Niagara and Niagara Peninsula | Collingwood and Wasaga Beach | Stratford and Mennonite Country | Prince Edward County | Peterborough and The Kawarthas |
|---|---------|----------------------------|-----------|--------------------|-------------------------------|------------------------------|---------------------------------|----------------------|--------------------------------|
| Close proximity to home | 48% | 40% | 31% | 22% | 74% | 57% | 48% | 40% | 50% |
| Has large variety of outdoor activities | 81% | 74% | 81% | 55% | 71% | 80% | 46% | 65% | 70% |
| Best location for favorite activity | 62% | 51% | 51% | 33% | 65% | 58% | 38% | 45% | 47% |
| Top rated accommodations | 69% | 46% | 37% | 28% | 82% | 57% | 47% | 46% | 42% |
| Accessible to me (i.e., by car, bus, etc) | 47% | 41% | 37% | 26% | 78% | 52% | 47% | 40% | 45% |
| Family friendly | 82% | 72% | 78% | 51% | 80% | 81% | 66% | 69% | 73% |
| Offers exclusive packaged deals | 55% | 39% | 34% | 26% | 79% | 50% | 40% | 40% | 37% |
| Cultural activities | 35% | 29% | 26% | 23% | 56% | 30% | 57% | 37% | 32% |
| Incredible nature | 87% | 80% | 90% | 60% | 70% | 70% | 53% | 71% | 72% |
| Relaxing environment | 86% | 79% | 84% | 57% | 61% | 73% | 64% | 73% | 74% |
| Attractions | 33% | 28% | 26% | 23% | 79% | 45% | 30% | 25% | 27% |
| Great dining & entertaining experiences | 58% | 39% | 27% | 26% | 81% | 53% | 55% | 49% | 39% |

3. COMPETITIVE OVERVIEW

- With a budget the fraction of the two largest RTOs in the province, RTO12 is a leader in Facebook marketing. We believe that the other RTOs have yet to discover how effective social is in driving site traffic

| RTO | Region | Facebook Last Updated | Facebook Fans | Talking About % | Twitter Followers | Pinterest Followers | Instagram Followers |
|-----|---|-----------------------|---------------|-----------------|-------------------|---------------------|---------------------|
| 1 | Southwest Ontario | 22/05/14 | 15,146 | 1% | 1,528 | 373 | N/A |
| 2 | Niagara Falls and Wine Country | 22/05/14 | 32,257 | 1% | 2,974 | 225 | 8 |
| 3 | Hamilton, Halton and Brant | 09/05/14 | 20,727 | 0% | 2,372 | N/A | N/A |
| 4 | Huron, Perth, Waterloo and Wellington | 07/11/13 | 2,371 | 0% | 183 | N/A | N/A |
| 5 | GTA | 22/05/14 | 82,228 | 9% | 7,005 | N/A | N/A |
| 6 | York, Durham, Hills of Headwaters | 19/05/14 | 12,035 | 0% | 665 | 49 | N/A |
| 7 | Bruce Peninsula, Souther Georgian Bay and Lake Simcoe | 22/05/14 | 7,222 | 2% | 2,259 | N/A | N/A |
| 8 | Kawartha and Northumberland | 27/05/13 | 989 | 0% | 474 | N/A | N/A |
| 9 | South Eastern Ontario | 22/05/14 | 5,267 | 8% | 1,157 | N/A | N/A |
| 10 | Ottawa and Countryside | 22/05/14 | 30,321 | 4% | 16,400 | 607 | 2,175 |
| 11 | Haliburton Highlands to the Ottawa Valley | 21/05/14 | 7,864 | 3% | 3,103 | 360 | 59 |
| 12 | Muskoka, Parry Sound, Algonquin Park | 22/05/14 | 50,634 | 2% | 2,488 | 209 | N/A |
| 13a | Northern Ontario Tourism Region - NE | 20/05/14 | 9,096 | 1% | 776 | N/A | N/A |
| 13b | Northern Ontario Tourism Region - NC | 21/05/14 | 16,383 | 1% | 1,681 | 2 | N/A |
| 13c | Northern Ontario Tourism Region - NW | N/A | N/A | N/A | N/A | N/A | N/A |

2014 IMPACT SUMMARY

- We must develop content with mobile in mind and optimize it for mobile browsers and apps like Facebook
- After search, Facebook and Facebook Mobile have become the most important methods for distributing content to our target audience, and it will continue to grow in importance. But getting users to click onward to operators will be more challenging on mobile. Reconsider all aspects of the EE.ca content page, as it's fast becoming our front door
- By focusing our paid advertising on Google and Facebook, we can increase site traffic by up to 50%
- Content marketing drove results in 2014, and suggests we go all-in in 2014, but focus content on qualified prospects who don't have EE in their consideration set. More content against keyword strategy = more organic traffic
- Traditional ad campaigns over-consume organizational resources (both in terms of time of staff and, especially, marketing budget) compared to the contribution they make to site traffic. They should be (mostly) axed.

2014 IMPACT SUMMARY

- Target Searchers with offer-oriented content and search advertising that aims to get them to an operator site or the EE booking engine. Target Discovers with brand-building content and social advertising.
- Publishing more content on EE.ca/social platforms that shows real people enjoying themselves in the sub-regions will build the perception that these are THE places to go for a holiday
- **As per the MTCS 8 Performance Measures we will continue to use our branding as an umbrella for the region, but will also continue to push out sub-regions as unique destinations within the region, thereby helping them to maintain or establish positioning and identity as well.**
- Target our content messaging and ads to reach those who are more likely to consider Niagara or other RTOs than EE. Use the content to battle the perception that EE is less likely to have accommodations, accessibility, cultural activities, attractions and dining/entertainment
- Expand our social media footprint in 2014



2014 MARKETING PLAN



2014 MARKETING PLAN

- **Business Vision**

- By 2017, EE will be the most popular tourism destination in Ontario

- **Marketing Mission**

- To make our target audience (Ontario Explorers) aware of Explorers' Edge and the regions within to help them maximize their enjoyment when they visit

- **Brand Positioning**

- A quintessentially Canadian wilderness experience just 2 hours from the city

- **Tagline**

- We recommend the *Naturally Adventurous* tagline be either dropped or changed to one more explicitly linked to brand position

- **Brand Voice**

- Earnest, approachable, informed and, most of all, Canadian

MARKETING PRIORITIES 2014

- We will have advertising in market year-round, with “heavy-ups” for shoulder seasons to encourage perception that EE is a four-season destination. Specifically:
- Drive 450,000 qualified prospects to ExplorersEdge.ca, an increase of 50%:
 - Attract **Searchers** with offer-oriented content and advertising – drive to operator websites or to booking engine
 - Attract **Discoverers** with brand-oriented content and advertising
 - Target **NICHE markets** (associated with various product development, e.g. fishing sites, motorcycle sites, etc.)
- Directly generate operator-level sales with transacting programs and by sending 100,000 visitors to operator websites (100% increase over 2013)

TARGET AUDIENCE

- Ontario Explorers: Married with kids – 35 to 60 years old. Above average HHI and education. Uses digital media to plan holidays and enjoys broadcast media like radio during commute. Takes family trips in Ontario every summer.
- We will target Ontario Explorers who are actively seeking information (*Searchers*) by increasing the amount of content on EE.ca and with search engine advertising.
- We will target Ontario Explorers who are not actively seeking information (*Discoverers*) by increasing the amount of content published on social media platforms

Ontario Explorers

Love to explore and try new things. Even a casino visit is not out of the question.

Go online to plan their vacations – 69% visit a region's website.

Value a relaxing environment with "incredible nature" when choosing a vacation.

50% have household incomes greater than \$100K

Travel all around Ontario – destination proximity is less important to them.

Love outdoor activities in the summer.

Avid downhill skiers in the winter.

Well educated – 62% have undergraduate degree or higher.

Have families - 63% have kids.

Have taken summer holidays in Explorer's Edge and hold favourable opinions of it.

50%

60%

Skews late-30s/early 40s skew – 60% are 35 to 54 years old.

62%

63%



MARKETING MANIFESTO

As our target audience turns away from traditional advertising and other interruptive marketing, we will turn towards content to forge a new kind of marketing relationship with them.

The problem with traditional advertising is that most of what it communicates is irrelevant to our target needs or reaches them at the wrong time. What distinguishes content is that it seeks not to interrupt, but to be found – and to be found at precisely the moment when the target is ready to consider our message. Moreover, because it's better suited to inform and educate, our content will attract to Explorers' Edge and its 5 regions and engage potential customers much earlier in the path to purchase.

And unlike traditional advertising, content marketing doesn't limit the scope of our message, and allows us to communicate the breadth and depth of the Explorer's Edge proposition and be inclusive of ALL the regions it comprises. It also means more of our marketing budget is spent on reaching the prospect and not on agency fees and creative development.

We have already found our voice as social mobile content publishers, and have proved that it can bring qualified prospects to our brand. In 2014 we will fully commit ourselves to becoming leading edge content marketers – and out-smarting our competitors for the attention of Ontario Explorers. We will publish more compelling content more frequently, and ensure that it is fully optimized for the social mobile consumer. And we will use the full suite of content distribution technologies to reach them.

We will be Ontario tourism's leading social mobile content marketers.

TACTICAL PLAN

1. Content strategy
2. Optimize content distribution for social and mobile
3. Expanding our social media footprint
4. Content marketing plan:
 - Social media
 - Paid discovery
 - Search engine marketing
5. Media relations

1. CONTENT STRATEGY

- More content on ExplorersEdge.ca will drive more organic traffic (from **Searchers**) and attract **Discoverers** who find our content in their social media feeds. It's recommended to publish a new piece of content at least 3 to five times per week, 52 weeks/year
- In addition to content that reinforces the brand position, focus a significant portion of the new content on purchase decision criteria where EE is perceived to be lacking against competitor regions:
 - Proximity/Accessibility
 - Accommodations
 - Cultural activities
 - Attractions
 - Dining/entertainment
- Consider publishing content that has universal appeal (and thus highly shareable) but still connects to the region (e.g., "Top Five Ways to Cook Lake Trout", "How to Launch & Land a Canoe")
- Expand guest author program to cover more communities of interest and areas of expertise
- Consider layering on a "curated" content stream, in which EE publishes short pieces throwing to content relating to the region, but published by third parties. This content not only increases the utility of the blog, it will also improve Page Rank

1. CONTENT STRATEGY (CONTINUED)

- Focus on “carving the turkey” to make content work harder. A great piece of content can be likened to a large turkey: once roasted you need to plan a myriad of ways to serve it up to make the most of the bird – soups, sandwiches, casseroles, etc. The same idea applies to great content!
- For example, consider a piece called the “Boats of Muskoka” featuring 5 historic watercraft and ships found in the region. This piece features the history of each boat as well as a photo gallery:
 - On Facebook, the piece provide 5 different daily posts, each featuring a different boat, and linking to the article
 - Tweet 5 pics of the boats on the same day, with a link to the article
 - On Instagram, post 5 striking images of the boats over a five day period with a special hashtag #MuskokaBoats (and other common ones to improve reach), and invite other users to post images of boats they like in the region with the hashtag
 - Post those same images on Pinterest boat board, with a special offers for “boat-oriented” operators like Muskoka Steamships, Muskoka Boat & Heritage Centre, Uber, Swift Canoe, etc.

There will be no major campaign investments, but seasonal themes will still be developed and delivered through content. So a campaign like Fall Blue will still be developed, but pushed out through content (photos, copy, articles, videos), etc, rather than on big billboards etc.

2. OPTIMIZE CONTENT DISTRIBUTION FOR SOCIAL AND MOBILE

- We recommend a review of EE's content publishing platform/methods to ensure they are optimized for both mobile and social distribution:
 - Revisit the EE blog design and consider redesigning it to surface more content on the front pages, making it more like a news site (and less blog-like). Macleans (<http://www.macleans.ca>) is a great example of this. Also:
 - Add social sharing buttons and FB commenting to the EE story pages
 - Hire a user-experience expert to ensure story page design is optimized for both desktop and mobile platforms
 - Hire a developer to ensure the site code and structure is optimized for SEO (see <http://moz.com/blog/the-web-developers-seo-cheat-sheet-2013-edition>) and to ensure site conforms to FB, Twitter, Google+, Pinterest protocol for social sharing (<http://www.iacquire.com/blog/18-meta-tags-every-webpage-should-have-in-2013>)
 - Ensure that all content, including images on the blog, are comprehensively tagged with key words, and that headlines are SEO friendly (descriptive, containing key words)

3. EXPANDING OUR SOCIAL MEDIA FOOTPRINT IN 2014



Our primary content distribution channel for reaching Ontario Explorers. Continue to grow our Fan base, with objective of 100,000 fans by end of fiscal 2014. Increase spend on promoting posts and use the platform to invite engagement on other social platforms. We also recommend that the gift certificate app be modified to promote special offers from operators



Continue to grow our followers, with objective of 5,000 fans by end of fiscal 2014. Test Twitter ads to attract followers and promote high value content. Use a social media listening tool like Sysomos to increase base of followed accounts to grow follower base, with a focus on finding influential users in SW Ontario with a focus on those involved in lifestyle media



Start business account and publish at least three high quality photos per day, with an emphasis on artfully presenting different aspects of the region (i.e., the boats of EE, sunsets of EE, etc.) . Share all IG posts on both Facebook and Twitter as well as use the Instagram API to create a feed on EE.ca. Find and follow relevant local users and like/comment on their photos. Create an ongoing IG Fan Photo contest (perhaps weekly), where the winning photo is featured as the EE FB cover image and the winner receive a modest prize from a local operator



Start business account and publish at least once per day, with an emphasis on promoting the offerings of local operators and retailers (since Pinterest is the most transactional of social media, and is one of the most effective ways to drive referral traffic to operators). Combine great images with content to create Pinterest boards that appeal to interests in hobbies and activities – for example, art & crafts, food/drink, bird watching, etc. Invite visitors to the region to “guest pin” their experiences and operators to promote special offers



Given the cost of creating great video, and it's relative lack of effectiveness in driving site traffic, we recommend that YT not be a priority platform in 2014

4. CONTENT MARKETING PLAN

| Category | Tactic | Objective | Primary Target |
|--------------------------|--|--|----------------|
| Social Media Advertising | Facebook Ads to solicit Page Likes and promote posts | Increase Page Likes, encourage post engagement, drive traffic to EE.ca | Discoverers |
| | Promoted Account / Tweets / Trends | Increase followers, encourage post engagement, drive traffic to EE.ca | Discoverers |
| Search Engine Marketing | Google Adwords | Attract highly qualified prospects to EE.ca with targeted keywords | Searchers |
| | Google Display Network Ads retargeting people who have already visited EE.ca with offers to book | Drive booking engine conversion | Searchers |
| Content Marketing | Niche Marketing | Expose EE.ca content on high-reach third party websites | Discoverers |
| | Content Discovery Networks Outbrain/Taboola | Expose EE.ca content on high-reach third party websites | Discoverers |
| | OTMPC (programs and newsletters) | Expose EE.ca content on high-reach OTMPC third party website(s) | Discoverers |
| | Third Party Content (Toronto Star) | Expose EE.ca content on high-reach third party websites | Discoverers |
| | Content Development / Guest Authors | Increase followers, encourage post engagement, drive traffic to EE.ca | Discoverers |

ADDITIONAL CONSIDERATIONS

- E-mail newsletter
- Media Relations
- Product Development
- VFR
- 150th Celebration – Canada's Birthday



2014 MARKETING BUDGET



| | | | | |
|---------------------------------|---|---------------------|------------|------------|
| Social Media Advertising | Facebook Ads to solicit Page Likes | 210,000.00 | 206,800.00 | 485,800.00 |
| | Promoted Account / Tweets / Trends | 25,000.00 | | |
| Search Engine Marketing | Google Adwords | 100,000.00 | 132,000.00 | |
| | Google Display Networks | 50,000.00 | | |
| Content Marketing | Content Discovery Networks - Outbrain / Taboola | | 25,000.00 | |
| | Niche Marketing (the weather network, outdoor Canada, ride the edge etc.) | | 52,000.00 | |
| | Third Party Content (Toronto Star) | | 25,000.00 | |
| | Content Development / Guest Authors | | 25,000.00 | |
| | OTMPC (Programs [FSI, ontariotravel.net, union station] and newsletters) | | 20,000.00 | |
| Development Expenses | Website | | - | |
| | Social media promotions / contests | | 15,000.00 | |
| | Facebook Offers Tab | | 3,000.00 | |
| | Media and PR | | - | |
| | E-mail newsletter development | | 10,000.00 | |
| | Creative development | | 10,000.00 | |
| Project Management | Facebook 12% | 0.12 | 28,200.00 | |
| | Google 12% | 0.12 | 18,000.00 | |
| Strategic Development | Strategy Development | | 15,000.00 | |
| | Monthly Retainer | \$2,800 @ 10 months | 28,000.00 | |
| | Tools - Social Listening / Subscription | | 13,000.00 | |
| TOTAL | | | 626,000.00 | 626,000.00 |



UP NEXT - OTMPC

CHRIS MILNER

