

Destination Canada

# Content Playbook – Partner Edition



Canada

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# 1

If you remember just 1 thing...

**Our Editorial Vision is** Inspire the curious traveller to Keep Exploring.

# 3

If you remember 3 things...

Working with our tourism industry partners we can publish **relevant content** that **inspires** travellers to plan and purchase their next trip to Canada.

# 2

If you remember just 2 things...

**Content** is anything you produce that your audience can see. **Relevant content** is what your audience wants to see.



# Part 1: Our Content Vision

All of us in the travel business know that Canada is an exciting destination. From vibrant cities to pristine wilderness, from rich culture to wildlife encounters, from great food to pulse-raising adventures, our country teems with experiences that can give travellers the memories of a lifetime.

In the past, we haven't sufficiently conveyed this sense of excitement, wonder and surprise. Now we have a challenge: to move global travellers from "Canada sounds like a great place to visit; I'll go there someday" to "Canada sounds amazing! It speaks to me. I'm going to plan my next trip there."

There's another challenge: the media world in which we operate. These days, travellers move rapidly between channels and devices when making a travel decision. This creates a fragmented media landscape where it's difficult to find and address the audience we want to reach.

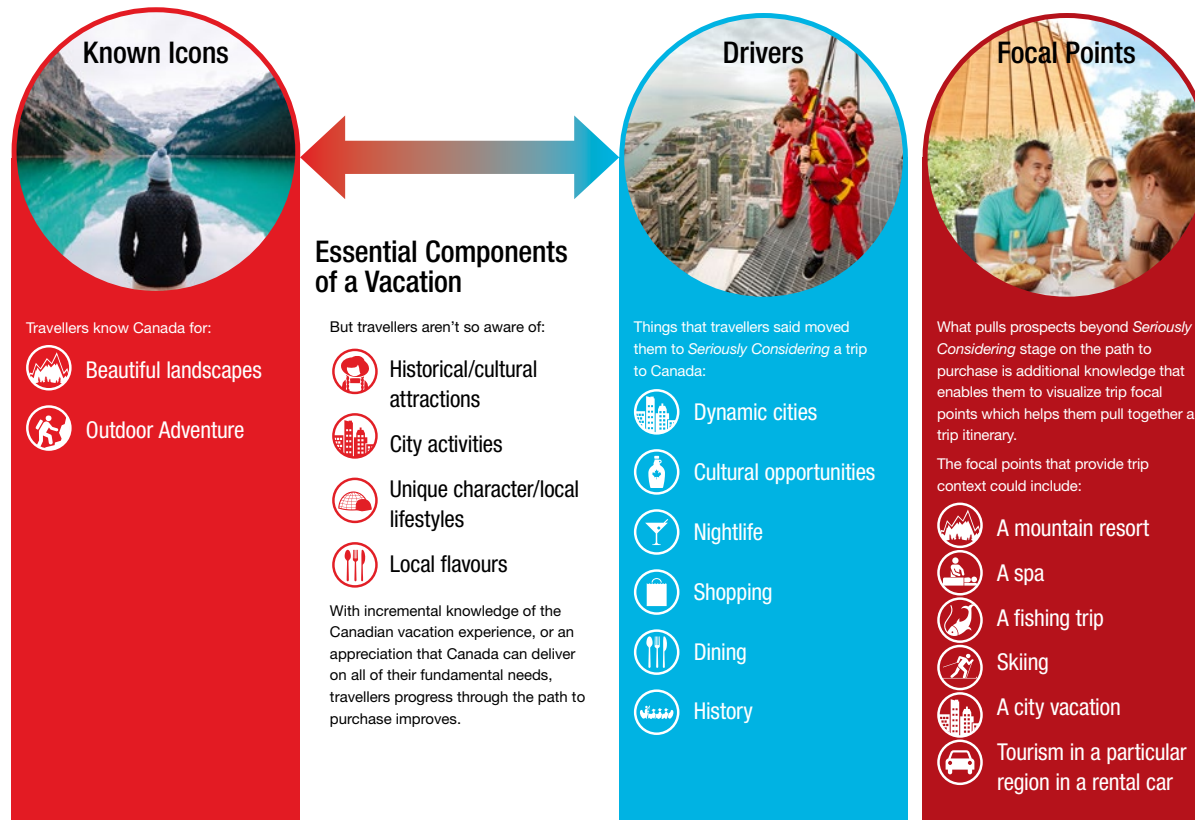
So how do we make that connection in this hyper-connected world? By becoming one of the best destination publishers in the travel business. By evolving from creating travel-planning content to publishing inspiring content that invites our customers to follow their passion for travel, adventure and learning. By publishing stories that connect emotionally with our global customers. By creating content that our audiences will want to share—content that not only captures what Canada is known for but also illuminates the things we're not widely known for.

## OUR CONTENT STRATEGY

Our research tells us that we have done a good job of inspiring travellers with Canadian icons, but have not moved enough of them over to actively planning a trip here. DC's content strategy bridges the content from icons to drivers as a means of getting travellers to actively plan a trip to Canada. We'll do this by becoming an engaged storyteller that works directly with industry and influencers, connecting with travellers by revealing the unexpected drama of Canada.

In order to become one of the best destination publishers in the world, we need to align our efforts with the Canadian tourism industry as a whole. This Content Playbook is a big part of that. It provides guidelines for the creation of exciting and effective content that will break through the media chatter and motivate travellers to plan their next trip to Canada. Whether you are a government agency, a resort destination or a small or medium travel business, this Playbook can help us all reach our target audience more effectively and persuasively.

A big part of DC's new content strategy involves curating our partners' content. Our partners have a ton of good stories to share, but they may not know where to start. This Playbook will help you leverage your stories to create great content, which will benefit your brand directly and add to the pool of content published by DC through our own channels.



## WHY IS CONTENT IMPORTANT?

**Our content marketing will reveal Canada's inspirational experiences to our target audience.**

### **Our content will:**

**Inspire people** and help them learn something new so they reevaluate their perspective of Canada and see it as a place that reflects their own values as a traveller.

**Raise the level of competitiveness** of Canada as a diverse travel destination by focusing content on experiences that connect emotionally with travellers and broaden Canada's image.

**Expand our leadership into the digital channels and platforms** that influence purchase decisions, and develop integrated brand platforms that leverage advocacy and content curation.

**Deploy targeted content that drives consumers through the consideration and conversion phases of the path to purchase**, with content focused on activities and experiences.

**Increase our marketing insights by tracking performance**, and share these insights with our partners, so we can all invest more strategically in paid media.

## WHAT IS GREAT CONTENT?

**What are the attributes of outstanding, effective content?**

### **It adds value.**

Great content describes, reveals or provides experiences that solve problems, inform, entertain and change the perceptions a traveller has about a destination.

### **It has an authentic, human voice.**

Rather than establishing a point of view above or removed from the traveller, great content talks with them as everyday people who have something to share. It also has a point of view. We are subject matter experts, and that means we will take a position.

### **It uses multiple formats.**

Content comes in many forms and can be delivered online and offline. Great content marketing delivers each piece of content in the best format to the most appropriate channel, based on audience insights. A well-crafted content strategy includes media advertising that is in step with editorial, web, email and social media content.

### **It is shareable.**

Great content is what people want to share with their friends, which helps us reach, engage and attract travellers and makes all of our content easier to find.

### **It avoids sales speak.**

Because content is being shared among audiences at varying points of the path-to-purchase, we can't always expect a sale out of it. Good content builds relationships first and sales second.

### **It provides a return on investment.**

The performance of content marketing can be measured and optimized against specific business objectives.

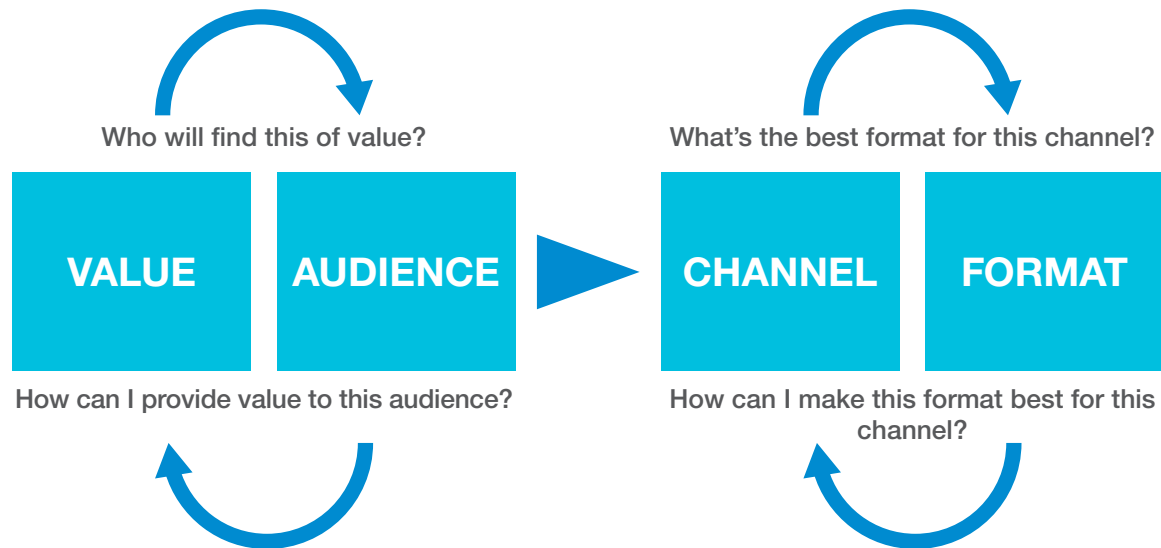
## CREATING EFFECTIVE CONTENT

There are millions of stories out there and even more ways to tell each of them – text, video, image, audio or any combination you can think of. How you determine the best way to tell your stories depends on whom you’re talking to, how they want to tune in and what resources you have available to craft your content. Destination Canada deploys content within an ecosystem of content distribution channels, or platforms – websites, newsletters, social media and so on – and each channel has its own best practices and target audiences centred at different points of the

path to purchase. It’s not enough to just produce content; it must be carefully planned according to its intended audience and crafted in a format that maximizes the best features of the most appropriate channel.

Start from the perspective of value to determine what you should say and whom you’re talking with. Once that’s established, determine what channel(s) to use and what format your story will take (text, video, photo, etc.). Hone your concept by testing out different audiences and different value propositions as well as various formats and channels.

In some cases, the same story can provide a different kind of value to a different audience on a different channel in a different format, allowing you to repurpose a single story for a variety of audiences on a range of channels, simply by adapting its format and tone. For example, the kind of story that might make a great blog post may also make a great short video for Facebook or an infographic for Pinterest.



## DETERMINING VALUE

Valued content comes in a lot of different forms and could mean it's informative, entertaining, emotional or practical. To find stories or content that is of value to our audience, we must take an individual approach – what's of interest to this audience? What do they find entertaining? What stirs their emotions? What helps them plan? What do they want to know? What can we give them that they can't find elsewhere?

### Value comes from...

**Individual Approach:** The appeal and effectiveness of mass communication has diminished dramatically as travellers now demand personal, relevant communication—content from peers and friends, not just brands or the media. And they want more than just to consume that content. They want to participate in it, become a part of it and share it.

**Authentic Source:** As a business, these aren't "our" stories. The stories belong to Canada's travellers.

**Motivation to Act:** Content must be compelling and immediately relevant. By building a sustained relationship between the traveller and Canada, content propels the traveller to move beyond consideration into actively planning their trip.

## OUR AUDIENCE

Content is most powerful when it's presented and tailored to the right audience. That audience may be at a particular point on the path to purchase, or span across many. Different channels attract different audiences – for example, Facebook attracts a wide-ranging audience, while Pinterest attracts a narrower, female-dominated audience. You must carefully consider your intended audience when determining what kind of value your content can and should provide, and what channel is optimal for that content. Through the careful crafting and distribution of content, the right audiences should know that Canada understands them, meets their specific needs and represents their values.

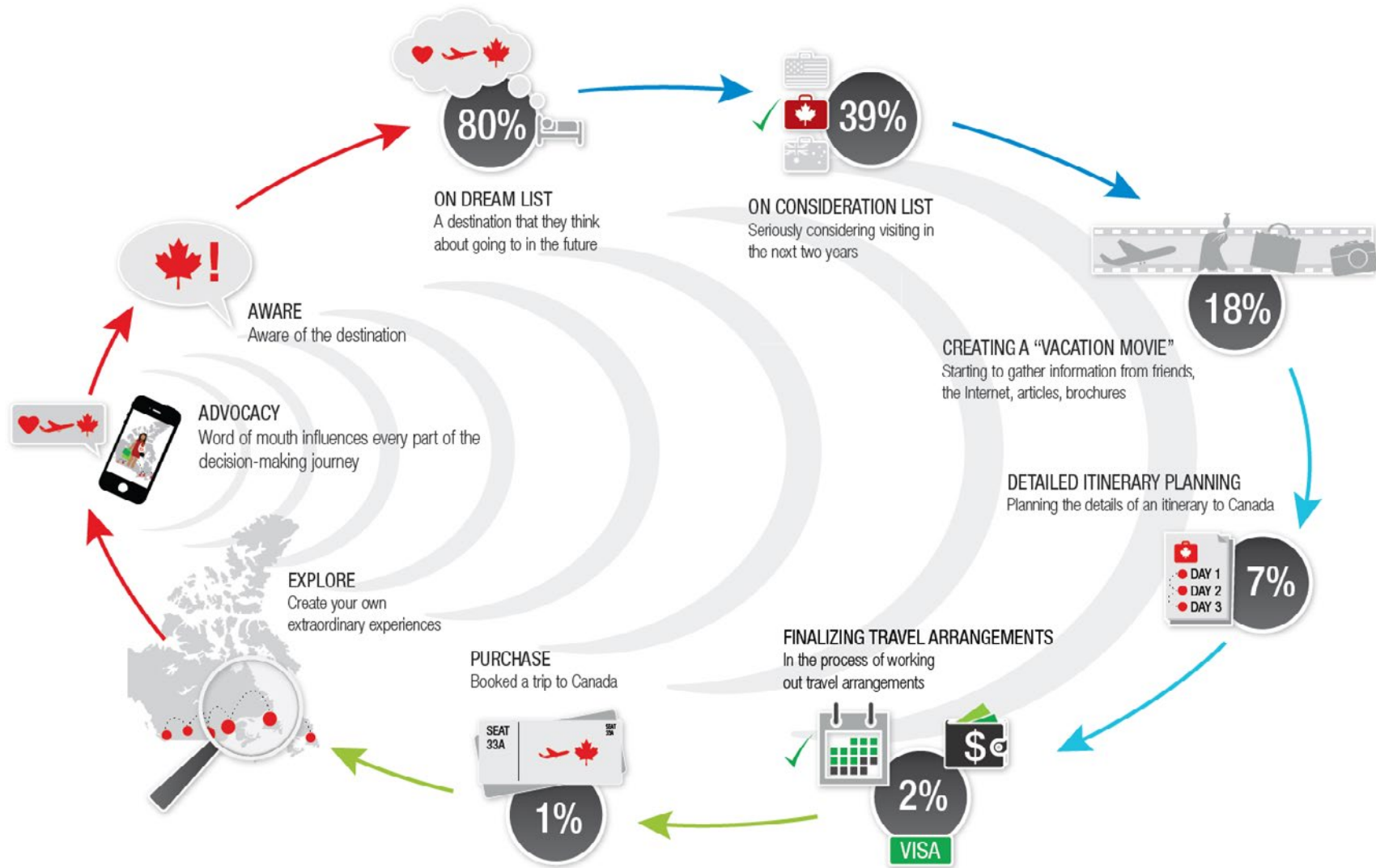
## THE PATH TO PURCHASE

Audiences who are excited about our content will share their experiences with others. That means that our priority audiences are those who are natural social content creators and influencers as well as those who naturally share stories they find relevant. They are open, accepting, enthusiastic, creative, responsible, interested, fun-loving, adventurous and curious. When we develop content, we must be driven by three fundamental questions:

1. Who is our audience?
2. Are we creating an emotional connection with them?
3. Are we adding value to their travel experience?



# PATH TO PURCHASE



## Priority Audiences

Destination Canada's Explorer Quotient (EQ) is a market segmentation tool that stems from the science of psychographics. With this tool, we've determined Canada's target traveller types, defined by their interests, values and views of the world. This is a great tool to help us create content that resonates with our target audiences. We've identified two priority audiences using EQ intelligence, Learners and Enthusiastic Indulgers, which we outlined here. For a further breakdown of DC's target audiences and to find audiences that connect with your business, please refer to our [Explorer Quotient Research](#) on DC corporate site.

## Learners

Learners represent 35% of the global market and contain the following EQ types: **Cultural Explorers** and **Authentic Experiencers**.

Cultural Explorers are avid travellers who value learning and discovery while travelling. They don't want to feel like "tourists," preferring to blend in and have the most authentic experience possible rather than being confined to group tours and schedules.

Authentic Experiencers are more learned, understated travellers. Travel is not their only interest in life, but they certainly appreciate it when they go. They prefer to do their own thing while at a destination, to control what they see and when they see it.

### CORE TRAVEL MOTIVATIONS

**Cultural Immersion:** Learners appreciate opportunities to absorb and interact with the local culture, especially in an authentic manner.

**Unstructured Travel:** They have a desire for adventure, discovery and exploration that can be achieved only by travelling spontaneously. They do not want to be constrained by pre-determined plans or itineraries, and are not concerned about missing popular tourist destinations.

**Nature:** Learners prefer destinations with a beautiful landscape and wildlife to observe. They enjoy activities set in nature like biking through a park or hiking in the mountains.

**Hobbies:** They are often motivated to travel to destinations that feature their personal interests and hobbies.

## INTERESTS

**Cultural Explorers are more likely than other travellers to be interested in:**

1. Nature observation activities
2. Exhibits, architecture, historic sites/buildings, museums
3. Sightseeing activities
4. Accommodation-related activities
5. Water-based outdoor activities
6. Hands-on learning activities
7. Festivals, events & spectator sports
8. Outdoor/nature sports and activities
9. Winter outdoor activities

**Cultural Explorers are also interested in:**

1. Shopping, dining and other food-related activities
2. Entertainment, performing arts and amusement parks
3. Cruises & touring

## Enthusiastic Indulgers

Enthusiastic Indulgers represent 15% of the global market and contain the following EQ types:

### Free Spirits.

The Free Spirit is the traveller's traveller. Free Spirits seem to love everything about travel and, as in life, they embrace the experiences it offers with arms wide open.

Following their energized approach to life and their enthusiasm for travel, Free Spirits are more likely than other types of travellers to find many appealing activities on an international trip. They seek to travel in style and relish being indulged and pampered.

## CORE TRAVEL MOTIVATIONS

**Hedonistic Rejuvenation:** Free Spirits appreciate being pampered while on a vacation so they are free to indulge in all the pleasures they like. This is their way of relaxing and unwinding.

**Luxury Travel:** Enthusiastic Indulgers seek out the finest accommodations, restaurants and shopping.

**Group Travel:** They enjoy showing off and having fun with others while on the road and relish sharing their travel memories with others.

**Highlights:** Enthusiastic Indulgers prefer to take in must-sees and famous sites, and will try to see them all.

## INTERESTS

### Free Spirits are more likely than other travellers to be interested in:

1. Shopping, dining and other food-related activities
2. Entertainment, performing arts and amusement parks
3. Accommodation-related activities
4. Water-based outdoor activities
5. Festivals, events & spectator sports
6. Outdoor/nature sports and activities
7. Winter outdoor activities

### Free Spirits are also interested in:

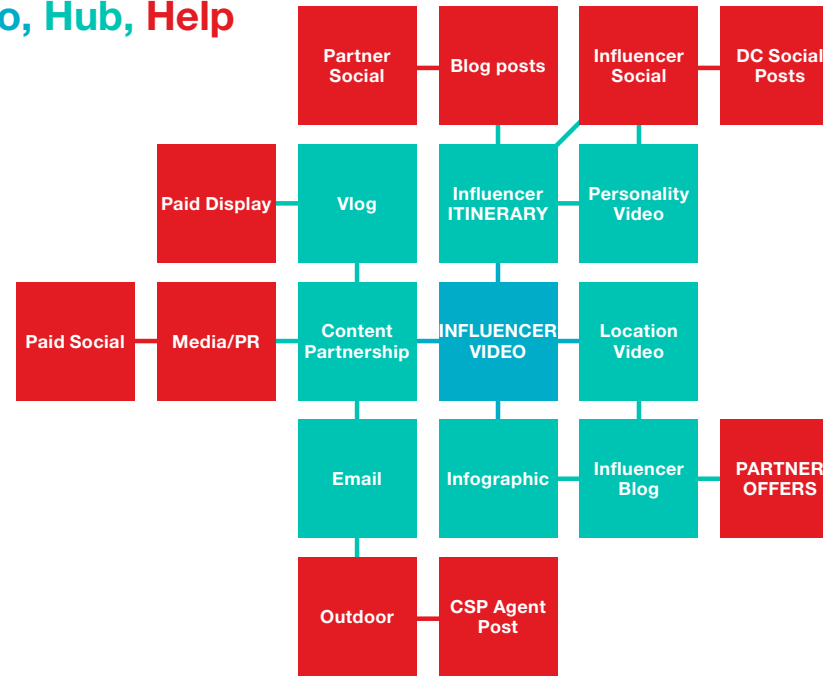
1. Nature observation activities
2. Exhibits, architecture, historic sites/buildings, museums
3. Sightseeing activities
4. Cruises & touring
5. Hands-on learning activities

## DESTINATION CANADA'S CONTENT ECOSYSTEM

It almost seems like there's no end to the possible channels through which we can share content these days – from social media sites, to websites, to blogs, to print publications and so on. As far as content distribution goes, each channel has its own strengths and weaknesses, which change depending on what you want to say and whom you want to say it to. Together, these channels form a content ecosystem – each channel complements the others, and each part serves its own purpose. With that in mind, not every story needs to be shared on every platform. Sometimes one is best, sometimes two or three. Content should be distributed throughout this ecosystem based on each channel's optimal use, which relates back to its audience and the content formats it best supports.

A content ecosystem looks like this:

### Hero, Hub, Help



#### HERO

Large-scale moments or content designed to raise broad awareness. These should entertain and inspire with emotional storytelling. Examples include event and contest activations, TV commercials, videos made for our brand by a key influencer, and big events like the Olympics.

*On the DC Path to Purchase, Hero content is found at the Awareness stage.*

#### HUB

Regularly scheduled episodic content designed for our prime prospects; and, we publish it. Hub content engages our audience deeply and on an ongoing basis. Examples include product editorials, promotions, interviews and behind-the-scene reveals. This helps continue the conversation with our consumers and encourages them to share our content.

*On the DC Path to Purchase, Hub content is found at the Dream stage.*

#### HELP

Always-on content designed for our core targets most often published by our partners or even consumers. These will be the most compelling answers to the queries our audience makes through their online search. Examples of help content include the DC branded websites, ad campaigns, social media and channel activity. Help answers our consumers' travel questions about Canada.

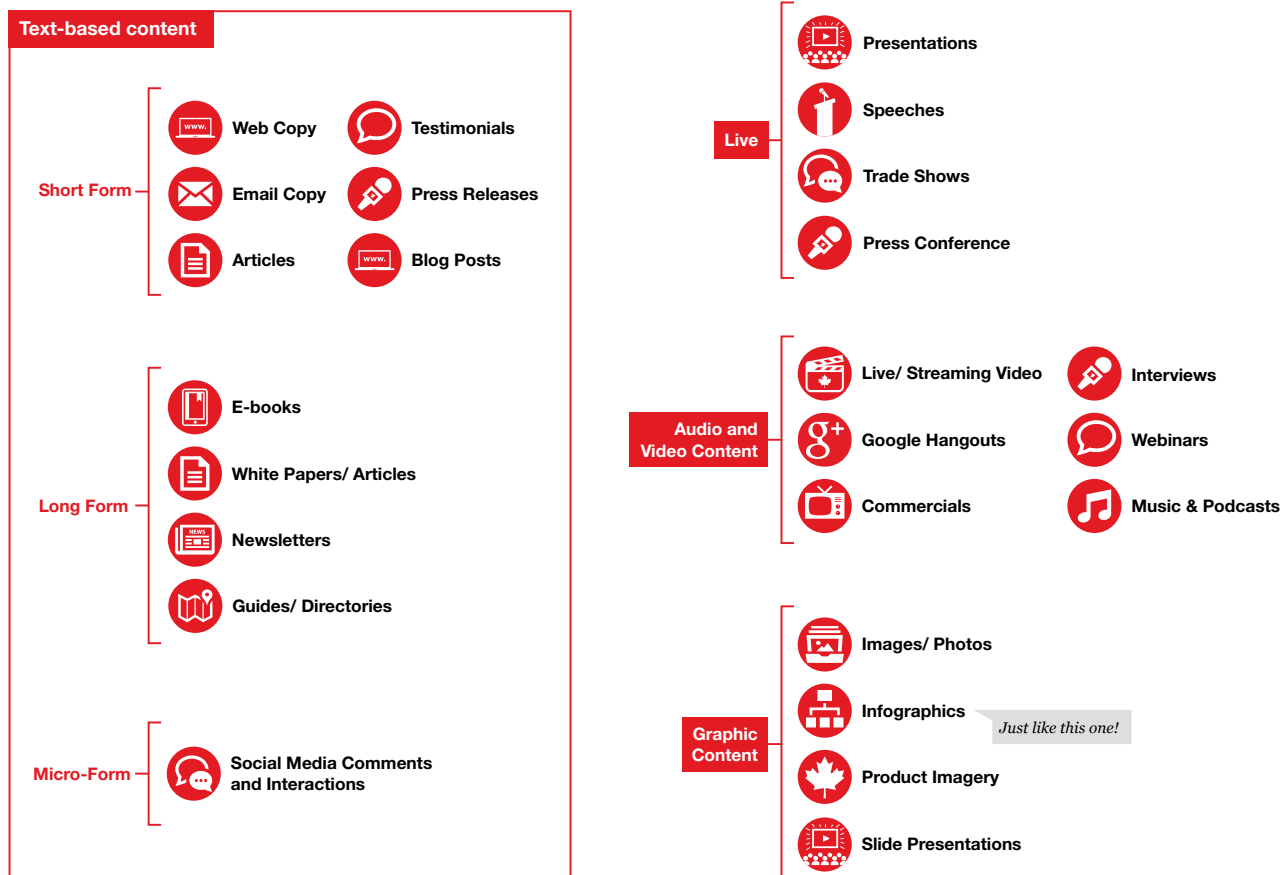
*On the DC Path to Purchase, Help content is found at the Planning stage.*

## CONTENT FORMATS

Format refers to the shape a given piece of content takes – whether that’s a tweet, a blog post, a photo, an infographic, a video, an audio clip or some combination of these. Just as not every piece of content is built for every platform, they’re not all suited to just any type of format. A story that may make for an interesting read may be way more compelling, and therefore valuable, as a brief video. A first-person essay on lessons

learned while travelling may gain better traction as a top five list. The key to content success is knowing which type of content will provide your audience with the best value possible and best maximize the features of the chosen channel. For example, a two-minute video isn’t appropriate for Instagram, which limits videos to 15 seconds. A text-only post isn’t ideal for Facebook, where photos tend to perform better.

While your audience and platform are crucial to determining what format to use, it’s also extremely important to make decisions based on the resources you have available. If you don’t have a budget for a high-quality mini-documentary video, don’t set out to create one. If you don’t have a team of writers working for you, don’t set out to produce five new blog posts a day. Poor-quality content is worse than no content at all.



## USAGE AND BEST PRACTICES

### Text-Based Content

#### USAGE

Text-based content is what creative teams often think of creating first. It is traditional but not always best. Platform dictates length, anywhere from a 140-character tweet to a 2,000-word long-form article.

#### BEST PRACTICES

**Length:** Generally speaking, the shorter, the better. The longer a piece of text-based content is, the more it needs to be broken up and enhanced with non-text elements (images, graphics, pull quotes, etc.). Even for white papers and complicated topics, write as much as necessary, then measure user tolerance and tighten if needed.

**Appearance:** Establish templates for text-based content for consistency and ease of reading. Strive for a consistent approach to headlines, subheads, length and tone of voice.

**Frequency and Volume:** Publish text-based content regularly and build a relevant, searchable database for SEO.

### Images

#### USAGE

Photos and galleries are great ways to illustrate ideas and information in text-based content. Images are engaging and SEO-friendly. They also help convey emotion and lend a sense of immediacy and imagery to a story.

#### BEST PRACTICES

**Quality:** Use the highest possible quality image (resolution and composition) you can.

**Subject Matter:** Use images that engage people and allow them to see themselves and understand the context you are presenting. Avoid abstract images that make the viewer work to connect the images and the text.

**Metadata:** Make sure file names and alt tags are optimized for SEO by using designated keywords.

**Image Captions:** Focus on readability. A quick scan should reveal the caption's meaning in relation to the photo. Be clever, but not ambiguous.

### Graphics and Infographics

#### USAGE

Charts, graphs and infographics are visually compelling ways to inform, explain topics and entertain users. Infographics are individual pieces of content that distill complicated stories and are often used to present numbers and data visually. Given their format they are highly sharable with a measurable return on investment.

#### BEST PRACTICES

Infographics should add to the message, not repeat it. Start with wireframes or a storyboard to ensure your infographic tells a story.

## Video

### USAGE

Video is a great way to connect with customers on the web, via mobile or on tablet devices. Video is also very effective in driving up your SEO results.

### BEST PRACTICES

**Quality, Length and Placement:** Shoot in HD with an aspect ratio of 16:9. The average length of a video is 30 seconds, so keep it short; however, more complex storytelling may take longer. Take advantage of the world's second largest search engine, YouTube. Because costs can be much higher when producing video content, always go for quality over quantity. If you can't afford great quality, see if there are partners who will work with you to produce and share the content.

**Subject Matter:** Use video to tell stories that people will want to watch and share (this ties directly to value), and especially those that have a high degree of visuals or action. Make sure the video is a narrative about your key message and not "talking heads." It's okay to use interviews and conversations, but aim for a documentary style rather than mimicking the look or feel of an infomercial.

**Frequency and Volume:** If possible, create in batches of four to eight videos at a time. This approach will drive down videography costs and lends itself well to creating a series that can be syndicated across channels.

## VOICE / TONE

Voice and tone are how the human element of a brand is expressed, and are therefore crucial elements of content that resonates with audiences. However, they can be a bit confusing to understand and even more challenging to nail down. The key is to consider the brand as though it were a person.

**Voice:** A brand's personality or well-defined character traits.

**Tone:** How we express our personality depending on the situation.

While your own human personality doesn't change depending on the situations you find yourself in, your tone might – what's appropriate language at home may not be the same tone you use in the office. In content marketing, a brand's voice is its unchanging personality or character, and its tone is the kind of language a piece of content uses – for example, humorous and witty vs. serious and matter-of-fact – depending on that content's intended audience and the platform it's distributed on.

Your brand's voice will be unique, however you'll very likely find some overlap with similar brands or Destination Canada. Content to be curated by DC should reflect DC's voice and tone. The Canada tone is welcoming, open, fun, diverse, witty, personal and wild. For more about voice and tone, view the [Brand Toolkit](#).

# **Part 2: Working with Destination Canada**



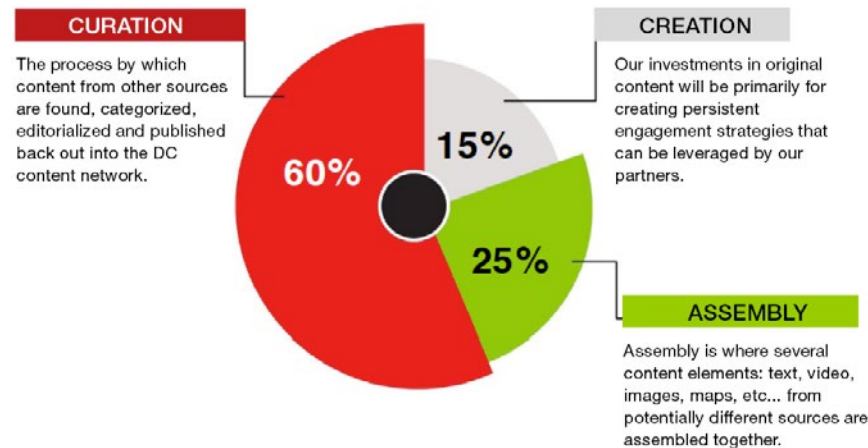
## CONTENT TASKS BY PLAYER

### DESTINATION CANADA

Destination Canada acts as a destination publisher, sharing content that communicates what Canada has to offer, from coast to coast to coast. The creative focus varies somewhat by origin market, but is oriented toward urban, cultural, emotional priorities, in conjunction with nature. These have been identified in our content themes and consequent areas of focus. DC focuses much of its publishing efforts on curating content from other industry players as opposed to creating original content (see chart).

Destination Canada provides guidance and best practices to industry players around the development of good content and also offers imagery on its Brand Canada Library that you can download, along with lots of research and guidelines to share on its corporate site.

### DESTINATION CANADA'S CONTENT PLAN



### REGIONAL GOVERNMENTS

Content should be centred on vacation experiences that surround anchor points—a city hotel, mountain resort, B&B, a fishing lodge, even a rental car for an Atlantic Canada touring vacation. In order to facilitate movement along the Path to Purchase, websites linked to the DC site that provide clear vacation planning and itinerary ideas are ideal so the traveller can properly organize the details of their trip.

### ACCOMMODATION SECTOR

The accommodation sector must explain the benefits and relevance of their focal points. They must help the traveller visualize their trip activities, which usually extend beyond the walls of the establishment.

### TRAVEL AGENTS/TOUR OPERATORS

Consumers need interesting packages that promise not only nature, but also the other essential components of a trip. Content should highlight Canadian imagery/video and the desire to experience cities, culture, history and the people. Packages should explain day-to-day activities that help the traveller create their own “vacation movie” and reach the critical comfort point.

### SMEs

Business owners should keep the information up-to-date on their websites and notify Destination Canada, PMOs and DMOs of any new experiences and new content (more info about how to notify DC can be found later in this Playbook). Content should go beyond showcasing the product or service available and instead centre around the experiences that the product or service facilitates.

# DESTINATION CANADA'S CONTENT THEMES FOR 2015/6

From our audience research, we have determined which themes, and the focus of those themes, that will transform potential travellers to Canada into visitors and advocates. Our content strategy is focused on the curation and creation of content around these themes.

## Our broad perspective on our themes:

- On the Water, Urban Experiences, Culinary, Big Nature, and Outdoor Adventure

## Within these themes we will focus in on:

- Historical and Cultural Attractions, Cities, Local Flavours, Unique Characters



Source: Insignia Marketing Research

## EDITORIAL CALENDAR

Destination Canada uses an editorial calendar for planning purposes as well as managing our publishing process.

Here is what we include in our calendar (it's far too big to include here):

- 18-month time span, presented in quarters
- Significant Destination Canada marketing and trade activities (campaigns to trade shows)
- Major Canadian events
- Proposed content for publishing: theme, story, market, channel and format

We design the calendar so that users are able to understand who is responsible for publishing the content, when it will go out and what marketing program it supports.

## PLACES TO START

If you're not sure where to start, here are a few story starter ideas that will help you identify possible sources of content.

**Real People. Real Stories:** Storytelling is still about people. Consider the influencers, the artisans, the thinkers and the doers that contribute to your business, be they customers, supporters, employees or owners. These Canadians are compelling; they make great stories and they represent the motivations and travel interests of our audiences.

**Editorialized “Must-See, Must-Do” lists:** Our audiences want to have travel experiences along the beaten path and carve out their own experiences within Canada. Must-see, must-do content experiences are short, straightforward curations, presented with actionable headlines and blurbs.

**Wildlife:** There's no other way to say this, but animals are huge in social media. All of our audiences are keenly interested in them, and content about wildlife will likely be shared and attract new followers. The wildlife experience should be presented in a witty, fun and quirky way. We might not have the internet's #1 most popular animal (cats) but bears, beavers and moose are pretty engaging.

**Editorialized “Best of Canada”:** This is the place where iconic and inspiring content is expressed. It's about the landscapes, the monuments, the cities and the experiences of Canada that make the trip so exciting. Lists. Lists of lists... enough said.

**Trending:** The timely interception of trending content is a key ingredient to being a relevant and engaged social media channel. There is an art of play and wit about being timely, and it creates the opportunity to be a bit more irreverent and coy with world, local and celebrity events. But of course, trending topics need to be chosen with intelligence, sensitivity and, above all, common sense.

## CONNECTING WITH DESTINATION CANADA

Once you've developed your own internal content strategy and have begun producing content, there are various ways you can notify DC so that content managers can include your content in the DC curation strategy.

### 1. Notify Destination Canada

Once you've developed your own internal content strategy and have begun producing content, notify DC so that content managers can include your content in the DC curation strategy. Send a description of the kind of content you're producing and some samples.

Contact: [unique@destinationcanada.com](mailto:unique@destinationcanada.com)

### 2. Notify your PMO and DMO(s)

Destination Canada works closely with PMOs and DMOs to identify content sources. Your PMO or DMO may be able to use your content, too.

### 3. Use the #ExploreCanada hashtag on social channels

Destination Canada closely monitors the **#ExploreCanada** hashtag on social media channels. Share individual pieces of content through your own channels and use this hashtag to allow Destination Canada to quickly and easily share your content.

Destination Canada's content platforms or channels include:



DC's main consumer site which hosts curated content from our social channels, public reviews, traveller stories and industry information that includes the who, what, where, when and how to buy details.



Facebook is a critical channel that drives to our digital hub. Facebook content will be published through two streams: (1) thematic stream of content, pulling from the established themes discussed below and (2) reactive stream of direct audience engagement.

#### HOW WE CAN WORK TOGETHER

- Like our Facebook page
- Post your photos directly to our page wall
- Join in any relevant conversations
- Tag our DC Facebook page in your posts
- Send us your epic, shareable content

#### DESTINATION CANADA'S GLOBAL FACEBOOK PRESENCE

<https://www.facebook.com/ExploreCanada> ENG

<https://www.facebook.com/Explorezsansfin> FR

<https://www.facebook.com/EntdeckeKanada> DE

<https://www.facebook.com/viajeacanada> MX

<https://www.facebook.com/ExploreoCanada> BR

<https://www.facebook.com/exploringcanada> SK

<https://www.facebook.com/canadaexplore> JP

<https://www.facebook.com/canadameetings> BEC



## TWITTER

The high-turnover rate and real-time nature of Twitter allows for differentiated content experiences that are clever, playful and shareable.

### HOW WE CAN WORK TOGETHER

- Follow us on Twitter
- Engage with us in any relevant conversations
- Tag your tweets with **#ExploreCanada** and we'll RT our favourites
- Send us your excellent shareable content, let us know of any upcoming campaigns, events, projects we can support

### DC'S GLOBAL TWITTER PRESENCE

[www.twitter.com/ExploreCanada](http://www.twitter.com/ExploreCanada) ENG

[www.twitter.com/Explorezsansfin](http://www.twitter.com/Explorezsansfin) FR

[www.twitter.com/EntdeckeKanada](http://www.twitter.com/EntdeckeKanada) DE

[www.twitter.com/viajeacanada](http://www.twitter.com/viajeacanada) MX

[www.twitter.com/ExploreoCanada](http://www.twitter.com/ExploreoCanada) BR

[www.twitter.com/canadaexplore](http://www.twitter.com/canadaexplore) JP

[www.twitter.com/exploringcanada](http://www.twitter.com/exploringcanada) SK

[www.twitter.com/canadameetings](http://www.twitter.com/canadameetings) BEC

[www.twitter.com/DestinationCAN](http://www.twitter.com/DestinationCAN)

Media Relations

[www.twitter.com/DestinationCAFR](http://www.twitter.com/DestinationCAFR) Media Relations



## PINTEREST

Pinterest supports an editorial program of Canadian lifestyle content that visually encompasses how we live, play, eat, what we create, share and build. More so than other channels, our Pinterest audience is primarily female and populated by those in the dream phase of the path-to-purchase.

### HOW WE CAN WORK TOGETHER

- Follow us on Pinterest at [pinterest.com/ExploreCanada](http://pinterest.com/ExploreCanada)
- Let us know the details of your Pinterest account and we will add you as a contributor to your destination's board
- Pin any awesome images or videos from your destination onto the relevant DC board



## YOUTUBE

As the second most popular search engine, YouTube is a place where we curate, first and foremost, the high-quality content our partners and influencers create about Canada.

### DC'S GLOBAL YOUTUBE PRESENCE

[www.youtube.com/CanadianTourism](http://www.youtube.com/CanadianTourism) ENG

[www.youtube.com/VoyageCanada](http://www.youtube.com/VoyageCanada) FR

[www.youtube.com/EntdeckeKanada](http://www.youtube.com/EntdeckeKanada) DE

[www.youtube.com/ViajeaCanada](http://www.youtube.com/ViajeaCanada) MX

[www.youtube.com/ExploreoCanada](http://www.youtube.com/ExploreoCanada) BR

[www.youtube.com/CanadaExplore](http://www.youtube.com/CanadaExplore) JP

[www.youtube.com/KeepExploringCanada](http://www.youtube.com/KeepExploringCanada) SK

[www.youtube.com/CanadaMeetings](http://www.youtube.com/CanadaMeetings) BEC

[www.youtube.com/DestinationCanadaVideos](http://www.youtube.com/DestinationCanadaVideos)



## GOOGLE+

Google+ is closely tied to our YouTube strategy but goes beyond by leveraging the unique product features of Hangout and Hangout on Air as the primary content purpose of the channel.

[plus.google.com/+ExploreCanada](https://plus.google.com/+ExploreCanada)



## INSTAGRAM

Instagram is built around “in the moment” photo content that is purely experience-driven and focused. High-quality, emotive content does best.

[@ExploreCanada](https://www.instagram.com/explorecanada)

[#ExploreCanada](https://www.instagram.com/explorecanada)

### HOW WE CAN WORK TOGETHER

Follow us on Instagram [@ExploreCanada](https://www.instagram.com/explorecanada)

- Tag your Instagram pics with [#ExploreCanada](https://www.instagram.com/explorecanada) and we'll re-post our favourites
- Re-posted Instagram pics are featured on our consumer websites and Facebook pages
- Share your hashtag with DC and we will include it on our posts from your destination



## E-NEWSLETTERS

In-market teams send out regularly scheduled newsletters to trade, media and travellers using ExactTarget to manage, publish and measure results. Content for these newsletters comes from Destination Canada HQs, our partners and through dynamic content discovery.

# Part 3: Tip and Tools

## YOUR CONTENT TEAM

Brands are beginning to act more and more like publishers, and not everyone can manage a full in-house newsroom. Creating good content consistently requires some dedicated resources. It's most important to have strong editorial direction and vision that ties back to an established content strategy that can be applied across your platforms consistently, regardless of staff turnover.

Ideally, you should have one person acting in a content strategist role who is connected to the marketing team. The content strategist develops the overarching editorial vision for the brand. From there, a managing editor executes the strategy. Content creators or producers are responsible for actually creating the content. You may also need additional hands on deck for managing your content platforms, like your social media channels. These roles may be staff, independent contractors or a combination of the two.

To properly execute your strategy, it's important that your team is able to dedicate time and resources to content creation – don't pile the responsibility on to those who already have a full slate of duties. Many people believe that content creation is easy and free. It doesn't have to be expensive, but it will take time. Where possible, create new roles, modify existing ones or hire contractors to get the job done. The more resources you can pour into your content, the better it will be. Start small and plan ahead.

## CONTENT MEASUREMENT & ANALYSIS

The creation of good content is a constantly evolving and reflexive process. All content should be measured and analyzed to help you understand what works and what doesn't so you can make forward-looking content decisions. Measure and analyze your content based on appropriate key performance indicators (KPIs) that are tailored to the content format and channel. Content on social channels can be measured for engagement (likes, shares, comments, retweets, etc.) while web content can be measured for time spent, traffic sources, unique vs. repeat visits and page views.

Look at general trends as opposed to piece-by-piece results. Some individual pieces of content will perform well one day or on one channel but not as well on another day or on a different channel. There may be no clear explanation for that day-by-day, piece-by-piece data, but if you analyze trends over time you'll start to get a big-picture sense of what's working or not working in terms of the formats you're using, which channels you're using for what, the time of day you're posting content and other factors that affect your KPIs consistently.

Destination Canada adopted a strategic framework to focus our measurement discussions and to agree on the key performance indicators that matter the most. The framework, named REACT, helps us align metrics with the strategic objectives of our work and allows us to optimize and improve on our results in real time (rather than reviewing performance so long after a project that there is nothing to do but cheer – or worse, cry).

The following page shows an example of how we would use this framework at a high level. For a specific program, we would use an agency brief, project strategy and specific business objectives as well as our partners' input to further articulate the objectives, signals and metrics. We would then let all stakeholders on a project know what the key metrics are in order to align our briefs and reporting process. Of course, other metrics (more granular ones) may be still be needed to further analyze various tactics, or review vendors' and suppliers' work.





## CONTENT EVALUATION CHECKLIST

This checklist can help you evaluate the content you're creating. Ideally every box should be checked.

- ✓ Does it fill a need or provide value?
- ✓ Is there a point of view?
- ✓ Is it something you would share with friend?
- ✓ Does it avoid jargon and sales speak?
- ✓ Is the content consistent, following the same style, regular distribution, according to its channel?
- ✓ Is it utilizing the best channel(s) and format(s)?
- ✓ Does it tell a story?
- ✓ Does it have a link to Canada?
- ✓ Will it be found?

PERSPECTIVES	OBJECTIVE	SIGNALS	METRICS
<b>REACH</b>	Improve our use of paid media to connect with our target audience	<p>A well-targeted audience is more likely to react to our paid media</p> <p>We are able to report on the attributes of the audience we target</p> <p>We are able, through our CSP agents' channels, to reach a cumulative audience of potential qualified travellers</p>	<p>CTR or Engagement rate on paid media; (benchmark to be established based on creative and channels)</p> <p>Cost per acquisition</p> <p>[x]% of the influencers' audience is aligned with our target audience</p>
<b>ENGAGE</b>	Improve the relevance our content has for target audience	Travellers move beyond the first exposure to our content	<p>Videos view rate</p> <p>Number of page views per session</p> <p>Bounce rate</p> <p>Time on site</p>
<b>ADVOCATE</b>	Increase the emotional impact our content has on travellers	<p>Users like and share the content</p> <p>Digital Hub audience increasingly driven by direct, social or referral traffic</p> <p>CSP agents' tips and stories are relevant and useful to users</p>	<p>Volume of advocacy actions</p> <p>Percentage of traffic on site coming from social, direct or referral</p> <p>Number of conversations between travellers and CSP agents</p>
<b>CONVERT</b>	Users are moved down the P2P and planning their trip	Users are reading trip planning content; users are clicking through to travel offers; users enjoy the CSP-related content	<p>Increase in trip planning related page views</p> <p>Leads to destination partners</p> <p>Users connect with the CSP agents</p> <p>Sales as reported by CSPs</p>
<b>TRUST</b>	Users expressly ask us for more content	Users subscribe to our content feeds, through YouTube, Facebook, Twitter, Instagram, email	<p># of new followers in relevant channels</p> <p>Request for information between CSP agents and travellers</p>



## CONTENT CREATION CHECKLIST

### Why recreate the wheel?

Below is one good source (there are many) for a content creation checklist, thanks to our friends at the Content Marketing Institute:

[http://www.contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag\\_content\\_checklist.pdf](http://www.contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag_content_checklist.pdf)

