



# Digital Advertising & Marketing Partnerships in 2021



# Introduction

## Stacey Barber, BBA

### Current Businesses

- Tamarack Tech Limited
- GetintheLoop North Okanagan  
Franchisee owner (Digital Advertising App)
- 4 West Construction

### Instruction Contracts

- Okanagan College – Courses include Beginner and Advanced Social Media, Entrepreneurship, iPads for Seniors.
- Literacy Society of the North Okanagan Seniors Session - iPads, Tablets, Zoom, Photos and COVID Apps

Current Board Member  
Community Futures of the North Okanagan

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## Poll #1 –What is your Industry?

- Hotel
- Motel
- B&B
- Restaurant
- Winery's
- Transportation
- Parks
- Beverage
- Event
- Recreational



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## Poll #2 What is your size of business?

- Large Business – 151+ employees
- Medium Business – 51-150 employees
- Small Business – 2-50 employees
- Self-employed – 1 employee



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# Poll #3 – Are you currently using digital marketing for your business?

- Yes
- No





# Why Digital Marketing?



## Why Social Media

Three billion people around the world  
using **social media** every month.

(March 10, 2020)

Update 4.20 Billion (Start of 2021)

53% of the total global population

Reference: [datareortal.com](http://datareortal.com)



Globally, more than **5.19 billion** people use mobile phones, with numbers up by **124 million (2.4%)** over the past year.

Reference: [wearesocial.com](http://wearesocial.com)





# Canadians on the Internet & Social Media 2020

- 37.59 Million Canadians
- 34.58 Million Canadians have access 8% no access to Internet in 2019
- 35.32 Million Canadians have access increase 2.8% in 2020
- 19- 25.19 Million Facebook Users in Canada 54-64%
- 12.7 Million Instagram Users in Canada 36% (2019 numbers)
- 25.3 Million users on Social Media in Canada 73% (2019 numbers)
- 27.1 million in 2023 Predicted Growth in Canada 78% (2019 numbers)



**Video** will make up 82 percent of all internet traffic in **2020**, according to **Social Media Today**



## **Learning Objectives in today's Webinar**

How COVID-19 has changed digital advertising.

How to maximize your advertising ROI.

How to look at different pricing strategies in hospitality and tourism with local partnerships.



# Traditional Marketing

- Print Advertisements
- Billboards
- Flyers
- Pamphlets
- TV
- Newspaper
- Radio



# Digital Advertising

- Search Engine Optimization (SEO)
- Website
- Video
- Facebook
- Instagram
- Influencer Marketing using social Media
- Email Marketing
- Google Ads (Pay per Click PPC) Cost per Click (CPC)
- Shared Marketing
- Apps
- Pop up ads
- Linked In
- You Tube
- Blogs
- Phone SMS (Short Message Service – 160 characters)
- TicTok
- Snapchat

# Cost Per Click (CPC)

- Calculator

**Cost Per Click (CPC) Formula**

How to calculate how much each click costs (on an ad, blog post, or anything).  
Also often known as PPC (Pay Per Click).

$$\text{CPC} = \left( \frac{\text{Total Money Spent}}{\text{Total Measured Clicks}} \right)$$

*(Cost Per Click)*

**What does it mean?**  
**Total Money Spent:** The amount of money spent directly on the ad, blog, link, or whatever is being measured.  
**Total Measured Clicks:** The number of clicks that were counted and must be paid for (clicks by bots and multiple clicks by one user in quick succession will generally not be counted for example).

theonlineadvertisingguide.com

- Google Average CPC \$1 to \$2
- 65% of Small- Mid-sized businesses invest in PPC (Pay per Click)



# How COVID-19 has changed digital advertising

## Increase Internet Users

- Users are inundated with ads
- Average time a person sees an ad before they buy has increased from 7 to 20 times in the digital world.
- The expected estimated average ads a person will see in 2021 per day is 6,000-10,000
- Back in the 1970's we saw on average 500-1,600 ads per day.

## Drop in Advertising Spending

- Ad spending is down as small business is not able to put money into advertising.
- Companies of all sizes are looking at current advertising budgets/methods and assessing ROI in order to focus ad spending dollars in specific areas.



# Advertising Budget

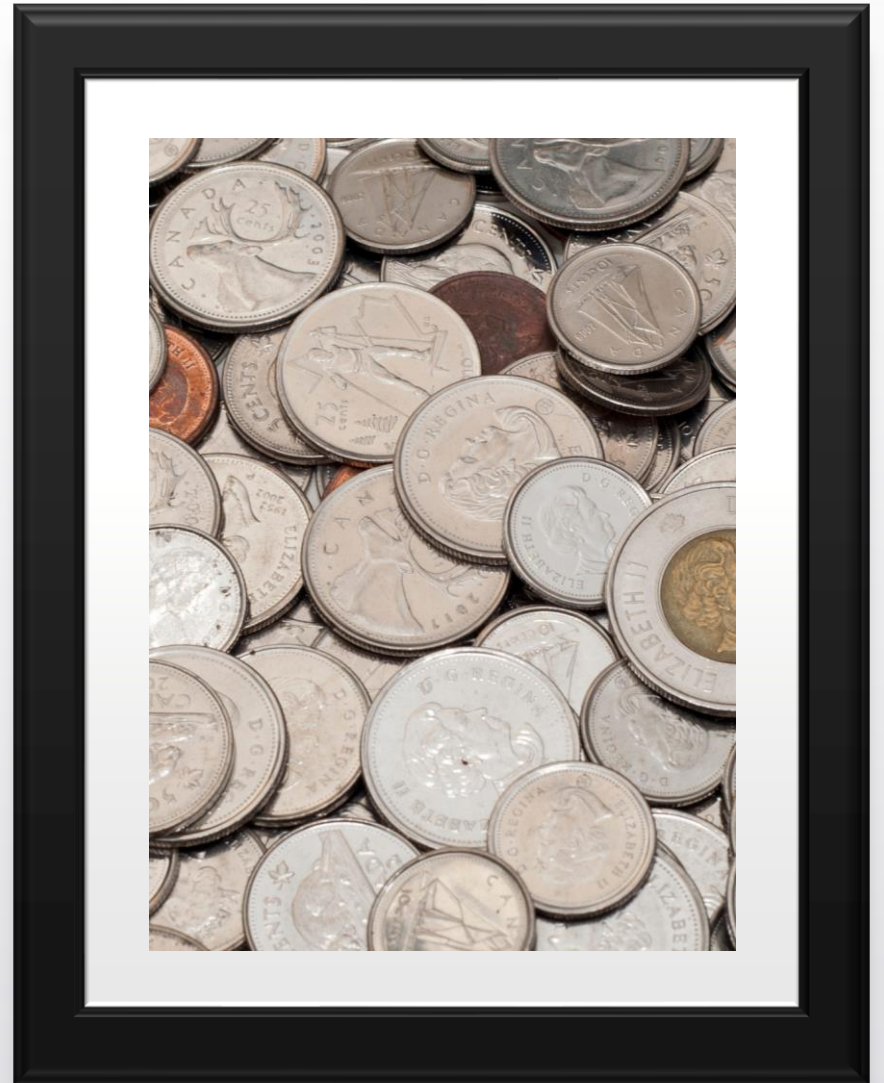
Do you have a Budget?

Total Traditional \$

Total Social \$

Total Digital \$

Small amounts on Facebook and Google ads  
can add up!







# Target Market and Digital Platform

Digitally marketing to everyone is marketing to no one!!!



Gone are the days!



Know what Platform your Target  
Markets are on and use appropriate  
advertising to reach them!



# How to maximize your advertising ROI

## Use Call to Actions in all Ads Digital and Traditional

- Call to Actions are so important to use so you can track and calculate your ROI.
- You can choose from a number of call to actions in both digital and traditional advertising so you can see what is working for your business.
- Digitally you will be able to track who is using the call to action.

## Do AB Testing

- Run the same ad with a different photo
- Run one ad with a % off and one with a \$ off
- Run the same ad on two different digital platforms

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## ROI – POLL #4

Do you know your ROI on  
Advertising?

Yes

NO



# The importance of ROI and Call to Actions when advertising.

1 Rates and Sizes.pdf Open with

## New 2021 PRICING

Ad Size	Price	Dimensions
Sixteenth Page	\$89	2 Col, 2.5" x 3"
Eighth Page	\$199	4 Col, 5.11" x 3"
Quarter Page	\$299	4 Col, 5.11" x 6" OR 8 Col, 10.33" x 3"
Half Page Vertical	\$599	4 Col, 5.11" x 12.25"
Half Page Horizontal	\$599	8 Col, 10.33" x 6"
Full Page	\$899	8 Col, 10.33" x 12.25"

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## Total

### Total Reach

11462

### Total Response

11

### Total Actions

2

### Total Reach

#### GENDER



#### AGE RANGE

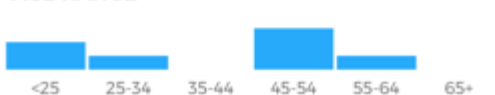


### Total Response

#### GENDER



#### AGE RANGE




In the digital world the reach is the same as how many papers are printed. It tells you the potential of who can see the ad.

The Response is how many people actually see the ad.

Actions are people to did what you asked in the ad request.

Tip: Remember currently people must see the Reach at least 20 times before they might act on it.

# Call to Action Buy Online



**EXCLUSIVE**

**TAMARACK TECH**

**Work Smarter Not Harder**  
**\$10.00 Off Accountability Bootcamp**

April 2021  
Accountability  
Bootcamp  
Class

Our Accountability Bootcamp is only \$299 for our April intake. Get \$10.00 off this this offer. Do you want to learn new techniques to reach your goals? Sign up today to Change your life and start enjoying what matters most to you!

[SAVE](#) [SHARE](#)

Use code GITL1

**BUY ONLINE**



# Facebook Ad

## Example for a Hotel Shared – Anniversary Sale during COVID

After making your reservation, contact the hotel direct for a:

- \$19.35 per night upgrade to a superior room
- \$19.35 Steak Dinner
- \$19.35 Signature Breakfast
- \$8.50 Black Forest Birthday Cake and more!

\*Second night will be adjusted to \$85 at the hotel after we receive your reservation\*

**BOROUGH BRATES 85**  
BER 10, 1935

**COURT CAFE**  
ontinental | \$19.35  
d Danishes, croissants & loaves  
| fruit | vanilla Greek yogurt  
othe jar | house made preserves

mediet | \$19.35  
ed free-range eggs | CO2  
| Earthbound bakery English muffin  
s | choice of Smoked Northern Trout  
oiled Atlantic Salmon

Waffles | \$19.35  
rtermilk fried chicken thighs  
sw | parmesan ranch & sizzling hot  
affles | maple syrup | field berry

**SBOROUGH EBRATES 85**  
BER 10, 1935

**V'S LOUNGE**  
at Sirloin Steak | \$19.35  
redskin potatoes | charred broccolini  
| puree | caramelized pearl onion jus  
tlice out chips

spiced Cornish Game Hen | \$19.35  
| sauce | seven grain pilaf  
broccolini | spiced fried onions

ugh Chocolate Birthday Cake | \$8.50  
est cake | sour cherry compote

Bottle of Wine | \$19.35  
lite

Old Fashioned | \$8.50  
adian Club whiskey | sugar | bitters

Goose | \$8.50  
Goose vodka | hot cherry liqueur  
ger beer

Like Comment Share

Write a comment...

Home 8 Notifications 9+ Friends 9+ Menu



# Social Media - Digital Advertising on Facebook

Look at what your competition is offering!

- Contests
- Specials
- Partnerships
- Education
- Engage, Engage, Engage!



## How to look at different pricing strategies in hospitality and tourism and partnerships.

### Hotels Examples

Look at your market demographics. Are they baby boomers? If yes they still have income to spend on an overnight stay as COVID may not have decreased household income. Do they need to get out of the house. What would make them leave and come to stay the evening in your hotel in the same area? What can you offer a local besides a discount?

### Restaurant Examples

What is the typical age that comes to your restaurant pre-COVID? Does the market still have disposable income to spend? If not do you have another market you can approach with income levels that have not changed? What can you be doing to pivot and increase sales? Can you offer something more?



## Winery Example

Look at your market demographics. Are they Gen X? Are they mostly professionals that are still working and COVID has not changed household spending. Do they normally go away and have money that they would have spend on vacation?



# Generations

The Depression Era. Born: 1912-1921

World War II. Born: 1922 to 1927

Post-War Cohort. Born: 1928-1945

Boomers I or The Baby Boomers. Born: 1946-1954

Boomers II or Generation Jones. Born: 1955-1965

Generation X. Born: early 1960 to 1984

Generation Y, Millennials. Born: 1982 to 1996

Generation Z. Born: 1997 and 2012

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# Partnerships so Important

## WHY?

- Share Cost
- Increase followers
- Increase customer base
- Increase email lists





# Partnerships

Winery's

Restaurants

Hotel's

B&B's

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Poll – Do you currently have  
Partnerships with Local  
Businesses?

Yes

NO







## Think outside the Box and partner with local business

- Example One – Romantic Getaway
  - Local Escape - (Gen X)
  - Hotel Room Rate under \$150
  - Chocolate in the room local chocolate shop (partnership)
  - Local Wine in the Room (partnership)
  - Dinner take out from a local restaurant or discount from your restaurant or options. Give set menu or gift card.
- Example Two – Get out of the House
  - Local Escape – Family with Kids
  - Hotel with pool open?
  - Pizza take out (Partnership)
  - Local Wine for the Parents (Partnership)
  - Chocolate/ Treats/ Ice cream (Partner with a business)



# Think outside the Box and partner with local business

- Example Three – Tropical Package
- Local Escape Baby Boomers
- Hotel Room Luxury Suite
- Chocolate in the room local chocolate shop (partnership)
- Local Wine in the Room (partnership)
- Dinner take out from a local restaurant or discount from your restaurant or options. Give set menu or gift card. High end dinner package.
- Example Four – Experience Getaway
- Local Escape –Millenniums
- Hotel Room
- Cooking Class – use a conference room social distance tables set up teach a couple a ethnic dish to cook. If not possible think outside the box, can they do a zoom class in the room? Remember they are the healthy generation!
- Dinner options from a number of take out places. Let them pick the items!



## Example 3 & 4

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# App and Website Resources

- Inshot
- PhotoCollage
- Lightroom
- Planoly
- Later
- PicPlayPost
- List Maker
- Canva
- Industry Apps



# Questions Q& A



# Resources

## **TOTA**

- Biosphere Commitment Program (Video \$250)
- Webinar's
- Mentorships

## **Okanagan College**

- Mentorships with TOTA and Okanagan College to help on certain topics many experts in different fields.
- Advanced Social Media and Mobile Marketing March 2-4 Online

Online Courses - [okanagan.bc.ca](http://okanagan.bc.ca)

## **Tamarack Tech**

- Understanding Social Media & Digital Advertising - March 12, 2021
- Canva 101 – March 26, 2021
- Facebook 102 – April 16, 2021
- Instagram 103 – April 30, 2021
- Digital Marketing 104 – May 7, 2021
- Coming soon Build your on-line store workshop - call to reserve a spot

Online courses – [tamaracktech.ca](http://tamaracktech.ca)

- Instagram - **Hilary Rushford**
- Social School – Out of Calgary – Advanced
- Instagram – Jordan Page – Productivity Courses
- Instagram – Sociallandstuff –Vancouver