

# Best Practices Tracking Online Marketing Programs

Nova Scotia Bed & Breakfast Association  
Annual General Meeting, Truro, NS  
November 7<sup>th</sup>, 2009



# Presentation Agenda

- Introduction
- Trends - The World We Live Video
- Online Marketing
- Tracking & Measuring the Results
- Time Mangement
- Questions



# Tracking & Measuring Online

- “The Web is the most measureable medium today” states , Patricia Brusha and Alicia Whalen, A Couple of Chicks e-Marketing



# Vision, Strategy & Innovation

- “Vision, Strategy and Innovation for Tourism marketing on the Smart Web”  
- Joe Buhler, Buhlerworks

Website - <http://buhlerworks.com/>

Blog – <http://buhlerworks.com/wordpress>

Twitter – <http://twitter.com/jebworks>

# Tracking Online Marketing Programs

“Strategy before Technology”

- Terri McCulloch, Bay of Fundy Tourism Partnership



produced by [acoupleofchicks.com](http://acoupleofchicks.com) e-marketing and [radonicrodgers](http://radonicrodgers.com) design+marketing



ONLINE REVEALED CANADA PRESENTS THE

## **4th Annual Tourism Online Marketing Conference**

Sheraton on the Falls, Niagara Falls - April 13 - 15, 2009

### Google indicated at Online Revealed - April 2008 Study

79% use the internet

34% use a Travel agent

33% use informational brochures

18% a 800 number or toll free number

90% of Canadians who use the internet, use the search engine when booking travel

6.7 weeks spent search

Travel Searches have more words - 54% have 3-4 words

22% watch travel related videos when researching online

3X more likely to do a search if a user has seen a display ad

# Travolution Summit – April 21

- 80% of UK consumers say they won't deal with a company if no e-mail reply in 24 hours.
- 55% of Frommer's poll said they indicated would book w/ a site that offered destination info.
- Google : average holiday booked online takes 29 days, 12 searches and 22 websites
- Flights are booked first 44 days before, then accommodations 42 days , then car rentals 19 days says Frommers.
- We trust reviews by travellers. 20 new reviews every 20 minutes on TripAdvisor

# Recent Stats

- Google advertising network reaches 73% of all internet users
- 1/3 of leisure travellers use their smart phone during vacation
- Average ages on Twitter -31, Facebook – 33 and LinkedIn – 39, myspace - 26

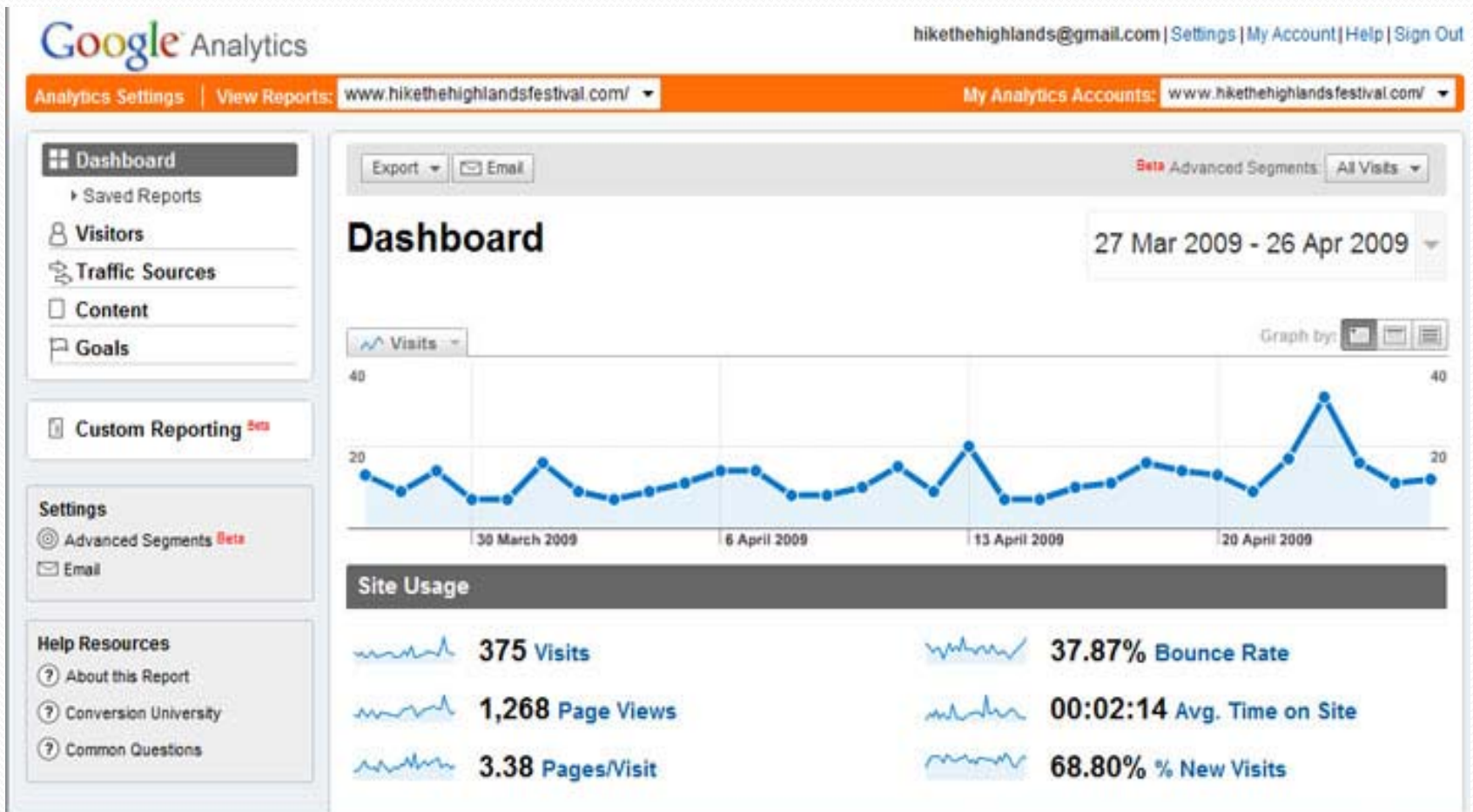


# Online Marketing Programs

- Website
- E-Mail Newsletters
- Facebook
- Flickr
- Youtube
- Twitter
- Google Maps
- Blogs
- Press releases
- Banner ads
- Online ads
- PPC – pay per click
- Adwords
- Digital Brochures
- novascotia.com







# Google Analytics - Dashboard



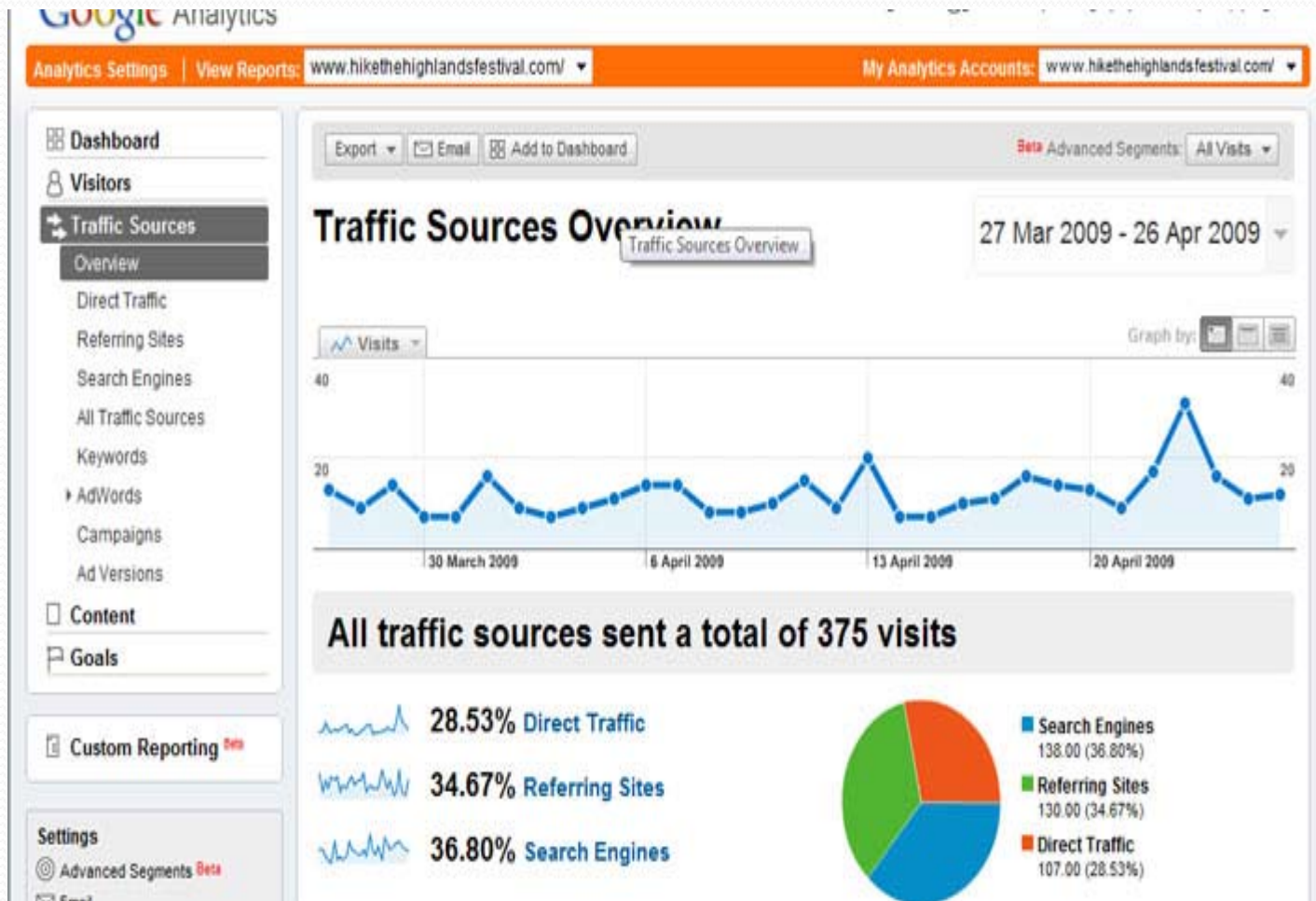
# Visitors Overview





# Visitor – Map Overlay

Site Usage		Goal Conversion		Views:    			
Visits <b>252</b> % of Site Total: 67.20%	Pages/Visit <b>3.50</b> Site Avg: 3.38 (3.51%)	Avg. Time on Site <b>00:02:31</b> Site Avg: 00:02:14 (12.70%)	% New Visits <b>63.10%</b> Site Avg: 68.80% (-8.29%)	Bounce Rate <b>34.13%</b> Site Avg: 37.87% (-9.88%)			
Detail Level: <input type="button" value="City"/>		Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	Halifax	109	3.64	00:02:55	42.20%	31.19%	
2.	Sydney	27	4.11	00:03:10	48.15%	37.04%	
3.	Ottawa	12	2.17	00:02:10	91.67%	50.00%	
4.	Calgary	12	2.50	00:01:28	75.00%	33.33%	
5.	Edmonton	6	2.67	00:01:41	100.00%	33.33%	
6.	Don Mills	6	2.17	00:00:50	83.33%	50.00%	
7.	Weston	4	4.50	00:01:04	75.00%	0.00%	
8.	Moncton	3	3.00	00:00:52	100.00%	33.33%	
9.	Streetsville	3	3.67	00:01:31	100.00%	0.00%	
10.	Nepean	3	2.33	00:09:10	66.67%	33.33%	
Find City: <input type="text" value="containing"/>		<input type="button" value="Go"/>	Go to: <input type="text" value="1"/>	Show rows <input type="text" value="10"/>	1 - 10 of 61 <input type="button" value="←"/> <input type="button" value="→"/>		

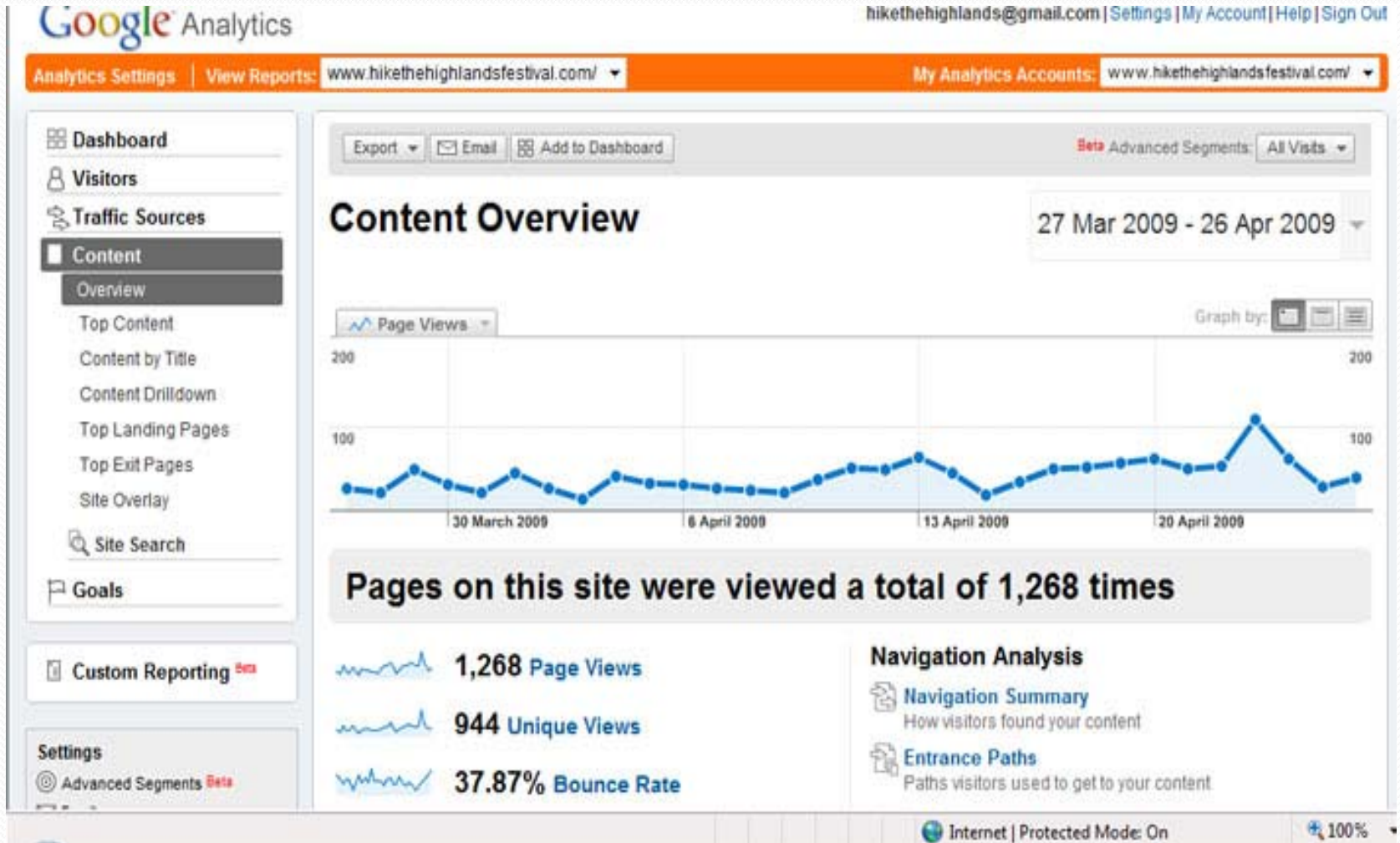
# Traffic Sources Overview



















# Traffic Sources

Site Usage		Goal Conversion		Views:    			
Visits <b>375</b> % of Site Total: 100.00%	 Pages/Visit <b>3.38</b> Site Avg: 3.38 (0.00%)	 Avg. Time on Site <b>00:02:14</b> Site Avg: 00:02:14 (0.00%)	 % New Visits <b>68.80%</b> Site Avg: 68.80% (0.00%)	 Bounce Rate <b>37.87%</b> Site Avg: 37.87% (0.00%)			
	Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
1.	<a href="#">google / organic</a>	120	3.19	00:02:20	58.33%	43.33%	
2.	<a href="#">(direct) / (none)</a>	107	3.06	00:01:53	63.55%	38.32%	
3.	<a href="#">en.wikipedia.org / referral</a>	22	2.55	00:00:35	95.45%	50.00%	
4.	<a href="#">capebreton.worldweb.com / referral</a>	8	5.88	00:02:52	87.50%	12.50%	
5.	<a href="#">novascotia.com / referral</a>	8	3.50	00:02:52	100.00%	25.00%	
6.	<a href="#">hikethehighlandsfestival.wordpress.com / r...</a>	7	4.14	00:00:58	57.14%	42.86%	
7.	<a href="#">northshoreportal.com / referral</a>	7	2.43	00:00:43	42.86%	28.57%	
8.	<a href="#">pathwayscb.ca / referral</a>	7	7.00	00:07:55	100.00%	0.00%	
9.	<a href="#">yahoo / organic</a>	7	3.29	00:02:18	100.00%	28.57%	
10.	<a href="#">cabottrail.travel / referral</a>	6	6.00	00:01:19	100.00%	16.67%	

# Content



# Content Performance

Content Performance								Views:    			
<b>Page Views</b> <b>1,268</b> % of Site Total: 100.00%		<b>Unique Page Views</b> <b>944</b> % of Site Total: 100.00%		<b>Avg. Time on Page</b> <b>00:00:56</b> Site Avg: 00:00:56 (0.00%)		<b>Bounce Rate</b> <b>37.87%</b> Site Avg: 37.87% (0.00%)		<b>% Exit</b> <b>29.57%</b> Site Avg: 29.57% (0.00%)		<b>\$ Index</b> <b>\$0.00</b> Site Avg: \$0.00 (0.00%)	
	Page	Page Views ↓	Unique Page Views	Avg. Time on Page	Bounce Rate	% Exit	\$ Index				
1.	 /	368	276	00:01:00	32.23%	38.32%	\$0.00				
2.	 /Accommodations.html	148	92	00:01:55	61.54%	41.22%	\$0.00				
3.	 /Schedule.html	132	101	00:00:51	0.00%	26.52%	\$0.00				
4.	 /Events.html	110	81	00:00:44	36.84%	18.18%	\$0.00				
5.	 /Info.html	78	62	00:00:46	69.23%	30.77%	\$0.00				
6.	 /Packages.html	77	63	00:00:09	0.00%	6.49%	\$0.00				
7.	 /pgallery.html	65	49	00:00:39	100.00%	23.08%	\$0.00				
8.	 /Gallery.html	58	38	00:01:19	50.00%	29.31%	\$0.00				
9.	 /Guides.html	45	36	00:00:20	50.00%	11.11%	\$0.00				
10.	 /maps.html	45	32	00:01:57	0.00%	22.22%	\$0.00				
Find Page: containing		<input type="text"/>	Go	Go to: 1	Show rows: 10	1 - 10 of 21					

# Tracking Online Marketing

- Blog Stats – views per day, week, month, top posts, top searches, most active.
- Facebook & Google Ads – impressions, clicks
- E-mail newsletters – who opens, clicks, bounces, unsubscribe,
- Google Maps – Tags, Photos, Videos, GPS
- B&B Canada, Check IN,
- Novascotia.com – great deal plus stats



# Tracking On-Line Marketing

- Flickr – Photos – Tags, Images, Comments
- You tube – Tags, Comments, subscribes
- Online Press releases – stats
- Twitter - stats – followers, clicks url
- Banner ads – ????
- Digital Brochures – Jury still out on this one.



# Thank-you

- Tom C. Wilson,  
Director of Recreation & Tourism  
Municipality of Victoria County  
<http://www.tourismvc.com>  
<http://tourismvc.wordpress.com>  
<http://twitter.com/tourismvc>  
e-mail – [tourismvc@gmail.com](mailto:tourismvc@gmail.com)

