
Central Counties Partners in Tourism 2019



CENTRAL COUNTIES
TOURISM



What Makes Good Content



Bantr Media Inc

We specialize in digital marketing and creative solutions for clients during all stages of business development. From video production and content creation to social marketing management, we believe in R.O.R. - ongoing reviews, optimization and redeployment to ensure budgets are allocated efficiently.



Danielle Fernandes

Principal

An entrepreneur, philanthropist, activist, speaker, and writer, Danielle has worked with endless clients from large-scale corporations like ADP and Bentall Kennedy, to many small cap companies and smaller scale non-profits. As of 2017, she is thrilled to add York Durham Headwaters to that list.



What is Content?

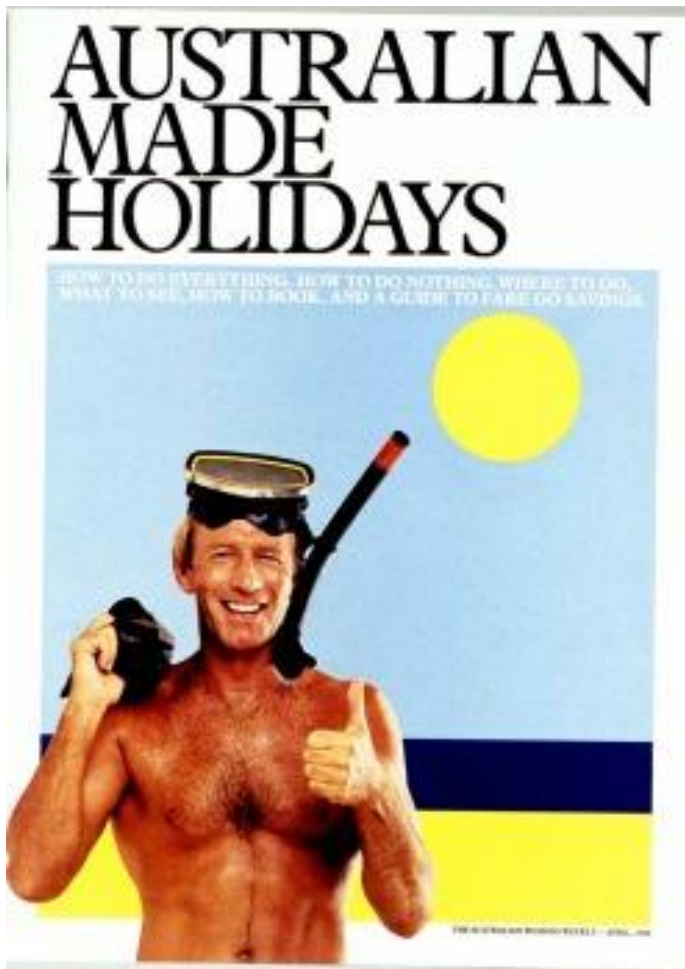


Content Marketing

A **marketing** technique of creating and distributing valuable, relevant and consistent **content** to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

Key word: “**valuable.**”

Past vs. Present



In 1984, a person saw an average **2,000** ads/day





Now: 4000 - 10,000 ads
Source: Forbes



Key Factors

- Know your audience
- Make it meaningful
- Correct distribution channels
- Smart Timing

Target Audience



Storytelling = Meaningful



CCT's Temperance & Temptation Storytelling Trail



CCT's Temperance & Temptation Storytelling Trail



Which channels for what content?



Videos, longer copy, photos, live features, stories
Sharing, feedback, tags, ratings, reviews, ad buys,
measuring data, engaging with other companies



Photos/grids, stories, short videos, ad buys, links in
bio. Reposts, tagging people, hashtags for search
and engagement, influencer component

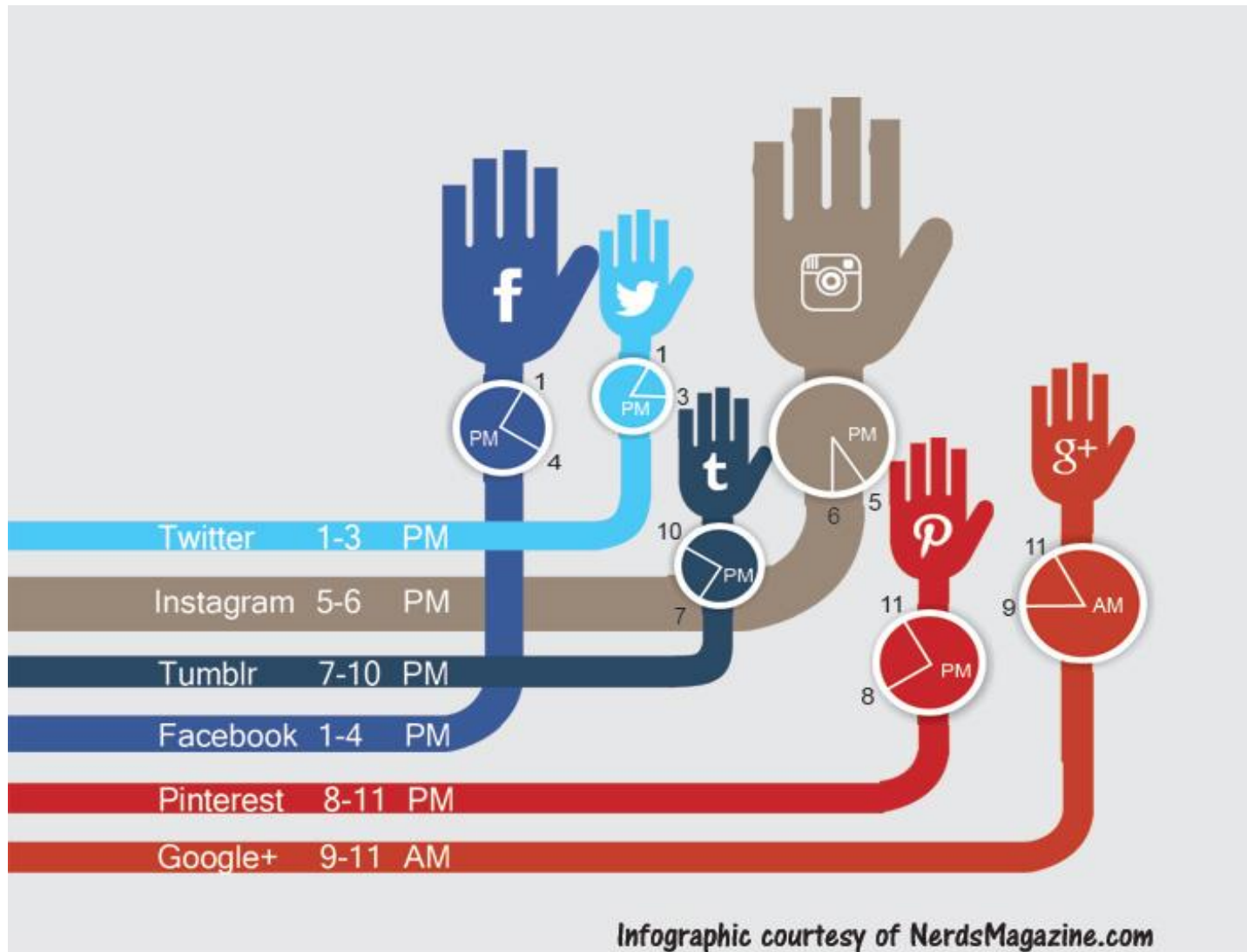


Short copy, blogs/news, Retweet-ing (fast and easy),
tagging, measuring data

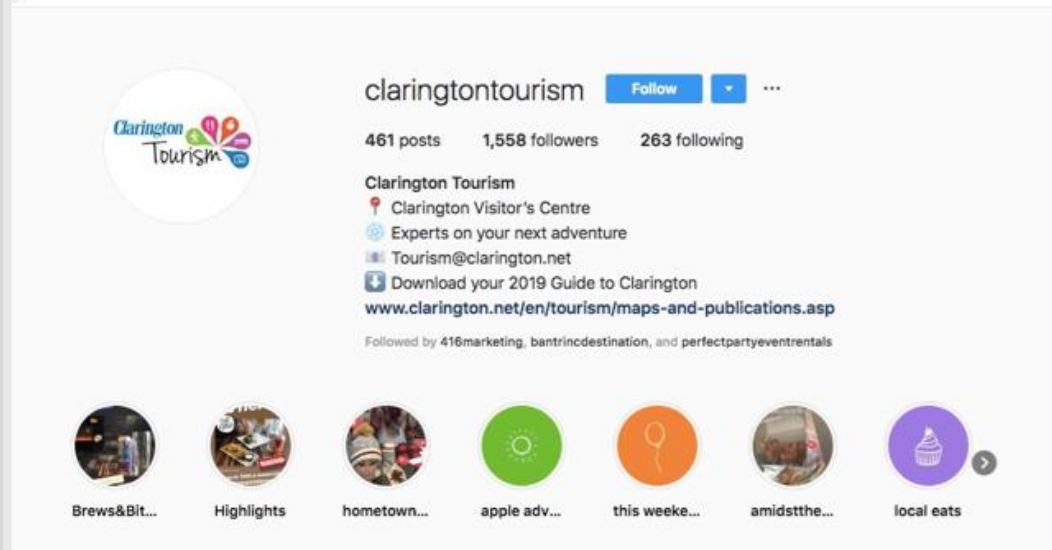


Storing videos, pre-roll ads

Timing (not hard and fast rule)



CTA/Engagement



Get Creative



Meet The Makers



Ultimate Winter
ROAD TRIP

COMMISSIONS
FINE ART
FOR SALE
FUND RAISING ART
"Girls Night Out"
PAINTING PARTIES
ART CLASSES
CORPORATE ART EVENTS
ALTON MILL ARTS CENTRE

MEET THE MAKER: MARK GRICE

Occupation: Artist, Alton Mill Arts Centre

July 7, 2018 in [Art Lovers](#)

Bring your customers into the mix



Tools



Success

- Shares/Comments/Likes
- Ratings and Reviews
- Sign Ups
- Registrations
- Website Views
- Sales if applicable online

**Content
marketing
costs 62% less
than traditional
marketing and
generates
about 3 times
as many leads.**



Check our CCT's Self-Help Blpgs – posted monthly

Central Counties Monthly Blogs



Sign up for monthly B2B e-news at centralcounties.ca
Blog library: centralcounties.ca/featured-articles



February 19, 2019
What Is Geotagging?



February 7, 2019
How to Measure Your Social Media ROI
Social media is revolutionizing



January 31, 2019
How to Accelerate Instagram Growth (without Buying Followers)
With more than 1 billion daily




January 16, 2019
The Best Times to Post on Social Media
Whether in business or life



December 12, 2018
How Social Influencers Can Help You Attract Customers



December 12, 2018
A Guide to Using Hashtags
I believe hashtags are your friend



***“Marketing is no longer about the stuff that
you make but about the stories you tell.” -
Seth Godin***

Questions?



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