

Increasing Impact of Yukon First Nations Arts and Tourism Marketing

Inga Petri and Pixie Ingram
Teslin, Yukon
October 4 - 5, 2018



Traditional territory of Kluane First Nation

Our agenda

■ October 4

- Current state of your marketing
- Marketing Fundamentals
- Self-Assessment
- Brand Management
- Target audiences
- Case studies

■ October 5

- Review and questions
- Digital Innovation
- Digital Self-Assessment
- Options for Collaboration in Marketing
- Marketing Planning
- Next steps



Traditional territory of Little Salmon/
Carmacks First Nation



Good morning!

**Any questions or comments about our work
together so far.**



Digital Innovation



Deepen and apply digital concepts

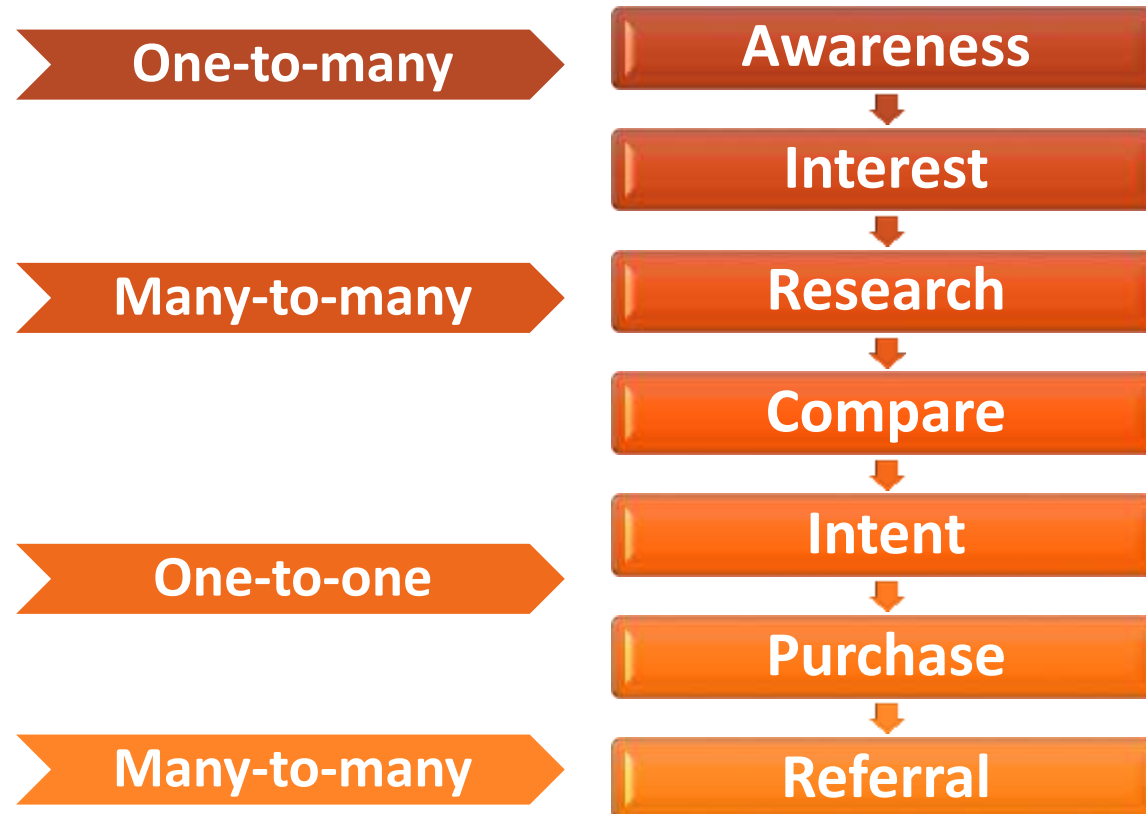


Evolving modes of marketing communications

- **Ancient times: conversation**
 - One-to-one; face-to-face
- **Last century: Broadcast (yell louder, more often)**
 - One-to-many; brand
- **Early 2000s: Segmentation**
 - One-to-some; brand differentiation
- **Now: Participate and co-create**
 - Many-to-many; customers talk to each about you
- **Future: Internet of things**
 - Everybody-to-everything
 - Everything-to-everything



Conceptual alignment to purchase cycle



Instruction

Write down the things that

- **Aren't working well yet**
- **You want to improve**
- **You want to talk about more**

These are your action items



Task 1: Improve your relationship with Google

Step 1: On your mobile, open web browser

Step 2: Go to Google

Step 3: Type your name/organization's name in the search box

Question:

Do you exist?

Is the information you see...

- Accurate?
- Important?
- Useful to a web user?

TIP: SCROLL DOWN

Do you control / influence presentation of your site on other websites?



Task 1: Improve your relationship with Google

Step 4: Go back to Google search box

Step 5: Type in the category your organization is a part of, e.g. Heritage, gallery, performing arts, travel (plus Yukon or Indigenous, Aboriginal, First Nations)

Question:

- How well are you positioned?
- How are web users encouraged to explore you further?



Improve First Impression

Search Engine Optimization
on your website

Search Marketing
on Google

Improve your
title tags and
other meta
data

Understand
where text
Google
shows
resides on
your site

**TELL
YOUR
STORY**

Establish
your Google
Account
(does not
require
Gmail)

Claim My
Business

**TELL
YOUR
STORY**

Brief Demonstration

SEO

- Wix

SEM

- Google My Business

Look for

- cohesive messaging (across platforms)
- leverage (reviews, events, pull marketing)



Search engine optimization still useful

- **URL**
 - Use words not acronyms
- **URL page names**
 - Each service / product / experience on its own page
 - Use relevant keywords
- **Title tags**
 - Appears on browser tab
 - Search engine uses them as the header in its search listings
 - Facebook does, too
- **Code your content**
- **Image Alt tags**
 - Use the “image ALT” text for keyword-rich descriptive text
- **Description meta tag**
 - This is a real summary sentence for a specific page
 - Search engines, and other sites, can use them in result displays
- **Keywords meta tag**
 - When a search engine cannot read your content, they may evaluate your keywords meta tag

Task 2: Improve your relationship with Facebook

Step 1: On your mobile, open Facebook (or LinkedIn, if you use it)

Step 2: Type the full url for your website in your status update window

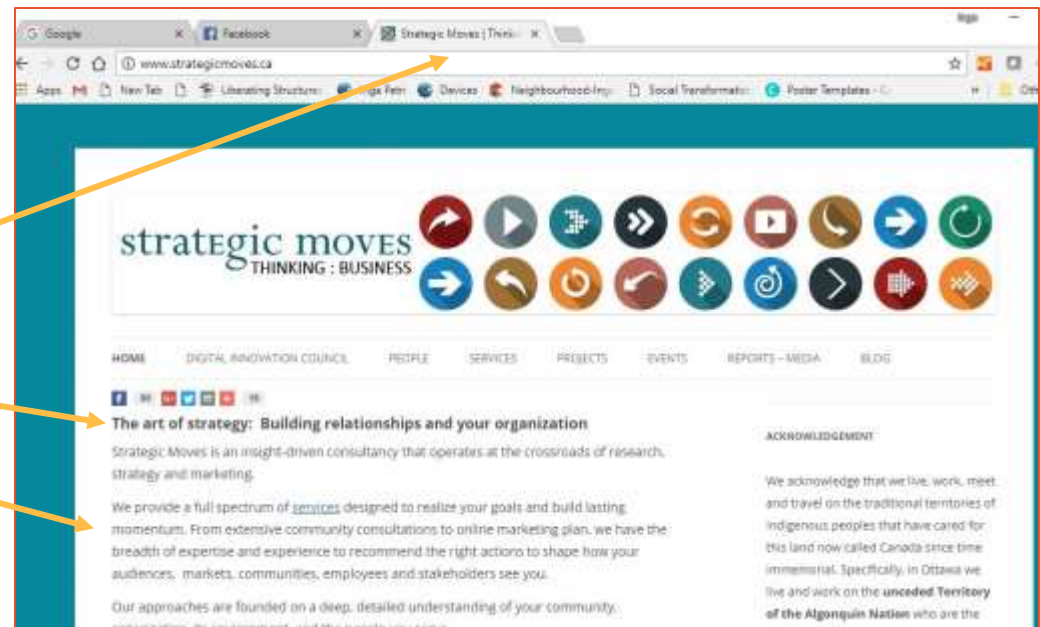
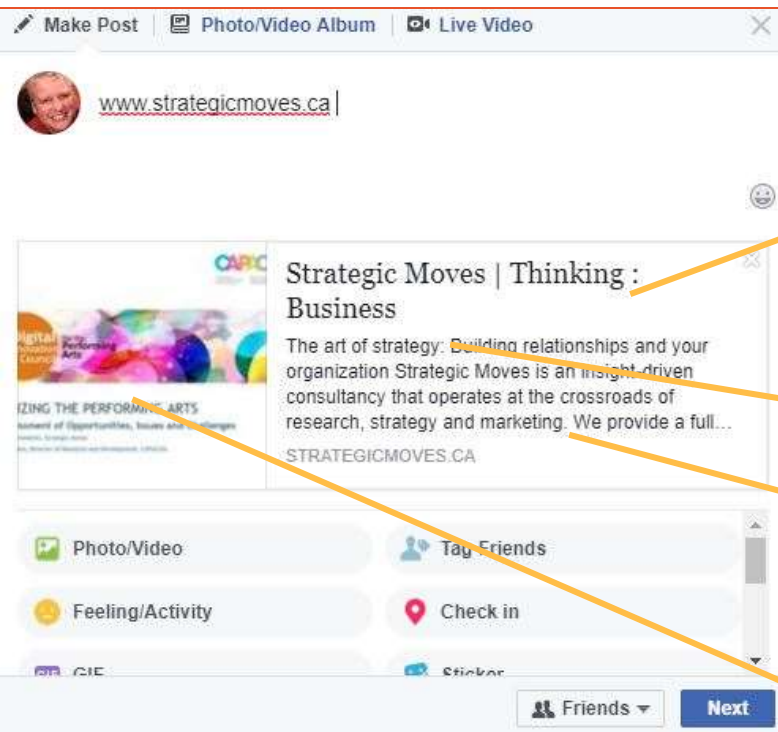
Step 3: Add space with space bar and wait for preview to appear

Step 4: POST it to your page (you can delete it in a moment)

Question: Is the information you see...

- The same or different compared to Google?
- Accurate?
- Important?
- Useful to a web user?





Task 3: Improve the relationship with Facebook

Take notes of things to fix

Step 1: Click on ABOUT, review content for accuracy and compare to your website for cohesiveness

Step2: Click on Events ... what is coming up?

Step 3: Do you tie in to TripAdvisor reviews, YouTube channel, similar? Have reviews been enabled on Facebook?



Think Mobile First

- **Most online traffic is mobile**
- **Apps are mobile**
- **Mobile apps show a subset of functionality and content of Facebook desktop**
- **Focus on salient content and how you design your content**



Task 4: Improve the relationship with TripAdvisor

Step 1: Go to Tripadvisor

Step 2: Search for your own organization

Question:

Do you exist?

Is the information you see...

- Correct?
- What is missing to make it useful to a web user?
- Do you have good images, opening hours, clear positioning, etc?
- Do you respond to reviews?



Task 4: Improve the relationship with TripAdvisor

How do cultural tourism activities feature on “things to do”?



Online Diagnostic Tool

What are you noticing about high scores/low scores?



Getting Ready for Tomorrow

And tomorrow is now



Are you on the web or in it?

ON the web

- Web site
- Drive traffic to site
- Social media
- Closed system
- Traditional SEO

IN the web

- Open database of information
- Common metadata standard
- Structured data
- Open, linked data
- Discoverability



Schema.org – Search engine project

[schema.org](#)

[Home](#)
[Schemas](#)
[Documentation](#)

CreativeWork

Canonical URL: <http://schema.org/CreativeWork>

Thing > **CreativeWork**

The most generic kind of creative work, including books, movies, photographs, software programs, etc.

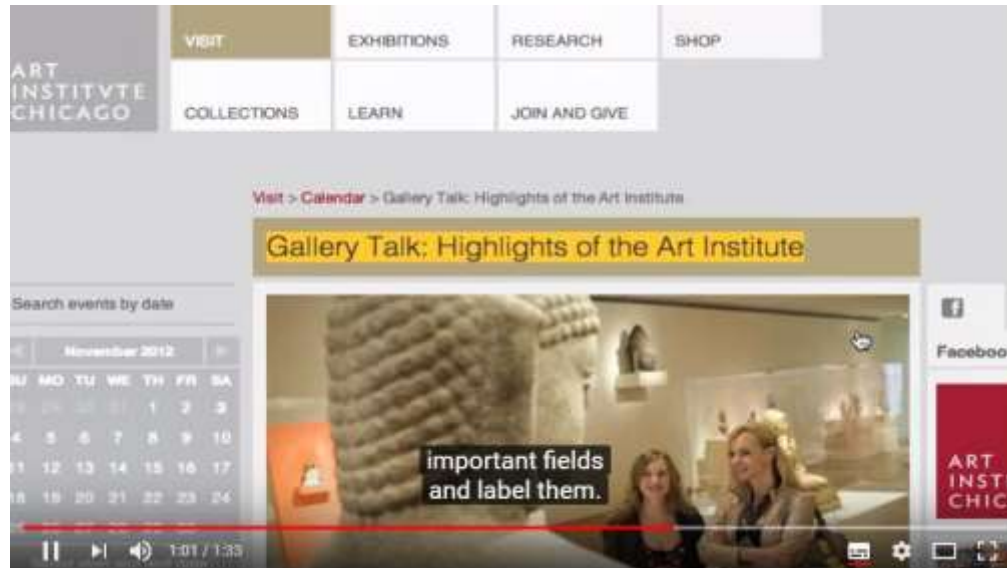
Usage: Between 250,000 and 500,000 domains

[\[more...\]](#)

Property	Expected Type	Description
Properties from <i>CreativeWork</i>		
about	Thing	The subject matter of the content. Inverse property: subjectOf .
accessMode	Text	The human sensory perceptual system or cognitive faculty through which a person may process or perceive information. Expected values include: auditory, tactile, textual, visual, colorDependent, chartOnVisual, chemOnVisual, diagramOnVisual, mathOnVisual, musicOnVisual, textOnVisual.
accessModeSufficient	Text	A list of single or combined accessModes that are sufficient to understand all the intellectual content of a resource. Expected values include: auditory, tactile, textual, visual.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).

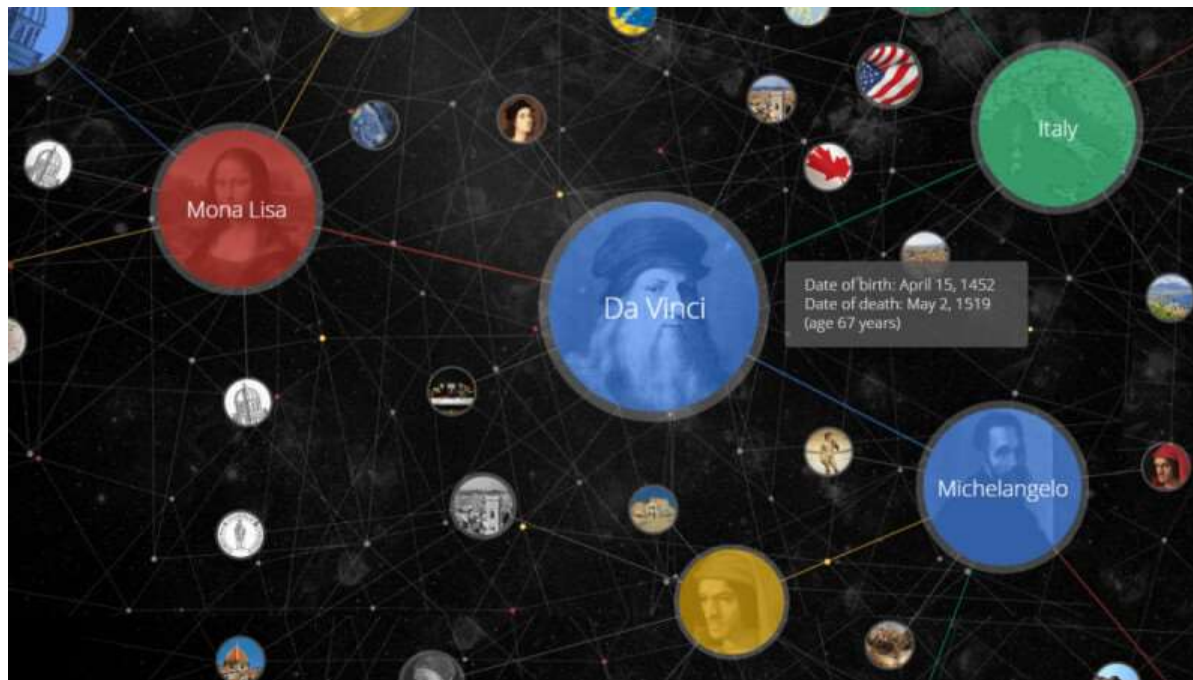
<http://schema.org/>

Using Google Data Highlighter: Structured data



<https://youtu.be/WrEJds3QeTw>

Google Knowledge Graph = Linked Data



answers to
questions you
didn't know you
had =
discoverability

<https://www.google.com/intl/es419/insidesearch/features/search/knowledge.html>

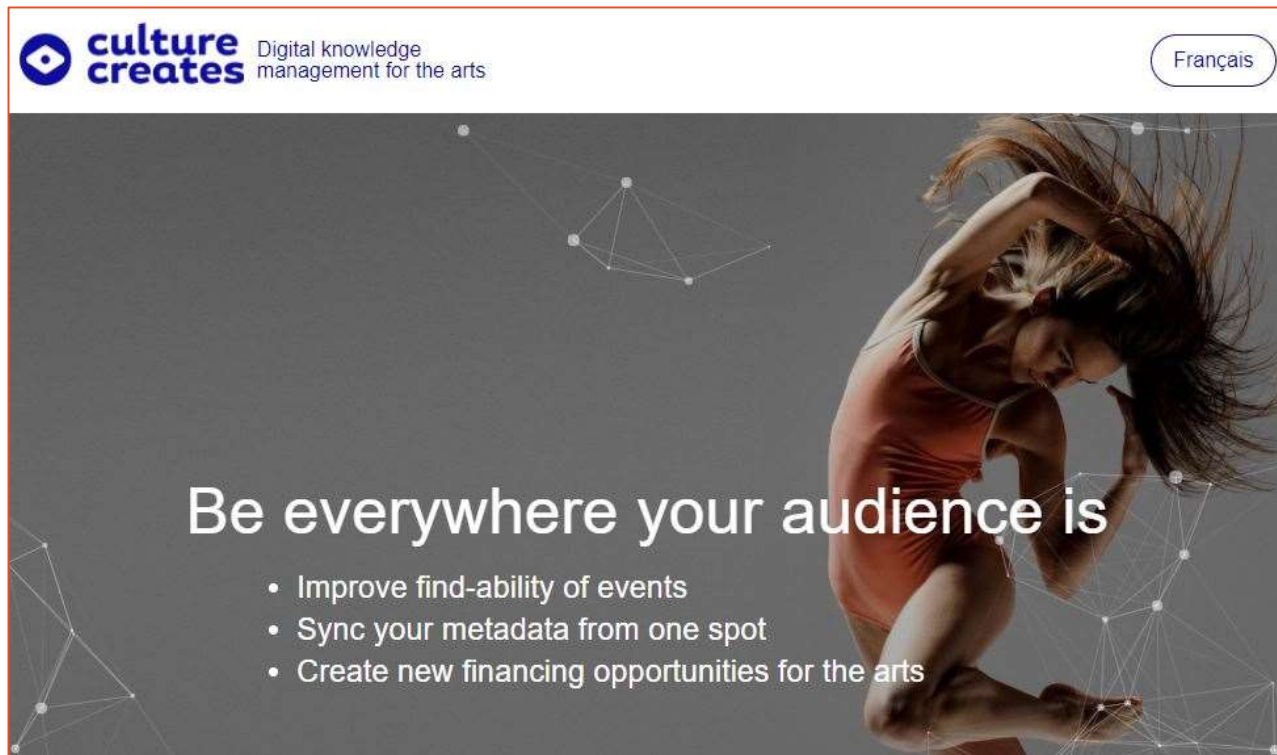
Data about data = meta data

- Semantic = Meaning of a word, phrase, text
- Semantic web = machine-readable data
- Meta data standards for tags (e.g schema.org)
- Supporting standards like ISNI (International Standard Name Identifier, ISO-certified)

<http://www.isni.org/>

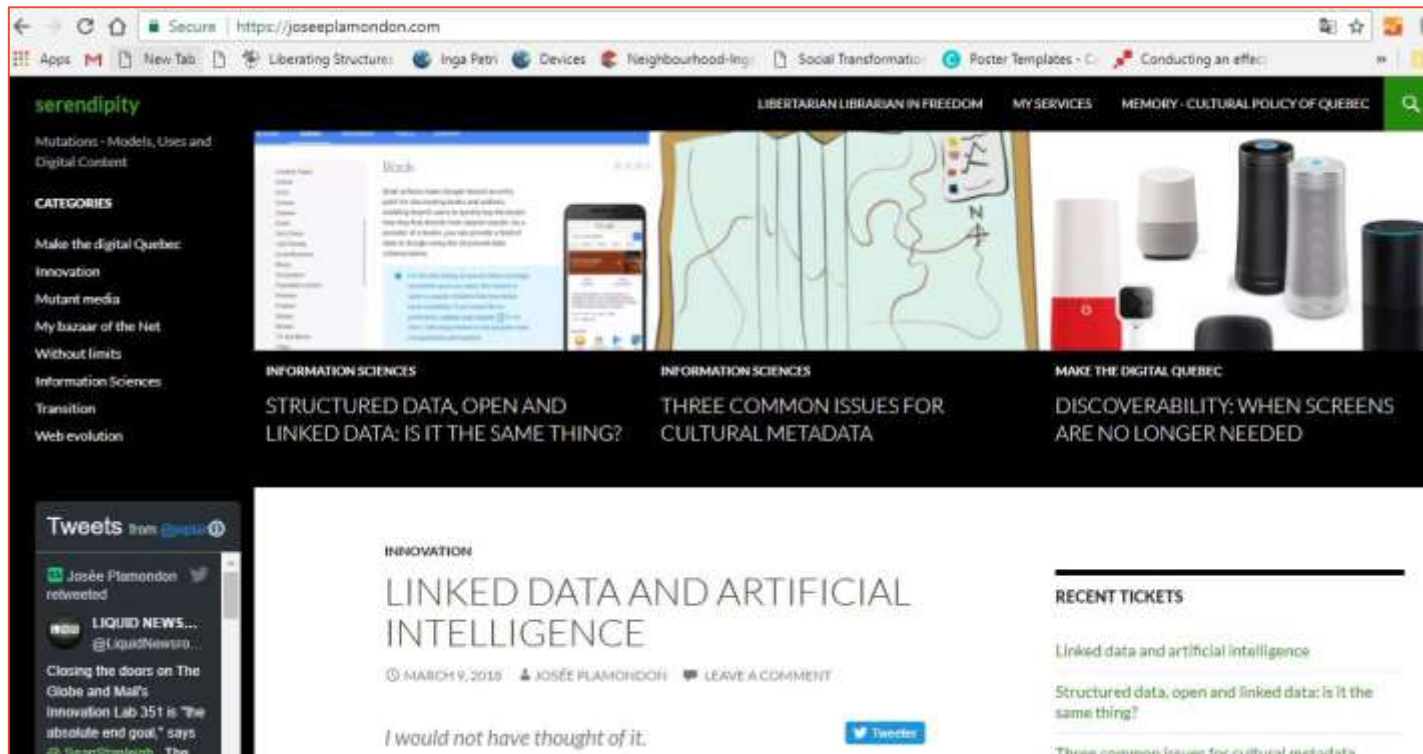


New partner in arts and culture

The image is a screenshot of the culturecreates website banner. At the top left is the 'culture creates' logo, with the tagline 'Digital knowledge management for the arts'. At the top right is a button labeled 'Français'. The main visual is a woman in a red leotard performing a backflip against a dark background with a white geometric network pattern. The text 'Be everywhere your audience is' is centered in white. Below it is a bulleted list of three points: 'Improve find-ability of events', 'Sync your metadata from one spot', and 'Create new financing opportunities for the arts'.

<http://www.culturecreates.com/>

Data expert



<https://joseeplamondon.com/>



Traditional territory of the
Kwanlin Dün First Nation and
Ta'an Kwäch'än Council

**Where your audiences are matters
in terms of strategies, tactics and
messaging**





Cooperative Marketing

By Pixie Ingram

What is cooperative marketing?

- An agreement by two or more partners to combine marketing efforts in order to achieve common or distinct goals
- Can help partners achieve things they might not be able to do alone by combining their marketing and buying power



What is a cooperative marketing program?

- **Identifies goals and audiences and builds plan to reach them**
- **Design and production of materials**
- **Co-branding**
- **Training opportunities**
- **Marketing opportunities outside the program**
- **Point of contact**
- **Industry voice**

Who would it benefit?

- **Businesses, cultural centres, organizations, and artists**
- **Yukon First Nations Culture and Tourism Association**
- **Tourism and Culture industry, Yukon First Nations, Yukon**

Benefits

- Increasing market exposure
- Time effective
- Cost effective
- Shared resources
- Shared skillsets
- Different viewpoints
- Ongoing communication
- United front
- Control the message
- Potential for further support from the government
- Verification

Expectations from partners

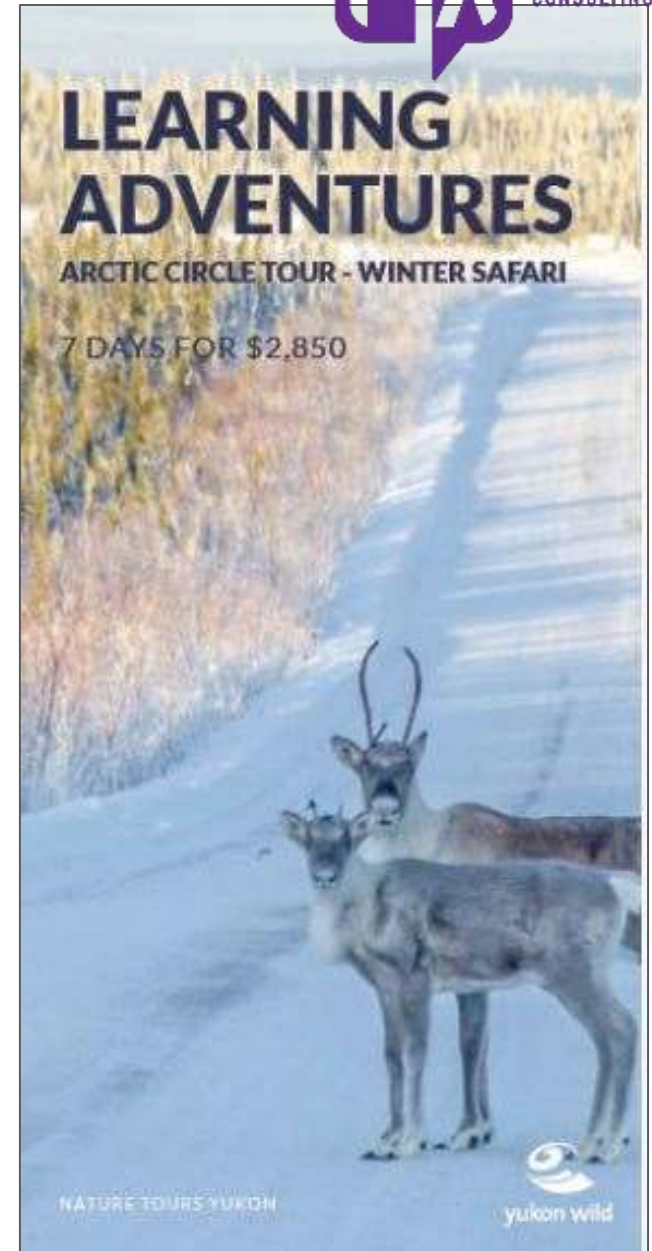
- **Feedback, input, and engagement**
- **Provide ongoing business information and resources**
- **Work on individual marketing assets**
- **Cross promotion**
- **Fees**



Yukon Wild

- **Approximately 63 members in WTAY, 22 members in Yukon Wild**
- **Two levels of membership**
 - Website
 - Integrated
- **Annual government funding**
- **Year-round marketing plan including traditional media, digital, experiential, consumer shows, trade shows, and other projects**

- Cohesive branding
- Operator ad
- Promotion on social media



yukonwild.com



Adventures

Regions

Experiences

Accommodations

Yukon Wild

WINTER JOURNEYS

BE THE AUTHOR OF YOUR OWN STORY

Peter Muller

Filling in the gaps

What would work for you?

Areas of concern

Next steps...

Develop a Marketing plan using handout template

- **Work in small groups of 3 people – 1 client and 2 consultants**
- **Pick a client among the group**
 - Can be a Cultural Centre
 - Can be an tourism business
 - Can be for an artist and their work
- **Decide on one specific audience for today's plan and define them as precisely as you can**
- **Go through the two page plan and use it to design a specific marketing strategy and plan based on reaching and converting that one target audience**



Next step

- **Process to arrive at priorities moving forward**

Until 5 pm

- **Carry on with conversations for those who can stay**
 - Review the plans you made
 - Issues or questions that you encountered
 - How to make the improvements you are contemplating
 - Anything else on your mind





Get in touch

INGA PETRI

WHITEHORSE & OTTAWA

IPETRI@STRATEGICMOVES.CA

613-558-8433 (MOBILE)

@IPETRI

WWW.STRATEGICMOVES.CA

