

Visit
HaltonHills

**DIGITAL
TOOL KIT**
Promote

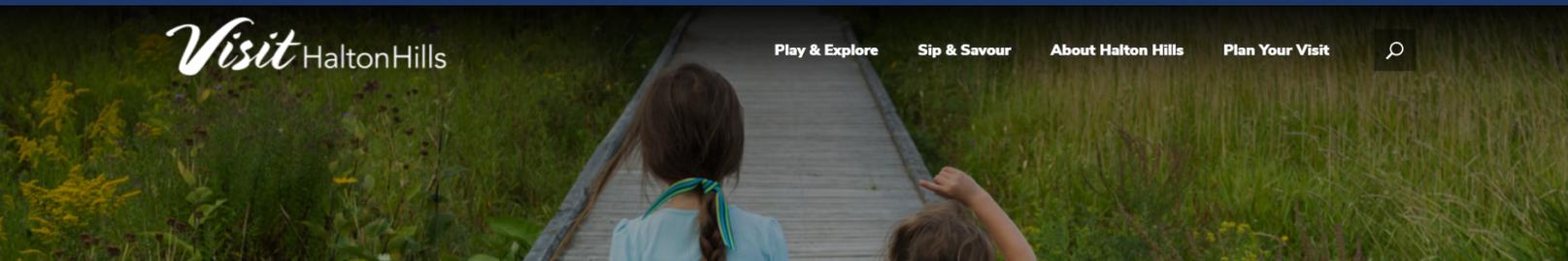


PROMOTING TO VISITORS

You are Halton Hills' brand. Your business, employees, and experiences all influence what travellers think and share about visiting Halton Hills.

Visit Halton Hills Tourism Website

- Check that your listing is correct on [tourism business directory](#).
- Follow [@visithaltonhills](#) on instagram
- Contact tourism@haltonhills.ca for promotion opportunities and access to the Visit Logo for your website



GOOGLE

- Make sure your Google profile and street view photo are up to date
 - Visit this link to see the video on how to [set up your Google profile](#)
 - Visit this link for [photo guidelines](#)
- Ensure your Google Maps location is correct
- Contact tourism@haltonhills.ca and we can come to take a new street view 360 photo for you!

TRIP ADVISOR



- Authentic reviews are extremely important to increase consumer confidence. As of 2020, Tripadvisor's total number of user reviews and opinions reached 884 million, covering listings for restaurants, hotels, vacation rentals, and attractions.
- Add your business to trip advisor and remember to monitor and respond to reviews regularly.

DIGITAL MAIN STREET

Search engines, like Google, have to understand what content is on your website in order to provide it as a search result. If your website has an option to "tag" pages or create descriptions for each page, use this to increase the pick up of search engines like Google. Digital Main Street has easy to view videos and resources to improve SEO.

PHOTOGRAPHY

High quality, authentic photography is important for your online presence and brand, especially when providing out-of-town visitors accurate expectations before they arrive. Seasonal photography opportunities are available through various town projects as well as through Regional and Provincial Tourism Organizations. Reach out to these organizations below if you are interested in photography opportunities.



The Halton Hills Camera Club is a network of local amateur and professional photographers that may be supportive of a cross-promotional partnership.

Building your image gallery takes time, in the meantime, free stock photos can be found on websites like Canva, Unsplash and Pixabay.

TOURISM ORGANIZATIONS

Regional and destination marketing organizations have membership opportunities to participate in packages and marketing campaigns that reach thousands of domestic and international travelers. Join their mailing lists to stay up to date on training opportunities, small business grants, and industry events.



Ensure consumer confidence by promoting your business' health and safety protocols. The Safe Travel Stamp is administered through TIAO and is recognized by the World Travel & Tourism Council to promote safe international travel in a post-pandemic world.

THE SCIENCE OF SOCIAL MEDIA

Globally, 90% of people with access to the internet have at least one social media account. With targeted ads and new ways of understanding online behaviours, these platforms can reach your target customer and give you insights into how to keep their attention. Which ever platform you deice to use, stay consistent with posts and monitor user engagement regularly.



(Photo from @Whimsystreettreats Instagram)

facebook

- Most popular platform in Canada
- Pros: massive audience reach, targeted advertising, great for customer interaction, powerful analytics
- The influx of boomers to Facebook is why it's a prime place to run ads, particularly among older demographics with more money to spend and time to travel

Instagram

- Largest age group: 25-34
- Pros: highly appealing visual content, more popular for a younger audience, created for mobile

twitter

- Pros: Ads see 1-3% more success than Facebook, easy to engage, free targeting with @ and hashtags to track impressions.

ANALYTICS & SCHEDULERS



Platforms like Sprout Social, Hootsuite and Later allows you to create social media posts ahead of time and automatically post them during peak user times

HOW TO'S & MORE RESOURCES

Photography

- [Small Business Product Photography Guide](#)

Google My Business

- [How to Optimize Your Google My Business Listing](#)
- [5 Google Business Profile Tweaks To Improve Foot Traffic](#)

Digital Marketing

- [5 Trends in Digital Marketing for Small Businesses](#)

POS

- [Accept Payments from Your Computer with Square Virtual Terminal](#)

E-Commerce

- [A Step-by-Step Guide to eCommerce with Shopify and WooCommerce](#)

Analytics

- [The Absolute Beginner's Guide to Google Analytics](#)
- [Top 10 Instagram Analytics metrics you need to measure](#)

Social Media Schedulers

- [Sprout Social](#)
- [Hootsuite](#)
- [Later](#)

Blogging

- [Building Relationships for Successful Blogging](#)

Ads

- [The beginner's guide to Google Adwords](#)
- [How Much Do Facebook Ads Cost?](#)
- [How to Test Your Facebook Ads for Optimal Results](#)
- [Advertising on Instagram for Beginners](#)