

CONTENT MARKETING

*“Digital-first, consumer-focused,
influence-driven, content marketing.”*



How Tourism Saskatchewan approaches content marketing

Market Research

Channels and Content Mix

Finding Unicorns

Market Research

Market segmentation

Customer journey



Market Research

Market Segmentation

Helps us deepen our understanding of the values and motivations of Saskatchewan visitors.

- Demographic and behavioural characteristics
- Social values
- Priority geographic markets

This information helps you choose your best image, craft your most influential message and target where potential visitors live.



Market Research

Market Segmentation

SASKATCHEWAN VISITOR MARKET SEGMENT

Affluent Families



Affluent Families are established, upscale households with teens and young adult children living at home. Located mostly in major cities, they earn high incomes, live a healthy lifestyle and enjoy outdoor activities. This market is well-educated, working in white collar jobs and earning above average incomes.

Affluent Families seek to experience living like a local. They enjoy opportunities to learn about culture and history. They take multiple trips to cities and small towns in Canada and one trip abroad each year, with and without their children.



White Collar

Management, education, applied sciences



University Degree

66%



High Household Income

\$144, 000



Established Families

Teenage children



Middle Aged

More than half are between age 45 – 65



Immigrants

22%

Visible Minorities

17%

Market Research

Market Segmentation

Recreation Preferences



Affluent Families enjoy activities that are mentally and physically challenging. When travelling they love to explore history, local culture and nature.

Outdoor Activity

- Golfing
- Canoeing
- Kayaking
- Cross-country skiing
- Hiking and backpacking
- Wildlife viewing
- Exploring parks and campgrounds

Cultural Activity

- Art galleries
- Museums
- Theatres
- Concerts
- Restaurants with local food ingredients
- Sporting events

Saskatchewan Travel Preferences



Affluent Families visit Saskatchewan at average rates, however they express interest and inquire about travel in Saskatchewan at higher rates. This market typically books a couple's getaway or a family camping vacation for four or more nights.

- Visiting family and friends
- Tent camping
- RV camping
- Cultural events
- Visiting lakes and beaches
- Fishing
- Sporting events

Market Research

Market Segmentation

Where They Live

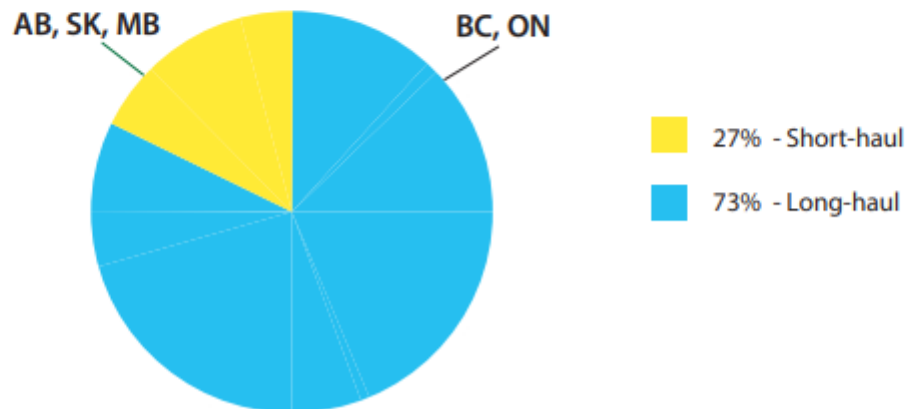
Affluent Families predominantly live in urban and suburban neighborhoods in major cities in Canada.



The greatest marketing potential for Affluent Families is in these cities:

- Edmonton including Strathcona County
- Ottawa
- Calgary
- Regina
- Winnipeg
- Saskatoon
- Edmonton

Distribution by Market



Market Research

Market Segmentation

Travel Research and Booking Preferences

Affluent Families are heavy internet users and are more likely to book travel online. They are frequent travellers and choose to book vacations directly with airlines and hotels. This market researches websites, cost comparisons, promotional offers, availability, customer reviews and expert opinions for guidance. They have an average presence on social media, but prefer to view content as opposed to creating it.

- 60% Research travel online
- 40% Make vacation purchases online
- 28% Buy event tickets online



Key Messages

- Have unique cultural experiences
- Have quality experiences
- Have authentic experiences
- Meet the locals
- Be a local
- Immerse yourself
- Explore the neighborhood
- Get off the beaten path
- Indulge yourself
- Better yourself
- Challenge yourself
- Take your time

Market Research

Customer Journey

Discovery

- Thinking about planning
- Searching for trip ideas

Consideration/Commit

- Finding more details on the experiences they want to book

Travel/Advocate

- Travel time
- Sharing experience with friends and family



Channels and Content

Websites

- Main site, Fish and hunt site

Social media

- Facebook, Instagram, Twitter, YouTube, Pinterest

Email

- SaskSecrets

3rd party

- Influencers, media outlets

Paid media

- Facebook and Instagram ads, Google ads

Channels and Content

Staying in your lane

You don't need to be everywhere

- Focus resources on channels with highest ROI

Quality over quantity

- Provide value to your audience
- Cut through the noise

Finding Unicorns

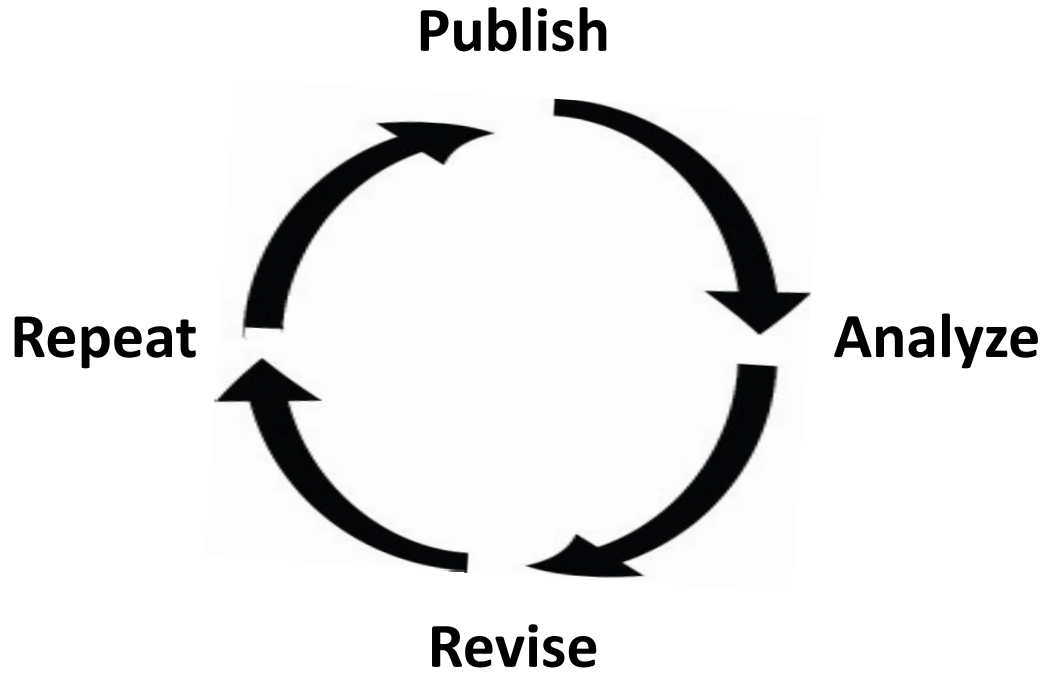
Donkeys






Unicorns



Finding Unicorns



Finding Unicorns

 **tourismsask**  [Edit Profile](#) 

2,500 posts 77k followers 400 following

Saskatchewan
The official account of Tourism Saskatchewan.
Tag us to be featured: #exploresask @tourismsask
linktr.ee/tourismsask

POSTS REELS IGTV SAVED TAGGED

▶ 36.5k ▶ 15.3k ▶ 13.9k ▶ 16.6k

▶ 20.6k ▶ 50.1k ▶ 23.9k ▶ 19.5k

How Tourism Saskatchewan approaches content marketing

Market Research

Understanding your customer the best you can to help provide content they actually want to consume.

Channels and Content Mix

You don't need to be everywhere. Focus on quality over quantity.

Finding Unicorns

Publish, analyze, revise, repeat. Multiply your unicorns.

Content.

Questions?

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