

Choosing the Right Audience for Digital Advertising

Facebook

Instagram

YouTube

By Harley Rivet, President of Deep Dish Digital

Digital marketing can feel overwhelming, juggling a website, social media, blog, email campaigns, review sites—a seemingly endless array of technology options.

None of this is magic. There's a simple formula to follow when deciding on your online advertising.

It starts with understanding the buying cycle. Give people a reason to click on an advertisement. To find a reason for people to click, you need to

know who your audience is and what motivates them.

Know your audience and their lifestyle behaviours first, then formulate content and choose ad platforms.

Here are the audiences that make up tourists in Saskatchewan and the type of social media content that resonates with them.

BIRDS OF A FEATHER

Typical Saskatchewan travellers are mature singles and couples, middle aged families and empty nesters who have much in common.

- Family-oriented people who travel with friends and family to escape from the stresses of everyday life and indulge themselves.
- Prefer familiarity over unknown adventure.
- Looking for no-hassle experiences that are simple and rejuvenating.
- Prefer access to nature that is convenient and safe.
- Abundant camping, RV sites, and affordable accommodation are important since they are price conscious.
- Enjoy activities in nature and communities such as camping, cycling, and arts/crafts.
- Have traditional values, are self-reliant, and practical in their consumer habits.
- Prefer factual advertising that educates rather than trying to "sell a product".
- Most used digital platforms are Facebook, Instagram, and YouTube.

Source: [Carlyle & Co. Research Consultants](#) for Greater Southwest Destination Consortium, Saskatchewan Visitor & Market Research (September 2021).

ONLINE ADVERTISING AND SOCIAL CONTENT THAT RESONATES

Based on an analysis of social media content shared by select Saskatchewan destination marketing organizations,

these content themes earned the most engagement:

- Landscape scenery
- Wildlife scenery
- Trophy fishing
- Outdoor activities
- Lake beaches and sand
- Communities and people

Source: [Deep Dish Digital](#) for Greater Southwest Destination Consortium, Analysis of Facebook, Instagram, and Twitter accounts for Cypress Hills Grasslands Destination Area, Tourism Swift Current, and Lake Diefenbaker Tourism (January 2022).

MOST ACTIVE FOLLOWERS

Whenever possible, advertise toward female interests primarily involving:

- socializing
- family activities
- beautiful scenery
- cultural events

WHY?

- Women aged 35–44 follow Saskatchewan tourism-based social media most actively.
- Women make 80% of the planning decisions in tourism and travel.

Source: [Deep Dish Digital](#) for Greater Southwest Destination Consortium, Analysis of Facebook, Instagram, and Twitter accounts for Cypress Hills Grasslands Destination Area, Tourism Swift Current, and Lake Diefenbaker Tourism (January 2022).

TOP REASONS PEOPLE CLICK ON ADS AND FOLLOW BRANDS ON SOCIAL MEDIA

To help get attention include the following elements as part of your tourism advertising:

- Discounts
- Giveaways
- Coupons
- Novel information
- Tips and advice

Source: [Insightrix Research, Saskatoon \(2017\)](#).

TARGET AUDIENCES

1. Mature Singles and Couples

This rural group consists of mature singles and couples with strong traditional values. They are family-oriented and community minded. They travel with friends and family and have a high interest in nature.

- Market size: 49,519 (11% of households)
- Median age: 57
- Average household income: \$96,383
- Spend on average: \$1,453 per trip

Key activities:

- Camping
- Arts/crafts/knitting
- Visiting parks/city gardens

Social media usage:

- 81% Facebook
- 65% YouTube
- 29% Instagram

Reasons to follow brands:

- Get coupons/discounts
- Learn more about a brand's products and services
- Enter contests

Key social values:

- Attraction to nature
- Community involvement
- Confidence in small business

Source: [Environics Analytics/Tourism Saskatchewan, Destinate Group](#).

2. Middle Aged Families

This primarily urban group consists of middle-aged families who prefer creature comforts and worry-free vacations with cultural highlights. They travel closer to home and have a strong attraction to nature.

- Market size: 90,690 (20% of households)
- Median age: 53
- Average household income: \$106,342
- Spend on average: \$1,478 per trip



ABOUT THE AUTHOR

Harley Rivet is President of Deep Dish Digital. He specializes in online advertising and digital strategy. Harley is an experienced trainer regarding digital marketing, having spoken at conferences across North America and also co-founded the Saskatchewan Professional Marketing Association.

Key activities:

- Camping
- Cycling
- Arts/crafts/knitting

Social media usage:

- 82% Facebook
- 67% YouTube
- 34% Instagram

Reasons to follow brands:

- Learn more about a brand's products and services
- Get coupons/discounts
- Enter contests

Key social values:

- Need for escape
- Attraction to nature
- Technology anxiety

Source: [Environics Analytics/Tourism Saskatchewan, Destinate Group](#).

3. Older Families and Empty Nests

This rural group consists of older singles and couples who enjoy nature and travel more domestically, typically with their campers and RVs. They have tradition-bound rural lifestyles.

- Market size: 30,152 (7% of households)
- Median age: 55
- Average household income: \$105,197
- Spend on average: \$1,428 per trip

Key activities:

- Camping
- Cycling
- Arts/crafts/knitting

Social media usage:

- 82% Facebook
- 29% Instagram
- 66% YouTube

Reasons to follow brands:

- Get coupons/discounts
- Learn more about a brand's products and services
- Enter contests

Key social values:

- Attraction to nature
- Need for escape
- Confidence in small business

Source: [Environics Analytics/Tourism Saskatchewan, Destinate Group](#).