



Wow Factor Media/Tourism Saskatchewan Worksheet

WOW Factor[®]
MEDIA

TOURISM
Saskatchewan
CANADA

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Establishing Your Goals:

What product or services are you offering?

What do you want people to do as a result of seeing your content?

How do you want people to feel upon seeing your content?

Identifying Your Audience:

What product or services are you offering?

What are the key demographics of the ideal people who need or want your product/service?

What are the key psychographics of the ideal people who need or want your product/service?

Personal Development:

Consider the key demographics and psychographics on the previous page.

Now create three personas (image characters based on the demographics/psychographic qualities). Give each of them a name and tell their life story. Think of a day in the life of these people.

Persona example:

Amanda Kelly - "Gardener Extraordinaire"

- Age 40
- Lives in Edmonton, AB
- Amanda love spending time with her cats, reading and gardening. To Amanda, there's nothing better than unwinding after a long day in her garden.
- Amanda, an animal lover, enjoys volunteering at her local animal shelter in her free time. She is always looking for new ways she can support her community.
- Amanda uses Instagram, Facebook and Twitter to keep up-to-date with what's going on in the world.

Creating a Social Media Strategy in Five Easy Steps:

Step 1: Name the produce or service on which you want to focus (focus is key).

Step 2: List your goal(s) (What do you want people to do? How do you want them to feel?).

Step 3: Put yourself in your audiences' "shoes" (based on your customer personas), so you can create the most relevant content possible.

Step 4: Determine how to reach them. What are the most effective social platforms?

Step 5: Create content based on your target audience.

Content Tips for 2023:

- Commit to two posts and one story per week.
- Don't worry about over designed, highly polished posts. The best performing posts are:
 - Video Reels (short-form video, aka Reels, have the highest return on investment of any social media marketing strategy)
 - Quality photos with happy people in action
 - User generated content (Don't be afraid to star in your content! People love buying when they know, like and trust you)
- Master social search engine optimization. Be searchable with hashtags. Majority of Gen Z use social as the number one place to search for experiences.
- Build a community for your brand. Be interested in your followers and other brands in your community. Give back by commenting on or liking their content as well.
- Use social media as a place for customer service. Engage with others by always responding to comments and direct messages.
- For the most instant and effective leads, use the "Send me a message" tool as your call to action. Be sure you are answering in real time.



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