

Frequently Asked Questions

Festival Implementation Program

Who can apply for the FIP program?

- Private tourism businesses
- Not-for-profit organizations who coordinate tourism festivals such as the Lucknow Kinsmen for Music in the Fields
- Destination Marketing Organizations who run individual festivals
- Tourism Organizations/Associations who coordinate tourism festivals within BruceGreySimcoe
- Municipalities/Conservation Authorities who organize tourism festivals
- Business Improvement Associations/Chambers of Commerce who organize tourism festivals

What types of coverage is permitted with the FIP program?

Facebook or Instagram sponsored posts are the only ads available in this program.

Is this program 100% funded by RTO7?

Yes and No. RTO7 matches marketing contributions towards the program, 1:1 (\$1000-\$2500). However, RTO7's contribution goes towards the purchase of the Facebook or Instagram Sponsored posts. The Partner's contribution will go towards anything that will help them **improve the quality, increase sustainability or attract a new audience for the festival**. This could be the purchase of a stage, the cost of increased security to accommodate a larger audience or even the fees for better entertainment to help attract a new audience. No money between the partners is exchanged HOWEVER the partner MUST submit receipts to prove their investment in the festival along with the final report at the end of the project. The reports are required within 30 days of the program's completion date.

Do I conduct my own digital marketing?

The programs digital marketing is developed through RTO7's agency of record, The Aber Group. The Aber Group will develop all ad content and set up the ads on partner's Facebook Page, however it is up to the operator to monitor all comments. Any imagery/video required for the ads will come from the operator.. A final report demonstrating the online ads success will be provided by the Aber Group, at the end of the campaign. RTO7 will provide a midterm update half way through the campaign.

Will the online ads direct to my social media accounts therefore increasing my followers?

No, the ads will direct a target audience based on geographic, demographic and interests to 'point of purchase' or event details on your website. Prior to the call with the Aber Group, it is expected that all website content is up to date and useful to the consumer. i.e if you are running a point of sale system from the landing page, it MUST be operational prior to ads being live.

How long will the digital marketing campaign run?

This depends on the programs budget, but typically 4-5 weeks.

Do I need a social media account to participate? And which do you prefer?
Yes, a Facebook PAGE and/or Instagram are required.

Will RTO7 assist us in selecting our ads target markets?

Yes, it is helpful that applicants have a clear understanding of who their audience is, but RTO7 with the aid of their agency of record, The Aber Group, will assist in narrowing your reach.

- The Prizm5 Target Segments are Kids & Careers (06)
- Urbane Villagers (02)
- Arts & Affluence (03)
- Suburban Success (04)
- Asian Sophisticates (05)
- Empty Nests (10)
- South Asian Achievers (20)
- Heartland Retirees (33)
- Our Time (39)
- Serenity Springs (54)

How will I measure the success of the campaign?

At the end of the campaigns timelines a final report based on the online ads will be provided. This will show the impressions, reach, reactions, total number of clicks, click through rate, cost per click, and total spend. We also recommend reviewing your Google Analytics (setting this up prior to the program) to account for website traffic outside of the campaign. RTO7 and the agency of record cannot manage your businesses website analytics.

Can I run my own social media campaign simultaneously with the one managed by Aber Group and can I submit my receipts from it as part of my matched funds?

Yes, it is possible, but target geographies and demographics should be clearly defined so that the campaigns do not compete against each other therefore raising the cost per click. Partners are able add the amount they budgeted to spend on social media to the Aber campaign.