

Frequently Asked Questions

Tourism Implementation Program

Who Can apply?

- Private tourism businesses
- Not-for-profit organizations who run tourism focused activities such as “Friends” groups
- Destination Marketing Organizations who offer tourism activities
- Tourism Organizations/Associations who coordinate tourism activities within BruceGreySimcoe
- Municipalities/Conservation Authorities who organize tourism activities
- Business Improvement Associations/Chambers of Commerce who organize tourism activities

If I am improving my restaurants awning or patio can I apply?

Yes, as long your infrastructural upgrades are improving service/experience for the tourist and enticing visitors to stay.

What types of coverage is permitted with the TIP 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 capital items to improve their operator. No money between the partners is exchanged HOWEVER the partner MUST submit receipts to prove their investment in their businesses 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?

No. The programs digital marketing is developed through RTO7's agency of record, The Aber Group. They will develop all ad content and set up the ads on social media, however it is up to the operator to monitor all comments. A final report demonstrating the online ads success will be provided by the agency, at the end of the campaign. RTO7 will provide a midterm update half way through the campaign. Any imagery required for the ads will come from the operator.

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

No, the ads will direct consumers to the partners' website. Prior to the campaigns running, 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 should be operational prior to the call with the Aber Group.

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 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 to 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.