

FREQUENTLY ASKED QUESTIONS Marketing Campaigns FAQs

A webinar on this topic was delivered as part of Tourism NI's Tourism Enterprise Development (TED) Programme by Tourism NI's Director of Marketing, Naomi Waite and Marketing Campaigns Officer, Bryony Gambier-Christy.

Please find below responses to a number of related frequently asked questions:

1. How does Tourism NI select who gets featured in the Campaign?

- When considering who to include in each campaign, or overall marketing activity, we consider the **target segment** and their motivators & passion points.
- We base our rationale heavily on **research & insights**, for example at the moment Value for money is coming up as hugely important in consumer insights, so it could seem insensitive to include an overly expensive experience in the campaign, so where we can highlight value for money or free activities these are more likely to resonate well.
- We consider **seasonality**- outdoors activities aren't always running in late Autumn/Winter, but are well suited to Spring activity. We consider **availability** with that particular industry provider.
- Also the **target market**- research shows that ROI consumers are motivated to travel for well known attractions and iconic landmarks, whereas an NI consumer often wants those lesser known hidden gems on their doorstep.
- We also consider **content**, if we have good content of a particular industry provider and they meet the above criteria that is a huge help.

2. I have submitted content in the past which was not picked up by Tourism NI's Campaigns. Can you tell me why this may be and what we should do to ensure, or at least improve chances of, us having content included in the next campaign?

Tourism NI gets a lot of content shared by a lot of different industry providers and stakeholders, so it is not possible to share everything. However, you can increase your chances of pick-up, by ensuring your content looks great and is of the best possible standard.

Make sure you share content in the right size/format for the intended channels, e.g., web/ social/ print and that it's high res, etc. For other hints and tips on creating good content, check out the resources available on TourismNI.com, and there is a great webinar by our digital & Social team that you can watch to find out more.

You can also post content on your own channels, mention @DiscoverNI, and/or use our hashtags #MyGiantAdventure and/or #EmbraceAGiantSpirit.