

# MARKETING MILESTONES & KPIS

2022-23

SPECTACULAR  
NORTHWEST  
TERRITORIES

June 14th, 2022



# MARKETING MILESTONES & KPIS

## Marketing Milestones

The Marketing Milestones set out where we want to go and what results we want to achieve through marketing. These are what are outlined in the marketing plan and align with GNWT agreements. A milestone must be measurable.

## Key Performance Indicators (KPIs)

The KPIs tell us if we are making progress towards the marketing milestones.

## What Are We Measuring

Ultimately, we are marketing the NWT as a travel destination of choice, promoting awareness of all the NWT has to offer and enabling individuals to contact tourism operators as they finalize their travel plans. NWTT does not conduct direct sales. We are measuring:

- NWT Awareness
- Spectacular NWT Brand Recognition
- Consideration of the NWT as a travel destination

# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #1:

Maintain brand awareness for NWT in key markets and expand secondary markets.

- **What it measures:** Spectacular Brand Awareness and NWT Awareness
- **How We Track:** Google Analytics (quarterly)
- **KPI:** A 5% increase in web traffic from the *following cities* in 2022-23:



(Maintain or expand current levels)

# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #2:

Measure and maintain audience quality and engagement rates.

- **What it measures:** Consideration of travel to the NWT
- **How We Track:** Google Analytics tracking story content from organic traffic
- **KPI:**



Sessions (organic)  
**260,571**  
Sessions (direct)  
**83,667**



Bounce Rate  
**65% - 70%**



Pages Per Session  
**1.75**

# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #3:

Measure and build owned content engagement.

- **What it measures:** Consideration of travel to the NWT
- **How We Track:** Google Analytics

- **KPI:**

→ *Average time on page:* **2 min 10 seconds**

*Average time on story:* **3 min 15 seconds**

*Average session duration:* **1 min 55 seconds**

*Click Through Rate (CTR):* **1.6%**

*Article Completion*

**70%** scroll past first 25% of page

*Scroll Rate*

25%: **62%**

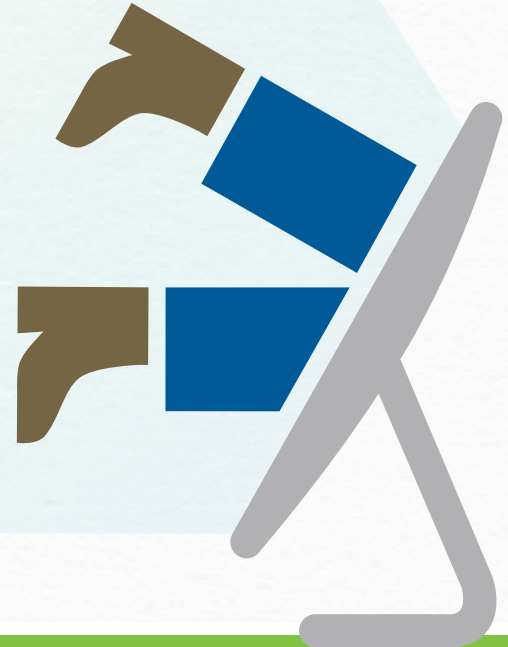
50%: **32%**

75%: **20%**

*Scroll Depth*

25% of page: **70%**

50% of page: **45%**



# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #4:

**Measure and build** owned content engagement (Email Marketing)

- **What it measures:** Awareness of the NWT, Engagement
- **How We Track:** MailChimp Metrics and Google Analytics
- **KPIs:**

→ Increase subscribers by 3% **(31,109)**

Increase click through rate by 3% **(5.39%)**

Increase the open rate by 3% **(24.79%)**



# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #5:

Maintain earned media value at \$1M

- **What is measures:** NWT Awareness
- **How We Track:** Agility PR
- **KPIs:**

→ Media value measure of \$1M



# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #6:

Monitor, track results for paid media KPIS.

- **What it measures:**  
Efficacy of Ad buy, awareness
- **How we track:**  
Ad tracking platforms & Google Analytics
- **KPI:**



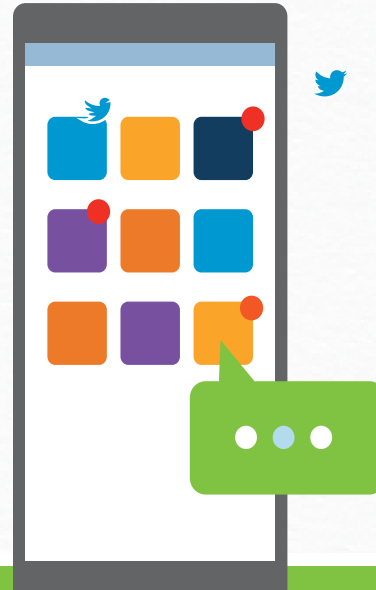


# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #7:

**Increase social media engagement** and build followers on new platforms.

- **What is measures:** NWT Awareness and Consideration for Travel
- **How We Track:** Social Media tracking metrics
- **KPIs:**
  - Average social media engagement to **4%**.  
(Currently 3.11%)
  - Grow our following to **133,000** across all channels.



## Current Metrics:

TikTok:  
**643** followers  
**5.37%** Engagement Rate

Pinterest:  
**298** followers  
**1.29%** Engagement Rate

Instagram:  
**26,039** followers  
**5.27%** Engagement Rate

LinkedIn:  
**166** followers  
**3.7%** Engagement Rate

Twitter:  
**13,341** followers  
**1.5%** Engagement Rate

Facebook:  
**79,547** followers  
**1.54%** Engagement Rate

GROW OUR FOLLOWING TO  
**133,000**  
ACROSS ALL CHANNELS



# MARKETING GOALS & KPIS

## 2022-23 Marketing Plan Goal #8:

### Increase engagement with video

- **What is measures:** NWT Awareness
- **How We Track:** Paid ad platforms and YouTube Metrics
- **KPIs:**
  - Completion of paid video ads: **10%**
  - Increase overall watch time from **3.6K to 4K**
  - Overall views of all channel content from **373.2K to 400K**
  - Increase viewership in the under **65 age group**
    - 45 - 54: **10% to 12%**
    - 55-64: **17% to 19%**



Increase YouTube following to **7,500**



# MARKETING MILESTONES & KPIS

## 2022-23 Marketing Plan Milestone #9:

Establish converting website landing content for all primary markets

- **What is measures:** Consideration of a trip to the NWT, engagement
- **How We Track:** Landing page traffic - Google Analytics
- **KPIs:**



Indigenous

**1,200**  
sessions



Road trip

**1,500**  
sessions

(646 sessions  
in 2021-2022)



Aurora

**5,000**  
sessions

(4,604 sessions  
in 2021-2022)





# KPI REPORTING

2022-23

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# REPORTING

## From Outcrop:

- SEO Dashboard: Monthly review with NWTT
- Quarterly Reporting
- Social Reporting
- Monthly Paid Ads report

## From Others:

- GNWT Stats (1x per year)





# GLOSSARY

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# GLOSSARY

## Clicks:

The total number of times a user clicks on an ad. This measure can be used as a key indicator to determine whether or not users find Spectacular ads on search engines and other social platforms.

## Click Through Rate (CTR):

The number of times a user clicks on an ad divided by the number of times your ad is shown (impressions). Shown as a percentage, this measurement is an indicator of whether or not ad copy or keyword is helpful and relevant to users.

## Cost Per Click (CPC):

A measurement determining the price paid for each click on an ad. This value is determined by all paid marketing channels with a combination of factors such as Quality Score and Ad Rank.

## Impressions:

A measurement determining the number of times your ads were seen by users. This is a good performance indicator for marketing campaigns aiming to create awareness.

## Placements:

Placements are locations where your ads can appear on YouTube or the Google Display Network. It is a good performance indicator to assess the audience's intent.

## Keywords Performance (Search ads):

The total number of times a user clicks on an ad. This measure can be used as a key indicator to determine whether or not users find the ad appealing.

## Bounce Rate (Search & Display):

Bounce Rate is the percentage of people that land on a page and leave. The standard bounce rate of tourism sites is 65% on Search ads and 75% on Display ads.

## Sessions:

A new session starts when a visitor lands on your page and it ends by default after 30 minutes of inactivity by the user (aka a 'timeout') or when the day ends at midnight.

