



Marketing Implementation Plan

Table of Contents

03 Executive Summary

04 How to Use This Plan

06 Boilerplate & Value Proposition

09 Marketing Vision & Objectives

10 Target Audiences

17 Tagline Options & Key Messages

22 Recommendation One: Strengthen Tourism Strategies

22 Outdoor Activity Guides

24 Itineraries

25 Digital Campaigns

26 Accessible Wayfinding

28 Influencers and User-Generated Content Creators

29 Recommendation Two: Enhance Business Partnerships

29 Partnership Opportunities

31 Community Events

32 Recommendation Three: Elevate Marketing Collateral

32 Voice and Tone

33 PR Tools and Tactics

34 Social Media Toolkit

36 Content Bank

37 Recommendation Four: Refine Township Rebranding

40 Implementation & Action

41 Marketing Funnels

42 Metrics of Success

43 Next Steps

Executive Summary

03



In a collaborative effort, Greater Madawaska and Whitewater Region, two distinct townships, have combined forces to elevate their marketing initiatives.

This joint undertaking has resulted in the development of dual implementation plans, offering a comprehensive framework for both townships. These plans aim to illuminate the path toward key objectives, including fostering community pride, amplifying local business investments, attracting tourists, and establishing a unique identity for each township.

Derived from extensive stakeholder engagement, these documents articulate the outcomes, providing a comprehensive overview of the data and key concerns and priorities voiced by stakeholders. The culmination of this engagement process is reflected in a series of meticulously crafted recommendations. These recommendations are designed to be integral components of the overarching implementation strategy, infusing depth and actionable steps into the joint marketing endeavours for each township. This strategic approach paves the way for a dynamic and successful outcome.

How to Use This Plan

This plan is crafted to enhance the marketing efforts of Greater Madawaska, fostering community pride, amplifying local business investments, attracting tourists, and establishing a distinctive identity for the township. It provides a comprehensive roadmap for strategic growth steps.

BOILERPLATE AND VALUE PROPOSITION

To effectively communicate Greater Madawaska's identity and value to its audience, a boilerplate encapsulating the essence of the township's brand story and a value proposition are crucial. These components work together to make a compelling case for Greater Madawaska, showcasing why the region is an ideal destination.

MARKETING VISION AND OBJECTIVES

Aligning goals and objectives is essential for a successful marketing strategy. A clear vision, combined with an actionable step-by-step plan, ensures that Greater Madawaska is focused on its objectives and has benchmarks to check off.

TARGET AUDIENCES AND CORE MESSAGES

Understanding the diverse target audience groups of Greater Madawaska provides the opportunity to allocate marketing resources effectively. Identifying and catering to the groups most likely to visit and invest in the community is pivotal for success.

RECOMMENDATION ONE: STRENGTHEN TOURISM STRATEGIES

This section outlines a recommendation to fortify Greater Madawaska's tourism sector. Implementation involves suggestions for a tourism-specific wayfinding approach, outdoor activity guides, curated itineraries, and a targeted digital campaign. Collaboration with influencers and user-generated content creators further showcases the unique experiences, expanding reach and credibility.

RECOMMENDATION TWO: ENHANCE BUSINESS PARTNERSHIPS

This recommendation emphasizes the importance of cultivating partnership opportunities with local businesses, fostering a collaborative and unified approach that harnesses the collective network. This initiative advocates for the cultivation and promotion of community events and programs, fostering community engagement among residents and drawing visitors to the area.

Continued →

HOW TO USE THIS PLAN**RECOMMENDATION THREE: ELEVATE MARKETING COLLATERAL**

For Greater Madawaska's marketing collateral and communication strategies to resonate cohesively, establishing a suite of templates and a content bank is essential for executing all marketing endeavours. From defining the tone and voice to crafting a comprehensive social media toolkit, this section outlines strategic milestones aimed at creating a compelling brand narrative.

RECOMMENDATION FOUR: REFINE TOWNSHIP BRANDING

In an effort to bolster community pride and foster unity, this recommendation encourages Greater Madawaska to embark on a journey of updating its branding. Recognizing that a brand serves as a valuable investment, it stands to yield numerous benefits, including economic development and tourism enhancement, retention and expansion of local businesses, increased civic engagement, and a competitive edge in the marketplace.

IMPLEMENTATION AND ACTION

This section emphasizes the importance of clear deliverables and milestones in effectively implementing the recommendations. It outlines clear and action-oriented steps for the Greater Madawaska team to execute.



Explore linked examples from other vibrant tourism groups and communities throughout the recommendations in this document!

Boilerplate & Value Proposition

Nestled amidst captivating landscapes, Greater Madawaska is a vibrant tapestry woven with a rich heritage, genuine hospitality, and a plethora of outdoor adventures.

Formed in 2001 from the consolidation of five former townships, this region boasts a rich history waiting to be explored. Immerse yourself in historical narratives thoughtfully organized by locality and discover the essence of Greater Madawaska's past. Accessible to all, this historical trove invites exploration, with the Madawaska Highlander serving as a cherished resource. Come delve into the heart of Greater Madawaska—a haven of rural authenticity and genuine camaraderie.

Value Proposition

Set among stunning lakes, rivers, and beautiful mountain ranges, Greater Madawaska harmonizes a serene, unhurried lifestyle with dynamic, year-round outdoor activities.

HISTORY AND HERITAGE:

In its historical narrative, Greater Madawaska reveals a rich past where every part of the township contributes unique stories to the region's vibrant heritage. From the amalgamation of five former townships to the submerged Black Donald Village, as chronicled in the Madawaska Highlander, the history spans 160 years of European settlement. Throughout, Greater Madawaska pays tribute to the indigenous inhabitants of the Madawaska River region, acknowledging their enduring presence and contributions to the shared heritage.

OUTDOOR ADVENTURE:

Greater Madawaska provides extensive walking and hiking opportunities, catering to individuals of all experience levels and preferences. Across all seasons, the township offers a plethora of outdoor adventures. Whether it's snowmobiling, ATVing, downhill and cross-country skiing, watersports, hiking, mountain biking, or other recreational pursuits, there's something for everyone to savour amidst Greater Madawaska's scenic landscapes.

Continued →



NATURAL SURROUNDINGS:

Greater Madawaska features extensive crown land, offering visitors hundreds of acres to explore. Those in search of peaceful nature retreats can find solace along trails nestled in the township's remote corners. Its rugged and unspoiled wilderness, characterized by mountains and uncharted terrain, showcases breathtaking views and interconnected waterways. Visitors and residents alike can immerse themselves in the simplicity and beauty of nature, enjoying the tranquility that defines Greater Madawaska's landscape.

BUSINESS OPPORTUNITIES:

Greater Madawaska offers ample business opportunities for investors and entrepreneurs. Its prime location and supportive business climate make it an ideal place for innovation and development. Whether in tourism, agriculture, or small businesses, Greater Madawaska provides diverse investment prospects. With a resilient and collaborative community, it welcomes visionaries to explore and thrive, ensuring mutual growth and prosperity.

RESTAURANTS AND BARS:

Greater Madawaska offers a vibrant local culinary scene. Its cozy bistros draw in a welcoming crowd, while beloved pubs serve up craft brews, live entertainment, and a signature local experience not to be missed. From hearty comfort food to quick treats for the family, Greater Madawaska's culinary landscape continually expands and evolves, ensuring options to satisfy every craving and cater to all tastes and preferences.



Marketing Vision & Objectives

Greater Madawaska's marketing efforts should cultivate community pride among residents, promote tourism, attract investments in local businesses and properties, entice potential residents, and bolster the local workforce.

Key Objectives include:

- Enhance visitor engagement and exploration
- Improve awareness and opportunities for outdoor activities in all seasons
- Diversify promotion township-wide to expand exploration
- Forge local partnerships for business growth

Target Audiences

Marketers can tailor messages to meet unique needs and objectives by focusing efforts on relevant demographics and interests.

Six key target audiences have been identified on the following pages in light of Greater Madawaska's key marketing objectives.

Nature Enthusiasts:

Nature enthusiasts are passionate about outdoor exploration, environmental conservation, and connecting with nature. They seek experiences, products, and communities that embrace adventure, foster sustainability, and celebrate the beauty of the natural world.

INTERESTS:

- Outdoor exploration (hiking, camping, backpacking)
- Environmental conservation and sustainability
- Wildlife observation and birdwatching
- Botany and plant identification
- Geology and exploring rock formations
- Nature art and creative expressions (painting, sketching, photography)
- Indigenous cultures and their relationship with nature
- National parks, nature reserves, and wilderness areas

OFFERING:

Greater Madawaska offers a haven for nature enthusiasts, boasting an array of conservation areas and parks ideal for hiking, picnicking, and birdwatching. Enthusiasts can immerse themselves in a network of trails winding through diverse ecosystems, from tranquil wetlands to lush hardwood forests and rugged terrain. Explore hidden gems such as scenic viewpoints, cascading waterfalls, and captivating wildlife amidst panoramic vistas. With its rolling hills and dense forests, Greater Madawaska invites nature lovers to indulge in its beauty year-round.

Examples of some of the major parks and conservation areas include:

1. Calabogie Lake Conservation Area: **Providing opportunities for outdoor activities such as hiking, birdwatching, and picnicking.**
2. Griffith Uplands Trail: **Presents a physically demanding 10 km hiking/snowshoeing loop that encompasses four mountains in the Madawaska Highlands—Lake, Buck, Spring, and Godin.**
3. Eagles Nest & Manitou Mountain Trails: **Spanning 9 km with a moderate level of difficulty, this hiking/snowshoeing trail meanders through picturesque pine forests and breathtaking wilderness vistas. Along its broad path, hikers will encounter magnificent mountain-top panoramas, including the Eagles Nest, Manitou Mountain, and Red Arrow Rock.**
4. Barnet Park: **Featuring seven acres of land, featuring a public boat launch, two beaches, two gazebos, a picnic shelter, picnic tables, and ample grassy areas for public enjoyment.**

Adventure Seekers:

Adventure seekers are driven by the thrill of exploration, seeking adrenaline-pumping experiences and daring challenges that push their limits. They crave adventures that immerse them in the raw beauty of nature, where sustainability is valued and the spirit of adventure is celebrated.

INTERESTS:

- **Outdoor exploration (hiking, camping, backpacking, rock climbing, mountaineering)**
- **All-season extreme sports (kayaking, mountain biking, snowboarding, skiing, skydiving, paragliding, bungee jumping)**
- **Environmental conservation and advocating for the protection of natural habitats**
- **Natural wonders (waterfalls, canyons, caves, glaciers, geological formations)**

OFFERING:

Greater Madawaska beckons outdoor adventure seekers with a myriad of thrilling experiences amidst its pristine landscapes. Its extensive network of scenic hiking trails winds through lush forests and rugged terrain, catering to all skill levels. Adventure seekers can explore picturesque lakes and rivers for kayaking, canoeing, and fishing or tackle challenging terrain on mountain biking trails. In winter, the region becomes a snowy paradise, inviting snowmobilers and skiers to enjoy its pristine slopes. From heart-pounding adventures to thrilling explorations, Greater Madawaska invites these seekers to immerse themselves in an environment that seamlessly blends excitement with the hidden wonders of nature.

Examples of outdoor destinations and activities include:

1. Calabogie Peaks Resort: Providing skiing, snowboarding, and snowmobiling during the winter months, as well as hiking and mountain biking in the warmer seasons.
2. Calabogie Lake: Featuring kayaking, canoeing, fishing, and scenic boat rides, surrounded by breathtaking landscapes.
3. Madawaska River: Featuring kayaking adventures, as well as opportunities for tranquil river floats and wildlife observation.
4. Calabogie Highlands: Boasting extensive hiking trails with stunning viewpoints, challenging terrain for mountain biking, and opportunities for wildlife spotting.
5. Madawaska Nordic Ski Trails: Offering cross-country skiing and snowshoeing in the winter, with scenic trails winding through the forested landscapes.

Business Investor:

These individuals often possess a strategic vision and financial resources to support growth and development initiatives within the community. They are driven by opportunities for economic returns and the prospect of contributing to positive change and prosperity in the region. Business investors typically conduct thorough research and analysis to identify areas of opportunity and align their investments with the community's needs and aspirations. Their engagement may include funding infrastructure projects, supporting local businesses, or participating in community development programs.

INTERESTS:

- Local business growth opportunities
- Investment and partnership prospects
- Community development initiatives
- Local businesses and association networks

OFFERING:

Plentiful opportunities await small-sized entrepreneurs and serve as proof points for those considering larger investments and developments. Greater Madawaska boasts a series of defined target business traits conducive to a broad range of investors, preserving its unique township personality. Entrepreneurs can anticipate a supportive, close-knit community keen on sustained economic growth, set against a landscape ripe with opportunities for fruitful partnerships and financial success.

Examples of what the business landscape offers in Greater Madawaska:

1. Improving and broadening dependable broadband internet services to guarantee businesses access the connectivity essential for their operations.
2. Delving into investment prospects linked with the Calabogie Generating Station project, such as bolstering businesses engaged in construction endeavours.
3. Supporting businesses involved in the tourism industry.
4. Supporting businesses committed to sourcing products and materials locally.

Cottage Lifestyle Enthusiasts:

Cottage and vacation home seekers cherish the opportunity to escape the hustle and bustle of everyday life and immerse themselves in the tranquility of nature. They seek destinations offering scenic beauty, outdoor activities, and a sense of serenity. From waterfront retreats to secluded countryside hideaways, this audience prioritizes relaxation, exploration, and memories with family and friends.

INTERESTS:

- **Outdoor exploration (hiking, camping, backpacking, rock climbing, mountaineering)**
- **Wildlife watching (birdwatching, stargazing, nature photography)**
- **Recreational and leisure activities (reading, landscaping, gardening, swimming, sunbathing, watersports)**
- **Local events and festivals**

OFFERING:

Greater Madawaska emerges as a haven for cottage lovers, drawing them with its natural splendour and tranquil ambience. Nestled amidst picturesque lakes, winding rivers, and lush forests, the region unveils a breathtaking canvas for cottage living. With abundant waterfront properties, cottage enthusiasts revel in swimming, boating, and fishing opportunities among serene waters. Greater Madawaska's diverse terrain offers various outdoor pursuits, from hiking and biking to skiing and snowmobiling, ensuring year-round enjoyment for enthusiasts. Beyond its natural allure, the region fosters a vibrant community where residents and visitors find warmth and camaraderie.

Examples of cottage/vacation assets include:

1. [277 listed Airbnb and VRBO short-term rental accommodations across the Township.](#)
2. [Camel Chute Campground](#)
3. [Somewhere Inn](#)
4. [Calabogie Lodge Resort](#)
5. [White Pines Cottage Resort](#)

History Buffs:

These individuals are passionate about exploring the historical narratives, landmarks, and cultural heritage of different places, seeking to immerse themselves in the rich history and stories that have shaped each destination. They often prioritize visiting historical sites, museums, monuments, and landmarks, and are eager to learn about the people, events, and traditions that have left their mark on the area.

INTERESTS:

- Historical sites and landmarks
- Stories of former townships
- Museums and heritage centres
- Guided historical tours

OFFERING:

For the history buff, Greater Madawaska reveals a past deeply intertwined with the land, forests, and rivers that have shaped its identity. Chronicling the amalgamation of five former townships, the township's historical narrative spans 160 years, instilling present-day locals with a profound sense of pride and reverence for the legacy that has shaped Greater Madawaska into the community it is today. While not traditionally renowned as a historical destination, Greater Madawaska offers both visitors and residents the opportunity to delve into the area's rich history. The history buff can immerse themselves in the wisdom and experiences of ancestors and former generations, all while enjoying the natural beauty and resources the land has to offer. Enthusiasts will find a wealth of additional treasures in Greater Madawaska, including preserved heritage sites, historical landmarks, and interpretive trails that further illuminate the region's fascinating past.

Examples of historic sites to experience in Greater Madawaska:

1. [Calabogie Peaks](#): Providing opportunities for skiing and an outdoor recreation area with a rich history dating back to the region's early settlement.
2. [Black Donald Mines](#): Showcasing historic mining sites that significantly impacted the area's economic development.

Culinary Explorer:

For these discerning travellers, food exploration transcends mere dining at upscale restaurants or sampling fusion dishes at trendy cafes. It's an authentic journey into cuisine that reveres the history, culture, and traditions of the local community. They embark on a culinary odyssey, delving into the heart of a destination's unique personality through its diverse gastronomic offerings.

INTERESTS:

- Inventive and diverse restaurants
- Local flavours and culinary creativity
- Unique dining atmospheres
- Food festivals and events
- Local cuisine sampling
- Food markets and farm-to-table dining
- Cooking Classes and culinary workshops

OFFERING:

For the culinary explorer, Greater Madawaska offers cozy bistros and beloved pubs brimming with local flavours and warm hospitality. Whether craving hearty comfort food or a quick family treat, the community provides options to satisfy diverse palates. The region offers a delightful journey through quaint restaurants and inviting bars, where locally sourced ingredients are at the heart of the creations. Dedicated to supporting local businesses and celebrating the region's rich tapestry of flavours, Greater Madawaska boasts a growing culinary scene tailored to the needs of foodies.

Examples of culinary experiences and restaurants in Greater Madawaska:

1. Calabogie Brewing Co. (Calabogie): Promoting a lively craft brewery atmosphere that provides a selection of locally brewed beers and a space for community gatherings.
2. Canthooks Restaurant (Calabogie Peaks Resort): Presenting a fine-dining restaurant with a focus on locally inspired dishes, offering panoramic views of Calabogie Lake.
4. Redneck Bistro (Calabogie): Introducing an authentic Greater Madawaska dining experience filled with homemade and curated menus.
5. Black Donald's Pub & Eatery (Black Donald): Providing a local pub experience, known for its friendly atmosphere, featuring a diverse menu of pub-style dishes and regional specialties.

Tagline Options & Key Messages

Below, a series of messaging options have been devised. The chosen concept should be implemented throughout the key messages on the following pages to amplify recognition and nurture consistency.

Option One

Tagline: Great to Have You Here

Hashtag: #GreaterInMadawaska

This tagline option welcomes audiences to the area and plays off the 'Great' in 'Greater Madawaska'.

Option Two

Tagline: It's in the Name

Hashtag: #ItsInTheName

This tagline option points audiences to the 'Greater' — a positive association — in Greater Madawaska.

Key Messages

Audience:

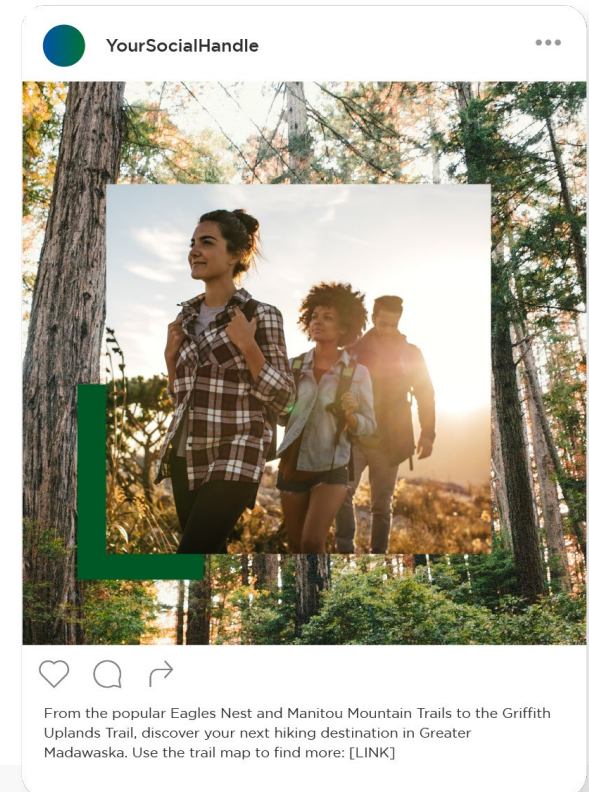
Nature Enthusiasts

What we need to say:

- Greater Madawaska is a prime hiking destination with trails suitable for all abilities.
- Greater Madawaska is a picturesque community all year round, perfect for enjoying no matter how you get around.

Examples of How We Need to Say It:

- From the popular Eagles Nest and Manitou Mountain Trails to the Griffith Uplands Trail, discover your next hiking destination in Greater Madawaska. Use the trail map to find more: [LINK]*
- Walk, bike, or drive along the picturesque Calabogie Road and wind your way through Greater Madawaska's historic scenery.



**Social Post Creative Sample*

Audience:

Adventure Seekers

What we need to say:

- Greater Madawaska is a haven for water sports thrillseekers, offering opportunities for kayaking, canoeing, powerboating, and more.
- Greater Madawaska is home to the Calabogie MotorSports Park, Canada’s longest track.

Examples of How We Need to Say It:

- Pull up and peel out. The Calabogie Motorsports Park awaits.*



*Print Ad Creative Sample

Audience:

Business Investors

What we need to say:

- Greater Madawaska is a strategic location to start or grow your business, with abundant land for development, and municipal investments into enhanced telecommunications infrastructure.

Examples of How We Need to Say It:

- Thinking of starting a business in Greater Madawaska? Contact us for information and support.
- From downtown centres to the most remote corners, we’re working to make sure your business stays connected with the latest communications infrastructure. Learn more here: [LINK]

Audience:

*Cottage Lifestyle
Enthusiasts*

What we need to say:

- Greater Madawaska is the ideal spot for your second home, located only 60 minutes away from Ottawa, and surrounded by abundant opportunities for outdoor activities.

Examples of How We Need to Say It:

- Why not hit the powder? Explore slopeside chalets and cottages. Plan your escape.*
- Grab the friends, pack the car, and ditch the city. We're heading to Greater Madawaska.



**Google Ad Creative Sample*

Audience:

*Community
Ambassadors*

What we need to say:

- Greater Madawaska has various year-round programs to connect residents.
- Greater Madawaska cares about keeping residents informed on council decisions and giving them the opportunity to share their voices.

Examples of How We Need to Say It:

- Meet us on the court! Show up to the next community pickleball meet on April 15, 2024. Must be over 18 to join.
- Greater Madawaska's next council meeting is on April 3, 2024 at 6:00pm. Save the date and live stream on YouTube.

Audience:

History Buffs

What we need to say:

- Each community in Greater Madawaska has a history to share with landmarks and stories that stand as testaments to the region's heritage.

Examples of How We Need to Say It:

- These are the stories of the river drivers who shaped the community of Black Donald. Read them here [LINK]

Audience:

Culinary Explorer

What we need to say:

- Greater Madawaska is home to award-winning craft brewer, Calabogie Brewing.
- Greater Madawaska is packed with local restaurants to suit any palette and budget.

Examples of How We Need to Say It:

- Cool off after a day of adventuring in Greater Madawaska at Calabogie Brewing's taproom: home of the fan favourite Front Porch Kolsch.
- Make time to grab a bite during your visit to Greater Madawaska. We've got a list of this month's top 5 restaurants in the region ready for you. Swipe to check them out.



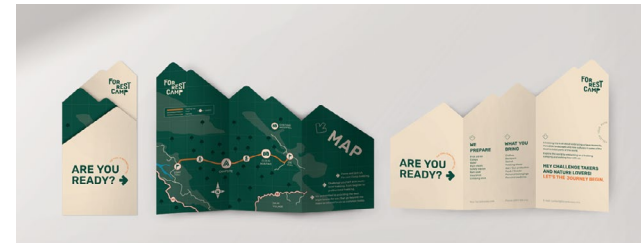
Recommendation One: Strengthen Tourism Strategies

As Greater Madawaska endeavours to leverage tourism for growth, it is crucial to formulate robust strategies that attract visitors, showcase unique attractions, and promote local culture.

Outdoor Activity Guides

Outdoor activity guides, whether in online, print, or blog format, effectively promote the area's natural beauty and recreational opportunities, attracting nature enthusiasts and adventure seekers alike.

By providing comprehensive information on hiking trails, camping sites, scenic spots, and other activities, they assist visitors in planning their trips and exploring the region. Guides also play a crucial role in marketing the community, showcasing its natural resources, environmental conservation efforts, and cultural heritage.





Tip: Guides can highlight activities available in different seasons, encouraging year-round tourism and mitigating the impact of seasonal fluctuations in visitor numbers. As you design your guide, keep in mind the power of creativity! Embrace unconventional approaches to ensure your content engages and resonates with your audience.

ACTIONABLE STEPS:

- Engage with local outdoor activity providers to curate a comprehensive guide, including diverse perspectives and lesser-known gems.
- Design and distribute activity guides in pamphlet format, and ensure they are available at local tourist information centres, accommodations, and key attractions.
- Develop an online version of the activity guide, easily accessible on the official Greater Madawaska website and tourism platforms.
- Develop a blog section on the Greater Madawaska Municipal website with tailored content for different interests and preferences by creating digital guides focused on specific outdoor activities or themes. This could include guides for birdwatching enthusiasts, photography lovers, adventure seekers, families with children, or solo travellers.

Itineraries

Itineraries provide a curated roadmap, suggesting day trips, weekend getaways, and extended week trips, enhancing the overall experience for tourists and locals.

Tip: Presenting all tourism-related content, from guides to itineraries, in a dedicated section or on a tourism-specific website is your optimal strategy! Not only does this bolster SEO, but it also establishes a central hub for travelers to frequent and revisit, enhancing their overall experience.

ACTIONABLE STEPS:

- Encourage community members to contribute itinerary ideas, fostering a sense of local pride and ownership through business submissions and online forums.
- Connect with tourism promoters (i.e., Destination Ontario, To Do Canada, Guess Where Trips) and aggregate sites (i.e., Narcity) to promote itineraries and/or travel to the township.
- Develop day trips, weekend getaways, and extended week trip itineraries, showcasing a variety of attractions, activities, and dining options.
- Display itineraries on the official Greater Madawaska website, ensuring easy access for potential tourists during their trip-planning process.



Digital Campaigns

Digital campaigns are instrumental in maintaining brand visibility, engaging the target audiences, and staying competitive in the dynamic tourism market. They provide valuable data insights and capitalize on seasonal opportunities.

Tip: Develop a dedicated landing page for campaigns that provides more detailed information about the community, attractions, accommodations, activities, and special offers. The landing page should be visually appealing, user-friendly, and optimized for conversions with Google Tags Manager.

ACTIONABLE STEPS:

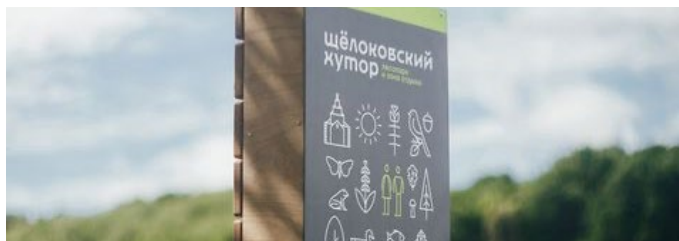
- Choose platforms like Instagram, TikTok, Google Video, and Search for awareness campaigns aligning with the target audiences' preferences.
- Craft compelling and engaging messaging that resonates with the target audience and aligns with the campaign objectives. Highlight the unique features, attractions, and experiences the community offers.
- Allocate a media spending budget for an eight-week digital campaign using videos, photography, and SEO content to target specific demographics and interests.
- Set up tracking mechanisms and analytics tools to monitor the performance of the digital ad campaign in real time. Track key metrics such as impressions, clicks, conversions, click-through rates (CTR), and return on investment (ROI).

Campaign Examples:

- **Winter Campaign (January-February):** "There's Snow Place Like Greater Madawaska": showcasing the area's best winter hikes, snowmobiling trails, ice skating opportunities, and other winter activities.
- **Spring Campaign (March-April):** "Greater Madawaska In Bloom": showcasing the area's best springtime hikes, floral displays, and scenery.
- **Summer Campaign (June-August):** "Soak Up the Fun in Madawaska": showcasing the area's best warm weather hikes; paddling, swimming, and boating activities; as well as festivals, events, and recreational opportunities.
- **Fall Campaign (September-November):** "Fall into Greater Madawaska": embracing the vibrant colors and crisp air offered by the best fall hikes, scenic drives, and autumn festivities in Greater Madawaska.

Accessible Wayfinding

Accessible wayfinding is crucial for visitors to navigate the region effortlessly. It ensures that tourists can easily explore attractions, find accommodations, and discover hidden gems. An organized wayfinding system enhances the visitor experience, encouraging them to stay longer and explore more.



Tip: Collaborate with local businesses, attractions, and community organizations to incorporate their offerings into the wayfinding approach. Encourage businesses to provide discounts, promotions, or special experiences for visitors following designated routes.

ACTIONABLE STEPS:

- Conduct and document a wayfinding/signage inventory to understand opportunities and gaps in the township
- Develop a comprehensive wayfinding mood board outlining key locations, landmarks, and directional signage placements.
- Develop routes and pathways that connect the key attractions and hidden gems. Consider the most efficient and scenic routes that offer visitors a memorable experience while exploring the area.
- Partner with local businesses to integrate wayfinding signs on their premises, creating a cohesive navigation network.
- Create clear and visually appealing signage that guides visitors to attractions and hidden gems. Use colourful graphics, symbols, and maps to make the signage informative and engaging.
- Design an online map accessible via smartphones, providing real-time navigation and information.



Influencers and User-Generated Content Creators

In today's digital age, the landscape of tourism marketing has been significantly transformed by the emergence of Influencers and Content Creators who provide vital user-generated content (UGC) that marketers can repurpose.

These individuals wield considerable influence and reach across various social media platforms, captivating audiences with visually appealing content and authentic storytelling. Influencers and content creators play a pivotal role in promoting tourism destinations by showcasing unique attractions, experiences, and hidden gems to their followers.

ACTIONABLE STEPS:

- Identify and engage with residents and visitors who have shared favourable content about Greater Madawaska, including photos, videos, and anecdotes about their experiences. Amplify their experiences by sharing their content on official channels.
- Partner with 2-5 influencers annually, aligning their digital campaigns with activation events mentioned above. Through paid engagement, influencers will document their experiences in Greater Madawaska and leverage their platforms to boost awareness and tourism.
- Collaborate with influencers to spotlight specific themes such as outdoor adventures, local cuisine, or community events, highlighting unique moments in Greater Madawaska's narrative.

Tip: Allow influencers creative freedom to showcase your destination in their own authentic style. Provide guidelines and key messaging points, but also encourage them to infuse their personal experiences and storytelling into the content. As well, consider enlisting residents to capture and share images, videos, and their personal stories on social media to create a bank of UGC that can be repurposed across marketing channels.

Recommendation Two: Enhance Business Partnerships

Business partnerships are essential for driving economic development, promoting innovation, and building vibrant, sustainable communities.

Partnership Opportunities

When they come together, businesses can effectively pool resources, share expertise, and undertake collaborative projects that spur innovation and creativity.

Partnerships enable businesses to tap into new markets and customer segments, extending their reach and fueling expansion. Collaborating with other businesses also mitigates risks tied to economic uncertainties and broadens revenue streams. These partnerships extend beyond the business realm, fostering community engagement and nurturing a sense of unity and shared purpose among residents. Ultimately, robust business partnerships drive economic prosperity and elevate the overall quality of life in communities by generating job opportunities, enhancing infrastructure, and enriching the local environment.

Leveraging partnerships with established entities like the Ottawa Valley Tourist Association (OVTA) and Ontario's Highlands Tourism Organization (OHTO) position Greater Madawaska within a larger tourism ecosystem, opening doors to collaborative promotional opportunities.





ACTIONABLE STEPS:

- Work with local businesses to form a rejuvenated business association backed by strong municipal support. This new association will provide current and future businesses with opportunities to network and cross-pollinate and elevate the visibility of offerings outside of the Calabogie core.
- Initiate collaborations with established tourism organizations, such as OVTA and OHTO, to tap into their networks and promotional channels.
- Identify local businesses that resonate with the community's objectives and principles. Collaborate with these businesses to curate holistic packages and experiences for tourists, integrating lodging, dining, transportation, and recreational activities.
- Develop a comprehensive marketing toolkit to distribute among local businesses, complete with coordinated hashtags, assets, and messaging guidelines. This toolkit offers opportunities for cross-promotion and clarifies how and why businesses should engage with Greater Madawaska's destination marketing organization, OVTA.

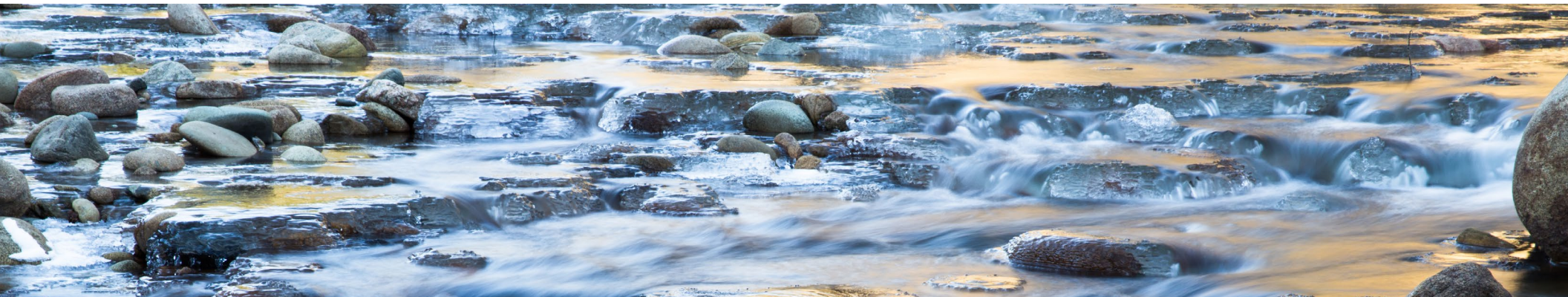
Community Events

Promoting local events and opportunities boosts community pride and attracts visitors. Centralizing event information on a shared calendar streamlines access for residents and potential visitors, enhancing engagement.

Tip: Influencers are invaluable for event promotion due to their wide reach, targeted audience alignment, credibility, ability to generate engagement, and capacity to amplify event visibility through their followers.

ACTIONABLE STEPS:

- Understand what types of events would appeal to residents and visitors alike. Consider surveys or community meetings to gather input.
- Use various marketing channels to promote events, including social media, local newspapers, community websites, and flyers.
- Create a comprehensive calendar that encompasses all local events, providing a one-stop resource for residents and visitors to explore and engage in the vibrant happenings of Greater Madawaska. This should be available online and posted in local businesses.



Recommendation Three: Elevate Marketing Collateral

Crafting an identity that resonates with Greater Madawaska requires a blend of messaging, visuals, and strategic outreach. This section outlines pivotal tools and tactics essential to communicating the uniqueness of Greater Madawaska.

Voice and Tone

Implementing a consistent voice and tone for Greater Madawaska's marketing efforts will ensure that the region is identifiable. Each marketing asset shall be:

Casual

Relaxed. Confident. Familiar.

Not *Apathetic. Egotistical. Smarmy.*

→ Greater Madawaska is a kindred spirit, offering a warm and companion-like demeanour.

Inviting

Appealing. Courteous. Intriguing.

Not *Overeager. Obsequious. Mysterious.*

→ Greater Madawaska is welcoming, sparking curiosity and a sense of belonging.

Informative

Descriptive. Helpful. Sharing.

Not *Long-winded. Didactic. Indiscreet.*

→ Greater Madawaska is helpful, providing clear and insightful information when needed.

PR Tools and Tactics

The township can build positive relationships with the community, businesses, and potential visitors by leveraging PR tools and tactics. This enhances brand credibility and opens avenues for strategic partnerships, boosting tourism and community engagement.

TACTICS:

- **Press Releases:** Regularly issue press releases about community events, milestones, and initiatives. Ensure they are newsworthy, concise, and tailored to the interests of journalists and media outlets.
- **Media Relations:** Cultivate relationships with local journalists, editors, and influencers. Provide them with timely and relevant story ideas, interviews, and access to community leaders or experts.
- **Community Engagement Events:** Organize community engagement events, such as press conferences, town hall meetings, or media briefings, to showcase essential developments and engage with media representatives directly.
- **Social Media Platforms:** Use social media platforms to share news, updates, and stories about the community. Engage with followers, respond to comments, and encourage user-generated content to amplify the community's voice.
- **Media Kits:** Create comprehensive media kits that contain background information, key messages, high-resolution images, and contact details for media inquiries. Distribute these kits to journalists and media outlets to facilitate coverage.
- **Community Ambassadors:** Identify and empower community ambassadors, such as local influencers, business owners, or residents, to champion the community's narrative and share positive stories with their networks.
- **Partnerships and Collaborations:** Forge partnerships with relevant organizations, businesses, and institutions to amplify PR efforts and reach broader audiences. Collaborate on joint campaigns, events, or initiatives that align with shared objectives.

Social Media Toolkit

A consistent and engaging social media presence is crucial for keeping Greater Madawaska at the top of the minds of target audiences.

A well-curated social media toolkit ensures the township has a strategic and evergreen approach to content creation, aligning with brand identity and effectively leveraging trends.

Greater Madawaska should build a toolkit with evergreen content that showcases the township's unique features and activities.

Tip: Develop branded hashtags (see Key Messages) to increase brand awareness and encourage user engagement across social media channels.

TOOLKIT SHOULD INCLUDE:

- **Brand Guidelines:** Clearly defined guidelines outline the community's mission, vision, values, tone of voice, and visual identity. Include specifications for logo usage, colour palette, typography, and imagery to ensure consistency across all platforms.
- **Content Calendar:** A calendar outlining scheduled posts, themes, and campaigns aligned with the community's brand strategy and key messaging. Include relevant holidays, events, information, and milestones to maintain a consistent and engaging social media presence.
- **Social Media Policies:** Guidelines and policies for community stakeholders, staff members, and partners involved in social media management. Specify best practices, etiquette, and protocols for interacting with followers, handling comments, and responding to inquiries or feedback.
- **Visual Assets:** High-quality visual assets, including branded graphics, photos, videos, and illustrations, reflect the community's identity and showcase its unique features, attractions, and experiences. Provide access to an organized content bank of approved visuals for easy sharing and content creation.

Sample Social Media Grids:



Road trips



National Par...



Volcanoes



Hikes



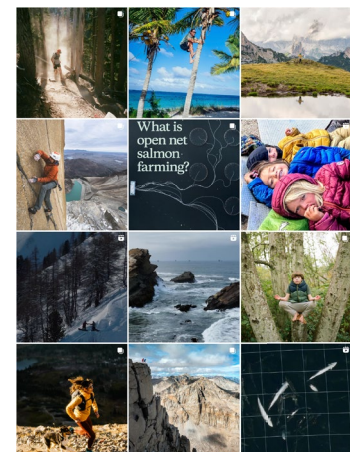
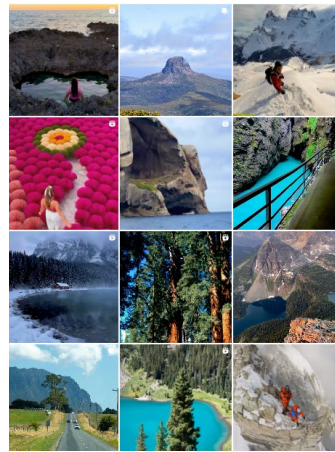
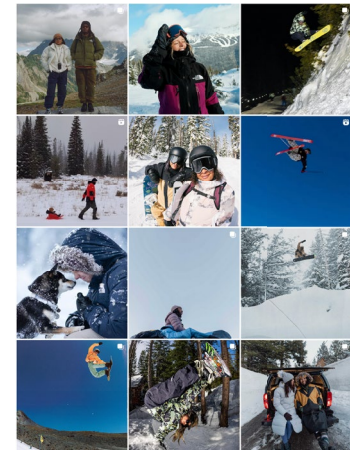
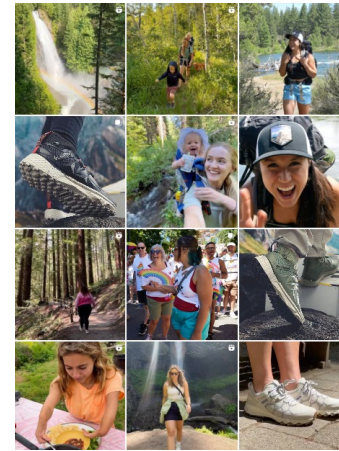
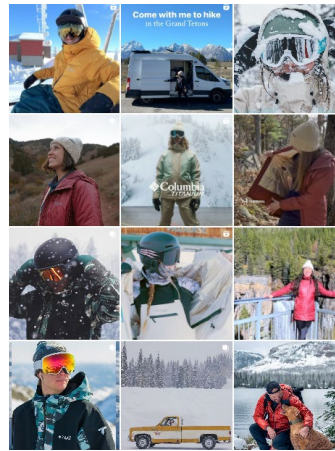
Wildlife



Waterfalls



Cabin Stays



Content Bank

A content bank serves as a cornerstone for maintaining brand consistency amidst evolving marketing strategies tied to seasons or events.

By centralizing content creation, it optimizes efficiency, conserving time and resources while reinforcing a unified brand image. It guarantees that all content adheres to Greater Madawaska's brand identity, tone, and messaging standards across diverse marketing channels.

Tip: Capture nature's beauty from sunset's warm glow to dusk's calmness. Whether it's the vibrant colours of sunrise or the soft hues of twilight, taking photos and videos at various times of the day — and throughout different seasons — is essential for building a robust content bank.

ACTIONABLE STEPS:

- Hire a photographer and videographer on an annual retainer to create consistent seasonal content (landmarks and scenic views, events and festivals, local businesses and attractions, people and lifestyle).
- Develop a user-friendly system for teams to access and customize content as needed.
- Categorize content based on themes, seasons, and marketing objectives for easy retrieval.
- Regularly update the content bank with fresh materials and retire outdated ones.



Recommendation Four: Refine Township Rebranding

Rebranding a community is a strategic investment that, when done effectively, can attract new residents and businesses, boost tourism, and reflect evolving community values and aspirations. Greater Madawaska aims to create a cohesive brand that invites everyone to engage in its vibrant story, infusing the region with renewed energy and purpose.

Revitalization

Rebranding empowers Greater Madawaska to cast off outdated perceptions and present a modern, authentic depiction of its offerings to residents, businesses, and visitors. It's not merely a superficial makeover but a strategic endeavour to ensure that the visual identity and brand framework deeply resonate with target audiences.

Attracting Investment

Rebranding offers Greater Madawaska a significant opportunity for economic development. By establishing a strong brand, the community can position itself as an appealing destination for businesses and investment, fostering job creation, higher revenue streams, and overall economic expansion. Greater Madawaska can attract new businesses, residents, and investors through a refreshed brand identity by highlighting its strengths and opportunities.

Competitive Edge

Rebranding is a proactive strategy aimed at distinguishing Greater Madawaska from its neighbouring areas, capturing the attention of potential residents, tourists, investors, and businesses. A refreshed brand identity is a dynamic tool for navigating the crowded marketplace.



Strategic Goal Alignment

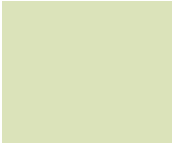
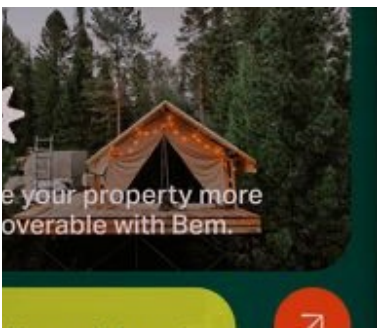
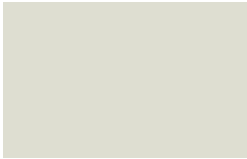
Rebranding provides an opportunity to effectively communicate key messages, values, and priorities to internal and external stakeholders. The township can foster alignment and engagement, creating a shared narrative that resonates with its community, businesses, and visitors.

ACTIONABLE STEPS:

- Leverage sentiments from the Report of Findings to identify shared values and aspirations amongst residents, businesses, and stakeholders.
- Develop a comprehensive style guide outlining unified brand elements, including logos, colour schemes, and messaging.
- Implement a phased approach to roll out the new brand across various touchpoints, including digital platforms, signage, and promotional materials.



Sample Rebranding Moodboard:



Implementation & Action

This section offers a comprehensive guide for translating strategic recommendations into actionable steps, emphasizing the importance of a clear roadmap.

Tangible items and actionable steps facilitate progress, accountability, and meaningful stakeholder engagement.

Detailed spreadsheets of action items have been crafted, outlining specific deliverables, associated costs, and insightful tips and tricks to facilitate seamless execution of each task.

[Recommendation One: Strengthen Tourism Strategies](#)

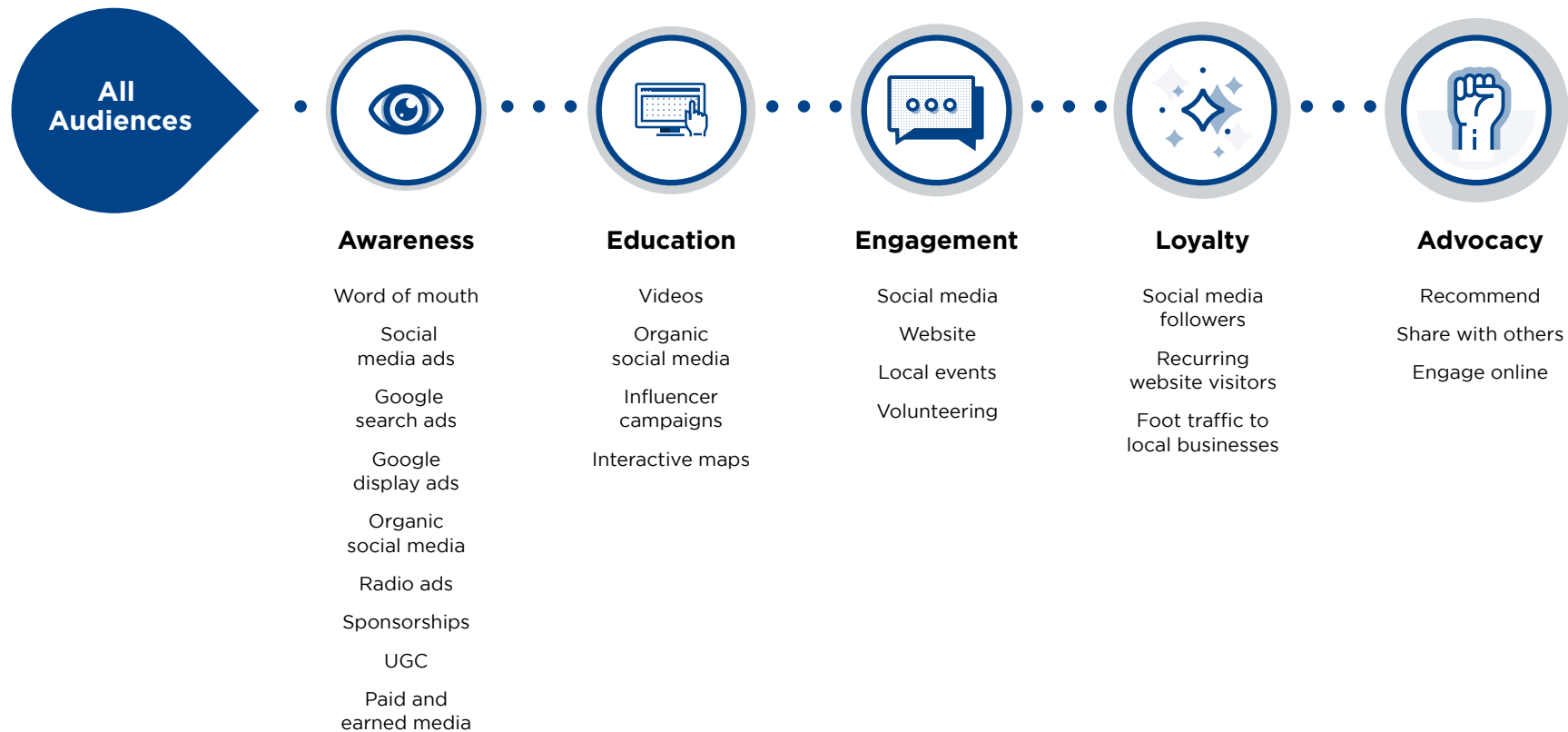
[Recommendation Two: Enhance Business Partnerships](#)

[Recommendation Three: Elevate Marketing Collateral](#)

[Recommendation Four: Refine Township Branding](#)

Marketing Funnels

In the section below, marketing funnels have been created and coincided with specific touchpoints to serve Greater Madawaska’s audience needs.



Metrics of Success

Measuring the success of an implementation plan can be done in a variety of ways. For Greater Madawaska, this will depend on which recommendations are leveraged.

Measuring success may include:

RECOMMENDATION ONE:

- Increased number of positive reviews and feedback regarding improved wayfinding and growth in foot traffic to locations with new signage
- Increased levels of engagement metrics on outdoor activity guides and itineraries, such as downloads, views, and shares
- Increased levels of reach and engagement on user-generated content and influencer content
- Increased website and social media traffic during digital campaign periods
- Increased positive mentions in travel guides and websites

RECOMMENDATION TWO:

- Increased online reviews of local businesses
- Increased job opportunities and economic indicators
- Increased levels of attraction of new businesses and investments

RECOMMENDATION THREE:

- Increased level of growth in followers/subscribers on digital platforms
- Increased levels of Growth in content using campaign-specific hashtags
- Increased use of new content is all marketing communication
- Increased mentions in the press (both traditional and online)

RECOMMENDATION FOUR:

- Increased visibility and coverage of the new brand
- Increased levels of attraction of new businesses, investments, and job creation after rebranding
- Increased community satisfaction and engagement



Next Steps

With a comprehensive roadmap outlined in the collaborative implementation plans for Whitewater Region and Greater Madawaska, the next steps involve creating specific workflows and delegating tasks to implement the identified recommendations.

This strategic execution aims to enhance visitor engagement and exploration, improve awareness of outdoor activities in all seasons, diversify promotion township-wide, and forge local partnerships for business growth. By taking deliberate and actionable steps and staying aligned with the community's aspirations, Greater Madawaska can effectively realize the envisioned outcomes and achieve its strategic goals of becoming a vibrant, thriving, and uniquely attractive destination.