

# OUTAOUAIS

[outaouaistourism.com](http://outaouaistourism.com)

VISIBILITY PLAN

EVENTS

From December 1 to March 31

# PLATEFORMS

## Outaouais Tourism

WEBSITE

152 000 PAGES VIEWS / MONTH

WEBSITE  
(EVENTS AND FESTIVALS  
SECTION)

24 500 PAGES VIEWS – 13 500 UNIQUES VIEWS (FR)  
23 800 PAGES VIEWS – 15 100 UNIQUES VIEWS (EN)

FACEBOOK

26 000 SUBSCRIBERS (FRENCH)  
5 200 SUBSCRIBERS (ENGLISH)

INSTAGRAM

6 500 SUBSCRIBERS (BILINGUAL)

NEWSLETTER

31 000 SUBSCRIBERS  
AVERAGE OPENING RATE : 23%  
AVERAGE CLICK-THROUGH : 5,6%

# MARKET, TARGET, ACTIONS

	FESTIF	MARKETING ACTIONS
MARKETS	OTTAWA	<ol style="list-style-type: none"><li>1. INVITE INFLEUNCERS</li><li>2. SEARCH ENGINE REFERENCING CAMPAIGN</li><li>3. ADVERTISING ON SOCIAL MEDIA (EVENT SHARING)</li></ol>
TARGET	URBAN ADULTS A35 – 64	
MARKET SIZE*	202,000	

# PACKAGE FOR EVENTS

<b>MEDIA</b>	<b>PLATFORM</b>	<b>OFFERED VISIBILITY</b>
<b>OWNED</b>	<b>OUTAOUAIS TOURISM WEBSITE</b>	<b>1- PRIORITY POSTING ON 'EVENTS AND FESTIVALS' SECTION</b>
<b>EARNED</b>	<b>DIGITAL OR PRINT</b>	<b>2- PRIORITY OF VISIBILITY WITH JOURNALISTS, BLOGGERS, INFLUENCERS</b>
<b>PAID</b>	<b>GOOGLE</b>	<b>3 – ONE (1) ADWORDS AD FOR YOUR EVENT</b>
	<b>FACEBOOK / INSTAGRAM</b>	<b>4- BOOSTED POST (\$300) AND SHARING OF EVENT ON SOCIAL MEDIA.</b>

# INVESTMENT CALCULATION

Winter 2018-2019

BASIC AMOUNT		INVESTMENT
PACKAGE FOR EVENTS		\$450
À LA CARTE		
NEWSLETTER – ADDING A MENTION (\$400)		
PUBLICATION ON OUR SOCIAL MEDIA (\$250)		
<b>TOTAL</b>		

PLEASE COMPLETE THE INFORMATION BELOW :

YOUR MARKETING GOALS	TARGET MARKET	TARGET CUSTOMERS
<input type="checkbox"/> GETTING KNOWN BY YOUR TARGET AUDIENCE	<input type="checkbox"/> MONTRÉAL	<input type="checkbox"/> DELUXE OUTDOORS 35-65
<input type="checkbox"/> PROMOTE OFFERS/PACKAGES	<input type="checkbox"/> OTTAWA	<input type="checkbox"/> ACTIVE PEOPLE 30-65
<input type="checkbox"/> IMPROVE THE VISITOR'S EXPERIENCE	<input type="checkbox"/> GATINEAU	<input type="checkbox"/> FAMILIES 30-49
<input type="checkbox"/> INVITE VISITORS TO YOUR BUSINESS	<input type="checkbox"/> TORONTO	<input type="checkbox"/> YOUTHS 19-30
<input type="checkbox"/> OTHER:	<input type="checkbox"/> OTHER :	<input type="checkbox"/> ADULTS (NO KIDS) 45-65

# CONTRACT – WINTER 2018-2019

<b>NAME BUSINESS</b>	
<b>REPRESENTATIVE NAME</b>	
<b>EMAIL</b>	
<b>PHONE NUMBER</b>	
<b>INVESTMENT AMOUNT</b>	
<b>SIGNATURE</b>	
<b>DATE</b>	

Please note that Outaouais Tourism reserves the right to change campaign promotions should there be an insufficient number of participants, in which case you will be advised.

**THANKS for returning the contract BEFORE OCTOBER 10, 2018 by fax 819 778-7758 or by email :**

Stéphanie Potvin : [spotvin@tourisme-outaouais.ca](mailto:spotvin@tourisme-outaouais.ca)

**For information : 819 778-2530 (ext. 208)**



**-CERTIFIED-**  
**#OUTAOUAIS**  
**FUN**

**OUTAOUAIS**  
tourismeoutaouais.com