

DIGITAL MARKETING – NT only category

This category recognises excellence in a fully integrated digital marketing activity/campaign for either a tourism product or a group project to attract (international or domestic) visitors to the Northern Territory.

Initiatives can include short-term marketing campaigns or ongoing marketing programs that have at least 50% of the campaigns activities featured through at least one digital channel.

The Campaign/Activity should:

- Demonstrate innovation, creativity, results
- Include before and after key metrics that show results achieved from the digital marketing activity/campaign
- Be fully focused on an NT tourism product or collective of products with all activities and results shown relating to the NT.

Not required to have traded for the entire qualifying period, activity must have occurred during the qualifying period (1 July 2018 to 30 June 2019).

This category has a maximum word limit of 6000 words. Up to 20 images can be included. This is an NT only category – the winner of this category does not progress to the Australian Tourism Awards.

The winner of this category will receive a \$5000 grant to assist the recipient in expanding their tourism business opportunities.

Tourism NT reserves the right to work with the winning entrant to develop a case study of their business to be used as part of the Tourism Enterprise Development Program.

1. BACKGROUND (5 points)

Outline the rationale and objectives behind your digital marketing activity.

Tip: Provide a general overview of your product/campaign and demonstrate your eligibility for entry into this category as outlined above.

Tip: What were you trying to accomplish? You are encouraged to include measurable targets such as number of campaign partners, media reach, customer engagement, increase in digital channel visitation, number of tracked converted visitors, length of stay, expenditure etc.

Tip: Show how your digital campaign aligned with your other marketing campaigns.

2. RESEARCH (5 points)

Who were your target markets, why and what research did you use to identify them?

Tip: This is a three-part question – make sure you answer a) who, b) why and c) what.

Consider including geographic markets, demographics, psychographics, media preference/channels, motivations for travel and purchasing patterns.

3. CREATIVITY (10 points)

Describe the philosophy behind your creative strategy and demonstrate how you have integrated this philosophy into the actual creative.

Tip: Include images that illustrate your creative approach and explain how they linked to what you wanted consumers to think about your product/s.

4. EXECUTION (20 points)

Describe the digital marketing strategies used and detail the success and outcomes.

Tip: Include how your activity has positively impacted your business and on the destination and/or stakeholders within your region as well as the individual outcomes of each strategy. This should be linked to the objectives identified in Question 1.

Tip: Include how your digital marketing aligned with your other marketing activities.

5. EVALUATION (10 points)

Explain how you evaluated the success of your digital marketing activities.

Tip: Consider surveys, media monitoring, increased traffic to your digital channels, increased visitation.

TOTAL SCORE: _____/50

No site visit for this category.