



Domestic Marketing Grants – Application Form

DGiT Do It!

Two marketing grants are available for tourism businesses to undertake a social media marketing campaign aimed at the domestic visitor market. The grants are being provided by Tourism Industry Aotearoa in partnership with digital marketing agency Tomahawk and the Domestic Tourism Working Group.

Each grant consist of a marketing package valued at \$3000 (+GST), of which the successful applicant will be required to contribute \$700 (+GST)¹.

Preference will be given to applications that demonstrate a new approach to their marketing, e.g. targeting a new sector/demographic, or promoting a new product.

The three step application process is detailed below. The Conditions of Entry are at the end of the application. Applications must be received by 4pm, Wednesday 18 July 2018.

Applicants must use DGiT (Domestic Growth Insight Tool) to inform their application. To access DGiT:

- a. Go to www.dgit.nz
- b. Watch the short video on the home page for first-time users.
- c. Then click on the 'Activate Here' button to take you to the tool.
- d. Once on the Tool page enter your query using the eight filters at the top of the page, then click 'Update' to run the query.

¹ The marketing package value of \$3000(+GST) consists of \$2000 campaign advice and support by Tomahawk and \$1000 for GoogleAdwords and Facebook.

Please complete the sections below.

Step 1 - Contact Details

Name of Business(s):

Sector i.e. accommodation, transport, activity, etc.:

Address:

Contact Person & Title:

Email:

Phone:

Website:

Step 2 – Campaign Goals

- a. Outline the goal of your marketing campaign. Include information on the audience you want to attract i.e. demographics, region (maximum 250 words).
- b. What is new about this goal i.e. that you haven't done before (maximum 150 words)?

Step 3 – Using the DGiT Visitor Profile

Drawing data from the visitor profile on the DGiT tool, list the key pieces of insight that inform your campaign under the following three headings (maximum 150 words each heading).

Who is interested?

What do they want?

How do you reach them?

Deadline

Please email the completed application to info@tia.org.nz by 4pm, Wednesday 18 July. Please also use this email address for any queries.

Conditions of Entry:

1. Applications must be received by 4 p.m. Wednesday 18 July 2018.
2. The Judges' decision is final. No correspondence will be entered into.
3. Eligibility - Applications are open to commercial tourism operators based in New Zealand, including regional clusters of operators.
4. Applicants must use DGiT (Domestic Growth Insight Tool) to inform their application.
5. The successful applications will each receive a social media marketing package to the value of \$3000 provided by Tomahawk. This package includes:
 - Campaign build (Facebook and Google AdWords)
 - Target audience and build lookalike audience
 - Monthly click to website campaigns (Facebook)
 - Monthly optimisation of Google AdWords Campaigns and keywords and Call to Action research from AdWords applied to copy for Social Media ads²
 - Custom designed ads for Facebook and Google AdWords A/B testing images and copy for the ad campaigns
 - Monthly optimisation, management and reporting
- 6. What the successful applicant must provide:**
 - Optimised Landing Page
 - Images and Content
 - Google Analytics and Google Adwords access to Tomahawk
 - Facebook and Instagram access to Tomahawk
 - Must have the ability to add a new landing page to the website via CMS. If the successful applicant does not have this ability, a fee will be incurred for one to be created.
 - \$700+GST contribution to the social media marketing package
7. Successful applicants must commence their campaign by 30 September 2018.
8. Businesses awarded the grant must agree to participate in a post-campaign evaluation and agree to be part of a case study promoting the outcomes of the campaign.
9. All applicants agree to their contact details being passed on to marketing agency Tomahawk who will provide them with information and offer of assistance on undertaking marketing campaigns.
10. All successful grant applicants agree to be included in TIA promotional initiatives promoting DGiT.

² Google Adwords and Facebook ads will be to the value of \$1000(+GST)