



TOWNSHIP OF
Hornepayne

CINNAMON TOAST X HORNEPAYNE

Destination Marketing Plan

March 2024

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Executive Summary

Tucked within the boreal forest's *natural beauty* in the Algoma region, Hornepayne — a little town in the geographical centre of Ontario — was founded in 1928 along the tracks of CN Rail's transcontinental line.

To this day, the town is surrounded by more nature than meets the eye, offering untapped opportunities for those looking to chart their own adventures and leave a legacy. This destination marketing plan serves as a guide to attracting visitors to our community, aligning with Hornepayne's long-term economic development goals.

How to Use This Plan

This plan is designed to increase the *awareness* and *visibility* of Hornepayne's tourism brand and to attract visits.

It contains a variety of useful information that lends itself to a compelling strategy for growth.

Boilerplate & Value Proposition

Hornepayne cannot mobilize effective storytelling or demonstrate its value if it doesn't know who it is or how it benefits its audiences. A boilerplate – or an abbreviated version of Hornepayne's brand story – and value proposition work together to make a clear case for Hornepayne and why the region is worth visiting.

Marketing Vision & Key Performance Indicators

Uniting goals and objectives with tactics for measuring success is one of the most important components of marketing strategy. A clear vision, coupled with key performance indicators, ensures Hornepayne knows what it is trying to achieve and what will indicate if it has been successful.

Target Audiences

Understanding Hornepayne's target audience groups provides the opportunity to allocate marketing dollars and efforts to the groups who are most likely to visit and invest in the community.

Marketing Channels & Tactics

Between owned, earned, and paid media, there are hundreds of tactics Hornepayne could employ to achieve its marketing vision. Aligning channels and tactics with the needs and habits of Hornepayne's target audiences increases the likelihood of its success.

Resource Requirements

Marketing plans are only as effective as the resources available to support them. Outlining resource requirements ensures Hornepayne understands what is needed to support marketing initiatives from a tactical standpoint.

Tone & Style

Defining a tone and style for reaching target audience groups ensures Hornepayne can differentiate itself from nearby destinations and communicate its brand in a clear and consistent manner.

Sample Creative & Messaging

Establishing inspiration for written and visual content provides a blueprint for Hornepayne to follow when mobilizing this marketing plan as part of its efforts to attract visitors to the region.

Annual Campaign Calendar

In recognition of peak and shoulder tourism seasons, as well as key events and celebrations, marketing campaigns and activities will ebb and flow. An annual campaign calendar will define what marketing activities need to happen and when.

Audience Journey

Understanding where target audiences will encounter Hornepayne's brand and messaging, as well as what will happen afterwards, is key for reinforcing the approach of this marketing plan.

Boilerplate & Value Proposition

Welcome to Hornepayne:
the little town in the geographical
centre of Ontario, tucked in the
Algoma Region.

**While the town may be small, it's
surrounded by wilderness, offering visitors
the chance to plot the course for their next
big outdoor adventure.**

Whether you're visiting to carve your own trails, catch up with the locals, or reel in a great catch, Hornepayne is the place to be at the centre of it all.

Value Proposition

Established in 1928 along the CN transcontinental line and embraced by vast natural landscapes, Hornepayne beckons visitors to forge their own paths, blaze trails with newfound friends, delve into regional history, and make lasting memories.

Outdoor Adventure

Hornepayne is at the centre of pristine wilderness, where lush forests, tranquil lakes, and rugged trails beckon adventurers. Located in the Algoma Region, Hornepayne is a destination where visitors can enjoy a peaceful camping trip at the Nagagamisis Lake Provincial Park, or take on an off-roading excursion in the surrounding rugged backcountry.

Remote Central Location

Located in the geographic centre of Ontario, Hornepayne is a secluded location. With the nearest town over an hour's drive away, Hornepayne offers a retreat for those seeking comfort where the sounds of nature replace the noise of city life.

History & Heritage

Hornepayne has a rich railway story to tell. Serving as a CN Rail terminal hub in its earliest days, the town is a testament to Canada's transportation and infrastructure heritage.

Small-Town Charm

Hornepayne offers a welcoming atmosphere and small-town charm, with friendly locals and peaceful surroundings where visitors can relax and soak in the community's ambiance.

Marketing Vision & Key Performance Indicators

All of Hornepayne's marketing efforts should ensure that both actual and prospective visitors understand who Hornepayne is, what it can offer them, and how they can make the most out of their adventure.

KEY MARKETING OBJECTIVES:

- Establish awareness for Hornepayne as the geographical centre of Ontario
- Attract adventurous visitors
- Promote Hornepayne's welcoming community
- Position Hornepayne as a year-round-destination

To accomplish these objectives, a series of marketing strategies will be employed to resonate with Hornepayne's target audiences.

KEY STRATEGIES:

- **Digital media to generate brand awareness via organic social media and paid advertisements (Google, YouTube, etc.)**
 - **Traditional media to generate brand awareness via billboards and radio**
 - **Partnerships with local businesses and tourism operators to expand Hornepayne's reach**
 - **Email marketing to illuminate distinct events and tourism opportunities in Hornepayne**
-

KEY PERFORMANCE INDICATORS (KPIs):

Throughout the next five years, Hornepayne will know that this marketing plan has been successful if or when the following KPIs have been achieved:

- **50% increase in social media followers***
- **30% increase in social media engagement**
- **25% increase in e-newsletter subscribers**
- **Noticeable increase in visitations**

**Tourism specific social media accounts are suggested, with details on specific platforms noted below.*

Target Audiences

Given Hornepayne's key marketing objectives, *two key target audiences* have been identified.

Backcountry Adventurers

LOCATION:

Canada, including Ontario (excluding Northcentral Ontario), Quebec, Maritimes

These individuals are between the ages of 25 and 45. They are working professionals with disposable income. They enjoy spending their time outdoors, engaging in hobbies that cannot be done in large urban centres. This audience may also be passing through Hornepayne during long-haul road trips along Highway 631.

INTERESTS:

- ATVing and Snowmobiling
- Hiking and cycling
- Camping

Anglers & Hunters

LOCATION:

Canada, including Ontario (excluding Northcentral Ontario), Quebec, Maritimes

These individuals are between 30–65+. They are either working professionals or retirees with disposable income. They enjoy year-round fishing or hunting trips with diverse fish and game types. This audience may also be passing through Hornepayne during long-haul road trips along Highway 631.

INTERESTS:

- Different fishing styles (fly fishing, bait fishing, etc.)
- Different Hunting styles (Small game, big game, bird, etc.)

Marketing Channels & Tactics

To assist Hornepayne with achieving its marketing vision throughout the next five years, the following marketing channels and tactics are proposed and further detailed below.

CHANNEL	TACTIC
Website	Campaign landing pages
Organic Social media marketing	Meta (Facebook & Instagram) X YouTube
Content marketing	Videos Blogs
Digital advertising	Google Display Google Search Meta (Facebook & Instagram) YouTube TikTok
Email marketing	Tourism E-newsletters*
Traditional marketing	Billboards Radio ads
Events	Local events

**A tourism specific website is suggested to capture a specific target audience.*

Website

A dedicated tourism website stands as a hub of information for tourists, and as such, needs to reflect an accessible, engaging, and streamlined user experience.

With this in mind, it is strongly recommended that the Township of Hornepayne develop a tourism website to reflect a modern user experience and the quality of the area's tourism experiences. The website can offer connections to campaign-specific landing pages where tourists can absorb highly customized content that points them to the attractions, events, experiences and stays that are being promoted via the campaign.

FOR EXAMPLE:

Each year Hornepayne hosts a series of fall camping events. A landing page that specifically distributes information about those events can be created and hosted on a relevant URL (ie: HornepayneCamping.ca) which would not only provide a distinct online experience but also allow Hornepayne to track online users' interests based on landing page button clicks (via Google Analytics).

Social Media Marketing (Organic)

Social media marketing is the use of social media platforms to promote a product or service.

Using dedicated tourism social media platforms, it is recommended that Hornepayne highlight local activities, events, businesses, and more.

PLATFORM	WEEKLY	MONTHLY
Facebook	1 x grid post/reel 1 x story	N/A
Instagram	1 x grid post/reel 1 x story	1 x Live
YouTube	N/A	1x video

In an effort to nurture pride amongst residents, as well as to create a bank of user-generated content that will benefit Hornepayne, a resident-focussed social media hashtag (ie: #CentreOfOntario or similar) should be introduced. Via social media channels, Hornepayne can ask residents to take and post pictures and stories about their favourite attractions and otherwise in Hornepayne.

Content Marketing

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Through high-quality video content – which may be distributed via dedicated tourism Facebook, Instagram, X, and YouTube social media platforms – and continuous blog development, Hornepayne will be able to illuminate its value proposition. Video and blog topic ideas include:

SEASONAL-THEMED ITINERARIES, FOR EXAMPLE:

- Off the Beaten Path: the Hornepayne Trail Guide for Summer 2024
- Sub Zero Fishing: the Hornepayne Ice-Fishing Survival Guide
- Escape to Nature: Camping and Wildlife Watching in Hornepayne
- Community Spirit: Festivals and Events in Hornepayne Throughout the Year

LISTICLES, FOR EXAMPLE:

- 5 Spectacular Fishing Spots in Hornepayne for Anglers
- Railway Heritage Tour: 3 Must-See Historic Sites in Hornepayne
- Top 10 Must-Ride Off-Roading Trails in Hornepayne
- Top 6 Wildlife Encounters to Seek in Hornepayne

All videos and blogs should be promoted throughout tourism specific social media channels for traction.

Digital Advertising

Digital advertising is a form of marketing and advertising which promotes products and services to audiences online. It is a recommended and affordable way to advertise events, activities, meetings, and more.

PLATFORM	RECOMMENDED DAILY ADVERTISING BUDGET
Meta (Facebook & Instagram)	\$20
YouTube	\$20
Google Ads – Display	\$30
Google Ads – Search	\$20
TikTok	\$40
TOTAL:	\$130/Day

****Note:** A daily budget has been recommended due to competing tourism destinations running digital ads continuously throughout the year. It is recommended that ads are consistently monitored and tweaked to reflect seasonal messaging and/or messaging for smaller campaigns (ie: Fall Camping in Hornepayne) throughout the year.*

Ad Remarketing

Remarketing engages users who have previously interacted with a website or ad and can be leveraged within most digital ad platforms. Users are 'followed' across websites, and served ads due to website cookies enabled on their browser.

Hornepayne can remarket to any user who has previously engaged with ads and the dedicated tourism website during an identified timeframe – ie: users who have interacted with a select website landing page in the last 30 days.

HORNEPAYNE SHOULD EXCLUDE USERS WHO HAVE INTERACTED WITH THE SOCIAL ACCOUNT IN THE LAST 7 DAYS FROM THESE EFFORTS.

When creating audiences for ad groups, remarketing metrics can be included in criteria alongside age, location, and interests or it can be used as a standalone target audience metric. To ensure this happens, Hornepayne will need to ensure pixels and tracking codes have been installed correctly on the dedicated tourism website.

Email Marketing

Email marketing is a form of direct and digital marketing that uses email to promote products, events, or services.

It can help Hornepayne make target audiences aware of its latest events and offerings and is fuelled by a sign-up on the Township of Hornepayne website (which then links to an automation platform such as Constant Contact, Mailchimp, or otherwise).

In addition to a general, quarterly e-newsletter in which target audiences can learn more about what's new in Hornepayne, upcoming events and activities, travel incentives, and more, it is recommended that Hornepayne mobilize e-newsletters during smaller, cyclical campaigns to promote specific messages. E-newsletter sign-ups should be routinely solicited via social media posts to increase subscribership.

FOR EXAMPLE:

The leaves are changing colours. That means it's almost fall camping season in Hornepayne.

Sign up for our e-newsletter for all our latest fall camping updates. Visit the link in our bio.

Traditional Marketing

Traditional marketing is any form of marketing that uses offline media to reach an audience.

It is especially effective for older demographics who tend to steer clear of social media platforms and online networks and instead favour media that they can hear, hold, or read offline. As such, it is recommended that Hornepayne utilize radio ads and/or billboards to distribute key marketing messages as required.

- Radio ads may be developed in partnership with a creative agency + Bell Media
- Billboard ads may be developed in partnership with a creative agency + Outdoor Exposure, Woodgreen Advertising, or Stellar.

RECOMMENDED
MEDIA BUY
BUDGET:

\$20,000 to \$25,000/year

Events

Events - whether attended or hosted – are an excellent mechanism for attracting tourists and/or meeting planners and event coordinators.

As such, it is recommended that Hornepayne host:

LOCAL EVENTS

Whether markets, programs, celebrations, or otherwise, continuing to host – and promote – local events throughout Hornepayne’s marketing efforts is an effective way to attract visitors.





Resource Requirements

In order to fulfill the recommended tactics associated with this marketing plan (for example: social posts, video ads, and so on), there are various videography and photography resources that will be needed each year. In recognition of this, a series of themes and recommendations have been outlined below.

Video

To help guide the development of Hornepayne's video content, two themes are being proposed: community events and outdoor experiences.

Videos created within the community events category will highlight food, outdoors, historical, and other events in Hornepayne that attract visitors and residents alike.

Videos created within the outdoor experiences category will feature activities such as off-roading trail details, top fishing sites, and so on.

Within each category, it is recommended that Hornepayne invests in the creation of:

- 2 x 15 second videos
- 1 x 30 second video

Photography

To help guide the development of Hornepayne's photography content, two themes are being proposed: community events and outdoor experiences.

Photos shot within the community events category will highlight food, outdoors, historical, and other events in Hornepayne that attract visitors and residents alike.

Photos shot within the experiences category will feature activities such as off-roading trail details, top fishing sites, and so on. Within each category, it is recommended that Hornepayne invests in the creation of:

- 20 still images

***Note:** Given the all-season appeal of Hornepayne, Winter, Spring, Summer, and Fall should all be reflected throughout photography assets.

Estimated Fees

MEDIA TYPE	ESTIMATED FEE
15-second video	\$2,500 per video
30-second video	\$4,000 per video
Still images	\$3,500 per photography session (no drone)

****Note:** Given the above, it is estimated that Hornepayne plans for an annual budget of between \$21,000 – \$32,000 for videography and photography services.*

Tone & Style

Implementing a consistent tone and style for Hornepayne's marketing efforts will ensure that the region is identifiable in the market. Each marketing asset shall be:

Hopeful

Easy-going. Inspiring. Warm.

Hornepayne inspires visitors by using forward-looking, optimistic, and enticing language.

Inviting

Welcoming. Approachable. Intriguing.

Hornepayne welcomes visitors as members of the family.

Straightforward

Descriptive. Enlightening. Revealing.

Hornepayne engages with visitors by speaking to Hornepayne's offerings using clear, familiar, and jargon-free language.

Sample Messaging

Although there may be smaller campaigns that Hornepayne initiates during each calendar year – many of which will require customized messaging – there are several content themes or “buckets” under which visual content and messaging can be mobilized to supplement individual campaigns and to promote Hornepayne’s permanent visitation assets.

**THEME
ONE****Outdoor Adventure****MAIN TAGLINE:****Get Out in the Centre of Ontario****HASHTAG (FOR SOCIAL MEDIA):*****#OutInHornepayne*****SUB-COPY EXAMPLES:**

- Located in the geographic centre of Ontario, Hornepayne is the place to explore the province's untouched backcountry.
- Sleep under the stars and amid Ontario's untouched wilderness. Explore Hornepayne.

**THEME
TWO****Fishing and Hunting****MAIN TAGLINE:****Gatherers in the Centre of Ontario****HASHTAG (FOR SOCIAL MEDIA):*****#GatherInHornepayne*****SUB-COPY EXAMPLES:**

- You won't believe the size of the trout in Hornepayne's pristine waters.
- From small to big game, find out how and when to join the hunt in Hornepayne.

Annual Budget Allocation

Although a daily budget has been recommended to support Hornepayne’s advertising efforts, it is recommended that daily budgets be raised ahead of peak outdoor activity seasons to drive visitation.

Peak Seasons

Peak seasons typically occur during holidays, school breaks, and favourable weather conditions.

Special Events & Festivals

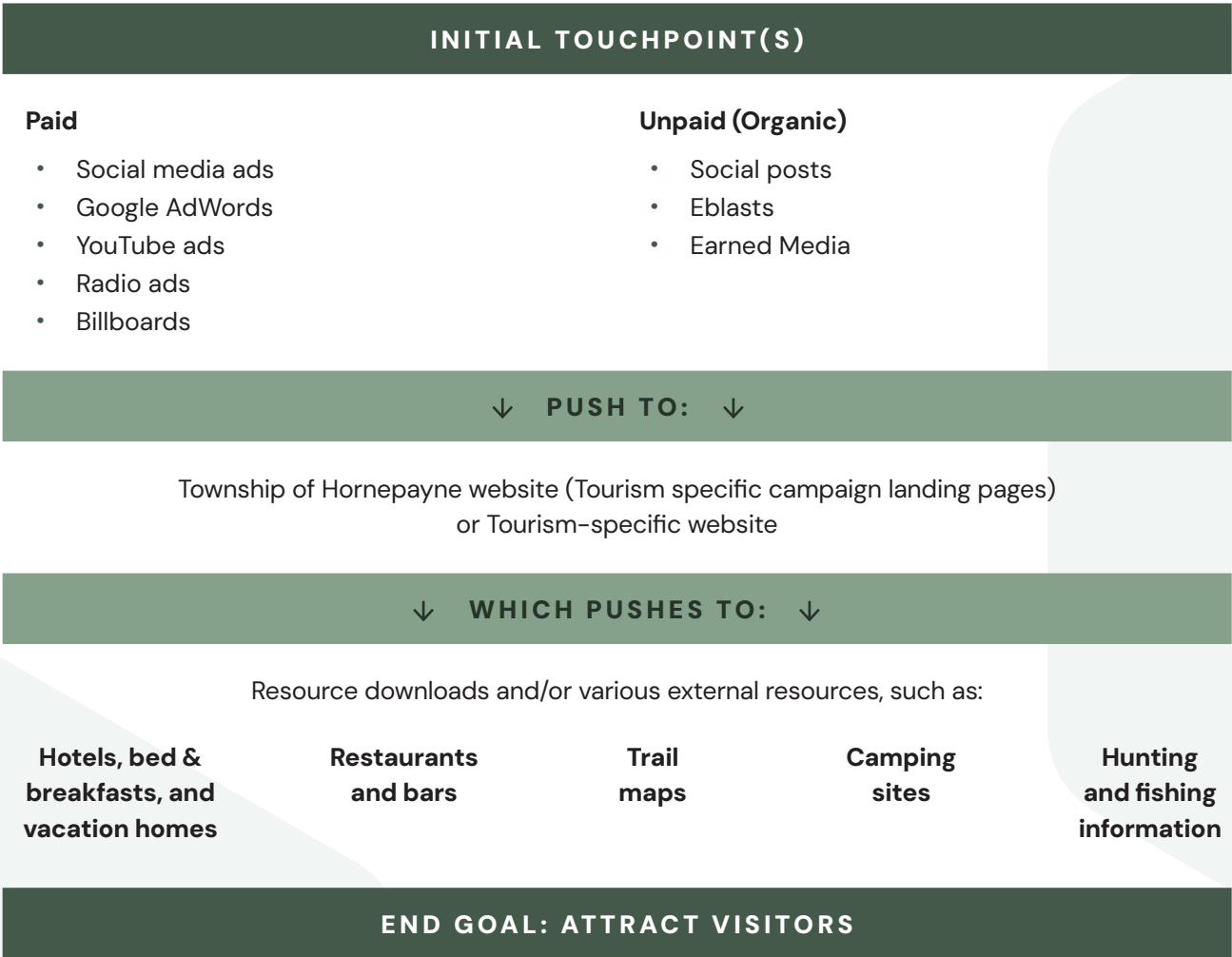
Many destinations host specific events or festivals that draw visitors. These include cultural festivals, music concerts, sports events, and more.

Off-Peak Seasons

Off-peak seasons, although quieter than peak times, still offer opportunities to attract tourists, especially those seeking tranquil experiences or budget-friendly options. These periods may coincide with shoulder seasons, bridging the gap between peak and off-peak times.

Audience Journey

An audience journey diagram is a visualization of every step a target audience member takes to complete a desired action. It aims to showcase how Hornepayne’s target audiences will be engaged, and what their journey from there will look like.



Conclusion

By using this Marketing Plan as inspiration and a roadmap to success, Hornepayne will be *better positioned* to achieve its goals of attracting visitors, positioning itself as a year-round travel destination, and supporting its long-term economic development goals.

Appendix A:

Glossary of Terminology

Facebook/Instagram Grid Post

These are social media posts that appear in these platforms' *regular feeds/grids*, and can contain videos and images.

Facebook/Instagram Stories

These are photos and videos that disappear from your Facebook and Instagram profile and feeds after 24 hours. They are an excellent and authentic mechanism for sharing “in-the-moment” or “behind-the-scenes” footage.

Google Display Ad

Unlike traditional Google search ads, Google display ads are ads shown to users across 2 million+ websites, videos, and applications that are a part of the Google Display Network (GDN), based on their previous online activity.

Google Search Ad

When you type something into Google, you're presented with a list of results on the Search Engine Results Page (SERP). Here, you see both organic results and paid results. Paid search ads appear at the top of the SERP, and they feature a little green box with the word 'Ad'.

TikTok Ads

These are paid video posts that appear between organic posts as users explore their feeds. They offer a call to action to direct users to complete a specific goal.