Snapshot:
Using Programmatic Ads

Heather Starke Solutions Inc.
We created 4 very simple ads with targeted themes.

(6 sizes each)

Programmatic ads were purchased to reach:

- families
- hikers
- cyclists
- road trippers

- Geo-targeted areas
- Ad buys were based on viewer interests
A clear campaign landing page (from the ad) is key.

It should:

- serve the most relevant content
- create action
- measure traffic sources
- capture new leads
Organic Content by Interest

To help with a deeper dive from the landing page, we added 8 fall listicles with new images and over 4,000 words of organic content unique to Northumberland.

Waterway Spots, Friendly Towns and Villages

Enjoy lots of waterway spots along the Trent-Severn Waterway. Plus, explore some of our neighbouring (very nearby!) communities.

Hastings

From the 401 (exit 467 then north onto 25), you’ll discover the village of Hastings along the Trent River. Named Canada’s “Ultimate Fishing Town,” it’s a destination for pleasure boaters and fishermen too. Big Places Park to pose with a 12-foot-long walleye crafted from stainless steel.

Nearby

Visit Lock 18

• Look 18 is the last lock before entering Rice Lake. The lock itself has a park with tables providing a great spot for a picnic or driving tour break. Lock 18 also has an accessible washroom, overnight mooring and nautical charts.

• For some food fun, try our own Fall Favour Tour through Trent Hills.

Fresh Fall Road Trips

Find Your Fall

• Come Explore
• Waterway Must Stops, Trail Towns & Scenic Spots
• Eateries
• Fall Harvest
• Explore Wellness
• Theatre & Arts
• Fall Colours
• Hiking & Cycling

Communities

Group Tours
Meetings & Receptions
Motorcycle Routes
Road Rallies
Themed Drives

Great Northumberland
Harbourview Marina & Restaurant

5 Bay St., Brighton
613-475-1515

There’s a sense of calmness about the Harbourview Marina & Restaurant with its boats bobbing in their slips. But the East Indian dishes from Jay are perfect to spice things up. Order the butter chicken poutine and be amazed—or just a laid back classic like the fish (haddock) and chips. Dine in or try patio seating for those crisp fall breezes.
Key Performance Indicators (KPIs)

Track the following in Google Analytics, etc. to determine the success of any digital campaign:

- # of clicks from the ad source to the campaign landing page(s)
- # of pages of content consumed by new users
- # of new leads captured
- # of entries if you run a contest
- # of videos viewed if part of your campaign page/strategy
- # of ad impressions purchased vs. where ad type ranked in traffic sources
Thanks to Northumberland Tourism

#northumberlandt

creative: heatherstarke.com