



HOW TO Use Market Profile Research for Digital Marketing

A step-by-step guide to using EQ & PRIZM profiles to build a plan for targeting new customers.

A white floatplane with red accents is docked on a wooden pier on a calm lake. The plane's registration number 'C-GMWB' is visible on the tail. Two people are standing on the pier near the plane. The background features a dense forest of evergreen trees under a hazy sky. A large, white, hand-drawn oval graphic is superimposed over the scene, containing the text 'How-to Guide 5' in a white, cursive font. The text is centered within the oval, which is positioned in the upper-middle part of the image.

How-to Guide 5

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Why do this activity?



This activity is the culmination of everything you've learned so far—putting the research to use to attract your ideal customers!

In the previous guides we reviewed the research available to you via the BCRTS Research Program and your Regional DMO, how to identify the different market segments in BC and Alberta, and how to identify those segments that you would like to target.

This activity is about the practical steps of learning about where to find the specific market segments and how to target them using digital marketing—for example, knowing which demographics and geographic areas to focus on.

2. Using an EQ Segment and its related PRIZM Segments, let's build a plan for targeting these potential customers for visiting in the Fall period
 - a. Let's look at one EQ Segment: Authentic Experienter and its Top PRIZM Segments that align with the Authentic Experienter profile:



EQ Segment:
Authentic
Experienter

- Savvy Seniors
- Boomer Bliss
- Mature & Secure
- Turbo Burbs
- Wealthy & Wise
- First-Class Families
- The A-List



b. Let's focus on the top one for the purpose of this exercise:

Savvy Seniors

What are their Demographics?

median household
maintainer age

60 years old

average household
income

\$110,398

married/
common-law

55.8%

do not have children
at home

52.2%

*Download Savvy Seniors
Detailed Profile*



Where do they live?

- Surrey, BC
- Saanich, BC
- Victoria, BC



What are their top tourism activities?

- swimming
- visiting parks/city gardens
- hiking/backpacking



What are their top day-to-day activities?

- reading
- gardening
- fitness walking



3. Now to do this for your own business:

You will need to request detailed PRIZM profiles from your RDMO. If you have not yet identified the segments you wish to target, please review *How-To Guide #4*.



4. Use the information in targeted campaigns.

- a. Once you have done the exercise to identify the segments you would like to target and the commonalities such as where they live, the activities they like, their ages and life stages, you can use this information for targeted marketing.

How?

You can use this information yourself or provide this information to a digital agency for your social media or traditional marketing tactics. For example, you can choose the geographic areas and demographics within Facebook's advertising platform. You can have your agency set up a programmatic advertising campaign using the same information, and their systems will optimize the digital ad placement based on performance using the behavioural, demographic and geographic details provided.

OR

b. Request to purchase postal codes for these segments*.

Each of these segments is defined by specific postal codes across the province(s). You can use the postal codes for direct mail initiatives, placement of physical ads such as billboards, choosing radio stations or newspapers to advertise with, where to stream video ads, or to plug the FSAs (first six digits of postal codes) into Facebook (yourself or via your digital agency) for targeted FB campaigns.

* Purchasing postal codes - this can be done via the BCRTS' research service provider, Symphony Tourism Services. You can make the request via your RDMO or send a request to info@symphonytourism.ca. There is a cost of \$1000 for 12 months of use and a Terms of Use agreement with Environics Analytics, our data provider, to ensure privacy and security.

5. Compare success with previous campaigns

6. Go to the next level:



Access Destination Canada's EQ Toolkit to fine tune your products (*page 13 of the toolkit*) or write about your experiences according to desired EQ segments (*page 25 of the toolkit*)

Get the EQ Toolkit



7. Go to the next level:



Request custom research** to identify your current customer or visitor profiles, potential target markets, and related postal codes that cover your current customers and those new ones that you would like to attract, whether for a new product or for focusing on your "ideal customer".

** Custom Research for your business or CDMO is available via the BCRTS' research service provider, Symphony Tourism Services. Find out more and inquire today by contacting your RDMO or visit [symphonytourismservices.com](https://www.symphonytourismservices.com)





symphonytourismservices.com

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