



DESTINATION
BRITISH COLUMBIA

BLUE MOUNTAIN
VINEYARD AND CELLARS
Photo: Patrice Halley

IS YOUR BUSINESS DIGITALLY READY?

The tourism industry has been radically transformed by new digital technology, online platforms, and business systems that have shaped marketing, customer service, and business operations. Each innovation presents an opportunity for your business to build customer relationships, drive revenue growth, and improve business operations.

Is your business or organization benefitting from this transformation?

Digital readiness refers to the degree to which a business effectively makes use of technology and data for tourism marketing, customer service, and business operations. Consider these four stages of digital readiness:



NOT DIGITALLY READY No efforts or desire for digital readiness. Basic email communication and a dated website (not mobile-responsive, never updated) may be the only digital tools in use, with any other digital opportunities not used or left dormant.

SURVIVE Minimal digital readiness. At this stage there is a basic understanding of what digital marketing is and why it is important. The business has a minimal online presence, with the essentials of a mobile-responsive website or other digital platforms having been established. There is little to no regular content updates, social media presence, or online customer interaction.

THRIVE Moderate stage of digital readiness. This business makes efforts to update content, engage with online audiences, and make adjustments to online activities based on priorities and capacity. There may be no overarching marketing or channel-specific strategy guiding these activities, resulting in a moderate level of effectiveness.

DRIVE Highest stage of digital readiness. Businesses continually strive for digital growth focused on higher levels of sophistication and innovation, while keeping the customer needs in mind. Marketing is engaging throughout the customer's journey, with digital touchpoints connecting the organization with customers during their research, booking, in-market, and post-trip periods. Data drives business decisions.

Conducting a digital self-audit is one way to determine how your business or organization is doing. While the assessment tool included here may not be a fully comprehensive overview nor

necessarily apply to every tourism business, it's a good starting point for business owners to assess their current state of digital readiness.

	SURVIVE	THRIVE	DRIVE
DIGITAL MARKETING STRATEGY	<input type="checkbox"/> You are aware of the need for a digital strategy but have no formal strategy in place.	<input type="checkbox"/> Your business & marketing plans identify opportunities to blend your offline marketing with your online marketing. <input type="checkbox"/> You review your plan & strategies on a monthly & quarterly basis.	<input type="checkbox"/> Digital marketing is fully integrated into your business & marketing plans. <input type="checkbox"/> You review your plan & strategies with your team on an ongoing basis, exploring opportunities for greater digital sophistication.
WEBSITE	<input type="checkbox"/> You have a business website. <input type="checkbox"/> Bookings, inquiries & orders require guests to contact you directly.	<input type="checkbox"/> Your guests can check availability & book online. <input type="checkbox"/> You have an e-commerce platform set up. <input type="checkbox"/> You regularly conduct website maintenance.	<input type="checkbox"/> You are using data from analytics & e-commerce to meet customer preference. <input type="checkbox"/> You are testing & adjusting your online systems for continued improvements.
MOBILE ACCESSIBILITY	<input type="checkbox"/> Your website is mobile responsive.	<input type="checkbox"/> Customer interactions are done with mobile devices in mind.	<input type="checkbox"/> You use location-aware & device-aware marketing. <input type="checkbox"/> Your products or services are enhanced through customers' use of mobile.
DIGITAL MARKETING	<input type="checkbox"/> You have a basic understanding of SEO. <input type="checkbox"/> You have claimed your Google my Business , HelloBC & TripAdvisor listings. <input type="checkbox"/> You have a sign up for email subscribers & send subscribers semi-regular email newsletters.	<input type="checkbox"/> You use online ads including Google Adwords & retargeting ads. <input type="checkbox"/> You have built & run several Google search ad campaigns. <input type="checkbox"/> You regularly develop & post new content on your website to align with your advertising activity. <input type="checkbox"/> You send subscribers regular email newsletters & include engaging content (not just sales and promotions).	<input type="checkbox"/> You have a content marketing strategy. <input type="checkbox"/> You have placed a tracking tag (such as Google's retargeting or conversion tags) on your website. <input type="checkbox"/> You have integrated online/offline marketing activities. <input type="checkbox"/> You have segmented audience lists, such as unique email lists or other audiences used in your marketing platforms. <input type="checkbox"/> You integrate user-generated content into your digital marketing activities.

	SURVIVE	THRIVE	DRIVE
SOCIAL MEDIA MANAGEMENT	<input type="checkbox"/> You may have created a social media account for your business but you may not be posting consistently.	<input type="checkbox"/> You have created social media platforms for your business based on those your customers are using. <input type="checkbox"/> You have developed a content calendar to guide content & posting schedules. <input type="checkbox"/> You run social media ads.	<input type="checkbox"/> You have installed a Facebook pixel . <input type="checkbox"/> You run targeted ad campaigns with custom audiences. <input type="checkbox"/> You have a clear strategic plan specific for each social platform.
GUEST INTERACTIONS	<input type="checkbox"/> You use email to interact with guests & maintain a 24–48 hour response time. <input type="checkbox"/> You can receive guest reviews online.	<input type="checkbox"/> You use a customer relationship management system (CRM). <input type="checkbox"/> You review, reply and follow up with guest questions & reviews left online. <input type="checkbox"/> You use social media channels to engage in 2-way discussions with your guests. <input type="checkbox"/> You send out guest surveys.	<input type="checkbox"/> Your CRM Tool is integrated into your marketing activities & decision making. <input type="checkbox"/> Your decision-making is based on customer interactions and feedback. <input type="checkbox"/> You solicit online reviews from your guests. <input type="checkbox"/> You provide real-time chat for guests.
PARTNERSHIPS	<input type="checkbox"/> You link to other businesses in the area on your website.	<input type="checkbox"/> You collaborate with local organizations on promotions & itinerary ideas. <input type="checkbox"/> You share other local businesses content on your social media.	<input type="checkbox"/> You work in partnership with other organizations and DMOs in your area, sharing resources, customer insights & data.
ONLINE SECURITY	<input type="checkbox"/> You change passwords regularly. <input type="checkbox"/> Your website has an SSL Certification. <input type="checkbox"/> You have a privacy statement on your website. <input type="checkbox"/> You are aware of CASI * & follow the guidelines.	<input type="checkbox"/> You have business-wide policies & security processes. <input type="checkbox"/> You use 2-factor authentication. <input type="checkbox"/> You backup your data on a regular basis. <input type="checkbox"/> You are aware of GDPR * & follow the guidelines.	<input type="checkbox"/> You have multiple backup systems, security measures & digital signatures. <input type="checkbox"/> You perform an annual security audit to ensure that your site is safe from being hacked & your payment portal is secure.

SURVIVE

ANALYSIS

- ☐ You have [Google Analytics](#) set up on your website.

THRIVE

- ☐ You are familiar with Google Analytics & can use it to answer basic web traffic questions.
- ☐ You use third-party tools, dashboards & apps to track & monitor key performance indicators (KPI).
- ☐ You are familiar with social media analytics interfaces & reports.

DRIVE

- ☐ You have adaptable online business models, integrated systems & customer intelligence.
- ☐ You track user flow to see where users drop off to constantly improve your sales cycle.
- ☐ You use custom conversion actions, enhanced ecommerce, & understand how online attribution models function.

*CASL: The Canadian Anti-Spam Legislation is an anti-spam law that applies to all electronic messages (i.e. email, texts) organizations send in connection with a commercial activity.

*GDPR: The General Data Protection Regulation (GDPR) is a regulation that applies to data protection and privacy for all individuals within the European Union. Organizations don't have to be based in the EU to be bound by GDPR.

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