



**intouch**  
COMMUNICATIONS INC

# TOURISM PORTFOLIO



## WHO WE ARE

Since we opened our doors, InTouch Communications has benefited from energetic, principled, and creative leaders at its helm. InTouch Communications' team brings a diverse set of skills and experience, ensuring a well-rounded perspective on Nova Scotia Tourism operations. We do more than provide marketing; we cause large-scale changes in the growth forecast of our clients.

What makes InTouch a great fit for Tourism Nova Scotia is our "small but mighty" background. Much like most of the tourism businesses here in Nova Scotia, we are small but mighty. Our name is not recognized like some of the BIG companies, but that doesn't make us less skilled and valuable. We have been noticed by the people who matter the most - the ones who trust us and whom we trust. Building these relationships is what has enabled us to grow and offer our reasonable costs to our clients. One client recently said, "Deciding to work with InTouch was a feeling - a feeling that we are truly supported and appreciated."

At InTouch Communications, we carefully evaluate everything we do prior to moving into a new campaign. Your marketing is how your stakeholders relate to you. It is how they know you, like you, and trust you. Changes must be made carefully to not compromise your brand and/or following.

Unlike many marketing companies, we are not quick to jump on a new idea without evaluating the benefits and risks to your brand or public perception. However, once InTouch Communications determines that the benefits outweigh any potential risks, we have a team that can move incredibly quickly to put new marketing materials together before an opportunity is lost.

## Core Competencies

**Mission:** To provide affordable and creative marketing services, with a quick turn-around and excellent customer service

**Vision:** To become the most sought-after tourism marketing agency in Nova Scotia by 2025

**Values:** To take initiative, value teamwork, be passionate, ensure growth and most importantly- have fun!

## Our PEOPLE are second to none

- We have specialists for every medium: photography, copywriting, digital specialists, graphic designers, directors, producers, and more
- Our leader won the 2020 Halifax's Business Silver Leader of the Year Award
- Strong connections to media suppliers across Atlantic Canada that provides you with preferred rates for media purchases

## Error Free PROCESSES

- We know what is needed to reach your audience and check all the boxes, so they see and react to your marketing materials
- We engage 100% of your stakeholders in building the brand
- We utilize the best practices for current marketing trends
- Our attention to detail allows you to pay less for the actual marketing and more for the paid advertising direct to consumer



## WHY CHOOSE US?

InTouch Communications would be honoured to be selected as your agency for full service marketing and communications. Our team not only brings the expertise needed to your needs, but we have a special passion for the tourism industry. We believe in what Nova Scotia has to offer, and promote it in a unique way every time.

Our size and proactive approach allows quick decision making and quality control metrics that result in successful campaigns. We have worked with many tourism industry professionals before, and we aren't stopping anytime soon. Thank you for considering InTouch Communications for your marketing needs.



## SERVICES

Our specialty over the years has been increasing our client's website traffic, brand awareness, social media, and their overall sales and success. Our goal is to always use strategic marketing tactics that are eye-catching and current, using our wide range of services. Our team is made up of skilled copywriters, photographers, videographers, graphic designers, web developers, digital strategists and creative directors. Together we have created some of the most successful campaigns our clients have ever seen.

### Digital

- Digital Marketing
- Digital Strategy
- Digital Audits
- Social Media Marketing
- Social Media Strategy
- Social Media Management
- Social Media Audits
- Email Marketing
- Google Ads Management
- YouTube Ads Management

### Content Creation

- Graphic Design
- Copyrighting
- Video Production
- Video Editing
- Photography
- Aerial Videography & Photography
- Photo Retouching
- Website Design

## Brand Consulting

- Logo design
- Brand Identity
- Brand Guidelines
- Brand Strategy
- Brand Consolidation
- Brand Storytelling

## Public Relations

- Community Relations
- Issues Management
- Media Relations
- PR Marketing
- Crisis Communications
- Corporate & Social Responsibility

## Advertising

- Television
- Radio
- Print
- Billboard
- Direct
- Non-Traditional
- Online

## SAMPLES





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the maxwell's plum  
DOWNTOWN HALIFAX

# SUPPORT LOCAL

#NSCRAFTBEER



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**Escape**  
PACKAGE

The Prince George Hotel  
HALIFAX

**STILLY PILS BY STILLWELL**

**PILSNER-STYLE LAGER**  
5% ABV  
INSPIRED BY THE FULL  
FLAVOURED PILSNER  
OF THE WORLD

PILSNER-STYLE LAGER  
355ml 5% alc/vol

CRAFT BREWERS ASSOCIATION OF NOVA SCOTIA  
STILLWELL BREWING

Summer 4 PICTOU COUNTY ICONS

# ENTER TO WIN

2 weekend passes to Lobster Carnival 2019 and a three night stay at Pictou Lodge July 5, 6 & 7

PICTOULODGE.COM

PICTOU LODGE

Pictou Lodge Beach Resort  
12 June 2019

\*\*\*CONTEST CLOSED\*\*\*

Summer only has 92 days, and they sure fly by!

Want to WIN two weekend passes to the Pictou Lobster Carnival and a three night stay at Pictou Lodge Beach Resort? Simply LIKE and SHARE this post, and tag your friends in the comments! The draw will happen on July 2nd.

Like/follow our page to never miss future contests and giveaways! Best of luck, we hope to see you soon. 🍀

... See more

3.6K 3.5K comments 4.2K shares

Like Comment Share

Most relevant

Hyla Coolen  
Love the FB pics looks lovely!  
Like · Reply · 1 y

Dayle Lewin  
This would be such a great getaway. A time to visit old friends and have a great time visiting and

Write a comment...

**Gio Restaurant**  
20 October 2020

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The Prince George Hotel HALIFAX

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5,929 People reached 465 Engagements [Boost again](#)

Boosted on 20 Oct 2020 By Alison Maria Completed

|                |      |                 |     |
|----------------|------|-----------------|-----|
| People reached | 5.3K | Post engagement | 243 |
|----------------|------|-----------------|-----|

[View results](#)

143 1 Comment 14 shares

13:00

★★★★☆  
4.3/5 star review on Google out of 273 reviews

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## GET TO KNOW OUR BREWERS



### THE CHURCH BREWING CO.

CHURCH CONSISTS OF HARD-WORKING COMMUNITY MEMBERS COMPOSED OF ARTISTS, MAKERS, CRAFTERS AND SCIENTISTS WISHING TO MAKE A DIFFERENCE IN NOVA SCOTIA.



NSCRAFTBEER.CA



## PAST AND CURRENT TOURISM / FOOD & BEVERAGE CLIENTS

Prince George Hotel  
Pictou Lodge Resort  
Digby Pines Resort  
Oak Island Resort  
Manga Hotels Atlantic  
Atlantica Hotel  
Westin Nova Scotia Hotel  
Elements on Hollis  
Seaport Social  
Craft Brewers Association of Nova Scotia  
Gio restaurant  
Maxwell Plum Restaurant

Grape Escapes Wine Tours  
South Shore Tourism Association  
TIANS  
The Cannery Social  
Eastern Shore Tourism Association  
Northumberland Tourism Association  
Mariner Inn King  
Grand Banker  
Liscombe Lodge Resort  
Campers Haven Campground  
Charlotte Lane Cafe

**Thank you for your interest in our company.**

