



Destination Nackawic Economic Development Corporation

Using digital clarity to support regional growth at scale



When digital work is doing its job, it supports decisions quietly.
When it isn't, it accumulates without direction.

Over time, websites grow, campaigns expand, and data becomes harder to interpret. The challenge is rarely a lack of activity. It's maintaining clarity about priorities, audiences, and how digital systems are meant to support real outcomes.

That challenge applies whether an organization is representing a product, a service, or an entire region.

Destination Nackawic supports tourism promotion and economic development for the municipality of Nackawic-Millville in central New Brunswick, representing the region to visitors, residents, and those considering longer-term opportunities to invest, develop, or relocate.

That's a broad mandate, and it places real pressure on digital systems. A website can't simply look good. Campaigns can't exist in isolation. Everything needs to work together to support understanding, confidence, and follow-through.

Brand Butter partnered with Destination Nackawic to bring clarity and structure to that ecosystem.

Starting with clarity, not execution

We didn't start this engagement by proposing a website rebuild or ad campaigns.

We started by aligning on what Destination Nackawic actually needed its digital ecosystem to do.

Together, we defined a few core requirements:

- A single digital platform that could serve multiple audiences without fragmenting the experience
- Promotion that led to meaningful exploration, not dead-end clicks
- Insight into who was engaging, where they were coming from, and how interest developed over time
- Systems that could support long-term regional goals, not one-off initiatives

This alignment mattered. It shaped how the work was sequenced and prevented wasted effort. At Brand Butter, this is non-negotiable. Clarity comes first, or growth doesn't compound.

Building a platform that supports real decisions

Once priorities were clear, we moved into execution.

Brand Butter partnered with Destination Nackawic to build a new website on a modern, flexible platform, designed around how people actually explore a destination and evaluate opportunity.

Key decisions included:

- A full platform migration supported by redirect tables to preserve continuity and existing search visibility
- A navigation structure rebuilt around user intent rather than internal categories
- Clear user journeys and call-to-action placement to support planning and follow-up

- Migration of news and events to maintain continuity and relevance
- A dedicated **Development Lots** section to clearly present residential and investment opportunities

The goal wasn't novelty. It was usefulness. The site needed to be easy to understand, easy to maintain, and capable of evolving as priorities changed.

Digital Systems That Support Clarity

To support Destination Nackawic's goals, Brand Butter focused on building digital systems that create visibility, insight, and confidence, not just activity. Each system plays a specific role in how the region is discovered, explored, and evaluated.

Website platform and structure

The website functions as the central digital hub for Destination Nackawic, serving visitors, residents, and development audiences. For an organization representing an entire region, the site is infrastructure. If it is unclear or fragmented, every campaign and initiative downstream loses effectiveness.

Brand Butter rebuilt the site on a modern, flexible platform, restructuring navigation around how people actually explore a destination. Redirects were implemented to preserve existing visibility, news and events were migrated to maintain continuity, and clear user journeys were created to support different audience intents. The result is a stable, adaptable foundation that can support new initiatives without repeated rebuilds.

Analytics and measurement

Analytics make it possible to understand how people find the site, what they engage with, and how interest develops over time. Without this visibility, decisions rely on assumption.

Beginning in May 2025, Brand Butter implemented Google Analytics and supporting tracking to establish a clear baseline. Destination Nackawic can now see traffic patterns, engagement depth, return behavior, and audience characteristics in one place, allowing promotion, content, and prioritization decisions to be guided by real behavior rather than anecdotal feedback.

Advertising attribution

Advertising attribution connects promotion directly to on-site behavior. For regional promotion and development, reach alone is not enough. It's critical to understand whether awareness turns into meaningful exploration.

Brand Butter implemented the Meta Pixel and structured campaign tracking so paid promotion could be evaluated based on outcomes, not just impressions. This enables more disciplined investment and clearer understanding of what drives follow-up interest.

User behavior insight

Analytics explain what happens. Behavior tools explain why.

Heat mapping and anonymous session recording reveal how people actually move through the site, where they pause, and where clarity breaks down. These insights allow Destination Nackawic to refine user journeys with confidence and make small improvements that compound over time.

Structured data and search readiness

Structured data helps search engines better understand and surface Destination Nackawic's content. For a destination-focused organization, search visibility directly affects discovery.

Brand Butter implemented structured data to strengthen the technical foundation for long-term discoverability, improving how the region appears in search results without requiring constant intervention.

Making insight part of how decisions get made

Beginning in **May 2025**, Brand Butter implemented a full analytics and insight framework so Destination Nackawic could see how people actually interact with the region online.

Over the months since implementation:

- **34,762 users** have explored the site

- Generating **39,687 sessions** and **49,415 page views**

What matters is not just volume, but behavior.

Paid social introduces the region at scale. Organic search accounts for a disproportionate share of returning users. That pattern is consistent with how people plan trips, compare destinations, and research longer-term opportunities, initial discovery followed by repeat visits as consideration deepens.

This distinction helps clarify which efforts support meaningful engagement and which simply generate activity.

Supporting promotion with structure

With the platform and insight framework in place, Brand Butter continues to support Destination Nackawic through seasonal tourism and development-focused advertising.

Across the same period:

- Content has been delivered **over 1.34 million times**
- Reached **more than 405,000 people**
- Resulted in **37,392 visits** to the website

This level of reach is meaningful in a regional context. Engagement extends beyond New Brunswick into major population centres like Toronto, Montreal, Halifax, Calgary, Vancouver, and Ottawa.

That geographic spread matters because it aligns directly with Destination Nackawic's mandate, expanding awareness among audiences who are intentionally exploring destinations and opportunities beyond their immediate area.

Knowing who you're actually reaching

Audience demographics add another layer of confidence.

The strongest engagement comes from users between **25 and 64**, with particularly strong representation in the **25 to 44** and **45 to 64** age ranges. These groups align with the decisions the site supports, travel planning, lifestyle evaluation, and longer-term regional consideration.

This isn't an abstract assumption. It's reinforced by behavior, repeat visits, deeper exploration across sections, and interests centered on travel, dining, lifestyle, community, and home-related topics.

For Destination Nackawic, this insight informs messaging, content priorities, and future investment decisions.

What made the difference

This engagement didn't hinge on a single tactic or deliverable. The outcome was shaped by a few consistent choices:

- We aligned before we built
- We sequenced work intentionally
- We treated digital as infrastructure, not marketing output
- We used data to explain behavior, not just report performance
- We continue to support the system as priorities evolve

Those choices allowed momentum to build without fragmentation, and ensured that visibility, engagement, and insight reinforced one another over time.

That's how Brand Butter operates.

We partner with organizations that already have momentum and help them bring clarity to what they're building, who they're serving, and how growth actually happens.

The Takeaway

Destination Nackawic's digital presence now operates as a system, one that introduces the region clearly, supports meaningful exploration, and provides insight into how interest forms and evolves over time.

Not because more activity was added, but because clarity shaped how decisions were made, how work was sequenced, and how success was defined.

By doing the right things, in the right order.