

INTERACTIVE MARKETING— Social Media Basics for Tourism Businesses

Presented by
Off Madison Ave
[@offmadisonave]



HELLO—

Who We Are & What We Do



GETTING STARTED—

Overview of Social Media & Top Platforms



The Benefits

Customers are, by nature, social and utilize social networks daily. Through fostering a community of brand advocates, you can not only drive revenue, but affect other key business objectives, too.

70% of local businesses use Facebook for marketing purposes.

50% of consumers use a combination of search and social media to fuel their purchasing decisions.



YouTube is the world's second largest search engine.

90% of consumers trust peer reviews, while only 14% trust ads.

34% of bloggers post opinions on brands and products.



Facebook

Pages are solely meant for notable entities and brands, whereas profiles are meant for users and groups, and can bring a smaller faction of users together around a very specific topic.

- To foster a community around a common brand or notable entity.

**Use A
Page**



- To create a community around your brand, but focusing it on a more specific theme.

**Use A
Group**



- To connect on an individual level
- To create a separate account that adds emphasis that a user is an employee

**Use A
Profile**



Facebook Functionality

With Facebook Pages, companies and brands can communicate and share information with customers, creating a dialogue.

Notifications:
Alerts Tool

Insights:
Analytics Tool

Tabs:
Content Organization Tools

Status Update:
Messaging Tools

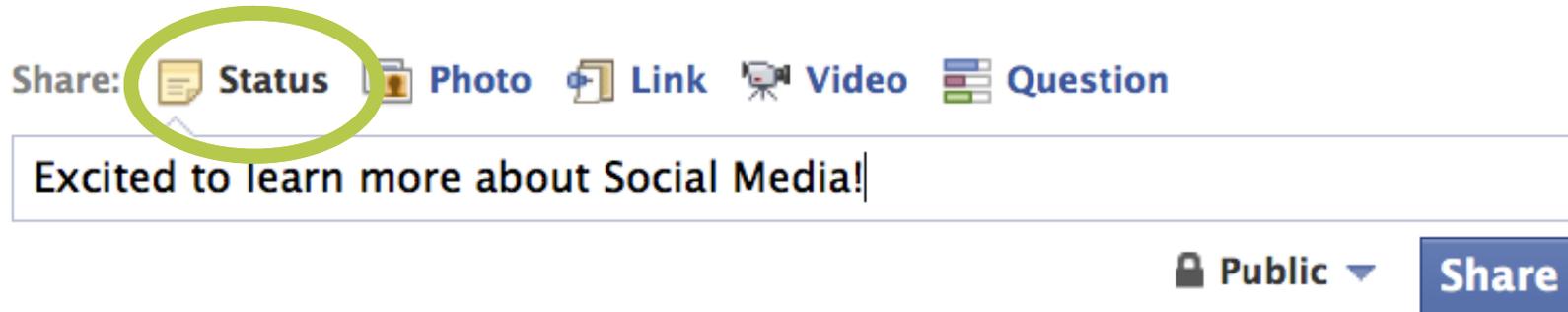
Comments, Likes & Shares:
Interaction Tools



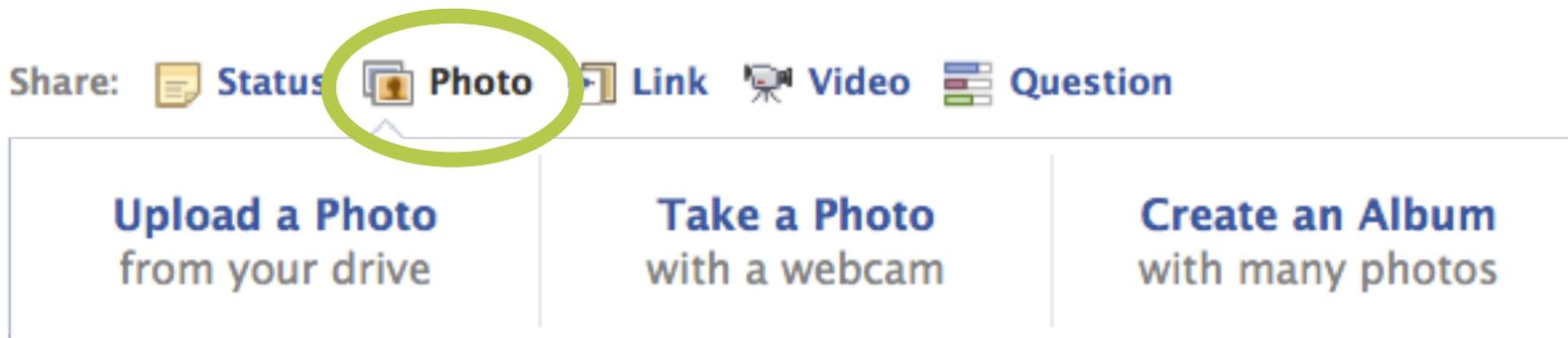
Facebook Messaging Tools

Status updates are great for quick messages. Looking to convey a thousand words? Photos are a Facebook favorite.

Plain text – Use a Status Update.



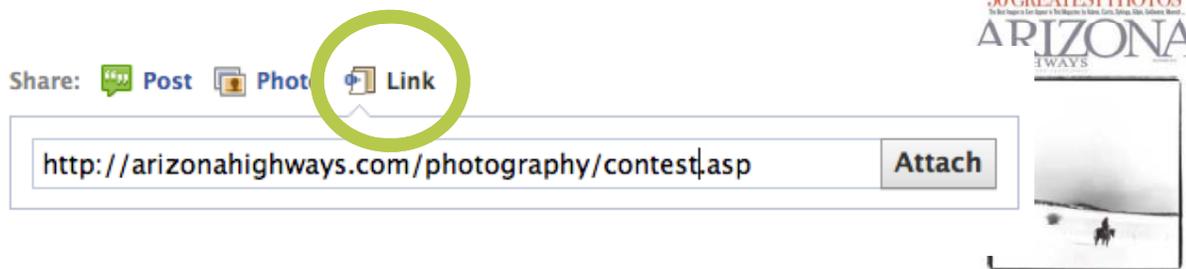
Visual, with or without added text – Select *Photo*.



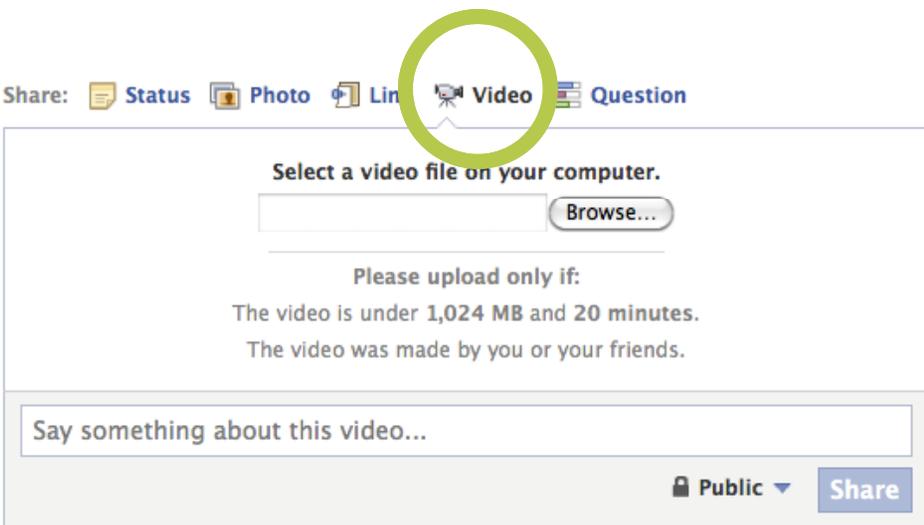
Facebook Messaging Tools

Links and videos can help you tell your community a more in-depth story about your business.

Website, Blog Post, YouTube Video or Article – Select *Link*.



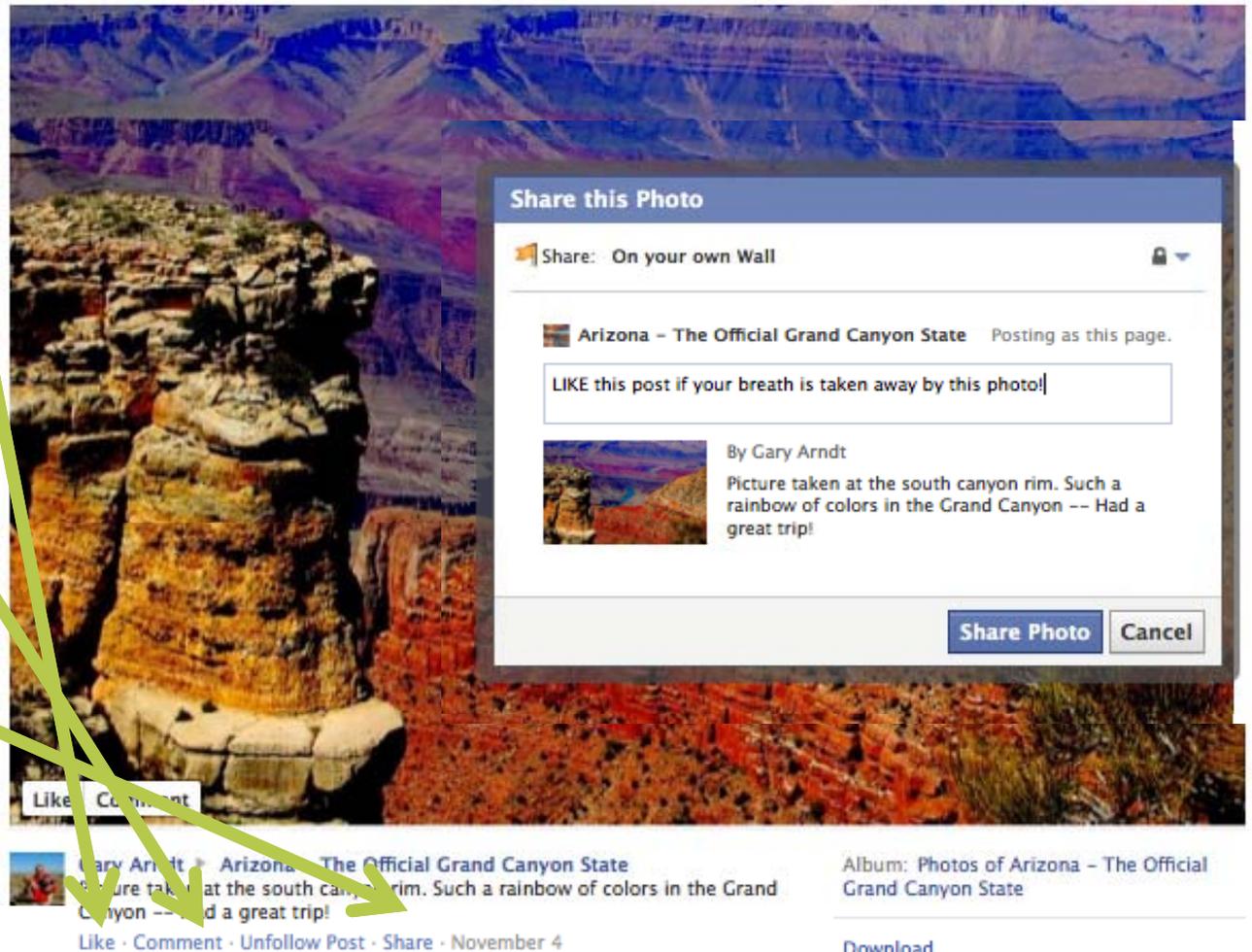
Raw video file – Select *Video*.



Facebook Interaction Tools

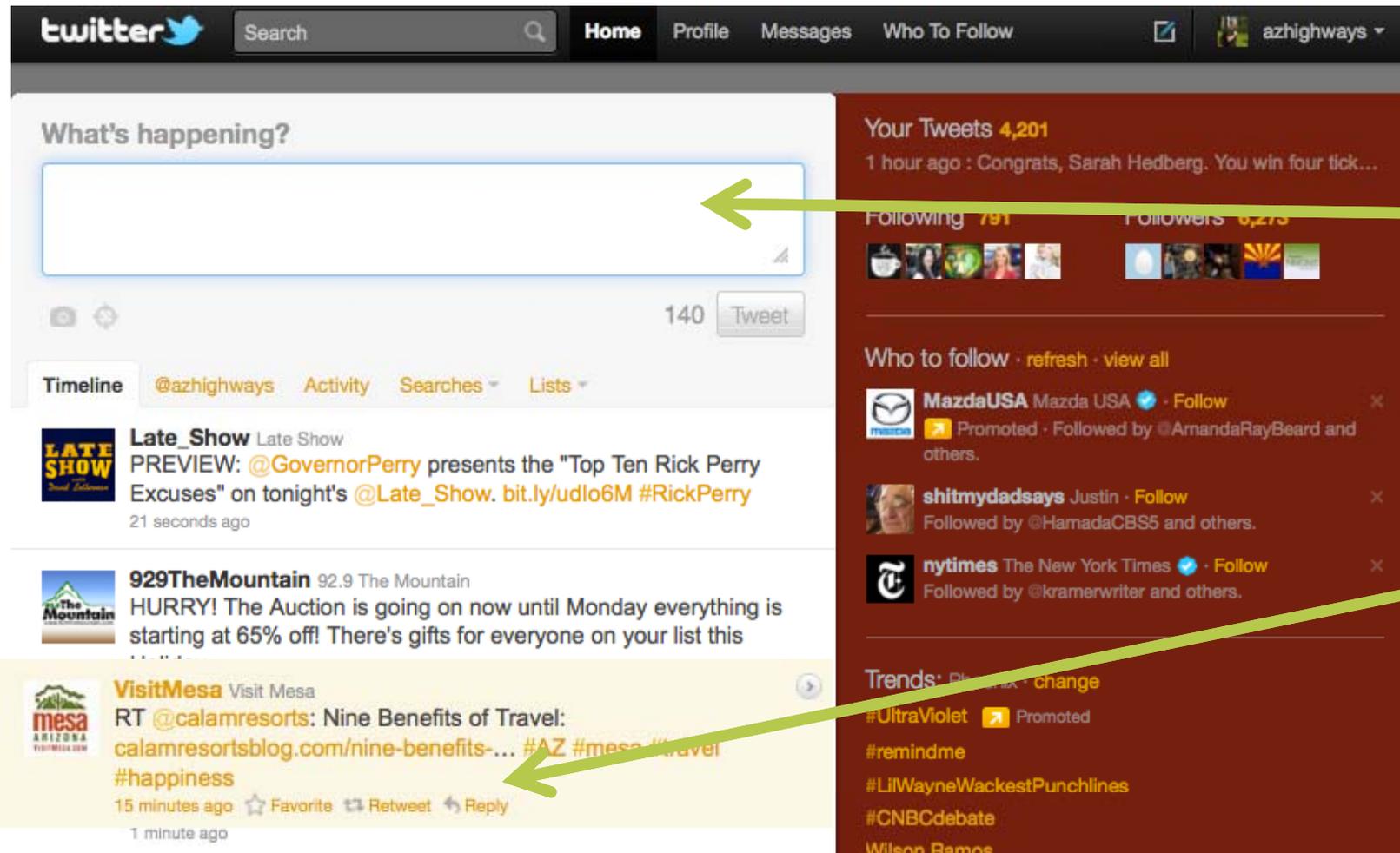
Comments, likes and shares can be used by Pages and users alike to engage, share and drive conversations.

- Show Simple Encouragement – Select *Like*.
- Add More to the Conversation – Write a *Comment*.
- Spread Awareness – Select *Share*.



Twitter

Quick updates and the ability to interact with millions – this is what makes Twitter ideal for both brands and users.



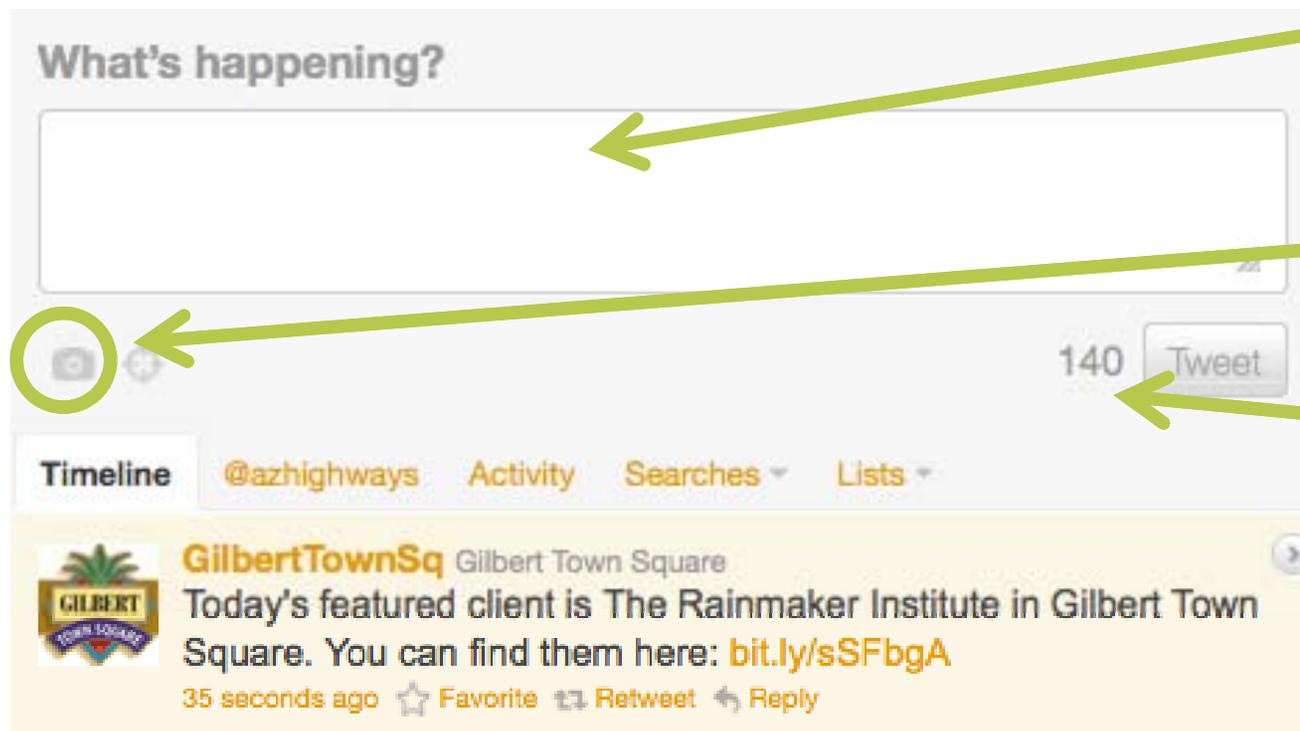
Tweet:
Messaging
Tools

**Retweets,
Favorites
and
Replies:**
Interaction
Tools



Twitter Messaging Tools

Tweets spread awareness as followers have access to a variety of updates and interaction helps promote the account.



Update box that automatically shortens links.

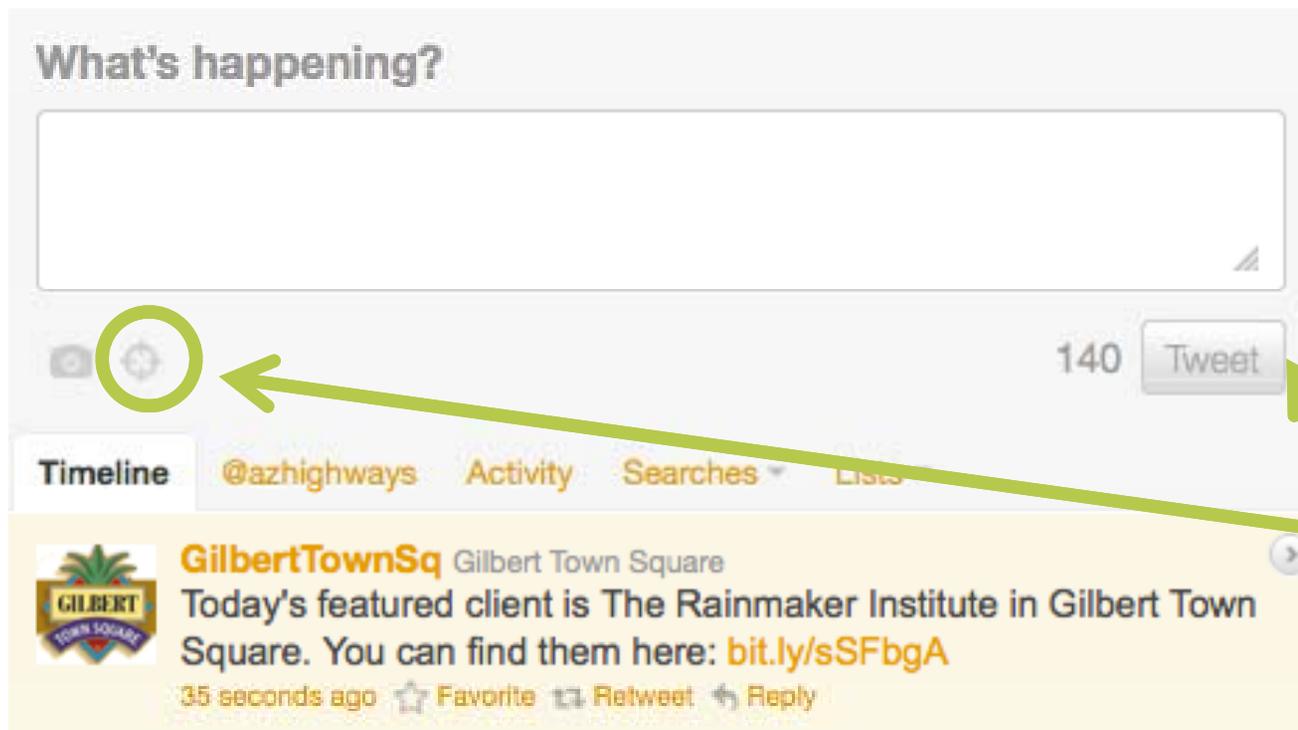
Add a photo.

Character count.



Twitter Messaging Tools

Add additional context, if needed, and share information publicly with a large potential reach.



Add a location.

Send update.



Twitter Interaction Tools

Interact with the community in a variety of ways to increase your reach.



Respond to a tweet.

Relay another user's message.

Favorite another user's tweet.

Expand to see more.



Twitter Lingo & Norms

More so than any other social network, users have created a very specific way of using and communicating on Twitter.



In the [FOXSports.com](#) new [#NHL](#) power rankings, [#Coyotes](#) check in at 15 [foxsportsarizona.com/11/14/11/FOXSp...](#)

18 minutes ago via [Tweet Button](#)

☆ Favorite ↻ Retweet ↩ Reply

Hashtags



Not every place in Sedona closes at 9pm! - [bit.ly/o17kfJ](#) Our dining room is open till 10pm & our bar menu is available even later!

25 minutes ago via web

Shortened Links



RT [@phxart](#): Receive \$5 off tickets for the November 30th Flamenco Night, [flaMÉXico!](#) Offer expires tonight. [conta.cc/pbjJbQ](#)

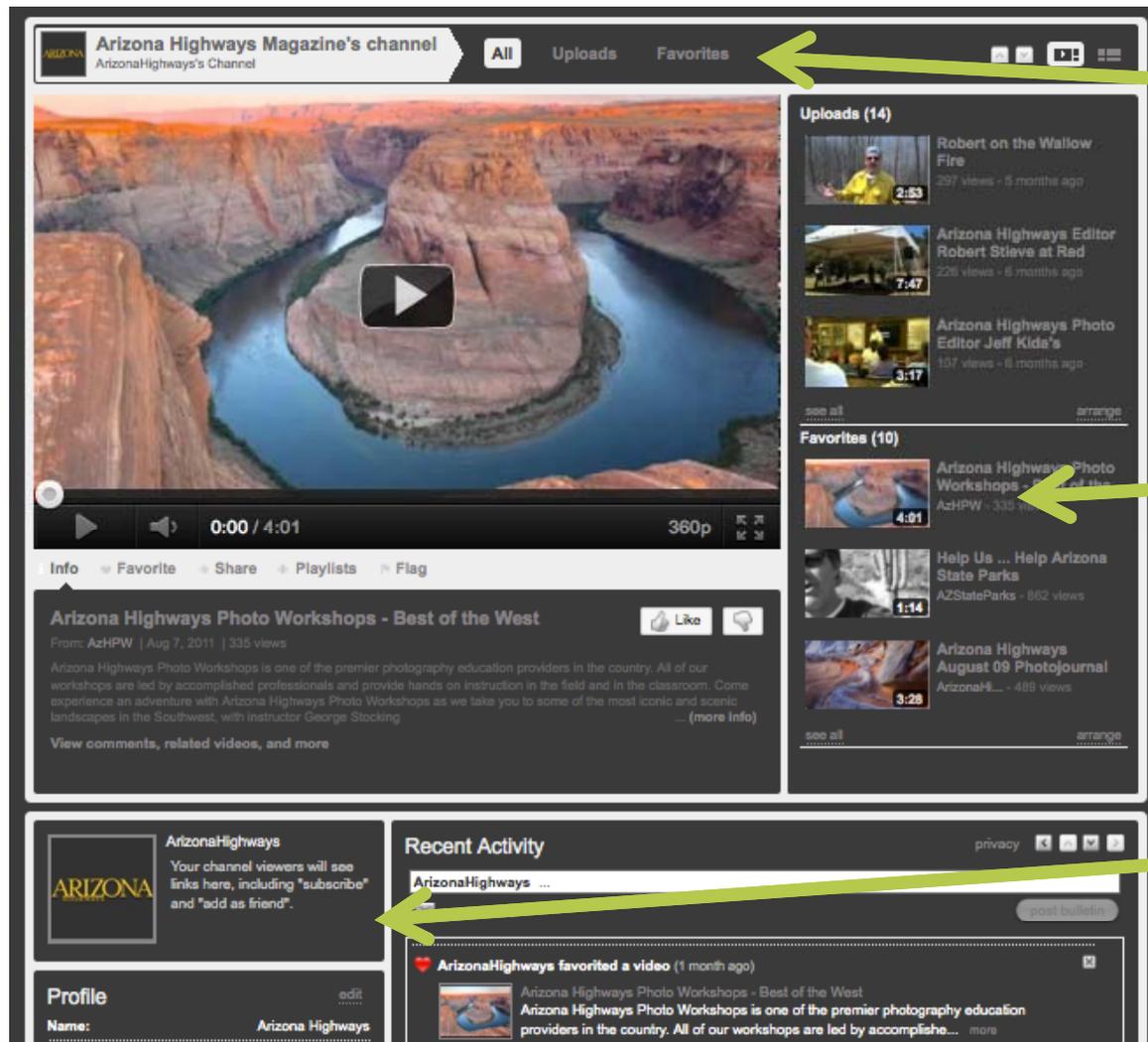
2 minutes ago via [HootSuite](#)

RT & @Reply



YouTube

Tell engaging brand stories and gain awareness on the world's second largest search engine.



Channel:
Messaging
Hub

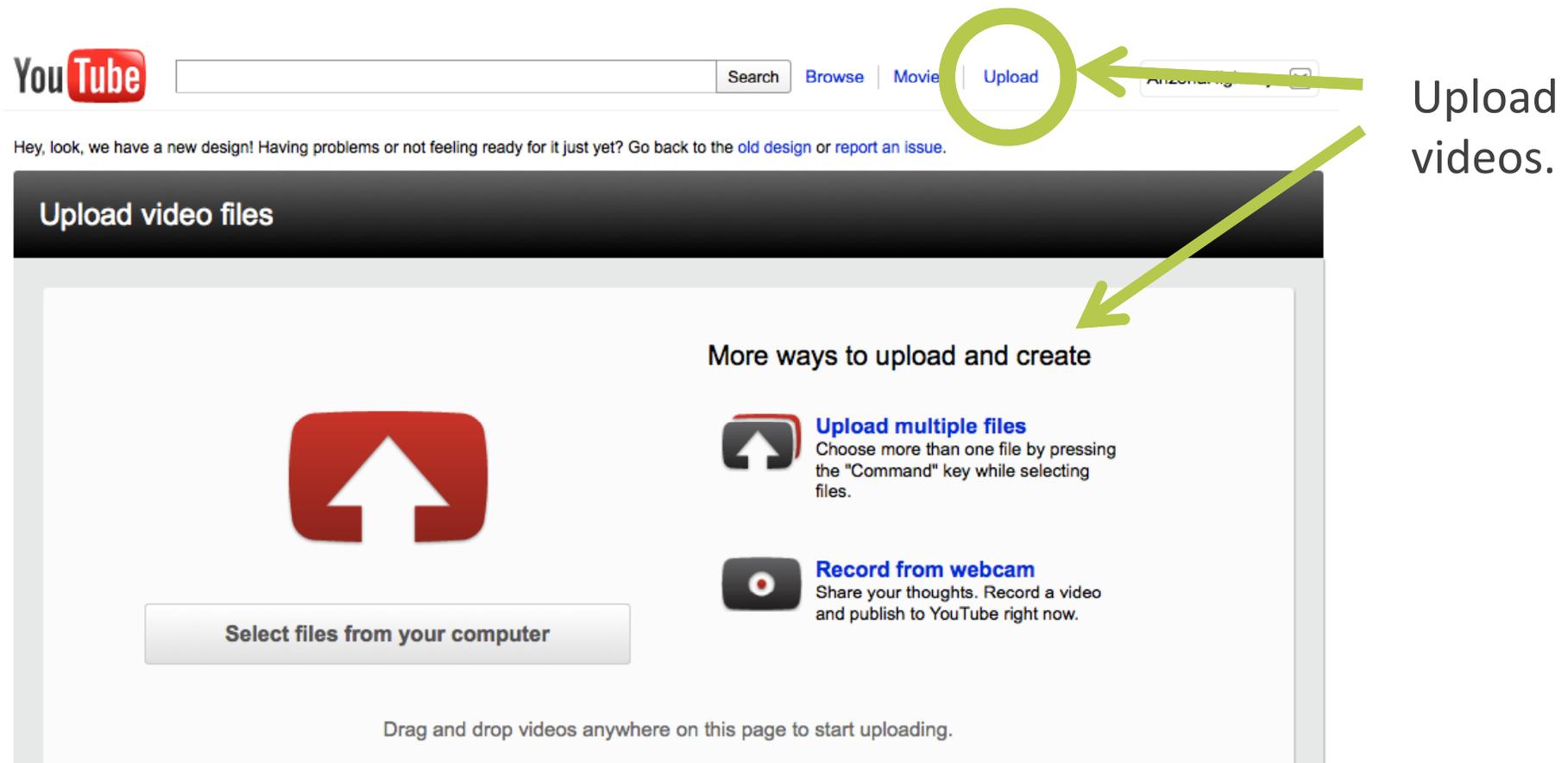
**Favorites &
Playlists:**
Content
Organization
Tools

**Brand
Profile:**
Interaction
Tool



YouTube Messaging Tools

Tell engaging brand stories and gain awareness on the world's second largest search engine.



The image shows a screenshot of the YouTube website's upload interface. At the top, the YouTube logo is on the left, followed by a search bar, and links for 'Search', 'Browse', 'Movies', and 'Upload'. The 'Upload' link is circled in green. A green arrow points from the 'Upload' link to the 'Upload video files' section below. This section has a dark header with the text 'Upload video files'. Below the header, there is a large red icon of a play button with an upward-pointing arrow. To the right of this icon, under the heading 'More ways to upload and create', are two options: 'Upload multiple files' (with a red icon of an upward arrow) and 'Record from webcam' (with a red icon of a camera). Below these options is a button that says 'Select files from your computer'. At the bottom of the section, it says 'Drag and drop videos anywhere on this page to start uploading.' To the right of the screenshot, the text 'Upload videos.' is written.

Upload videos.



YouTube Messaging Tools

Search lends itself to sharing, so optimizing content is key.

Uploading 1 video + Add more videos

Uploading... 37%

Info & Privacy

Title
Visit Tucson

Description

Tags
Suggestions: + Visit + Tucson, Arizona
+ Ankh-Morpork City Watch

Category
Choose category

License
 Standard YouTube License [Learn more](#)
 Creative Commons Attribution license (reuse allowed) [Learn more](#)

Privacy
 Public anyone can search for and view this video and it is recommended
 Unlisted anyone with the link can view
 Private only people you choose can view

Video thumbnail
Thumbnail selections will appear when the video has finished processing.

Your settings will be saved as soon as we've started processing the video. Save changes

▲ Less

Punchy,
keyword-
rich title.

Appropriate
tags.

Keyword-
rich
description.



Blogs

With consumers becoming more averse to advertising, it's often best to work with the influencers your audience follows and trusts.

Discover



Qualify



Engage



Blogs

Building relationships with key influencers ensures that your messages get relayed more frequently and more accurately.

- Demonstrate a knowledge/liking of their blog.
- Tailor the pitch to them and their audience.
- Keep it to the point.

Establish a Relationship



- Ask for a link to the post to ensure they're representing your brand accurately.
- Follow FTC Guidelines if they were compensated for their post.

Ensure a Successful Post



- Help support them by spreading their messages.
- Offer them exclusive, relevant information.
- Compliment their work.

Build Upon the Relationship



Social Media Advertising

With the majority of social networks asking for in-depth personal information, you can easily reach many audience subsets.



Facebook Ads

Reach the exact audience you want with relevant targeted ads.



LinkedIn  Ads



Promoted Tweets

Extend the reach of your Tweets to a broader audience.



Promoted Trends

Feature a trending topic at the top of our trends list.



Promoted Accounts

Turbocharge your follow rate to build a strong base of Followers.



Get your customer's attention with **Promoted Videos.**



PLANNING AHEAD—

Taking a Strategic Approach to Social Media



Determine Objectives & Goals

Setting strategic and appropriate objectives and goals for engaging in these channels sets the foundation for your strategy.



Align Messages & Audience Inclination

Finding the intersection of your audiences' needs and the key marketing messages your brand needs to demonstrate will ensure relevance and engagement.

Your brand –

Enjoy a repeat visit.
Stay longer/spend more.

Your audience –

What's new?
Any deals?

Your brand –

There's so much to do in the area.

Your audience –

What's there that I could enjoy?

Your brand –

Now's the perfect time to visit.

Your audience –

Any deals?
Any special events going on?



Creating Content Around Key Messages

In building online communities, you can speak to your key marketing messages, but you often have to be subtle.



Sanctuary on Camelback Mountain Resort and Spa
Taken by @EpsteinTravels: <http://instagr.am/p/NoeVR/>



Wall Photos



Arizona Inn added 3 new photos to the album A few items from our new dinner menu... Sept 2011. — at Arizona Inn.



Potential Key Messages & Consideration Points –
Serenity Awaits.
Reminder of the property's unique offering.



Sedona Rouge Hotel & Spa
Reception in the Courtyard.
Sedona Bride, Katrina Wallace Photography LLC



Weddings at Sedona Rouge

Potential Key Messages & Consideration Points –
Locally-Inspired Culinary Cravings.
Reminder of what's to be enjoyed on the property.

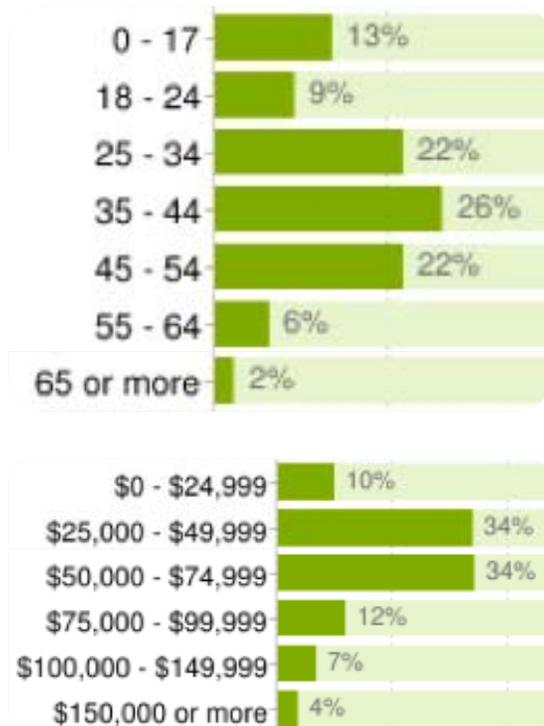
Potential Key Messages & Consideration Points –
Wedding Day Bliss Set Against Stunning Scenery. Reminder of wedding services at the hotel.



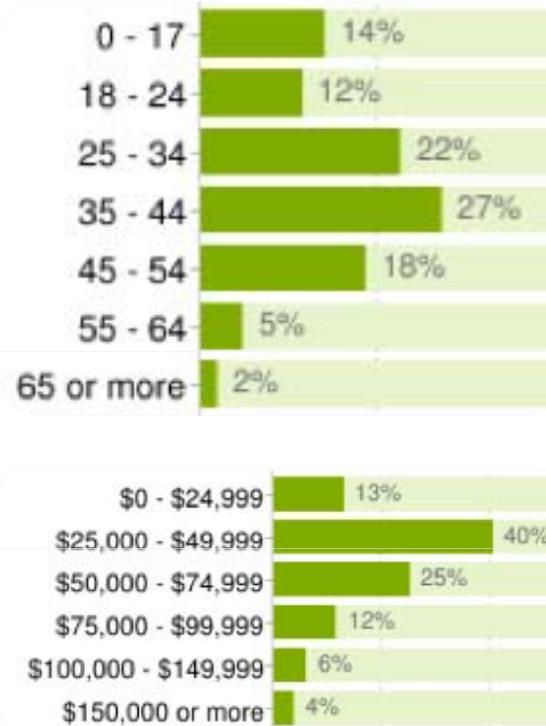
Choose the Appropriate Platforms

Researching audience activity, or inactivity, on social networks helps ensure you select platforms appropriately.

facebook



twitter



You Tube



Choose the Appropriate Platforms

Based on your audiences and objectives, determine the platforms that are going to best support your approach.

Relationship Building –

Is best for attracting audiences who already know of your brand.

- Increasing **repeat stays** through relationship building.
- **Gaining awareness** amongst relevant, travel-inclined audiences.

Facebook



- Increase **awareness** of brand.
- **Interact** with potential travelers.
- **Listen** to brand conversations.

Twitter



New Visitors –

Able to interact with relevant audiences who may be inclined to visit your attraction/hotel /area.



Choose the Appropriate Platforms

Based on your audience and objectives, determine the platforms that are going to best support your approach.

New Visitors –
Research and leverage blogs that attract your target audiences.

- Increase **awareness** amongst targeted audiences.
- Leverage bloggers' influence to increase **consideration**.

Blogs



- Increase **awareness**.
- Increase **consideration** by highlighting your attraction/area.

YouTube



All Visitors –
Remind past visitors of your unique offering and entice new visitors with visuals.



INTERMISSION—

Stretch Your Legs & Take a 10-
Minute Break



LEVERAGING IT—

Insights into Achieving Key Objectives



Customer Retention & Repeat Visitors

Like other subscription-based programs, such as loyalty cards and email newsletters, social media communities best attract existing customers.



Customer Retention & Repeat Visitors

Attract past customers or visitors with exclusive information, offers and engaging content.

How do you get them to connect on Facebook and Twitter?



Connect with Past Visitors

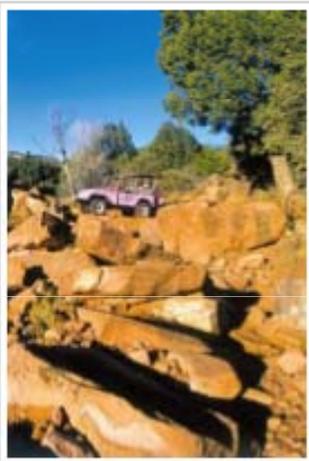
Utilizing Facebook and Twitter, brands can foster stronger relationships with past customers and remind them of the highlights of your hotel, destination or attraction.

Reminder of their experience – Utilize trivia, photos, videos and text prompts.



Pink Jeep Tours Sedona

How about a little trivia for this November 1? Tell us what tour this picture was taken on and we'll enter all correct answers into a drawing for a Pink Jeep Store prize. Go!



Wall Photos

Entice them to come back – Sneak peaks of new things, offer exclusive deals/rewards.



Beckett's Table

SPECIAL ALERT: organic garden veggies, baby beets, yellow beans, pomegranates, turnips, chanterelles, sunflower sprouts, goat cheese, pistachios, chimichurri



Wall Photos



Connect with Past Visitors

Leverage your internal and community assets to add more depth to your organization and create a community feel.

Let them get to know more about your brand – Highlight your staff, behind-the-scenes content, small details that may have gone unnoticed.

Supporting your community – Charitable promotions and initiatives, highlight how you support community members and organizations.



Desert Botanical Garden

This summer the Garden renovated Ullman Terrace – one of our many venues throughout the Garden and the location of Music in the Garden. The first Music in the Garden concert is this Friday! Our special events coordinator took us on a tour of the renovations on Ullman Terrace recently and we learned how they will improve the concert experience. <http://ow.ly/6NyFQ>



Tour of Ullman Terrace Renovations

ow.ly

This summer Ullman Terrace was renovated. The renovations will provide a better concert experience and have made it an even more spectacular venue...



Phoenix Zoo

Happy Veteran's Day! 11/11/11. Don't forget Free Admission to Phoenix Zoo this entire LONG weekend for veterans and active Military personel and \$4 off for the rest of your party! Thank you for your service!



Wall Photos

In honor of Veterans Day, from 11/11/2011 to 11/13/2011, the Phoenix Zoo would l...

[See More](#)

By: Phoenix Zoo



Brand Awareness & Consideration

Social media can also be used to reach potential customers, and often works best through genuine interaction, either from the brand or an influencer the audience trusts.

- Build **relationships with bloggers** to promote exclusive deals, promotions or reviews of your destination, property or attraction.

Blogs



- Utilize **Facebook cost-per-click advertising** to gain awareness or increase fans.
- Increase **engagement** on Facebook to reach your Page's expanded network.

Facebook



- Leverage YouTube as a content hub to **highlight specific selling points** in your online communities.
- Increase **awareness** through search.

YouTube



- **Interact** with potential customers and relevant audiences to increase awareness and consideration.

Twitter



Connect with Influencers

Reach a variety of audiences with relevant messages by building relationships with influencers who already have loyal followings.

Hand-pick top influencers to complimentary experience your offerings and receive other perks.

Compensate bloggers for sharing your marketing messages.

Work with online influencers to create assets, such as videos.

Pitch promotions and deals to bloggers.

Work with online influencers to spread messages via their social media outposts.



Encourage Positive Reviews

With users searching and turning to Yelp and TripAdvisor before they make a purchasing decision, encouraging positive online reviews will aid in increasing consideration.

Start with great customer service and reasonable standards.

Let customers know what reviews sites they can find you on via on-site promotion and your website.

If you acquire your visitors' email addresses, suggest writing a quick review as part of a *thank you* email campaign.

Respond to reviews to showcase users are being heard. Address the issues, consider the feedback and implement or change, if appropriate.



Work With Your Neighbors

Increase awareness and consideration by fostering relationships with neighboring attractions and properties for mutual promotion.

Host in-person, co-branded events.

Implement a co-branded social media promotion to encourage travel.

Share assets and exclusive information on social outposts to demonstrate a value of community and a wider offering.

Socialize with and support each other within social media.



Facilitate Online Customer Service

Expand upon solely focusing on online reviews by being proactive about customer service needs in the social space.



Answer Questions & Provide Tips – Consumers will either reach out on Twitter or connect on Facebook to answer questions. Providing tips and suggestions can encourage consideration.

Answer Frequent Questions – If questions require in-depth answers or visuals, videos on YouTube can be used to easily provide answers.



Provide A Unique View – Utilize a blog to provide a personal view of attractions in your area or tips for traveling to your region.

Respond to Reviews and Make Improvement – Monitor online reviews to mitigate issues and make any necessary improvements.



EXPANDING REACH—

Integrating Efforts & Adding New Tools



Onsite– Leverage Customer Interaction

Take advantage of the opportunity to genuinely connect with customers while they're onsite and, when appropriate, encourage them to connect online. Onsite displays can also be used to accomplish this.

- Implement initiatives that either encourage or subtly remind visitors of reviewing your company.
- When appropriate, ask a visitor to review their experience.

Suggest & Ask



- Highlight unique points of the attraction or property and encourage users to share their photos and opinions.

Highlight



- Offer deals for Foursquare check-ins to reward frequent visitors and increase awareness and consideration.

Incentivize



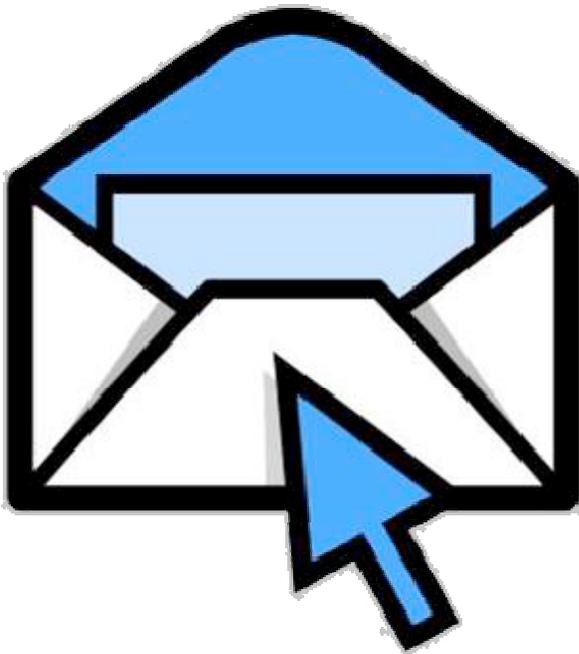
Marketing– Initiative Integration

Integrating social media elements or outpost promotion in your marketing efforts will expand reach and interaction.



Marketing– Email Integration

They're likely already customers, and have the potential to already be loyalists – getting them to see the value in also connecting with your brand in social media will increase your fan base and positive interaction.



Icons, or chicklets, aren't going to be enough to drive conversion and conversation.

- **Provide an example** of what subscribers will get when they join you on Facebook and Twitter.
- **Utilize the content** in social media within your email's contents and link back.
- **Let your subscribers know** about social media contests, offers and promotions to incentivize the action of *liking* or following your brand.



Marketing– Website Integration

Social sharing bar? Check. General promotion of social outposts? Check. So, now what?



Provide more context to increase your contacts.

- **Provide more context** as to why a website viewer would want to join your brand on Facebook and Twitter.
 - **Strategically place** and message these prompts.
 - **Home page** – prompt to see what past visitors are saying.
 - **Making a reservation** – prompt to join on social outposts for exclusive deals.



Marketing– Collateral Integration

When done correctly, mixing traditional and digital can create a successful combination.

Plan ahead to increase the stickiness of a traditional campaign.

- **Align direct mail campaigns** – such as promotional incentives or an initiative to show gratitude – with social media promotions.
 - **Campaign to past visitors** – encourage them to connect on social networks through a social media contest or giveaway.
 - **Promotional incentive** – encourage them to join on social media for access to other exclusive offers.



Customer Service– Manage Perceptions

Keep a watchful eye on both your brand's in-person experience and online reputation, and react and modify accordingly.

- Added emphasis on great customer service when training staff.
- Implement programs that encourage visitors to make suggestions and review their experience.
- Suggest those that had great stays write a review.

**In-Person &
Onsite**



- Monitor your reviews and respond to them.
 - Thank those that wrote great reviews or offered constructive advice.
 - Solve the problem.
- Encourage past visitors who've connected on social outposts to write reviews.

Online



Adding New Tools

As your organization gets more comfortable using the foundational tools, such as Facebook and Twitter, you can add new tools to your program.



**NORTH
SOCIAL
Strutta**



Storify
Curate and make stories.



Social Media Contests & Promotions

Looking to make a splash in social media? Host a contest or giveaway, align your prize with your brand's offering and leverage platform functionality.

NORTH 
SOCIAL
Strutta



- **Smaller, inexpensive promotions** – Wildfire and North Social offer cost-effective solutions.
- **Larger-scale investments** – Bigger third-party platforms, such as Involver and Strutta, provide more options.



Content Creation & Curation Tools

Relay the same key messages, but add spice to your social media content through web-based tools.



Pixlr-o-matic – Use to add custom filters and effects to photos.

Storify & Curated.by – Use to tell a story through the perspective of others via tweets, videos, etc.



Animoto – Create video slideshows with music.

Pinterest – Curate and collect content, such as links and visuals, from around the web.



Geo-Location

Check-ins give social weight to a brand, as they function as a form of word-of-mouth. Leverage these platforms to spread more awareness.



- **Foursquare** – Offer tips, deals and curated lists.
- **Facebook Places** – Encourage visitors to check-in on Facebook.



Facebook Places

Who. What. When. And now **where.**



Newer Platforms

Think strategically before adding new platforms – the more places your brand is, the more resources you'll need to devote to managing outposts.

Google+



- **Google+** – Brand pages recently opened up.
- **Instagram** – A popular photo sharing community.
- **Quora** – The ultimate Q&A platform.



QR Codes

Your visitors have so much information at their fingertips – help them get to it faster with QR codes.



- Provide **valuable content** when using QR codes.
- If your audience is less tech-savvy and you're testing them, **give directions**.
- Utilize them when your audience is **likely to use** their smartphone.



AND NEXT—

Questions? Added Insights?
Rotten Tomatoes?

@offmadisonave
<http://offmadisonave.com>



ALL HANDS ON DECK—

Hands-On Training and Guidance

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<http://offmadisonave.com>

