

WHY INSTAGRAM SHOULD BE YOUR NEW BEST FRIEND

Presented by Roger Brooks



Destination Development
Association

why
The numbers

Source: Omnicore Agency omnicoreagency.com



 Used to choose a vacation travel destination: **48%**
That's 384,000,000 people

 Used to discover new places: **35%**
That's 280,000,000 people

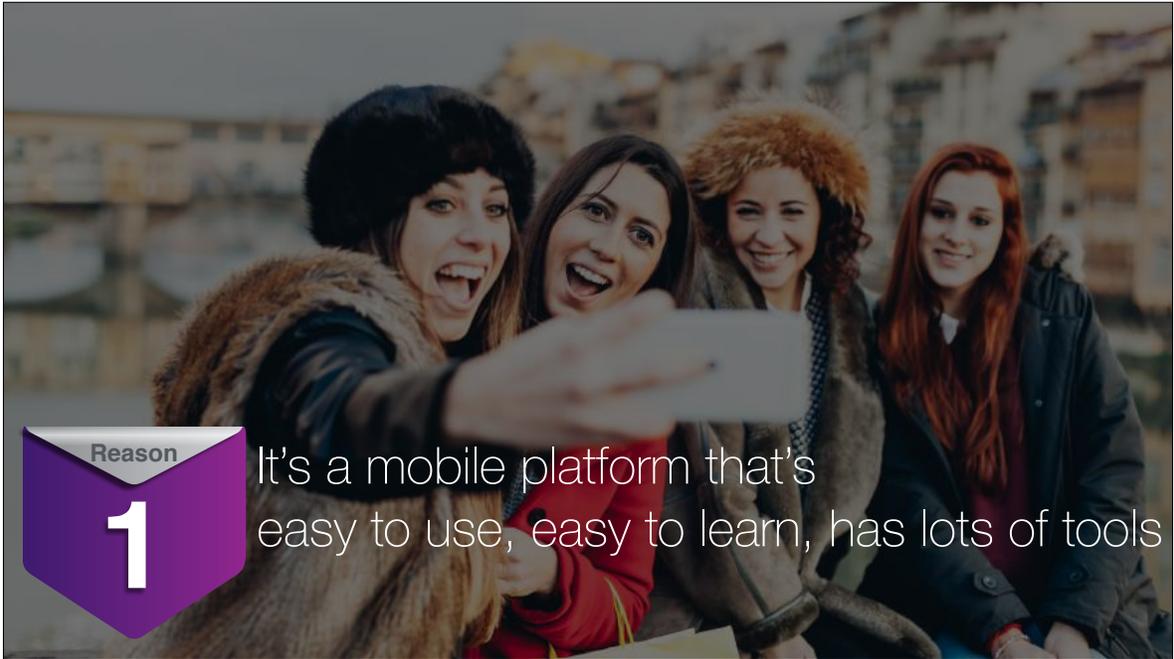
Source: MissTravel survey





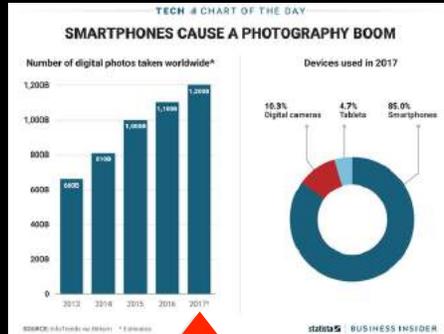
why

The human component

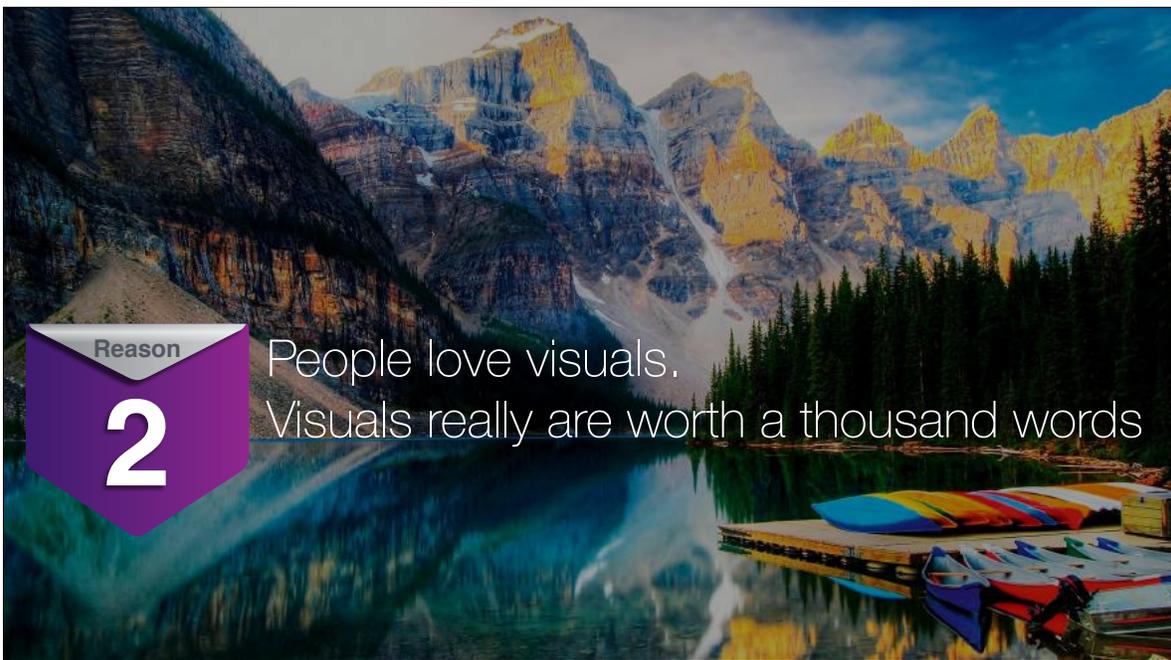


Reason
1

It's a mobile platform that's easy to use, easy to learn, has lots of tools



Photography:
 Smartphones: 85%
 Digital cameras: 10%
 Tablets: 5%



Reason
 2

People love visuals.
 Visuals really are worth a thousand words



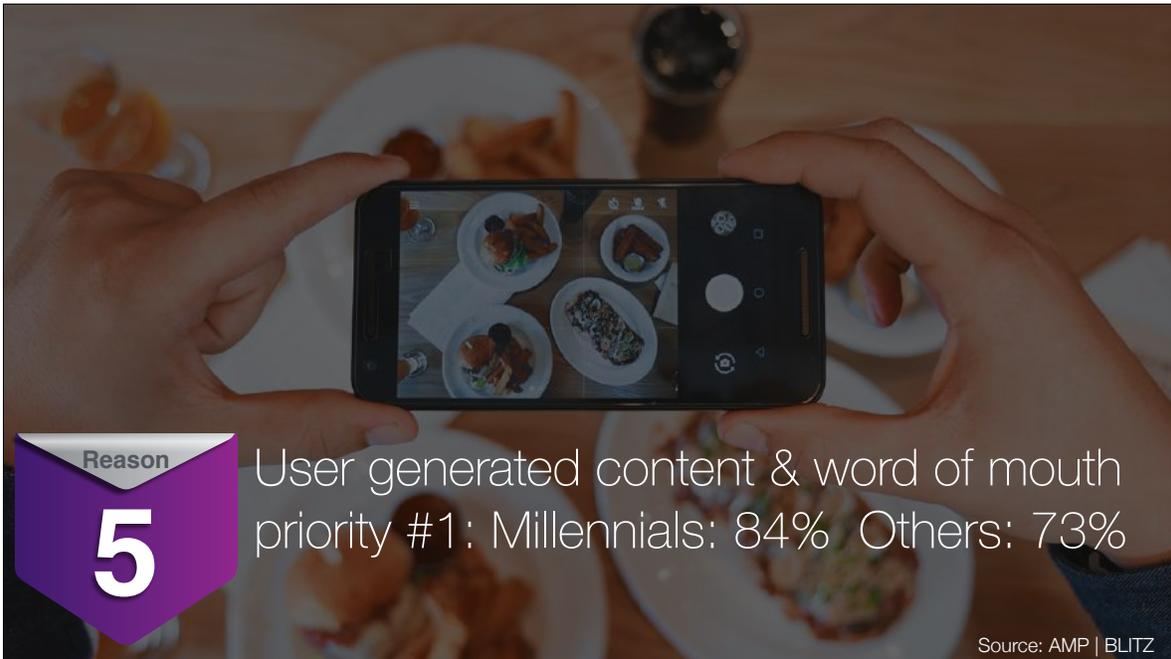
Reason
3

It attracts a younger audience.
Millennials use Instagram regularly: **60%**



Reason
4

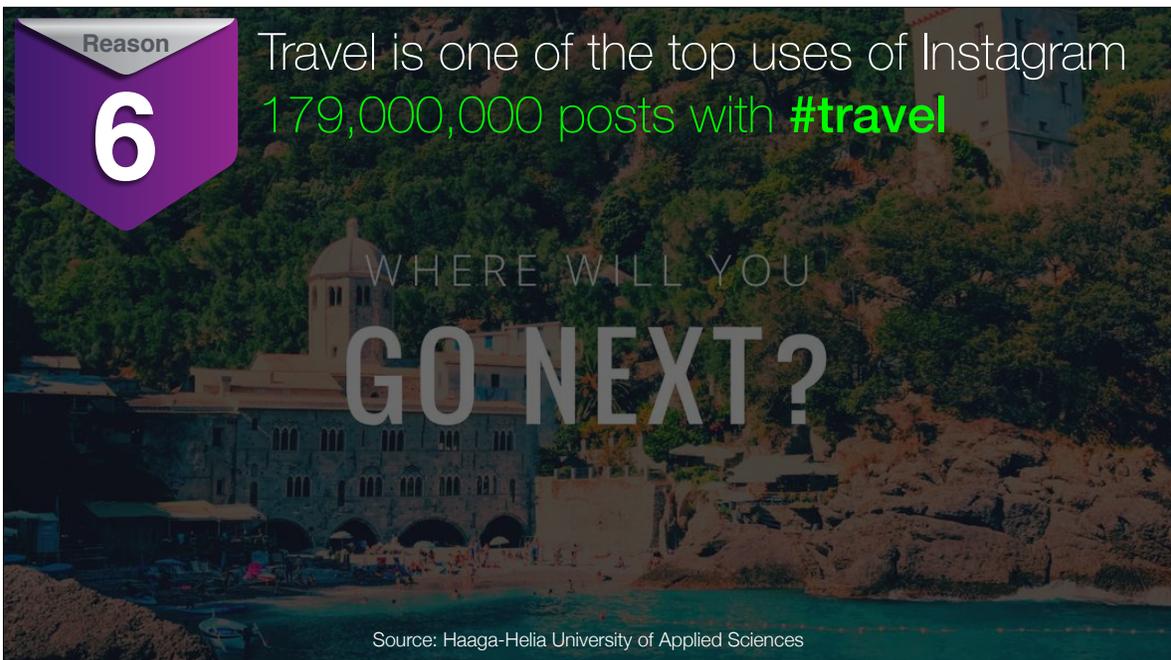
It's used for both
personal & business interests



Reason
5

User generated content & word of mouth
priority #1: Millennials: 84% Others: 73%

Source: AMP | BLITZ

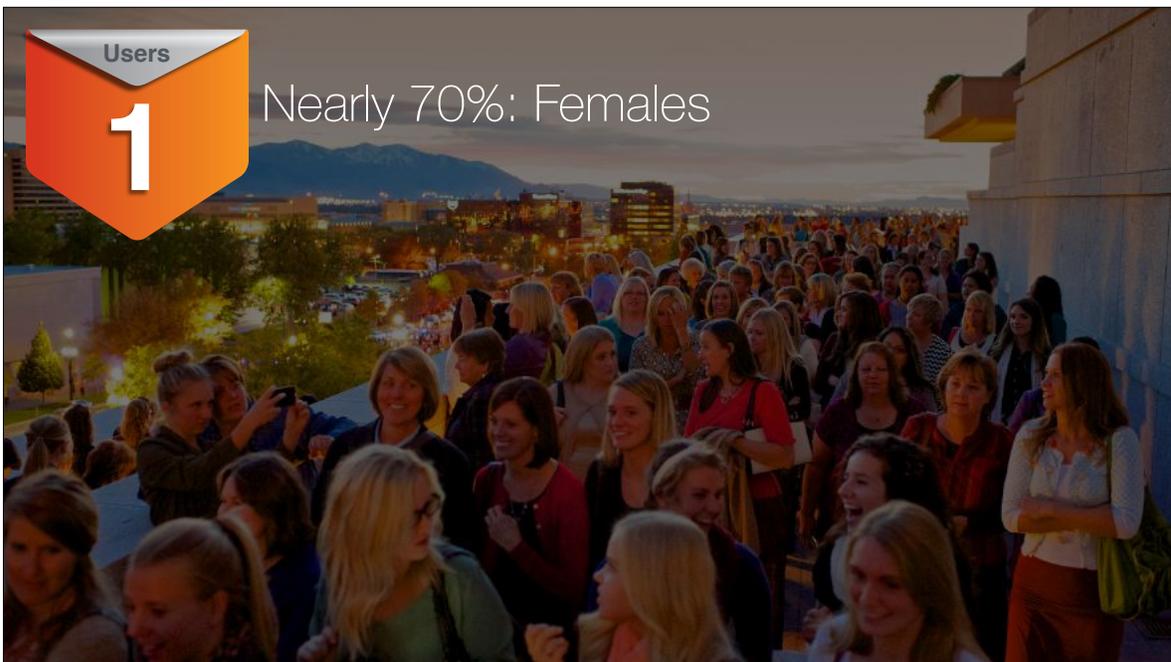


Reason
6

Travel is one of the top uses of Instagram
179,000,000 posts with **#travel**

WHERE WILL YOU
GO NEXT?

Source: Haaga-Helia University of Applied Sciences



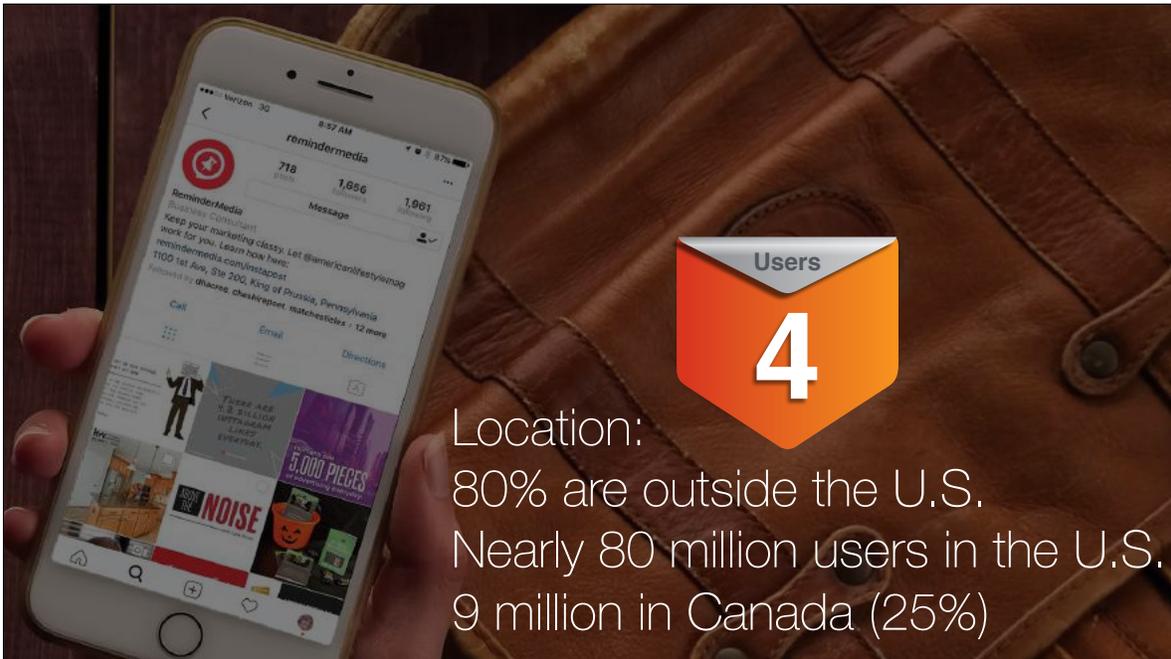


More than 30%:
Of all Internet users use Instagram



Nearly 20% of all teens:
Most important social media site





Location:

80% are outside the U.S.
Nearly 80 million users in the U.S.
9 million in Canada (25%)

Users
4

The bottom line

Travel inspiration priorities:

1. SEO (activities, general locale)
2. TripAdvisor
3. Instagram
4. Facebook → Word of mouth
5. Your website

Homes for your kind of trip
Find a hip-rated home with amenities you need



Family

LOOO-HOMES
Find a home that has the tone. Sit back and enjoy a space of your own.



Work

LOOO-HOMES
Book a hip-rated home that offers reservation flexibility and checks the essentials.

The next Airbnb, inspired by you
We're launching new features that make it easier to find the right place, every time you travel.

[Check it out](#)

Experiences travelers love
Book activities led by local hosts on your next trip



DESSERT CLASS - LOS ANGELES
Prepare ice cream rolls with a chef
\$15 per person
★★★★★



HISTORIC WALK - PARIS
Paris' Best kept Secrets Tour
\$45 per person
★★★★★



FOOD TASTING - LONDON
London's best flavors
\$25 per person
★★★★★



NIGHTLIFE - NEW YORK
Discover the city's party scene
\$10 per person
★★★★★



VINEYARD TOUR - NAPA VALLEY
Olive & Pinot Wine Tasting
\$10 per person
★★★★★



ORGANIC FARM - MAINTENANCE
Organic Farm Cooking Class
\$25 per person
★★★★★



JET SKI - HAWAII
Jet Ski Experience/Party
\$60 per person
★★★★★



WALKER TOUR - SAN FRANCISCO
Edouard Courmont doctor on pedagogue
\$15 per person
★★★★★

[Show all \(2000+\)](#)

Experiences in the spotlight




Instagram

airbnb [Follow](#) [+1](#)

1,760 posts 3.8k followers 1,686 following

Airbnb Airbnb opens the door to interesting homes and experiences, even if it's just for a night. Share your stories with #Airbnb. Book from our host: [airbnb.us/instagram](#)



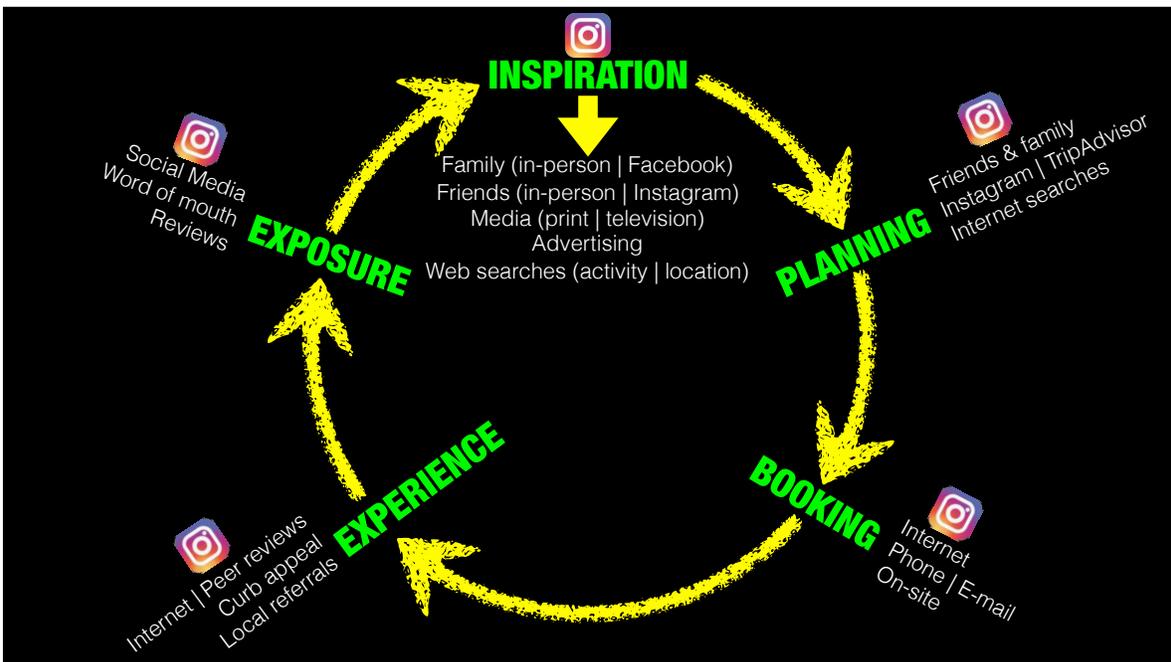










The real bottom line



1. Other people selling for you.
2. Other people spreading the word.
3. Others sharing your story.
4. The use of great photography taken by others.
5. All at zero cost to you.
6. With direct links to your site.

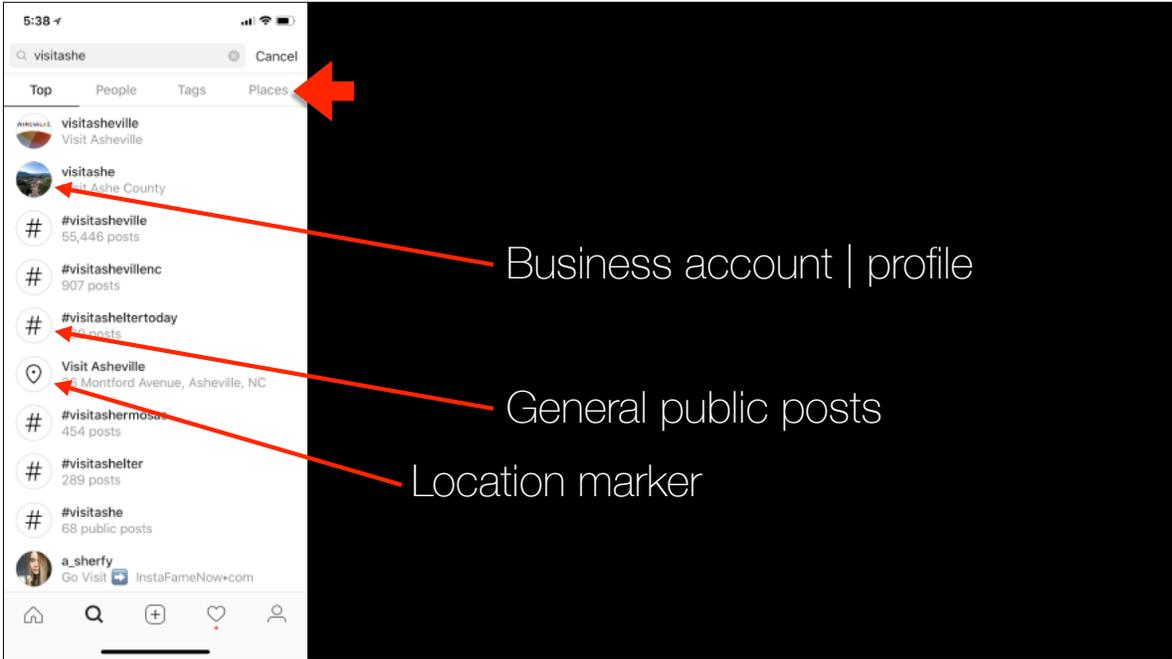


how

The basics



Instagram is a social networking app made for sharing photos and videos from your smartphone





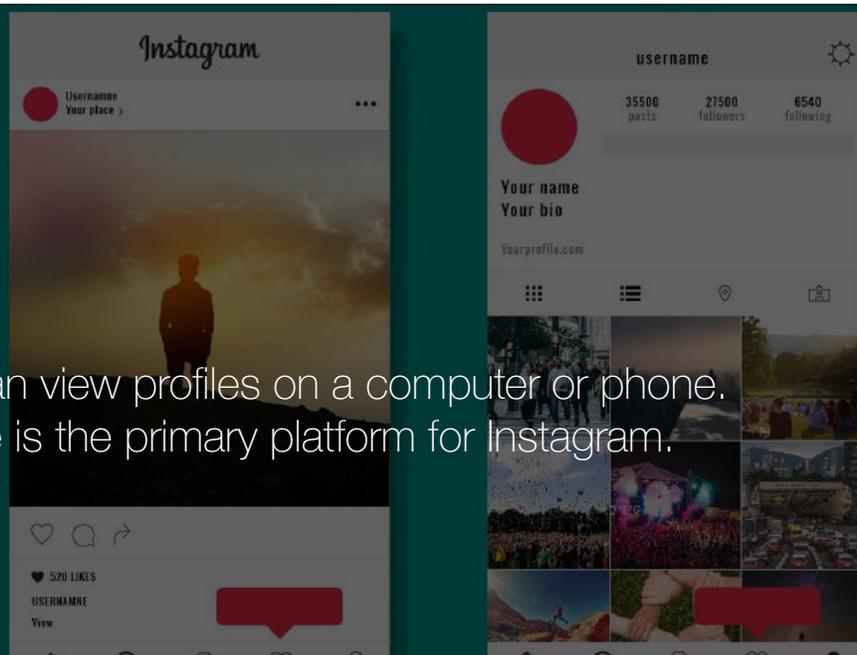
FEED & PROFILE SCREEN

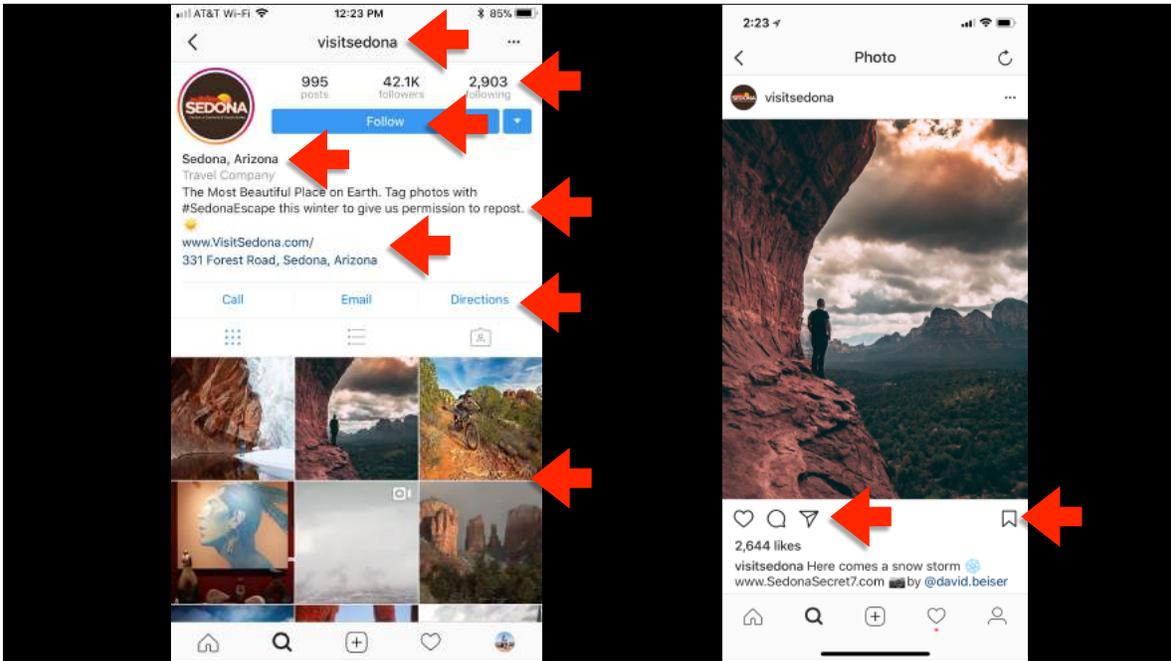
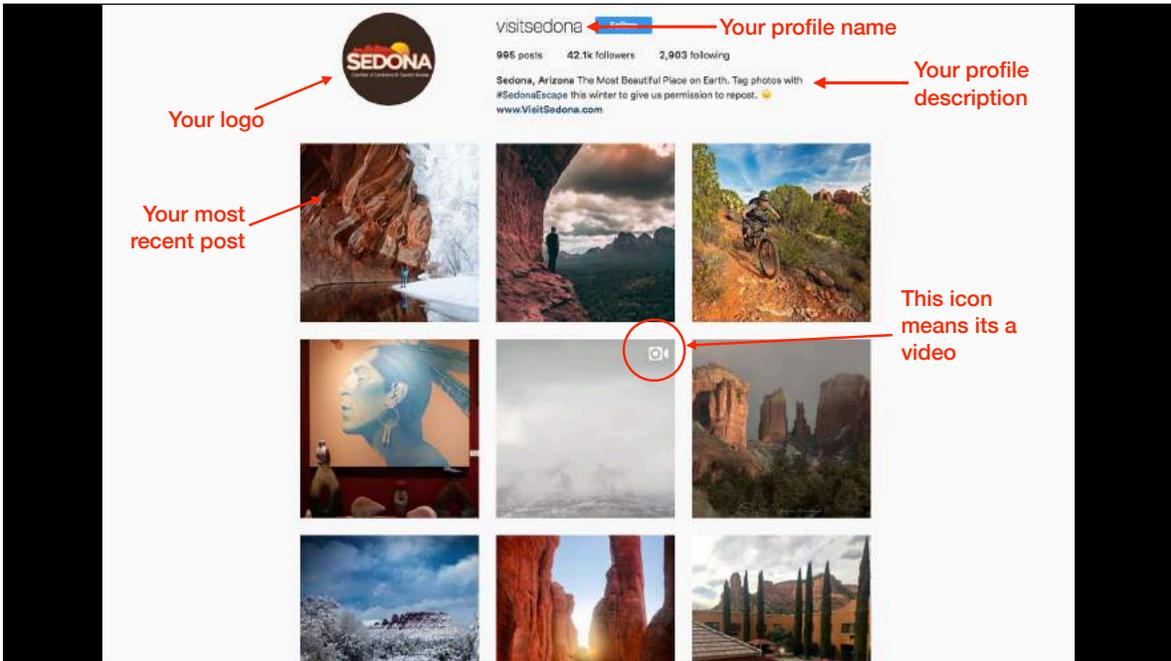
FREE DOWNLOAD

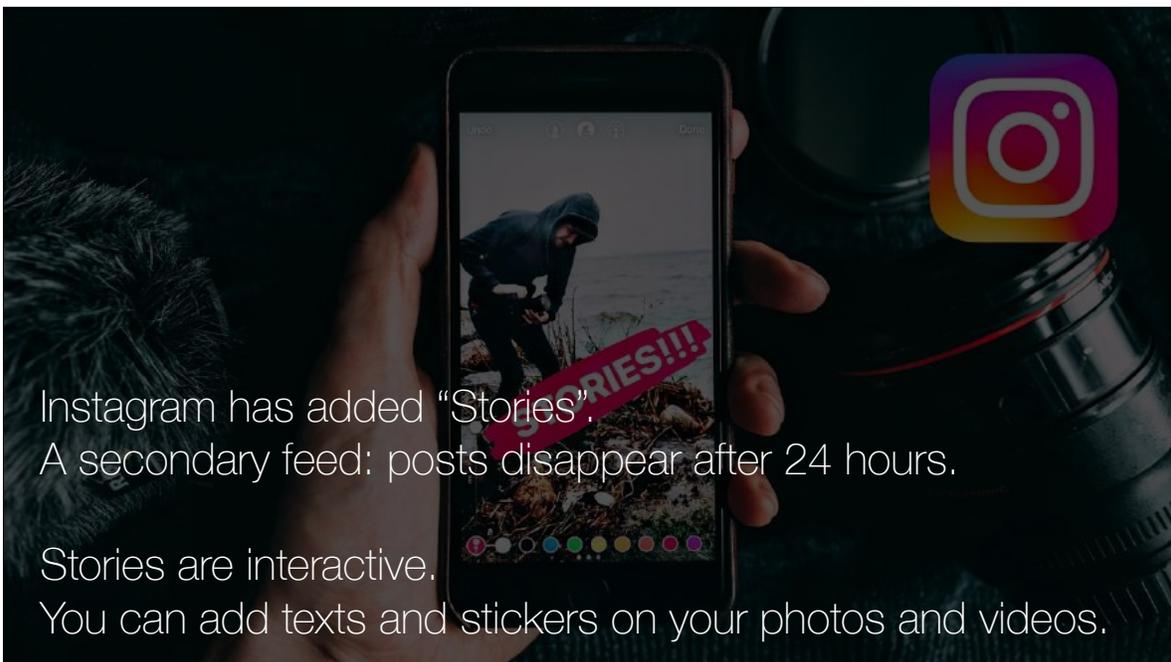
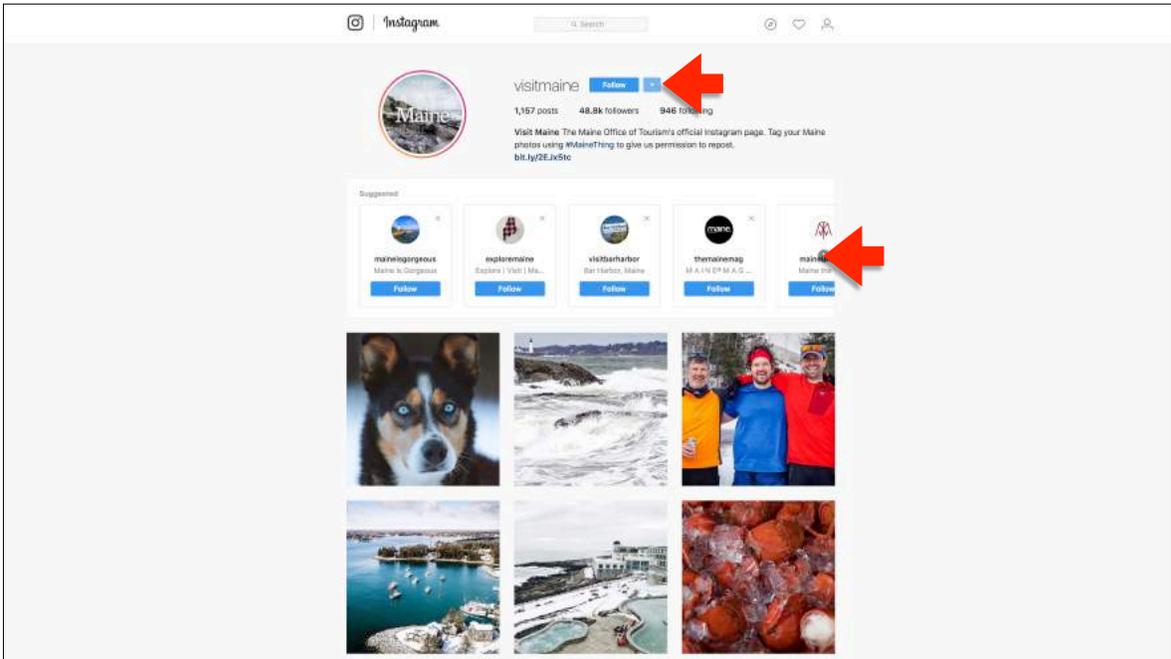
You create a profile, either personal or business, and you have a news feed of your photos and videos

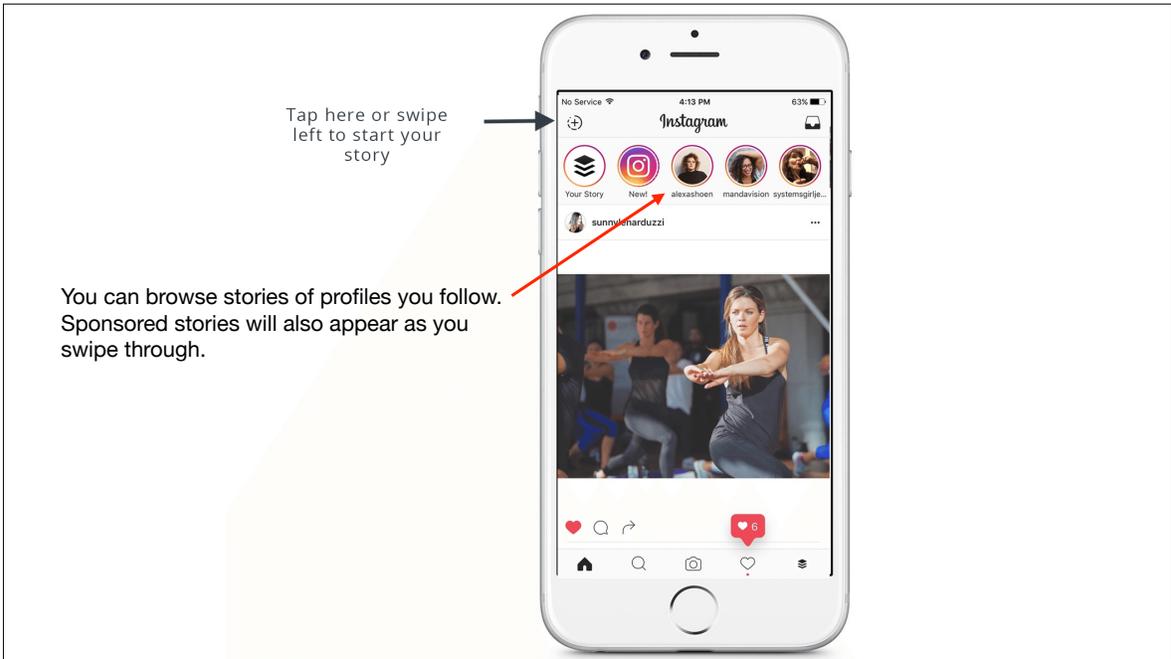


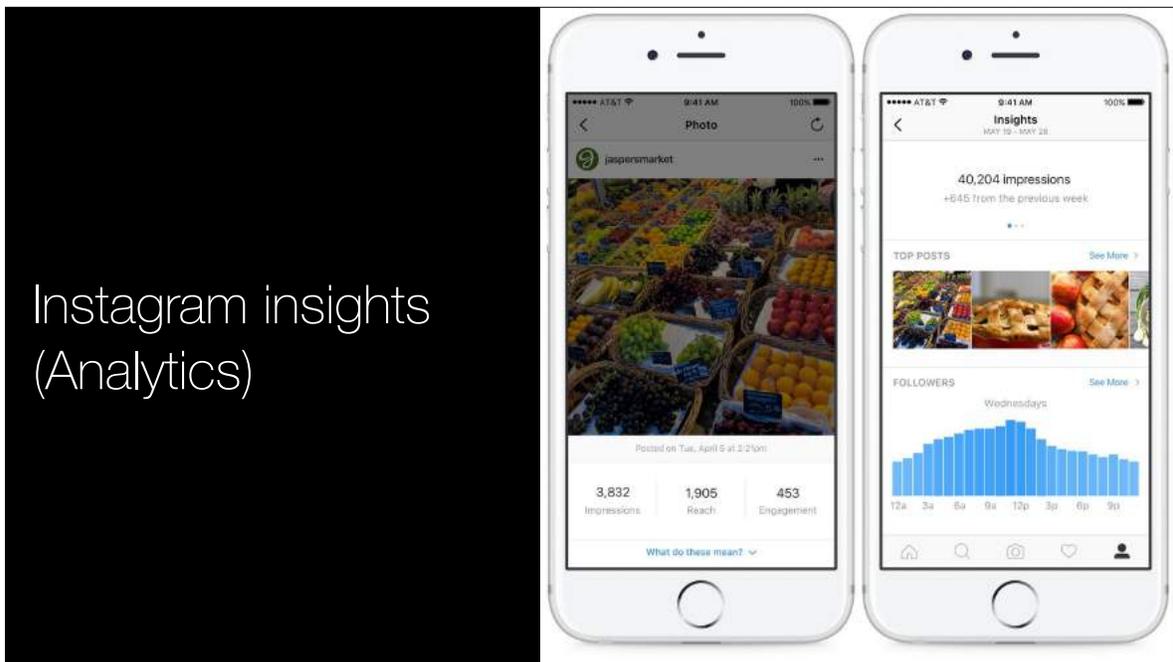
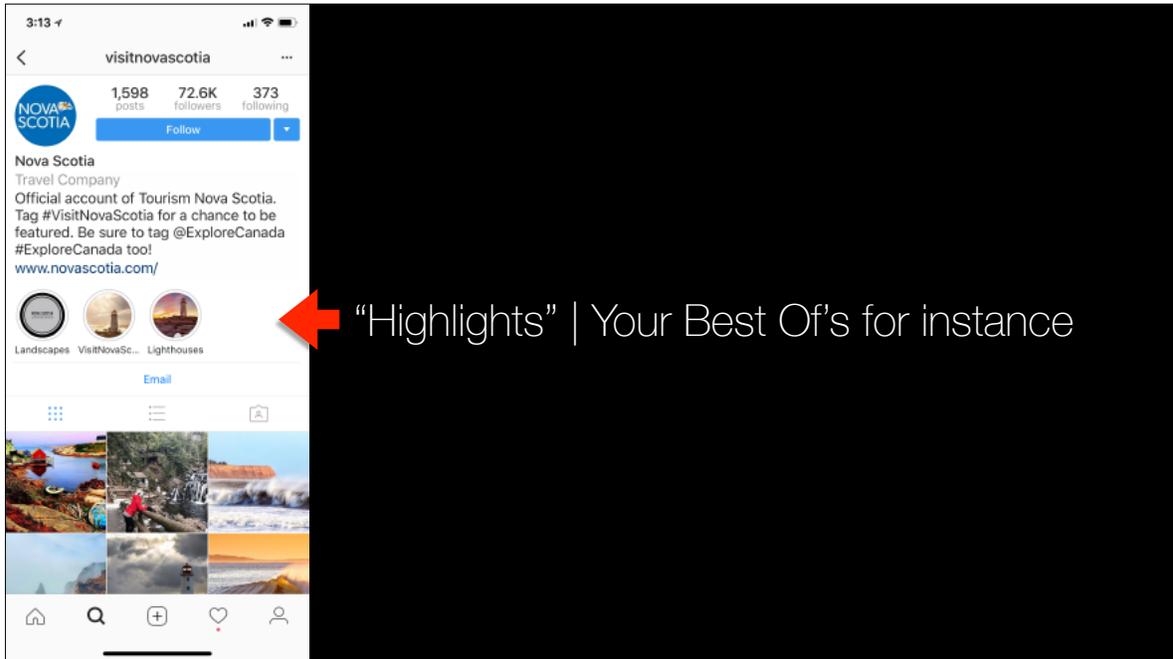
You can view profiles on a computer or phone. Mobile is the primary platform for Instagram.











visitseattle Follow + ...

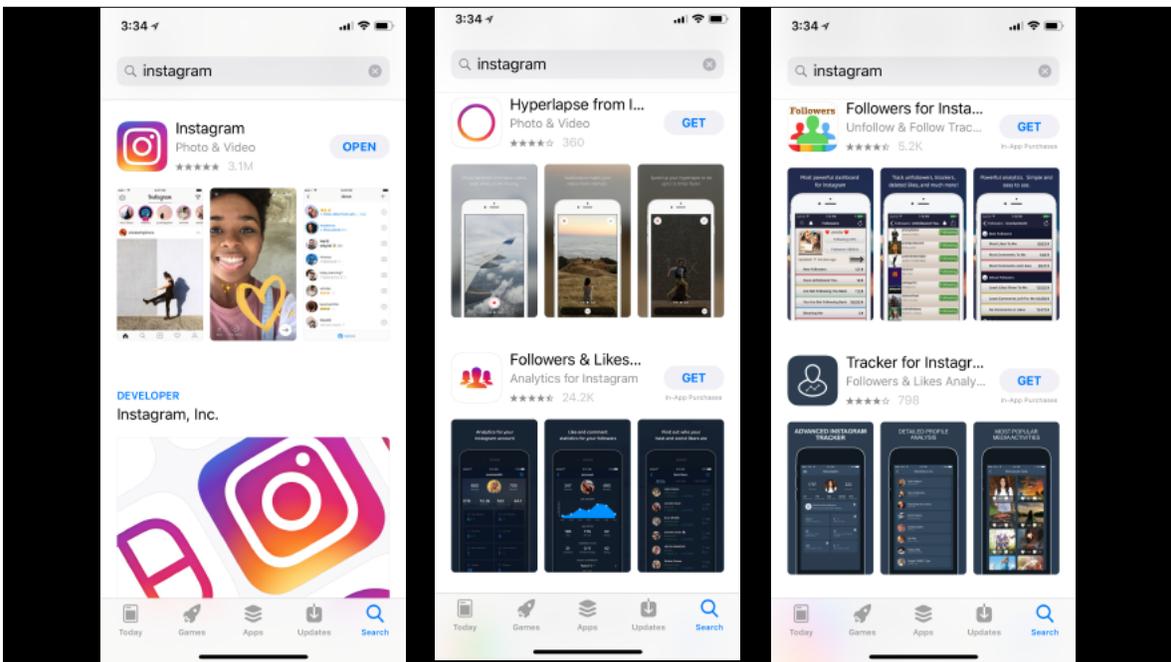
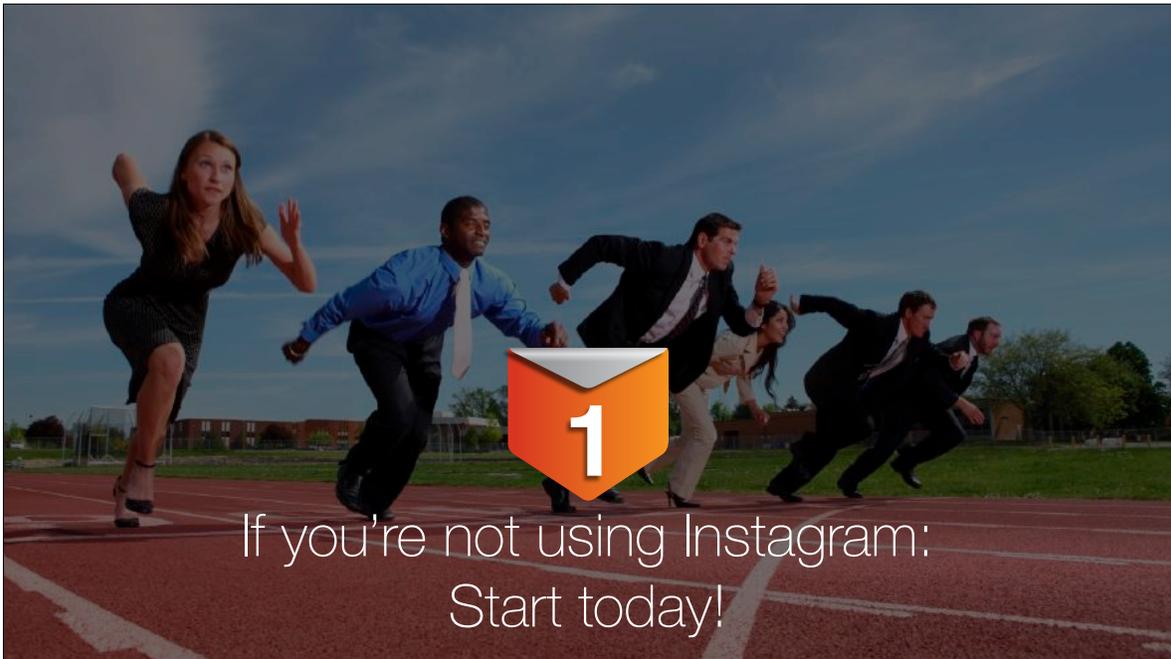
2,518 posts 108k followers 607 following

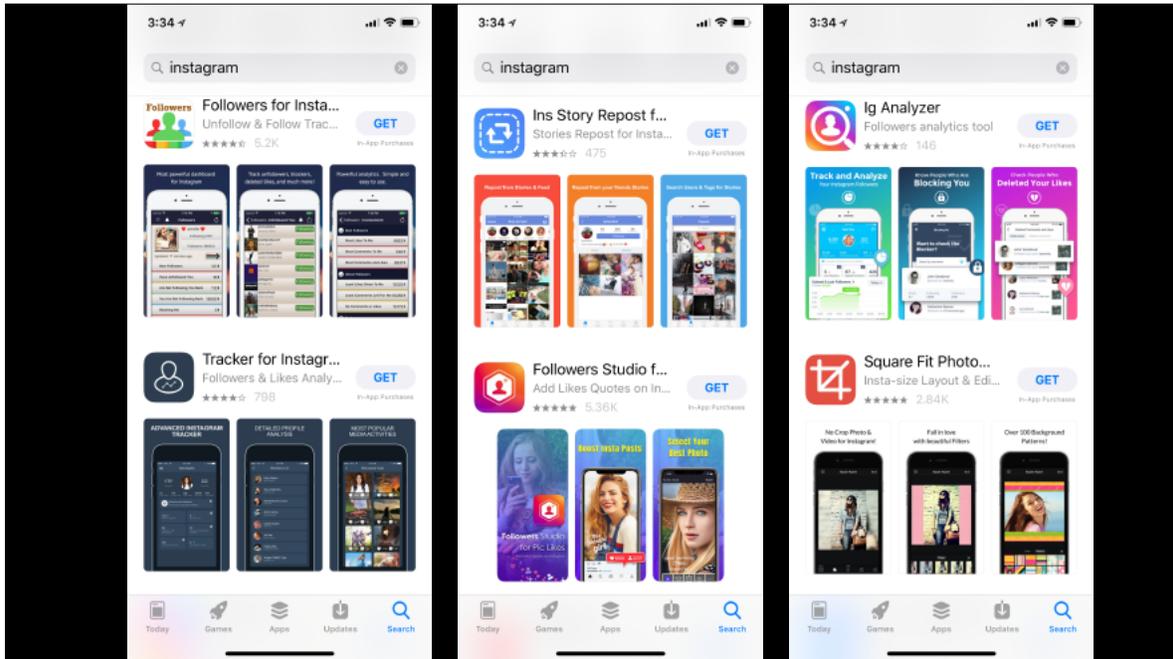
Visit Seattle The Official Destination Marketing Organization. Follow and explore Seattle with us. Tag your photos with #visitseattle so we can follow along.
visitseattle.org

Followed by [visitspokane](#) and [joQue](#)

An album - multiple photos used with one description - up to 10

20 Making the most of Instagram





facebook Blueprint

Learning Certification In-Person

Search Facebook Blueprint Login

See Courses

CATEGORY

Learn about Instagram

Take free online courses about advertising on Instagram.

Learn all about advertising on Instagram.

Build your business on this visual platform. These courses give you the tips and guidance.

Showing [Learn about Instagram](#)

[facebook.com/blueprint/courses/category/instagram](#)

Bring Your Business Story to Life With Instagram Stories

Instagram Stories gives advertisers an immersive, full-screen vertical format that allows them to bring their business stories to life through photos, videos, and use of Instagram apps.

Free

Building Your Mobile Presence With Instagram Business Tools

People come to Instagram to discover new things, including businesses. Instagram Business Tools can help you grow your business presence and easily connect with customers within the Instagram app.

Free

Facebook and Instagram

Whatever your objective, Facebook and Instagram are both essential advertising platforms in today's world. They are distinct platforms that lead both digital and mobile media in their own right.

Free

Free

Free

Free

Instagram

visitvirginia [Follow](#)

2,881 posts 102k followers 1,784 following

VIRGINIA IS FOR LOVERS

Virginia is for Lovers Bringing joy to life by helping people make historic moments and memories in Virginia. Tag your photos with #LoveVA and we'll feature our faves! [Virginia.org/love](#)

2

Set up a **business account** & profile:
Use the word "visit" if it's available.

VisitShawnee | VisitVirginia | VisitMaine

Instagram Business

Getting Started Advertising Success Stories Inspiration Blog Partners

STAND OUT WITH INSTAGRAM.

How to Instagram? See how to set up a free Instagram profile, create content and use Instagram to grow your business.

Why Instagram?

- 25 Million+ **2 Million+**
business profiles worldwide* **advertisers worldwide use Instagram to share their stories and drive business results.***
- 60% **200 Million+**
of people use the app to learn more about products and services* **Instagram is now used by 200 million+ business profiles worldwide.***
- 80% Increase **1/3**
of users spent more time on Instagram* **of the most viewed social media businesses.***

Starting an account is quick and easy.

Get up an Instagram Business Account to give people more information about your products, services or business.

Step 1: Download and launch the app
Download the Instagram app for iOS from the **App Store**. Or visit from **Google Play** store or Windows Phone from the **Windows Phone Store**. Once the app is installed on your mobile phone, tap to open it.

Step 2: Let us know who you are

business.instagram.com/getting-started

Also set up a hashtag

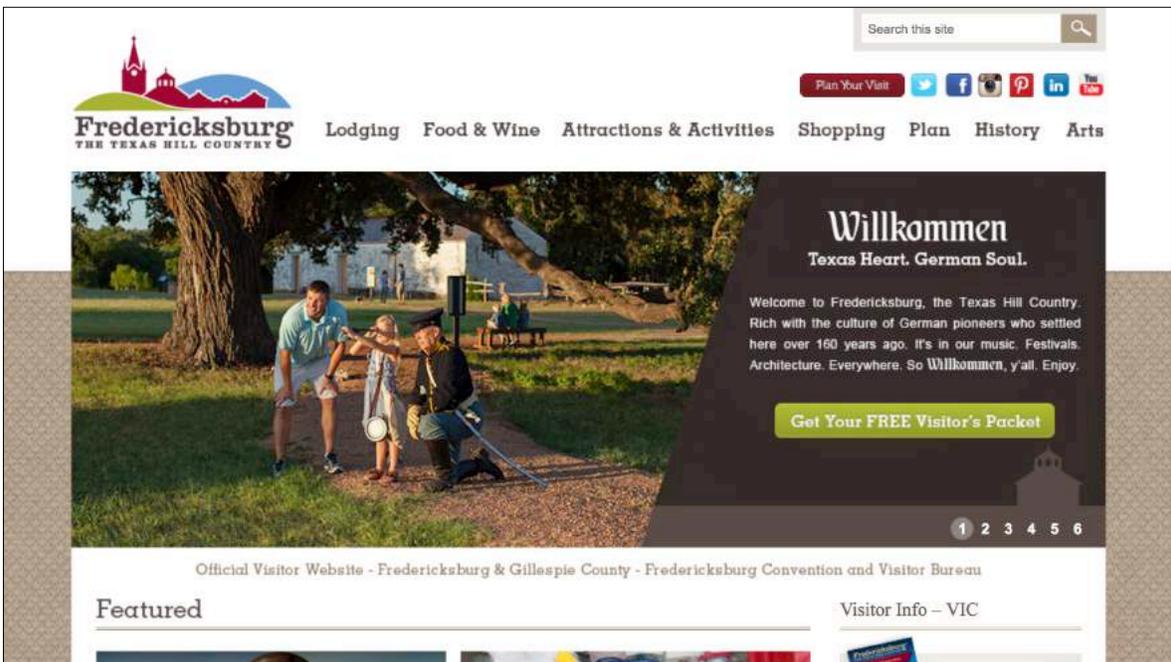
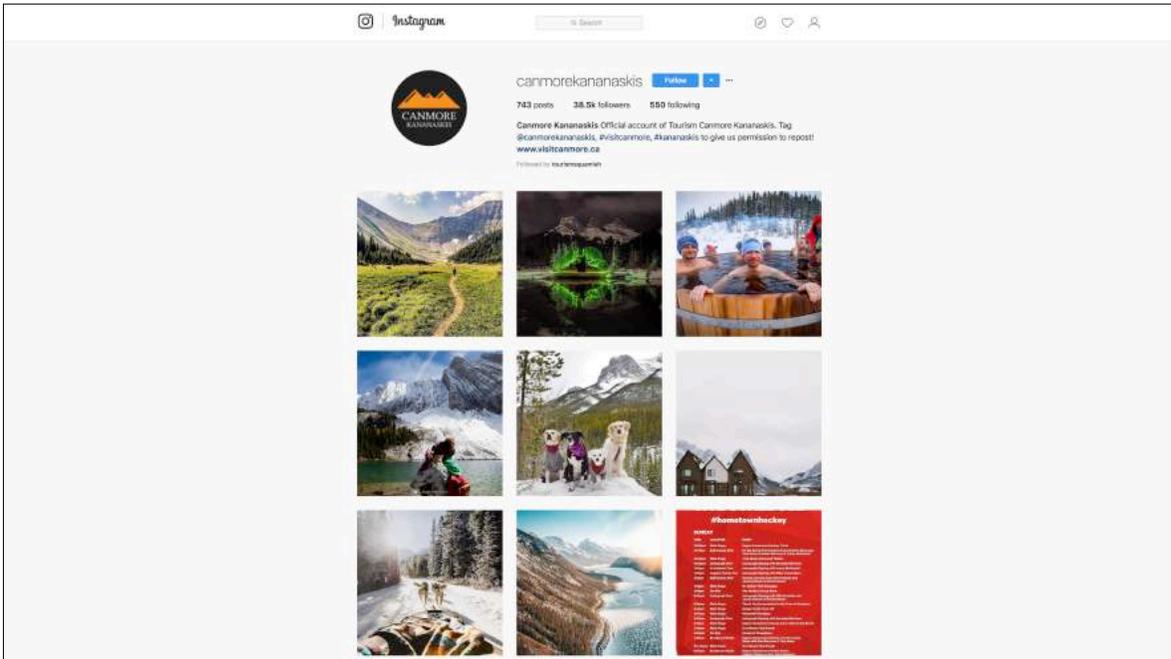


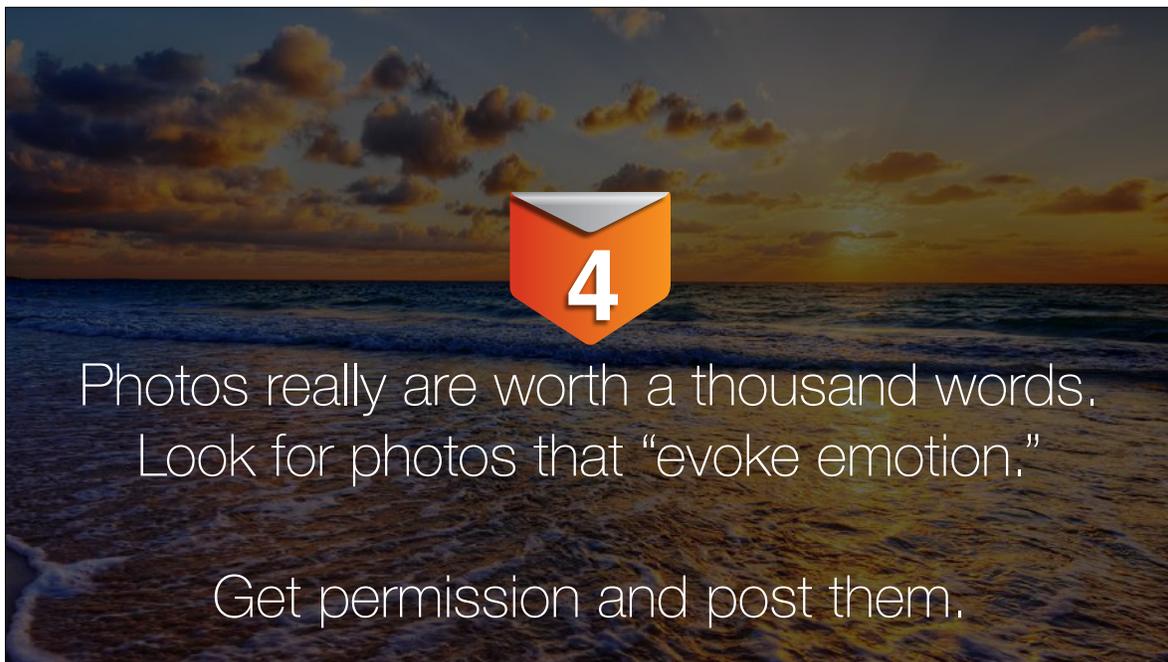
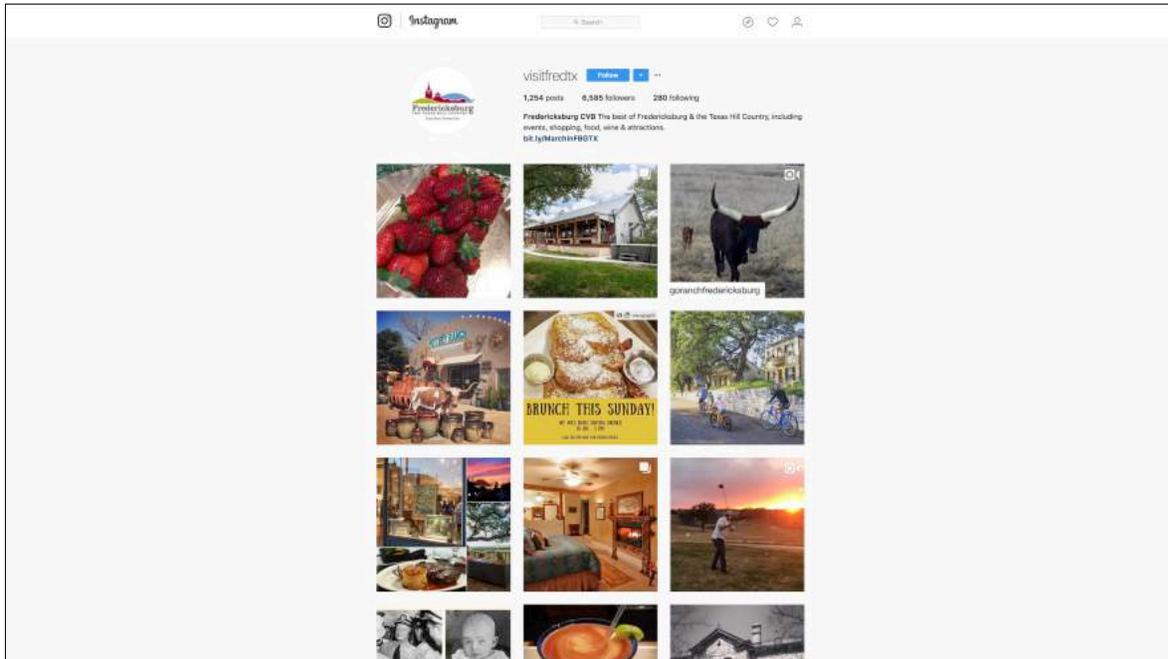
Business account: visitshawnee

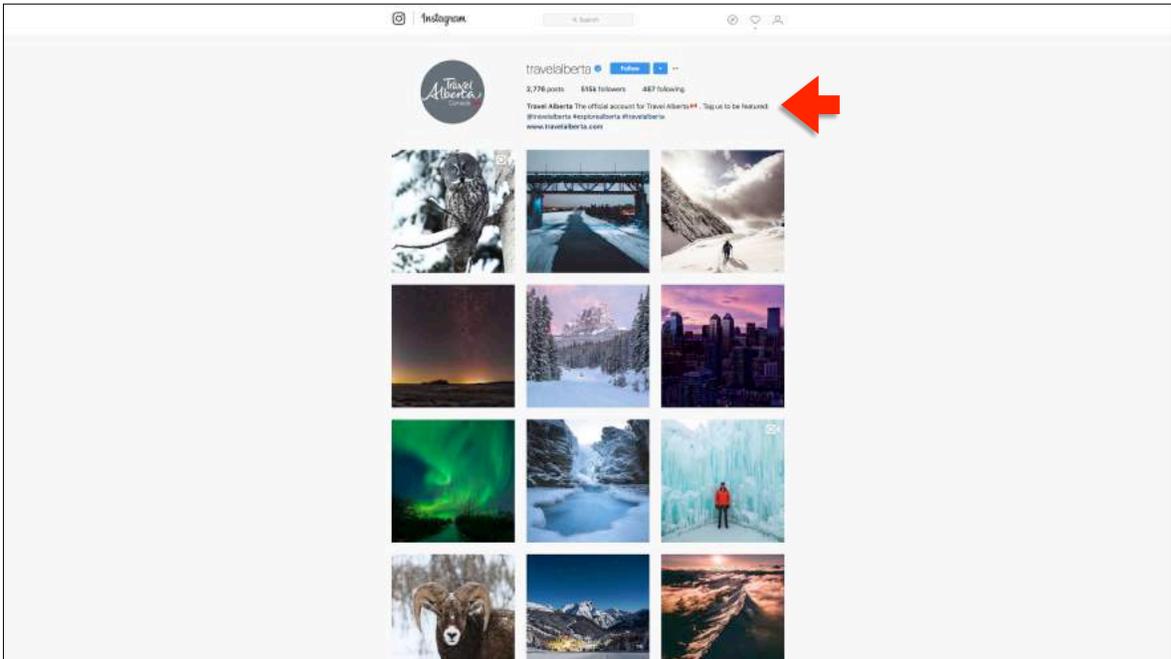
Hashtag: #shawnee

Hashtag: #visitshawneeOK



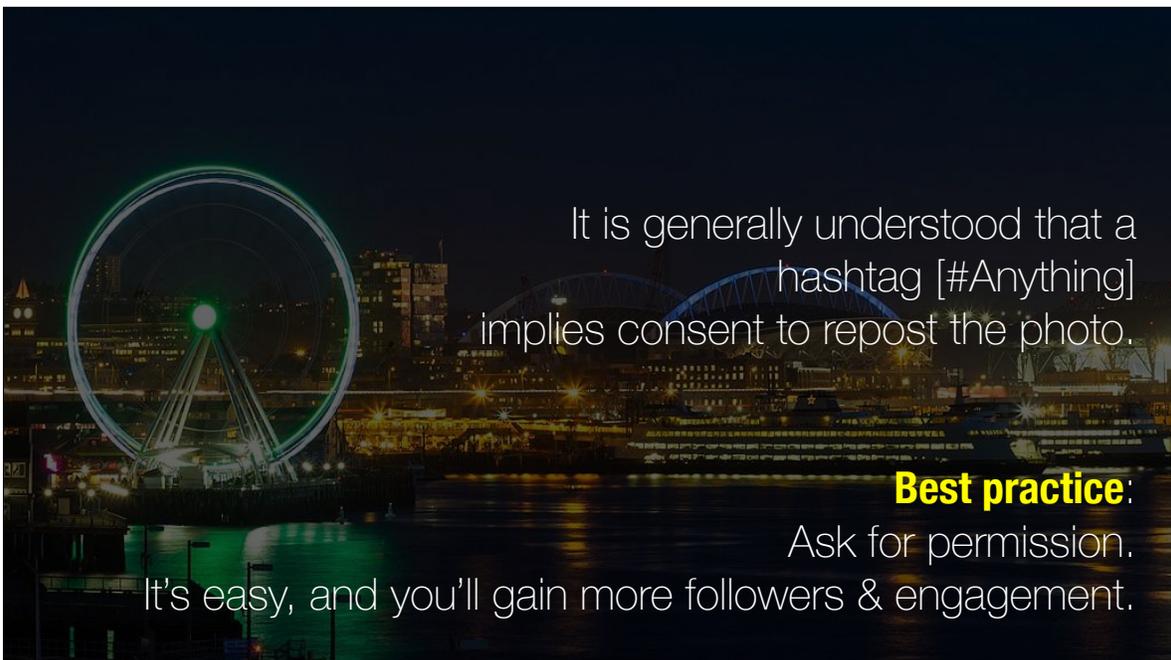
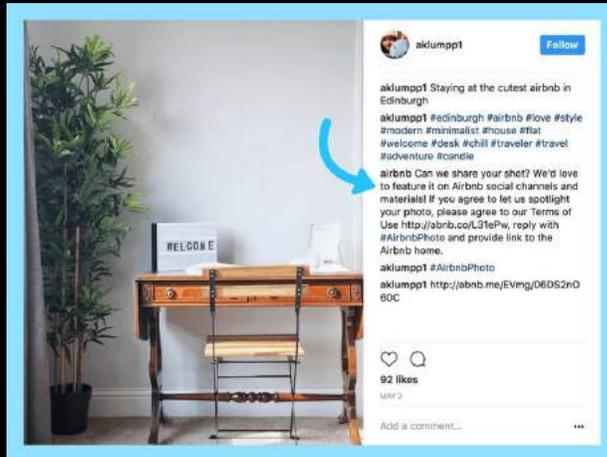


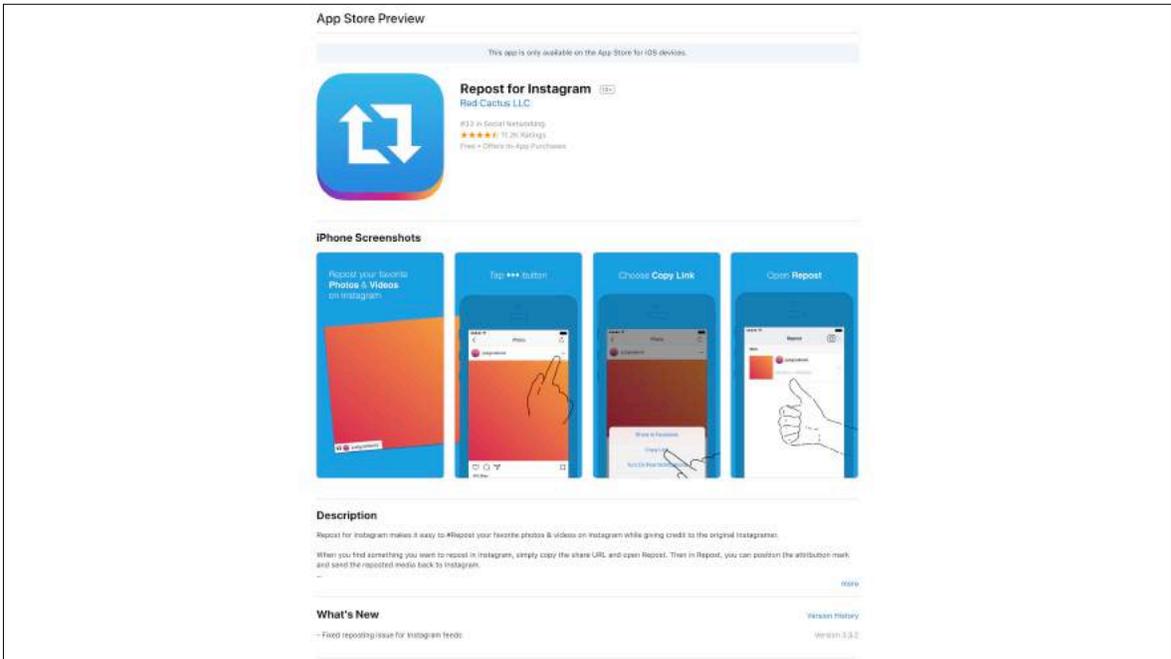
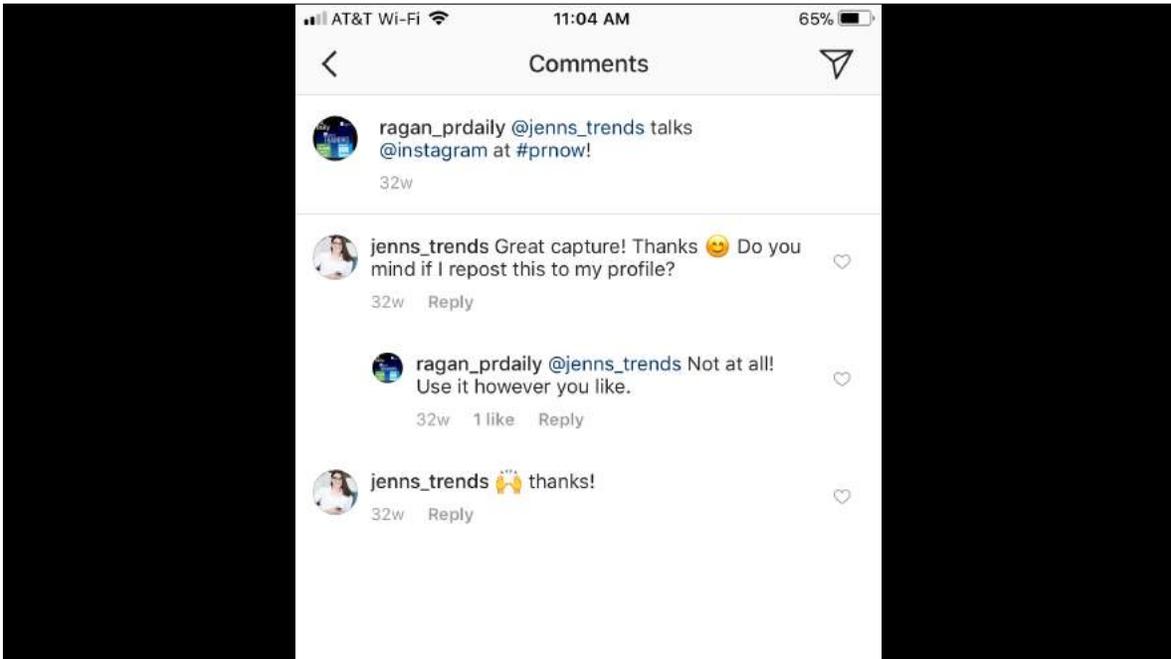


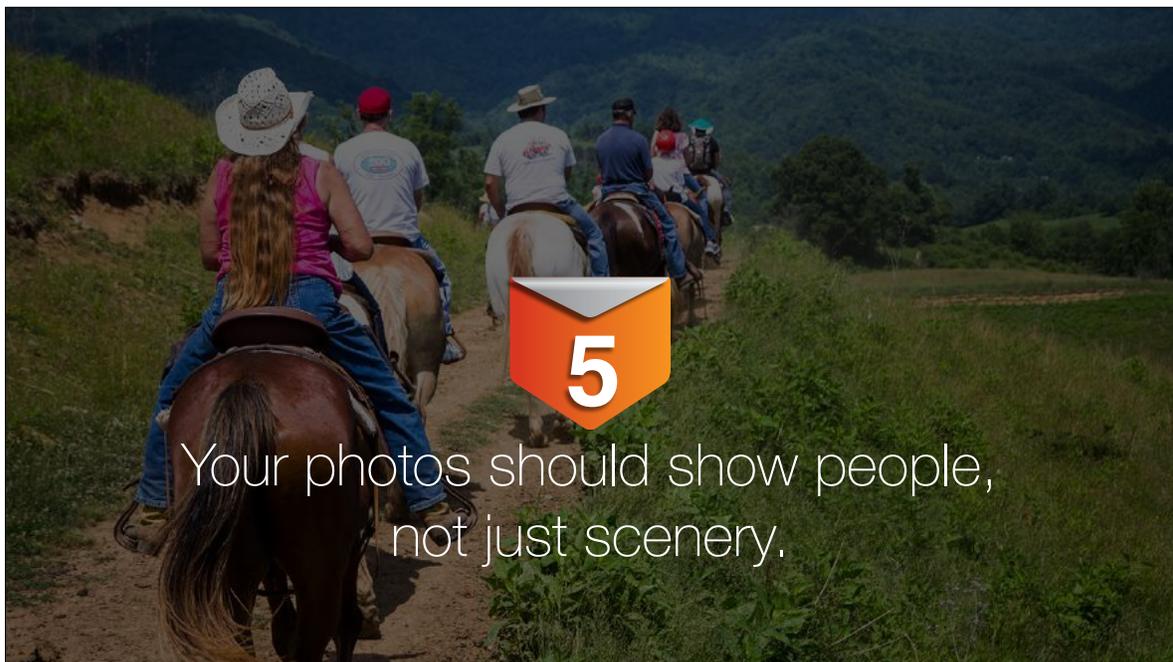
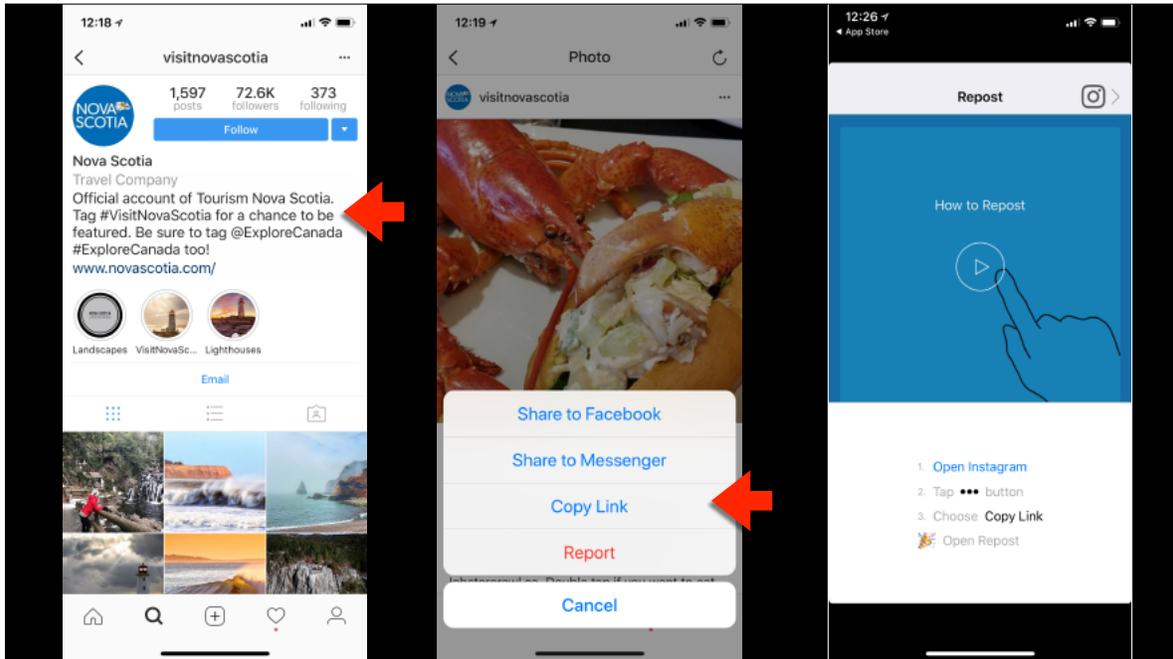


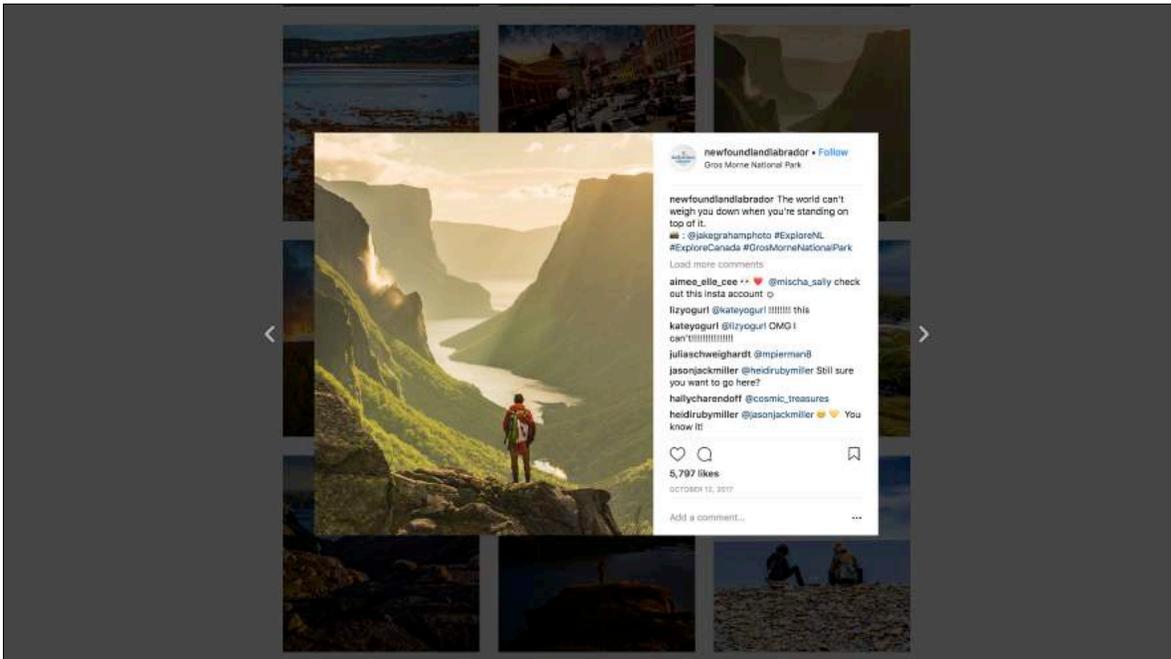
ALWAYS give credit to the photographer











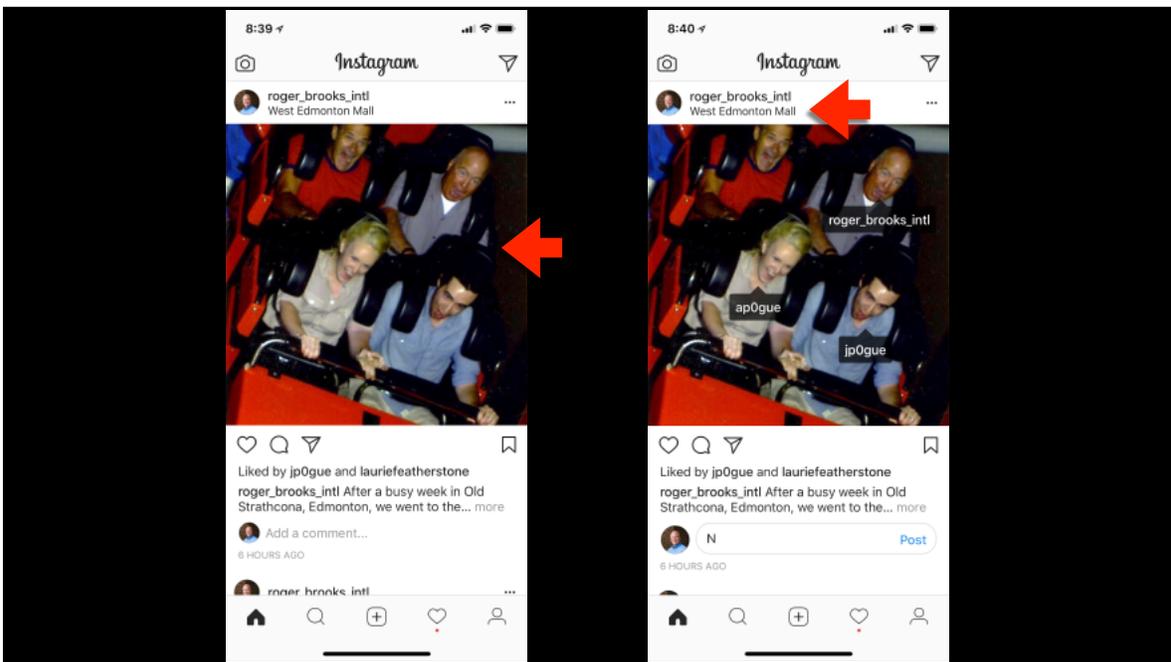
DestinationDevelopment.org

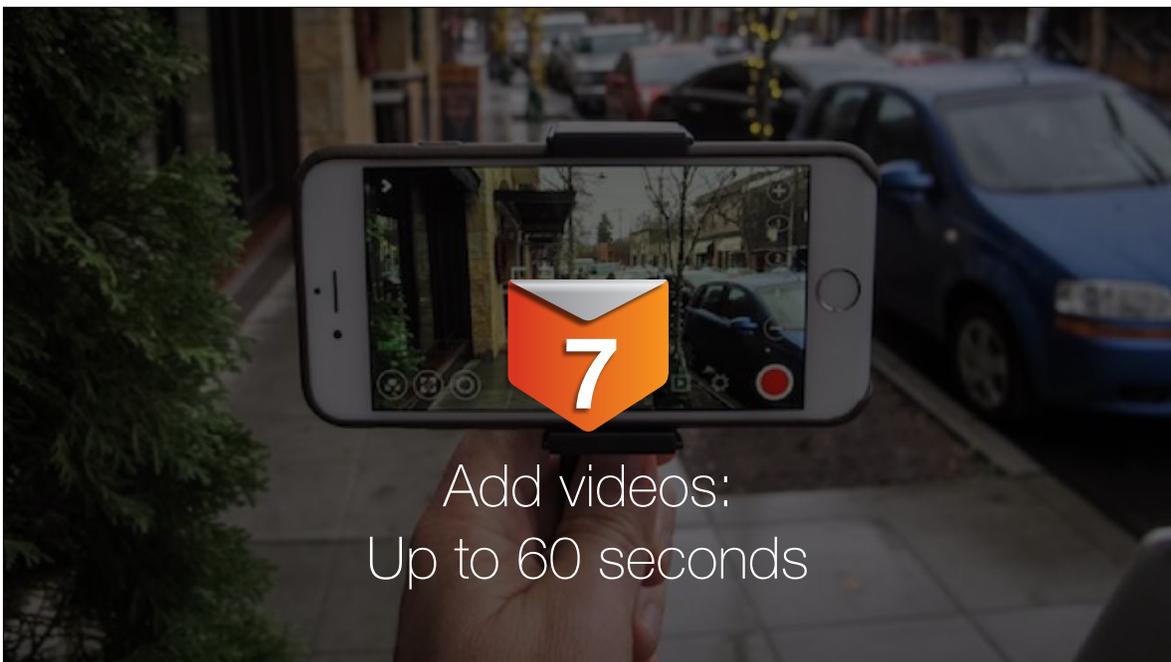
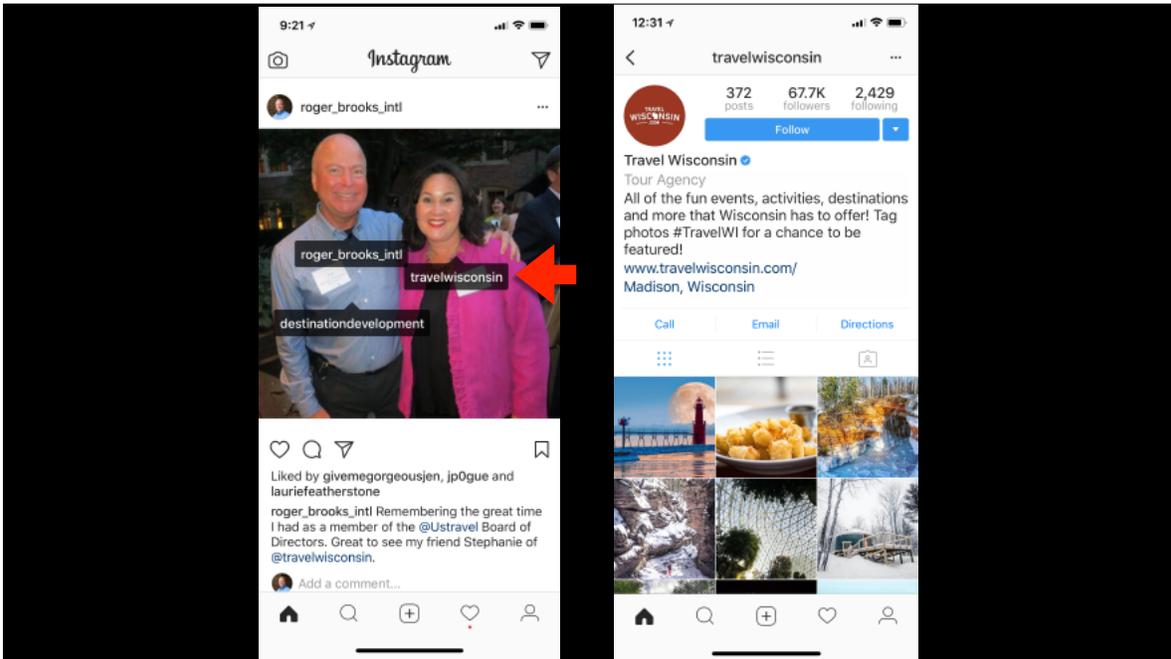
The Use of Photography to Increase Sales

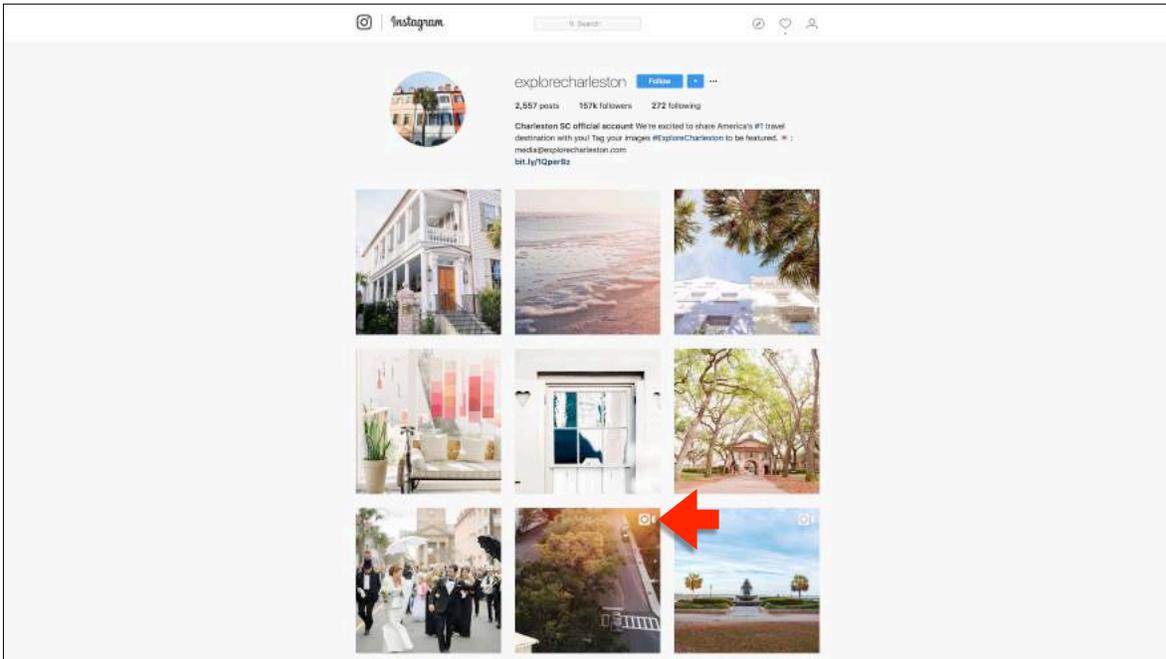
Presented by Roger Brooks

The image shows a Nikon DSLR camera with a lens attached, mounted on a black tripod. The camera is positioned in the foreground, with a blurred background of a grassy field and a city skyline in the distance. The Nikon logo is visible on the camera body.

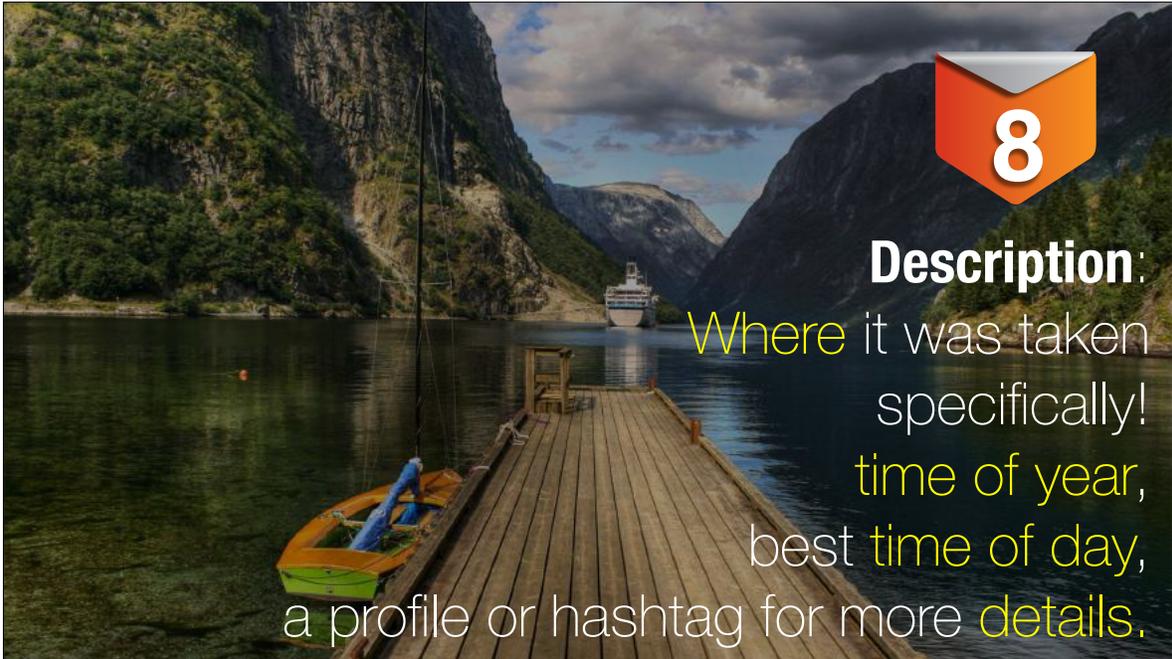
dda





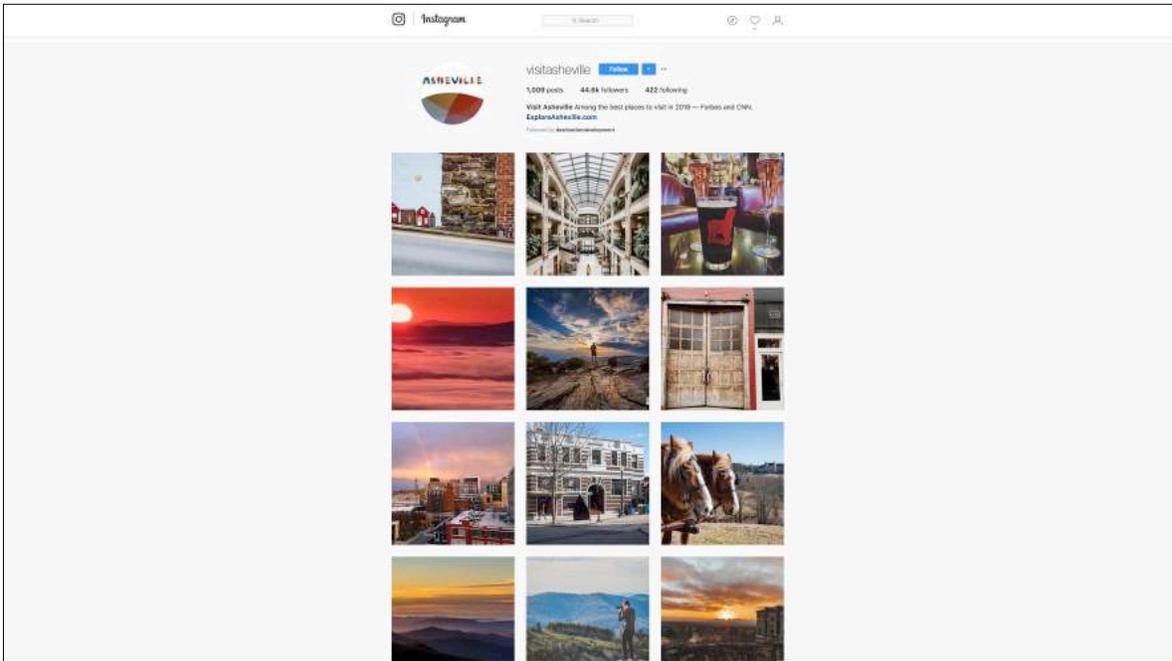


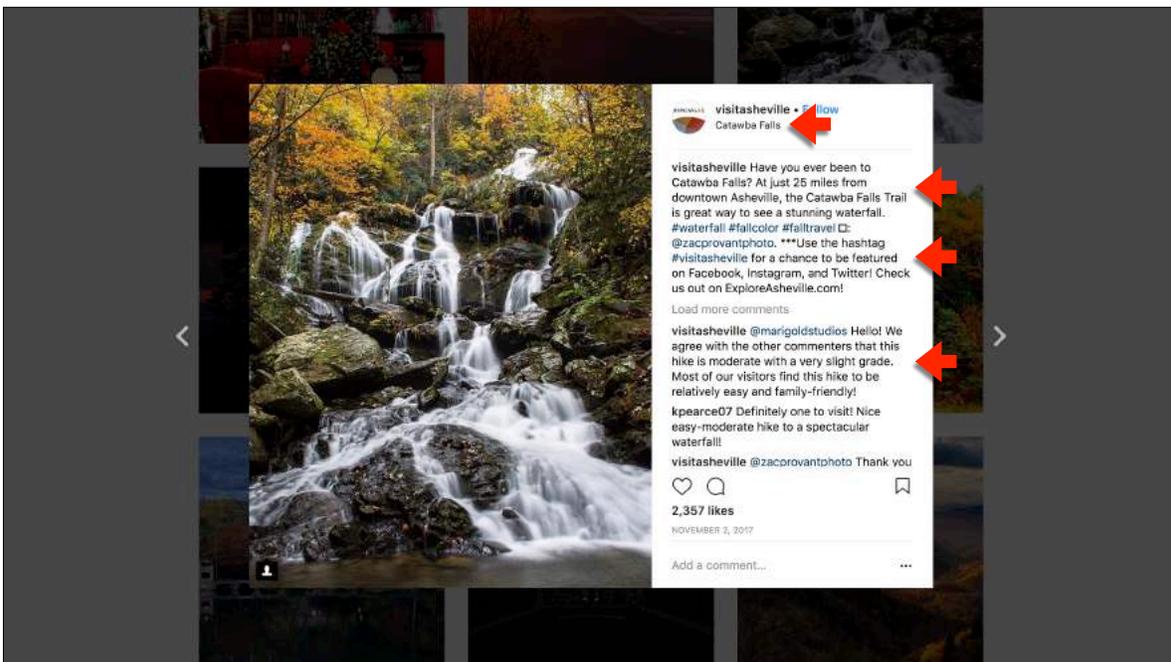
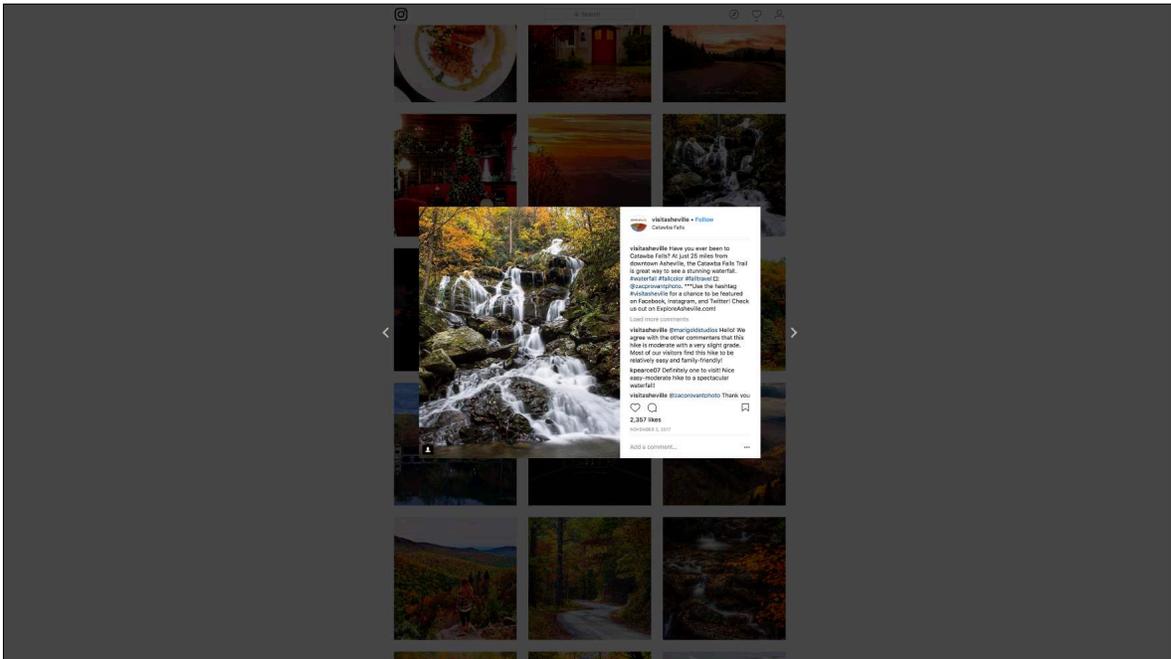
They do not need to be professionally produced!
15 seconds to 45 seconds is perfect.
Show a great experience that will only happen with you!
Evoke emotion!

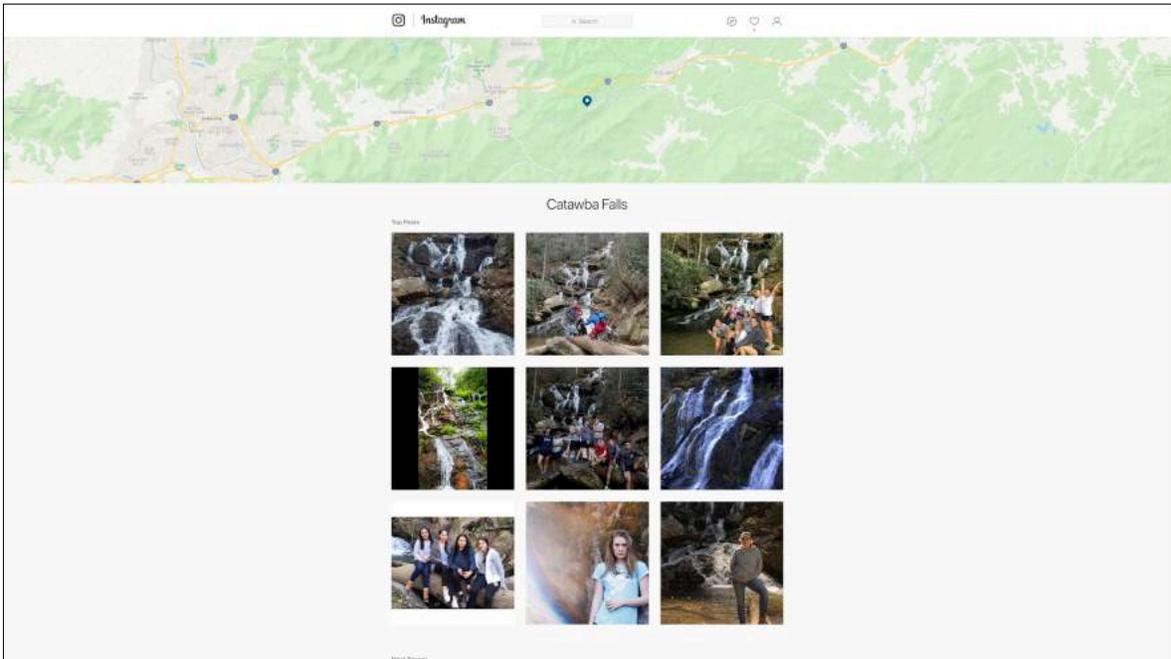


Description:

Where it was taken
specifically!
time of year,
best time of day,
a profile or hashtag for more details.







AVOID

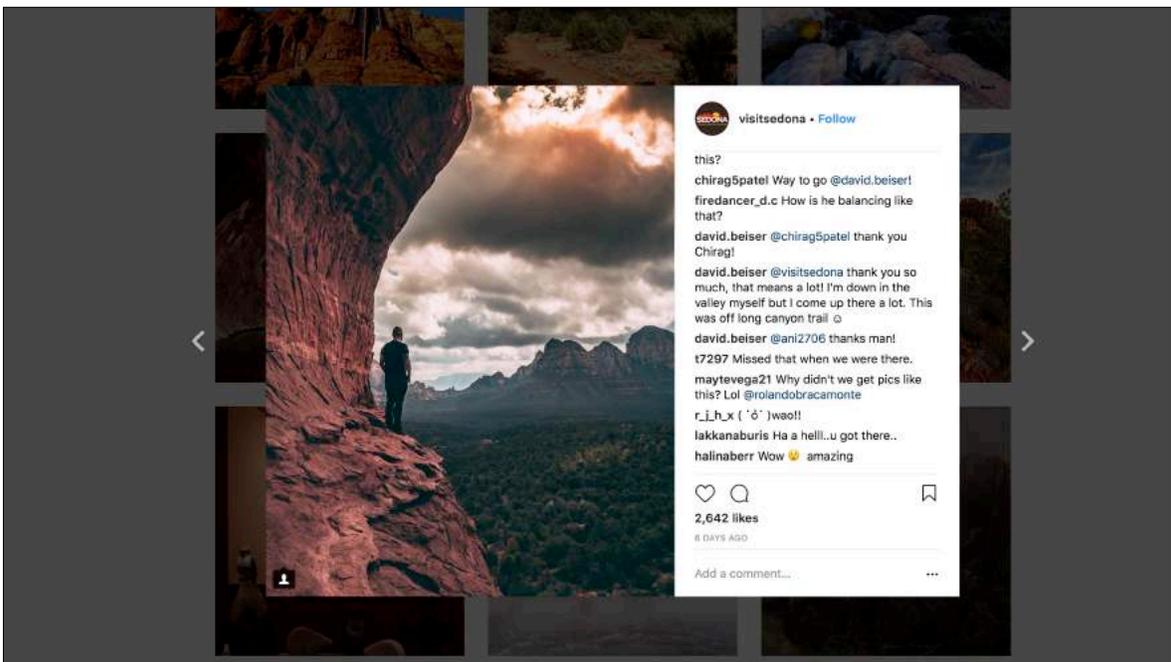
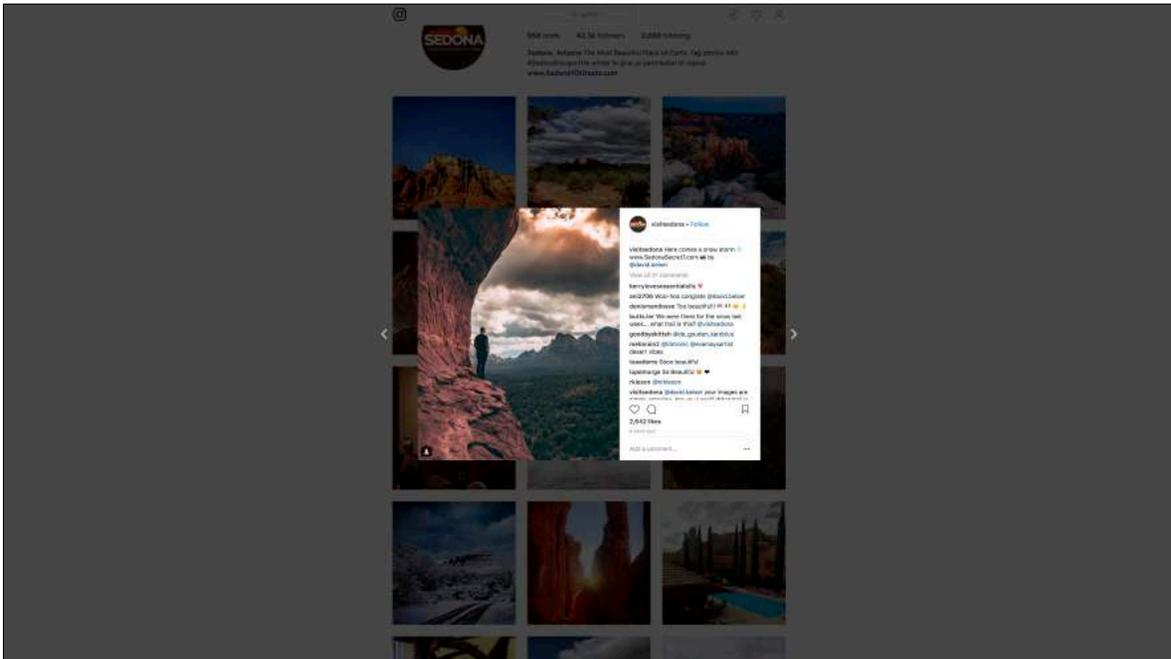


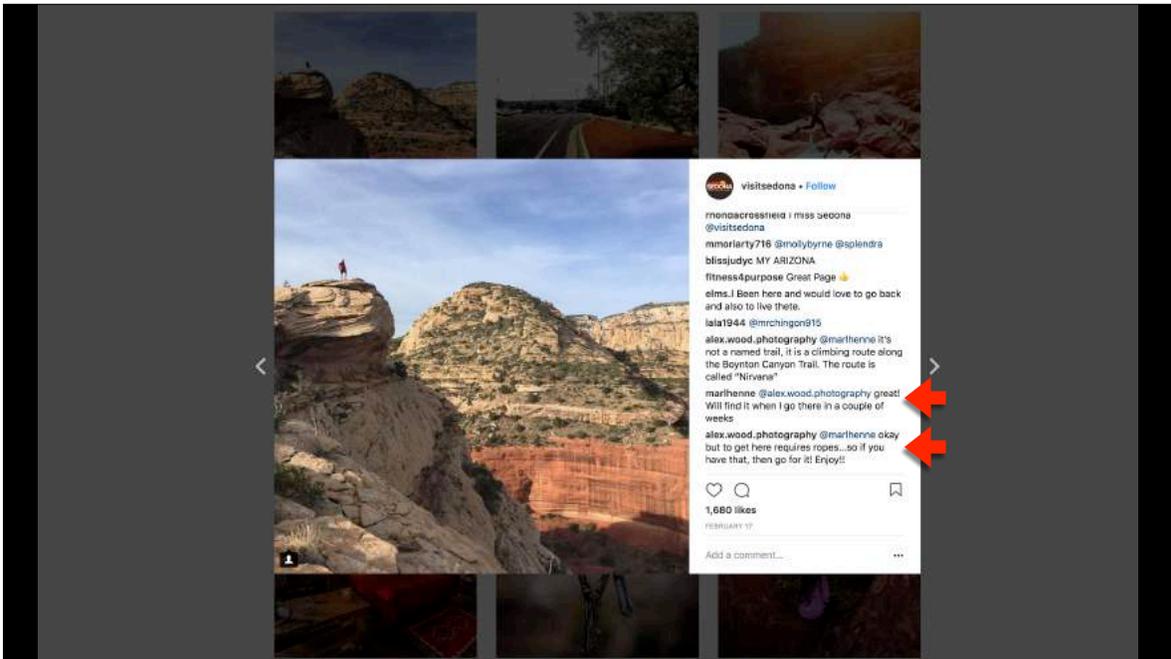
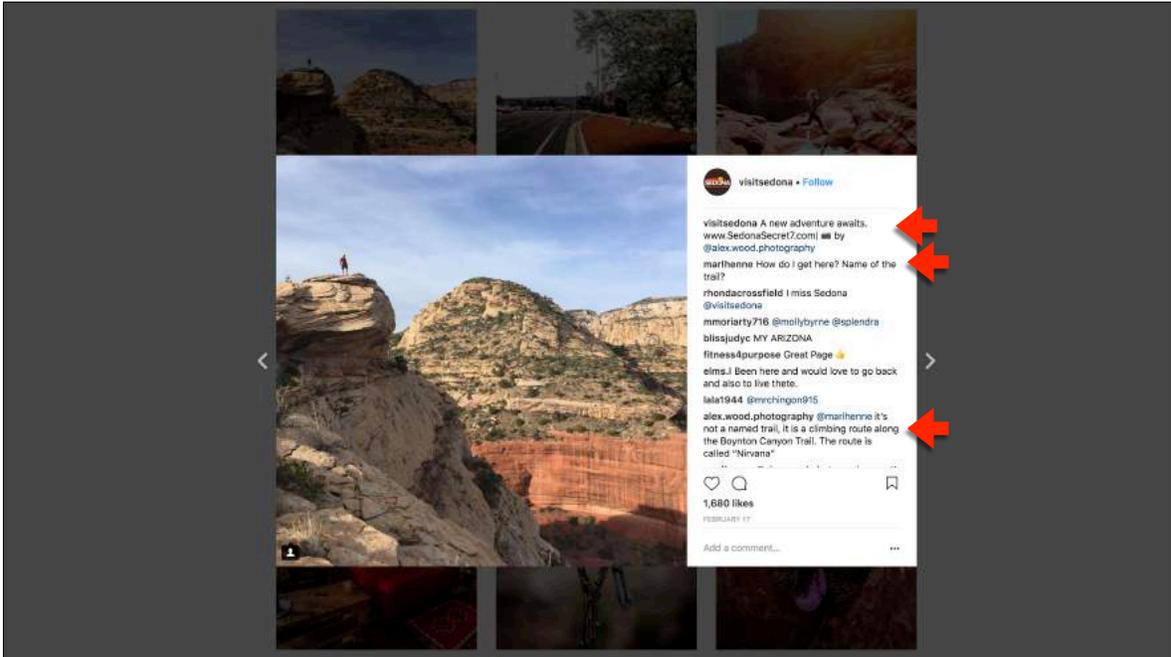
Cute and clever.

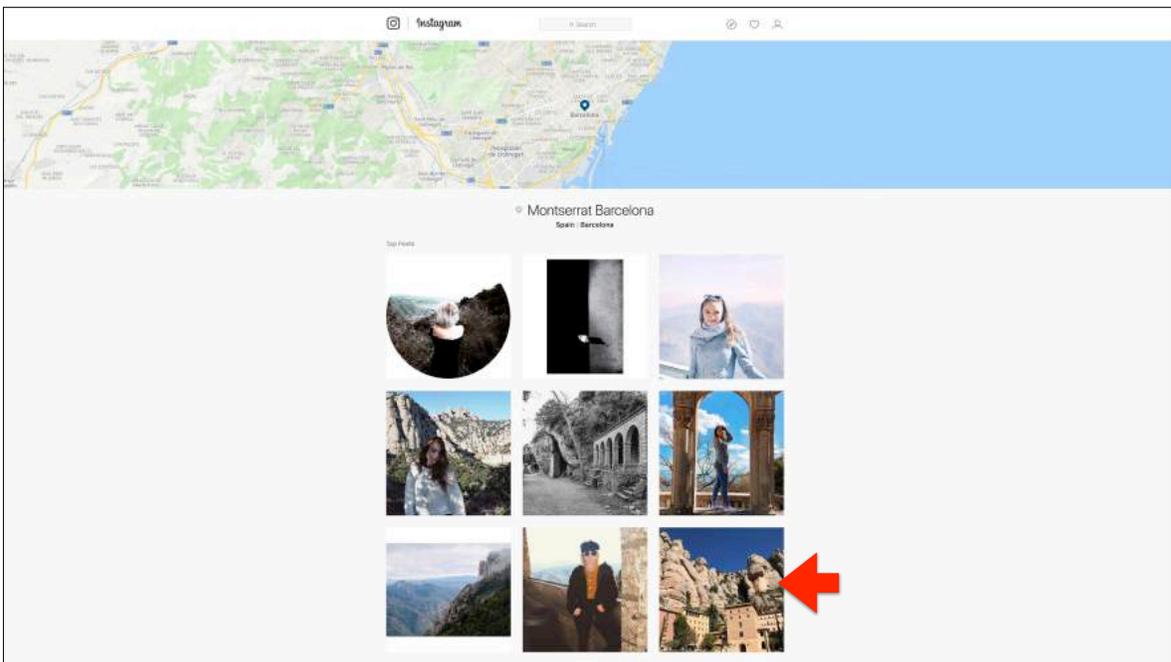
Instead:

Your descriptions **MUST** be **useful**



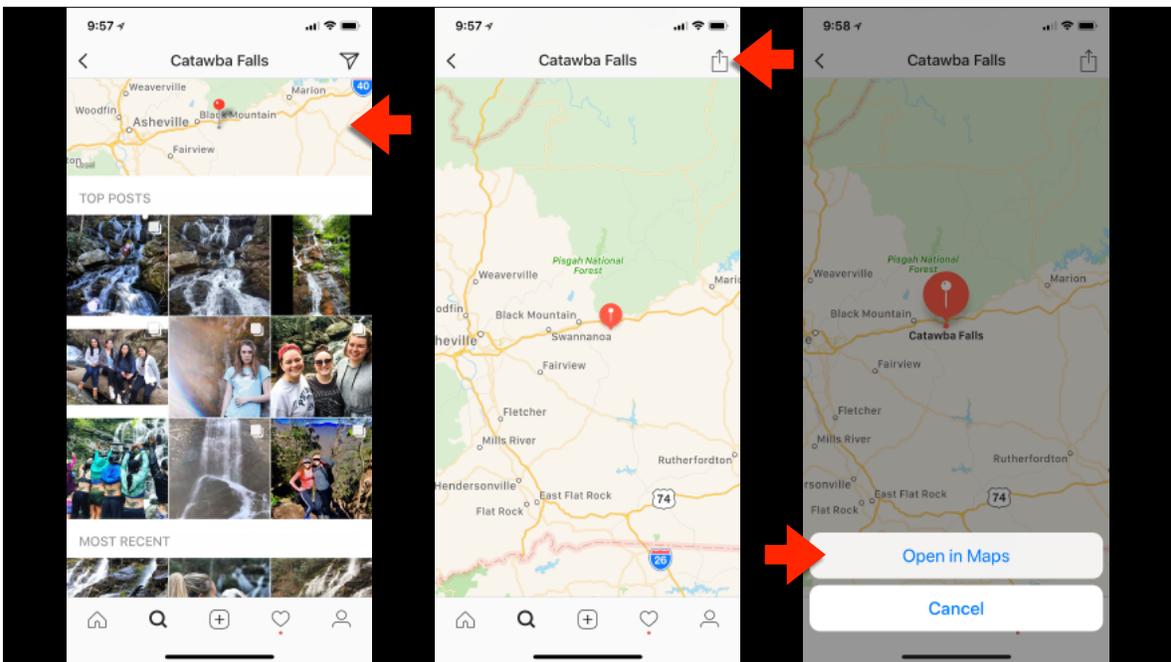
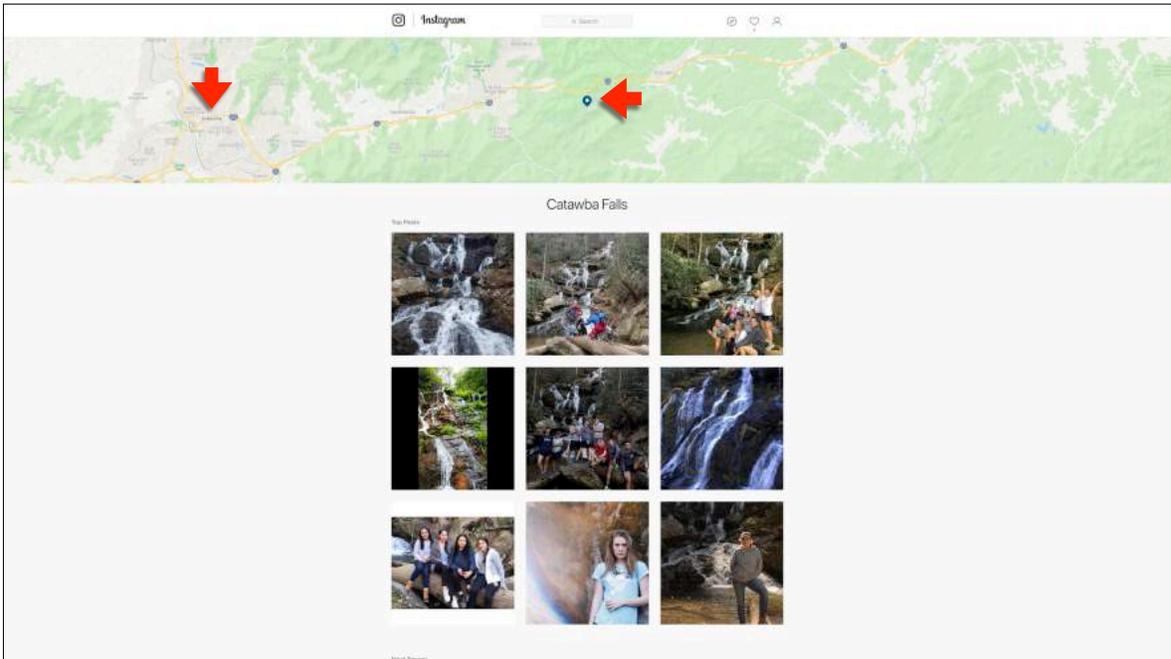


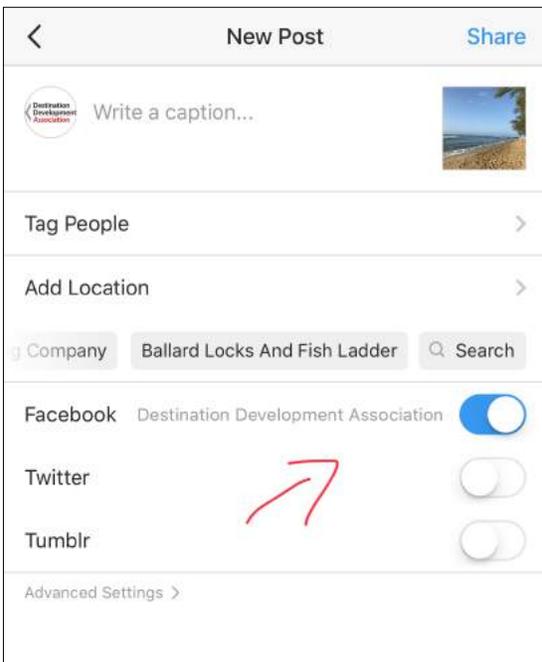




Montserrat Barcelona
Spain | Barcelona





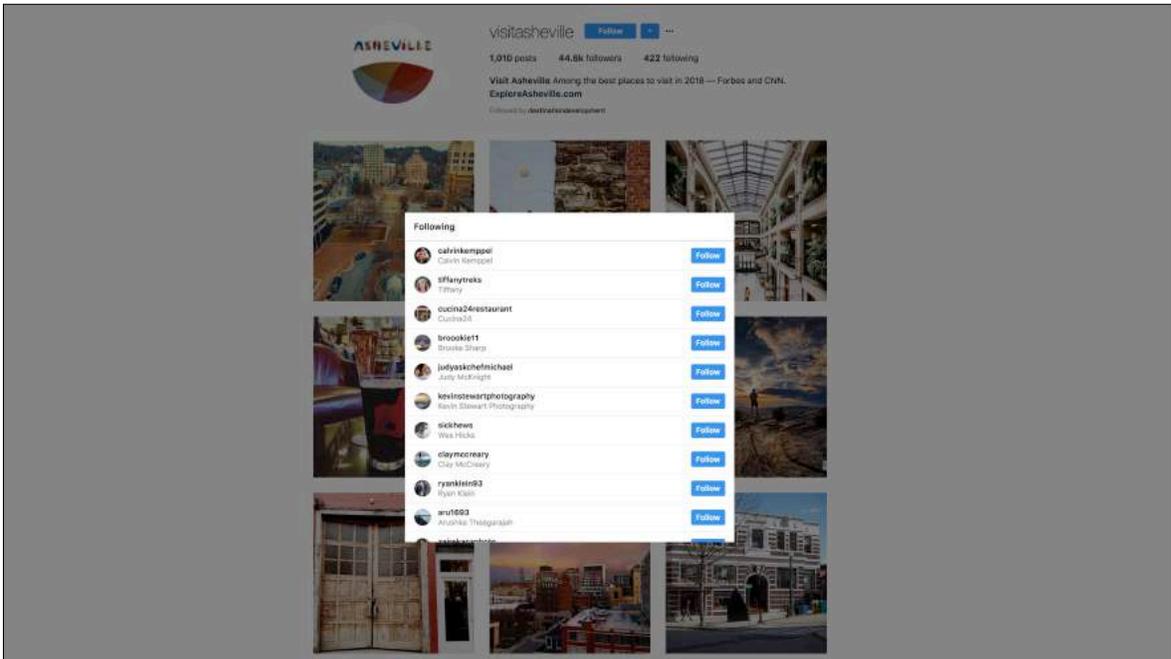


Before you post:

- Three options
- Tag the photo
 - Add the location
 - Write your caption

Then

- select to post it on your Facebook page





AVOID

Following too many people.
Instagram is not like Twitter.

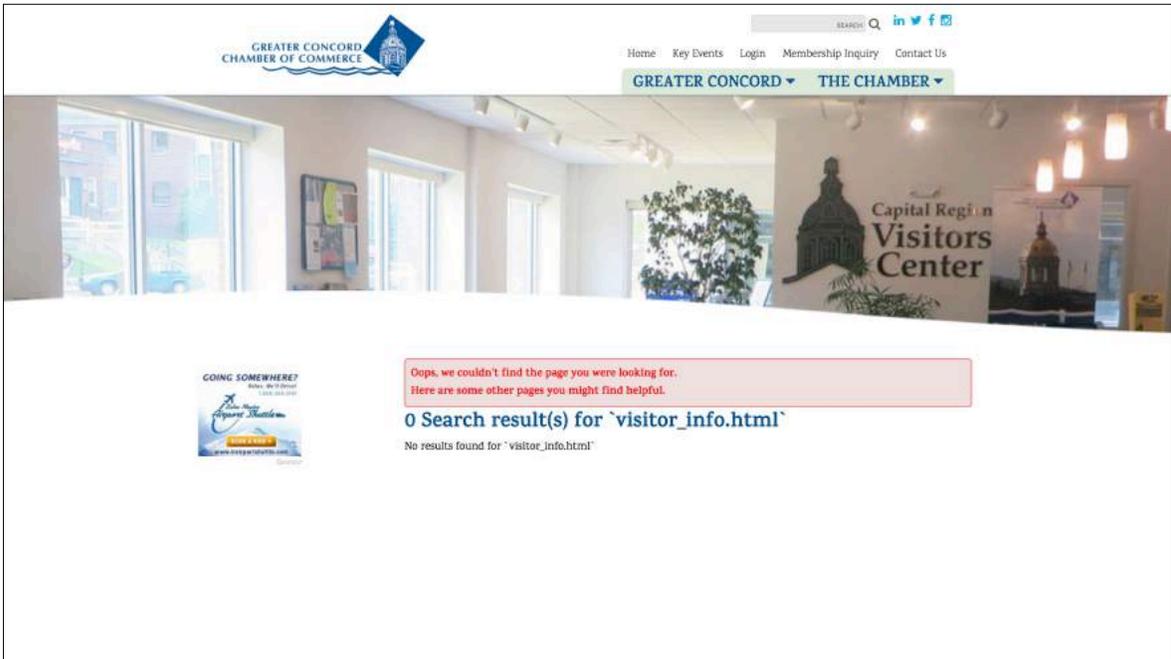
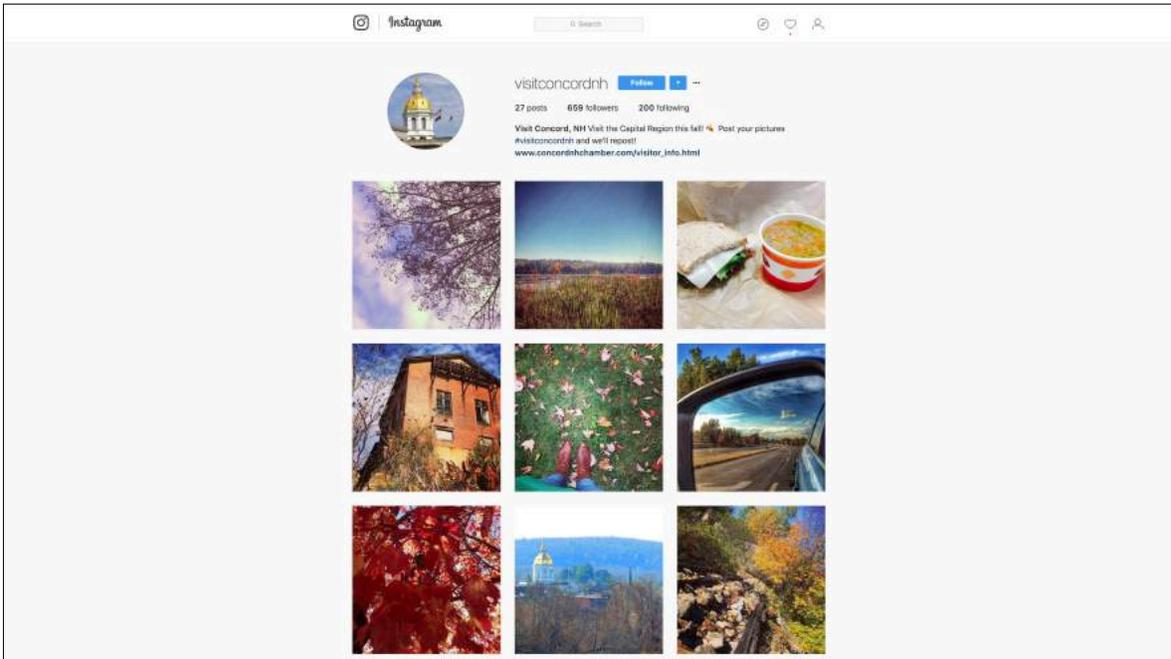
Remember:

You cannot judge your success by how many likes and followers you have!

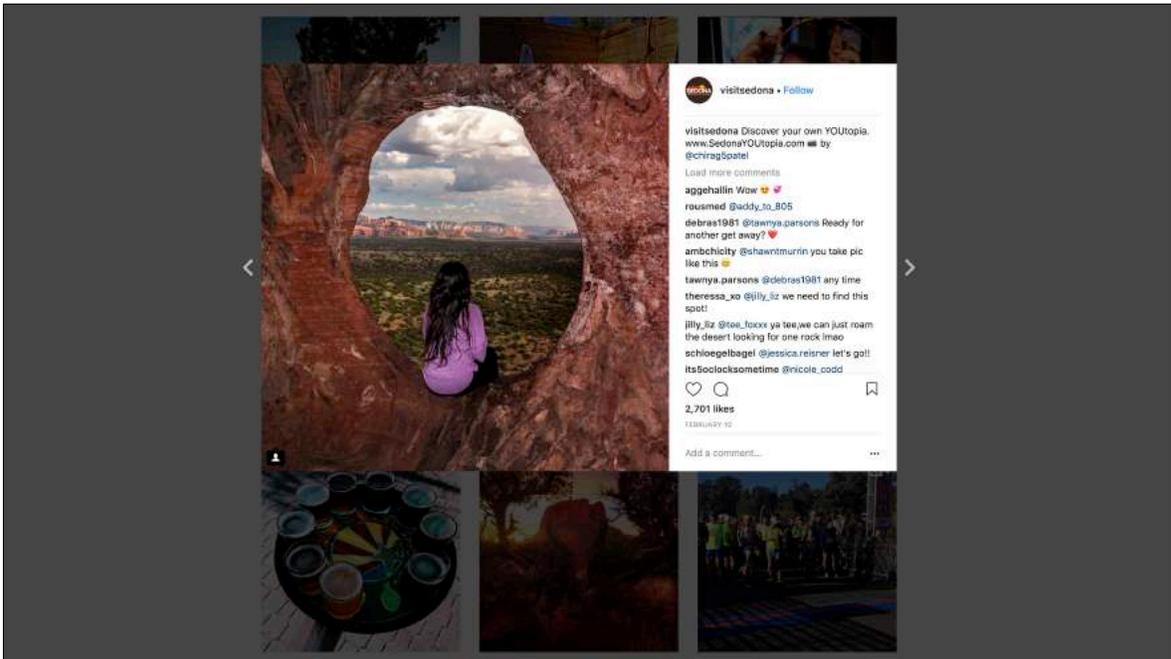


12

Make sure your links are up to date!







INSTAGRAM: @ILOVEGREENLAND

14

Link Instagram posts to your website.



3.5K 23

Uummannaq • Uummannaq lies about 500 kilometres north of the Arctic Circle. It is on an island at the foot of the heart-shaped mountain that has given the town its name. • @tinaitkonen • #uummannaq



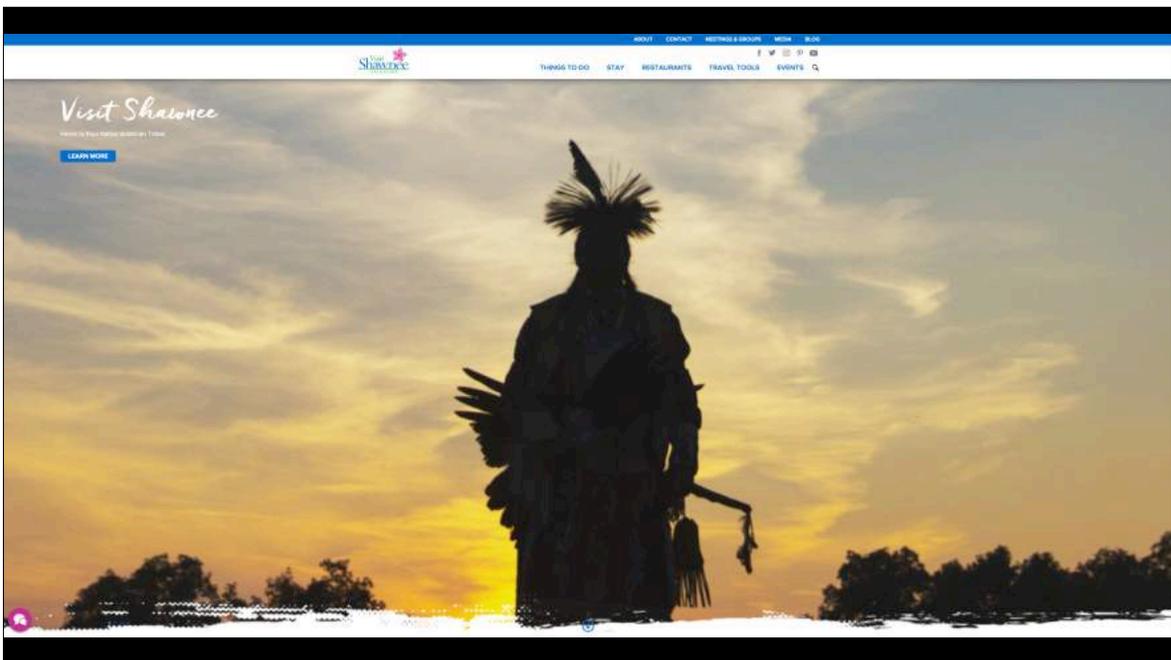
3K 17

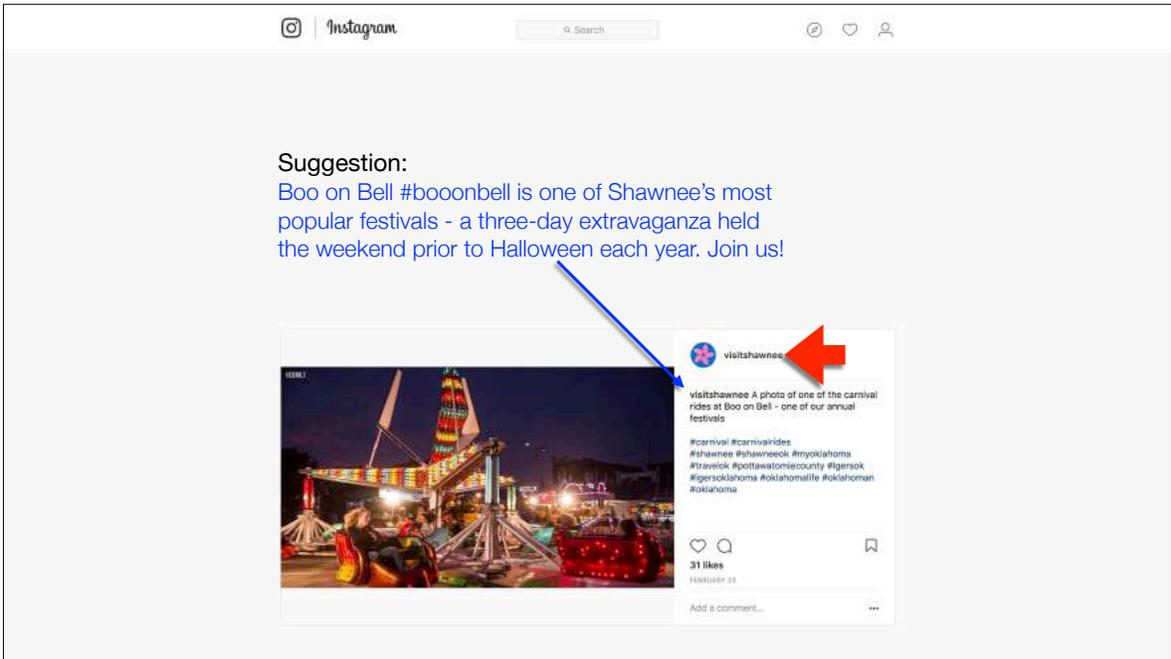
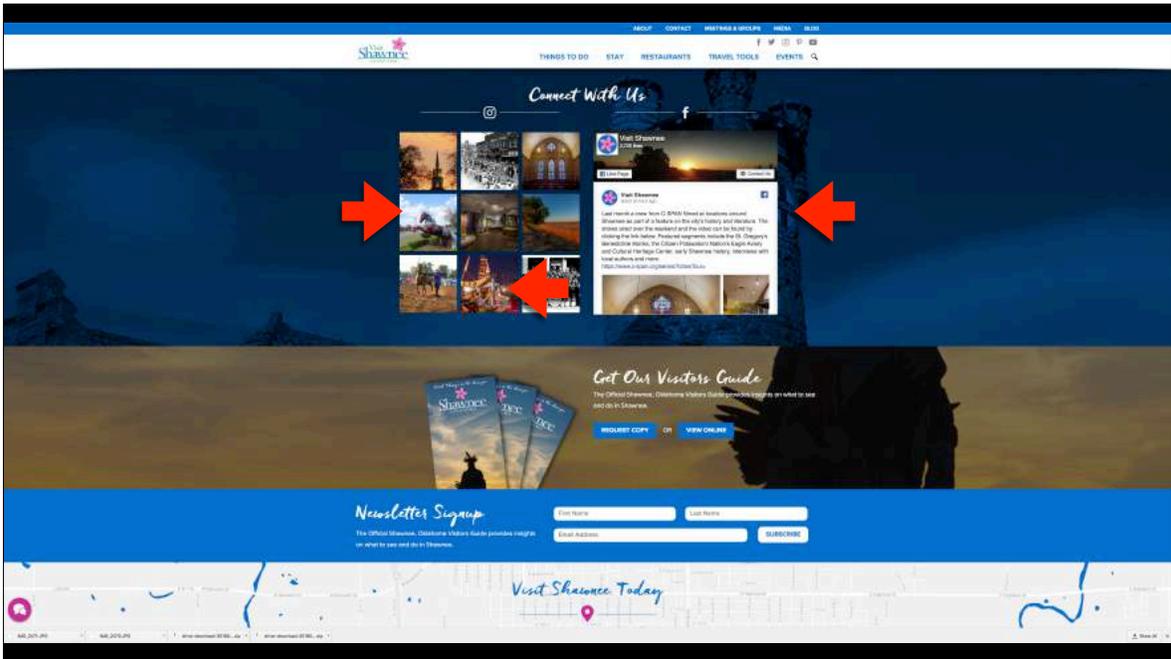
Sailing to the Greenlandic icecap. - @mathieulelay - #inthestartlight #greenland #visitgreenland #icebergs #aerial #photography #clouds #icecap

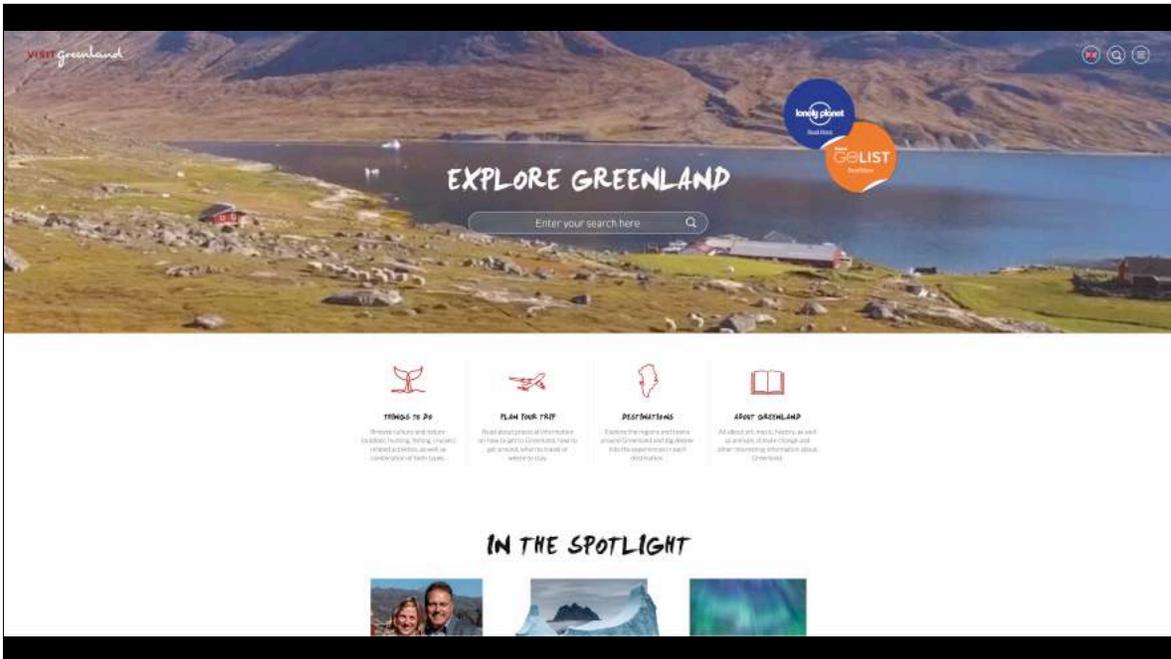
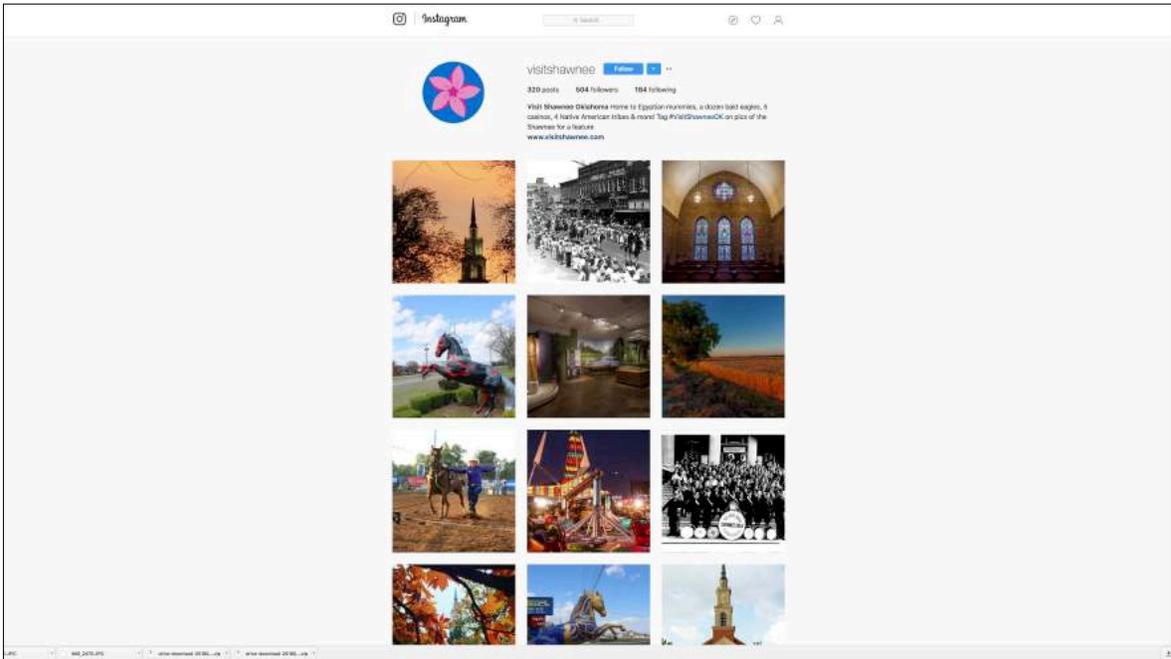


2.3K 26

Places and experiences like this don't easily transfer to memories but rather urge you to go deeper in your learning, understanding the links and outcomes of the historic moments. Interesting Fact.







Widgets in numbers

+300M	+163k	+67k	+100
More than 300,000,000 widget views every month	Over 163,000 happy users	About 67,000 websites displays widgets daily	Around 100 new widgets every hour

I love your widget. Absolutely clean, comfortable AND it's linked to the Instagram website. Perfect.

By the way,
Fabian

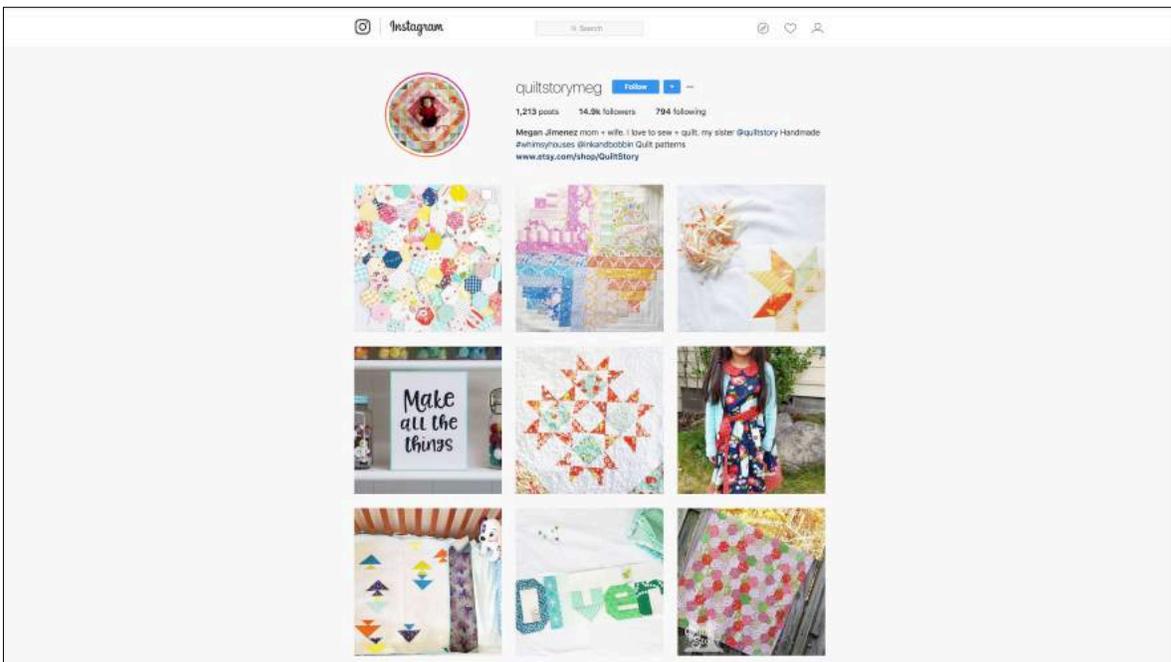
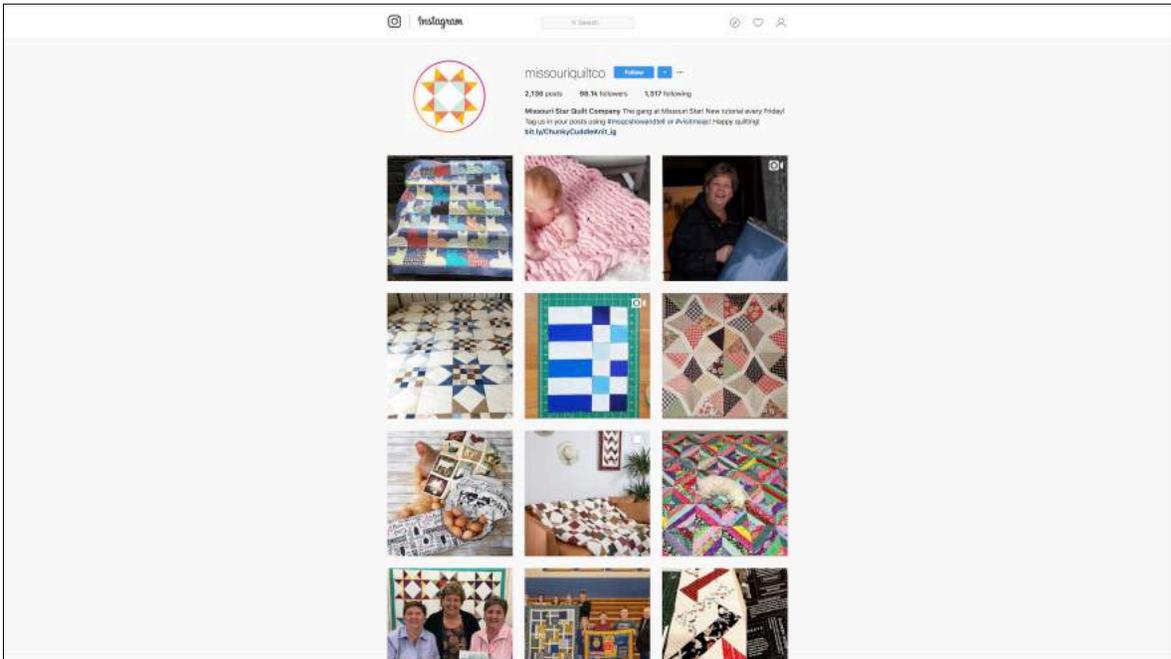
How to add LightWidget to your website?

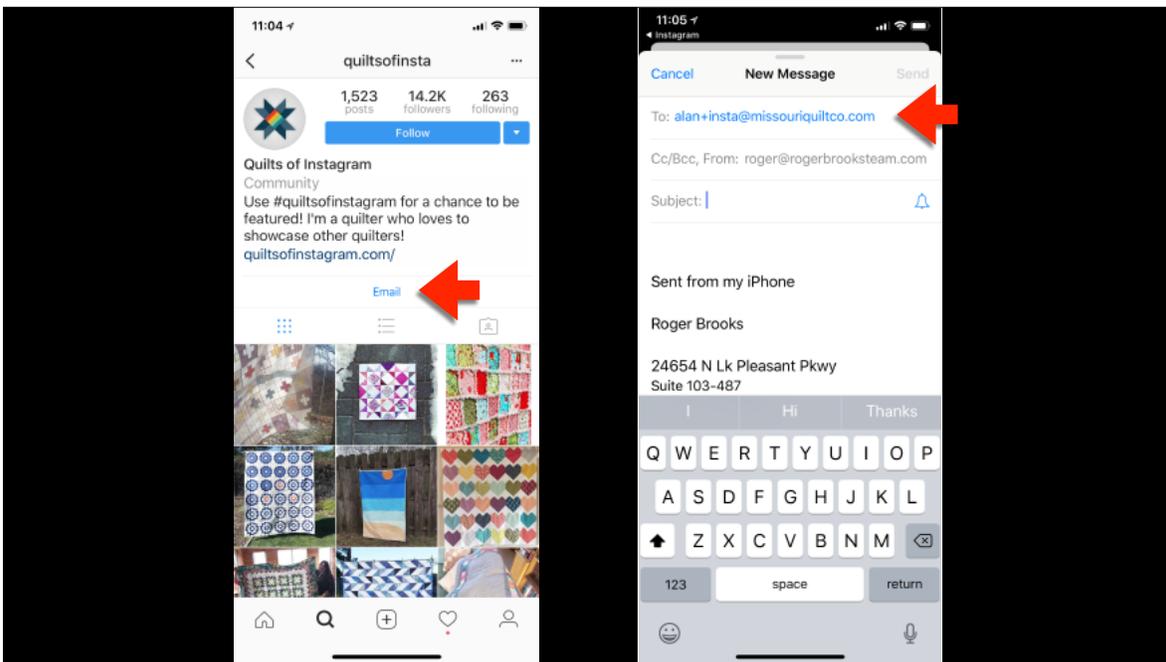
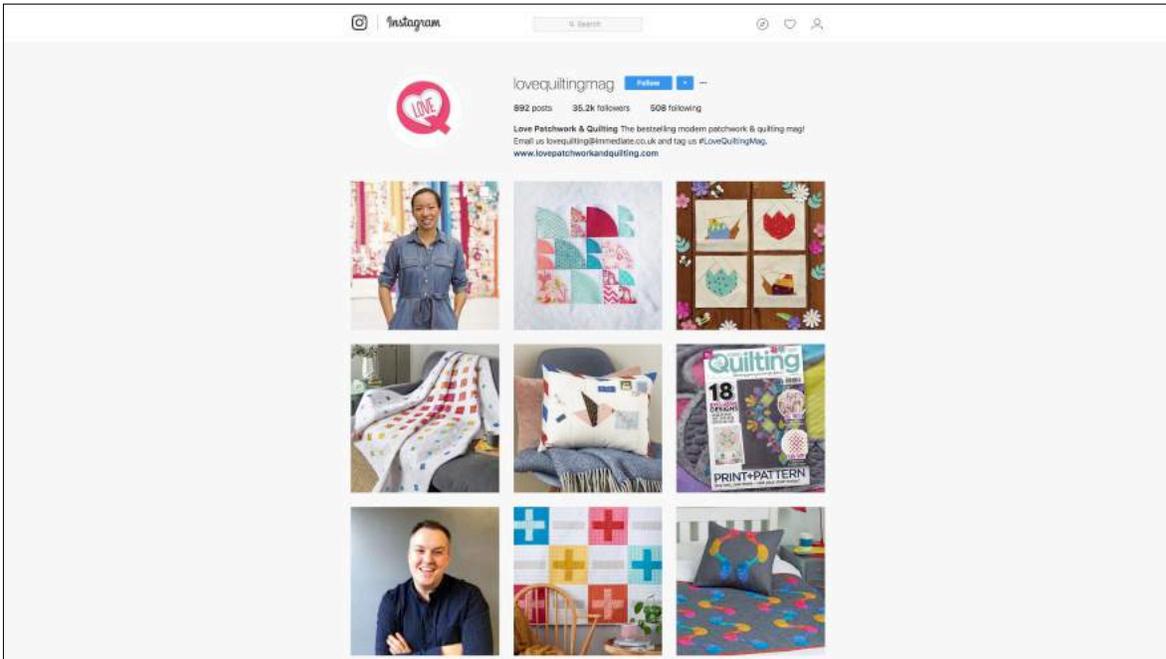
			
WordPress	Shopify	Drupal	Any HTML website
How to add LightWidget to WordPress without external plugins?	Add LightWidget to your Shopify website! Easy and quick tutorial.	How to add LightWidget to Drupal? No custom plugin is required.	You can also add LightWidget to any HTML based website!
Read more	Read more	Read more	Read more

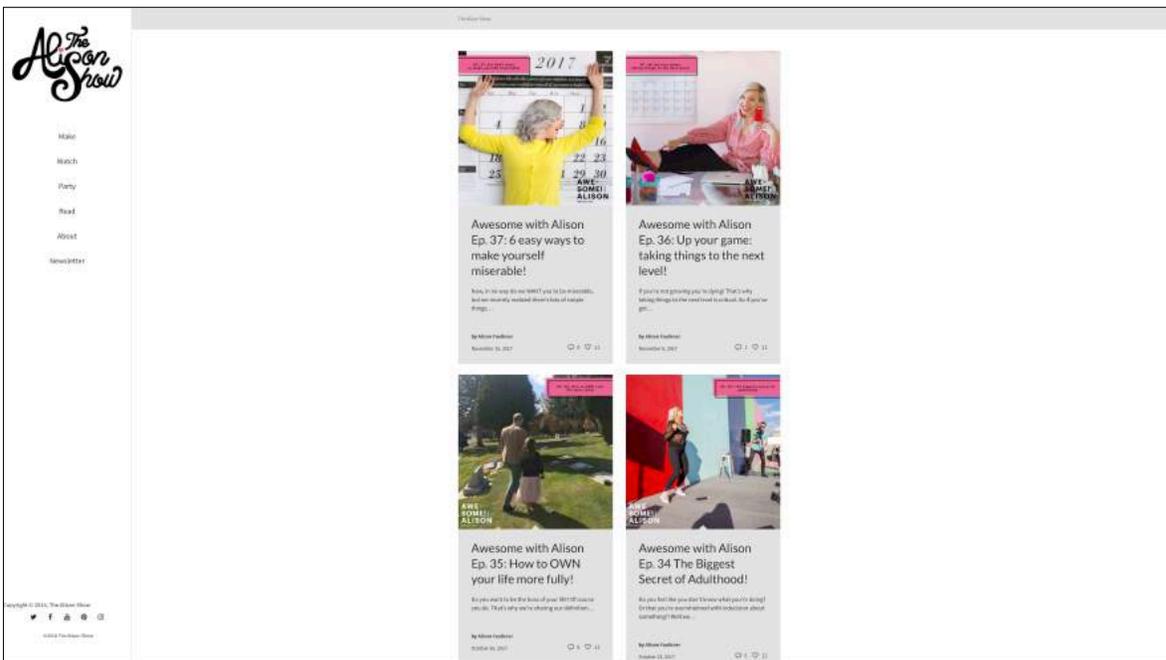
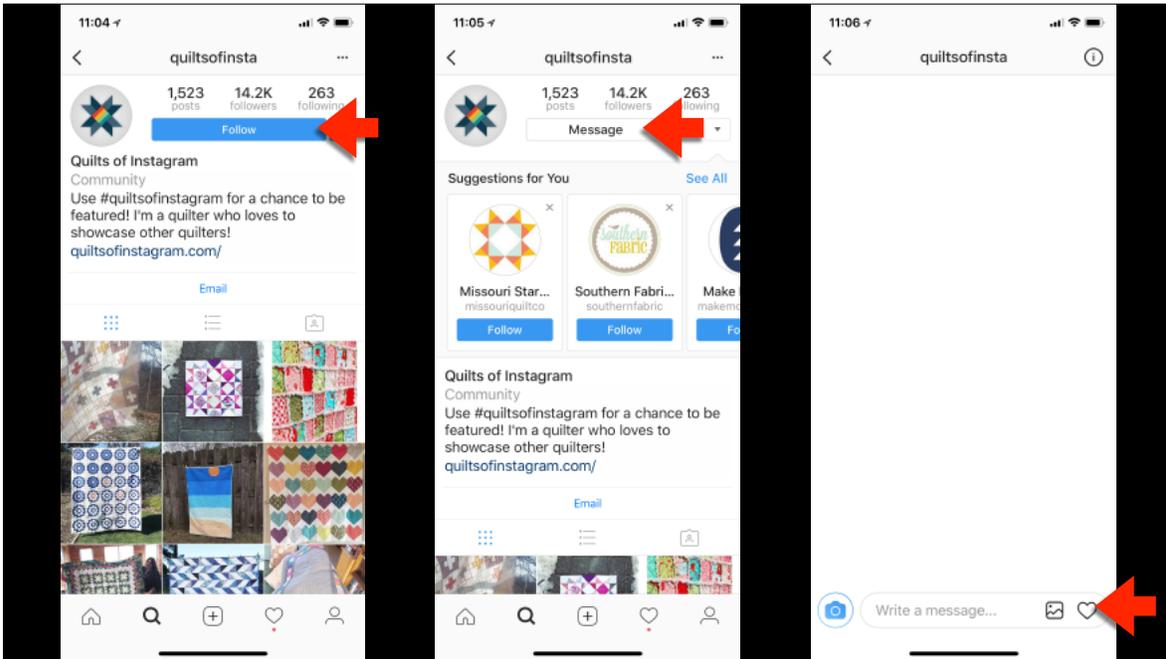


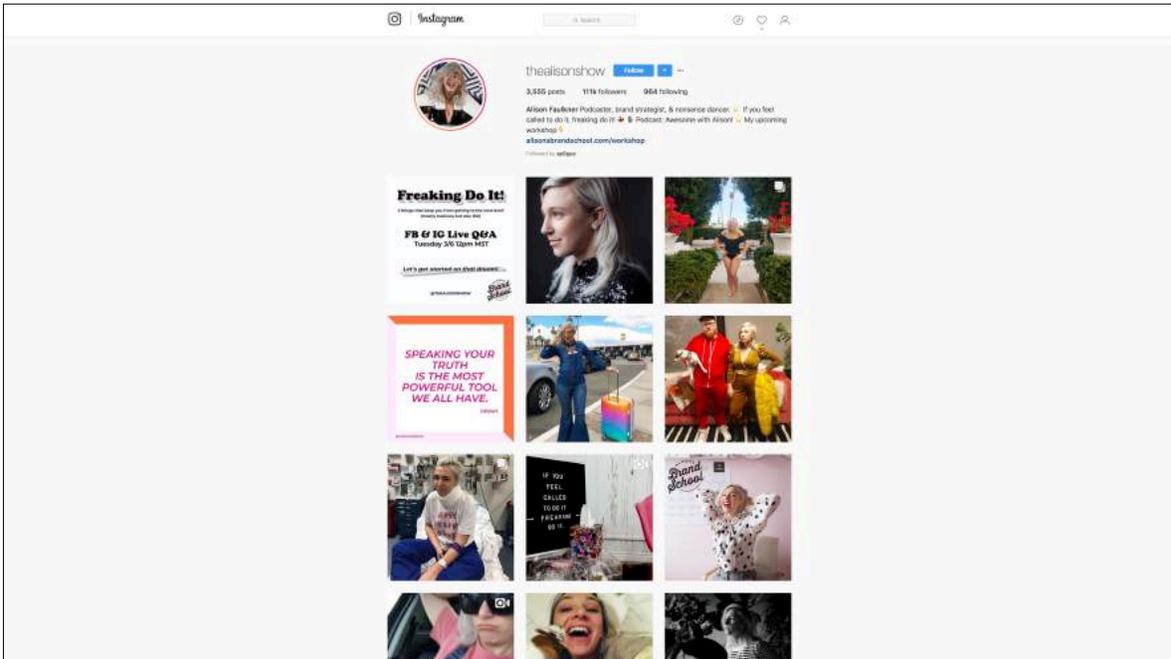
15

Research and find Instagram influencers: Start an "influencer campaign."



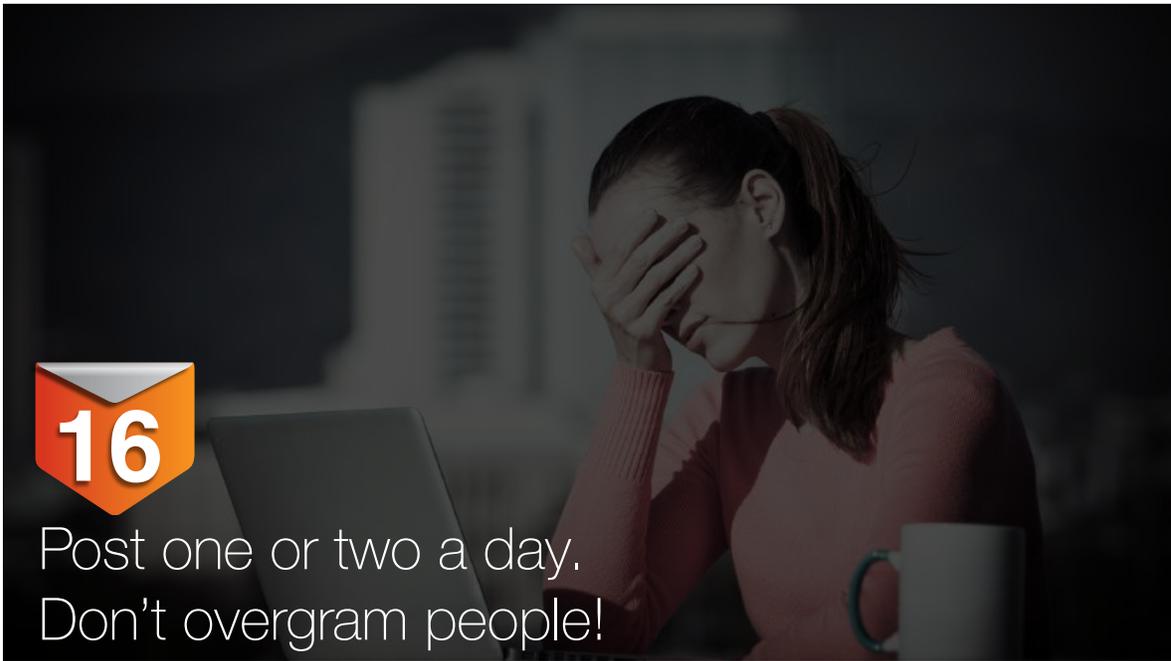






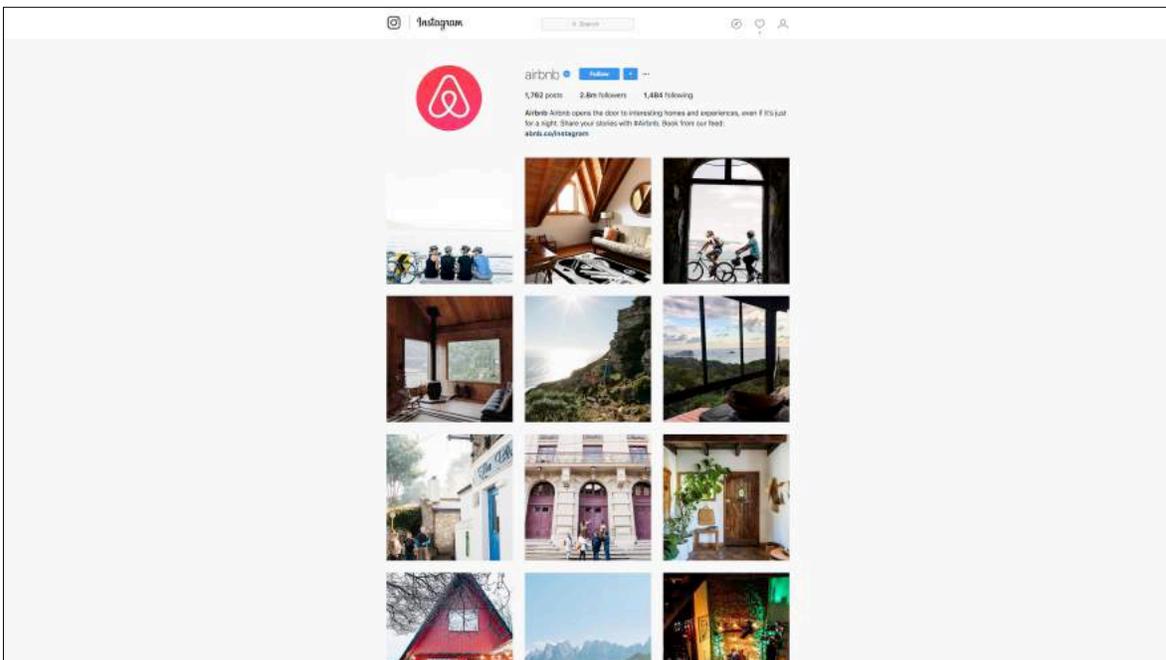
16

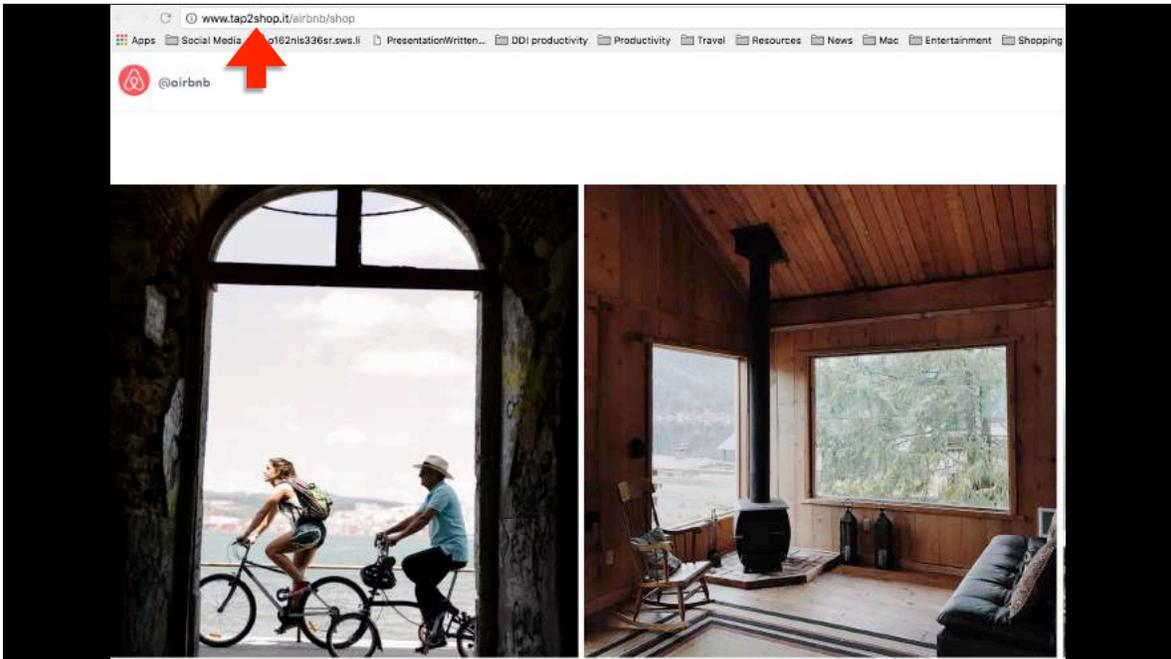
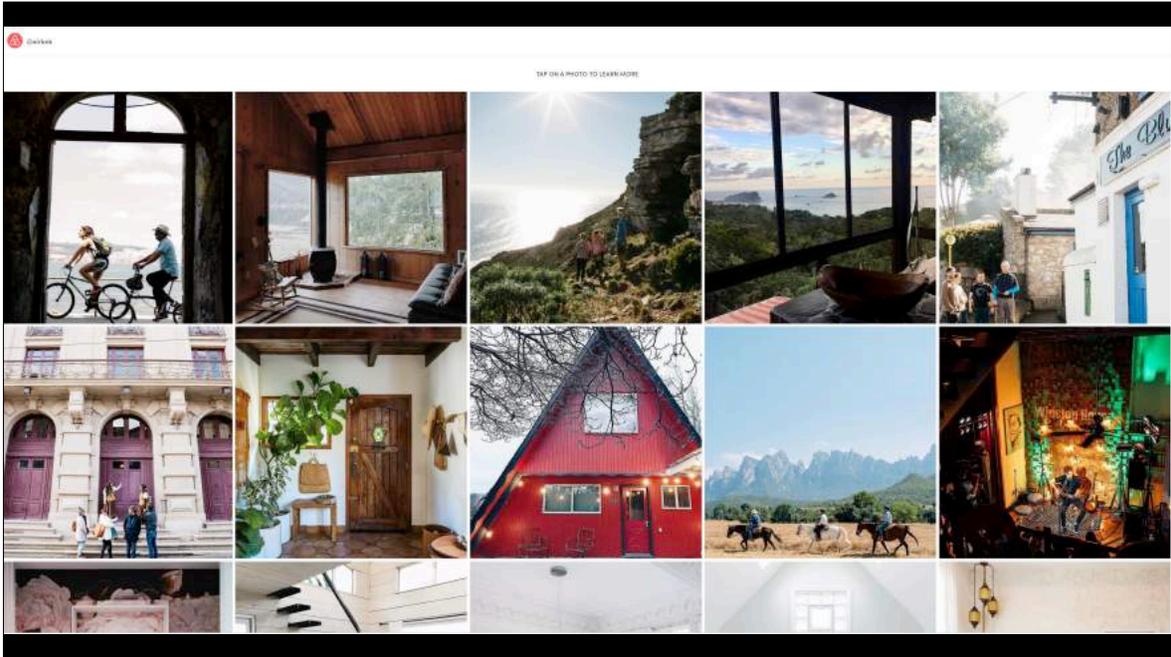
Post one or two a day.
Don't overgram people!

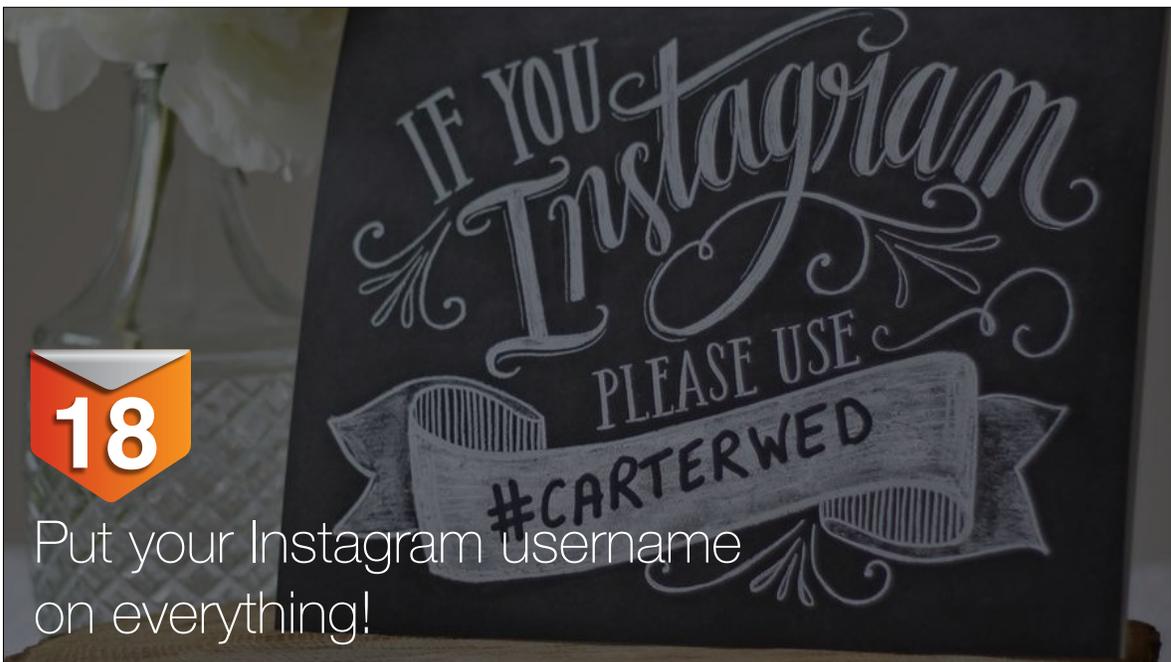
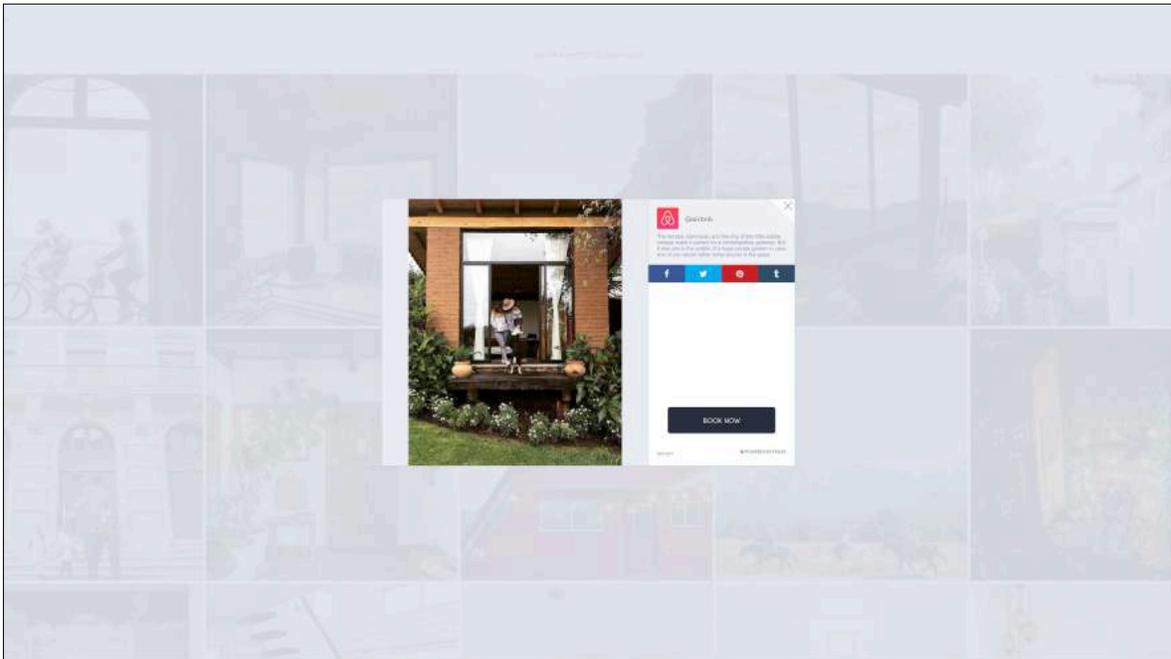


17

Being able to buy without leaving Instagram can be a great thing!









SEARCH

Things to Do
Accommodations
Dining
Festivals and Music
Photo Gallery
Itineraries

Our Communities

- Barrack & Area
- Cape Breton Highlands National Park
- Cheticamp & Area
- Ingonish & Area
- Margaree & Area
- Pesant Bay & Area
- St Ann's Bay
- Top of the Island

Welcome to the World Famous Cabot Trail

Cape Breton Island is rated the #1 Island to visit in continental North America by *Travel & Leisure Magazine*.

The Cabot Trail is considered one of the world's most scenic destinations, with stunning ocean vistas, old growth forests, prehistoric rock scoured by glaciers, and the mysterious Cape Breton Highlands.

A visit to the Cabot Trail is a **multi-day (3-5 days) experience**. Enjoy our culture, our music, and countless outdoor activities. Participate in our festivals, our special musical events, the festivals, and lobster parties that happen all around the Cabot Trail. To refresh yourself, enjoy **lobster** local seafood at our great restaurants.

Lobster is a specialty in many restaurants along the Cabot Trail, so fresh local seafood can be found in all communities. Look for crabs, oysters, mussels, clams, scallops, and mackerel, all dried or caught locally. In the case of dunes and mackerel, you might even "find" your own!

Our high-season festivals begin in May with the Cabot Trail Relay Run, and end in October with the Cabot Trail Writers Festival, the Celtic Culture International Festival, and the famous-season Huskie Boodle Festival. In between, there are folk, sporting, music, hiking and cultural festivals all around the Trail.

Instagram

visitcapebretonisland Follow

616 posts 8,956 followers 785 following

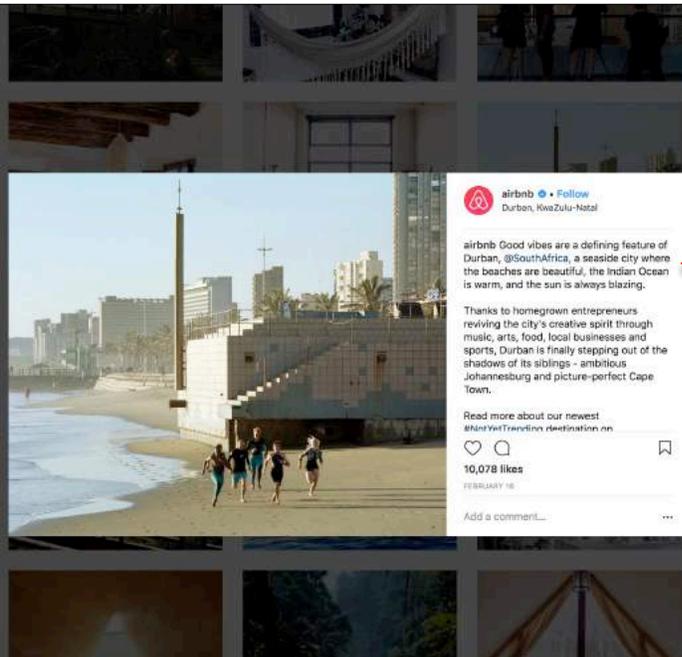
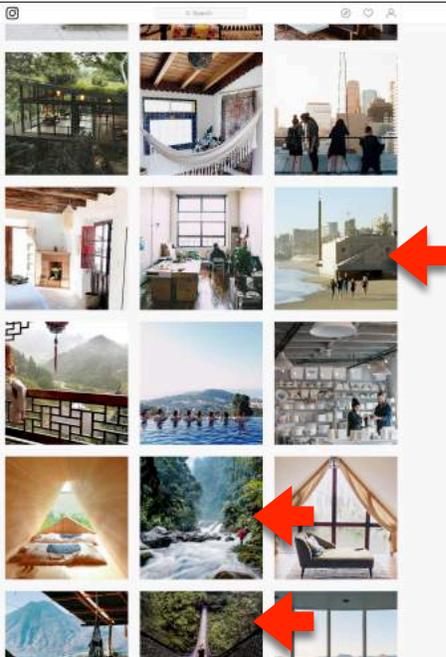
Cape Breton Island Official tourism account for Cape Breton Island. Share your CB photos with #ExploreCB or tag @visitcapebretonisland! We feature our favourites. www.cbisland.com/winter

- Snap a photo at V's,
- Tag us on Facebook (V's Taproom Hang)
- or Instagram (vstaproom)
- show your server
- and receive 20% off your meal!

19
Always post your best photos

Photos with “Wow! appeal” will get users to click on them.

Do your photos “evoke emotion”?



Your description MUST be good enough to close the sale. Include important, useful information. Avoid fluff.

General rule: 50 to 70 words. Keep it under 100.



Some Instagram post ideas



Iconic photo spots (with specifics)

Reinforce your Unique Selling Proposition (USP)

Best visitor posts

“Great Shop Wednesdays” - featuring a local retailer

“Restaurant Tuesdays” - feature one | specialty dishes

“Event Thursdays”

“Special deal Fridays” - a reason to follow you

Highlight your Best Of's

Quick Itineraries

Now you know why Instagram should be your new best friend!
Here's to making Instagram work for you!



 Destination Development
Association

For more how-to resources join us at
DestinationDevelopment.org