

# THE TRUTH ABOUT SOCIAL MEDIA:

## THE DEFINITIVE GUIDE TO GETTING SOCIAL MEDIA ROI



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Presented by Roger Brooks



### What does this include?

- Website and updates (every couple of weeks)
- E-newsletter (once a month)
- Search engine optimization
- Pay-per-click services (if needed)
- Hosting and related services
- Social media marketing
- Online/digital advertising
- Apps
- Content generation (photography, videography, itineraries)
- Website platform, widgets & backbone

### 5 The five things you need to realize

## Social media is in the fabric of everything we do

- Your marketing dollars at work
  - Digital 45%
  - Advertising: 20%
  - Public Relations: 20%
  - Printed materials: 10%
  - Trade shows: 5%
- Social media is part of public relations
- This is a priority in money and should also be a priority in time

## What does “digital” include

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- Social media marketing
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- Content generation (photography, videography, itineraries)
- Website platform, widgets, and backbone
- Social media is the purest form of public relations: it's instantaneous and all about third party endorsements – others talking you up
- Digital and PR should be a top priority

## Five things to consider

1. It's not about you: it's getting people to talk about you
2. Social media, like PR, is all about managing and fostering that conversation
3. Return on investment: it's about having your customers sell you for you
4. You cannot judge your success by how many friends, likes and followers you have
5. Computers are used for planning and mobile is used once we leave and are on our way

# The Truth About Social Media | Handout



- The majority of the travel planning and decision process occurs on desktops/laptops; mobile plays a role
- Once we leave, use of mobile devices increases
- The cycle
  - Inspiration, word of mouth, articles, social media (not your social media, but friends/contacts social media)
  - Planning, websites such as TripAdvisor and Pinterest (and your website)
  - Once we're on the road, TripAdvisor, Yelp, Twitter
  - Telling others, Facebook, Instagram, Pinterest – which creates inspiration

## The bottom line: it's not about you, it's about their tribe

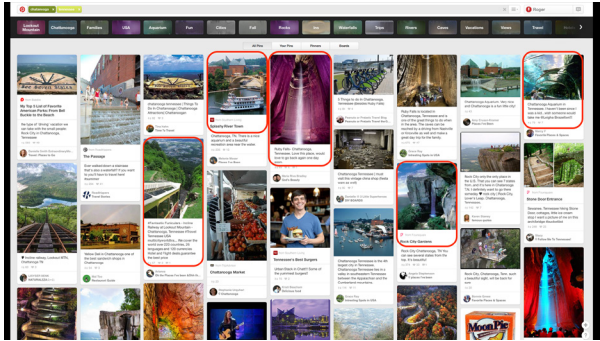
- Imagine people sharing their experience about your community
  - Their friends see it
  - The reach grows from there
  - Bottom line: one family, 3 generations, 5 days – reach on just Facebook was 1,840 people
  - Imagine: 100 people telling the story of visiting you – reach would be 18,400 viewers
  - The real power of social media is getting your local residents, attractions & activities and your visitors to share their experience



## Where is social media in the buying process?

- When coming from friends and family, you can become the destination of choice. (Inspiration)
- So what? This is all word of mouth
- You can create the opportunities
- Inspiration
  - Word of mouth
  - Facebook (friends, family – not yours)
  - Interest (friends, family)
  - Instagram (friends, family)
  - Web searches by activity, general location
- The rest of the time: they've already chosen where they are going.
  - Social media helps them plan what to do, where and how long to stay, and how to get there. (Planning)

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## Sites for planning

- TripAdvisor
- Pinterest
- YouTube
- General web searches (SEO)
- Did you notice? Your social media sites are NOT in the planning list
- The seven things to do with social media

## 1. Dedicate the time

- The perfect destination marketing organization would have these full time people
- Director: overall management, the glue that binds, local outreach
- Digital media: website, online marketing and advertising
- Traditional media: print, outdoor, broadcast
- Public relations: publicity, social media, visitor information, e-newsletter
- Content management: photography, messaging, itinerary development, videography, brand development
- When you wear all five hats
  - Director: 1.5 hours per day - 20%
  - Digital media: 1.5 hours per day - 20%
  - Traditional media: ½ hour per day – 10%
  - PR/social media: 2 hours per day – 25%
  - Content management: 3 hours per day – 25%
- PR/social media and content management should be 50%
- Develop content – put on website – put it out there on social media
- How to spend the two hours a day (social media)
  - Watching what is said: 15 minutes
  - Product development: 30 minutes
  - Press kit, outreach: 15 minutes
  - E-newsletter: 15 minutes
  - Social media postings: 30 minutes
  - Content management: 45 minutes
- Content is important – real content that is going to close the sale
- If you don't have the time, then contract with someone else to do it
  - Destination Think – William Bakker
  - TwoSix Digital – Dave Serino
  - There are MANY out there

## Destination Think's William Bakker

1. Motivate visitors to share
2. Enable: Make it easy
3. Encourage them to post
4. Curate: build the content
5. Action - Amplify: spread the word

[bit.ly/BSDB15](http://bit.ly/BSDB15)



Develop the content

## Destination Think's William Bakker

- Motivate visitors to share
- Enable: make it easy
- Encourage them to post
- Curate: build the content
- Action – Amplify: spread the word
- Bit.ly/BSDB15
- Priorities
  - Create opportunities locally
  - Encouraging people to post
  - Publicity, advertising, marketing
  - Pinterest
  - TripAdvisor
  - Your website
  - YouTube

## 2. Develop the Content

- Incredible photography and videography
- Links to YouTube, other sites
- Lists “The top 3, 5, 7 must-do activities”
- Quality is critical
- Make Pinterest a priority
- Best of lists
  - By mode of travel: on foot, bike, motorcycle, car, RV, tour bus
  - By travel party: couples, families, multi-generational, friends
  - By season: holidays, spring fling, summer fun, fall color, winter
  - By activity: history and culture, the arts, shopping and dining, the great outdoors, nightlife
- TripAdvisor is the other top priority
  - Most visited travel website, particularly for planning
  - 93% of people trust peer reviews
  - They are big into attractions and activities, as well as hotels and restaurants
  - It walks you through how to get connected through TripAdvisor
- Your website is the third priority
  - All social media should link to it
  - Photos on your website will populate Google images and those can link back to your website
  - Add short videos
  - Planning information

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Post the content

### 3. Post the content

- What to do: your job is to “seed” social media sites with photos and videos and encourage others to post their experiences
  - TripAdvisor
  - YouTube
  - Pinterest
  - Your website
- Then
  - On your Facebook page
  - Send out to Twitter
  - Add to Flickr and other photo sharing sites
- Note: every post should include a photo and a link to your website

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Motivate & encourage visitors to share

### 4. Motivate and encourage visitors to share

- What to do: when people come into town provide hash tags and sites on your gateway signs
- This encourages them to get more information about you and share their experience
- Remember: quality trumps quantity
- Remember: likes, favorites, views aren’t as important as comments, shares and retweets
- Something to do: “Top 10 most Instagrammable places”
- Provide hash tags that encourage people to share

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Make it easy

### 5. Make it easy

- The easier you make it, the more likely you are to close the sale
- What to do: put up signs such as Best video spot + wifi! “Amazing photograph right around the corner”
- “Tell your friends you’re here” signs encouraging them to share on Facebook
- The easier you make it, the more likely people will be to share on their own social media sites
- Your customers do the selling for you