

The Role of Social Media in your Travel Marketing

Presented by Jacquelyn Blackwell



Agenda

1. Buzzwords and Features for Facebook
2. Posting Best Practices
 - Content
 - Video
 - Sharing
3. Paid Campaigns
4. Metrics that Matter

The inside secrets to increasing audience engagement

UGC?



The inside secrets to increasing audience engagement

UGC?

User Generated Content: Any type of content that has been created and put out there by unpaid contributors or, using a better term, fans. It can refer to pictures, videos, testimonials, tweets, blog posts, and everything in between.



The inside secrets to increasing audience engagement

Social Listening?



The inside secrets to increasing audience engagement

Social Listening?

The process of monitoring digital conversations to understand what customers are saying about a brand and industry online



The inside secrets to increasing audience engagement

Cross Posting?



The inside secrets to increasing audience engagement

Cross Posting?

Only applicable for videos. You used to have to re-upload your video every time you wanted to add it to another Facebook Page. Now you can upload your video 1 time and “cross-post” to any number of Page.



Posting Best Practices

Name a destination that you think has a good social presence?

Posting Best Practices

Posting Videos

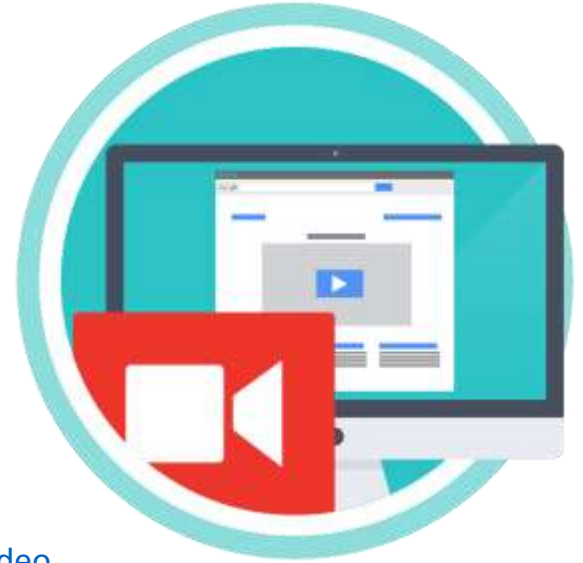
- Should **not** be commercial-like
- **Should** feel more organic in nature
- Create more **identifiable content**
- Use Listicals **often**
- 5s-1:30m max

[Seasonal Video](#)

[Point of View Video](#)

[Top Spots Video](#)

[Creative Video Campaign](#)



Posting Best Practices

Posting Content

- **Link to your site** as often as possible
- Use UTM codes to **track social traffic by post** in Google Analytics
- Facebook is a great platform, but shouldn't be your only platform:
 - *Build up the content on your website that users are looking for, then post about it and direct back to it*
 - *Blogs are essential*



Posting Best Practices

Sharing Content

- Share posts of people talking about your destination, and other businesses within your town to showcase something unique.
- Share posts from publishers writing content about your destination
- Use social listening to find the best hashtag
- Always repost with your hashtag
- Cross post!!



Paid Campaigns

Songbirds Guitar Museum
Sponsored · 🌐

Come and see what all the buzz is about! 🎸👉



15 Coolest Things
Coming to U.S. Cities in 2017

TRAILBLIST

Up to 40% Off when you Book Online

Experience American history in a new and unique environment through Songbirds Guitars' exhibits on the campus of the world-famous Chattanooga Choo Choo.


[Learn More](#)

👍👎👤 38 2 Comments 4 Shares 9.2K Views

👍 Like 💬 Comment ➦ Share 🌐

Walt Disney World
Sponsored · 🌐

Who's next? Find out right now which player is "going to Disney World."
Learn more - <http://di.sn/6189DOTbJ>



65K 3.4K Comments 12K Shares 7.9M Views

👍 Like 💬 Comment ➦ Share 🌐

Paid Campaigns

Boosting

- Reaches existing and new fans
- Used to put dollars behind an already existing post.
- Typically used to increase **reach** of a single post
- Do not spend more than \$50 boosting a single post
- Great for press release and publisher content



Visit Vicksburg
Published by Visit Vicksburg (1) · December 28, 2017 · 18

The Vicksburg National Military Park has been nominated in the best 10Best Readers' Choice travel award contest! Please vote today and every day until January 15th at <http://www.10best.com/a.../travel/best-mississippi-attraction/>

A person can vote once a day for the run of the contest. Voting ends Monday, January 15th, 2018 at 11:59am EST and the winners will be announced on 10Best on Friday, January 18th, 2018 at 12:00pm EST, then later on USA TODAY!



Vote- Best Mississippi Attraction Nominees: 2017 10Best Readers' Choice Travel Awards
Voting for the Best Mississippi Attraction is open! Cast your vote daily to help pick the 2017 10Best Readers' Choice Award for Best Mississippi Attraction.

10BEST.COM [Learn More](#)

13,400 people reached [Boost Post](#)

Recent Activity

Boosted on Dec 29
Audience: United States, Vicksburg, Mississippi, Pe...
By Laura Beth Stinson · Posted 23 days ago

[View Results](#)

[Like](#) [Comment](#) [Share](#)

[Jeppina Gossain Henley, Neil Dunwoody and 187 others](#) [See Comments](#)

Paid Campaigns

Paid Display

- Mirror the ads with the rest of your digital campaign
- Narrow geos to zip code, point and radius, city DMA, state
- *Ad Objective options: reach, link clicks, site conversions, video engagement, post engagement, page likes, etc.*
- Keep it relevant to target audience to increase data metrics
- Keep objective in mind when deciding on creative



Metrics that Matter

What are you trying to accomplish with your Facebook page?

Metrics that Matter

What is are you trying to accomplish with your Facebook page?

What metrics do you typically look at to prove success?

Metrics that Matter

Set Annual Objectives

Facebook:

- Reach
- Page like growth
- Post engagement metrics
 - Comments, Shares, Reactions
- Growth by geo and demographics

Google Analytics

- Site traffic
- Geo growth compared to FB metrics
- Site depth and goal completion
- Monitor closely when paying for campaigns.

Thank You!