

SOCIAL MEDIA AND

JOUSMIAKEUNG

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The Social Soulpreneur

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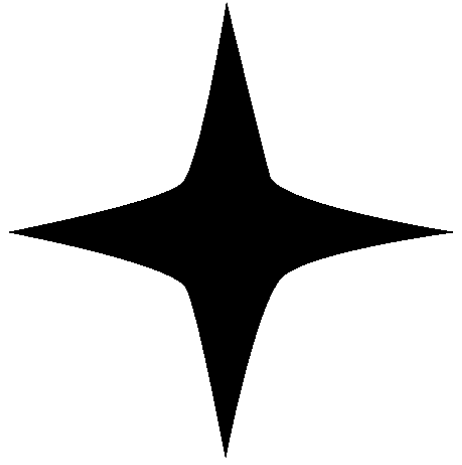
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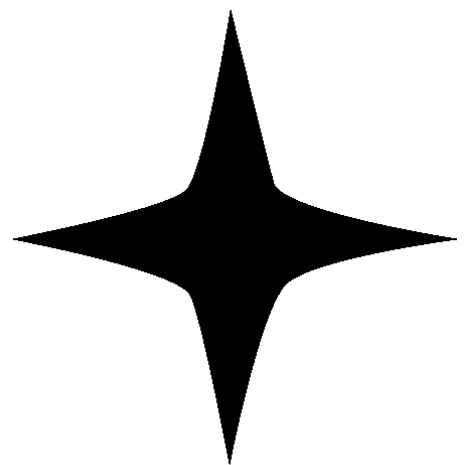
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"People do not buy goods and services. They buy **relations, stories, and magic.**"



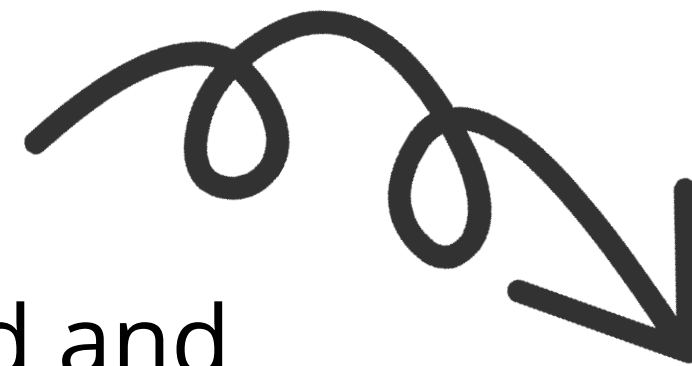
-Seth Godin

Building your BRAND is not just about ADVERTISING!

Advertising is a *component* of marketing.

MARKETING:

Building your brand and making it known by your core audience in hopes of forging and maintaining a relationship.



ADVERTISING:

Promoting sales, or "call to actions" in hopes of making a transaction

Social Media 101: *The Basics*

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INSTAGRAM

ENGAGE
THEM



FACEBOOK

GET TO KNOW
THEM



LINKEDIN

EDUCATE
THEM



TIKTOK

ENTERTAIN
THEM



TWITTER

LISTEN TO
THEM

The *Power* of Social Media

- Active social media users include more than 4.55 billion people - this is over 50% of the world population.
- 71% of consumers who've had a good social media service experience with a brand are likely to recommend it to others.
- 200 million social media users visit at least one business profile every day.
- 90% of social media users have already connected with a business or brand through their preferred platform.
- The average daily usage of social media is 2 hours and 27 minutes.
- 52% of online brand discovery happens in public social feeds.
- 61% of users check their Social Media platforms within 10 minutes of opening their eyes in the morning.

Social media and tourism marketing are indeed a *match made in digital heaven*.

- There's no denying that social media has had a dramatic impact on the way we experience the world around us.
- There are few industries, however, for which it has presented such a significant marketing opportunity as that of tourism.



Why?

- For starters, travel is one of the most shared topics on “The Big 3” social networks (Facebook, Twitter, and Instagram).
- People love sharing new experiences and travel is full of them. We also love telling our networks about our upcoming travel plans and reminiscing about them after we’ve returned.
- Social media enables people to share the most significant memories from their travels with a vast audience.
- Social media is a more powerful way of attracting new travelers than simple advertisements and encouraging people to share their real experiences online.



Social media and tourism marketing shouldn't feel like *advertising*.

- Word of mouth has long been the most effective form of marketing - because people buy from brands they trust.
- Whereas someone could very easily overlook your ad, a peer recommendation or review on social media could very easily get them thinking about how they could follow in their friend's footsteps and live the same exciting experience they read such great things about.
- Social media allows people to share written testimonials to your brand's most amazing qualities, share pictures and videos of their experiences, and capture the heart and imaginations of their networks, unlike any advertisement, ever could.

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5 Ways Social Media Has Changed Tourism Marketing *Forever*

1. Travel Research

- The way travelers conduct their trip research has changed. Not only do they do almost all of their planning online, they often turn to social media to ask questions. More people are turning to traditional social networks to ask for support when planning travel.
- Documenting travel with smartphones and cameras has never been easier. Travel photos and videos are among the most popular types of content shared online, and the most popular places to share these are on the top social networks.
- Even those who aren't posting photo/video content are posting comments on Facebook or sending tweets out on Twitter about their experiences. Recently, social media platforms have also become an excellent resource for gathering information about destinations, accommodations, activities, dining, and more.
- Facebook Recommendations allows users to ask for advice from their peers. Users are gathering feedback from their networks on everything from hotels to travel gear to the destinations themselves.

2. Destination Discovery Via Social Sharing

- Social media is also a massive source of inspiration for would-be travelers without a destination.
- How many people daydream of leaving behind their routine for a week in paradise, but don't yet know exactly where they'll go, where they'll stay, what they'll do? Talk about the perfect opportunity to plant a seed in their eager minds that may eventually grow into a full-blown vacation!



3. Better Customer Service

- One of the least talked about—but most important—ways in which social media has changed tourism marketing is in the ability to provide superior customer service. Social media allows brands to field questions, comments, and concerns in a single place, for as many hours of the day as they see fit, and showcase their professionalism at the same time.
- Directing your customers or potential customers toward a Facebook page, for example, gives you the opportunity to provide instant support via Comments or Messenger when issues arise. One of the additional benefits is that you can field these issues out in the open and develop a reputation of quality service and professionalism with both current and potential customers.

DID YOU KNOW?

When people reach out to a brand on social, over 50% expect a reply?

How about that number climbing to over 75% when they've reached out with a complaint?

4. The Travel Agency Reboot

- In order to stay relevant, online travel agencies should be using social media to showcase their abilities to provide their customers with unique experiences that one may have trouble securing without professional help and assert themselves as the experts in their field.
- As millennials take on more and more of the travel population, working to meet their unique needs should be a top priority.
- Millennials continue to demonstrate an appreciation for experiences over material things, so taking a page out of the AirBnB playbook is a great start. Rather than simply hosting guests in accommodations, the massive booking service has recently added experiences to its list of offerings. Travelers can hire locals to show them the unique locations, activities, or people that make their destination so great. This is a great example of how providing value-added content on social media can win over potential customers.

5. Social Sharing

- You're not the only one who realizes how valuable your customers' positive reviews are. Most travelers also understand that their words are worth a pretty penny for the brand they mention.
- Many of today's travelers already expect to receive some form of compensation or benefit in exchange for their review or share on social media. As such, people are familiar with the steps of posting, hashtagging, and verifying their share with a hotel or attraction staff in order to redeem a reward.





3 Tips to Make the Most of Social Media and Tourism Marketing...

1. Seek Out Shares

- The goal is to get more people to share honest reviews and social posts about their experience with your brand so you can increase your overall exposure and brand awareness.
- Don't create a program where your customers have to leave a 5-star review to earn their incentives. Instead, get them to post interesting photos or videos that are relevant to your brand and industry with a unique hashtag. Make sure they tag you in their post so their networks are exposed to your business.

So what kind of incentives are we talking about?

For example, your hotel could give out a free drink from the bar, breakfast from the restaurant, tickets to a cost-effective local attraction, or a complimentary shuttle or taxi service.

How do we get the word out?

Remember, you'll only get the extra shares if you ask for them. There's no point in implementing an incentive program if your customers don't know about it. In the hotel example from above, you might post signs at the front desk, the tables in the restaurant, on the bar, in guest rooms, and so on.

2. Prepare for Negative Feedback

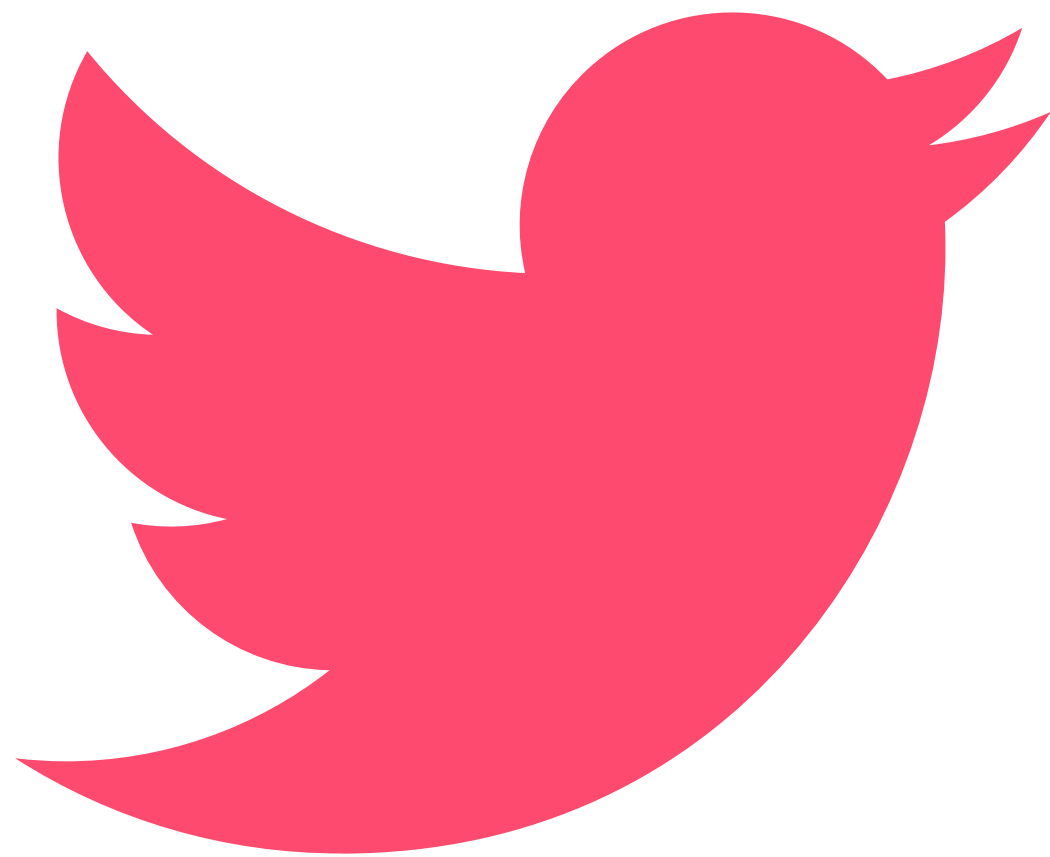
- Another excellent way to stay ahead of the game is to prepare for the inevitable. No business in history has been able to please every single customer. There will always be those that encounter problems or are just looking for a reason to complain.
- Instead of simply letting them do so, be prepared to respond in the best way possible.
- Social listening is the active monitoring of social channels for mentions of your brand name. It's a great way to catch those who haven't actively reached out with a formal request or complaint but have mentioned your brand in a negative tweet or Facebook post, for example.
- "*Wow!*" those who never expected a reply by responding with a solution to their problem. You'll likely be able to recover from an otherwise negative situation, turn a disgruntled customer into a raving fan, and show their network that your brand goes above and beyond to deliver the ultimate customer experience.

3. Wow Visitors BEFORE They Travel

- Another great way to use a variety of social listening is to discover travelers who are planning a trip to your city or town. Searching for hashtags related to your location will inevitably help you find people still in the planning stages of their trip.
- You'll be fostering a relationship, building trust, and opening up to the type of customer experience they can expect from your brand.



Twitter



- Twitter is one of the most popular platforms for social listening and establishing a social media customer service handle. If you're going to participate, you'll need to have an active Twitter handle that's regularly updated with engaging content.
- Have an active response plan to respond to customer feedback (good or bad) in a timely and humanized manner.
- To make the most of each tweet, remember to consider whom you are speaking to. Don't post travel tips about your destination unless they apply to the personas you're marketing to.
- For example, you wouldn't post family-friendly travel activity ideas if you were targeting couples for romantic getaways.

Instagram & Facebook



- Share more video content to give your following a real first-person perspective of their potential experience with you.
- Video content performs significantly better than stagnant or photo posts.
- Consider going live on a regular basis to give your audience a firsthand look at what's going on during a typical day at your establishment.
- Live videos are becoming more popular and receive priority in Facebook's newsfeed. Going live is a great way to get people's attention, just be sure you have something fun and exciting to share.

LinkedIn



- LinkedIn groups are a great way to reach out and offer some no-obligation value to travelers visiting your city or establishment. LinkedIn groups exist for users to come together and share information about topics including travel.
- These groups are, however, put off by anyone coming in with the obvious intent to sell themselves. Remember to share content in an authentic and humanized way.

Social media and tourism marketing are undoubtedly a *perfect match*.

- The important thing to remember is that, like any marketing, you'll need to be consistent. **Create engaging content on a regular basis, conduct social listening often, and if you move your customer service to a social media platform, be sure to respond to everything as quickly as possible.**
- If your brand isn't as social media savvy, this is the time to start learning this environment or outsourcing appropriately. **Social media is only going to become a bigger part of the way our society communicates**, which means it stands to become an even more important part of the marketing landscape.
- If you're a sophisticated social media marketer, you already understand this. You also understand that it's up to you to **stay ahead of the curve and up to date with the most popular trends in social**. Learning the newest functionalities of your most productive social platforms should remain a priority. Always be testing new tactics and work to optimize the way you market on social media.

THANK YOU!

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