

S.T.U.F.F. Tourists Like

The S.T.U.F.F.

Social

Tips

User Friendly

Facts & Figures

Friends

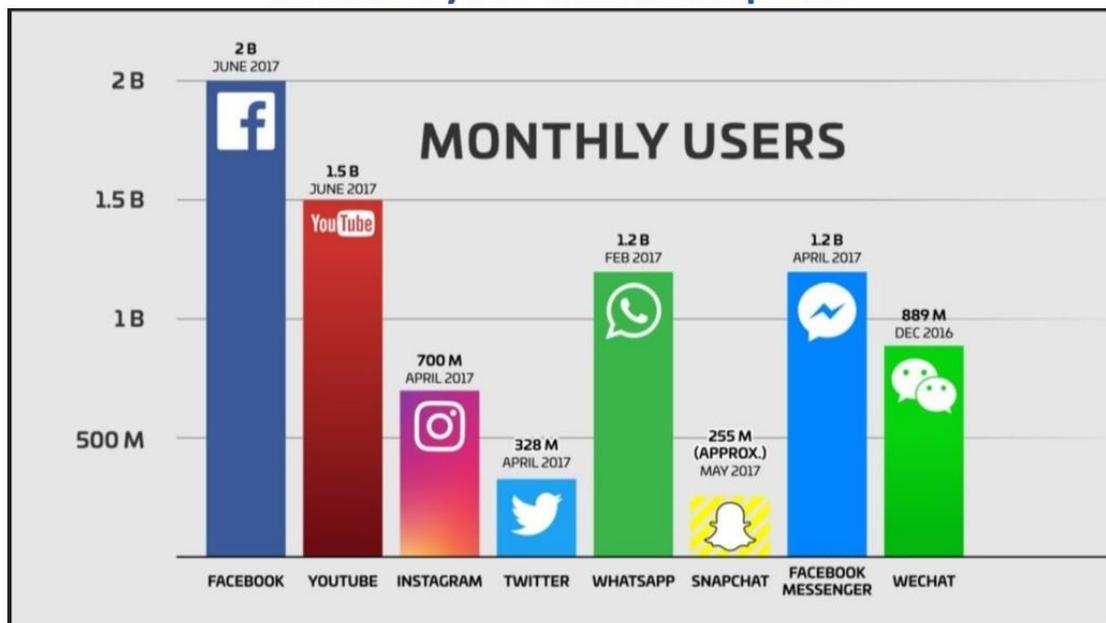
Social

Remember to be social!

Don't overwhelm yourself by trying to be everywhere.

Begin locally- Facebook is the largest social platform in the world.

Where is your time best spent?



Be active on Facebook- answer questions, offer advice, and inspire people.

How to learn where your best guest can be found online-

- Set up google alerts for your brand/ destination and key words. <https://www.google.com/alerts>
- Create search parameters on Twitter by using brand/ destination and keywords. Don't forget to use hashtags (#)! Use Tweetdeck to monitor these for free. <https://tweetdeck.twitter.com/#>
- You can search the same way on Instagram. <https://www.instagram.com/>

After learning where your guests are coming from expand to your second platform.

Tips

You are the expert on your brand or destination!

Begin with

What to do

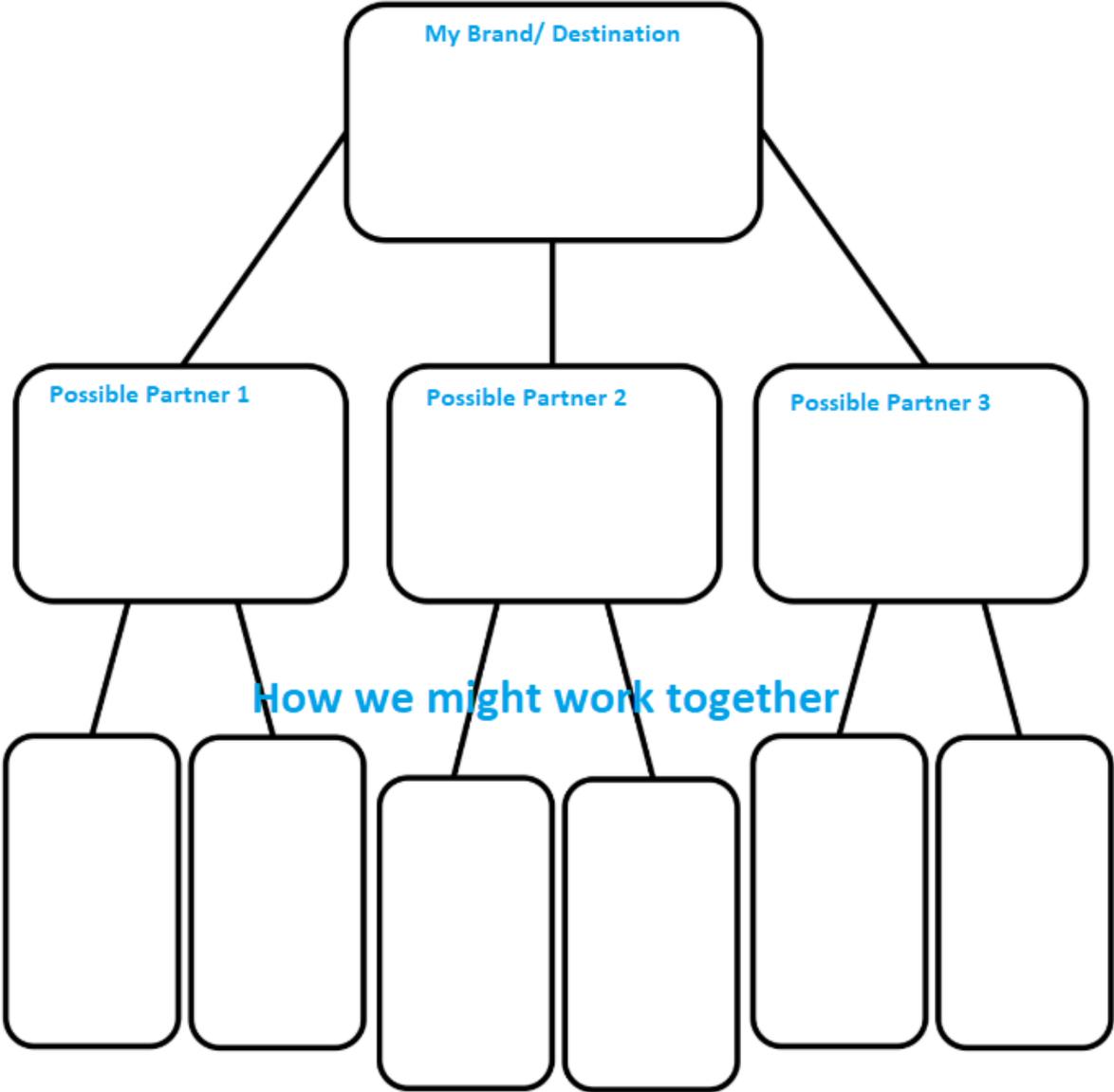
What to eat

Where to stay

Create partnerships! Who else in your area or community can you work with to draw people to you and entice them to stay longer and support your area?

Print multiple mind map pages and think about all the partnerships you can create!

Mind Map Partnership Ideas



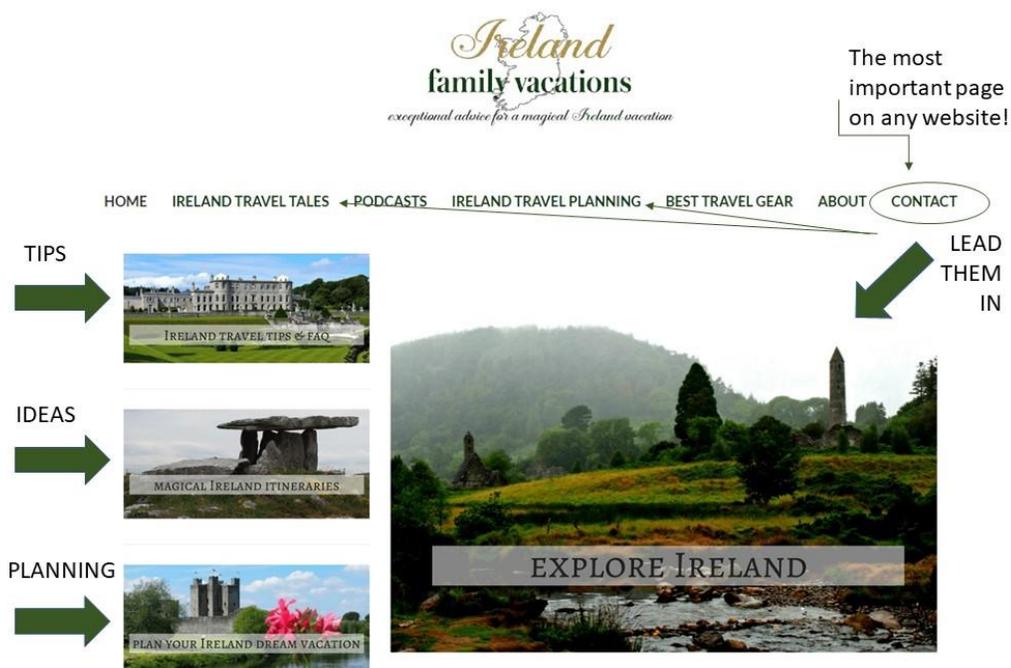
User Friendly

Yes, you need a website.

Don't skimp on this or use a free service like Wix. Have it set up right the first time.

Your website should be eye-pleasing, not overwhelming.

Be sure to direct your guest through the site. Lead gently, don't push.



Be sure the contact page has not only a form, but also a direct email address and a phone number (if applicable). Contact pages can break and many people hate them. They will move on to somewhere else if they can't contact you in their preferred way.

Facts & Figures

Who is your target customer?

What are their interests?

What is their age?

Where are they coming from? (local, national, just passing through?)

Monitor your conversations to initially gain this knowledge.

Use Google analytics on your website to learn about who is visiting your site.

How will you use this information to gather more visitors like this?

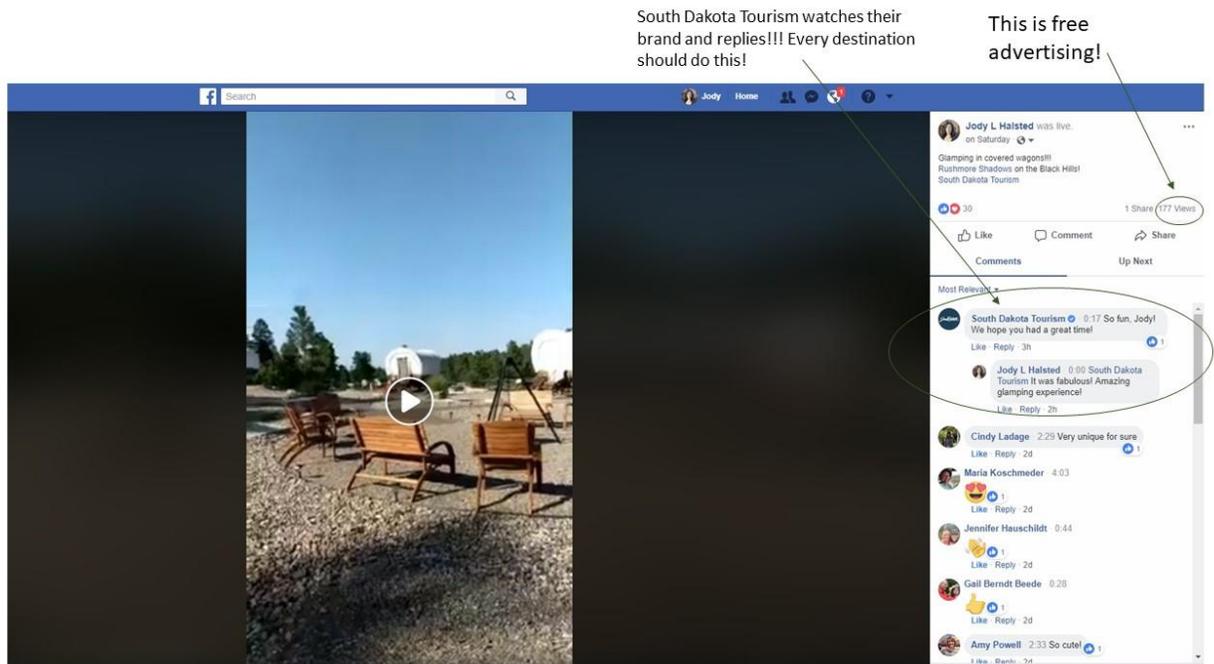
Friends

Friends and follower numbers aren't as important as you might think!

On social it's all about engagement!!!

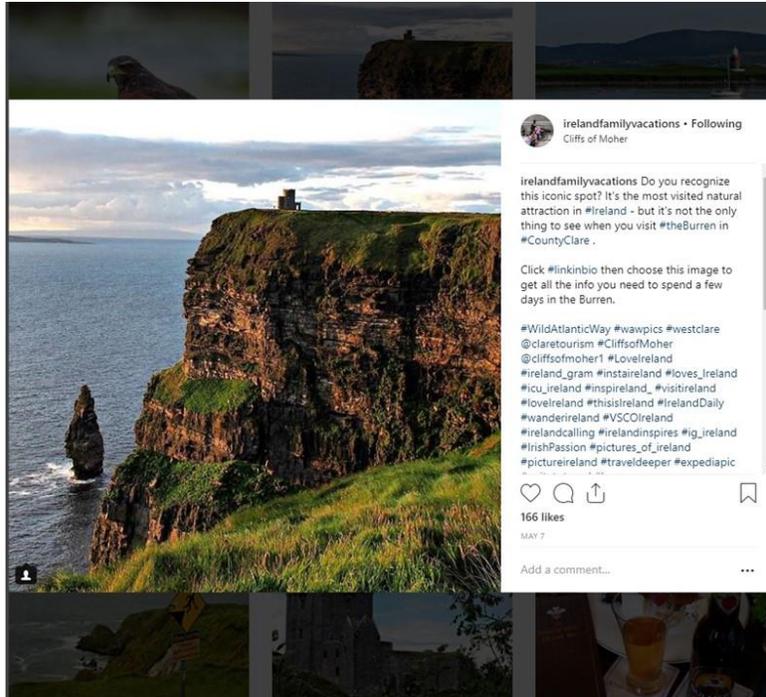
Be sure your customers and visitors know where they can find you on social media!

Do you own a tourism business? Be sure to claim it on Trip Advisor! The owners tools are incredible! <https://www.tripadvisor.com/Owners>



2 days after the above video was filmed – over a holiday weekend- it had been viewed 177 times.

After the holiday weekend South Dakota Tourism responded to the video. It was great PR for the state and didn't cost them a dime.



Understand engagement!

$$\begin{aligned} & \text{LIKES} \\ & + \\ & \text{COMMENTS} \\ & / \\ & \text{FOLLOWERS} \\ & = \\ & \text{ENGAGEMENT} \end{aligned}$$

This Instagram post has about 12% engagement.

That is HUGE as the average brand engagement on social media is 0.01%.
Instagram has the highest average brand engagement at 4.21%.

Small follower numbers don't matter- what matters on social is engagement.

Thanks for watching!
I hoped you learned some STUFF!

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