

● TUTOS PROS ●

KNOW AND USE SOCIAL NETWORKS

Find all our tutorials on our pro site:
<https://pro-tourisme62.com/>



Overview of the main social networks

Facebook : the must-have



Facebook is the most popular social network in the world (2.9 billion users!), far ahead of other networks.

Some figures:

- 32% of users are between 25 and 34 years old
- 27% are between 18 and 24 years old
- 36% are over 35 years old

It is a site to create posts with photos or videos, publish stories.

It is the perfect social network to get interaction. The main objective will be to arouse interest and encourage users to react.

Several commands are possible, with more or less interest for a company:

- the view: good
- the like: good
- the comment: best
- share: perfect

Customers can also share their opinions on social networks, ask their questions via the messaging service, it is a good way to gain visibility.

Instagram: the dream seller



Instagram is the perfect social network to make people dream.

Some numbers:

- 41% of users are between 16 and 24 years old
- 35% are between 25 and 34 years old, 17% between 35 and 44 years old, 8% are 45 years old and more
- 55% are men, 45% are women

It's an app where people look for inspiration, which is great for showcasing your destination, and building your brand.

Tips:

- Keep your caption short
- Include a maximum of 8 hashtags in the description. The other hashtags can be put in the comments

Instagram is to be preferred to reach young people, as it has a better user rate

What is a hashtag?

A hashtag (#) is used to mark a content with a keyword, to share it and refer to it more easily. This symbol gathers all the discussions referring to this same keyword.

By using the hashtag, you can assert your digital presence, create engagement, increase your visibility and classify content by theme.

We mainly use hashtags on Twitter, Instagram, LinkedIn and Facebook.

Pinterest



Pinterest is the perfect app to go to for inspiration, and to get into the latest trends.

LinkedIn



LinkedIn is the ideal application to address a professional reach.

TikTok



TikTok is the trendy application. It is an application for publishing short videos, which is also very popular with young people.

Twitter



Twitter is the ideal application to follow the latest news.

Snapchat



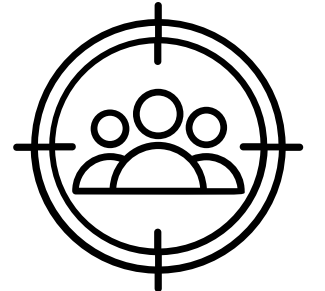
Snapchat is the perfect app for creating spontaneous content, taken on the fly. The application is very popular with young people.

Animate your social networks efficiently

Know your audience

By knowing the characteristics of your audience, you can improve your content, make it more effective.

To do this, work on a publication calendar, specifying special events to be highlighted. This is an opportunity to define a rhythm of publications, and to consider sponsoring certain contents.



What is a "persona marketing" ?

A marketing persona is a kind of ideal customer. Based on this fictitious person, you will be able to improve your content by modeling their characteristics: their history, habits, fears, criteria...



To animate your social networks, you will have to define these criteria:

- The objectives
- The audiences
- Themes and content to be published
- The planning
- The social networks best suited to the content
- Process and tools to organize
- Human resources to plan
- Performance indicators to monitor



Some tips for writing on the web...

Simple, short sentences are more effective. You should adopt a tone that invites the Internet user to participate, to encourage exchange with consumers. It is useless to share flyers, most Internet users do not read them.



The picture marketing

What is it ?

It is a marketing technique that highlights a product, a service, or a brand's reputation. It promotes the sharing of content, generates engagement, encourages recruitment, develops the e-reputation and optimizes memorization.

99% of the information that reaches the brain is visual. It's a method not to be overlooked.

Combining visuals and stories multiplies the chances of reaching the target. Publications with a visual are always more viewed. It is therefore important to use beautiful visuals!

Trendy formats

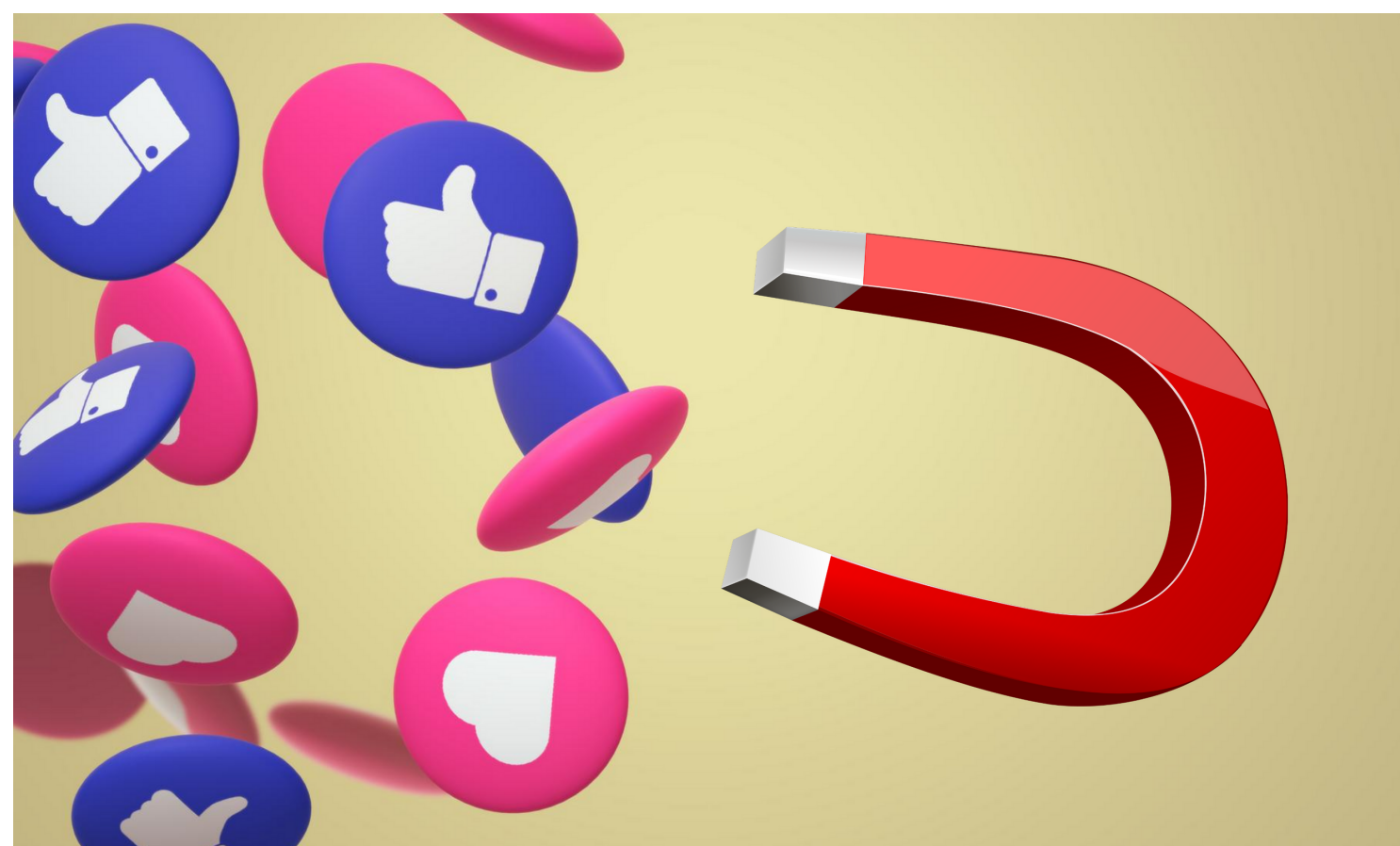
- The story
- Vidéos with subtitles so they can be seen and understood without any sound.

Why sponsor your content?

- To promote yourself
- To promote an event
- To target a community
- To use the large number of users of social networks to increase its visibility
- To target a different audience

The advantages

Advertising on social networks is accessible, easy, inexpensive, efficient, and above all profitable!



To go further...

Find out about our tools and support systems
on the Pas-de-Calais Tourisme's professional website

