

Introduction to Marketing your Tourism Business using Social Media Part 2



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

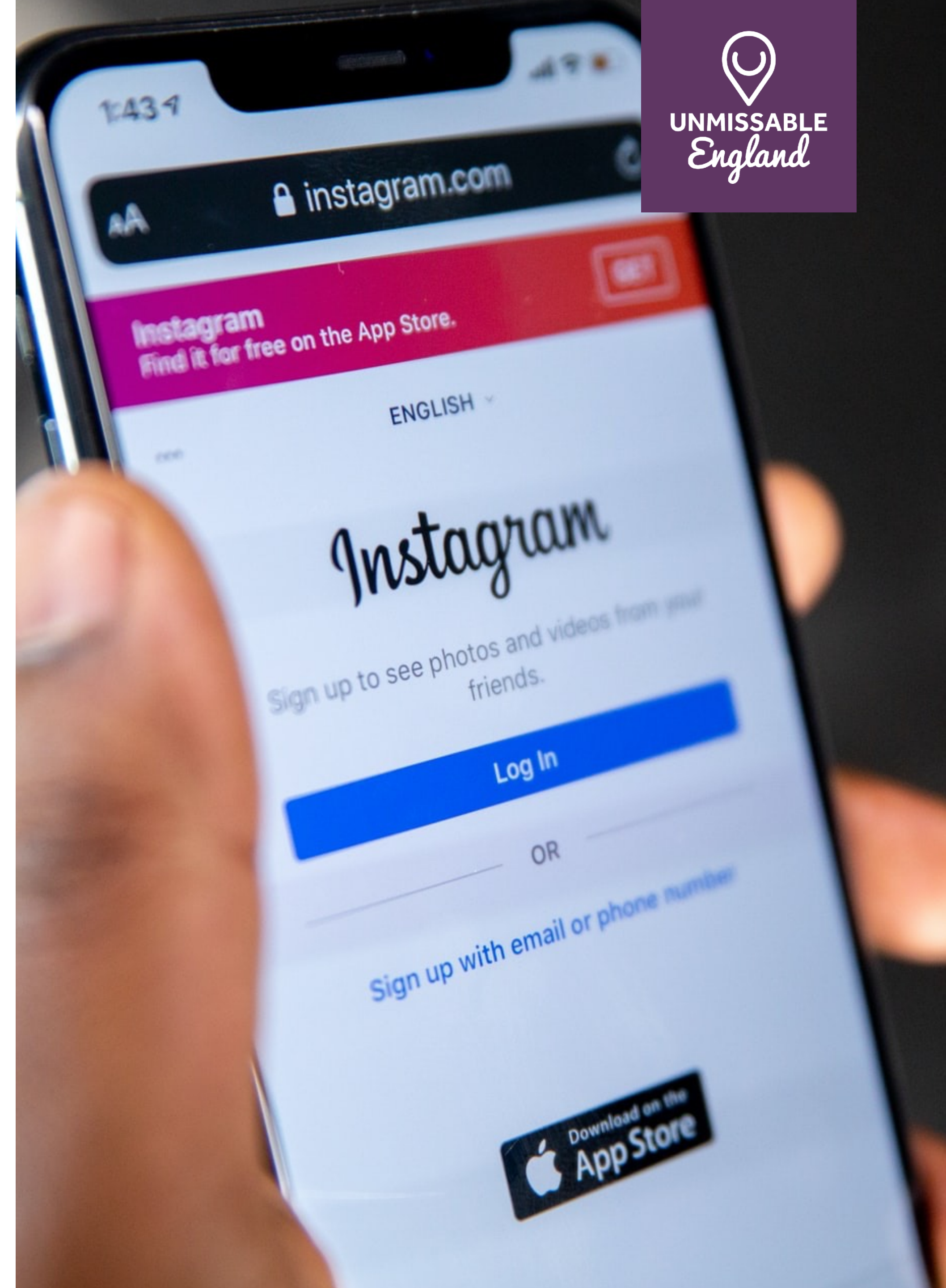
Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund

WHAT ARE WE COVERING TODAY?



WHAT YOU'VE BEEN UP TO SINCE WE LAST MET AND WHAT ELSE WOULD YOU LIKE TO KNOW?

- Is it worth paying to promote posts? How does this work?
- Can you explain reels?
- How do I share to groups on Facebook?



LET'S START WITH
HOW HAVE YOU BEEN GETTING ON?



TWO THINGS YOU'VE TRIED SINCE THE FIRST WORKSHOP

HOW DID IT GO?

Setting up your Social Media Toolkit



Your checklist

- Have your Quick Brand Audit handy to refer to throughout
- Optimise your profile
- Invite friends to follow you (ongoing) & build who you follow too
- Hashtags and handles lists ready to cut and paste
- A bank of photos or video ready (with permission granted if needed)
- Tone of voice agreed

- Style for posts and stories agreed
- A few posts ready including Call to Actions
- Decide how often you want to post & diarise it
- Try Canva for your images and graphics
- Consider having a test account to practice on!
- No typos! Always reread posts

And, you're off!

- Start posting on Instagram
- Know where the edit and delete buttons are!!
- AND share to Facebook... with small tweaks and share to groups



SHARING TO FACEBOOK GROUPS



FACEBOOK GROUPS

Direct line to
customers

Invite those who
like your post to
like your page

You'll increase
your organic
reach

Can add a link to
your website

Create events



HOW TO IMPROVE YOUR REACH
...ADVERTISE TO THE RIGHT AUDIENCE!



WHY BOOST?

Get more likes for
your post

Get direct visits
to your website

Get more followers
to grow your reach



Choose your goal



**Add to your
advertising plan**

*Choose another business
goal for your Automated Ads*



Get more messages

Recommended



**Get more website
visitors**

Recommended



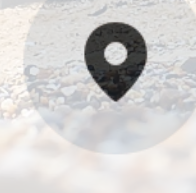
Boost a post



**Boost an Instagram
post**



Promote your Page



**Promote your
business locally**



Get more leads

Remember who
you're targeting

- Location
- Age
- Interests

& what your goal is

Got something
to say

Boost a post

← Review

You're all set

Your estimated reach is 7,100-19,000 people. Once
your promotion starts, you can pause spending at
any time.



Preview Promotion



Goal

Learn More | unmissableengland.com

Audience

Automatic

Budget and duration

£30/6 days

Payment

Visa*6015 | Expires 05/2023 • From Facebook



Promotions are reviewed within 24 hours. although in

Create Promotion

By creating a promotion, you agree to Instagram's
[Terms](#) and [Advertising guidelines](#)



Got a special
offer

Boost a story

Got a new
video

Boost a reel

MAKING REELS

Professional dashboard
Tools and resources just for businesses.



394 Posts 7,126 Followers 1,317 Following

Unmissable England
Tour agent
Find & book authentic experiences.
★ 90+ experiences to choose from. We're your home for experiences in England.... more
linktr.ee/unmissableengland

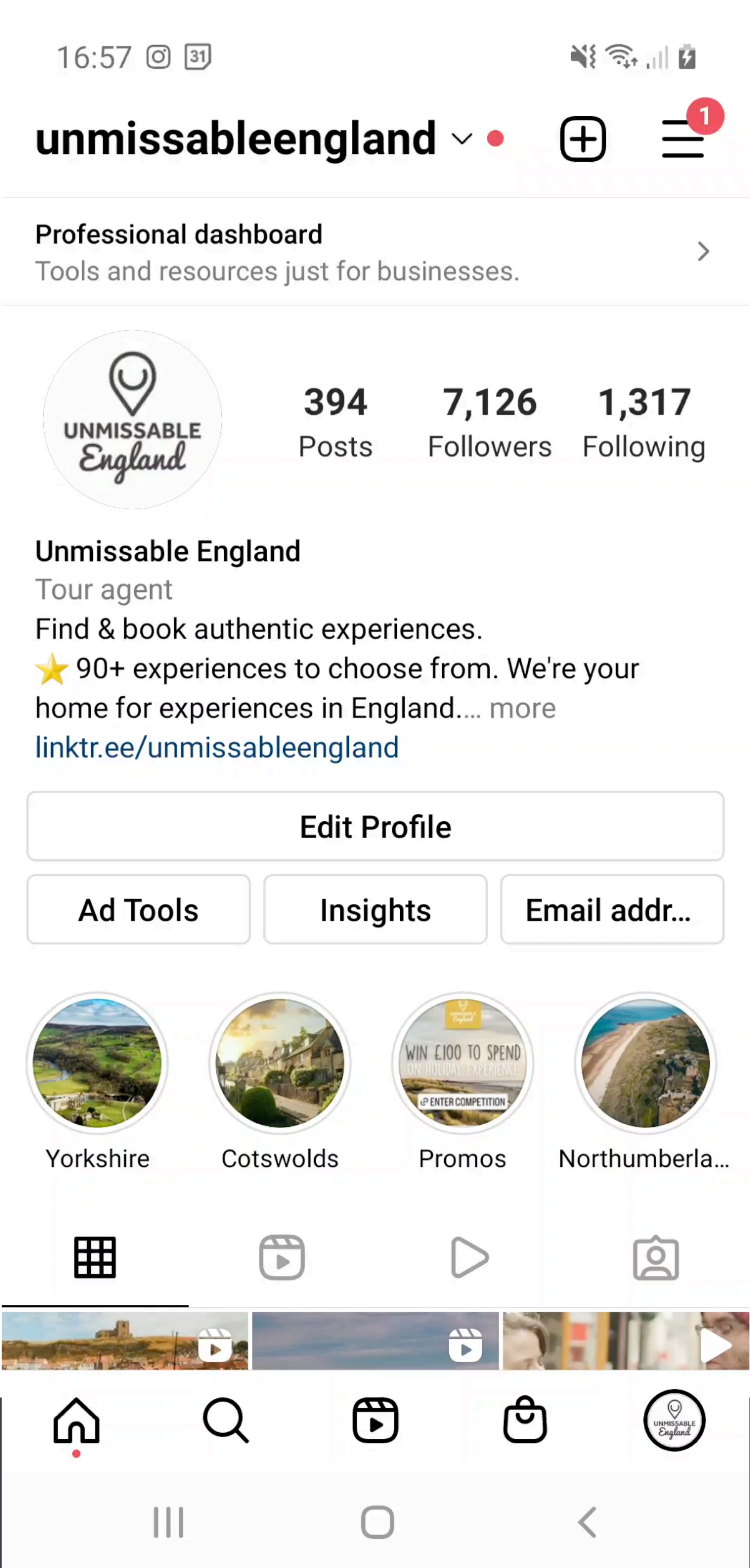
Edit Profile

Ad Tools Insights Email addr...

- 
Yorkshire
- 
Cotswolds
- 
Promos
- 
Northumberla...



Creating your own reels



Creating your own reels

#norfolktest

Fewer than 100 posts

Follow

See a few top posts each week

TopRecentReels



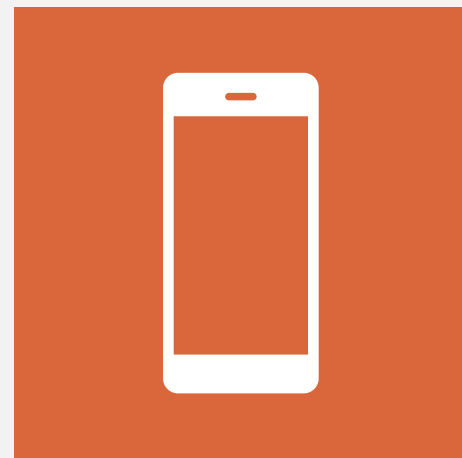
Have a go and share...

#norfolktest

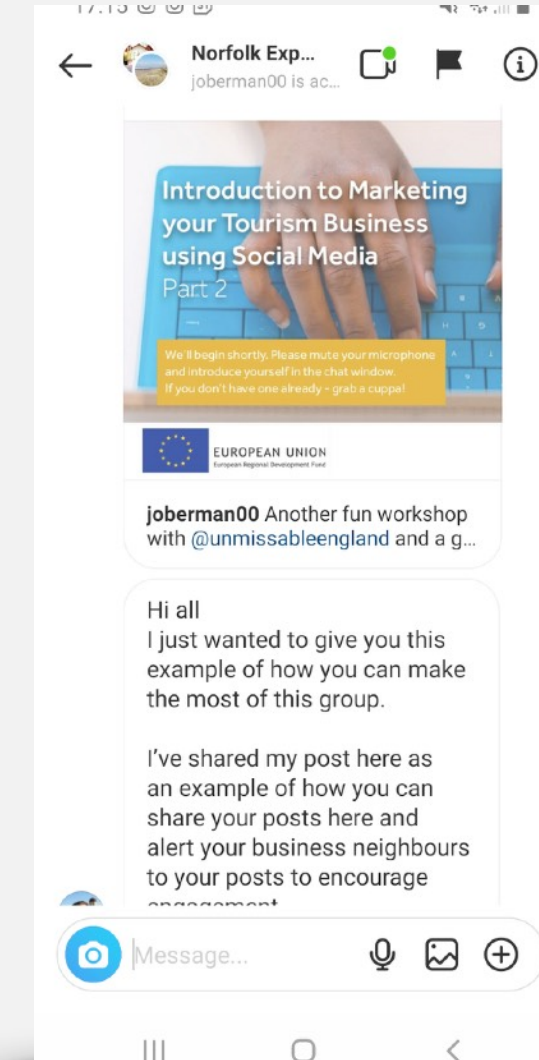


Creating your own reels

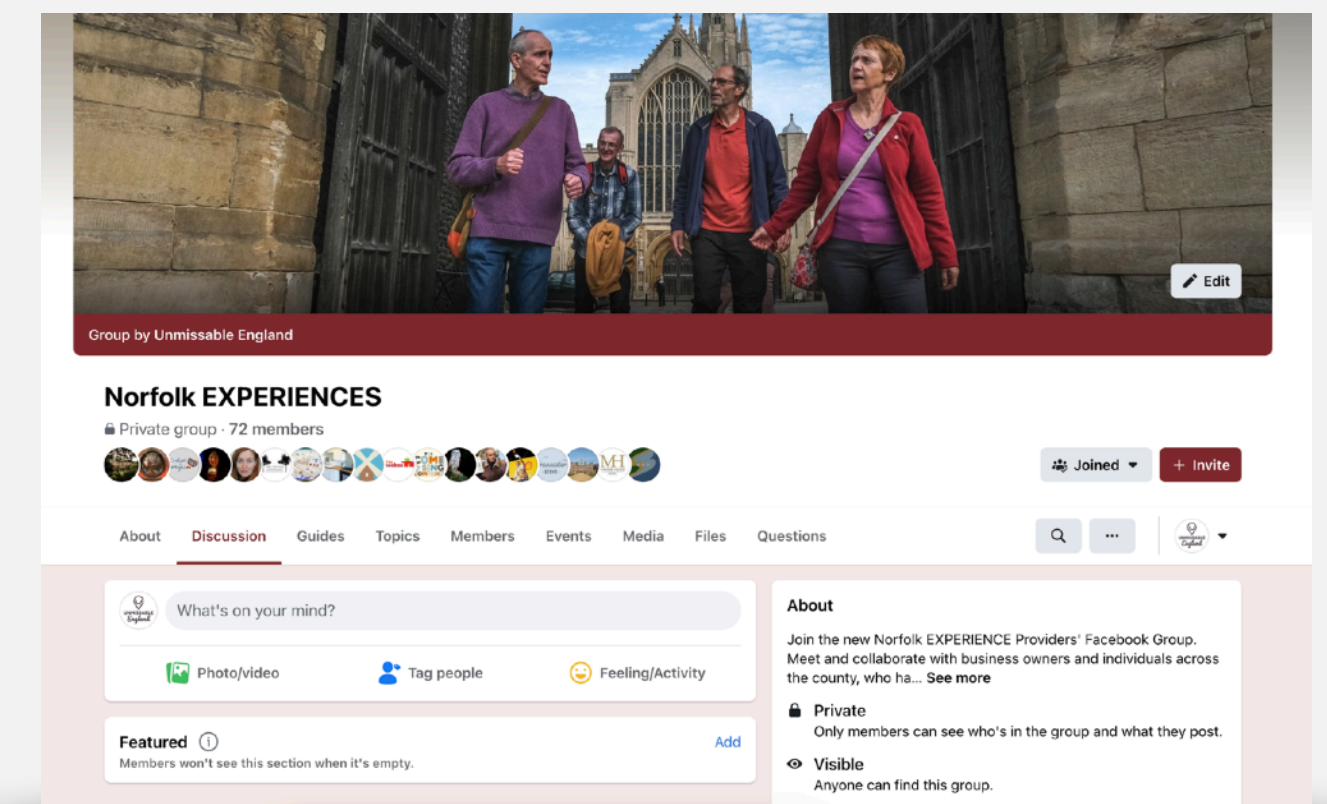
STAY CONNECTED!



Join our private Instagram Group
Add your @handle in chat



Facebook Group
www.facebook.com/groups/norfolkexperiences

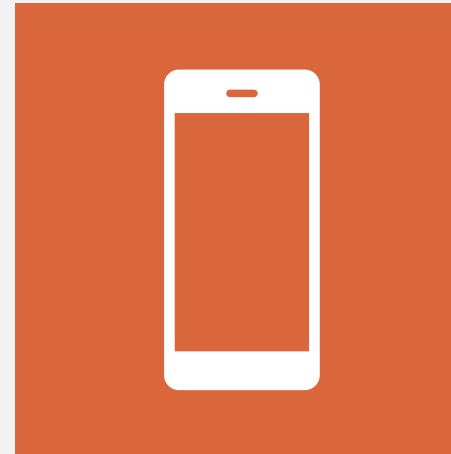


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ANY QUESTIONS?

NEXT STEPS



- Go and play!



Join us for “Promote your Experience”

17 May or 24 May

2022 Training & Networking opportunities



- Previous training available on our YouTube channel - [Experience Norfolk – YouTube](#)

- **More training is on the way on:**

- How to promote your experience
- Sustainable Tourism
- Accessibility & Inclusivity
- Attracting walkers and cyclists

Sign up to our Norfolk newsletter to receive updates: www.norfolk.gov.uk/experienceupdates

- **Networking events**

→ Join our [Norfolk EXPERIENCES Facebook Group](#)





Next Steps

Any ideas?

Contact us at experience@norfolk.gov.uk

1:1 business support for activity development available

‘How to promote your experience’ workshop

Feedback form

THANK YOU!

