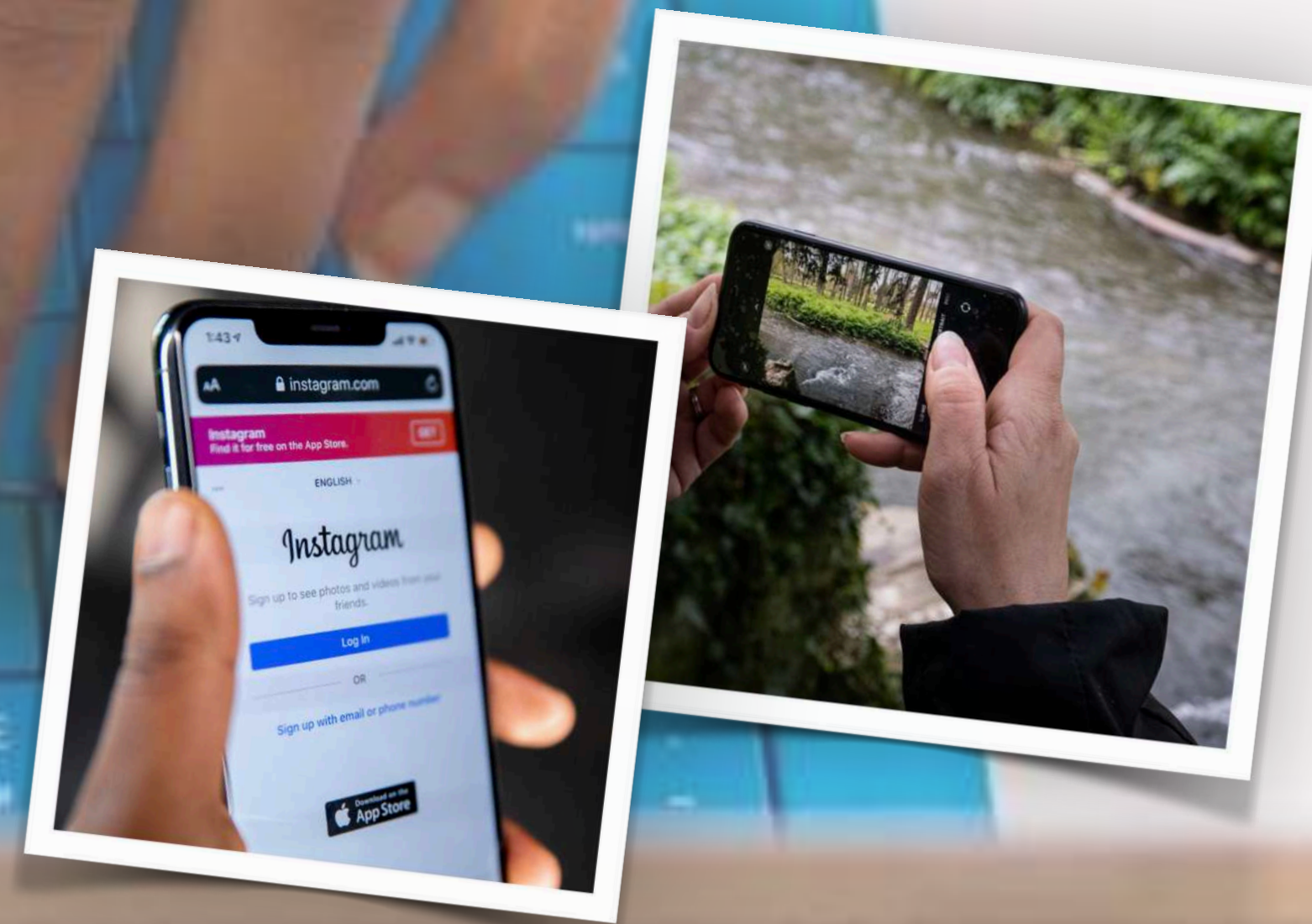


Introduction to Marketing your Tourism Business using Social Media Part 1

We'll begin shortly. Please mute your microphone and introduce yourself in the chat window. If you don't have one already - grab a cuppa!



EUROPEAN UNION
European Regional Development Fund



Norfolk
County Council

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

Welcome & Housekeeping



Please keep **your microphone muted during the presentation**; and please show your full name if you can ('more button' next to name)



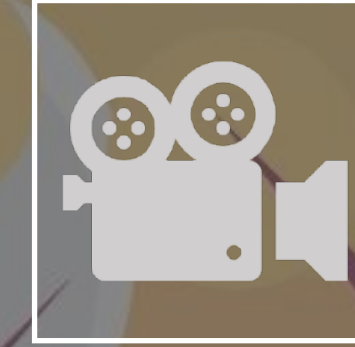
If you have connection issues, **turning off your video** can help



Questions are welcome at any time – please **type your query in the chat**.



A copy of the presentation and next steps will be **circulated after the workshop**.



This session is **being recorded** but you and the chat are not.

What is the EXPERIENCE project?

Harness the experiential travel trend to bring new, off-season visitors to the region

Supporting sustainability and inclusivity



2022 Training & Networking opportunities



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

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

- Marketing and social media (part 2)
- 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](#)



Who are we?



jobermanmarketing@gmail.com

JO BERMAN

Over twenty five years of experience building cohesive marketing strategies for businesses both online and in print. Jo has worked with many local authorities and businesses across the UK with a focus on sustainability tourism projects. Jo is a marketing consultant and until recently marketing lead for Love Topsham – promoting Topsham in Devon to visitors and locals. The town has been voted in the Top 10 Best Places to Live twice in three years.

Jo Berman
Marketing



chris@unmissableengland.com

CHRIS BRANT

Chris has a wealth of knowledge, skills and experience delivering successful tourism social media campaigns. Chris has led on a series of integrated social media campaigns for local authorities, DMO's and National Parks.



WHAT TO EXPECT? WHAT CAN WE COVER IN 90 MINUTES?

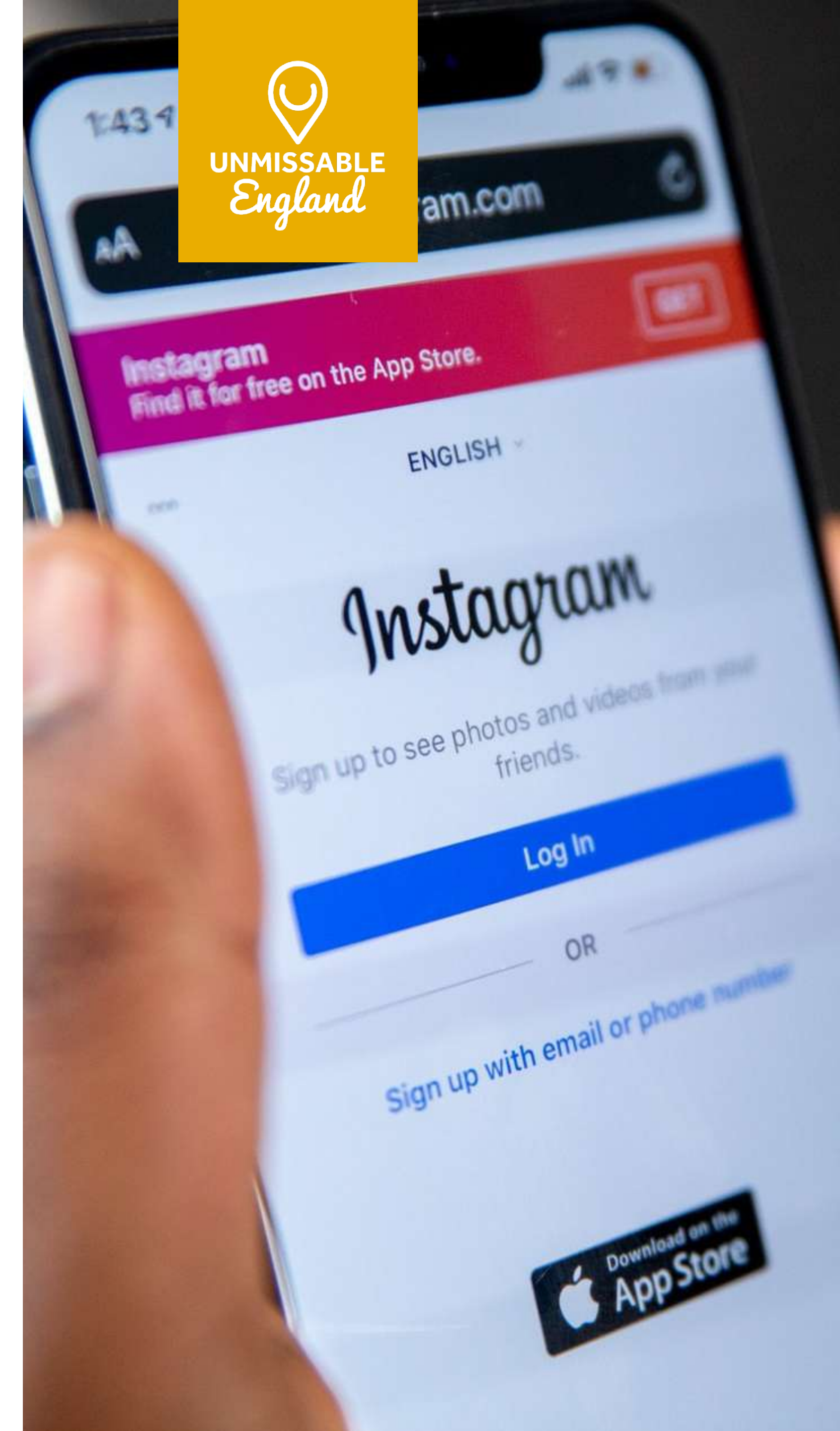


You'll finish the session today knowing:

- How to confidently post on Instagram and Facebook in line with your branding
- Create your own social media toolkit making it quick and easy to keep your social media channels active and effective

Next time:

- Check in, how's it been going?
- Answer any outstanding questions
- Look at more advanced skills



Do you need Facebook and Instagram for your business?



- 77.9% of the total population of the UK are active social media users*
- Social media usage has gone up 4.4% (2.3million between 2020 and 2021)*
- Facebook has been around longer than Instagram, so therefore an older age group (who have grown up with it)
- 25-34 year olds are the largest users of Instagram*
- It's free advertising!

These channels need to be essential parts of your marketing mix



*Source We Are Social & Hootsuite Report 2021

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Plus...

**Your
competitors
are using it!**

**You can reach
audiences far
& wide**

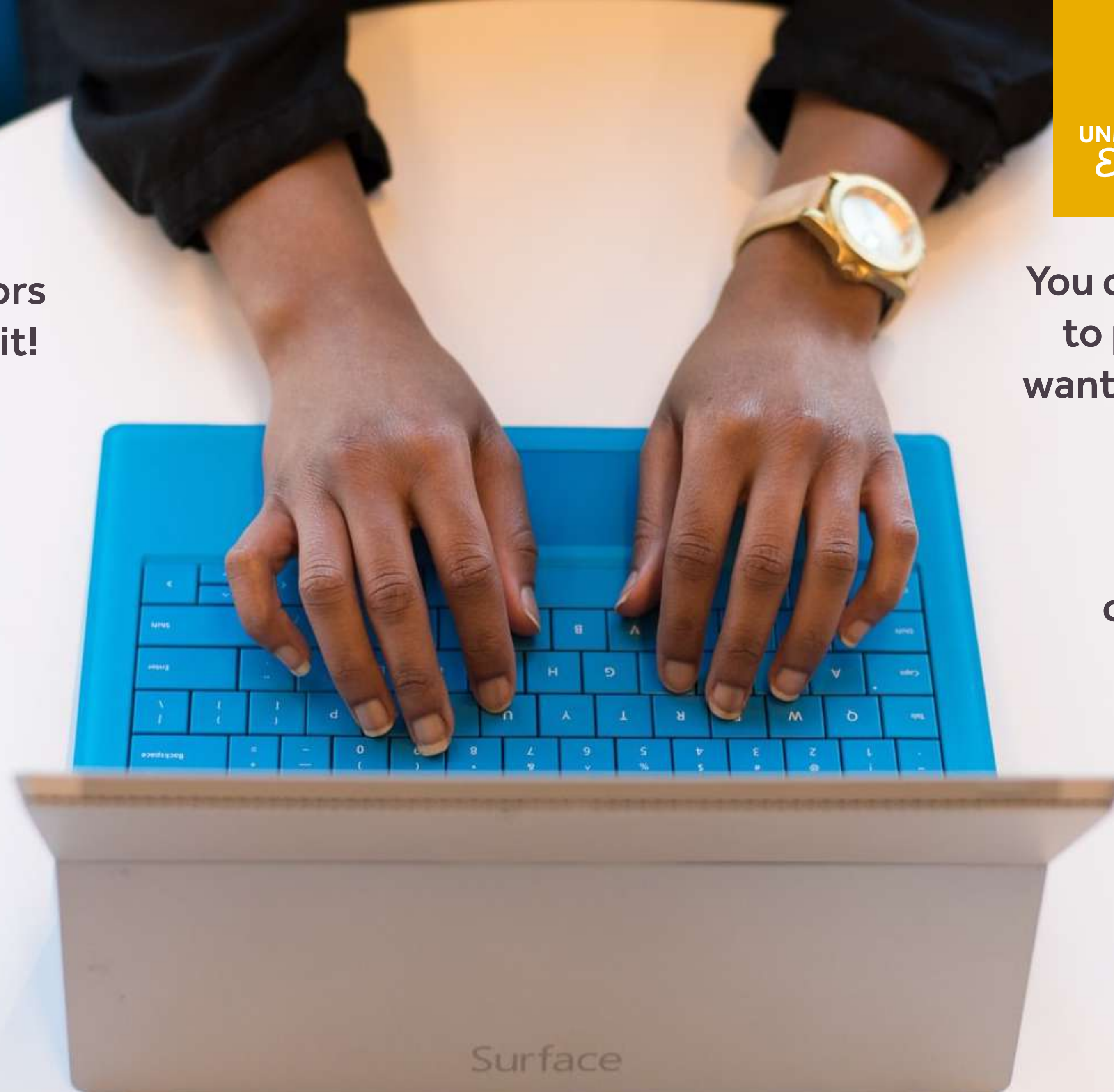
**You can update on
news as it
happens**



**You can reach out
to people you
want to work with**

**You can 'have a
conversation' with
your customers**

**You can see what
your competitors
are doing**



Which social media platform(s) to use and why?



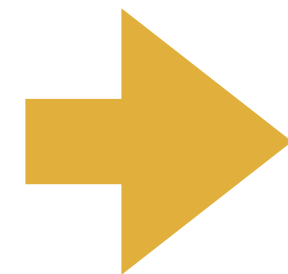
Instagram

Good for: **reach** (hashtags) and it's all about the photo (or video), add website links and event reminders to stories



Downside

Need to say "Link in bio" in posts



Facebook

Good for: **including links** directly, joining groups, creating events, linking direct to your website



Downside

Harder to share to some groups as a business

You can post simultaneously to both platforms, and then tweak each as you need to



LET'S START WITH
WHO ARE YOU?



Quick Brand Audit



1
What is
your
product
or service?

2
Who is
your target
market/
segments?

3
What is your
unique
selling
point?

4
3 words that
describe
your brand &
business?



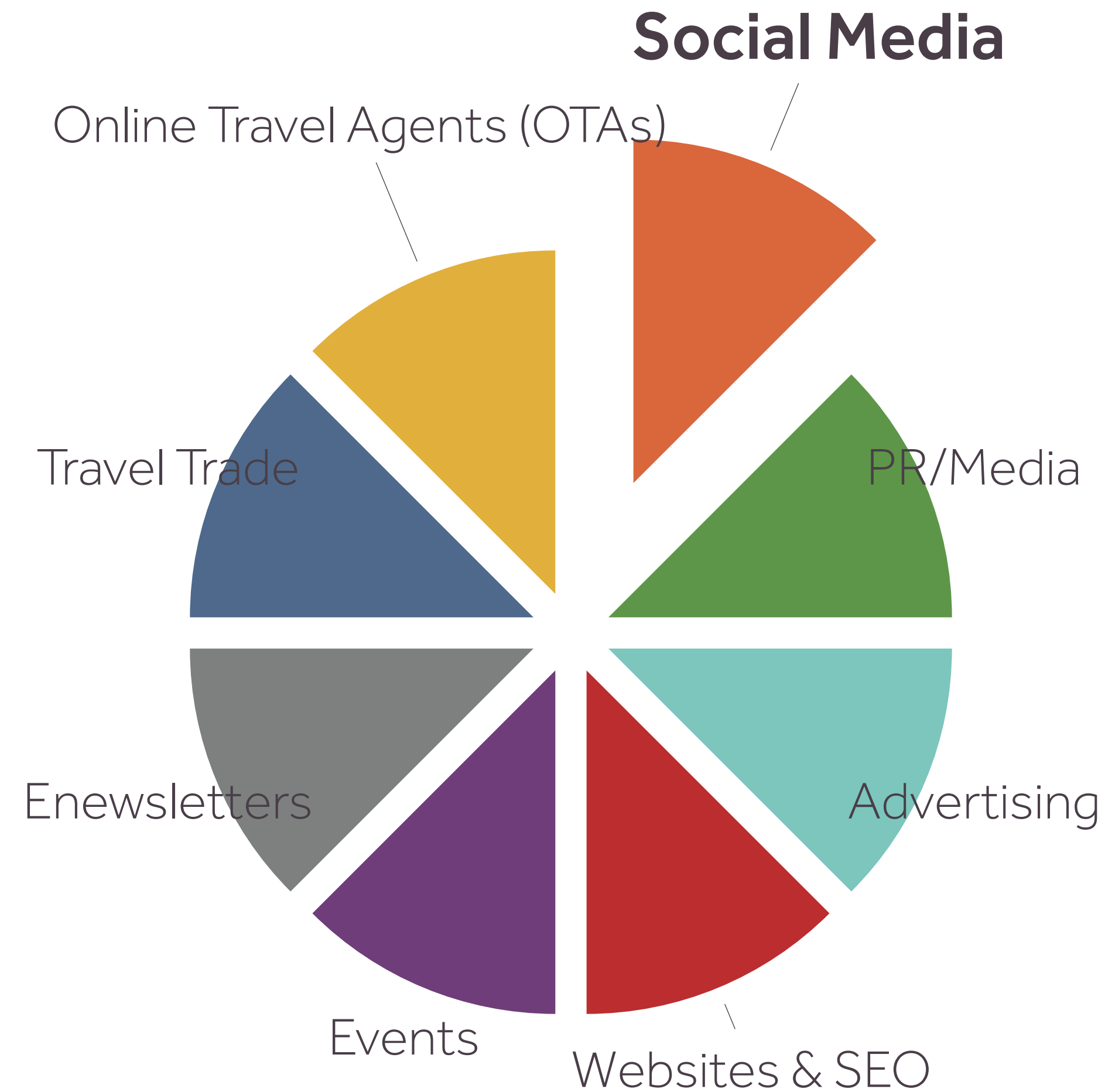
5
What actions
would you like
the reader to
take?

Book, Visit
Go to website,
Call...?

Activity:

Try this exercise for yourself

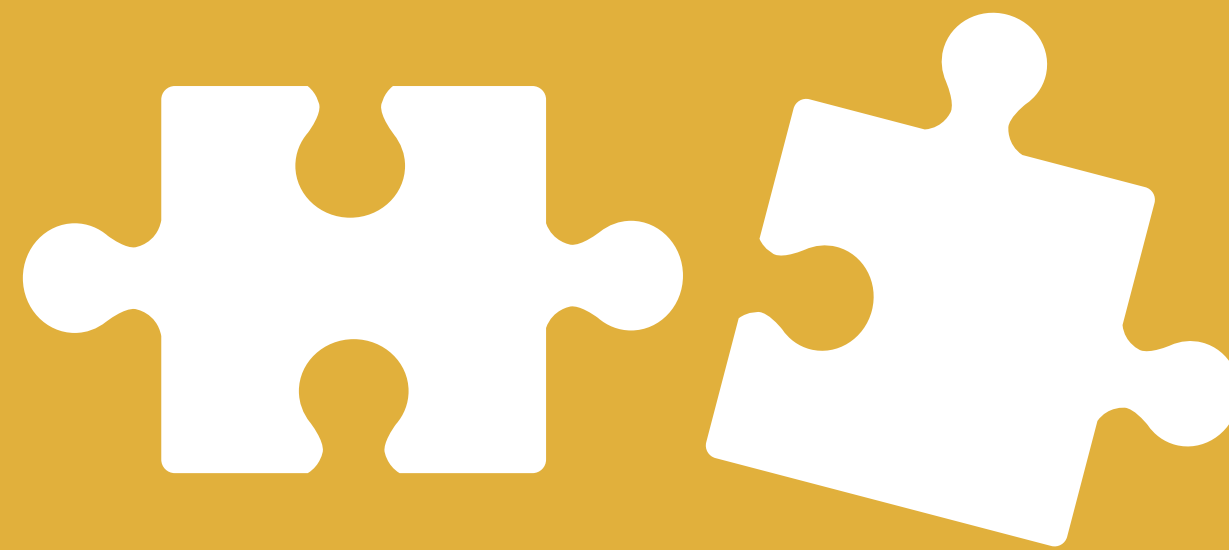
Your Marketing Mix



Every business has a different marketing strategy and emphasis – this diagram is just an example.

Social media is just one piece of your marketing

PUTTING THE PIECES TOGETHER TO CREATE YOUR SOCIAL MEDIA TOOLKIT



CREATING YOUR SOCIAL MEDIA TOOLKIT



Be found
Strong profile



**Brand
personality**

Tone of voice
Imagery
Creativity
Brand values not
corporate 'dry'



**Right
content**

Aspirational
Editorial not
advert
Encourage
engagement
Call to Action



Reach out

Hashtags
Tagging
Groups (FB)
Invites

Instagram profile and settings

Username

Profile picture

Distinctive & legible

Name

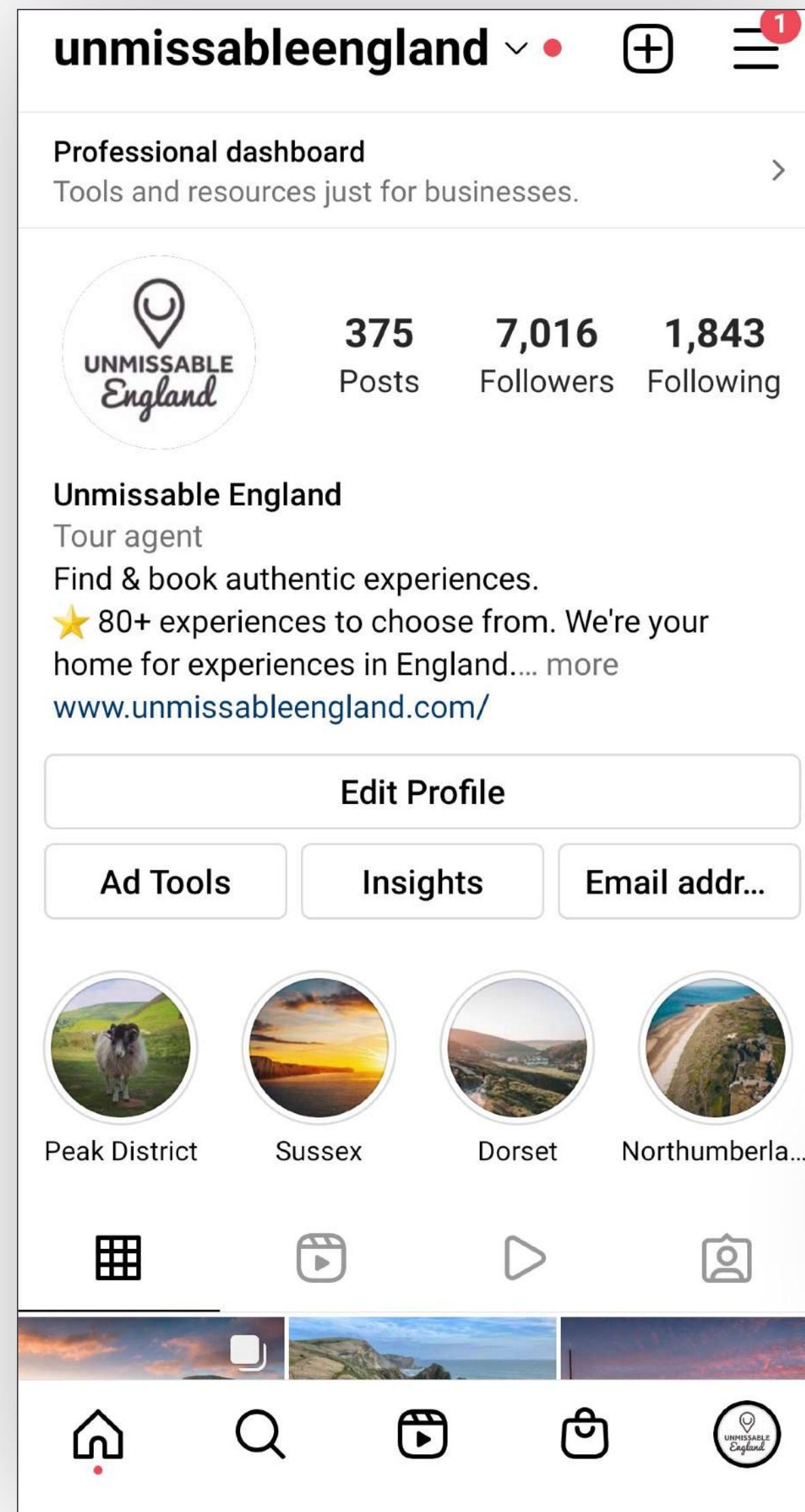
This is searchable, include words that flag what your business is **and location** (if your Username doesn't)

Website

Clickable link

Grid

A montage of all your posts.
How do you look?



Settings

Choose a professional account for extra features

Bio

A clear description of your business & its purpose. Add your business hashtag, a 'description' hashtag & CTA. Include website

Highlights

Save stories to have longevity

Discover

Look for who you want as customers, popular hashtags & to collaborate with



[Click here to get started](#)

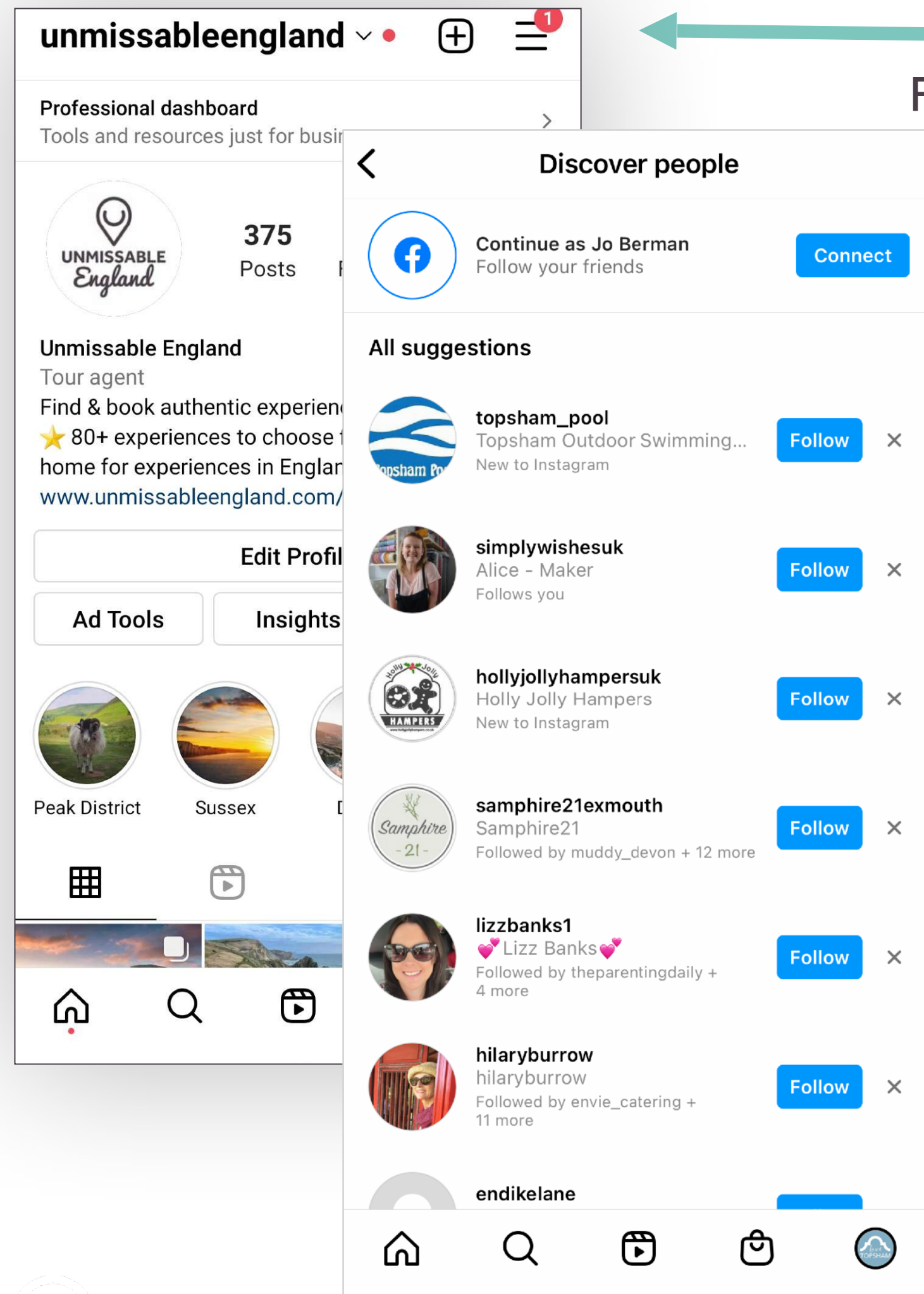
You will need to set up your Facebook Profile too!

Building followers



Following/Discover people

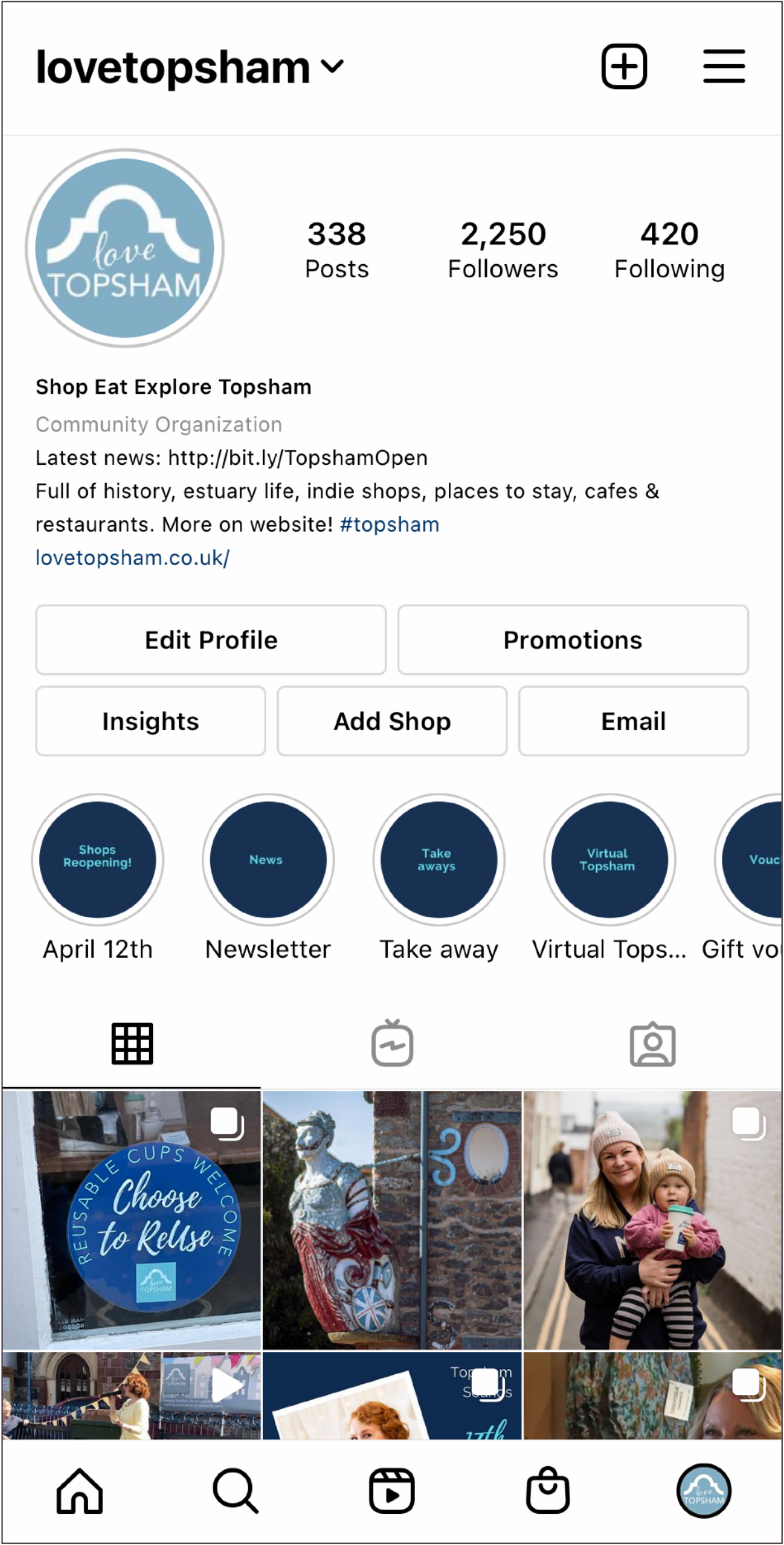
Follow people you know and that you want to notice you. It's polite to follow back.



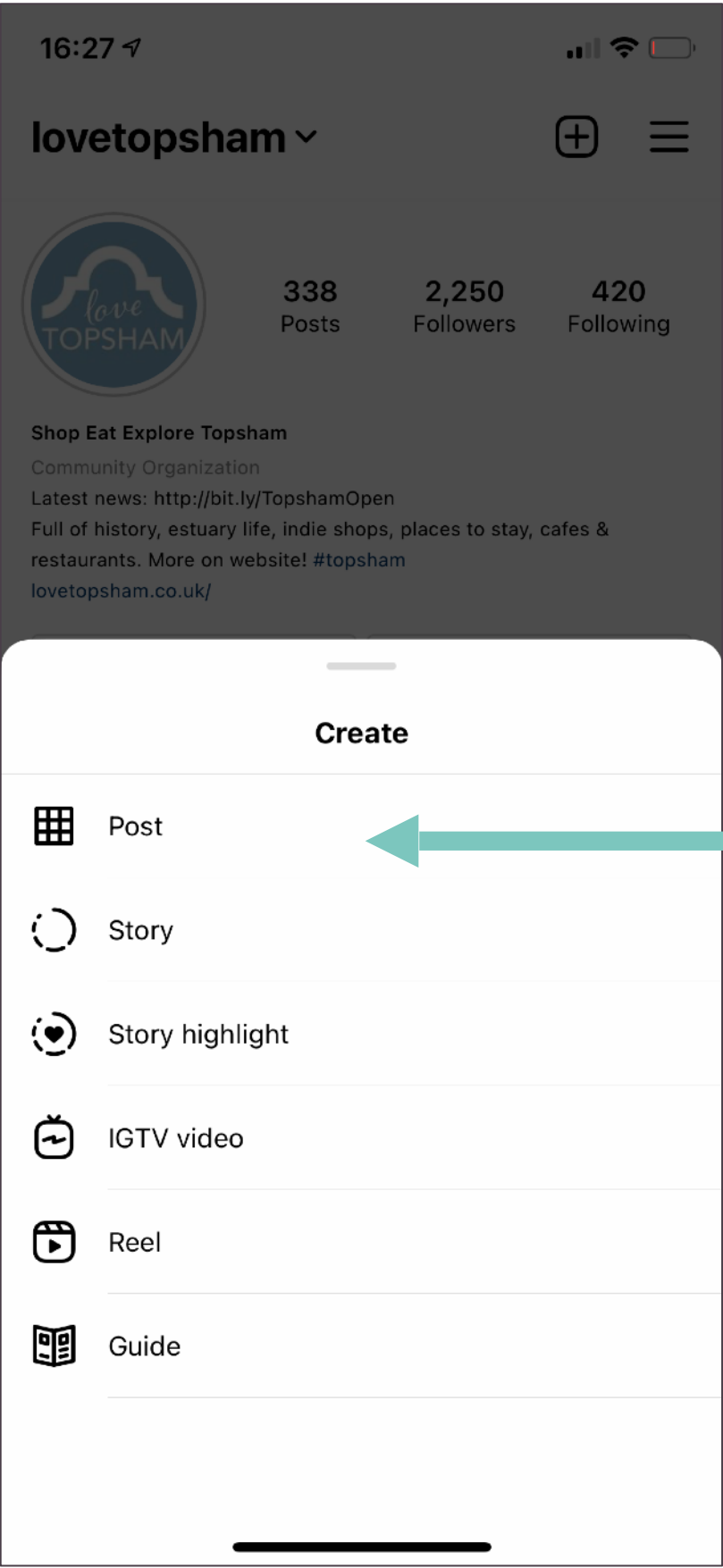
- How many followers is a respectable number?
- How do I grow my followers quickly?
- What if my number of followers fluctuate?



How to post



To start your post (or story)



Tap here



[Click here to get started](#)

How to post


All important prompts to increase post reach. Covered in more detail later in the presentation.

Share to Facebook


←

New post

✓



Write a caption...



Tag people

Add location

England

Hanwell, Oxfordshire, U...

The Lake District, Cu

Add Fundraiser

Create a promotion

Also post to

Facebook

Unmissable England

☒

Twitter

☐

Tumblr

☐

Advanced settings



Made an error? Don't panic!

Click on the 3 dots to delete/edit your Instagram post!
Hop to FB to tweak the post there too.

You will need to go to FB to edit FB post too.



CREATING YOUR SOCIAL MEDIA TOOLKIT

Be found
Strong profile



Right content
Aspirational
Editorial not advert
Encourage engagement
Call to Action



Reach out
Hashtags
Tagging
Groups (FB)
Invites



WHAT'S YOUR PERSONALITY?

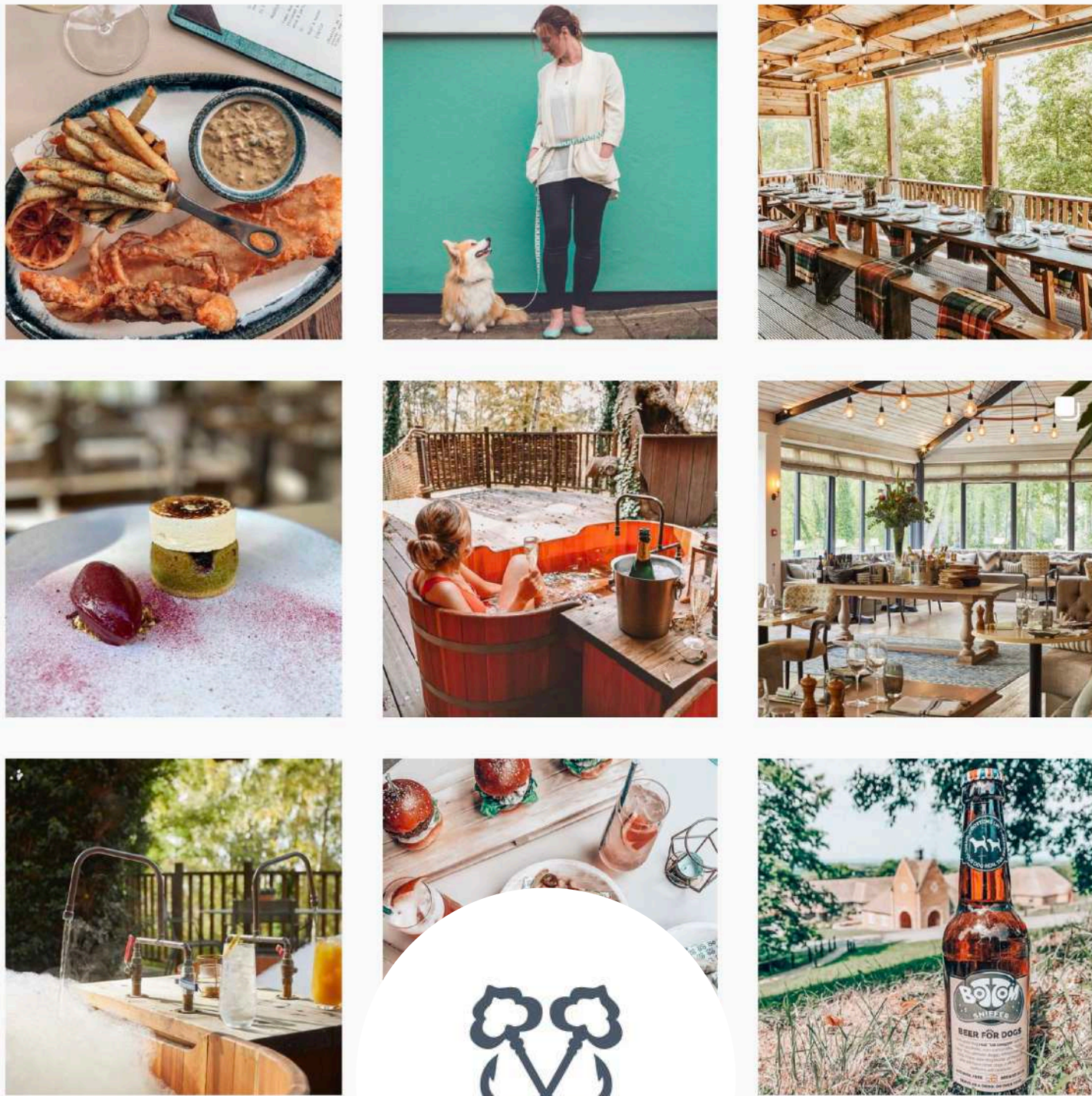


Quick Brand Audit

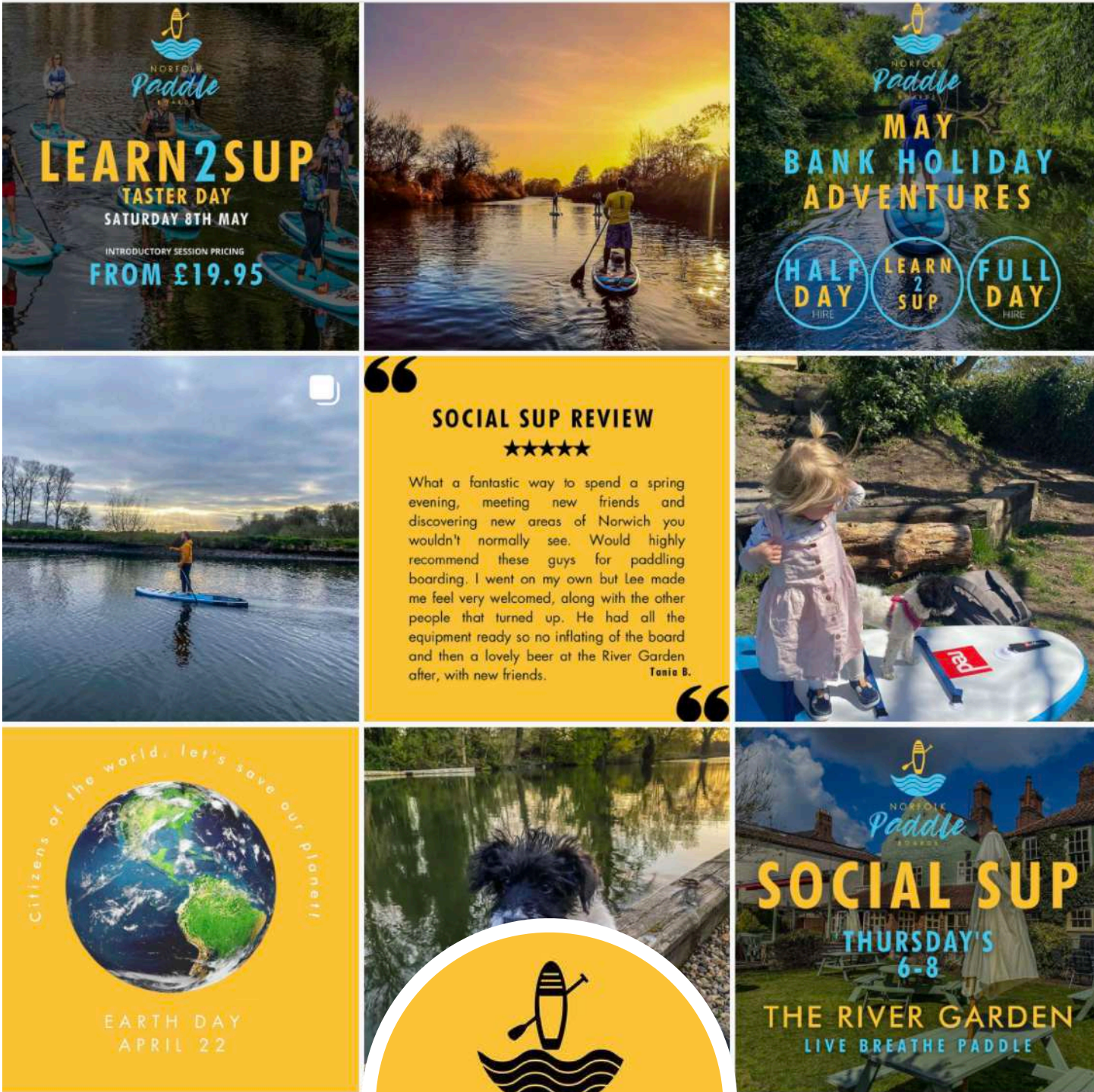


Use your answers as a crib sheet to planning your social media

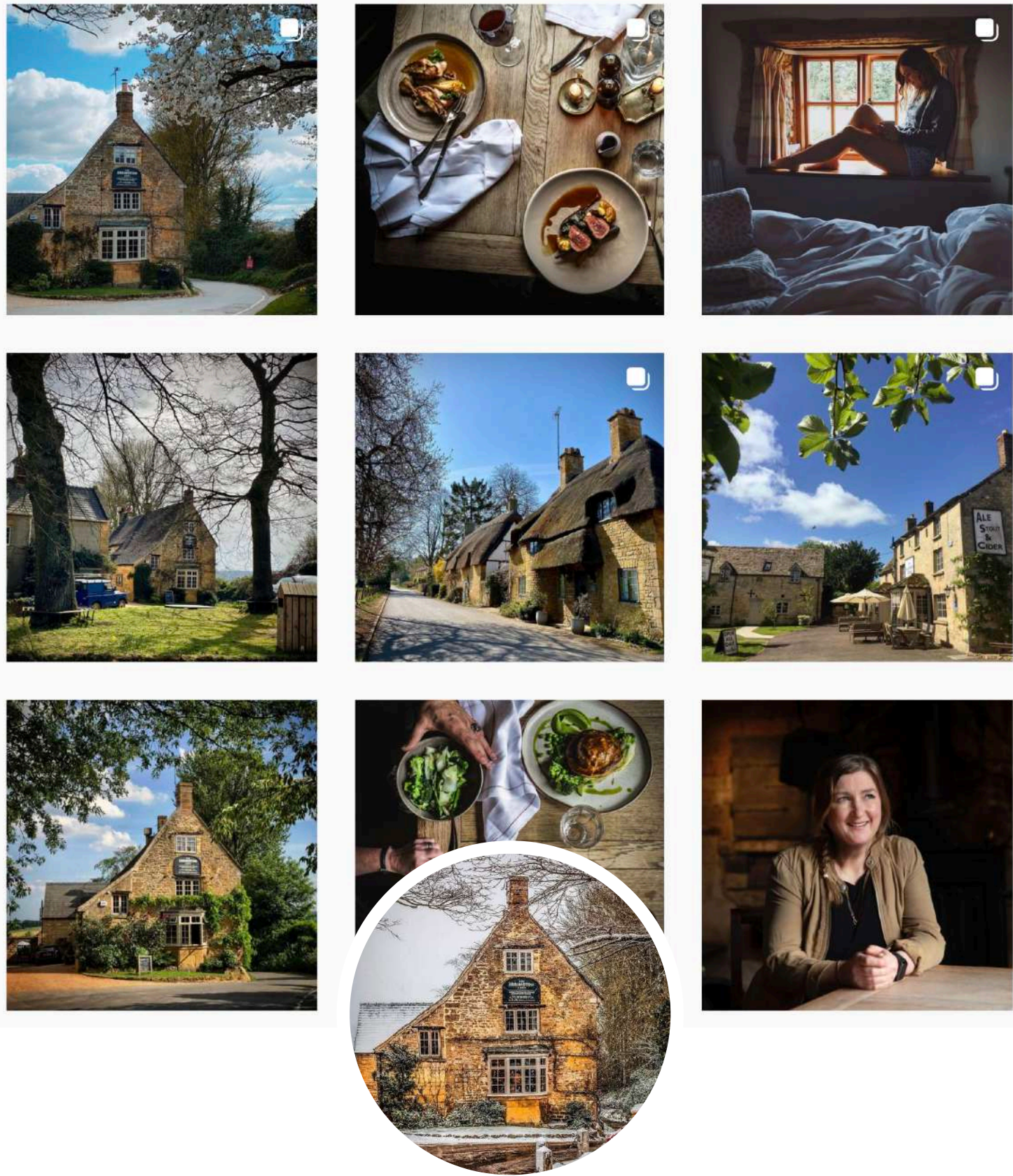
Examples of online personalities (brands)



FISH HOTEL



NORFOLK PADDLE BOARDS



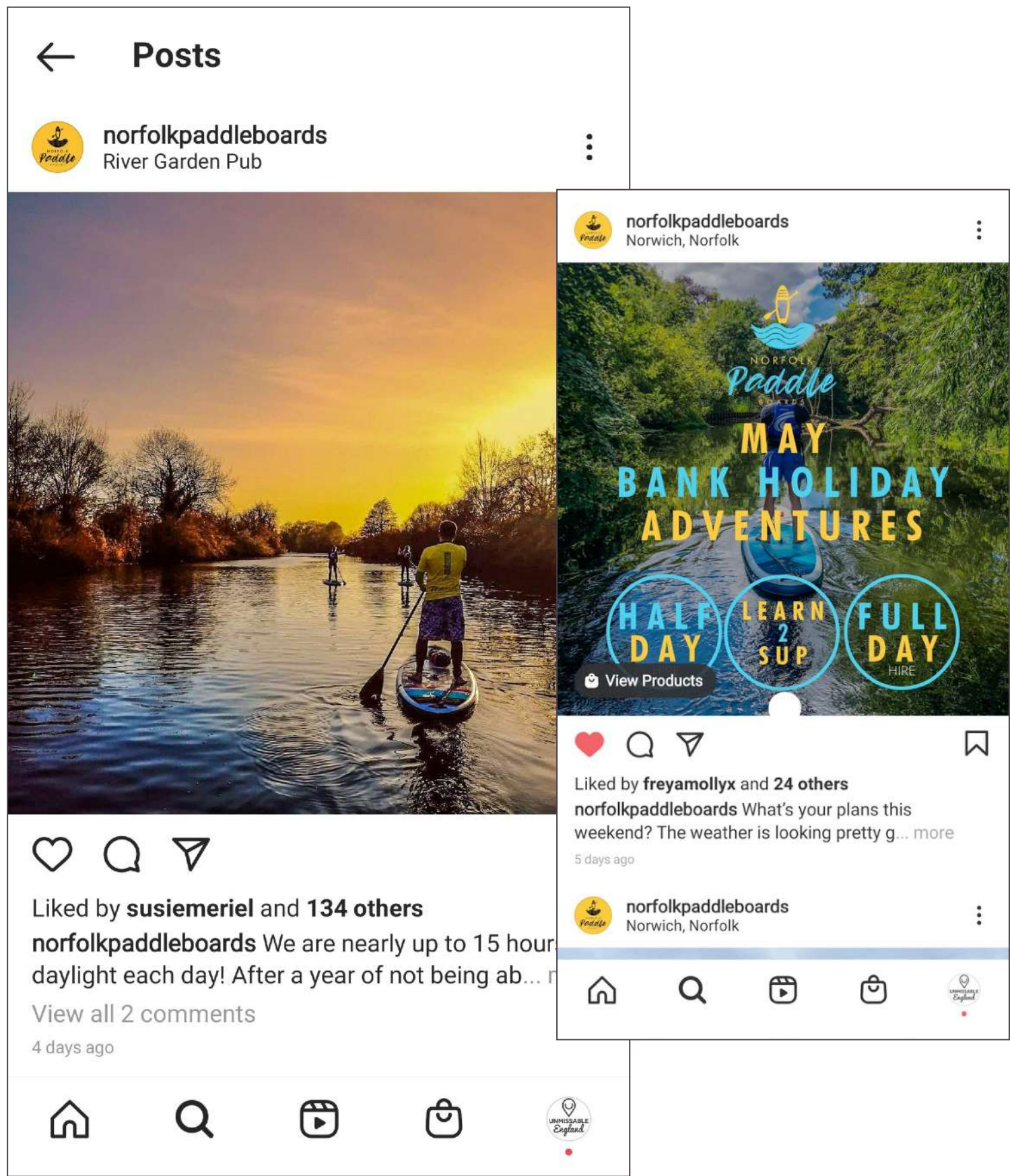
EBRINGTON ARMS

INSTAGRAM GRIDS

Consistency makes life easier and your brand stronger



GRID



POST



STORY

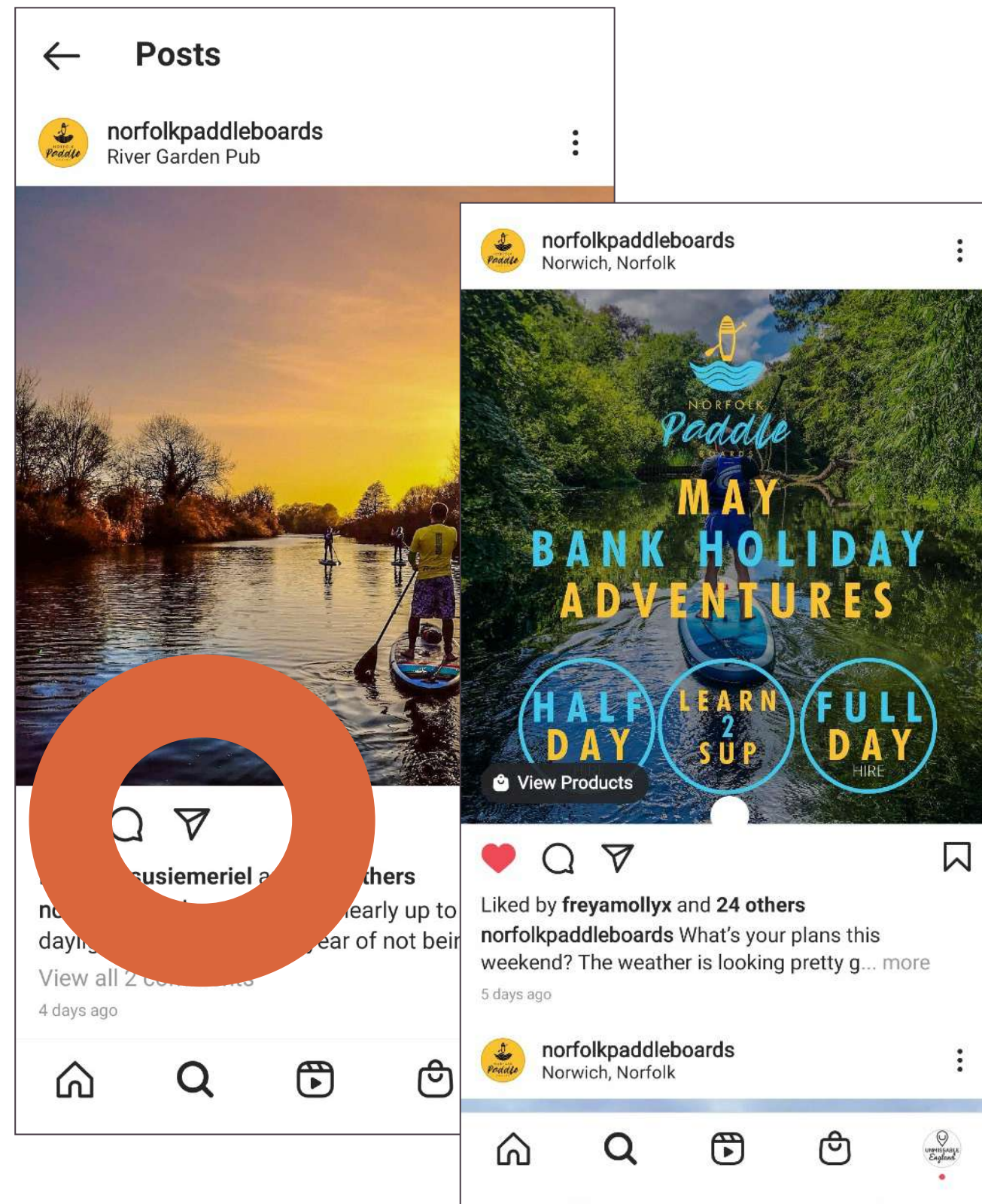


PROFILE PICTURE



[Click here to get started](#)

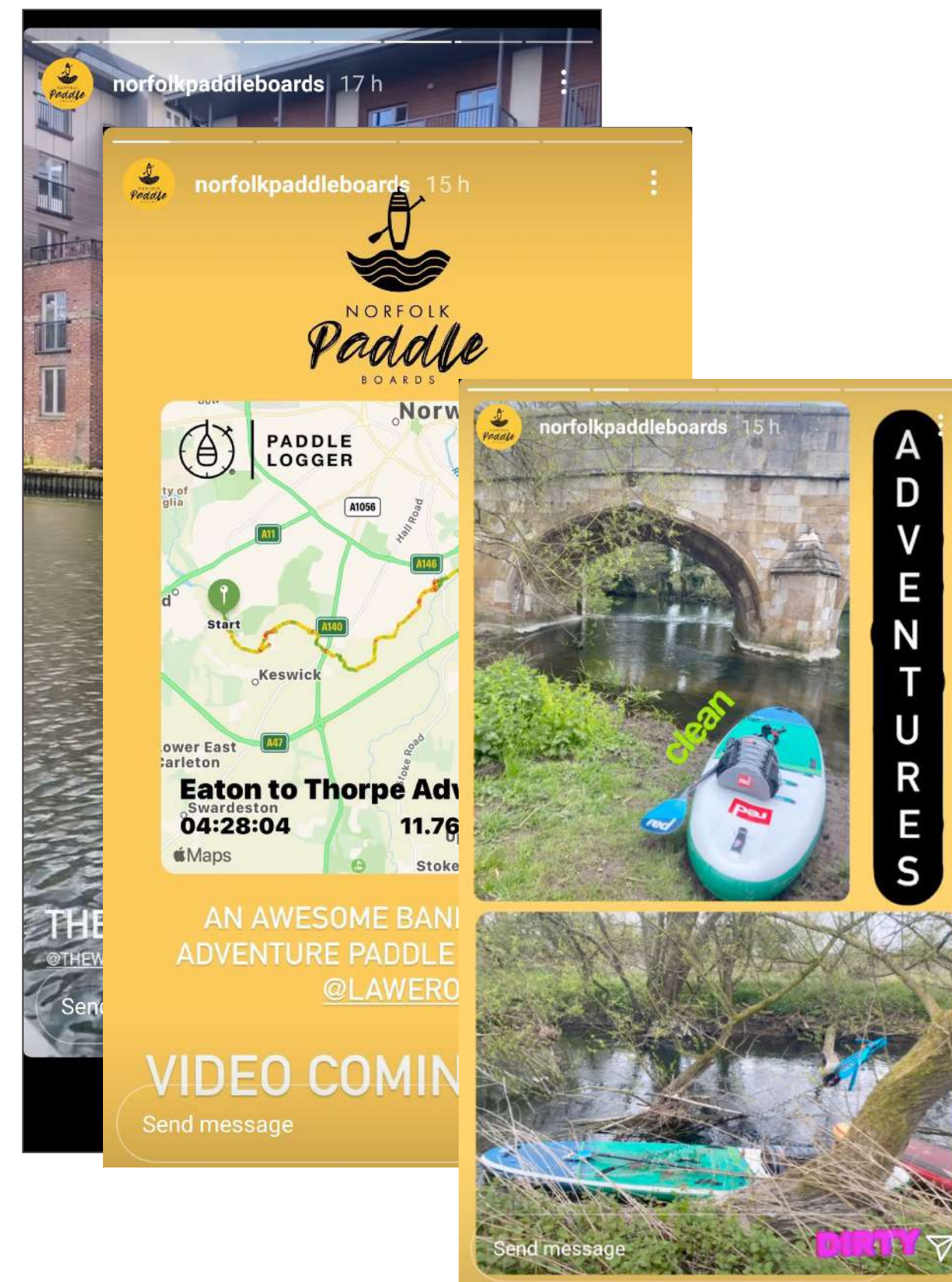
Posts & stories, what's the difference?



POSTS

A post is always there
Longer lasting
Leaves a lasting impression

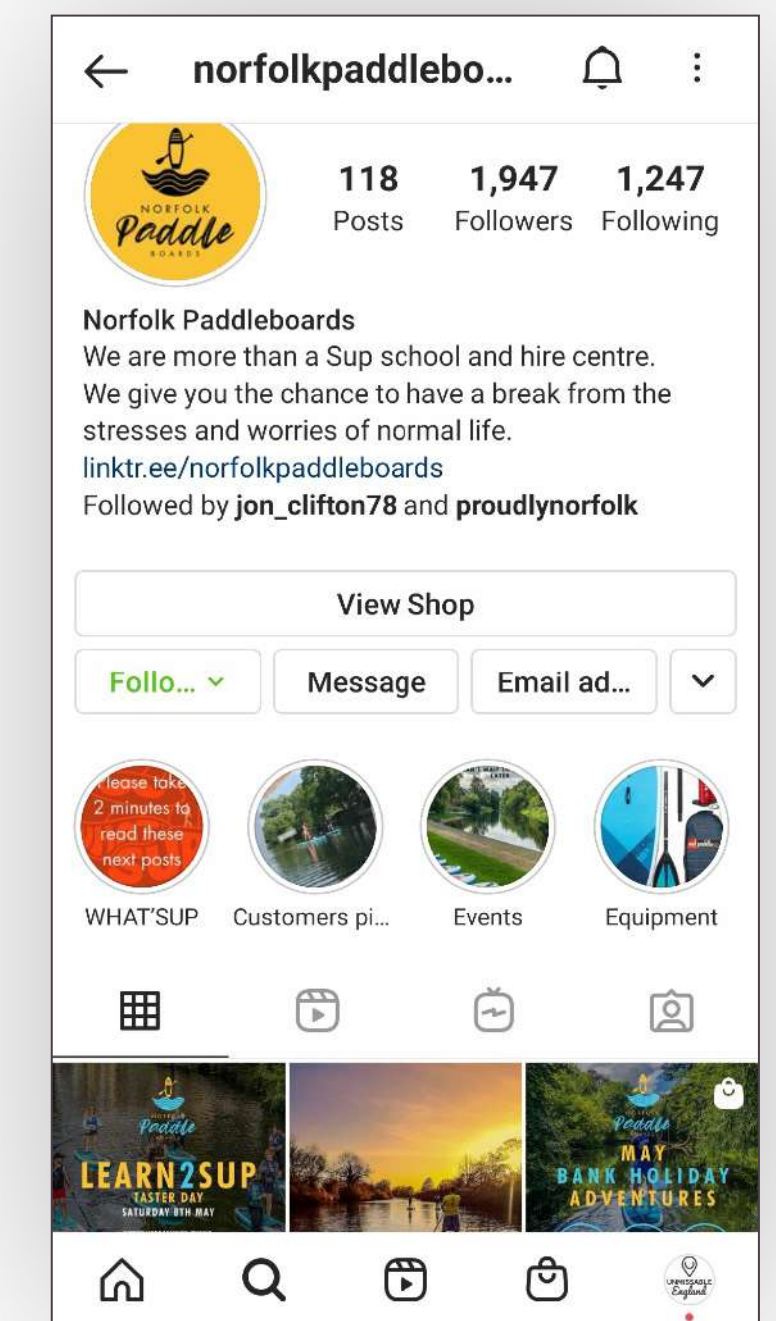
Click on the arrow  to turn your post into a story



STORIES

A story will be gone in 24 hours
Good for offers, reminders,
fun things, polls, questions

You can add important stories
to highlights so they are always
there

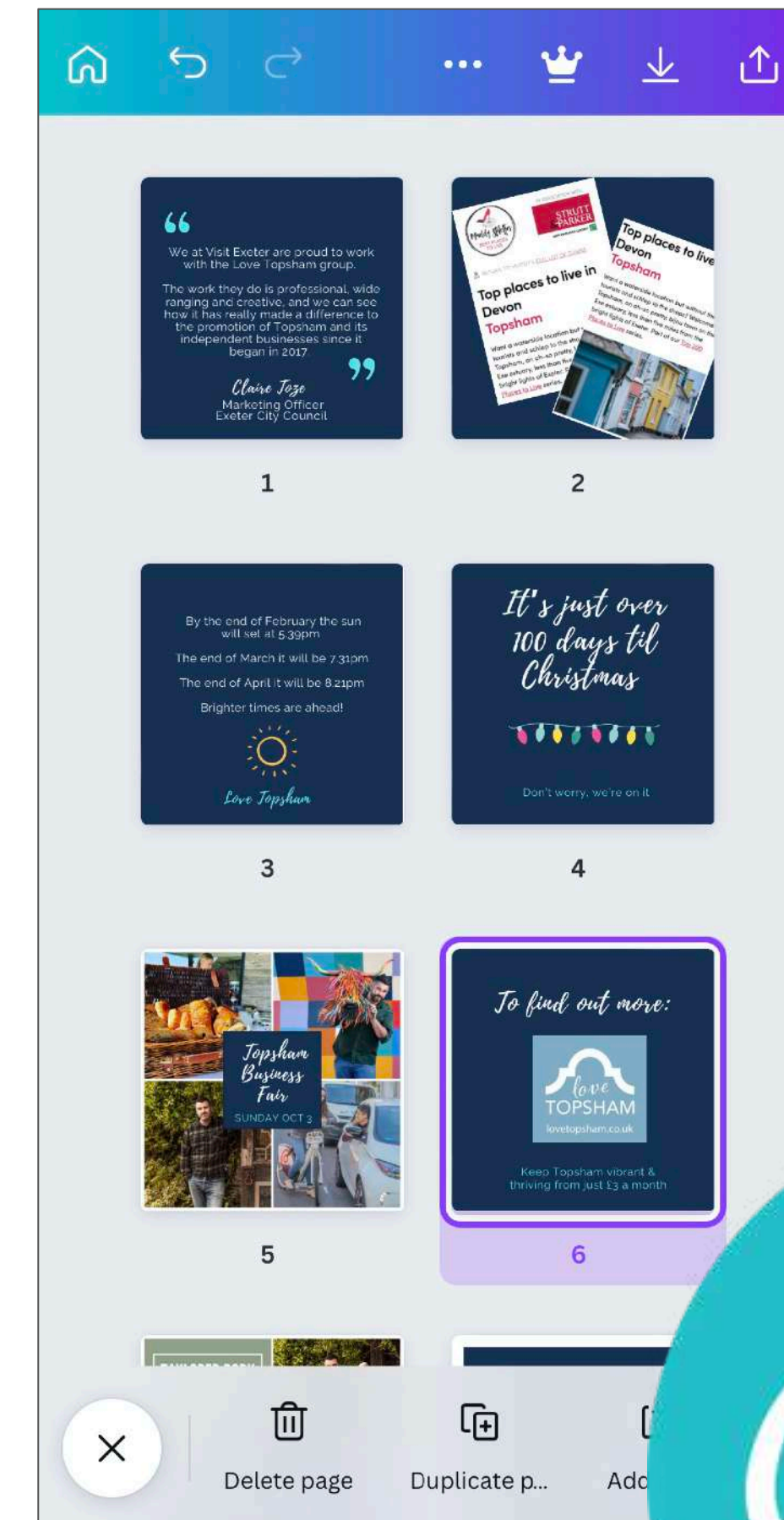
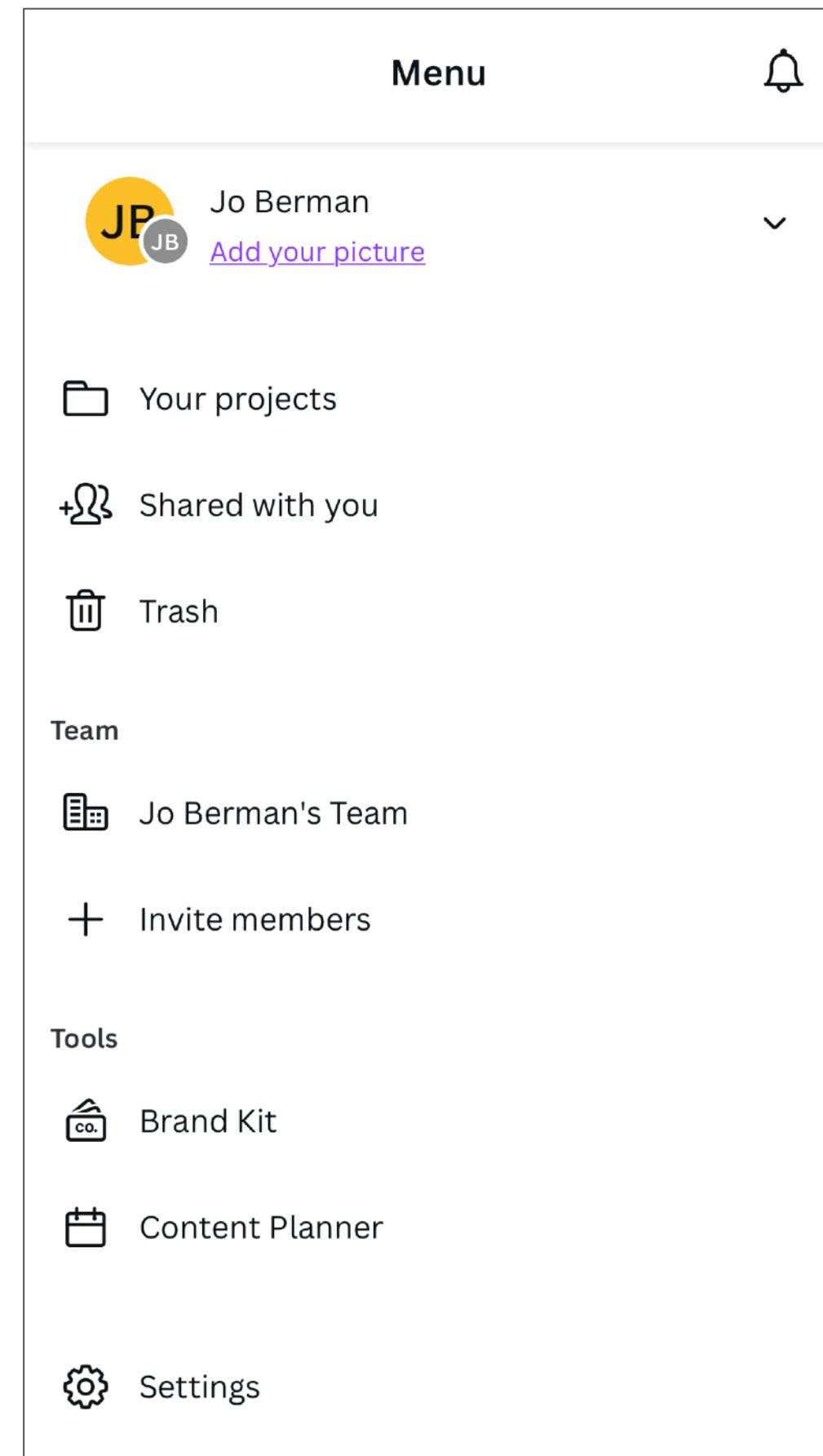


[Click here to get started](#)

Creating your own unique graphics

IT'S BEST TO USE THE APP ON YOUR PHONE

- Share your folder with team members
- Set your brand font, colours, etc
- Easy to duplicate graphics and tweak as you manage your social media channels



CREATING YOUR SOCIAL MEDIA TOOLKIT

Be found
Strong profile



Brand personality
Tone of voice
Imagery
Creativity
Brand values not corporate 'dry'



Right content
Aspirational
Editorial not advert
Encourage engagement
Call to Action



Reach out
Hashtags
Tagging
Groups (FB)
Invites

What to post?

Think editorial
not adverts



Photo-led

- Show the people behind the business
- Products or service – in action
- Testimonials
- Collaborations, local events
- Videos
- Tips and "How to.."
- National eg. Mother's Day offers etc*
- Happy customers
- Inspire feedback
- Keep it fresh and different
- ...and not too much copy!

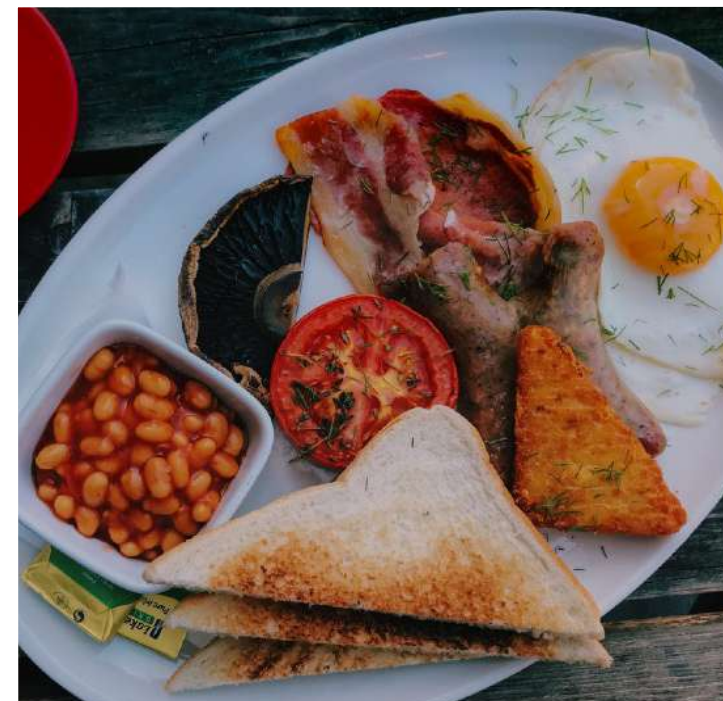
PEOPLE LIKE
PEOPLE
Get your
personality
across

*www.thereisadayforthat.com

What to post?



Meet Hanna, she's been with us for 10 years and we couldn't manage without her.



Our famous full English breakfast with only local produce. We source everything locally from @GreenDale Farm.



We love to stock a range of local ales. Which ale would you like to see at the bar on your next visit?



Our pillows are soft and fluffy like a feather and aim to keep cool through the night. Our customers love them.



KEEP IT SHORT, SWEET & POWERFUL

What to post?



We are delighted to be working with @BrancasterBakes for all of our breads and pastries



"We had an incredible time at The Crab & Apple, a real treat. Would recommend!"
Mr & Mrs Smith,
Edinburgh



Join our much acclaimed Chef and super mum Jenny Smith live on Thursday right here as she shares her secret scones recipe.



THINK LIKE A POTENTIAL CUSTOMER
"WHAT AM I GOING TO GAIN FROM FOLLOWING THIS ACCOUNT?"

Your future customer



C. We're Coming! Tell me it's easy to get there!

YOUR POST Just 2 hours by train from London, or train, bus, bike, no problem!

B. Curious! Now make a visit worth the effort!

YOUR POST Our neighbours Smiths Bakers & The Three Bells are definitely worth a visit when you come to us. So many great places just 2 minutes from our front door.

A. Make me stop in my tracks!

YOUR POST Have you heard we have won the Visit Norfolk award for best foodie Tourism business?
What an amazing testimonial from the Jones family....



D. We're here! We want to tell everyone!

CUSTOMER POST "Having the best time at Apple Tree Activity Centre" (you're liking & sharing!)

E. Just visited...Wow!

CUSTOMER POST "We had so much fun at x. Here's the kids causing trouble!" (you're liking & sharing!)

F. Loyal customer & ambassador

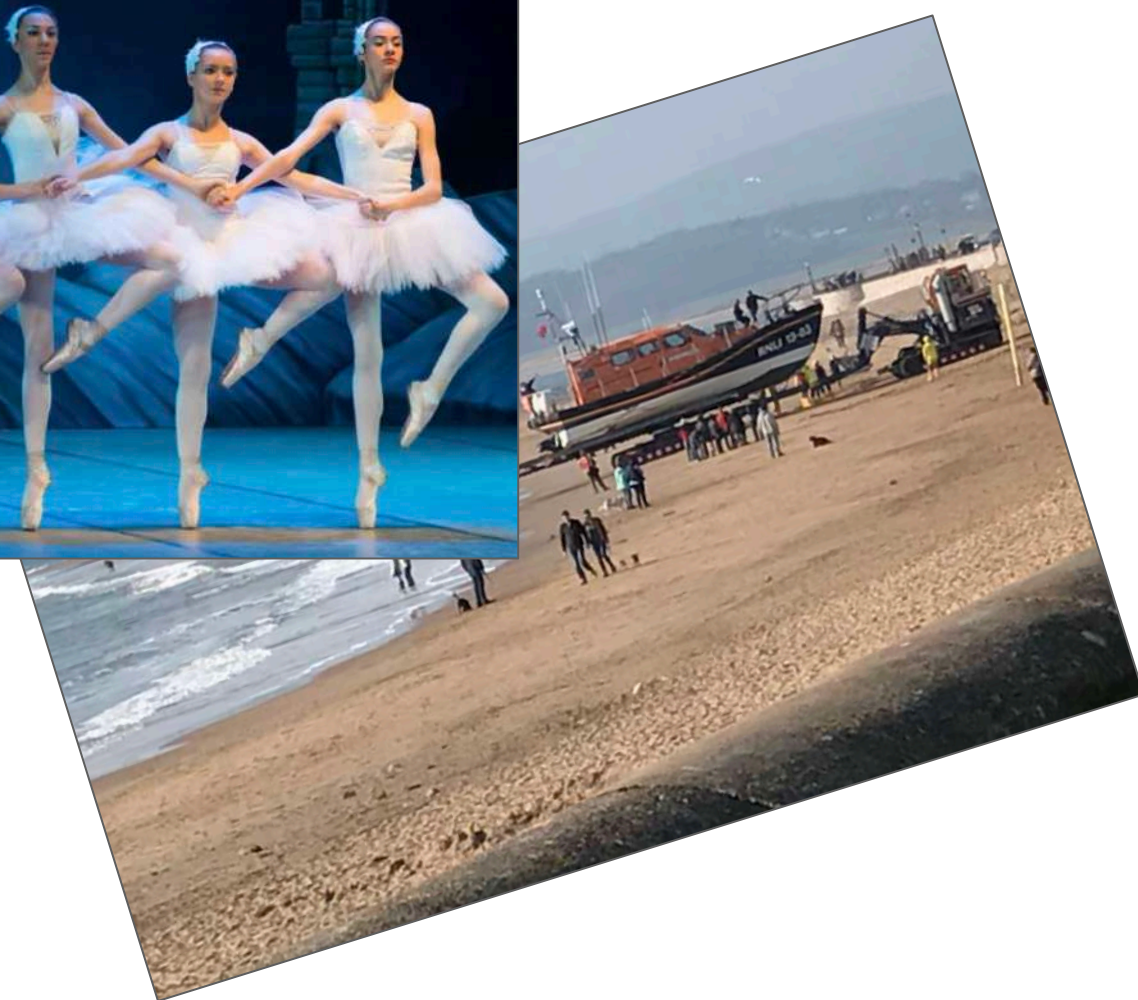
CUSTOMER is now sharing & commenting on your posts (you're commenting right back!)

KEEP YOUR CONTENT RELEVANT

Be the go-to for local knowledge



Here for the Ballet this week?
Come and see us while you're here!



It's March, it's crabbing season!
Pick up a bucket & bacon from us
after breakfast

Tagging family accounts, things to do etc

Coming to see Brentford take on
Norwich City this weekend? We're 20
minutes from the stadium.

Tagging football club etc



Planning a wedding in Diss?
We know just the place!

Tagging wedding venues etc

YOU KNOW YOUR CUSTOMER, YOU KNOW NORFOLK



CREATING YOUR SOCIAL MEDIA TOOLKIT

Be found
Strong profile



Brand personality
Tone of voice
Imagery
Creativity
Brand values not corporate 'dry'



Right content
Aspirational
Editorial not advert
Encourage engagement
Call to Action



Reach out
Hashtags
Tagging
Groups (FB)
Invites



Handles & Hashtags

Targeted hashtags to consider:

Your company

Think keyword searches e.g:

#norfolk

#visitnorfolk

#visitdiss

#disshotel

#ukhotel

#ukstaycations

#escapetheeveryday

#unmissableengland

#cycling/walking/romantic holiday

#weekendaway

#familyholiday

#special event hashtags

Do these types of hashtags have any value?

#luxury #hotel #happydays

Handles to consider:

- Tourism organisations
- Influencers
- Suppliers
- Connections who support you
- Complementary businesses
- Relevant media

#CRABANDAPPLE

@CRABAPPLENORFOLK



MAKE A HASHTAG AND HANDLE LIST
TO COPY & PASTE, THEN TAILOR

What to story?

Set a house style that reflects your business personality:

Try adding music and videos

Fun icons and graphics

Include polls, questions, countdowns

News as it happens

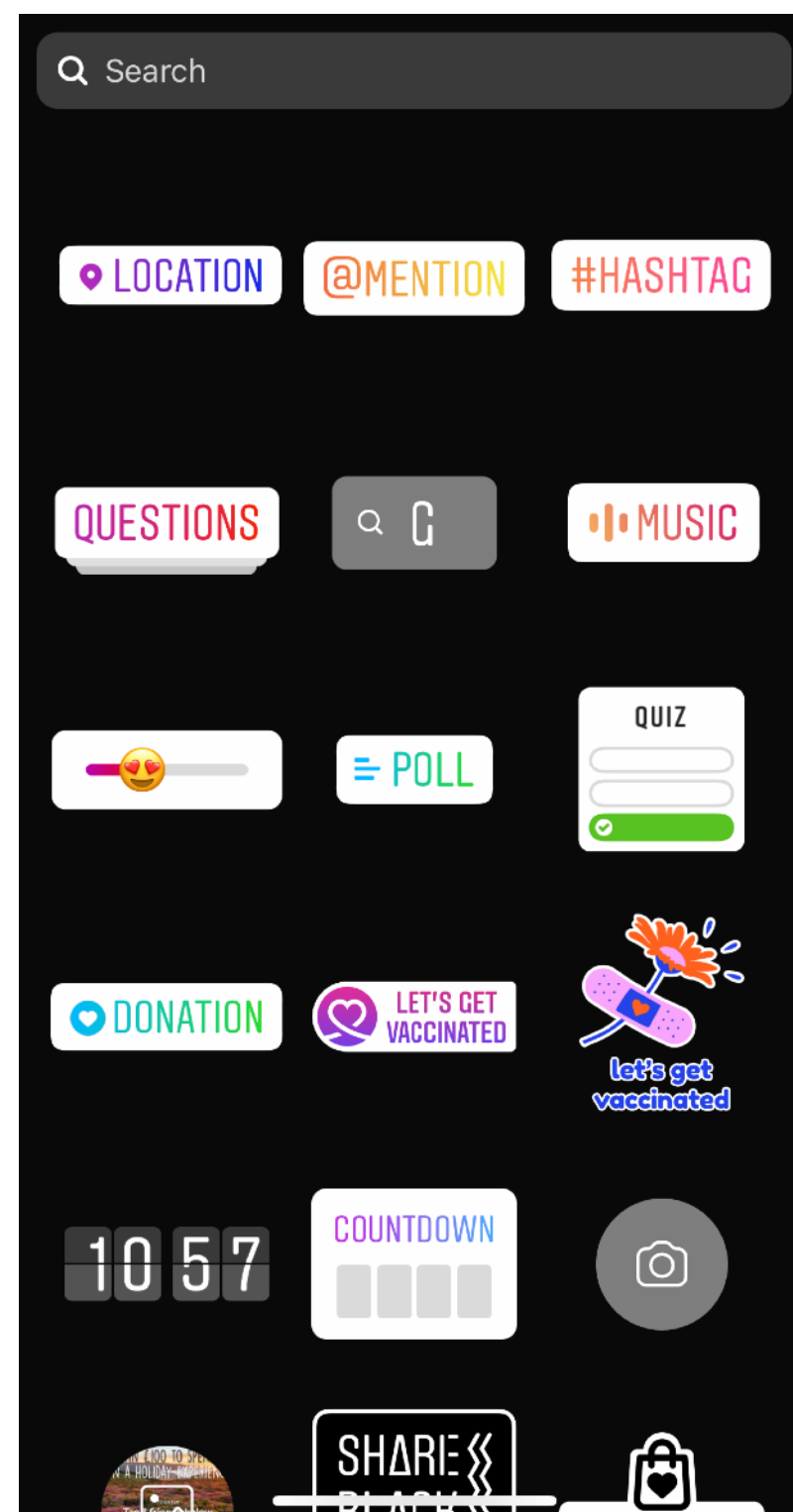
Sharing other people's posts & stories



Always include location and #hashtags

Tag other accounts to create collaborations for further reach

What to story?



- Hashtags
- Tagging
- Location
- Link to website
- Polls etc



- Encourage engagement
- **Can include link to website**
- Location



- Encourage engagement
- Tag & hashtag
- Location



- Engaging headline
- Location
- Hashtags
- Tagging



- Ker..ching!
- Many reshares
- eg. Circular & Co – 11k followers

Ways to engage and build your following



COMMENT ON POSTS

where your potential
followers and customers are
already

ALWAYS REPLY TO COMMENTS AND SHARES

Show your appreciation

SHARE OTHER BUSINESS OR INFLUENCER POSTS

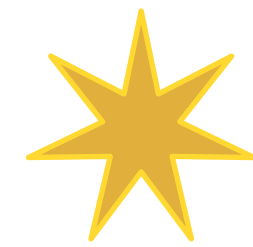
'Wow the cakes! We love it
here". Those people will
appreciate it and reciprocate

TAG OTHER BUSINESSES IN YOUR STORIES

"Big shout out to our
favourite coffee shop,
@Buddy's!"

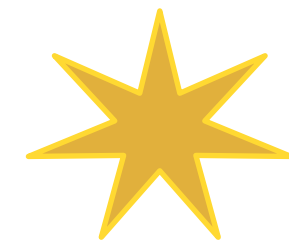
'CAN'T WAIT FOR A PINT AT ONE OF OUR LOCAL FAVOURITES AFTER WORK!
IT'S JUST A CASE OF CHOOSING FROM ONE IN THIS LIST'

More ways to build your following



HOW CAN I HELP YOU?

Private message: "Thanks for the follow. Just shout if you need anything"



INSTAGRAM TAKEOVER

Hand your 'story' reins over to a regular customer, staff member or complimentary business

ENCOURAGE REVIEWS

from Instagram & other marketing channels and share



Encourage your customers to snap & SHARE



Instagram's Algorithms

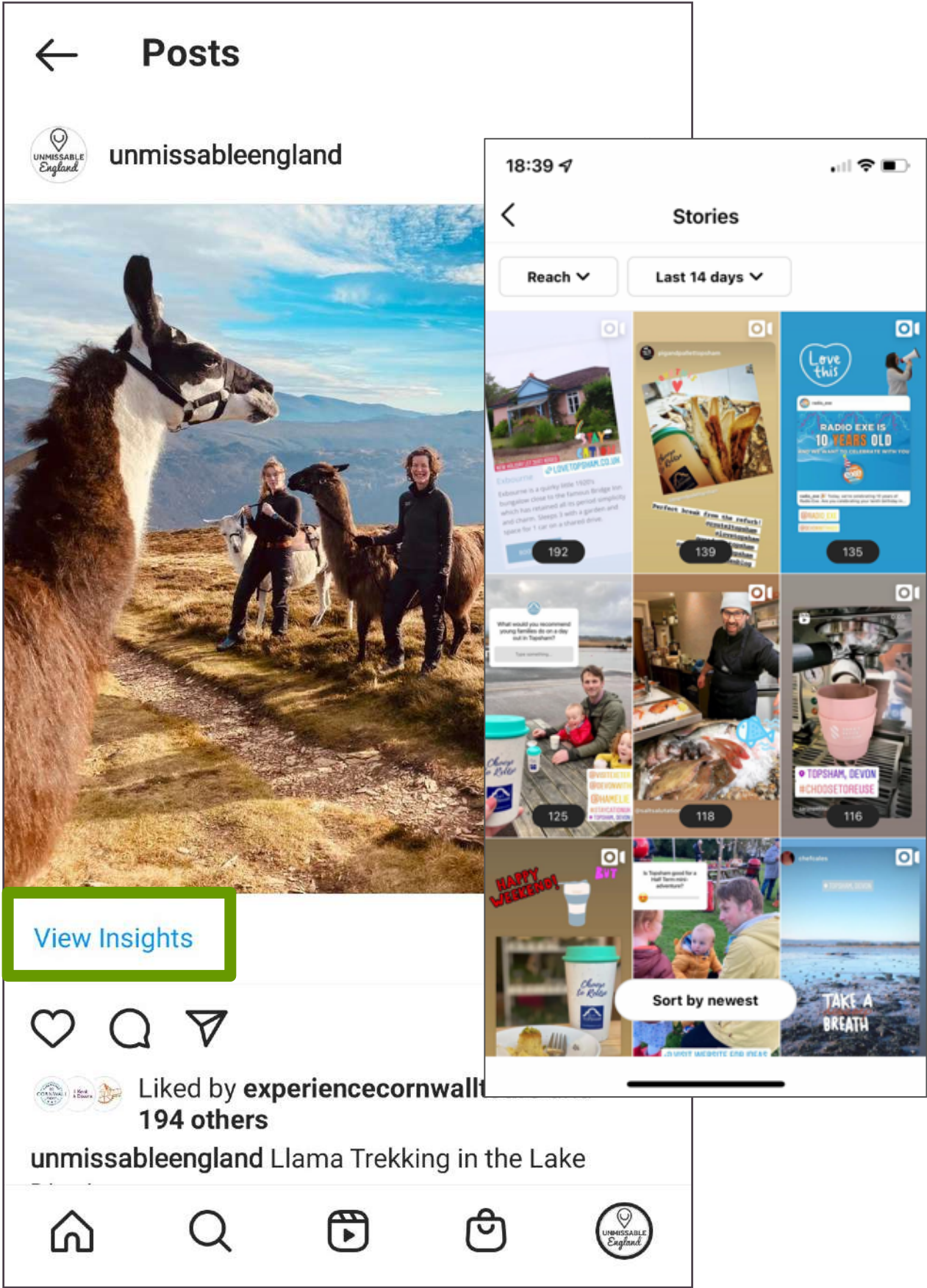
Encourage the viewer to spend time
on your post

(THINK VIDEO, THINK MULTIPLE PHOTOS,
THINK QUESTIONS, THINK MUSIC)

SAVE, SHARE, COMMENT, LIKE.



Insights and analytics



Always check how your posts have performed & learn from them

Who are your followers?

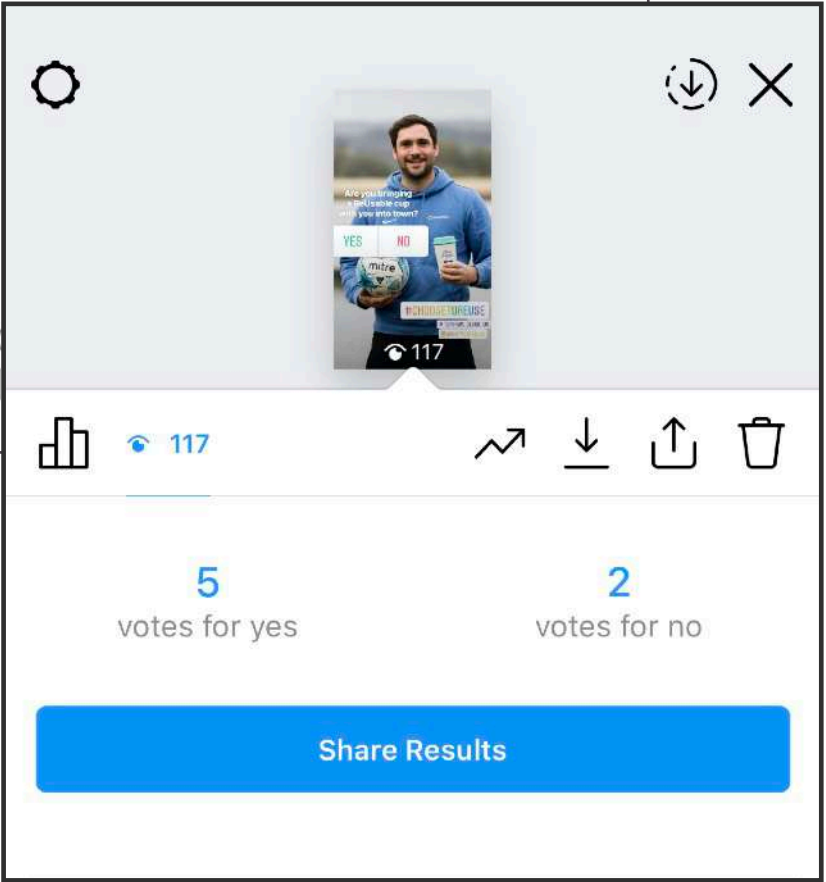
How old are they?

Where are they?

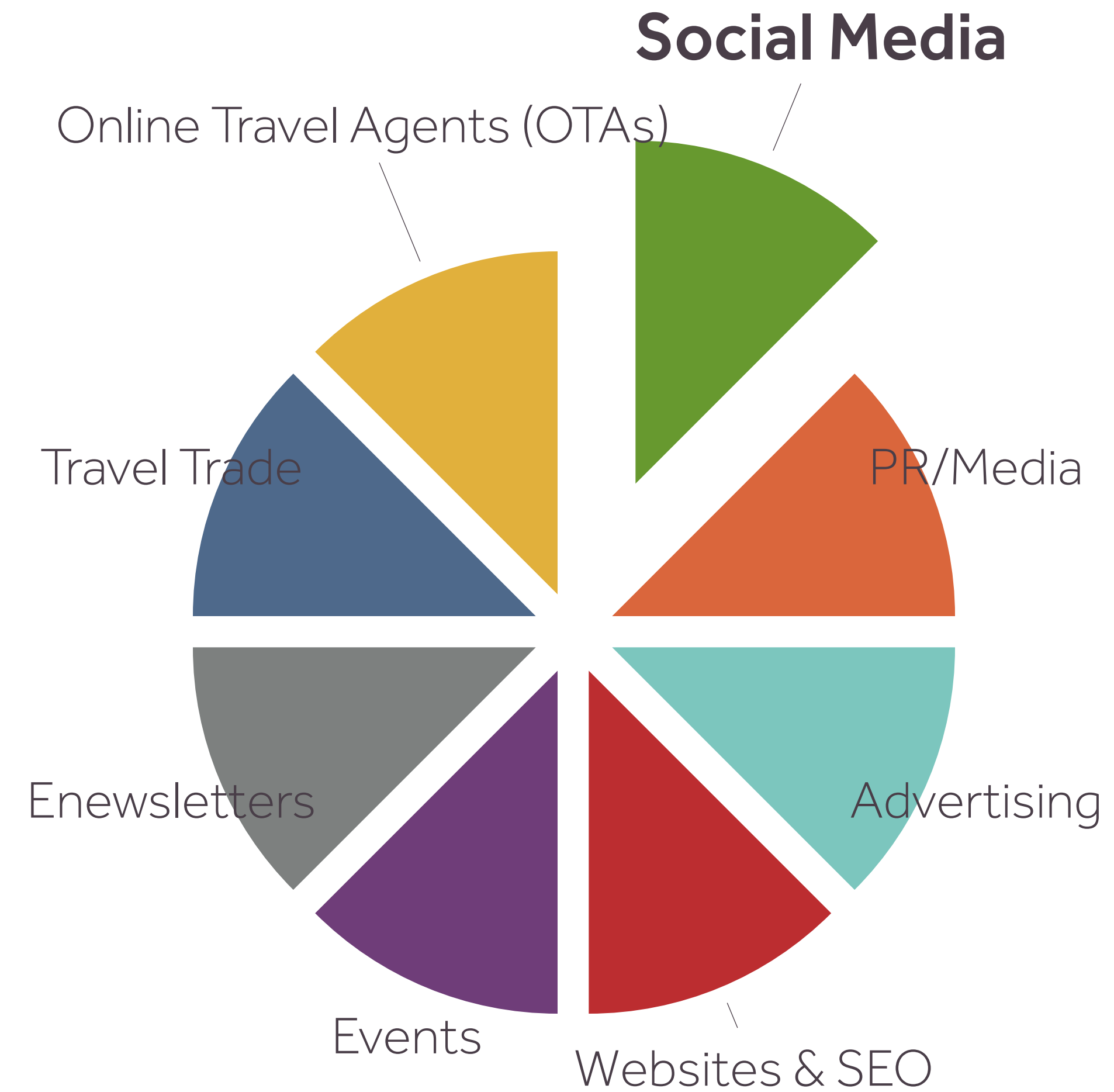
When are they on social media?

What other accounts do they like?

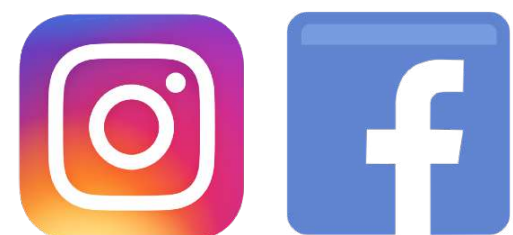
196	4	-	10
35	4,443		
Profile visits	Reach		
Interactions ⓘ			
37			
Actions taken from this post			
Profile visits	35		
Website clicks	2		
Discovery ⓘ			



Your Marketing Mix



- Get more use from your posts by using them across your marketing
- Highlight your social media channels across all of your marketing



Every business has a different marketing strategy and emphasis – this diagram is just an example.

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Welcome to Topsham

Come for a day, a week ... or a lifetime

Topsham has long been regarded as a beautiful Devon estuary town with a rich maritime and architectural history, and more recently as a centre for sophisticated shopping and a charming high quality food and drink culture



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

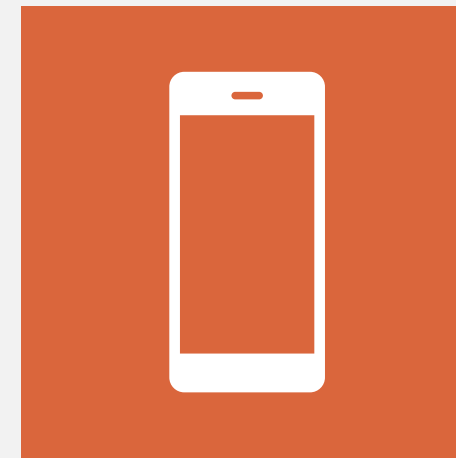
And, you're off!

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



ANY QUESTIONS?

NEXT STEPS



- Go and play!
- Send us your questions
- Tell us how you've been getting on



**Join us for “Marketing your
Tourism Business using Social
Media” Part 2:**

29 or 31 March



Next Steps

Any ideas?

Contact us at experience@norfolk.gov.uk
1:1 business support for activity development
available

Experiences will feature on a new tourism website

Join us for

‘Marketing and social media PART 2’ workshop

THANK YOU!

