

● TUTOS PROS ●

# EVALUATE YOUR VISIBILITY ON THE WEB

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



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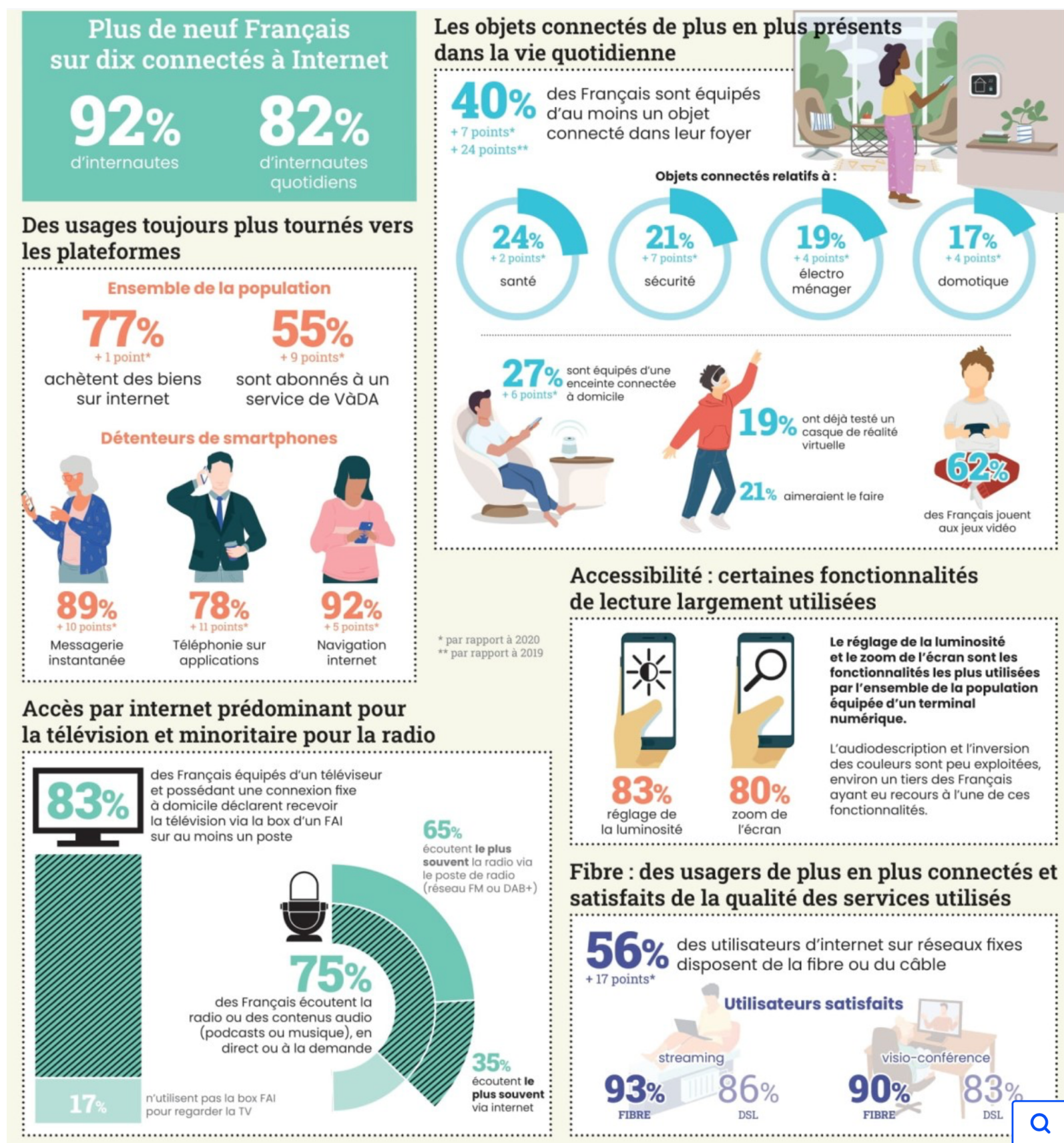




# The basics

How to define your communication strategy on the web?

Nowadays, it is essential to have a presence on the web.



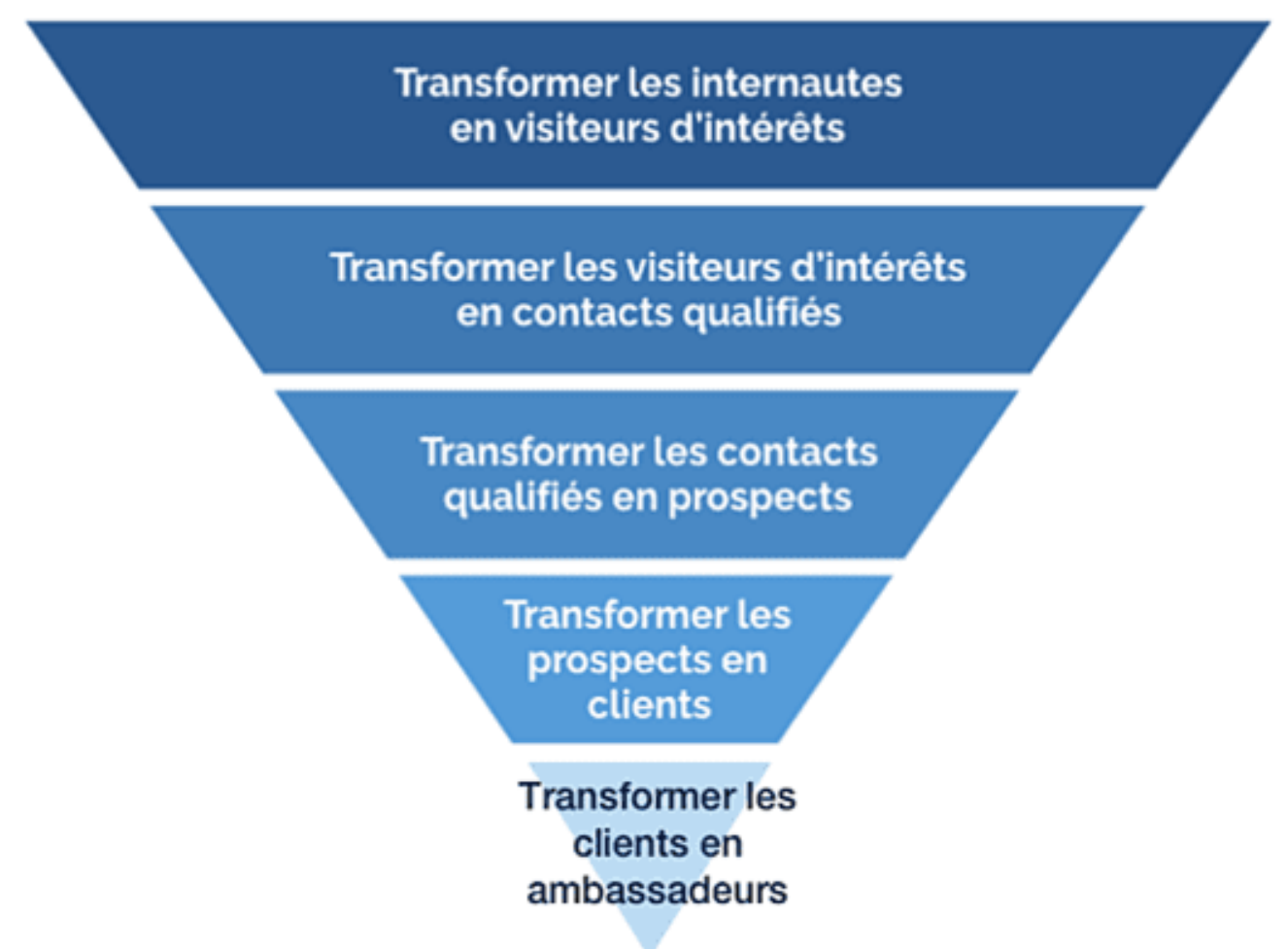
Source : Arcep, Baromètre du numérique (édition 2022)

For maximum visibility, it will be necessary to carry out a precise targeting, that is to say to distribute the right content to the right targets for an optimal result:

- Regarding the schedule, it will be necessary to anticipate all the speeches, to establish the highlights of the destination.
- For the content, we will have to imagine a content brand consistent with the values of the mountain destination and its positioning.
- For the dissemination, define the rhythms of publications on social networks and follow their publication online.
- For measurement, record and analyze the performance statistics of each post to optimize engagement and visibility, but also identify what works or not.
- For inspiration, look after your market, your competitors, learn from other industries and how they speak up and use their social networks.

## ENTONNOIR DE L'INBOUND MARKETING

Source : Comexplorer





## Design your strategy and know how to stand out

SMART helps frame the strategy on social media:

Specific

Measurable

Acceptable, appealing

Realistic

Time-bound

This approach helps to define objectives to be achieved and validate their success.

## Quels sont les objectifs à atteindre ?

You will need to define and anticipate speaking, define a framework to tell your brand, create a coherent storytelling, create consistent content.

It is therefore necessary to define:

- the objectives sought
- targeted audiences
- the themes and content to be published
- publication planning
- the most suitable social media to meet its objective
- processes and tools to be organized and save time
- human resources
- the performance indicators to be monitored
- Rephrase



## The editorial charter

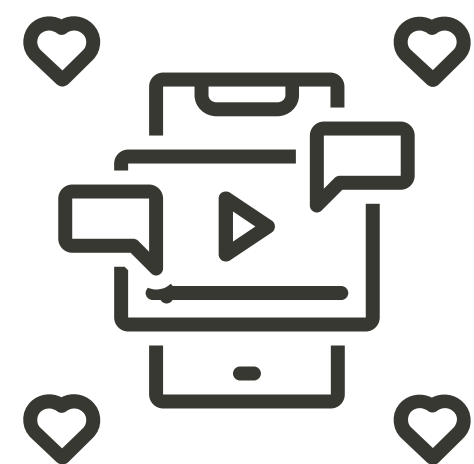
The editorial charter is a reference document intended to ensure the consistency and quality of a publication. It formalizes the rules and procedures to which the members of an editorial project must comply. It addresses both the content and the form of the content to be published.

The golden rules:

- A social network = well-defined objectives.
- A reasoned publication rhythm.

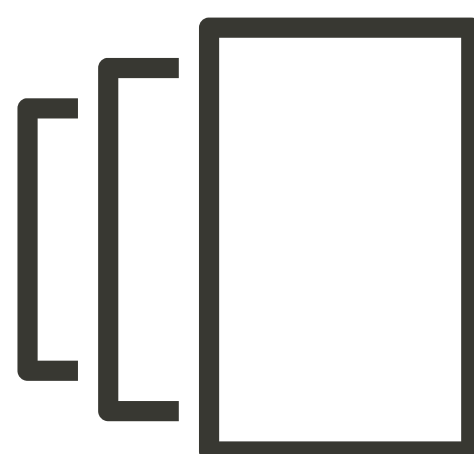
## Elements that impact the virality of a post

- The emotional dimension
- The type of content
- The theme of the post
- The format of the post



## Preferred formats

- The entertaining web-series
- The live video
- The tutorial
- The teaser
- Storytelling



## The picture marketing

Picture marketing is image marketing. It is an effective content strategy that helps meet the ongoing challenge of user engagement.

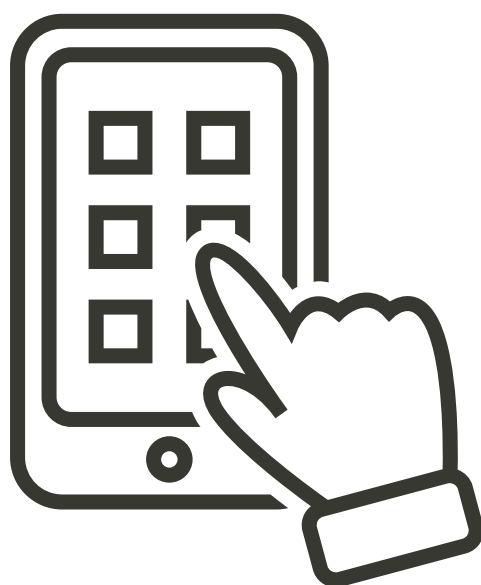
The use of polished visuals captures the attention of the targets and invites them to interact.

This technique promotes content sharing, generates engagement, promotes fan recruitment, develops e-reputation, optimizes the memorization of messages, as well as natural referencing.

Combining the visual and the written means multiplying the reach, it makes it easier to remember content.

## Free apps

- INSHOT
- HASHTAG
- SNAPSEED
- FONT CANDY
- LAYOUT
- BOOMERANG
- HYPERLAPSE
- STOPMOTION
- GIPHYMAKER
- IMGUR



## Create and update your Google My Business page

The Google My Business page is the essential and the least to do if you want to exist on the web !

Free tool, simple and quite intuitive, it allows you to fill in the essentials concerning your activity (type of activity, contact details, opening hours, website if existing, etc.). On the almighty Google search engine, this file appears in the very first results.

A good way to exist on the web while controlling the information about your business!

Finally, having a profile also allows your customers to leave an opinion and a rating on your establishment.



Google = the most used website and search engine in the world!

A word of advice, regularly check your establishment file:

- to update your information, especially your periods and opening hours
- to take into account the appreciations and respond to them (whether positive or negative!)

## To go further...

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

