

insynch

A woman with blonde hair and glasses, wearing a blue and white checkered shirt, is leaning over a man in a light blue sweater. They are both looking at a laptop on a table. The man is pointing at the screen. In the background, other people are working at tables in a modern office with warm lighting.

# Social Media for Tourism and Hospitality

Helping Businesses Flourish since 2005

## Social Media for Tourism & Hospitality

**Charlie Young**

Digital Marketing Specialist

**InSynch Business Services Ltd**

*[www.insynch.co.uk](http://www.insynch.co.uk)*

## About InSynch

- Formed in Feb 2005 – **Based in Shrewsbury, Swansea and Aberystwyth &** but cover all Wales and Midlands.
- **Main areas of Business are:**
  - Digital Marketing Agency
  - Digital Strategy Consultants
  - Web Services – Design, Manage, strategy, improve
  - Training – Over 30 courses in house, open or one to one



## Your **Social Media Strategy** should contain **4 key elements**

- **Organic Social Media** - Main Feed and Story posts across chosen platforms
- **Community Management** – Replying to queries on Social Media, reaching out to new potential customers
- **Social Media Advertising** – Using different formats and audiences to find what works
- **Remarketing** – Advertising to potential customers who visited your website, but didn't make a booking or enquire

# Organic Social Media Strategy

## Social Media Best Practise

Social Media is primarily a brand awareness and customer loyalty tool. It's called **Social Media** for a reason, not **Selling A-Link-To-My-Website**. If you are **Social** and share good **Media**, you will have success. If you are constantly Selling and only posting links to your website, you will not have any success.

This is because Social Media is built on a system of Reach and Engagement.

## Understanding **Engagement** and **Reach** **(Impressions)**

- **Engagement** is a **comment, like, share** or any other **interaction** a user has with your post
- **Reach (Impressions)** is the amount of unique timelines that your post was viewed on
- The more **Engagement** a post gets, the further it travels and the more **Reach** it has
- Social Media is about spreading **awareness of your business**, so **Reach** is **vital** to good Social Media Marketing, and **Engagement** is **vital** to **Reach**.

## What is your Social Media selling-point?

**Social Media is all about amplifying the things that make your company special!**

- What do you represent?
- What makes your company *yours*?
- What is it that would make people buy from you or use your service?
- What does it mean to be a customer of your business?
- What are your company's values?
- What's your USP?



## Sell an experience

**Remember, you aren't selling a bed in a hotel or a seat in a restaurant, you are selling an experience. Knowing this will give you more scope for good, creative, Social Media content.**

- What can guests do in your area? Walking routes, cycling, wild swimming?
- What makes your produce extra special? Is it local?
- Where can you eat and drink in the area?
- Do you offer dog-friendly dining or rooms?
- Are there any historical points of interest in the area?
- When is the local farmers market?
- Are there any upcoming events in the area?

## Who is your target audience?

### Who are you talking to?

Are you looking to reach cycling and hiking groups who are 40+? They are more likely to be active on Facebook.

Looking to reach 25 to 35 year old couples or young families? They are more likely to be active on Instagram and Facebook.

Create content and write copy that attracts your target audience, and post it on the platforms that your target audience are primarily using.

## When should you be posting on Social Media?

- Check your analytics
- Consistency > Frequency
- You don't need to post in 'real time'
- Your feed shows the most popular posts, not the most up to date
- Think about the person, not the customer

*Example: Monday 8am, Wednesday 6pm, Friday 8am.*

## Facebook Best Practise

- Keep outbound links to a minimum - mix them in with other posts
- Be Social and encourage conversation/engagement
- Link your Facebook to Instagram so Stories appear on both platforms
- Use inbuilt Facebook features like Offers and Events for maximum exposure
- Use the Facebook bookings feature
- Use Facebook Creator Studio to schedule posts and gain access to extra Facebook Features such as the 'Shop Now' button
- Update your Facebook Page Button. This can be a link to the booking page on your website, or automatically start a phone call on click
- If you're a restaurant or café, use Facebook's bookings feature

## Instagram Best Practise

- Don't post more than once a day to your main feed.
- Post a few times throughout the day on your story
- Include interactive elements such as polls in your stories, this will have an impact on the amount of people who see your posts
- Instagram users only see popular posts, not up to date posts – so make sure your post receives likes and comments.
- Tag your location
- Keep your posting consistent. If you start posting every Monday and Thursday evening, keep to that schedule.
- Use hashtags to find new followers and gain engagement. Add your location as a hashtag, add popular tourism hashtags such as #VisitWales and #FindYourEpic
- Spend 30 minutes a week going through the feeds of the hashtags you use and engaging with other users followers. This will increase your following, engagement and awareness.
- Add important information such as menus, opening times, booking information as Instagram Highlights



# Community Management & Conquering

## Community Management & Conquering

- Take the time to use Social Media to be **Social**.
- Spend time each liking and commenting on other photos that use similar hashtags and locations as you. Follow bigger accounts like Visit Wales, interact their posts to gain visibility amongst their followers.
- Reply to your customers queries.
- Leave likes and comments on the photos you are tagged in from customers

All of this will help you gain more visibility online – increasing followers and engagement.

# Advertising

## Advertising on Facebook and Instagram

There are lots of different ways to target Facebook and Instagram users using Facebook Ads Manager. You can target based on interests, behaviours or demographics. For example:

- Use knowledge of past customer base to build a **Saved Audience** around demographics and interests.
- Use your email marketing database to advertise to members on Facebook and Instagram.
- Use your email marketing database to create a **Lookalike Audience** who are within 1% similarity to your past guests and customers.
- Create a **Lookalike Audience** who are within 1% similarity to people who regularly interact with posts on your Facebook or Instagram.

# Facebook Ads Manager Demo



# Remarketing

# Facebook Pixel & Remarketing

Installing a Facebook Pixel on your website allows you advertise to Facebook users who visited your website.

Perhaps these people were thinking of making a booking, but need an extra push with a discount code.

Maybe they were about to book, but got caught up doing something else, only to close the tab with your booking page on in their browser and forget all about it.

For those with a Wordpress, Wix, Squarespace or any other off-the-shelf CMS system website, installing a Facebook Pixel is easy. Once installed, you can create a **Custom Audience** in Facebook Ads Manager.

## Q&A

## Contact Details

### **InSynch Business Services Ltd.**

Tel: 01743 455989 / 01970 630077

Email: [charlie@insynch.co.uk](mailto:charlie@insynch.co.uk)

Website: [www.insynch.co.uk](http://www.insynch.co.uk)