

SOCIAL MEDIA FOR TOURISM

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SOUTH AUSTRALIAN TOURISM COMMISSION



WHAT WE WILL COVER TODAY

- Overview of SATC Social Media activity
- Why (good) content is king
- What is UTM tagging and why you should be doing this
- How to create a simple strategy for your business
- Instagram Stores explained
- What you can do



SATC'S NEW SOCIAL MEDIA STRATEGY

- Facebook's new algorithm = steady decline in organic reach & engagement
- The SATC launched its new strategy in November 2018 with a focus on meaningful metrics for industry.
- Growing fans & engagement % versus growing reach and conversions
- Facebook versus Instagram
- Posting Schedule



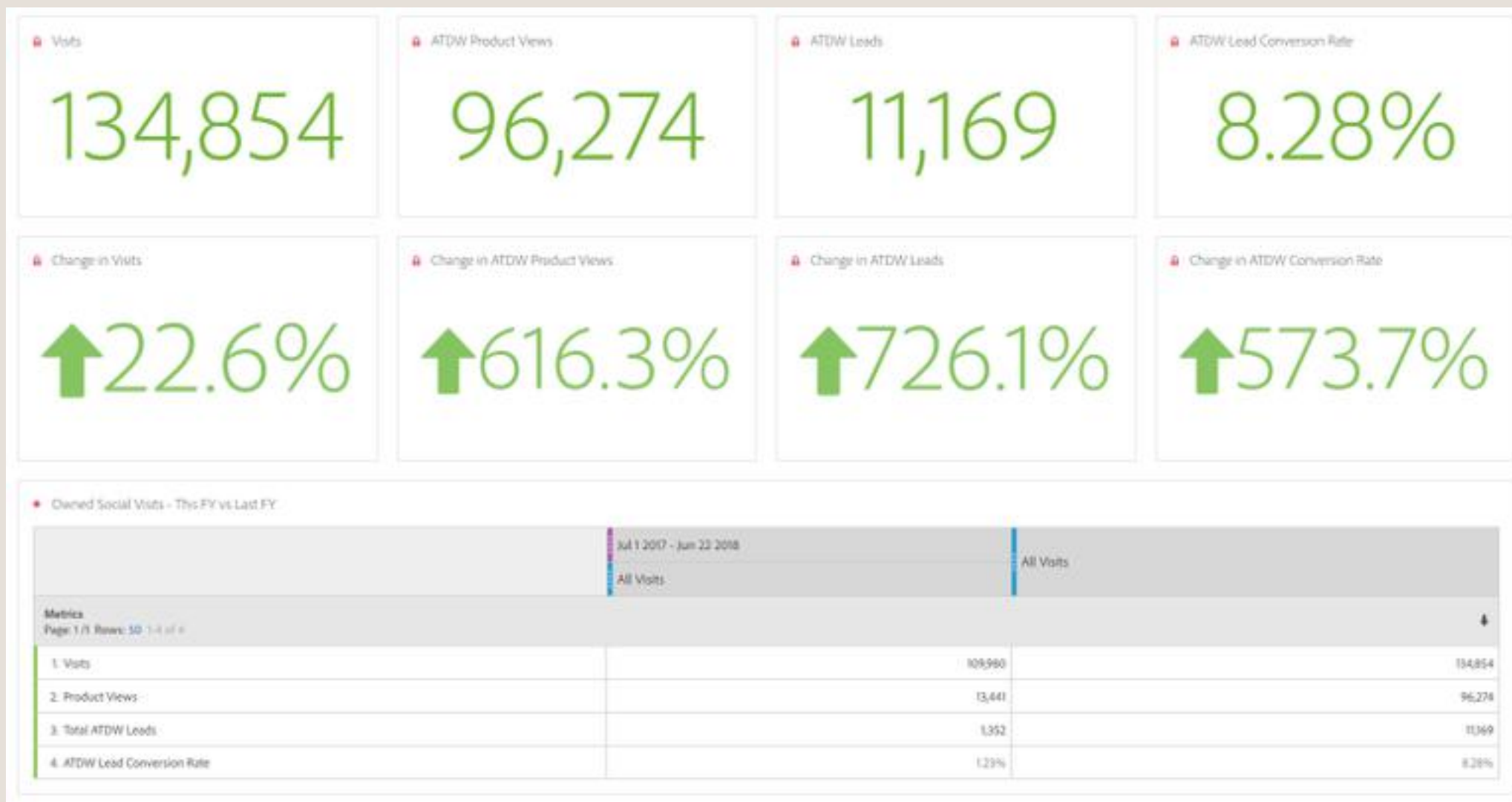
Green = last FY year
Blue = this FY year

OWNED SOCIAL CHANNELS | SCHEDULE

CHANNEL	POST TYPE	LANDING PAGE	SUN	MON	TUES	WED	THUR	FRI	SAT
FACEBOOK:	Landscape/wildlife	Campaign Page/ATDW product page	X	X	X				
	Accommodation/Restaurant	ATDW product page				X			
	Event	ATDW product page					X		
INSTAGRAM:	Landscape/wildlife	N/A (Link to brand campaign page in bio)	X	X	X				
	Accommodation/Restaurant	N/A (Link to brand campaign page in bio)				X			
	Event	N/A (Link to brand campaign page in bio)					X		
INSTAGRAM STORIES:	Landscape/Wildlife/Accommodation/Restaurant	ATDW product page			X				
	Tour Operator/Experience	ATDW product page					X		
	Monthly What's On	ATDW product page				X*			
TWITTER:	Landscape/Wildlife	ATDW product page	X	X	X	X	X		
	Accommodation/Restaurant	ATDW product page	X		X		X		
	Event	ATDW product page		X		X			X
	Tour Operator/Experience	ATDW product page	X		X		X		



YEAR TO DATE RESULTS



FACEBOOK | BRAND AWARENESS AND REACH

South Australia (AU, NZ)
Published by AJ Tucker (1) · 16 June at 18:30 · 🌐

Adelaide, you're picture-book pretty! 🍁🍂
<http://bit.ly/StayAWhileInAdelaide>
Photo: @joeyjones (via IG)



347,952 People reached 66,591 Engagements Boost Post

👍👎🗨️ Tammy Papini, Brent Hill and 22K others · 745 comments · 3.7K shares

South Australia (AU, NZ)
Published by AJ Tucker (1) · 14 May · 🌐

That day we saw red in Mount Lofty Botanic Garden! 🍁🍂🍁
<http://bit.ly/WalkInAnAutumnWonderland>
Photo: @jeff_chen216 (via IG)



591,641 People reached 115,141 Engagements Boost Post

👍👎🗨️ 33K · 1.5K comments · 6.2K shares

South Australia (AU, NZ)
Published by AJ Tucker (1) · 26 May at 18:30 · 🌐

Red leaves and red wine... let's make the most of the last week of autumn!
<http://bit.ly/BetweenTheVines>
Photo: Between the Vines Vineyard and Cellar Door in Visit Adelaide Hills



190,804 People reached 24,738 Engagements Boost Post

👍👎🗨️ Tammy Papini, Brent Hill and 13K others · 451 comments · 1.2K shares



FACEBOOKKI CONVERSION

South Australia (AU, NZ)
 Published by Georgina Weslett 11 · 6 February · 🌐

Happy place found! Excuse us while we kick back under the stars and admire the view nestled in nature... 🌲🏡🌙

<http://bit.ly/Hideyhole>

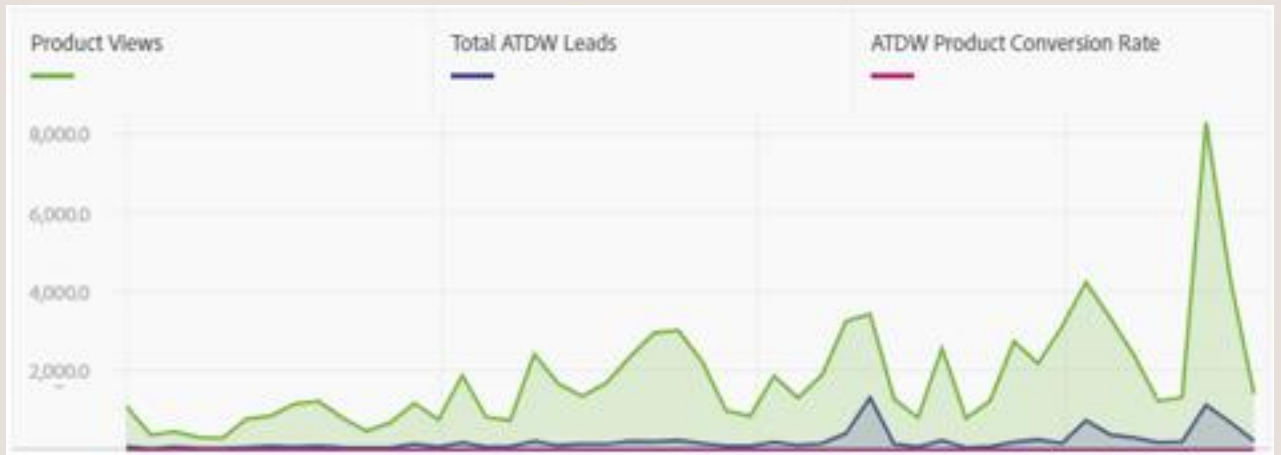
Photo: @kelyeah (Via IG) at Hideyhole in Ironbank, Visit Adelaide Hills



87,800 People reached 7,218 Engagements [Boost Post](#)

👤👤👤 You, Hanna Lov, Brent Hill and 1.3K others · 227 comments · 162 shares

	Product Views	Total ATDW Leads	ATDW Product Conversion Rate
Product Name (v29) Page: 1/1 Rows: 5 1-1 of 1	 2,146	 ↓ 1,056	 49.2%
1. hideyhole	2,146 100.0%	1,056 100.0%	49.2%



FACEBOOKKI CONVERSION

South Australia (AU, NZ)
 Published by Ladhian Swan (1) · 30 January · 🌐

It's paradise squared... How incredible is The Cube Murray River? 🏡🌳
<http://bit.ly/StayAtTheCube>

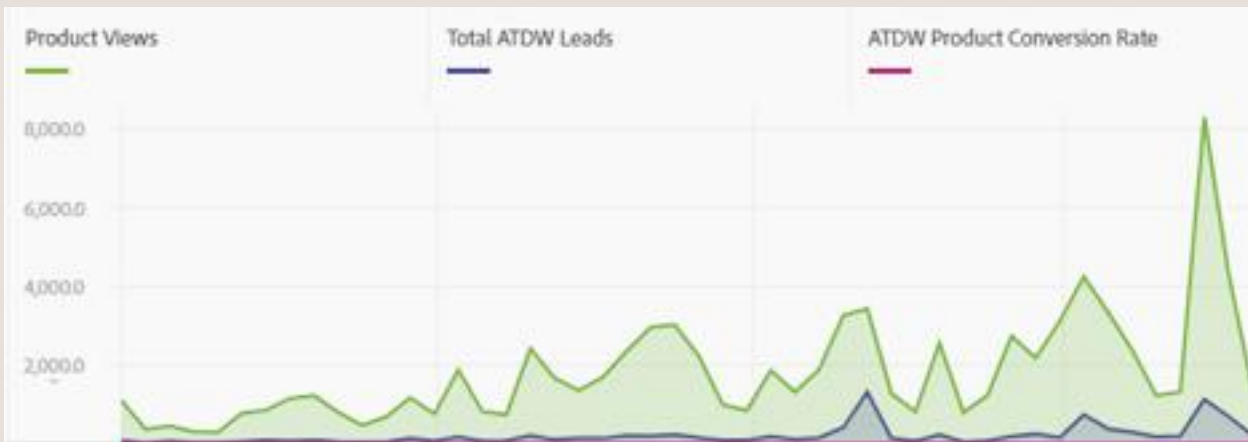


South Australia
 State

154,224 People reached 21,081 Engagements

Send Message Share again

	Product Views	Total ATDW Leads	ATDW Product Conversion Rate
Product Name (v29) Page: 1/1 Rows: 5-11 of 1	 2,246	 476	 21.2%
1. the cube murray river	2,246 100.0%	476 100.0%	21.2%



FACEBOOKKI CONVERSION

South Australia (AU, NZ)
 Published by AJ Tucker (T) · 10 April

Tonight you'll find us tucked in a quiet corner of [Kuitpo](#), nestled beneath a purple blanket...

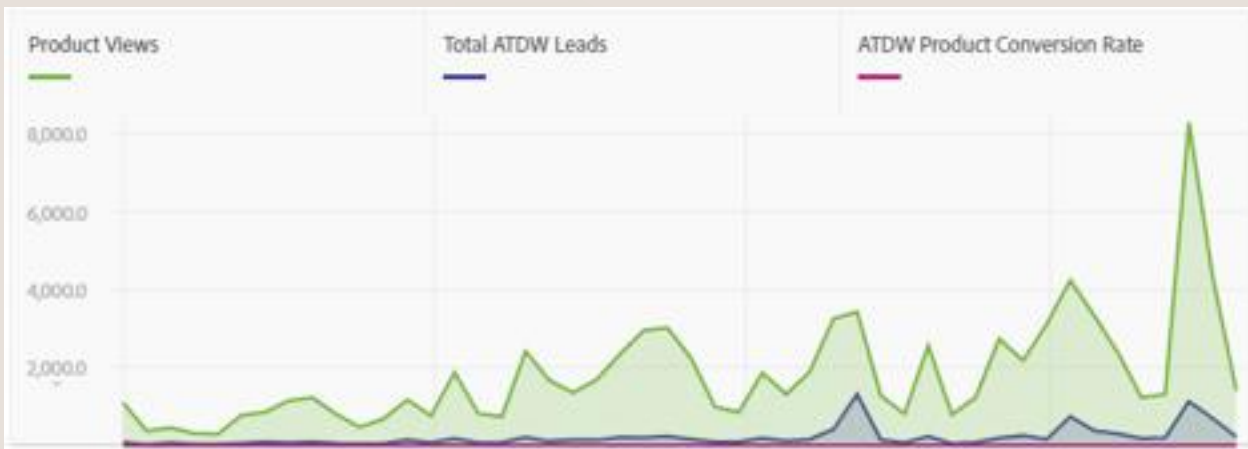
<http://bit.ly/KuitpoCABNlever>



99,854 People reached 12,358 Engagements [Boost Post](#)

👍👎🗨️ 7.9K 193 comments · 347 shares

	Product Views	Total ATDW Leads	ATDW Product Conversion Rate
Product Name (v29) Page: 1 / 1 Rows: 5 - 1-1 of 1	1,295	250	19.3%
1. cabn kuitpo	1,295 100.0%	250 100.0%	19.3%



FACEBOOK | BRAND AWARENESS AND CONVERSION



South Australia (AU, NZ)
Published by AJ Tucker (?) · 12 June at 18:30 · 🌐

Now that's what we call a room with a view... 🌿
<http://bit.ly/BeSurroundedByNature>
Photo: Trestrail Cottage in Clare Valley.

62,942 People reached 4,576 Engagements [Boost Post](#)

👍❤️👏 Georgie Woskett, Brent Hill and 635 others 233 comments 48 shares



- UTM tagged to drive leads to YOU



- 685 PRODUCT VIEWS
- 85 ATDW LEADS

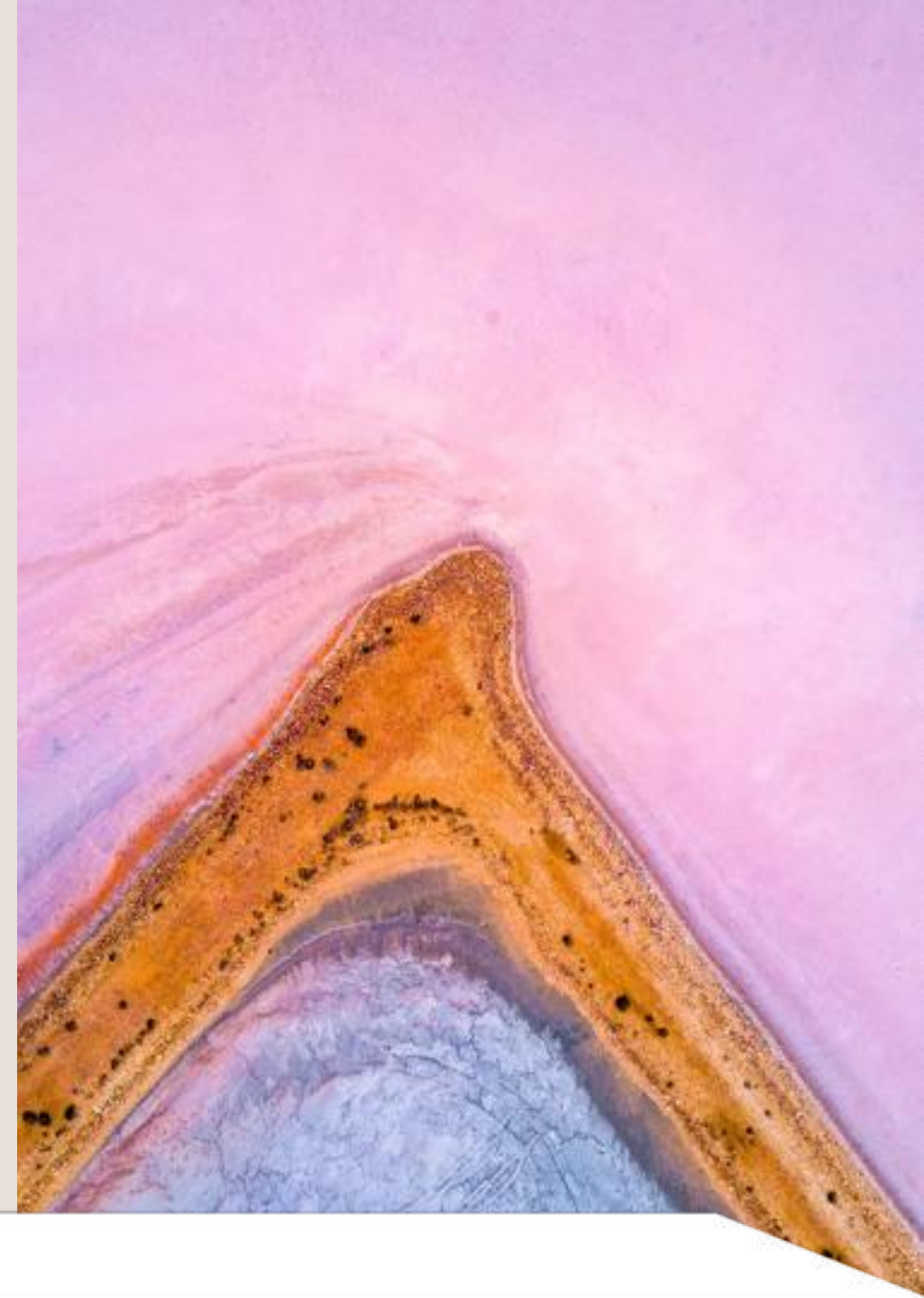


- UNIQUE
- WOW FACTOR
- USE YOUR PHONE!



ANALYTICS | Adobe/Google analytics

	Product Views	Total ATDW Leads	ATDW Product Conversion Rate
Product Name (v29) Page: 1/1 Rows: 5 1-1 of 1	 685	 ↓ 85	 12.4%
1. trestrail cottage	685 100.0%	85 100.0%	12.4%
Tracking Code Page: 1/1 Rows: 5 1-1 of 1	 681	 84	 12.3%
1. Social:Facebook AU:Trestrail:	681 100.0%	84 100.0%	12.3%



UTM LINKING

- Track traffic to your website from specific platforms i.e. Facebook
- Campaign URL builder: <https://ga-dev-tools.appspot.com/campaign-url-builder/>
- Shorten link using bitly.com
- Track through Google Analytics (referrals) – it's FREE! <https://analytics.google.com/analytics/web/#/>
- Google Analytics is easy to use. Look online for beginners guides: <https://blog.hootsuite.com/how-to-use-utm-parameters/>

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. Note: the generated URL is automatically updated as you make changes.

* Website URL
The full website URL (e.g. https://www.example.com)

* Campaign Source
The referrer (e.g. google, newsletter)

* Campaign Medium
Marketing medium (e.g. cpc, banner, email)

* Campaign Name
Product, promo code, or slogan (e.g. spring_sale)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

Set the campaign parameters in the fragment portion of the URL (not recommended)



LET'S GET PRACTICAL

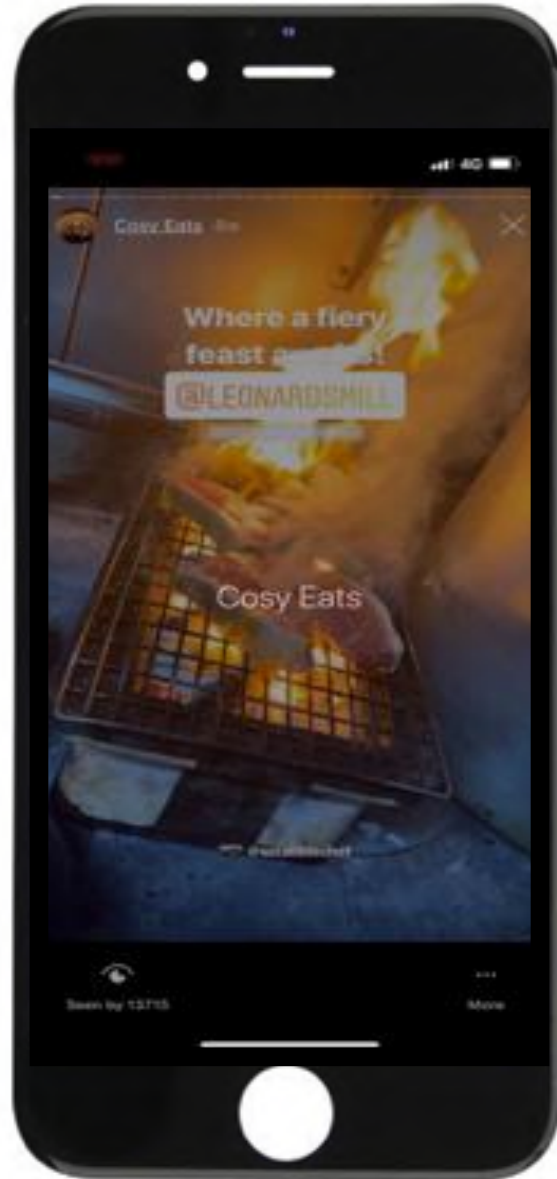


INSTAGRAM STORIES

- Jan 2019: 500M daily active users on IG stories (the fastest growing medium of all time)
- 1B stories are shared by people across the platform every day
- Stories inspire interest in action: 58% of go to website to get more information
- SATC uses stories to feature tourism businesses collaboratively
- 58% of people want stories that are fun, 55% real and authentic and 52% creative
- Traffic from stories have increased by 1,475% YoY and have drive 100K social media operator leads

SATC'S STORIES

- Average Story Views: 18K
- Average SO leads: 4,500
- Average ATDW leads: 100
- Average Site Visits: 230





INSTAGRAM STORIES CHEAT SHEET

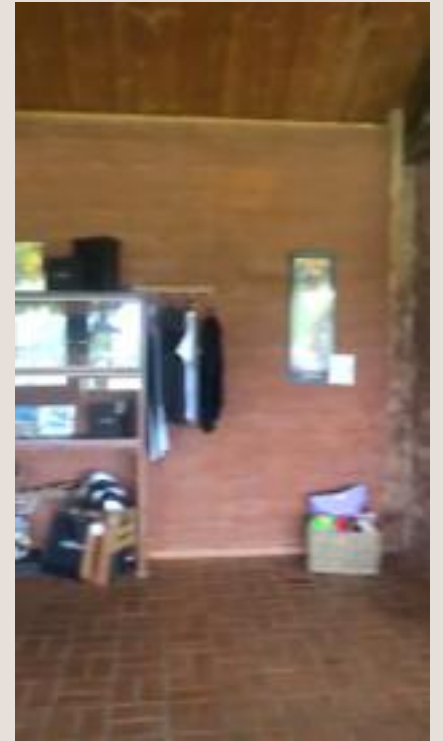
- Length: between 7-15 seconds per frame
- Portrait for photo and video
- Shoot on your phone in first person
- Don't overthink it! First person experience, natural
- Keep videos real – raw, unedited, no filters, fun
- Tell a story, take people on a journey and have fun!
- Mix of content to encapsulate experience
- Show the setting, action and what makes you unique
- Capture situational & environmental sound effects



VS



VS



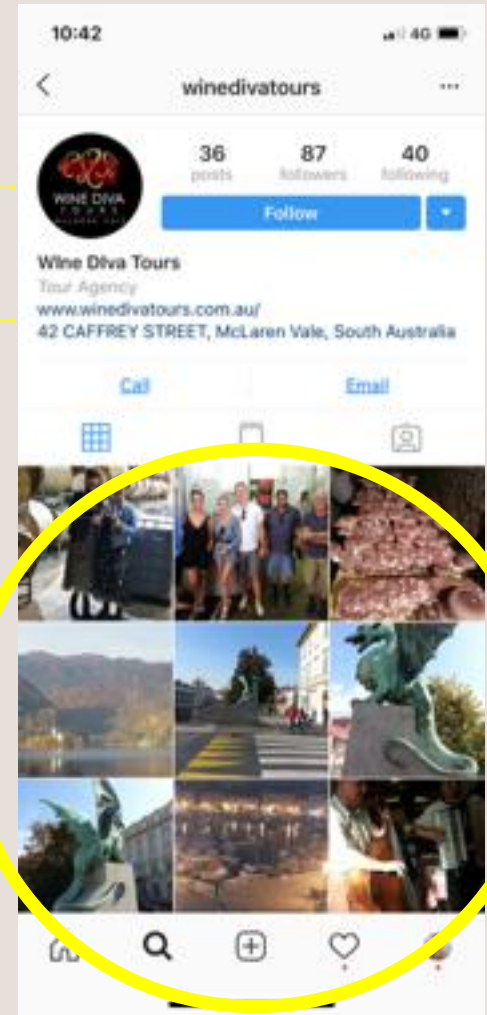
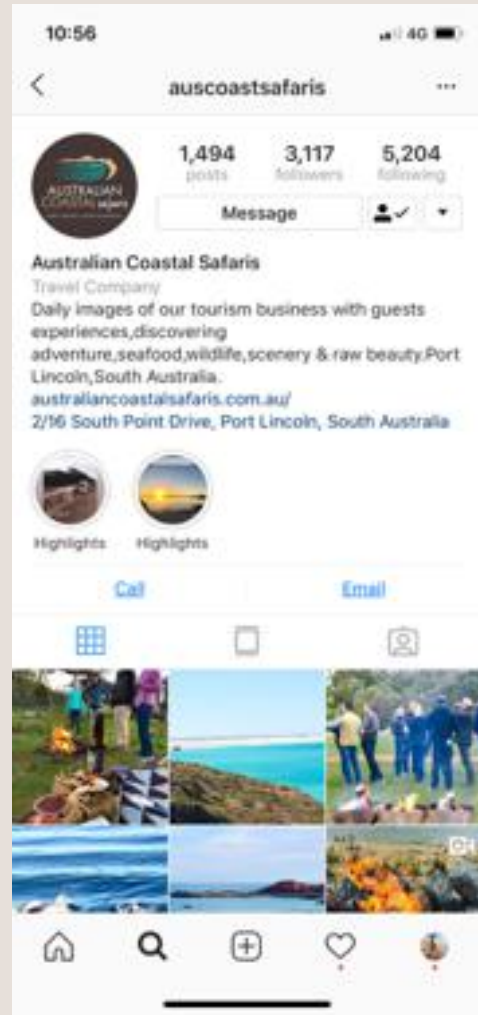


VS



VS

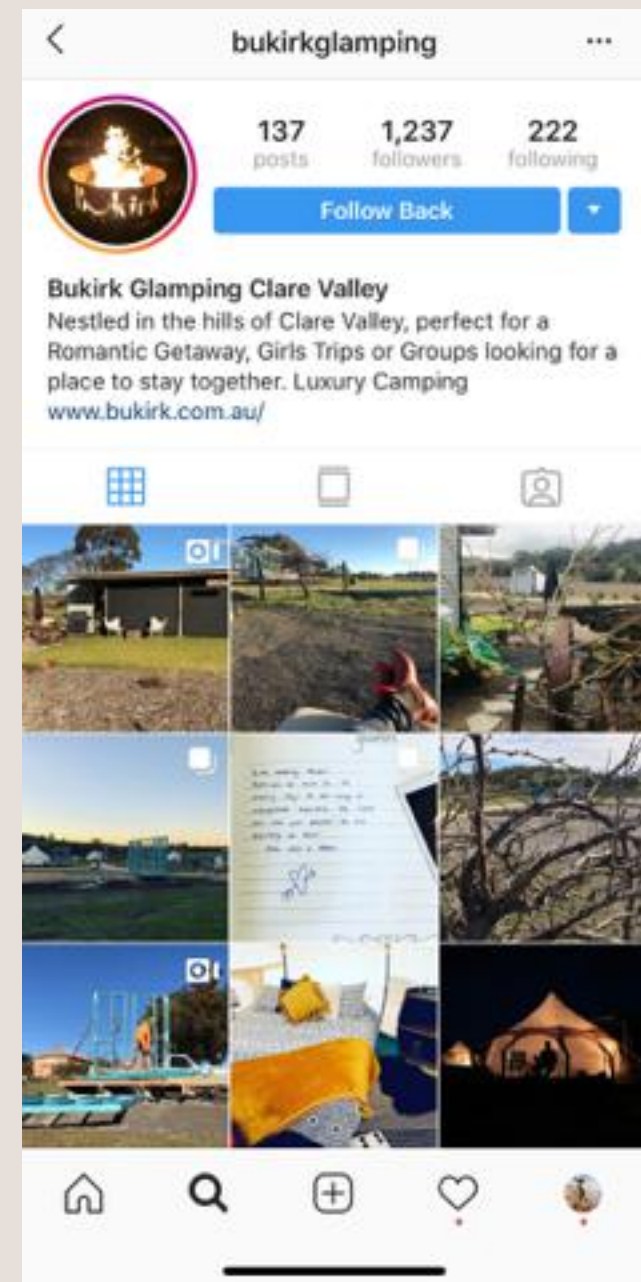




A SIMPLE STRATEGY | BUKIRK GLAMPING

FORMULA

- GOOD CONTENT = ENGAGEMENT
 - ENGAGEMENT = REACH
 - REACH = BRAND AWARENESS
 - BRAND AWARENESS = CONVERSIONS
-
- Example: Esther The Wonder Pig [Instagram](#)



- **Short Term Objective:** Create a recognisable brand that people consider as a place to *stay* in Clare.
- **Long Term Objective:** Become a *destination* because of our Instagram brand
- **How:** Using Kevi as our brand voice and connecting with a community through social media
- Be obvious and clear about your brand positioning
- Post consistently:
 - Sunday PM: Kevi video/image + caption
 - Monday PM: Glamping/Property video or image + caption example
 - Wednesday PM: A Guest re-post + caption | example
 - Thursday PM: Kevi video/image + caption
- Brand Personality
- Make use of Instagram Story Features – polls, quizzes, questions
- Can people contact you on social media? Will you reply?
- Can people book you from social media? How many clicks does it take?





CTA Option 1:



CTA Option 2:



BOOSTING/ADS

- Pay to play environment
- Reach new *and* repeat targeted audiences
- Optimise toward engagement and/or conversions

- Example – currently boosted
- Example – to boost

<http://bit.ly/WinterDaysInTheAdelaideHills>
Photo: @samclarkphotography (via IG) in Visit Adelaide Hills



Get more likes, comments and shares
This post is performing better than 95% of other posts on your Page.
Boost it to get more great results.

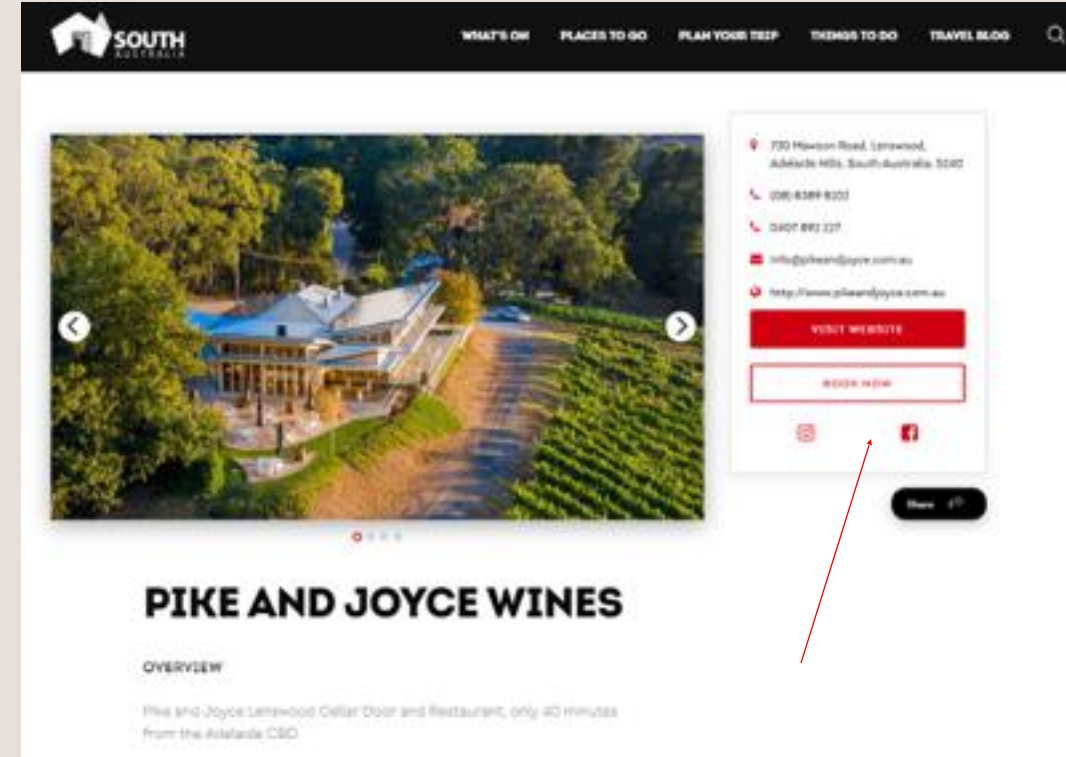
41,996	3,032	Boost Post
People reached	Engagements	

1.1K 43 Comments 173 shares



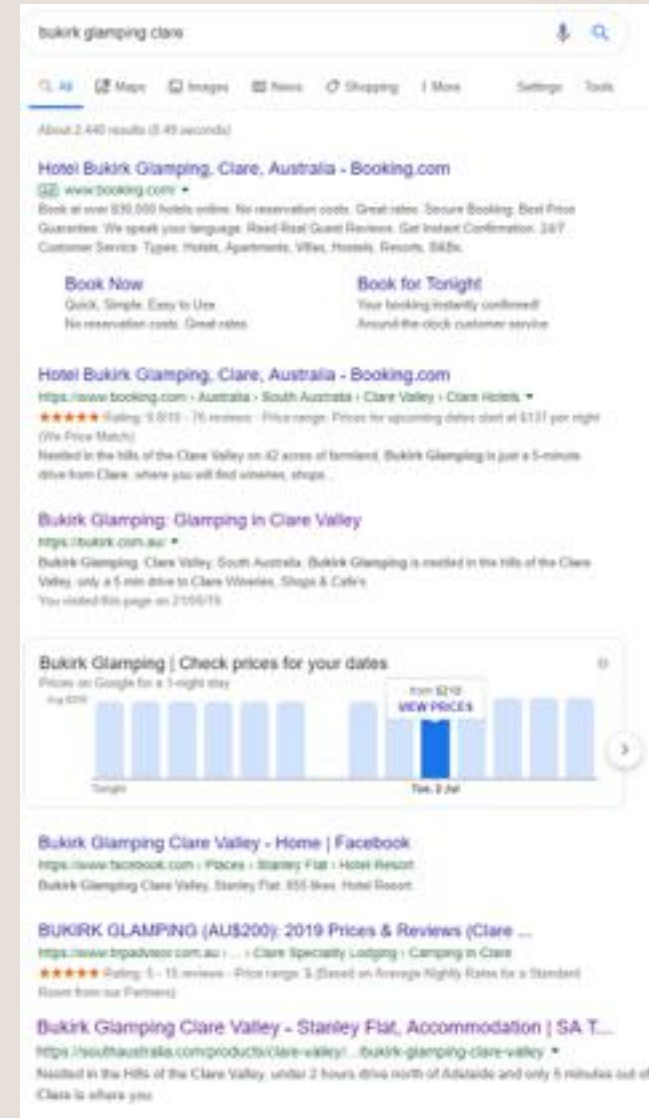
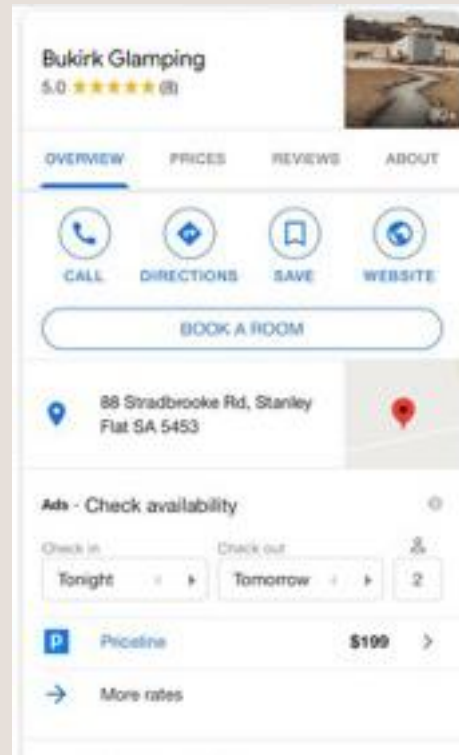
WHAT YOU CAN DO | ATDW

- Listing your business on the Australian Tourism Data Warehouse is free for SA tourism businesses
- ATDW listings allow SATC to easily distribute operator content across southaustralia.com, e-newsletters, social media, and any other digital communications and marketing activity
- ATDW listings are also distributed across various other tourism sites including regional tourism websites and australia.com
- Checking and updating your listings is important
- Adding any additional offerings, tours, events, etc. increases your presence
- Ensure your 'booking url' is the most direct path to purchase/book your product as this forms the 'BOOK NOW' button



WHAT YOU CAN DO | LOCAL SEO

- Google MyBusiness as well as other search engines and services e.g. Bing, True Local etc.
- Ensure all information and locations are up to date and correct
- Photos of location/business
- Google listings have high visibility, especially on mobile



WHAT YOU CAN DO | SOCIAL MEDIA

- Facebook, Instagram, WeChat
- Need to devote time to regularly engage with audience
- Posting and re-posting videos and photos of your business and offerings
- Encouraging visitors to take photos whilst at your restaurant, cellar door, bed & breakfast, tour, etc. with items or locations that are unique to you
- Tag @southaustralia and #SeeSouthAustralia
- Using social media to drive traffic and engagement to your website
- Social media advertising vs boosted posts (custom and lookalike audiences)



656,899 Page Reached		
37,249 Reactions, comments & shares		
26,191 Like	22,484 On post	2,707 On stories
1,957 Love	1,840 On post	317 On stories
56 Hate	53 On post	3 On stories
2,028 Wow	1,796 On post	232 On stories
6 Sad	5 On post	1 On stories
4 Angry	3 On post	1 On stories
6,133 Comments	6,133 On Post	0 On Shares
1,906 Shares	1,869 On Post	37 On Shares
36,227 Post Clicks		
6,222 Photo views	4,035 Link clicks	25,970 Other clicks
NEGATIVE FEEDBACK		
211 Hide Post	48 Hide All Posts	
2 Report as Spam	0 Unlike Page	



WHAT YOU CAN DO | INFLUENCERS

- Social media is a very powerful and inexpensive medium to promote your business
- Social media influencers can help market your brand to a new audience – a targeted audience that is relevant to your business
- Influencers can help with your brand awareness, convert new customers, provide you with copyright free content to use, help launch a campaign, or even take over your social media platforms for a period of time
- The SATC has produced a 'Working with Influencers' online handbook which is available on our industry website tourism.sa.gov.au



WHAT YOU CAN DO | DIGITAL PRESENCE

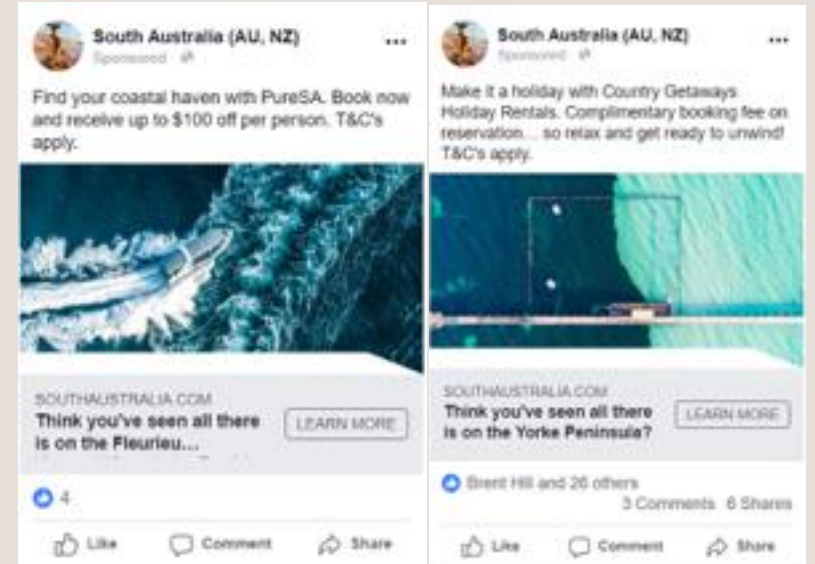
- Don't be afraid to engage a digital marketing agency for media or SEO, however there are many free training resources available on Google & Facebook's websites
- We work with Reprise for SEO but there are many good independent operators in SA who work with SMEs (e.g. Kwasi Studios, Digital Noir, EnvyUs)
- News Corp also has a division called News Xtend which manages digital marketing for SMEs
- Local social media agencies include: Social Media AOK and Scout Digital Marketing

WHAT YOU CAN DO | ANALYSIS AND ROI

- Google Analytics – Goals (conversions)
- UTM tagging (Google Campaign URL Builder
<https://ga-dev-tools.appspot.com/campaign-url-builder/>)
- Understanding the source of your website traffic and conversion attribution
- Landing pages and destination copy

WHAT YOU CAN DO | DATA SHARING & TAGGING

- SATC encourages tagging of operator websites when featuring operators in campaigns and digital marketing
- This allows us to efficiently drive traffic from ATDW listings to website to book
- Opportunity to advertise offers via digital marketing
- Develop a marketing touch rate and share insights



CAMPAIGN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SUMMER	█							█	█	█	█	█
FESTIVALS	█	█	█	█	█							
WINTER			█	█	█	█	█					
ALWAYS ON	█	█	█	█	█	█	█	█	█	█	█	█





SOUTH
AUSTRALIA