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Mixing It Up on Marketing: Inspiring and Engaging New Travelers

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EST.  1733

China



India



Italy



Meet Lauren.

data nerd. girl mom (x2). pretty dress lover.

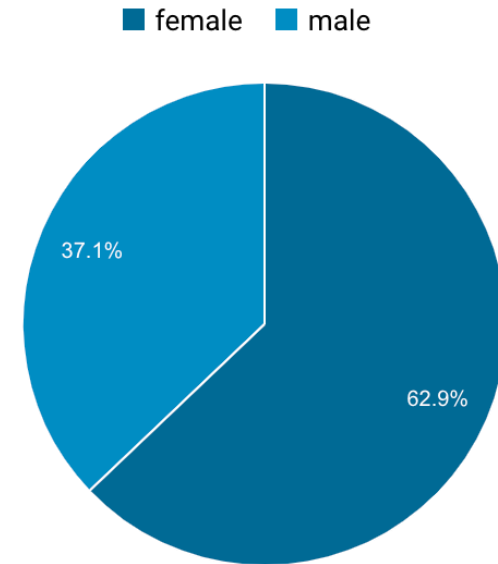
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What research tools
are you using to
better understand
your customers?

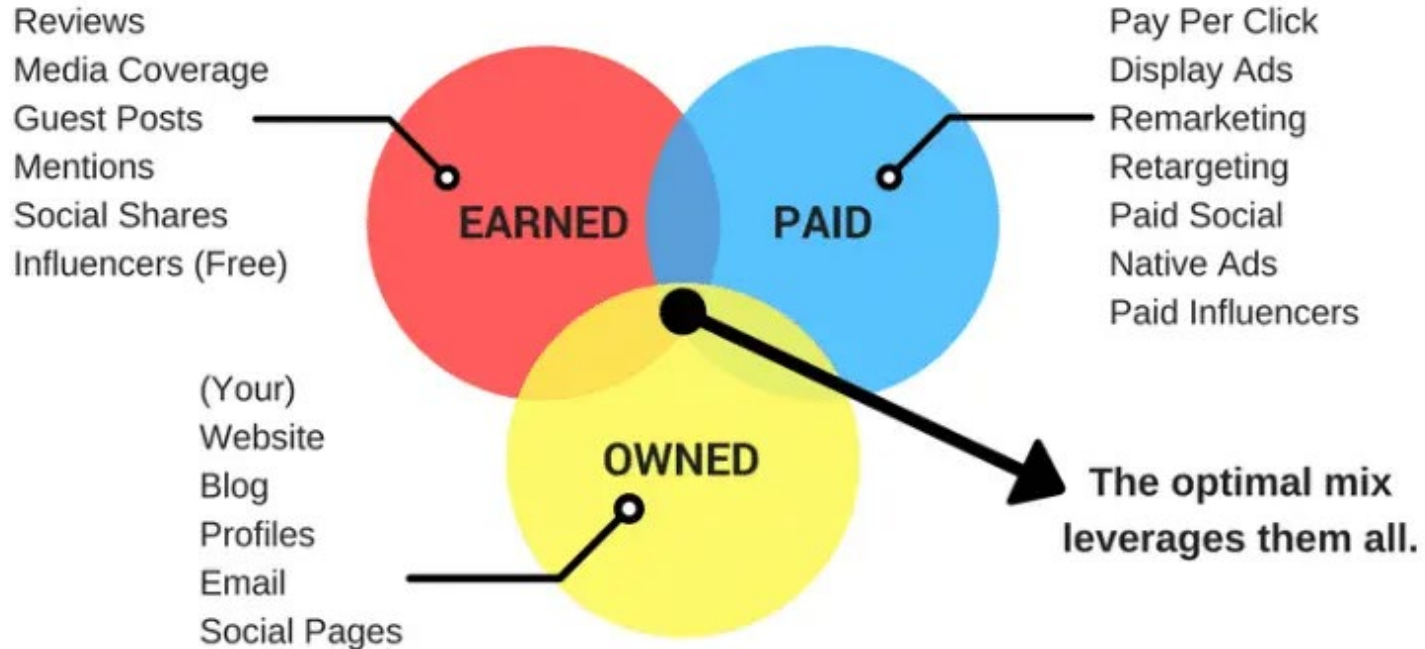
Research tools already at your disposal

- Google Analytics
- eMail newsletter statistics
- Social media insights
- Past attendee database
- Alumni database
- DMO/CVB data
- Surveys

19.14% of total session



The Digital Marketing Mix



Owned media is **any online property owned and controlled by a brand**, such as a blog, website or social media channels. The more owned media channels a business has, the larger their digital footprint, which means more potential reach to customers and followers.

What owned media
do you utilize to
market your
business?

What are your
biggest hurdles when
it comes to your
owned media?

Work smarter, not harder

- Rule of 5: For every piece of content you create, find **AT LEAST** 5 different ways to use it.
 - Post an article on your website.
 - Share the article on Facebook, LinkedIn, Pinterest, etc.
 - Include a link to the article in your eNewsletter.
 - Create a short video that accompanies the article.
 - Create a Facebook or Instagram Story about the article.



Top 10 Reasons to Take a Guided Trip

Creating content for owned media

- **FREE** tools all content creators can use:
 - Photos:
 - Free, easy Photoshop version
 - Adobe Spark
 - Canva
 - Video
 - iMovie
 - Lumen5
 - Boomerang
 - Infographic
 - Google Charts
 - Infogram
 - **Be a copycat! Watch, learn and implement**










Recycling isn't just good for the environment

- Reuse and recycle content.
- Only 2% of your online audience sees any given post.
- Reuse evergreen content in the future.
- Refer users to content when possible.
 - Answer online questions with content.



Publication

| | | | |
|--|--|------------------------------|--------|
|  | This weekend is the Rock 'n' Roll Running Series Savannah! 🏃 Here's how you can run your way through Savann... | November 4, 2021 at 6:35 PM | Public |
|  | Headed straight for adventure! 🏠 . @dontdropdaswope] | November 5, 2021 at 11:07 AM | Public |
|  | Savannah's Plant Riverside District has one of the most luxurious shopping experiences in the Lowcountry! | November 5, 2021 at 6:20 PM | Public |
|  | Never met a sunrise we didn't like. 😊 🏠 . @dustan_atkinson] | November 6, 2021 at 11:45 AM | Public |
|  | Get ready for an unforgettable outdoor adventure at these historic state and national parks of Savannah! | November 6, 2021 at 6:16 PM | Public |
|  | These aren't your average tours. Which one will you try next? | November 7, 2021 at 11:42 AM | Public |
|  | Savannah's show-stopping skyline! 🏠 . @joshontybee] | November 7, 2021 at 6:39 PM | Public |

- Schedule your content in advance.

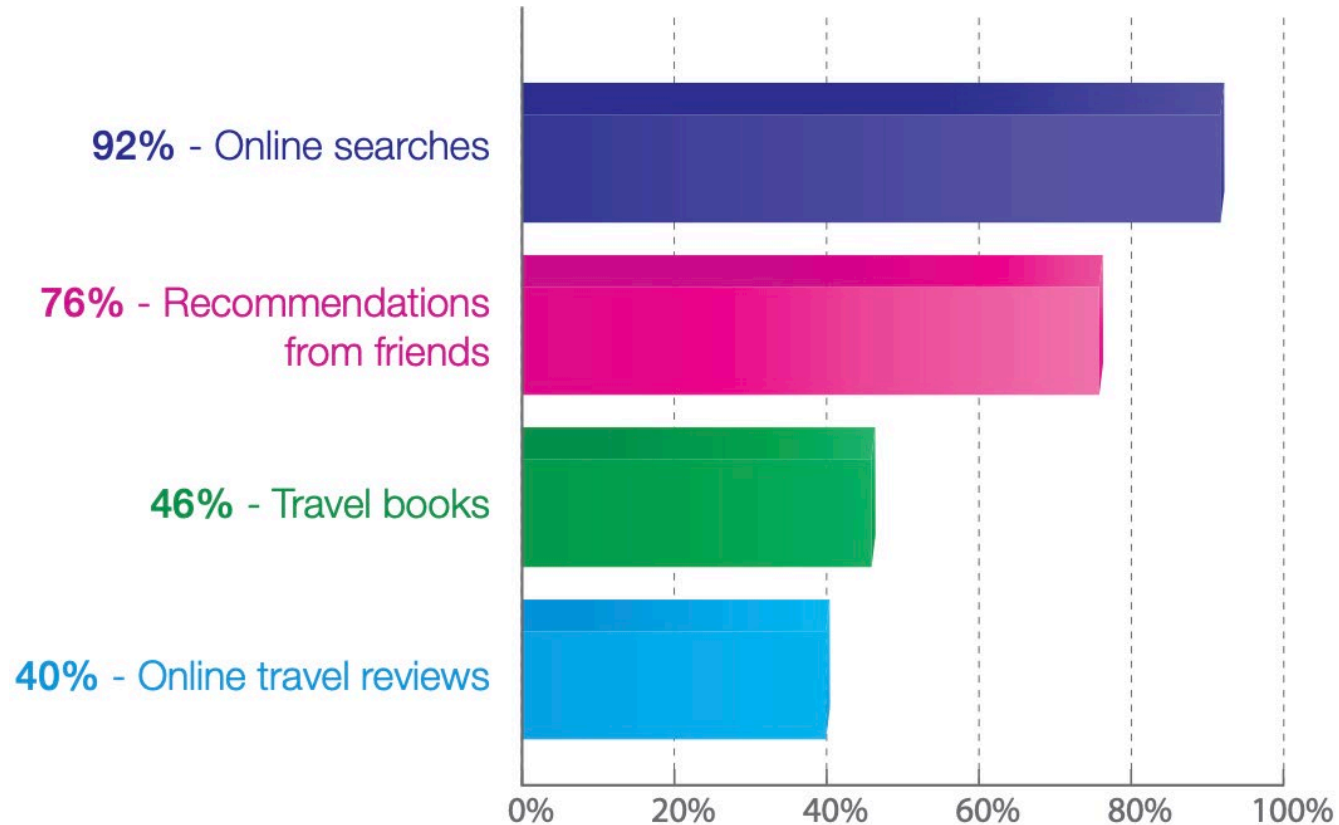
- Facebook: built-in scheduling
- Twitter: Twitter Ads
- Instagram: Latergram
- eMail: Constant Contact, Mailchimp, iContact, etc.

Earned media can be observed in brand mentions and media awareness **awarded via promotion**, rather than paid advertising. This can also be considered **“organic” media**. For example, earned media may include mentions in online articles, television interviews or consumer-generated videos.

What earned media
do you utilize to
market your
business?

What are your
biggest hurdles when
it comes to your
earned media?

Most Popular Information Sources for Travel Research



Create brand ambassadors

1. Ask for reviews & testimonials

1. Post-trip automated emails
2. Dedicated eBlast to past attendees
3. Source them on social media

2. Reward positive behavior

1. Always respond to the review
2. Use their review and photo on social media, website and/or eMail channels
3. Send them swag – if you have it

What did you think of your recent purchase?



We'd love to hear how you and your pet enjoyed these products. Please leave a review so we can share it with other pet parents just like you.



**Blue Buffalo Life Protection Formula
Puppy Lamb & Oatmeal Recipe Dry
Dog Food**

[WRITE A REVIEW >](#)



**Nylabone Healthy Edibles Twin Pack
Roast Beef Flavor Dog Bone Treats**

[WRITE A REVIEW >](#)



**Zuke's Mini Naturals Fresh Peanut
Butter Formula Dog Treats**

[WRITE A REVIEW >](#)

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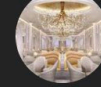
SATISFACTION
GUARANTEED



HASSLE-FREE
RETURNS

Foster a community: Facebook groups

1. Provide value for customers
2. Discuss current events
3. Source more content for owned media
4. Communicate with your brand ambassadors
5. Promote offerings



Travel Planners International - Oceania Cruises - Advisor Group

Private group · 192 members

Exclusive group for Travel Planners
International advisors looking to learn about,...



Innovative Tours & Travels

Public group · 10K members

Travel agents sell transportation, lodging, and
admission to entertainment activities to...
50 posts a day



Traveling with Kids Worldwide

Private group · 41K members

This group is for parents who love to travel with
their kids and who want to share their...
20 posts a day



Journal & Planner BST

Public group · 9.8K members

A fb marketplace where we can Buy, Sale &
Trade bullet journal/Planner items. I personall...
30 posts a day



Travel Community

Private group · 168K members

Welcome to our Travel Community, where
travelers from all over the world come togeth...
10 posts a day



Paid media refers to **external marketing efforts** that involve a paid placement, such as pay-per-click advertising, branded content and display ads.

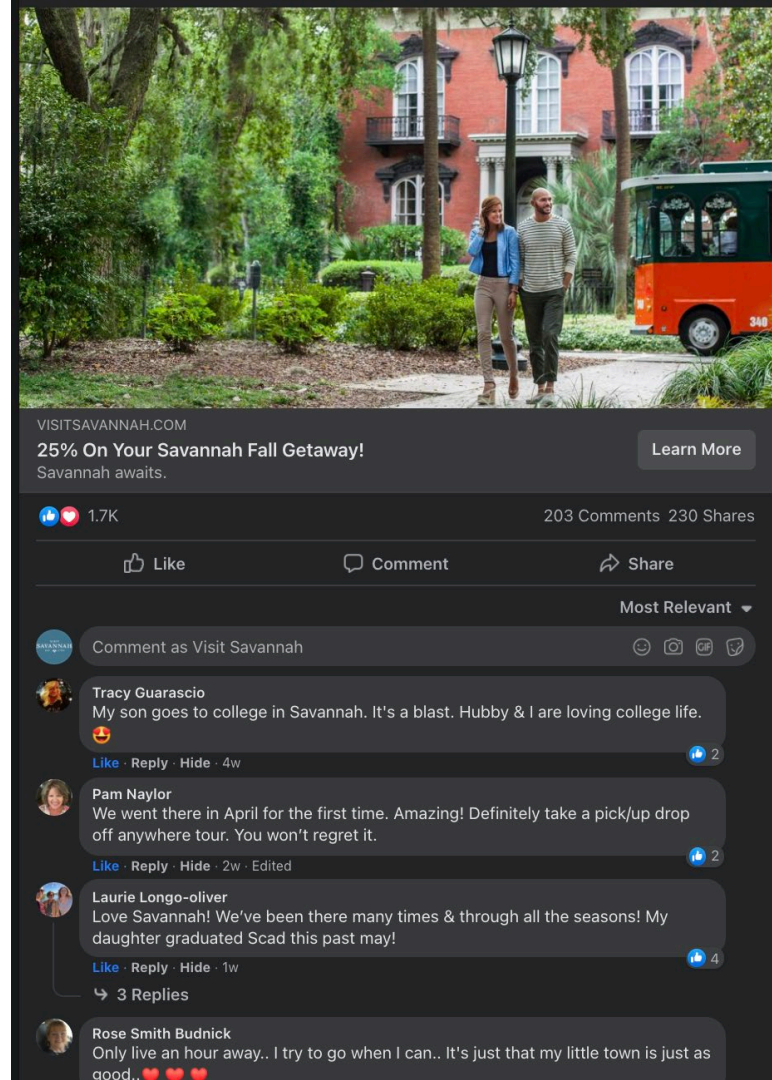
What paid media do
you utilize to market
your business?

What are your
biggest hurdles when
it comes to paid
media?

Social media advertising

- Benefits:

- Cost-effective
- Micro-targeting
- Personalization
- Remarketing
- Branding
- High quality traffic
- Conversions



HERE'S HOW IT WORKS

 YOUR DATABASE



FACEBOOK



LOOKALIKE AUDIENCE

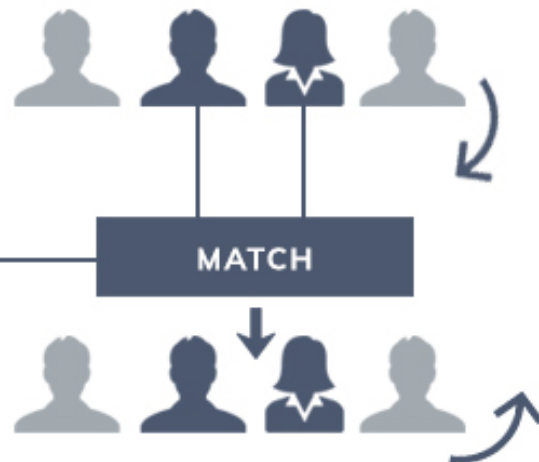
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Let's Discuss

Questions, concerns, success stories, lessons
learned, etc.