Mixing It Up on Marketing: Inspiring and Engaging New Travelers

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Meet Lauren.

data nerd. girl mom (x2). pretty dress lover.
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
The Digital Marketing Mix

Earned:
- Reviews
- Media Coverage
- Guest Posts
- Mentions
- Social Shares
- Influencers (Free)

Paid:
- Pay Per Click
- Display Ads
- Remarketing
- Retargeting
- Paid Social
- Native Ads
- Paid Influencers

Owned:
- (Your) Website
- Blog
- Profiles
- Email
- Social Pages

The optimal mix leverages them all.
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.
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.
### 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

- **92%** - Online searches
- **76%** - Recommendations from friends
- **46%** - Travel books
- **40%** - Online travel reviews
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
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
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

grace.gurner@email.com

davidkavel@email.com

dellieohea@email.com

nataliefrank@email.com

brockplowman@email.com

FACEBOOK

LOOKALIKE AUDIENCE

MATCH

SEARCHBOX
Let’s Discuss

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