

Digital Marketing: Trending Opportunities for Tourism Businesses

Liz Ward
Tourism Tribe

Darwin 27 March - Alice Springs 29 March 2019





Change is the
only constant

Heraclitus

Where did you start?



www.oversixty.com.au/entertainment/technology/40-years-of-mobile-phones-in-pictures/

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Number of Years to Reach 50 Million Users



68 years



50 years



22 years



14 years



12 years



7 years



4 years

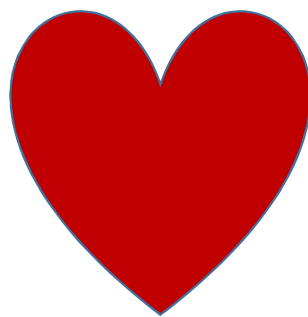


**200 million users in
less than a year**



Trending Opportunities for Tourism Businesses

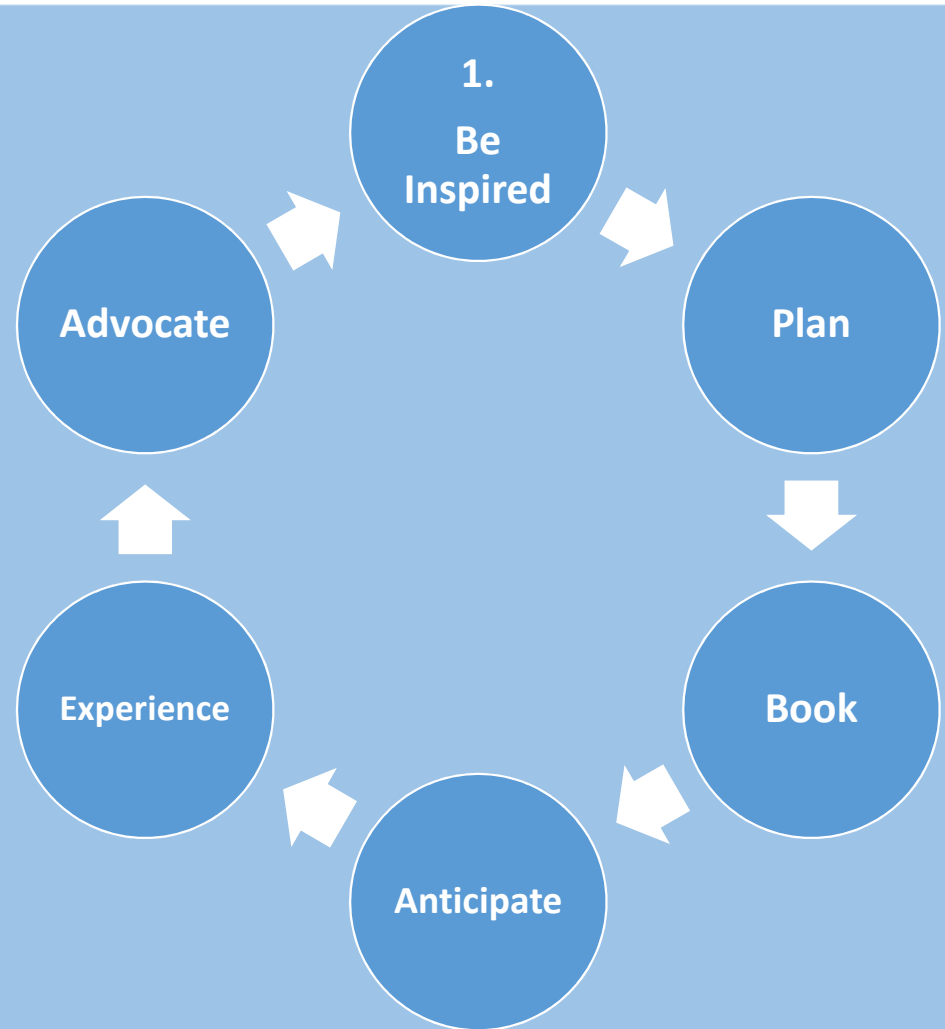
Exchanging Value Your Guests and Your Business



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#1 Experience driving planning and decision making



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#1 Experience - Business Opportunities

- Create memorable experiences
- Provide remarkable services
- Market experiences in your business and your region
- Use storytelling to make emotional connections with your guests

#2 Personalisation



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#2 Personalisation - Business Opportunities

- Understand how search engine optimisation works
- Create content that connects with your ideal guest and inspires them and is useful to them
- Learn about your ideal guests through their content and social media
- Shift your mindset to a one to one relationship through social media
- Segment your customer database and personalise your messages

#3 Guest content trumps business content



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#3 Guest content trumps business content

**Trip In A Van** posted a link
Sep. 2018

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As you make your way through the middle of Australia you will come across the town of Katherine in the Northern Territory. With Gorges, Hot springs, fishing and wildlife it's a good spot to camp for a few days and check it all out.



**TOP PARKS - RIVERVIEW TOURIST VILLAGE -
KATHERINE, NT**

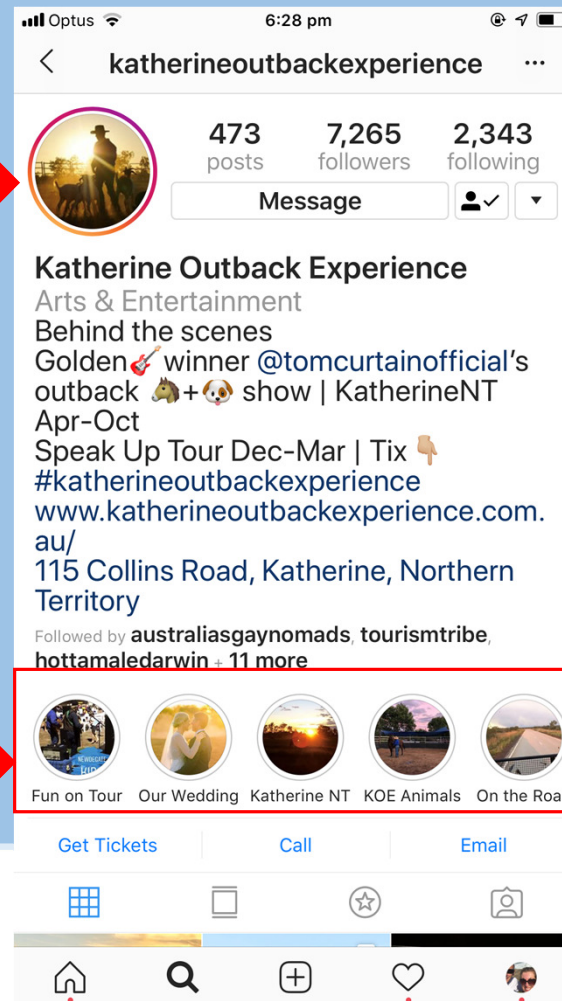
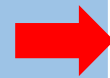
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#3 Guest Content - Business Opportunities

- Share your guests' content
- Value your guests feedback and implement a review management policy
- Encourage guest feedback
- Use your unique #hashtag in your branding
- Value your social media profiles as branded assets

#4 Video trumps images



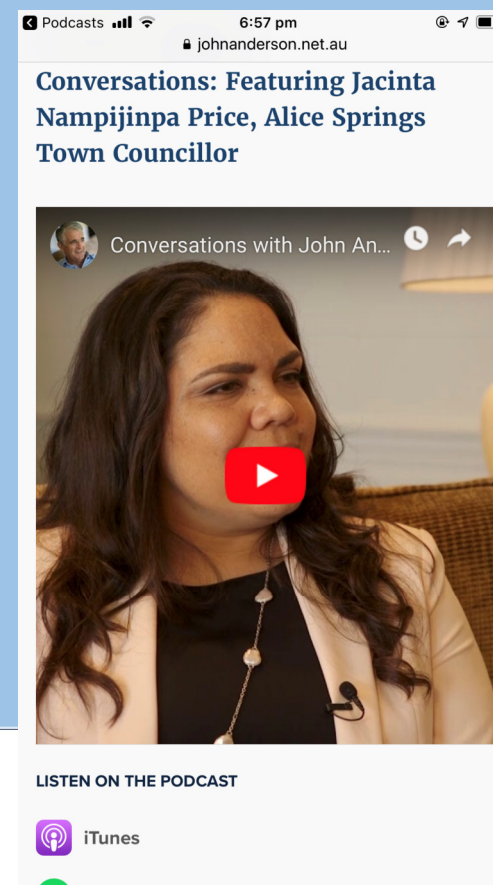
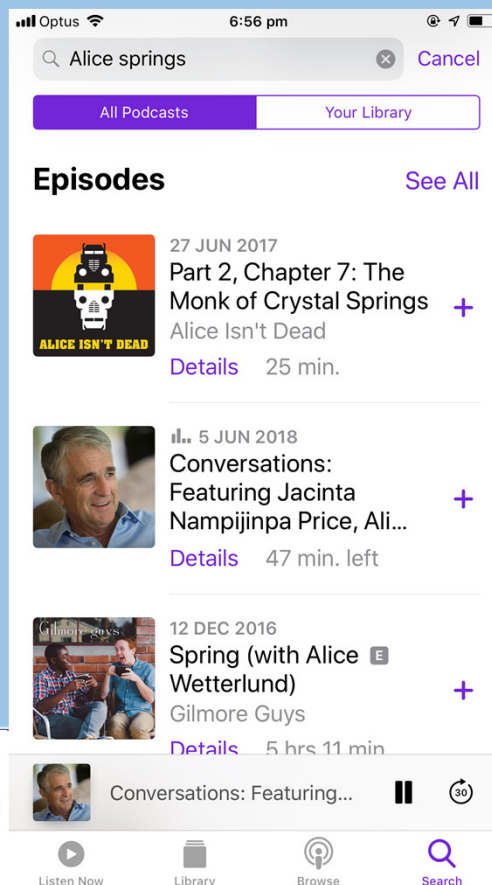
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#4 Video - Business Opportunities

- Appreciate the power of video for storytelling to create an emotional connection
- Quality video for your website
- Branded YouTube channel
- DIY video for Facebook
- Experiment with live Facebook and Instagram video
- Back to first principles with your content themes for your ideal audiences
- Create Instagram stories and story highlights based on your content themes

#5 Podcasts for storytelling

Podcasting has become the fastest-growing on-demand audio medium with 3.5 million Australian listeners aged 16-64



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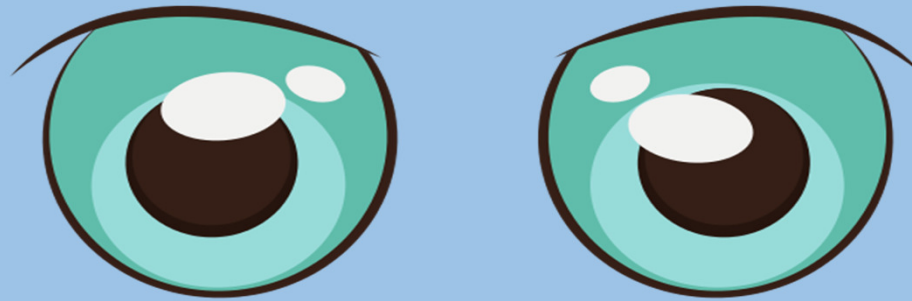
THE
TERRITORY
BOUNDLESS POSSIBLE

NORTHERN
TERRITORY
GOVERNMENT

#5 Podcasting - Business Opportunities

- What stories can you tell via podcasts?
- Can you collaborate in your region to create podcasts?
- What would the benefits be beyond tourism from capturing these stories?

#6 Paying for eyeballs



- Drive traffic to your website
 - Target marketing
 - Grow your reach



darwin accommodation



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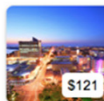
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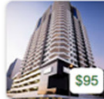
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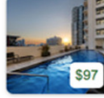
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Great service, simple but comfortable room
\$121



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DEAL
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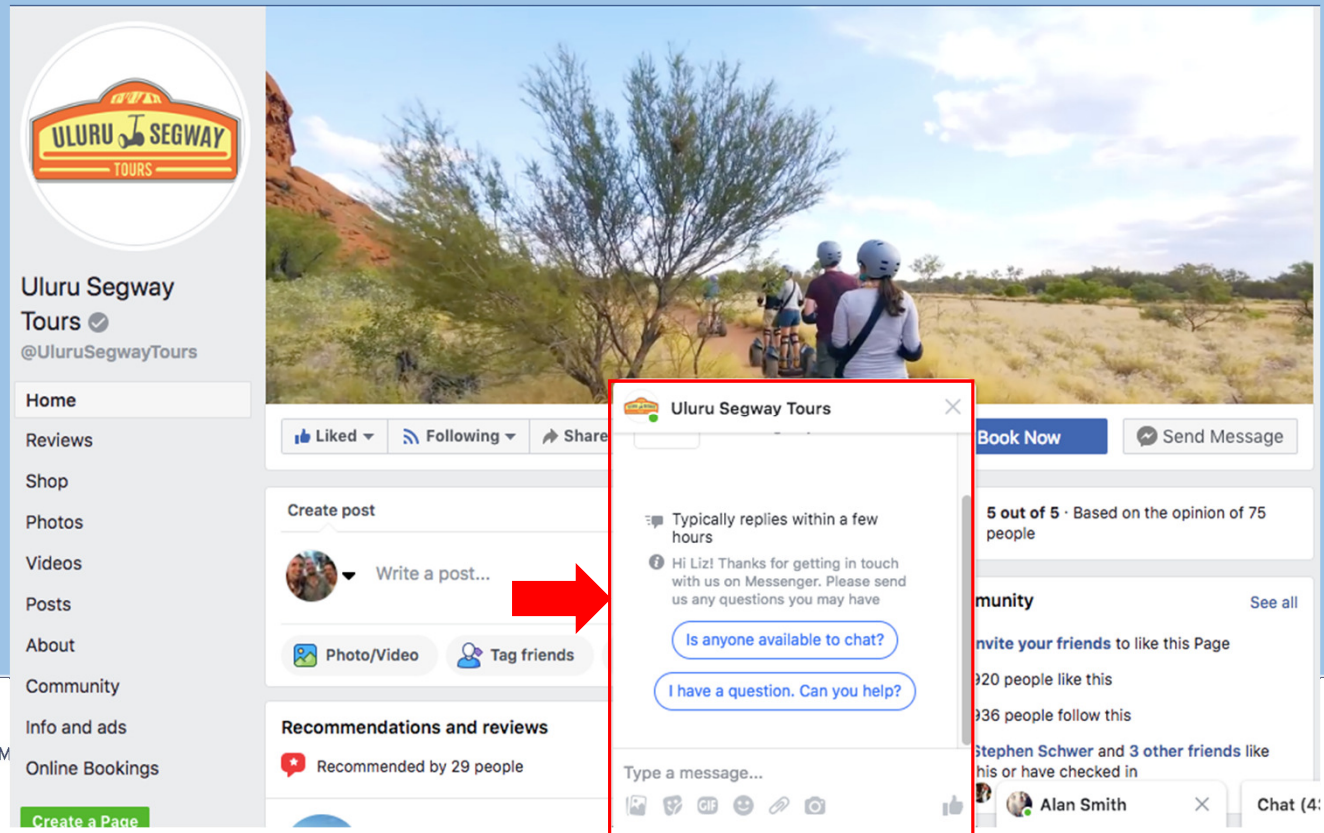
THE
NORTH
TERRITORY

#6 Online advertising - Business Opportunities

- Get your online presence foundations to a quality level first
- Understand your target market and business objectives
- Implement tracking and measuring
- Content is still critically important
- Optimise conversion

#7 Online chat

- Over one billion Facebook messages a month by consumers to businesses
- 53% of users report that they are more likely to shop with a business where they can use a chat app



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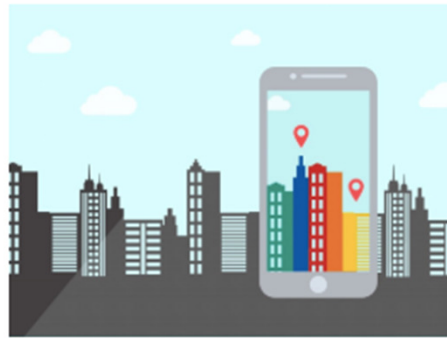
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Extended Reality



Guest Content




Se

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liz@digitalcoachinginternatio...

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#7 Online chat - Business Opportunities

- Connect on your customers' terms
- Better understand your customers' needs
- Turn on Facebook Messages
- Create popular questions to prompt engagement
- Implement Facebook Messages widget on your website
- Messenger platform for creating sales funnels and outbound marketing

#8 Extended reality

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Virtual reality

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Bowen VR Case Study



Get *The Message* Out in 360°

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#8 Extended realities - Business Opportunities

- Understand the problem you're aiming to solve
- Do the analysis
- Collaborate in your region

#9 Evidence based decision making

- Measure the return on your time and money
- Analyse data to inform decisions for your business growth and marketing



Google
Analytics

Sales data

Visitor data

#9 Evidence based decision making - Business Opportunities

- Measure the value of sales against your costs of marketing
- Learn the capabilities of Google Analytics and implement in your business
- Setup ecommerce and tracking
- Measure visitor movements

9 Trending Opportunities

#1 Experience driving planning and decision making

#2 Personalisation

#3 Guest content

#4 Video

#5 Podcasting

#6 Online advertising

#7 Online chat

#8 Extended realities

#9 Evidence based decision making





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