

# MARKETING DIGITAL EN TURISMO PARA MUJERES EMPREENDEDORAS



**espol** Escuela Superior  
Politécnica del Litoral



# About the Project

- The project is funded by the Australia government, Department of Foreign Affairs and Trade under the Council on Australia Latin America Relations (COALAR) grant and led by Griffith University, Australia
- The objectives of the grant are to enhance and strengthen links between Australia and Latin America, in the priority areas of business, **education**, sustainability, **tourism** and cultural promotion



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# Meet the Team





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This material has been translated into Spanish by Dr. Marisol Alonso Vázquez and reviewed by Dr. Carla Ricaurte Quijano.



# Who Are You?

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1. What's your name?
2. What do you do?
3. What is your business about?
4. Please write it down on paper



A blurred background image of a desk with a laptop, a cup of coffee, a notebook, and a smartphone. The text is overlaid on this image.

# What is your digital mindset?

Why are you here?

What are your challenges in digital marketing?



# Workshop Introduction

## What this workshop IS

- Gaining a holistic understanding of the theories and digital skills to better communicate your business to targeted audience
- Crafting and telling the stories of your businesses
- Creating an online presence for your business
- Hands-on activity

## What this workshop IS NOT

- Presenting and promoting any social media platforms (and the paid ads)
- Providing digital marketing service for you

<b>Time</b>	<b>Session</b>
9:00 – 9:15	Introduction, Why Digital Marketing
9:15-10:30	Co-creating Unique Tourism Experience (UTE)
10:30-10:50	Morning Tea Break
10:50-11:50	Co-creating UTE with Collaborators
11:50-13:00	Communicating UTE in Digital World – Findability and Engagement
13:00-14:00	Lunch + Setting Up Social Media Pages
14:00-15:00	Visual Story Telling
15:00-15:30	Creating Your Virtual Story + Show and Tell
15:30-16:00	Afternoon Tea Break
16:00-16:30	Enabling Your Customer
16:30-17:00	Harnessing the Love (and Hate) -- Review
17:00-17:30	Where to from Here



The content is designed based on research  
– what women told us what they need



# Tourism accounts for 1/3 of all global e-commerce activity

82% travel bookings  
in 2018 were  
completed online

2018 digital travel  
sales = \$694 billion



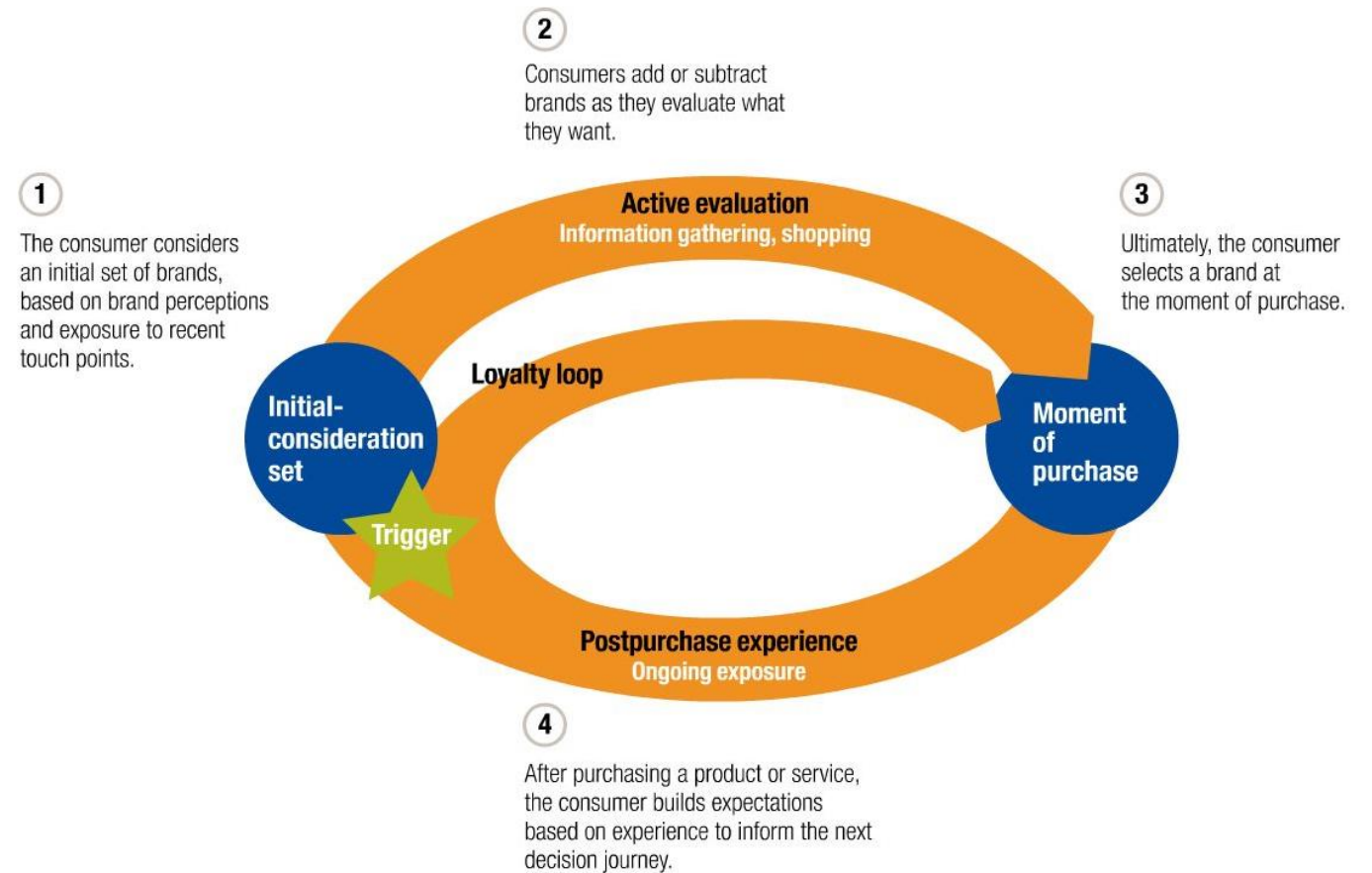
# Why Digital Marketing?

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- South America has the **highest % of smartphone users** (94%) in comparison to other mobile devices
- On average, adults look at mobile phone every **12 minutes**
- **62%** of Gen Z and millennial consumers want visual search
- **52%** of travellers expect to be able to communicate with a travel brand using text/messaging
- Travellers are closer than you think – finding experience happening in-destination (search for “thing to do/eat” + “near me”)

**You have to be online to be seen!**

# Mobile technology has disrupted consumer decision making





If you can't deliver with your product,  
ignore the rest of this presentation.

Focus on that, first. Focus on  
improving the experience. Then  
market.

# Let's talk principles

## 1 | Have a good product

- Customer Experience
- Knowing your customer
- Website Content
- Social Content

## 2 | Sell it well

- Optimised Website
- Social Channels
- Search
- Online Distribution

## 3 | Make sure people are talking about it

- Advocacy
- Reviews
- Inbound links
- Publicity

# Selling Tourism Product/Service as Experience







# Identifying & Communicating Unique Tourism Experience (UTE)

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1. What is a tourism experience?
2. How to move from a product to an experience?
3. What is your signature experience?
4. How to tell the story of your signature experience?

# What is a Tourism Experience?

- An 'experience' is the **emotional feeling** or **personal achievement** your customers expect and gains from visiting your business.
- Think the **outcome** rather than process.
- Think unique experience that your guests cannot gain anywhere else, or that you can do better than anyone else.
- Focus on your customers, not you or your employees.
- It's about delivering the kinds of surprises they will post on Facebook or tweet about immediately and still be talking about at parties and social gatherings for months or even years later.



# Revisit: Who Are You?



What's your name? What do you do?  
What is your business about?



I'm Elaine. I'm a university lecturer. I  
teach tourism management to  
undergraduate students.



Hi, I'm Elaine. I help future tourism  
leaders create WOW! experiences for  
travellers.



I pour coffee vs I pour joy





Rewrite your introduction  
Include your UTE



**How do you know  
if your UTE works?**



# Knowing Your Audience

---

“Marketing involves the interaction and interrelationships among **consumers** and **producers** of goods and services, through which **ideas, products, services and values** are created and exchanged for the **mutual benefits** of both groups.” (Weaver & Lawton, 2014, p. 190)

Delivering a good product experience is near impossible without knowing your audience

# Tourism Experience is Co-created by You and Your Customer...



## Intangible

Experience vs product



## Inseparable

Production and consumption happen simultaneously



## Heterogenous

Every encounter is unique



## Perishable

Cannot pre-produce and store



## Risky/Uncertainty

Purchase prior to consumption; hence, requires **effective** marketing



# EXTENDED EXPERIENCE CO - CREATION SPACE

1. PRE-TRAVEL

2. ON-SITE-DESTINATION

3. POST-TRAVEL

**TOURISM CONSUMER**

(Central element in experience  
co-creates with tourism suppliers, co-consumers and  
social network through ICTs)

**TOURISM  
SUPPLIERS**

(Facilitate co-creation with all circles,  
tourism consumer, other consumers  
and network through ICTs)

**TOURISM  
CO-CONSUMERS**

(Other consumers, fans, followers who  
co-create with consumers and suppliers  
through ICTs)

**CO-CREATION**

**SOCIAL NETWORK**

(Friends and peer who c-create with consumer  
through ICTs)

Virtual Experience Co-Creation

Virtual Experience Co-Creation

Virtual Experience Co-Creation

Physical Experience Co-Creation

**INFORMATION AND COMMUNICATION TECHNOLOGIES**

Traditional  
Experience Co-Creation

2. ON-SITE-DESTINATION

**...Pre-, During  
and Post-  
Travel**

The image shows three paper boats on a light gray surface. One boat is bright orange and is positioned in the upper left. Two other boats are white; one is in the lower left and another is partially visible in the bottom right. The boats are simple, folded paper structures.

# Co-creating Tourism Experience

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## 1. **Pre-travel**

- Setting an appealing but realistic expectation
- Selling an experience, not a product

## 2. **On-site destination**

- Meeting expectation and satisfying needs
- Interaction with the people and places

## 3. **Post-travel**

- Materialising memorable experience through digital posting and sharing
- Soliciting and addressing reviews

# Identifying Expectation and Experience



## Survey

quick but lacks depth,  
good for measuring satisfaction



## Interview

gives depth but time  
consuming



## Focus Group

gives depth, good to  
have from time-to-time  
but hard to organise



## Review

big data analysis or  
regular monitoring  
(timely and affordable)

# Example: Get Wet Surf

FREECALL SURF SCHOOL: 1800 438 938   如果您有任何疑问，请扫码加我们的微信，跟我们的中文客服联络。欢迎垂询。 [Blog](#)

fun safe easy

Experience the thrill of surfing

**GET WET**  
SURF SCHOOL

[How to Surf](#) [About Us](#) [Lessons](#) [Testimonials](#) [Gallery](#) [Contact](#) [Book Now](#)

The Gold Coasts most authentic  
Learn to Surf experience!

Book in with Get Wet Surf School

[Book Now](#)





# Morning Tea

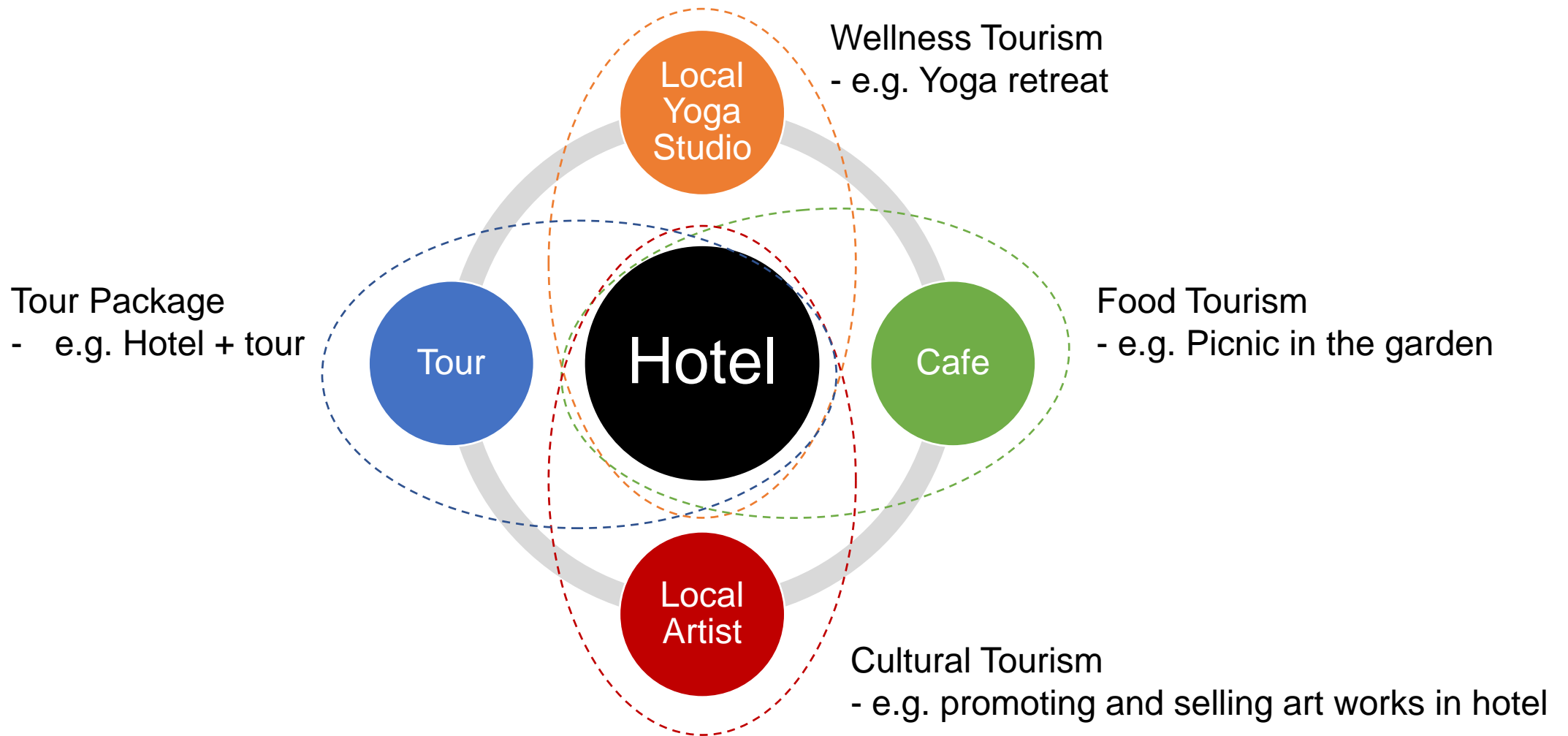
# Identifying collaborators



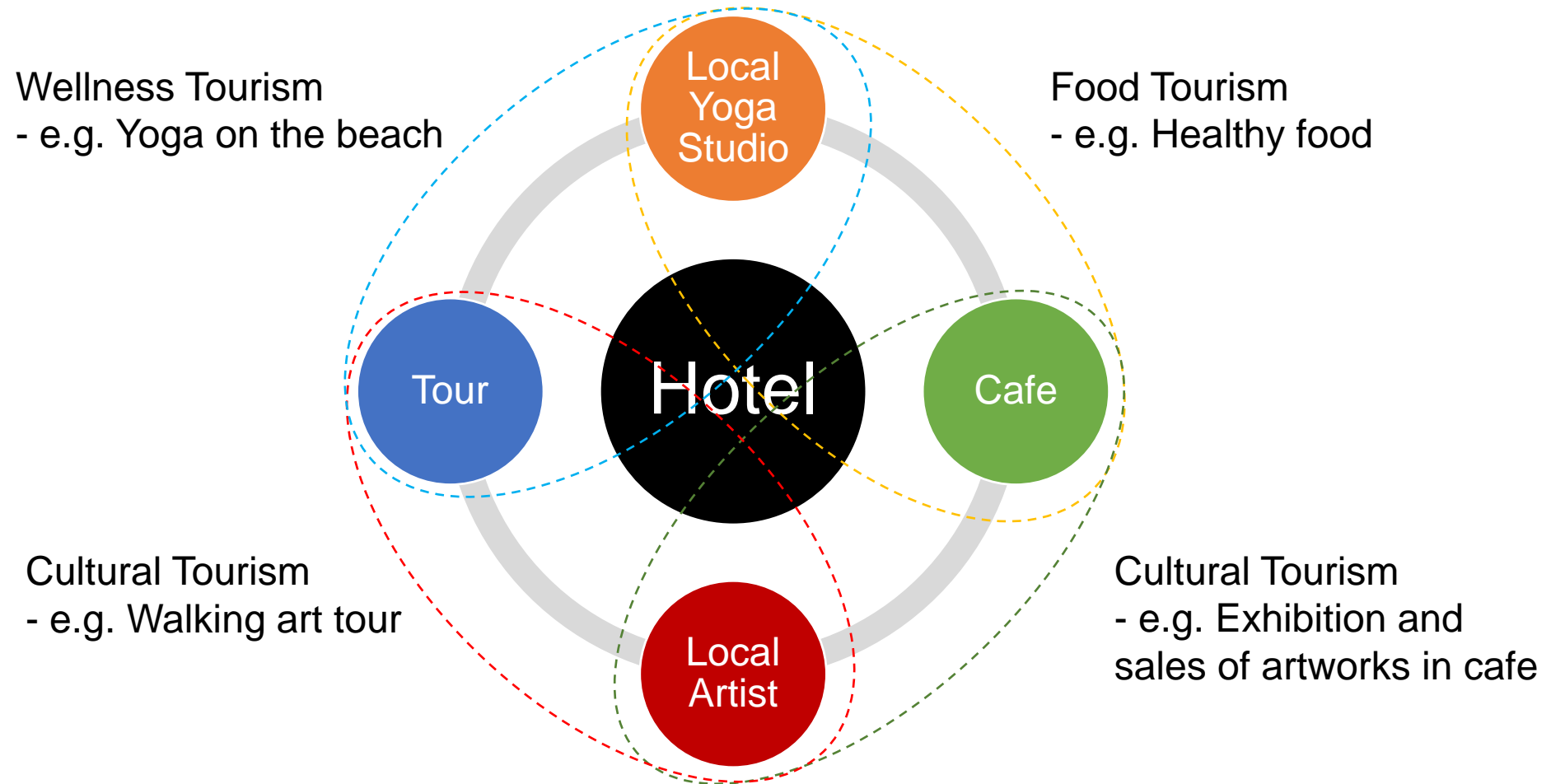
- Co-advertising
- Co-distributing
- Co-create products and experiences

**Tourism Experience is Co-created by You and Other Tourism Organisations**

# Individual Business as Collaborator



# Individual Business as Collaborator







# Activity: Speed Networking

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1. Line up in 2 rows (participants from the same business stay on the same row)
2. In a minute, meet the person in front of you and identify ways you can potentially collaborate
3. When the bell rings, participants in Row 1 take one step to the left (the last person move to the front of the row)

# Activity: Identify Your Collaborators

Individual Business	Name	Contact (email, FB, number)	Comment*

\*Status of contact, opportunity to collaborate (why this person, brand extension, action plan)



# Can your competitors be your collaborators?

CLOUDY BAY  
NEW ZEALAND



WINE  
MARLBOROUGH  
NEW ZEALAND

  
WAIPARA HILLS  
soul of the south





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# ACCOMMODATION IN THE BAROSSA

Barossa

## POPULAR ACCOMMODATION

Find popular accommodation in the Barossa



Tanunda

**Villa Maria Barossa Luxury Guesthouse**

[Carpark](#) · [Family Friendly](#) · [Laundry](#)



Marananga

**The Louise**

[Bar](#) · [Business Facilities](#) · [Carpark](#)



Tanunda

**Discovery Parks - Barossa Valley**

[Barbecue](#) · [Camp Kitchen](#) · [Carpark](#)

316 Reviews



Seppeltsfield

**Cambourne Boutique Accommodation**

[Barbecue](#) · [Carpark](#) · [Family Friendly](#)

# Destination as Collaborator

How do you make your business visible?



**Government  
as Collaborator**  
How do you make your  
business visible?



## Which Gold Coast surf school is for you?

CHELSEA HALSOVKA on January 19, 2017



If you're anything like me, you spend your days daydreaming about you and your mates piled into a kombi van, windows down, the smell of sunscreen in the air, cruising along coastal roads in search for the perfect wave like the guys in *The Endless Summer*. The only problem: I am lacking all kinds of surf skills.

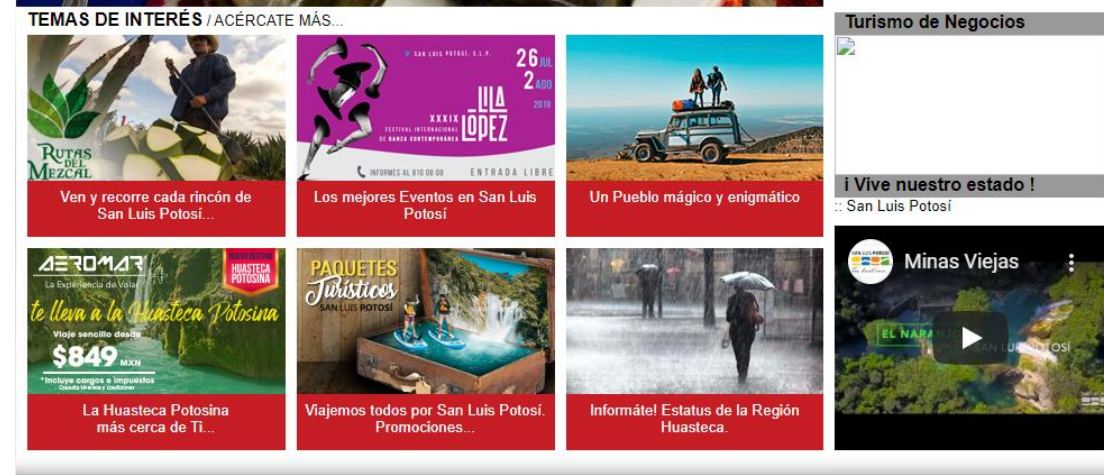
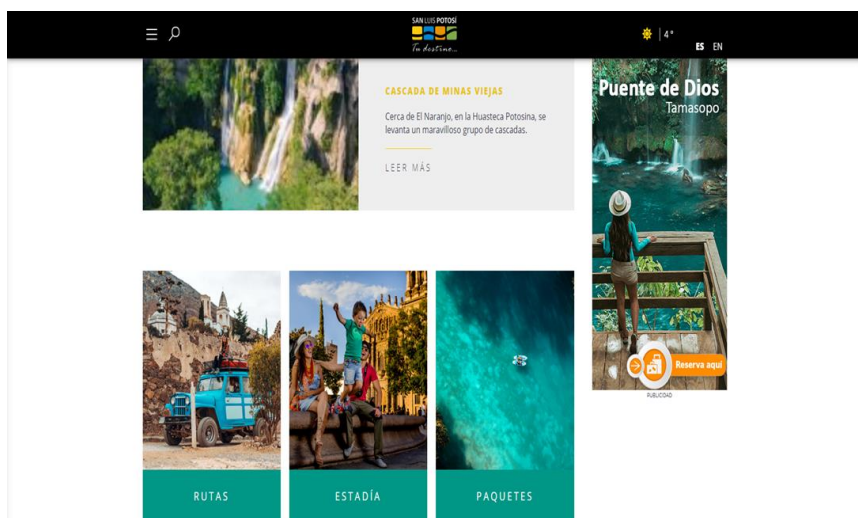
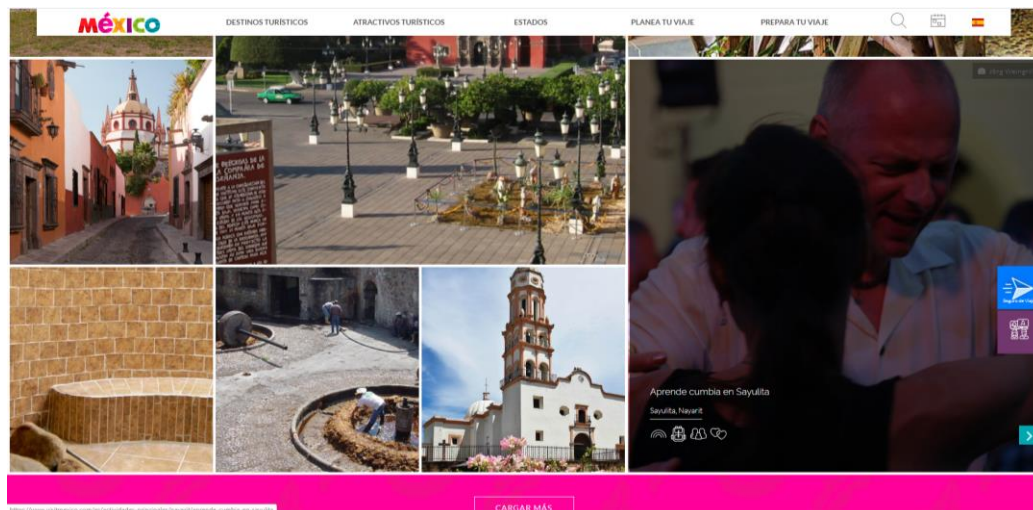
So this year, I've decided it's finally time to learn how to surf. And what better place to do so than the Gold Coast with its 57 kilometres of sun-kissed beaches, home to over a dozen surf schools?

Whether you want to learn to surf where the locals do, hit the waves at Surfers Paradise or learn like a pro, we've researched to find the right school for you.

2020 EVENTS  
CALENDAR



# Government as Collaborator





# Industry/Trade Association as Collaborator

Paid advertising

The screenshot shows the RACQ website's 'Theme parks and attractions' page. At the top, the RACQ logo is displayed with the phone number '13 1905' and '24 HOURS EVERY DAY'. Navigation links include 'ABOUT', 'BUSINESS', 'SUPPORT', and 'CONTACT'. A search bar is located in the top right corner. The main navigation bar features links for 'Membership', 'Roadside Assistance', 'Insurance', 'Banking', 'Cars & Driving', 'Travel', and 'Home Assistance'. A 'Discounts' icon and a 'Login' button are also present. The hero section features a roller coaster image with the text 'Theme parks and attractions' and a 'RACQ Experiences' button. Below this, a breadcrumb trail reads 'Home > Membership > Member benefits > Discounts > Theme parks and attractions'. A secondary navigation bar includes 'Movies and events', 'Theme parks and attractions' (highlighted), 'Experiences', 'Automotive', 'Travel and accommodation', and 'Shopping and lifestyle'. The main content area is titled 'Plan your day with pre-purchased tickets to the wildest attractions' and includes a paragraph about special RACQ prices for theme parks. The 'Featured offers' section contains two promotional cards: one for Dreamworld and one for Village Theme Parks Passes. Each card includes an image, a title, a description, and a call-to-action button. At the bottom of each card, there is a note: 'Buy tickets via our portal and present at venue'.

**RACQ** 13 1905 24 HOURS EVERY DAY

ABOUT BUSINESS SUPPORT CONTACT

Search...

Membership Roadside Assistance Insurance Banking Cars & Driving Travel Home Assistance

Discounts Login

Theme parks and attractions

RACQ Experiences

Entertainment Ticketing Hotline 1300 220 966

Home > Membership > Member benefits > Discounts > Theme parks and attractions

Movies and events Theme parks and attractions Experiences Automotive Travel and accommodation Shopping and lifestyle

## Plan your day with pre-purchased tickets to the wildest attractions

Enjoy great savings to your favourite theme parks and attractions with special RACQ prices. From the big 9 thrill rides, animal encounters and white water fun, experience all the excitement that comes from the Great Barrier Reef to the Gold Coast's heart-pumping playground and beyond.

### Featured offers

#### Dreamworld

From world class thrill rides to white water fun! Visit Gold Coast's biggest theme park!

Grab your Dreamworld Annual Pass for 13 months unlimited entry

Buy tickets via our portal and present at venue

#### Village Theme Parks Passes

With a 12 month unlimited theme park pass to Sea World, Warner Bros. Movie World, Wet'n'Wild, and Paradise Country, the fun is endless.

Grab your Unlimited 4 Park Pass + BONUS movie ticket

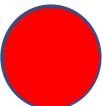
Buy tickets via our portal and present at venue





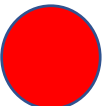
# Activity: Identify Your Collaborators

Destination/Government	Name	Contact (email, FB, number)	Comment



# Activity: Identify Your Collaborators

Trade/Industry Association	Name	Contact (email, FB, number)	Comment



# What Have We Learnt So Far?

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- ✓ Identify your Unique Tourism Experience (UTE)
- ✓ Co-create your UTE with your customers
- ✓ Co-create, co-market, and co-distribute your unique tourism experience with your collaborators





# How do you communicate your UTE?

in the digital world





# What is the most important **success** factor in digital marketing?

- Findability!
- Be where your customers are





# The world searches on Google. Turn those searches into customers.

Every month, there are over...



**5 billion**

searches on Google for restaurants



**3 billion**

searches for hotels



**1 billion**

searches for clothing shops



**600 million**

searches for hair and beauty salons



**5 million**

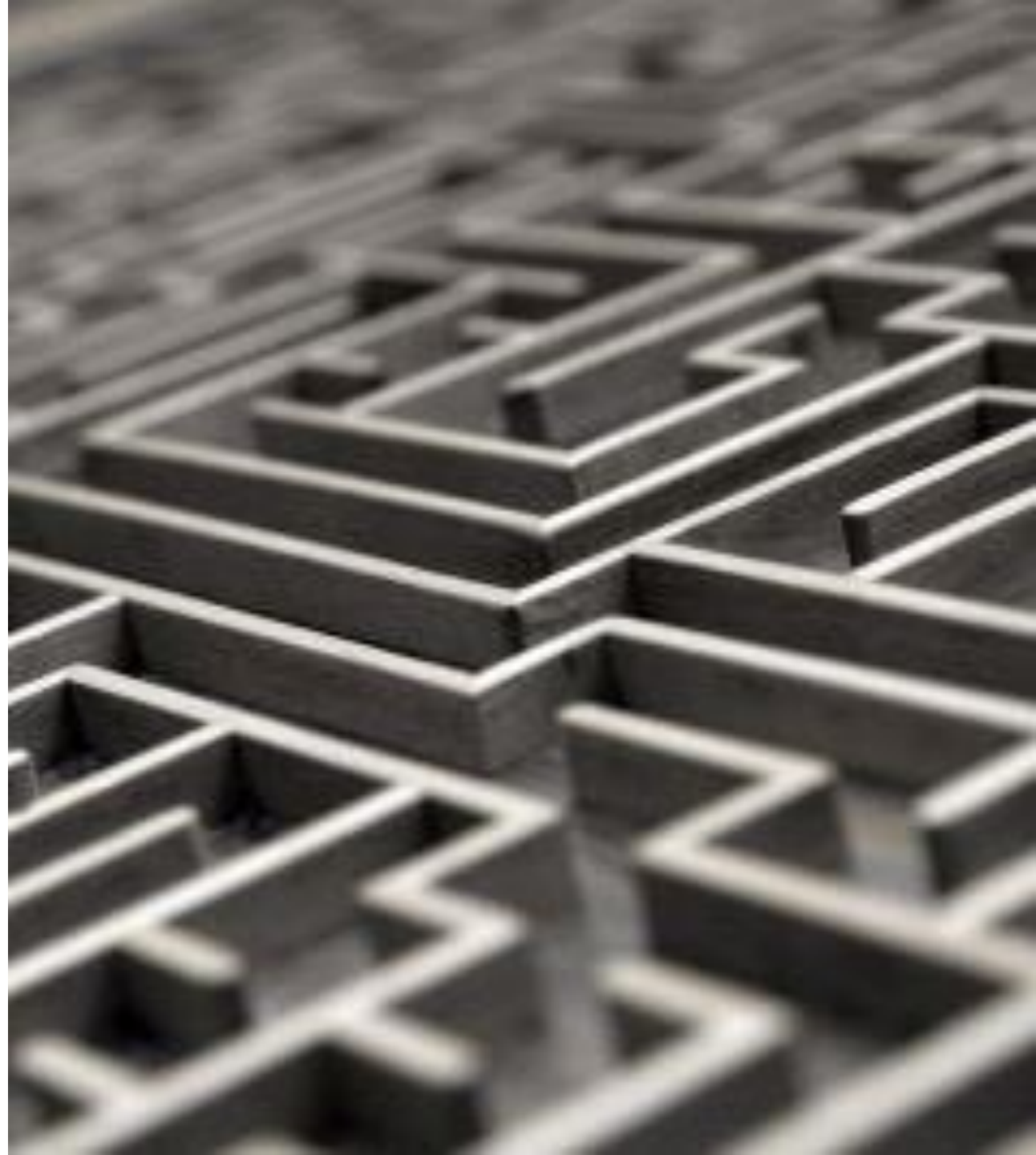
searches for coffee shops

Travellers are closer than you think – finding experience happening in-destination (search for “thing to do/eat” + “near me”)

[https://www.google.com/intl/en\\_au/business/](https://www.google.com/intl/en_au/business/)

# The most simple and powerful tool to be found is free...and easy!

- Google My Business listing
- Why is this important?
  - You can control the way your brand appears when people search for your business on Google
- Ok, let's do that now
  - [Add or claim your business listing](#)



# Google My Business: Other Things You can Do



You can create a simple website in under ten minutes



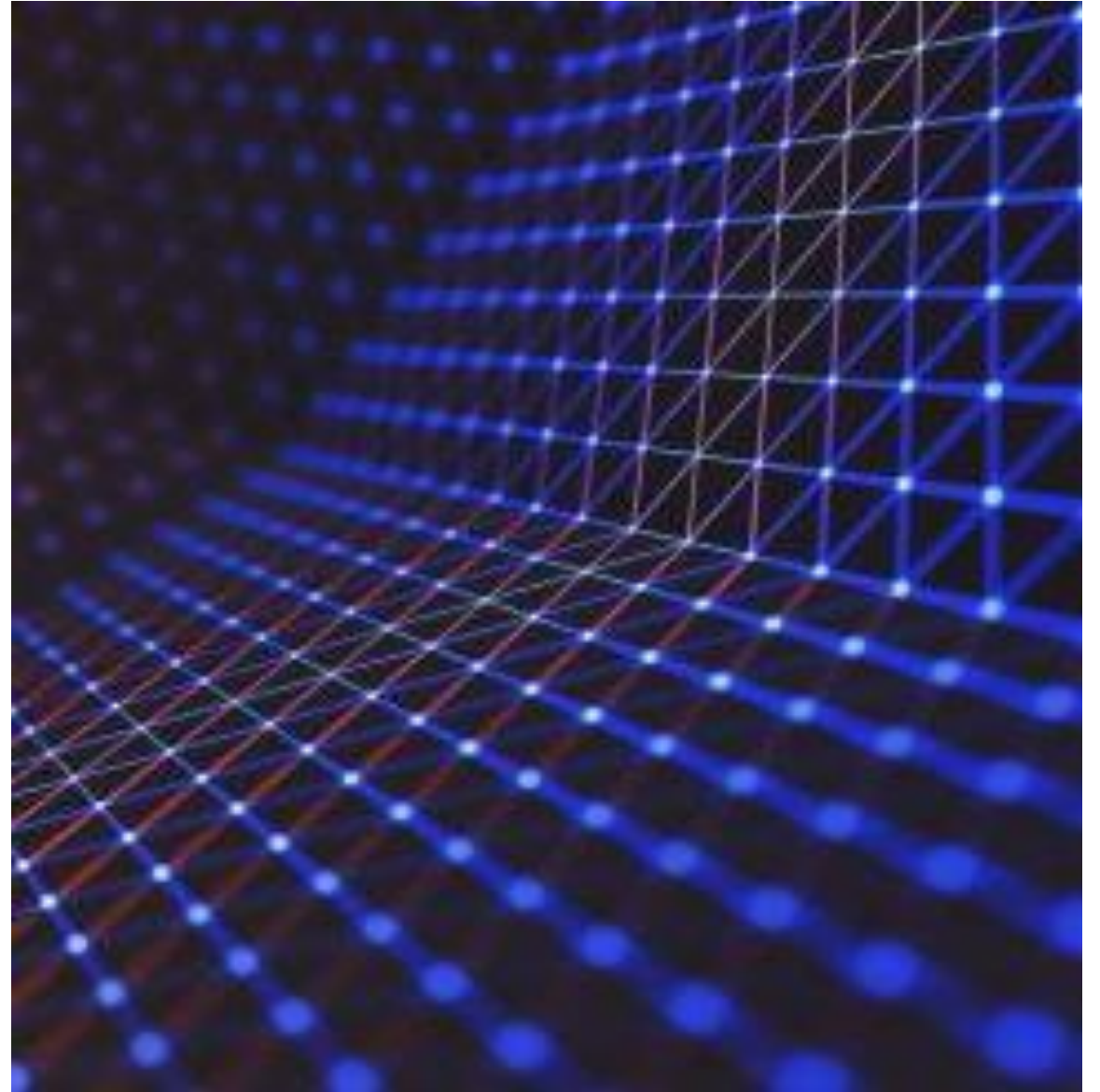
Establish credibility of your business with professional landing page



Track calls, requests for directions or website visits



Best of all.....it's all free!







# Claim your business on TripAdvisor

1. Reach more than 60 million travel consumers each month
2. Increase your findability and presence
3. Address reviews
4. Let's do that now

<https://www.tripadvisor.com/Owners>

# Success Factors for Digital Marketing

## FEVER



FINDABILITY



**ENGAGEMENT**



VISUAL



ENABLER



REVIEW

# Engaging Through Social Media

- Converging platforms with cross-posting feature
- Engage with your customers
- Communicate your UTE
- Share your latest offers, news, and updates with story, photos, and videos

---

## Facebook

- 2 billion users (middle-aged adults) each month
- Best suited for small business
- Variety of functions for business: marketing, booking/event, engagement, review
- Casual conversational post provides greater success than sales updates
- Ad \$ (optional): You set your own budget, as low as a cup of coffee

---

## Instagram

- 1 billion users (youths) each month
  - Imaged-focused
  - High quality visuals and relevant hashtags provide greater success
  - Ad \$ (optional): Can be created in Facebook
-



- Setting Up Your Facebook **Business Page**
- Connect to Instagram **Business**



# Lunch + Setting Up

- 
- Set up **business** page from FB (existing/new) account
  - Log in Instagram using FB
  - [Switch to professional account > business](#) on Instagram (mobile app only)

\*Cross-posting is available from Instagram to Facebook, but limited [from Facebook to Instagram](#)

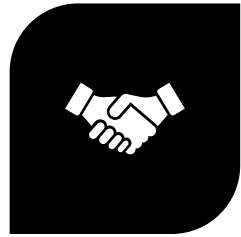


# Success Factors for Digital Marketing

## FEVER



FINDABILITY



ENGAGEMENT



**VISUAL**



ENABLER



REVIEW

What type of **visuals**  
have you used to  
promote your business?

And **why**?

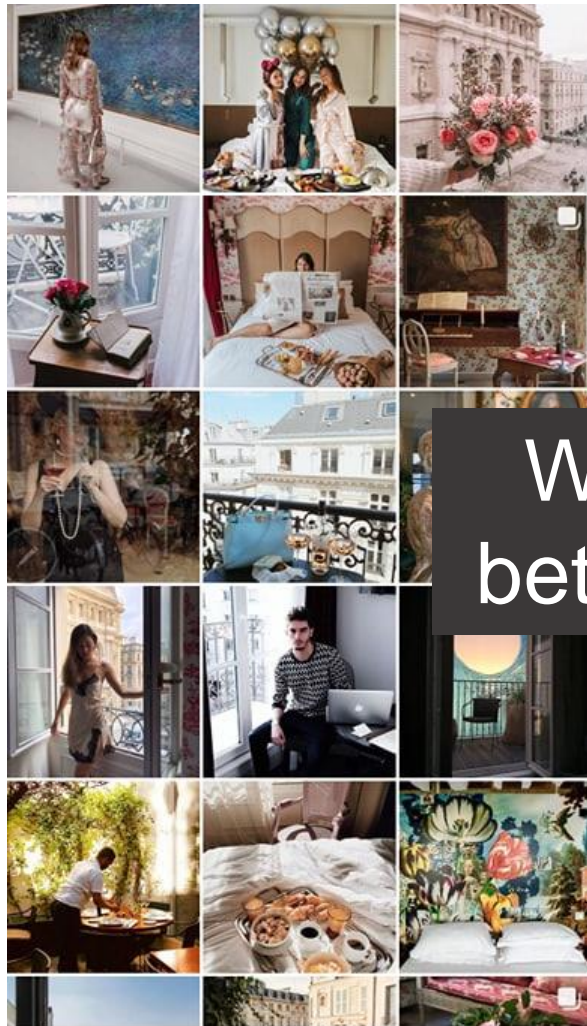
Profile Picture

Cover Photo/Video

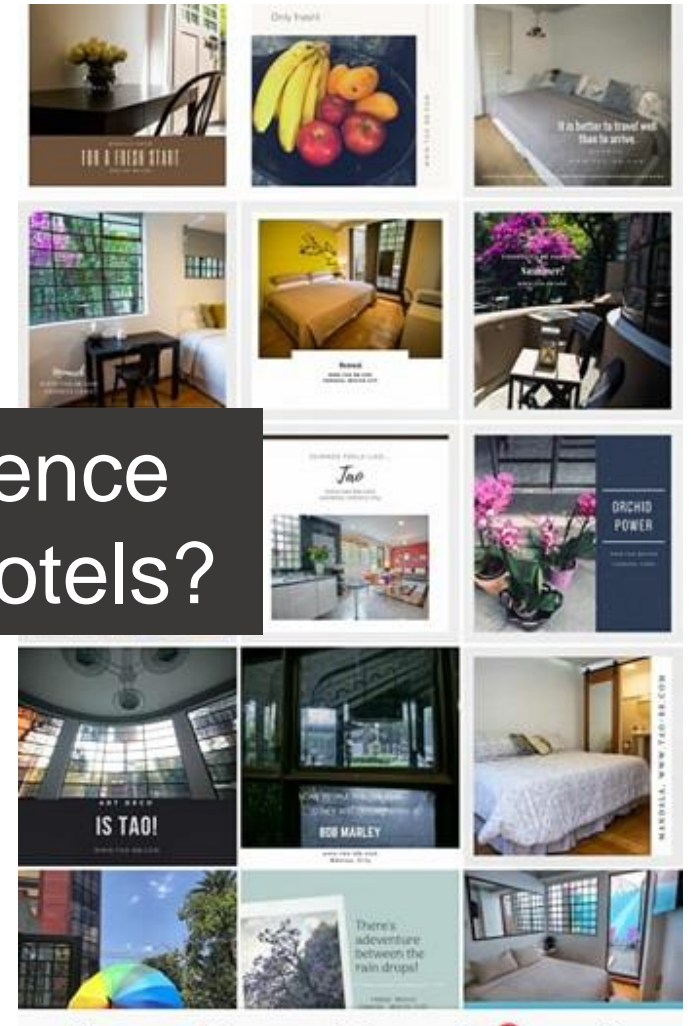


Make sure your PROFILE PICTURE is recognizable (logo, biz name).  
Make your cover photo great, aligned with your UTE.





What is the difference between the two hotels?



# What We Know from Research – People

---

## Use of people to convey personal touch

1. Real people vs models
2. Experience vs attributes
3. Body part (e.g. hand or ankle) interacting with an object perform better than full person or no person
4. Seeing a person's face takes the viewers out of the picture







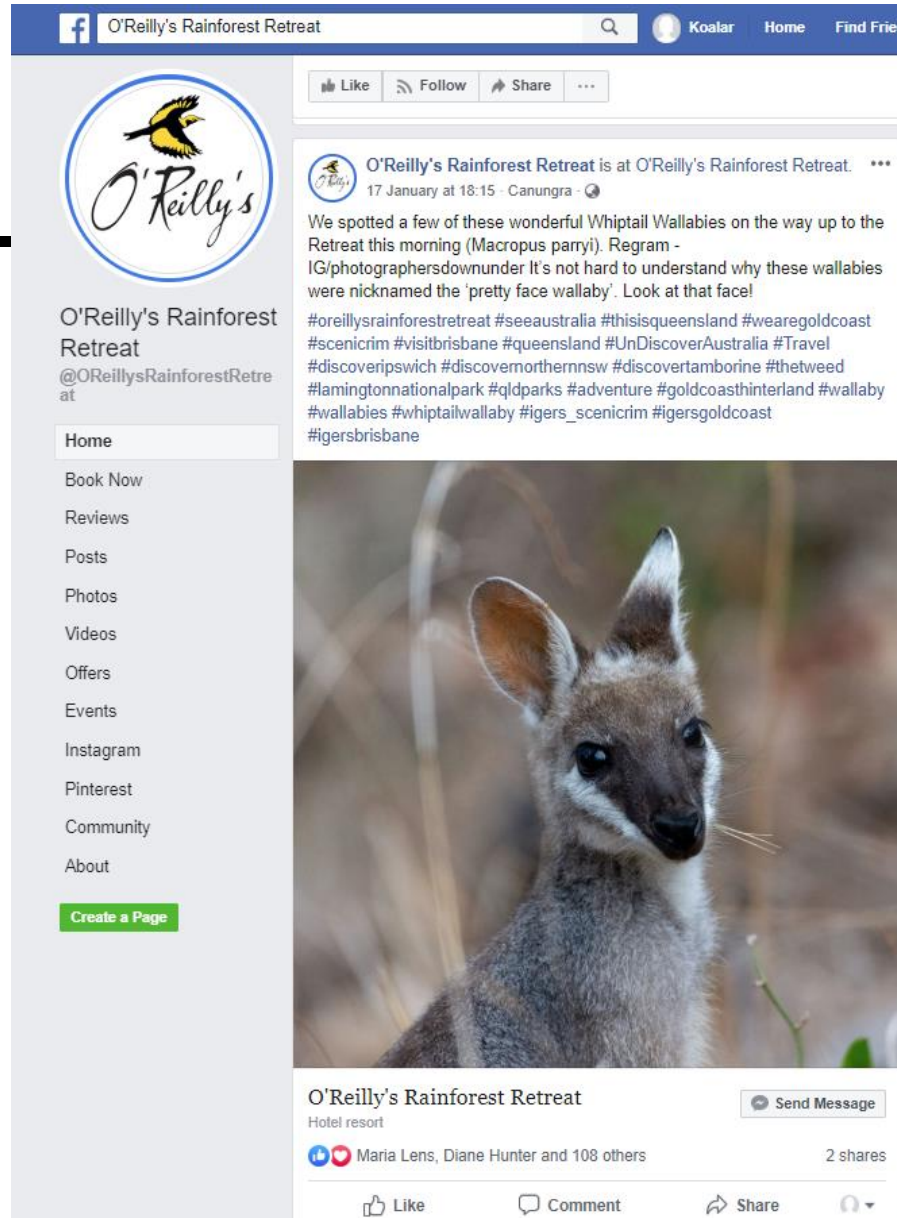
If you owned a  
café, which image  
would you use?



# What We Know from Research – Emotion

## Eliciting emotion using

1. Cute animals
2. Nature
3. Colour




O'Reilly's Rainforest Retreat

17 January at 18:15 · Canungra · 🌍

We spotted a few of these wonderful Whiptail Wallabies on the way up to the Retreat this morning (Macropus parryi). Regram - IG/photographersdownunder It's not hard to understand why these wallabies were nicknamed the 'pretty face wallaby'. Look at that face!

#oreillysrainforestretreat #seeaustralia #thisisqueensland #wearegoldcoast #scenicrim #visitbrisbane #queensland #UnDiscoverAustralia #Travel #discoveripswich #discovernorthernsw #discovertamborine #thetweed #lamingtonnationalpark #qldparks #adventure #goldcoasthinterland #wallaby #wallabies #whiptailwallaby #igers\_scenicrim #igersgoldcoast #igersbrisbane

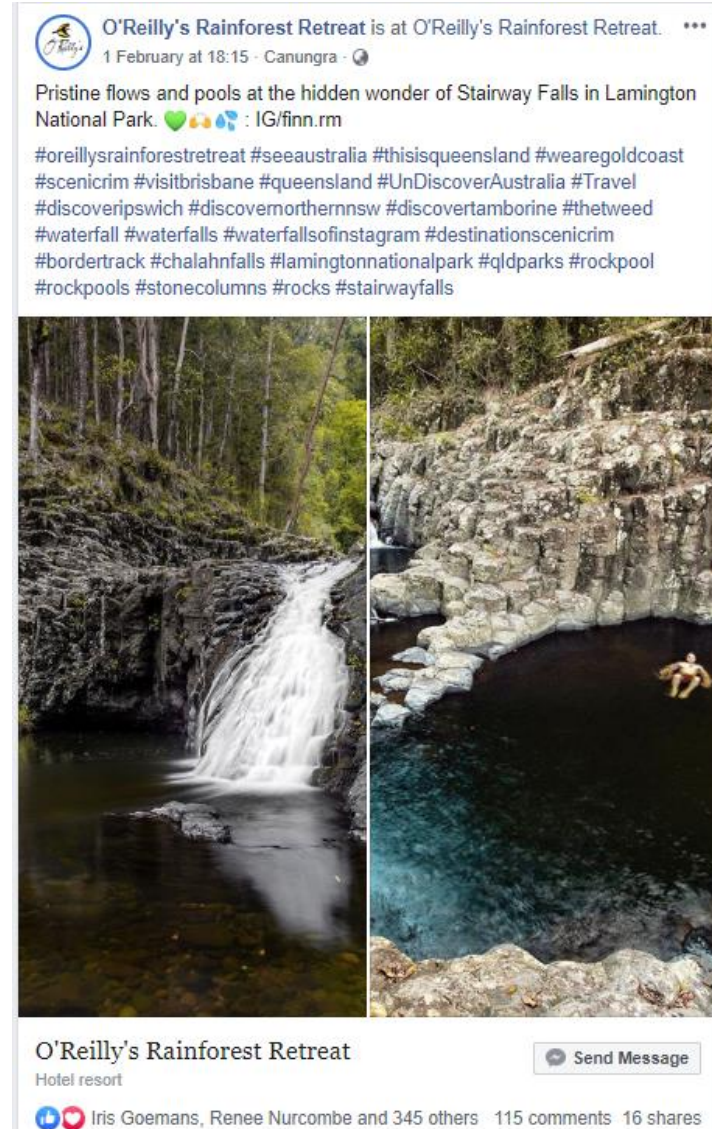


O'Reilly's Rainforest Retreat  
Hotel resort

Send Message

Maria Lens, Diane Hunter and 108 others · 2 shares

Like Comment Share




O'Reilly's Rainforest Retreat is at O'Reilly's Rainforest Retreat. 🌍

1 February at 18:15 · Canungra · 🌍

Pristine flows and pools at the hidden wonder of Stairway Falls in Lamington National Park. 🌿💧🌊 : IG/finn.rm

#oreillysrainforestretreat #seeaustralia #thisisqueensland #wearegoldcoast #scenicrim #visitbrisbane #queensland #UnDiscoverAustralia #Travel #discoveripswich #discovernorthernsw #discovertamborine #thetweed #waterfall #waterfalls #waterfallsinstagram #destinationscenicrim #bordertrack #chalahnfalls #lamingtonnationalpark #qldparks #rockpool #rockpools #stonecolumns #rocks #stairwayfalls



O'Reilly's Rainforest Retreat  
Hotel resort

Send Message

Iris Goemans, Renee Nurcombe and 345 others · 115 comments · 16 shares



# COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH  
 FRIENDLY CHEERFUL CONFIDENCE  
 EXCITEMENT YOUTHFUL BOLD  
 CREATIVE IMAGINATIVE WISE  
 TRUST DEPENDABLE STRENGTH  
 PEACEFUL GROWTH HEALTH  
 BALANCE NEUTRAL CALM



COLORS CONVEY

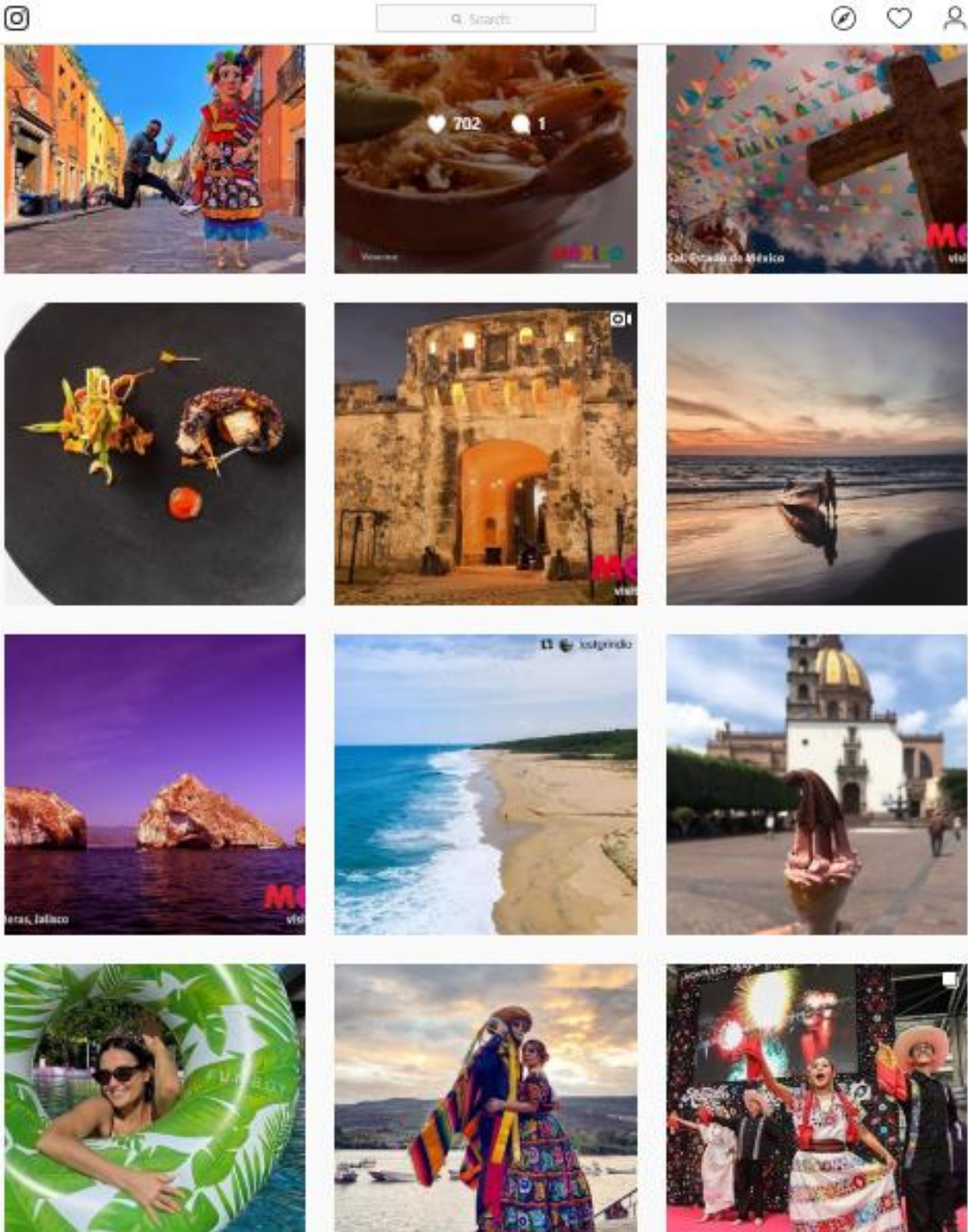
## Emotions

BLUE	TURQUOISE	GREEN	YELLOW
<ul style="list-style-type: none"> <li>TRANQUILITY, SECURITY, INTEGRITY, PEACE, LOYALTY, TRUST, INTELLIGENCE</li> <li>COLDNESS, FEAR, MASCULINITY</li> </ul>	<ul style="list-style-type: none"> <li>SPIRITUAL, HEALING, PROTECTION, SOPHISTICATED</li> <li>ENVY, FEMININITY</li> </ul>	<ul style="list-style-type: none"> <li>FRESHNESS, ENVIRONMENT, NEW, MONEY, FERTILITY, HEALING, EARTH</li> <li>ENVY, JEALOUSY, GUILT</li> </ul>	<ul style="list-style-type: none"> <li>BRIGHT, SUNNY, ENERGETIC, WARM, HAPPY, PERKY, JOY, INTELLECT</li> <li>IRRESPONSIBLE, UNSTABLE</li> </ul>
PURPLE	PINK	RED	ORANGE
<ul style="list-style-type: none"> <li>ROYALTY, NOBILITY, SPIRITUALITY, LUXURY, AMBITION, WEALTH</li> <li>MYSTERY, MOODINESS</li> </ul>	<ul style="list-style-type: none"> <li>HEALTHY, HAPPY, FEMININE, SWEET, COMPASSION, PLAYFUL</li> <li>WEAK, FEMININITY, IMMATUREITY</li> </ul>	<ul style="list-style-type: none"> <li>LOVE, PASSION, ENERGY, POWER, STRENGTH, HEAT, DESIRE</li> <li>ANGER, DANGER, WARNING</li> </ul>	<ul style="list-style-type: none"> <li>COURAGE, CONFIDENCE, FRIENDLINESS, SUCCESS</li> <li>IGNORANCE, SLUGGISHNESS</li> </ul>
BROWN	TAN	GOLD	SILVER
<ul style="list-style-type: none"> <li>FRIENDLY, EARTH, OUTDOORS, LONGEVITY, CONSERVATIVE</li> <li>DOGmatic, CONSERVATIVE</li> </ul>	<ul style="list-style-type: none"> <li>DEPENDABLE, FLEXIBLE, CRISP, CONSERVATIVE</li> <li>DULL, BORING, CONSERVATIVE</li> </ul>	<ul style="list-style-type: none"> <li>WEALTH, WISDOM, PROSPERITY, VALUABLE, TRADITIONAL</li> <li>EGOTISTICAL, SELF-RIGHTEOUS</li> </ul>	<ul style="list-style-type: none"> <li>GLAMOROUS, HIGH TECH, GRACEFUL, SLEEK</li> <li>INDECISIVE, DULL, NON-COMMITTAL</li> </ul>
WHITE	GRAY	BLACK	
<ul style="list-style-type: none"> <li>GOODNESS, INNOCENCE, PURITY, FRESH, EASY, CLEAN</li> <li>ISOLATION, PRISTINE,</li> </ul>	<ul style="list-style-type: none"> <li>SECURITY, RELIABILITY, INTELLIGENCE, SOLID</li> <li>GLOOMY, SAD,</li> </ul>	<ul style="list-style-type: none"> <li>PROTECTION, ELEGANCE, DRAMATIC, CLASSY, FORMALITY</li> <li>DEATH, EVIL,</li> </ul>	

# What to Post?

1. Showcase your UTE
2. Give people ideas of using your products/services
3. Show behind-the-scene visuals
4. Celebrate holidays and milestones
5. Appreciate customers
6. Share events, collaborators' posts (co-marketing)
7. Any other ideas?





Instagram

Search



visitmexico

Following

1,787 posts

487k followers

177 following

VisitMexico

Conecta con México

#VisitMéxico mx

[visitmexico.com](http://visitmexico.com)

Combination of different types of images, featuring people, emotion and experience.

# Orientation and Ratio

- Shoot/post vertical images and videos
- Square ratio (1:1) for Instagram and cross-posting on Facebook
- Smartphones are mostly held vertically – 90% portrait usage on 5.5 to 6” device (the most popular size)







**How to  
create  
professional  
visuals for  
free?**

- Bright, clear, lively and original
- Crop, edit and adjustment
- Filter: The most popular is Clarendon, Gingham, Juno
- Boomerang and short video
- All the above available on Instagram and Facebook



camposcoffee Let the merry times roll. #camposchristmas

5w



camposcoffee #camposcoffee #christmas #coffee #fun #goodtimes



5w Reply



liamluxandersson The dream team ⚡ 😊



5w Reply

# Engaging Short Video



Be multisensory.



5,405 views

DECEMBER 24, 2019

Add a comment...

Post

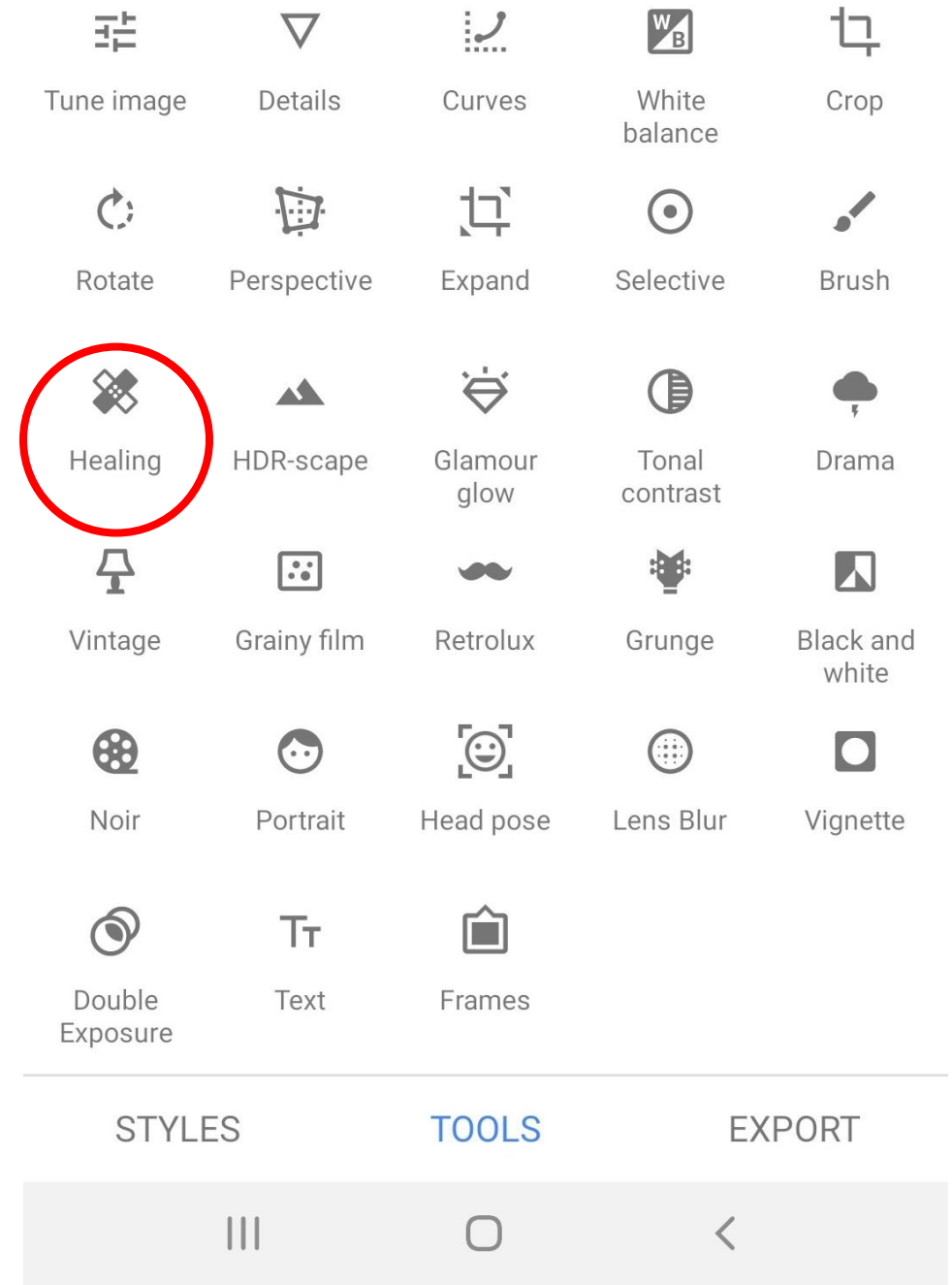
# Snapseed

1. Download the app
2. Open an image
2. Go to **styles**

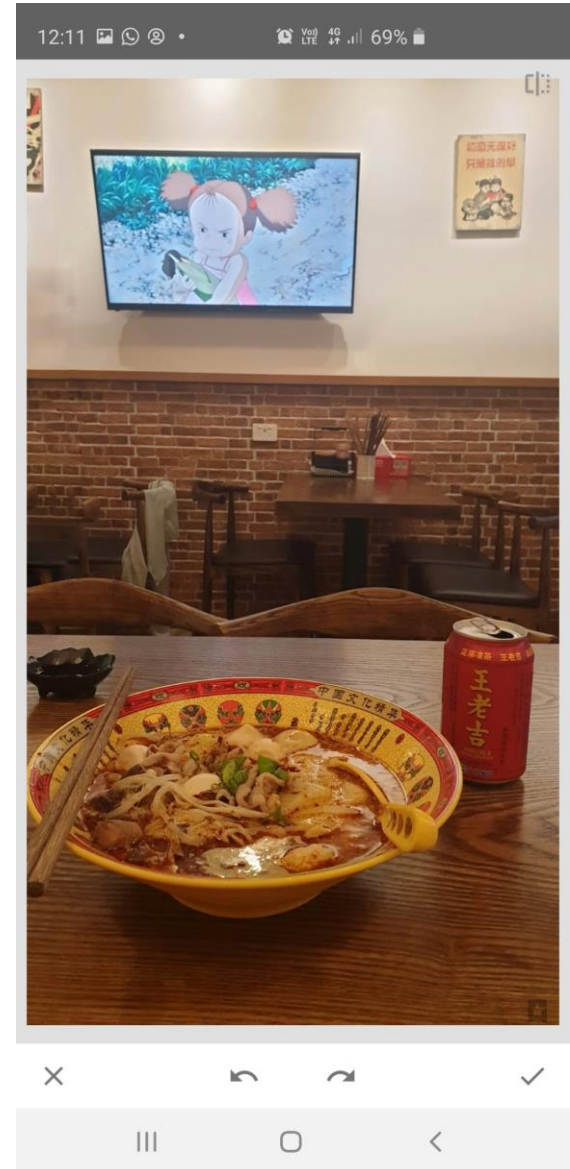
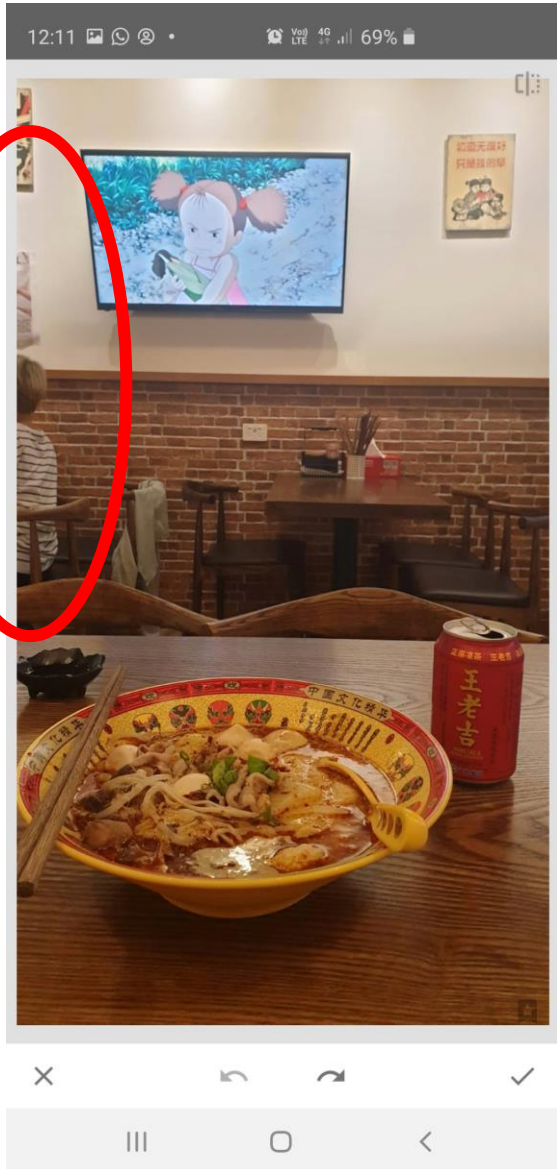


# Go to **tools**

**Healing** to "heal" blemishes, unwanted spots, wrinkles, food stains, and photo bombers.

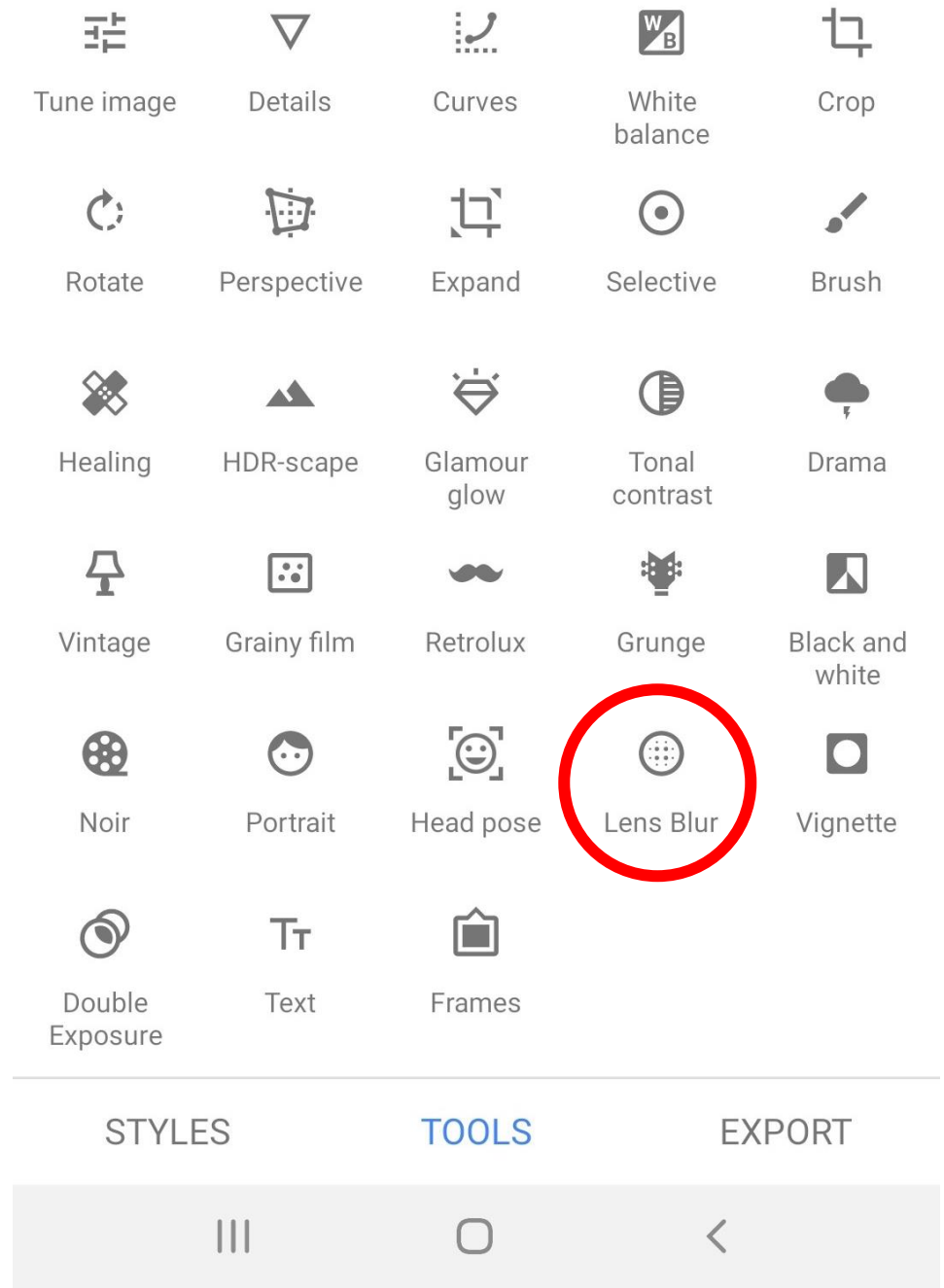


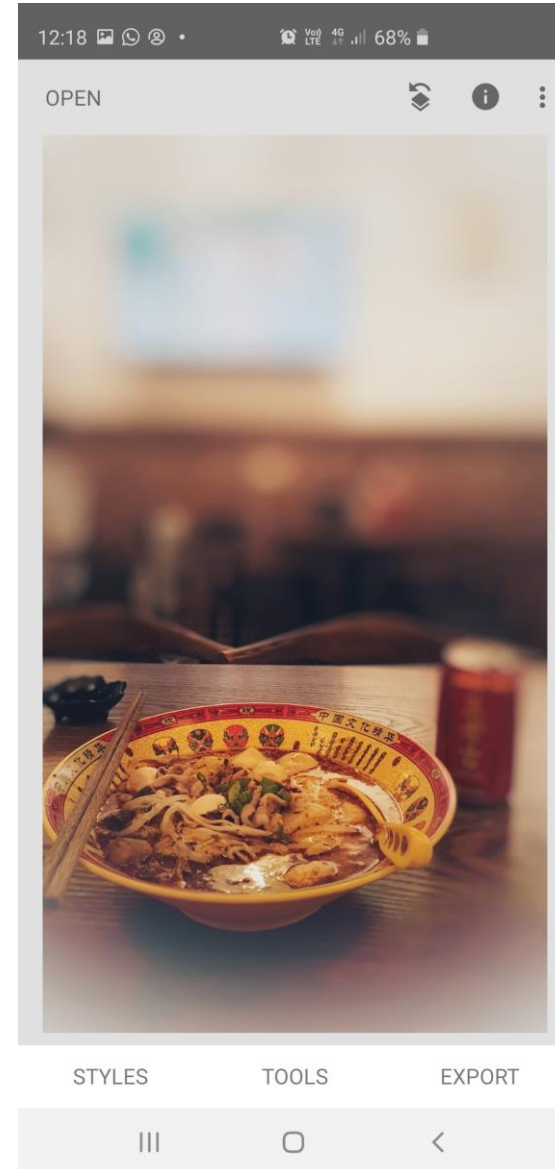




# Go to **tools**

**Lens Blur** to blur the background for professionally looking portrait





# Where to Get Visuals Online

- **Share images from collaborators**
- Creative Commons <https://search.creativecommons.org/>
- Pixabay <https://pixabay.com/>
- Unsplash <https://unsplash.com/>
- Google Image Advanced  
[https://www.google.com/advanced\\_image\\_search](https://www.google.com/advanced_image_search)  
> Settings > Advanced Search > Usage Rights

## *Other Resources:*

- Learning more about creative commons licenses  
<https://creativecommons.org/licenses/>
- Other photo banks: <https://buffer.com/library/free-images>







# Virtual Story Telling – Captions

---

- Don't write a big paragraph
- Use @ to mention other businesses or individuals
  - Eg @VisitMexico
- Use # to drive relevant traffic to your social site
  - Eg #VisitMexico #TasteMexico
- Always include the destination
- Could be a story or question
- Could be funny but must be engaging
- Include Call to Action
- Follow successful accounts and observe their captions

# Creating Your Virtual Story



1. Create one post on **Instagram** > cross-post to Facebook
2. The post should include an image/video + caption + @/#tags

You have 15 minutes!

A dark, irregular ink blot with splatters on a white background. The blot is roughly circular with jagged, feathered edges and contains several smaller, teardrop-shaped splatters extending outwards. The text "Show and Tell" is centered within the blot in a white, bold, sans-serif font.

**Show and Tell**



- Use Instagram as the main tool for creating and posting visual stories, and cross-posting to Facebook
- Use Facebook to manage business functions and ads

**When to use what?**





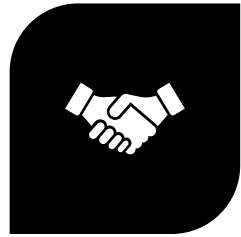
# **Afternoon Tea**

# Success Factors for Digital Marketing

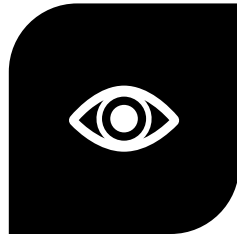
## FEVER



FINDABILITY



ENGAGEMENT



VISUAL



ENABLER

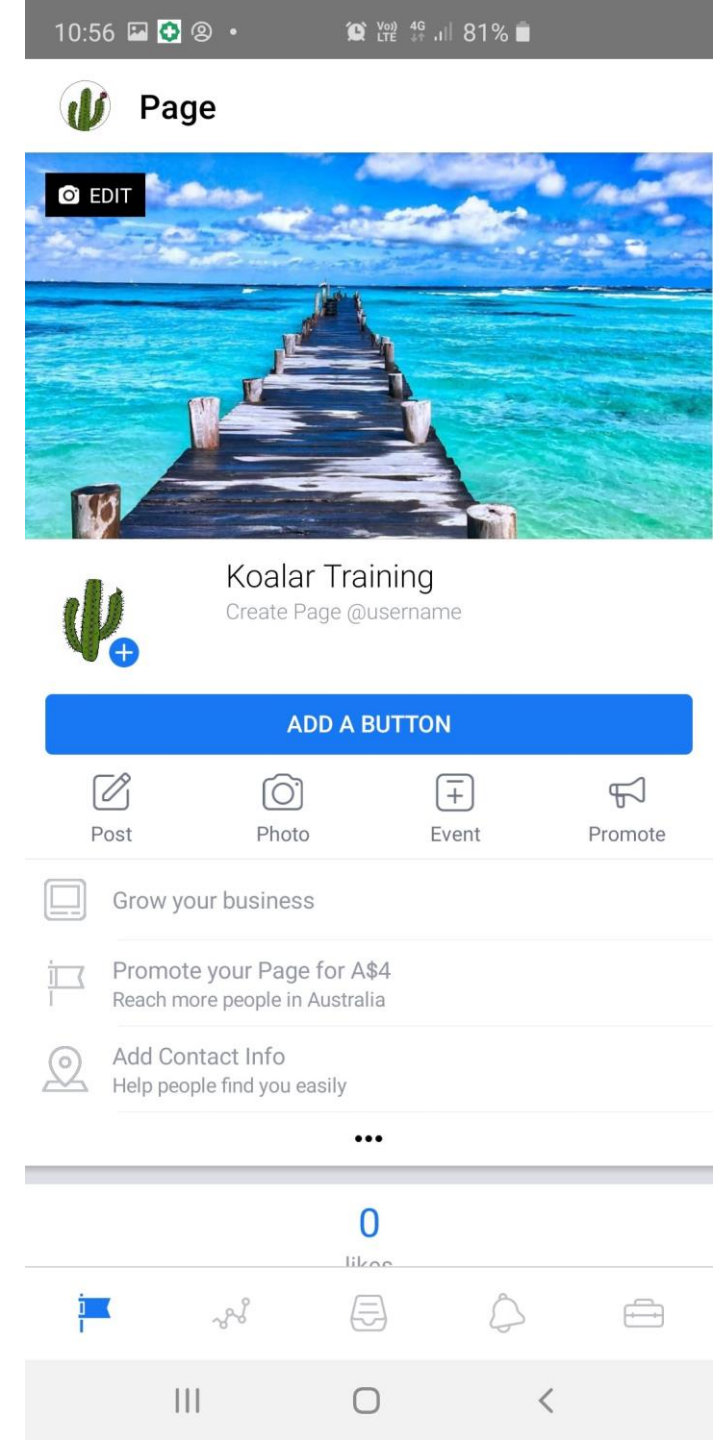
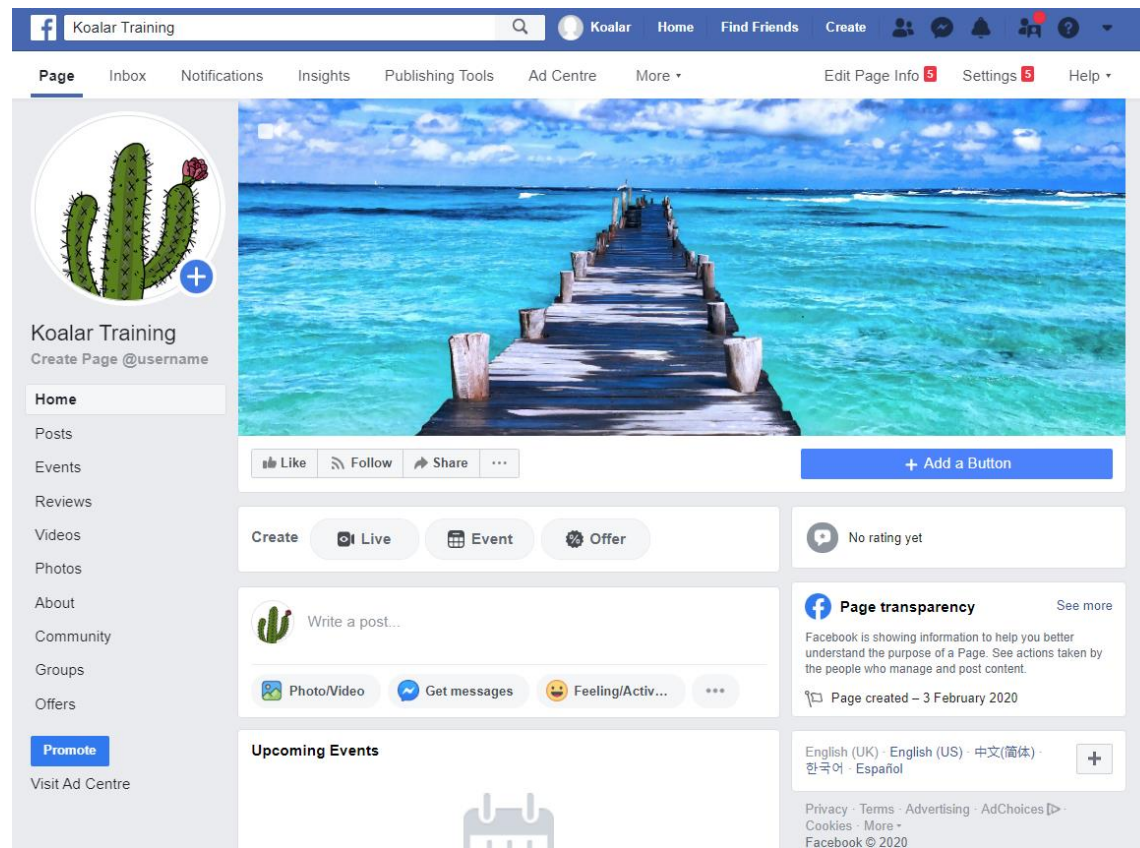


REVIEW



# Navigating Your Facebook Page Functions

- Download Facebook Pages Manager to manage your page on mobile



# Add Your Team on Page Roles

Setting > Page Roles > Assign/Add Person to Page

The screenshot shows the Facebook interface for the 'Koalar Training' page. The 'Settings' menu is open, and the 'Page Roles' section is selected. The 'Settings' icon in the left-hand menu is circled in red. In the 'Page Roles' section, the 'Edit Page Roles' option is also circled in red. The 'Current People' section lists 'Koalar Train' as the Admin. The 'Pending People' section lists three individuals: Catheryn Khoo-Lattimore (Editor), Carla Ricaurte Quijano (Editor), and MariSol Alonso (Editor). The 'Add Person to Page' button is visible at the top of the 'Page Roles' section.

**Page Roles**

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)

**Sections**

- [Assign a new Page role](#) [Jump to Section](#)
- [Page owner](#) [Jump to Section](#)
- [Existing Page roles](#) [Jump to Section](#)

**Assign a new Page role**

Type a name or email address  [Editor](#) [Add](#)

Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment, post from Instagram to Facebook and view insights. If an Instagram account is connected to the Page, they can respond to and delete comments, send Direct messages, sync business contact info and create ads.

**Page owner**

Admins of the Koalar Train business can manage roles and other permissions on this Page.

[Koalar Train](#) [Give Feedback on This Business](#)

**Settings**

**Pages Manager Tools**

- Settings
- Sharing Tools
  - Photos
  - Post Drafts
  - Scheduled Posts
- Business Tools
  - Ads Management
  - Appointments
  - Contacts
  - Events
- More Apps
  - Ads Manager

**General**

- Push Notifications
- Automated Responses
- Calendar
- Instagram @koalar\_training **DISCONN**
- Page Info
- Edit Page Roles**
- Activity Log
- Banned Users
- Log Out

**Page Options**

- Page Visibility
- Delete Page

**Page Roles**

[Add Person to Page](#)

**Current People**

- [Koalar Train](#) Admin

**Pending People**

- [Catheryn Khoo-Lattimore](#) Editor
- [Carla Ricaurte Quijano](#) Editor
- [MariSol Alonso](#) Editor



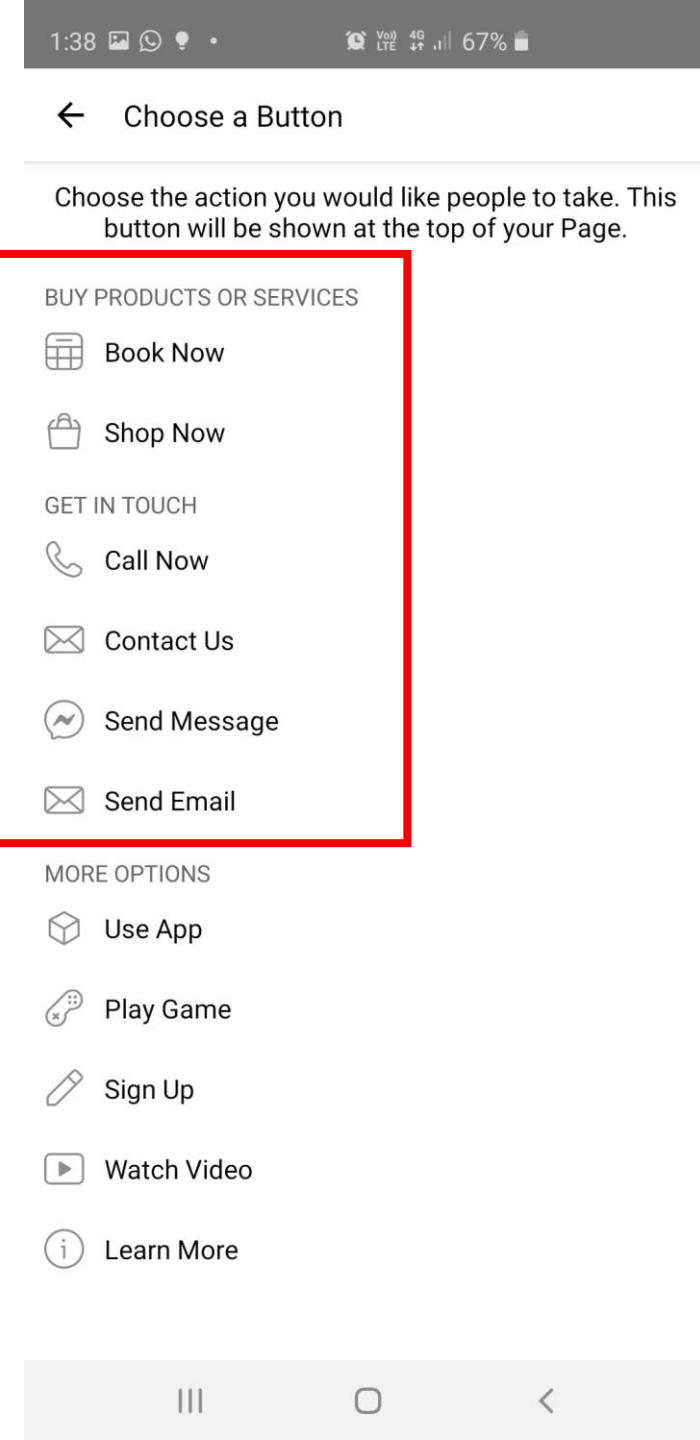
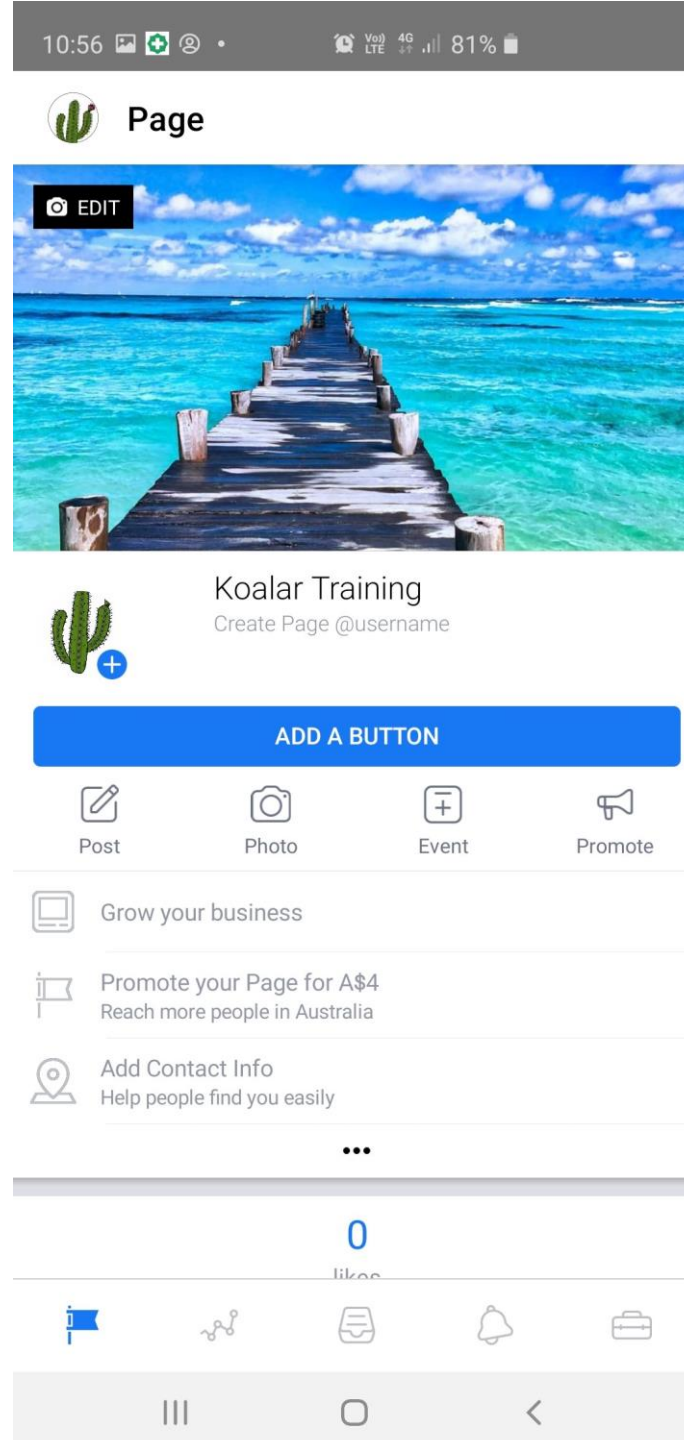
# Automated Response

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- Setting > automated response > instant reply
- Play with away message, respond to feedback, appointment reminders

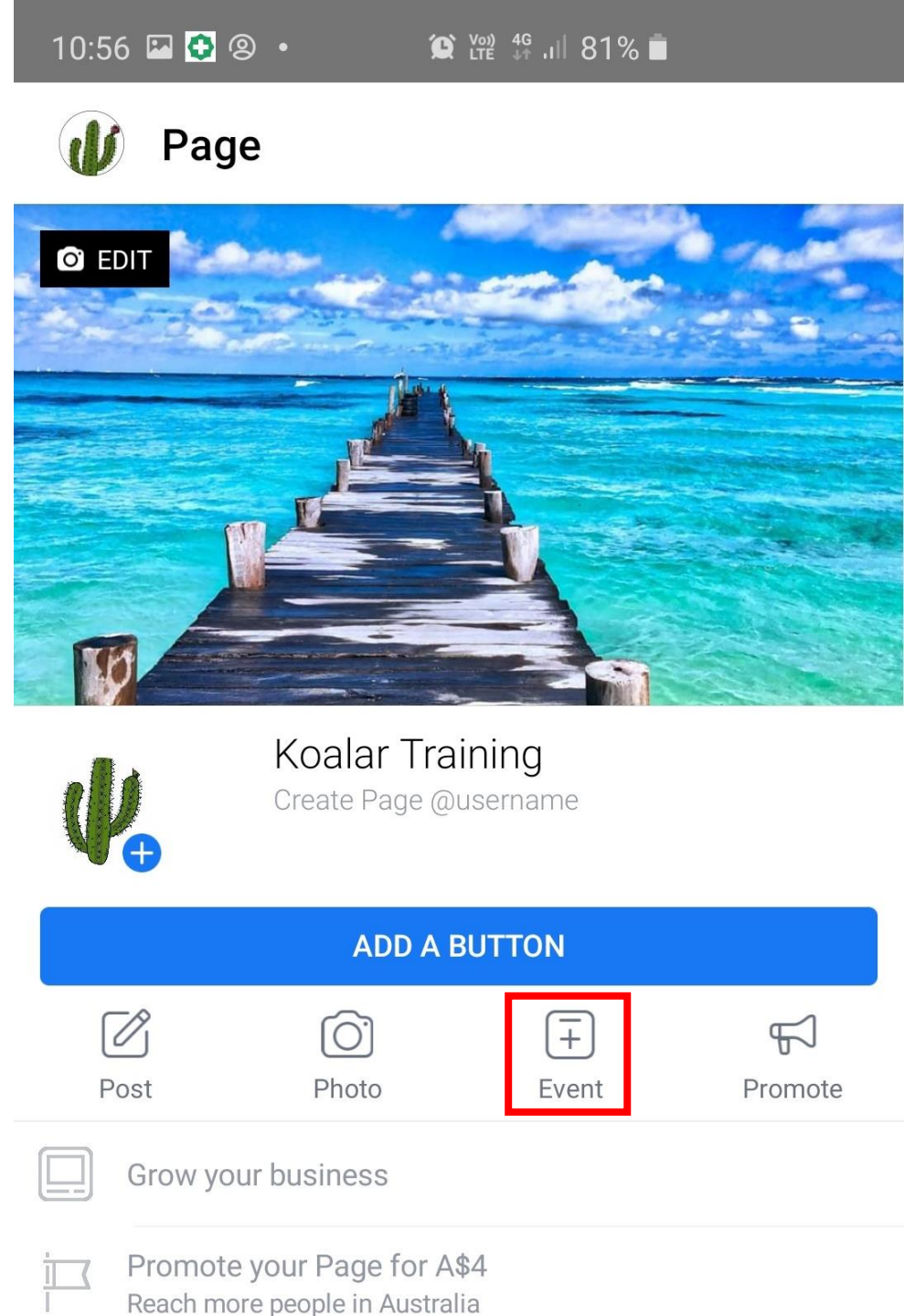


# Enabling Action: Add a Button



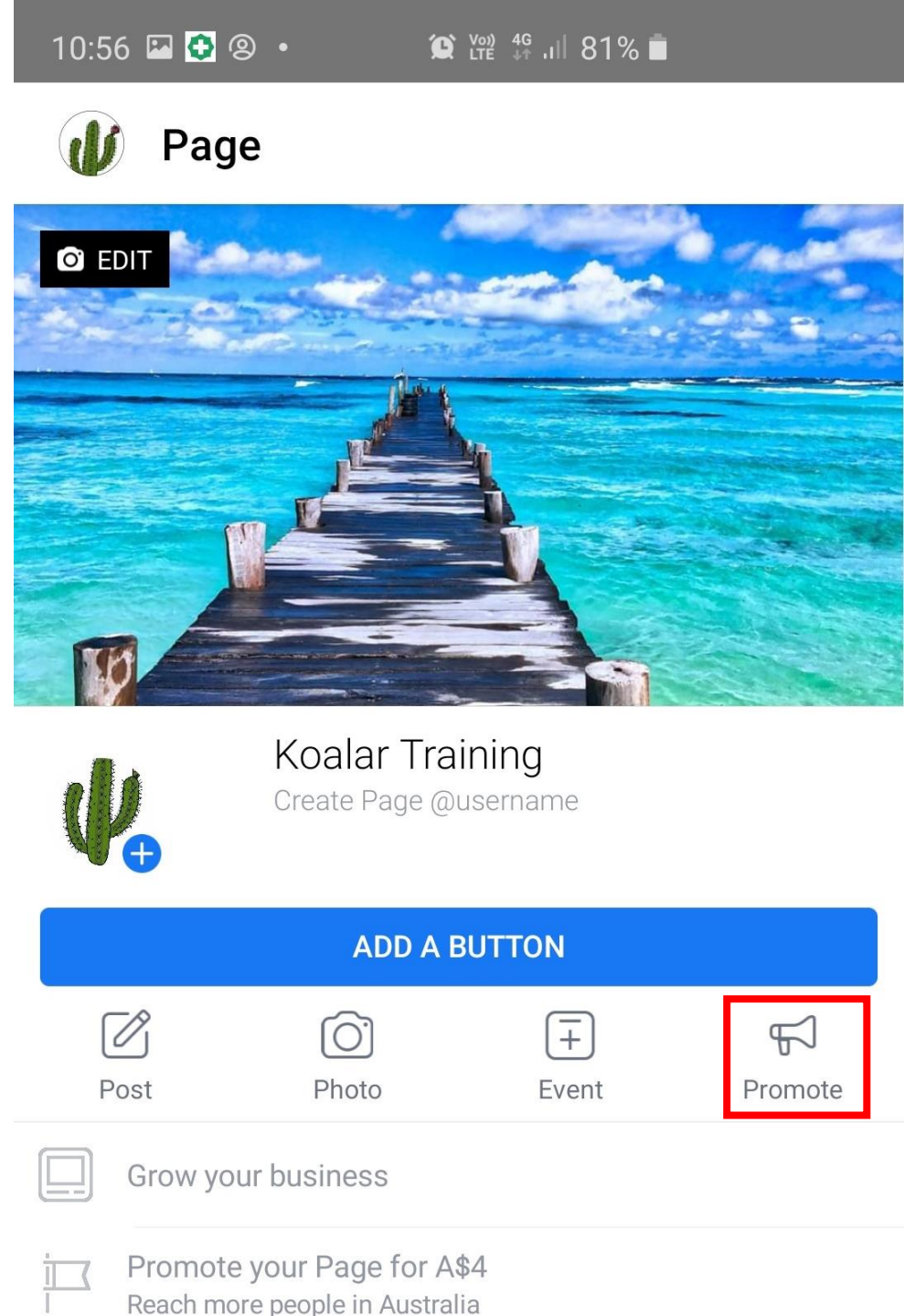
# Enabling Action: Event

When people are interested in your event, their friends near the event may also see it in their News Feed





# Enabling Action: Promote


- **Boost Your Post/Event** or **Get More Bookings** are more targeted than Promote Your Page
- Choose the right audience!!!
- Start small and choose the duration
- “Run This Ad on Instagram” function

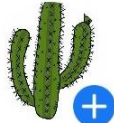


10:56 [icons] 81%





 Page







 Koalar Training  
Create Page @username

**ADD A BUTTON**

 Post    Photo    Event    **Promote**

 Grow your business

 Promote your Page for A\$4  
Reach more people in Australia



- This is for people to find you on Google
- Start [here](#)
- Similar to Facebook Ads
- Speak to a Google Ads Specialist on  
(find the local no and time)



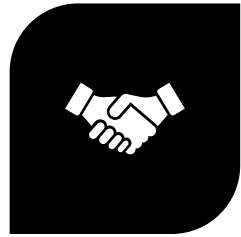
Google Ads

# Success Factors for Digital Marketing

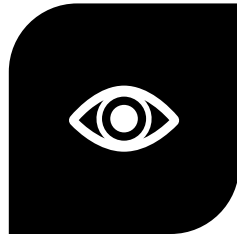
## FEVER



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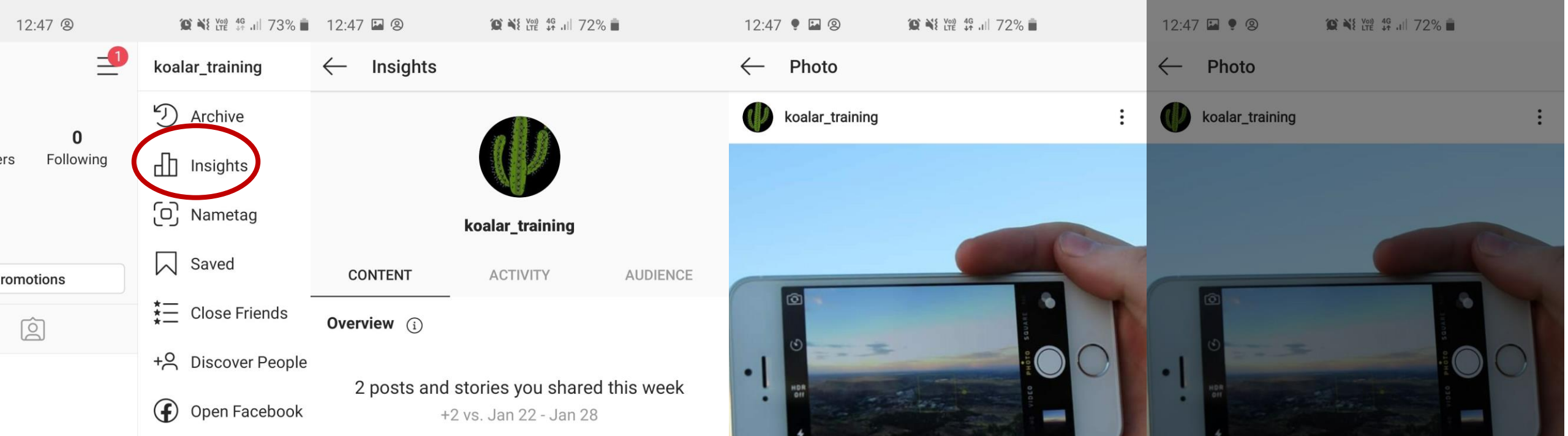
REVIEW

# Harnessing the Love (and Hate)

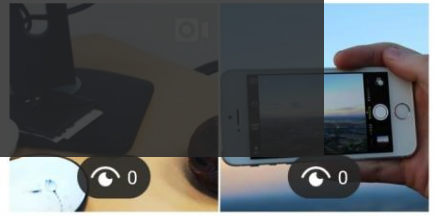
1. Social media analytics
2. Reviews
3. Social media wellbeing





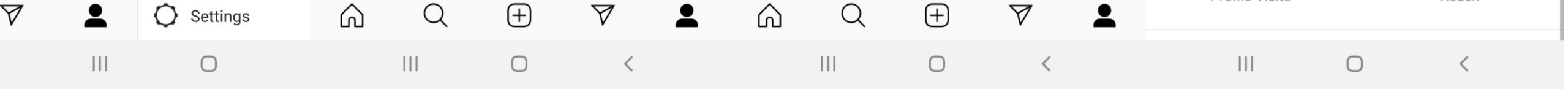


# Instagram Insights



Feed posts ordered by number of times they were seen.  
[Create Post](#)

## Stories





# Facebook Page Insights

Facebook Page Insights dashboard showing performance metrics for the period of 28 January to 3 February 2020.

**Page summary** Last 7 days Export Data

Results from 28 Jan 2020-3 Feb 2020  
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Legend: Organic (blue), Paid (green)

**Actions on Page** 28 January - 3 February  
 1 Total actions on Page ▲100%

**Page Views** 28 January - 3 February  
 91 Total Page views ▲264%

**Page previews** 28 January - 3 February  
 4 Page previews ▲0%

**Page Likes** 28 January - 3 February  
 22 Page likes ▲1000%

**Recommendations** 28 January - 3 February  
 We have insufficient data to show for the selected time period.

**Videos** 28 January - 3 February  
 We have insufficient data to show for the selected time period.

**When your fans are online** | Post types | Top posts from Pages you watch

Data shown for a recent one-week period. Insights for the time of day are shown in the Pacific time zone.

**DAYS**

Day	Page Views
Sun	291
Mon	279
Tues	283
Wed	278
Thurs	281
Fri	280
Sat	286

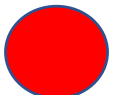
**TIMES**

Line graph showing fan activity over a 24-hour period. Activity peaks around 02:00 and 21:00.

**All posts published** Create Post

Legend: Reach: Organic/Paid, Post clicks, Reactions, comments & shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/02/2020 06:30	THS PhD candidate Ryan Yung presenting at #ENTER2020.	Video	Public	96	6 7	Boost Post
04/02/2020 09:18	Tourism is a dream-selling sector but how to sell tourism dreams? Dr Dung	Text	Public	94	7 3	Boost Post
02/02/2020 18:39	THS students on a 10-day cruise study tour with Royal Caribbean MS	Video	Public	4.5K	1K 309	Boost Post





**Insights**


28 January - 3 February Last 7 days

Post Reach 142 ▲ 46%	Post Engagements 44 ▲ 175%	New Page Likes 3 ▼ 40%
----------------------------	----------------------------------	------------------------------

**Posts** SEE MORE

1 post published in the last 7 days.

**MOST ENGAGING POSTS**










	What the Lonely Planet says about B... 3 February	Reach 95 Engagements 43
---	--	----------------------------

**Stories** SEE 28 DAY SUMMARY

Add a photo or video to your Page's story to engage your audience.

**ADD A STORY**

**Posts Insights**

	We are seeing a po... 18 December	Engagements 33
	"I would definitely go to this conference b... 16 December	Reach 169 Engagements 53
	We have partnered with one of the best... 12 December	Reach 126 Engagements 43
	We are limiting the conference to an ex... 11 December	Reach 1K Engagements 359
	Kuzu Zangpo La, ... 11 December	Reach 195 Engagements 28
	You wouldn't think we're talking about ... 9 December	Reach 131 Engagements 47
	Our conference aims to reinvigorate tired ... 4 December	Reach 115 Engagements 15
	We are finally ready to reveal the ... 14 November	Reach 668 Engagements 109
	Humanising the Academy	Reach 0

**Page**

**HUMANISING THE ACADEMY**  
@tourismconfer

**BOOK NOW**

Post Photo Event Promote

**167** likes

Invite Friends to Like Your Page

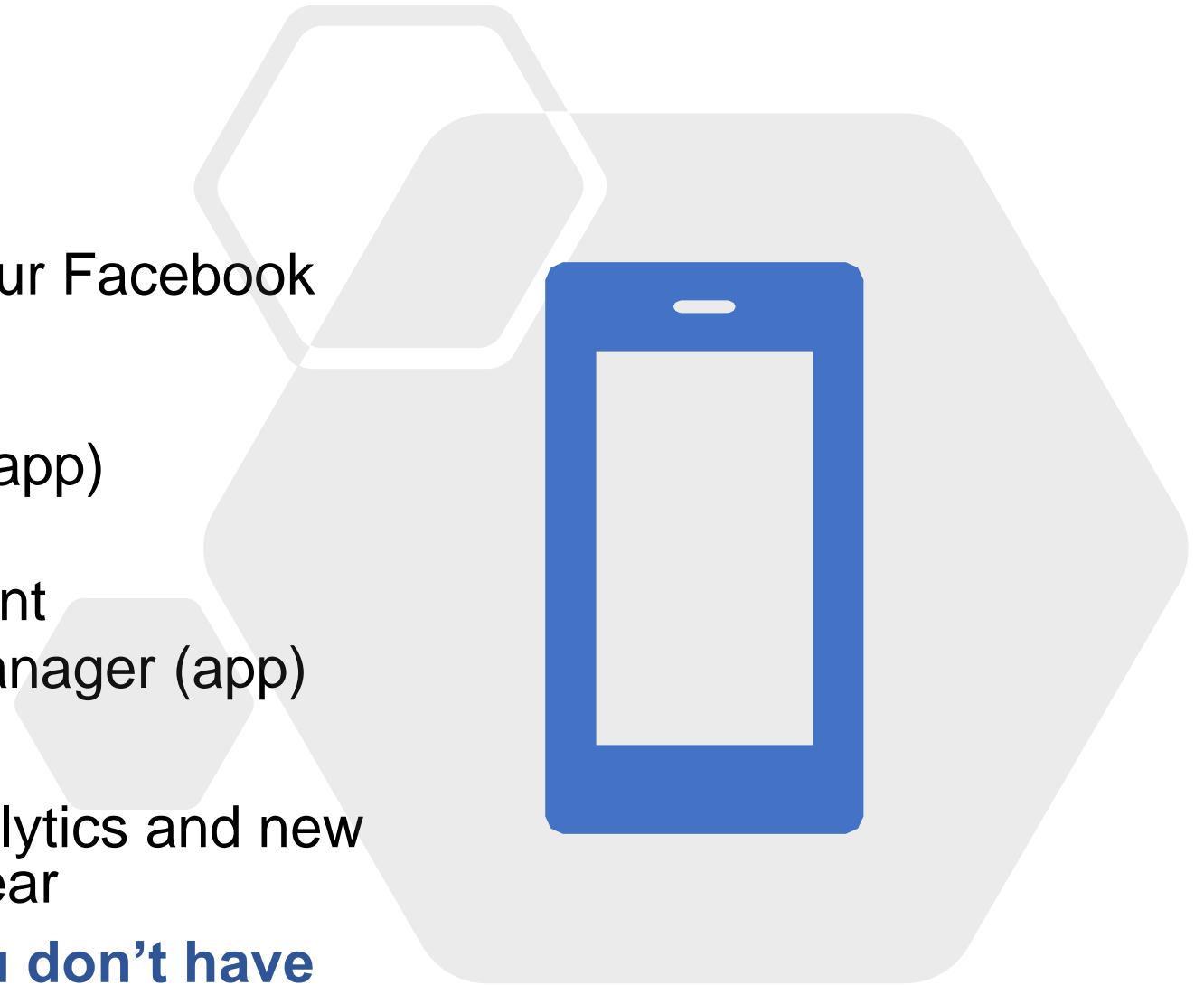
Posts to Page

**Posts**

Remember your Facebook Pages Manager?

# Other Analytics

- Monitor the performance of your Facebook ads
  - Desktop > Ad Centre
  - Mobile > Pages Manager (app)
    - Promote > Manage
    - Tools > Ads Management
  - Mobile > Facebook Ads Manager (app)
- There are other advanced analytics and new tools being introduced each year
- **You can do anything but you don't have to do everything!**



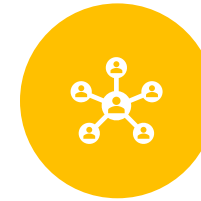
# Facebook Insights Challenge



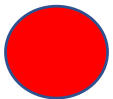
Compulsory if you want to earn the Griffith Digital Badge



Send us a screenshot of your Facebook Business Page Insights



Don't send link to friends and family, see how your page grows "organically"





# How to Improve User Engagement



Vary your posts to see what works



Use relevant #tags to increase exposure and drive traffic



Use Insights to understand your audience

What posts receive more likes/comments/shares?  
When do your audience engage?



Create buzz for engagement

E.g. competitions, votes, events, offers with call to action



Koalar Training

Create Page @username

Home

Services

Posts

See more

Promote

Visit Ad Centre



Koalar Training

5 mins · 🌐



Our talented barista Marisol has been experimenting with new coffee art. We need your help to name this beautiful cup. 🌈

The most liked name will go into our menu PLUS the post owner will receive a free week of coffee on us! ☕☕☕

Please submit your name in the comment box below. Tag your friends to like your comment. 😊



# How to Solicit and Address Reviews

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- Ask for help – tell your customers how important reviews are for small businesses
- Send a personalised thank you email and solicit review
- Better, get your customer to like and follow your page + review whilst visiting your business
- Offer reward as motivation to review  
e.g. show review and get a prize/discount



Martin W.  
4 reviews

★★★★★ a month ago

I did the 2-hours rookie session as I had no experience in surfing at all. Having stayed in Brisbane, Get Wet was very helpful in providing directions for public transport and even gave an unplanned pick-up as I had mistakenly disembarked the bus at the wrong bus station. The surfing lesson itself was good fun with sufficient trainers to look after the group, thus allowing quick progress and success. All in all very recommendable!

Get Wet Surf School  
Seaworld Dr, Main Beach QLD

4.6 ★★★★★ 68 reviews

**No Response from the owner**

**(Original) Response from the owner**

23 hours ago

Hi Martin, thank you so much for taking the time to leave this fantastic review for us. It really helps a small local family business like ourselves so we really appreciate it!

**(Common) Response from the owner**

23 hours ago

Thank you for the review.

**(Revised) Response from the owner**

29 days ago

Hi Martin, thank you so much for taking the time to leave this fantastic review for us. It really helps a small local family business like ourselves so we really appreciate it! We have a special full-day program for returning students to master their surfing skills. Visit our Facebook page for more information. Hope to see you again soon! – Carla, Get Wet Surf School

Every touchpoint is an opportunity to sell



Iorinman



Reviewed 20 August 2019

San Diego,  
California

## Really bad tour

Review of: [Glow Worm Cave and Natural Bridge Tour from Gold Coast](#)



The brochure for this tour at our hotel said the group would be from 10-12 people. Our group had 22 people and the experience suffered greatly for this. After getting picked up we went to 6 more hotels picking up more guests. Our guide had trouble finding one of the hotels so the pick ups took 45 boring minutes. The van had very small crowded seats.

### Original Response

Coastal65648779355, Director of Sales at Roo Tour Group, responded to this review  
Responded 12 September 2019

Our brochure doesn't say how many people will be on board? We have all sizes of coaches from 15 seaters to 60 and s  
holidays  
very busy showing them Springbrook National Park, the Natural Arch and the Glow Worm Colony. I actually find the walk in quite an adventure!! But we are all different hey. I'm sorry you didn't enjoy your tour. If you return, do let me know and I'll choose for you next time!... with JPT's compliments of course!

Your response is not for the complainer but for the potential customers

### Revised Response

**Mathias**, Director of Sales at Roo Tour Group, responded to this review  
Responded 23 August 2019

Hi Lorinman, thank you so much for taking the time to inform us of the problem. We pride ourselves on great customer service and are therefore disappointed that this happened to your group. We have had groups similar to yours who preferred to travel together in a larger coach. Based on your feedback, we will ensure that we communicate with large groups like yours on your needs and preferences in the future. Your feedback has helped us to improve, so thank you again.



# Review Challenge

- Compulsory if you want to earn the Griffith Digital Badge
- Send us 3 screenshots of how you address reviews (any platform)





# Social Media Wellbeing

Women entrepreneurs:

- lack self-confidence in digital competences
- are more likely to experience online bullying, stalking, trolling, defaming and harassment
- can experience burnout from the increasingly flexible digitalized work and personal lives



# Social Media Wellbeing

---

- Continue lifelong learning, such as giving yourself the time to attend this workshop
- Be part of women business network: encouragement and support from other women are important
- Drawing line between flexible digitalized work and personal lives
- Domesticate or “tame” digital tools – make it work for you!



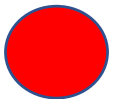


# Network Challenge

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Be part of women business network: encouragement and support from other women are important

1. What women business networks do you already know of?
2. Connect and follow them on social media
3. Send us a screenshot of the network you are part of



A top-down view of a desk workspace. In the upper left, a laptop is open, displaying a grid of small images. In the center, a white mug filled with coffee sits on a white saucer with a spoon. To the right, a person's hands are visible, one holding a pen and writing in a spiral notebook. A colorful highlighter lies on the desk near the notebook. The scene is dimly lit, with a dark overlay across the entire image.

**Digital technology as a means  
to an end, not an end in itself.**

One step at a time.

# What We Haven't Covered

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- Video
- Setting Up a Website
- Facebook/Instagram Advanced Marketing
- Selling on sharing economy platforms (e.g. Airbnb)
- LinkedIn





# Where to from Here

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- Post-workshop survey: tell us what you need
- Self-led Facebook group to connect, collaborate and share
- Group photos!

Be digitally curious and keep exploring

