

Digital Marketing Moves to Make Now

*Sheila Scarborough
Tourism Currents*



Who Are We?



Leslie McLellan
Sheila
Scarborough

Tourism Currents

*Workshops &
consulting in social
media for tourism,
hospitality, & economic
development*

What We'll Talk About

- Most important things to do first
- 3 moves to make on each social platform
- Some bonus freebies
- Q & A

Fundamental truth . . .

Social media & digital marketing tools
DON'T DO ANY GOOD if you haven't laid
this foundation:

Strategic planning, know your audience
Set specific marketing goals
Plan & schedule content
Engage/interact with followers

A high-angle photograph of a large school of fish, likely bluegills, swimming in a pond. The water is a mix of blue and green, with ripples and reflections visible. The fish are concentrated in the lower half of the frame, moving towards the left. The text "Fish where the fish are. YOUR fish." is overlaid in white, bold, sans-serif font in the upper half of the image.

Fish where the fish are.
YOUR fish.

@TourismCurrents
#PBArollsinto100

A man with short brown hair, wearing a white lab coat over a blue shirt, is seated at a workbench. He is looking through the eyepiece of a large, white and black compound microscope. The microscope's camera is connected to a monitor that displays a magnified, colorful image of a specimen. The man is holding a small, light-colored object with his hands, positioned just below the microscope's stage. The workbench is cluttered with various items, including a jar, some papers, and a yellow tag. In the background, there is a workshop or laboratory setting with shelves, a workbench with a sign that says "RIGHT SIDE", and a California license plate that reads "I DIG91".

Do.
The.
Work.

@TourismCurrents
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Your digital content plan must speak to your audience & support marketing goals

Know *what* you are going to post or email

Know *why* you are posting or emailing it

Talk to people when they respond

Strategy to Social Post Example

Grow foodie tours niche



Marketing goal to support - reach foodies



Social media to support foodie outreach



Instagram



Instagram pics & hashtags - #foodie #foodstagram #instafood
#SoulFood #FoodToursChautauqua #gourmand

Power of free tools/platforms: they level the playing field



Key Move: Google Business Profile

Critical for local SEO - getting found online

Costs nothing, has lots of features
*(offers, events, photos, update biz hours, reviews,
attributes like women-owned)*

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Sign up



Detroit Voltage

4.9 ★★★★★ (27)

Electrician in Detroit, Michigan

OVERVIEW UPDATES SERVICES REVIEWS PHOTOS



CALL



DIRECTIONS



SAVE



WEBSITE

REQUEST A QUOTE

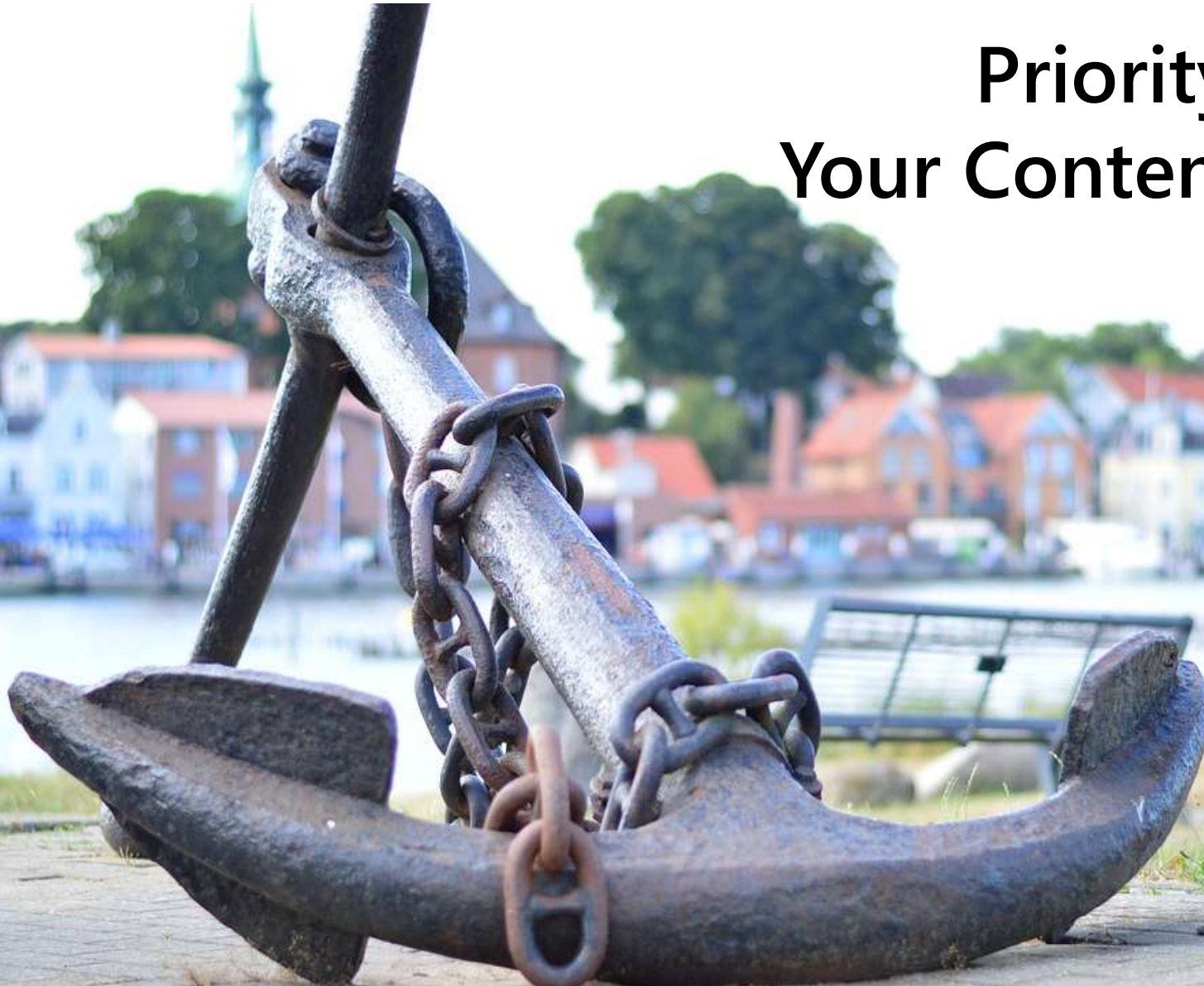


400 Monroe St #261,
Detroit, MI 48226



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Priority #1 Your Content Anchor



Top 3 Moves – Your Blog

- Have at least one blog post that answers each top 10 visitor or customer question. Include related posts.
- Repurpose. Create video / audio versions & social media out of popular posts.
- Make it easy to subscribe to posts via email. Consider making your blog your email newsletter.



5.11.22

A RAINY DAY IN THE GRAND HAVEN AREA

ACTIVITIES



SEARCH



CATEGORIES



ARCHIVES



Blogroll

[Snug Harbor](#)

[The Tadpole Smoothie Hut](#)

[Updated: Food & Drink List 07.01.2021](#)

[A Day with Dad: Father's Day in the Grand Haven Area](#)

[Area Lodging: Vacation Rentals](#)

[Area Lodging: Inns, Lodges, and Bed & Breakfasts](#)

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David Beach, Alaska Tour Guide

By [Cliff Bandringa](#) on Feb. 07, 2022

Article by David Beach

When I was approached by Southwest Adventure Tours (SWAT), I was apprehensive to start guiding for them. Having been in the tour industry for 13 years, I was accustomed to my big shiny motorcoaches with 50+ people. That's what I



OWENS



E. l. l. l.

Top 3 Moves - Facebook

- Change up your content mix - try a weekly video post or colorful text post.
- Use Facebook Groups and Events.
- Post the right content for YOUR followers, at the right times. Interact & engage, incl. WhatsApp & FB Messenger.



ROW Adventures

@ROWadventures

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Reviews

Photos

Videos

Posts

Events

About

Community

Instagram

Pinterest

Video Library

Twitter

Like

Follow

Share

...

Contact Us

Send Message

Newest First

Search ROW Adventures's videos



All Videos



40 Years of Travel That Transforms

2.1K views · March 18



Thank you for an incredible 40 years!

388 views · February 22



How to Make Waves on Your Honeymoon

426 views · February 14



A Typical Day on the River with ROW Adventures

592 views · October 25, 2018



We're 50 years downstream of the water-churning Wild &...

15K views · April 10, 2018



Ride the Snow Twice this Year

893 views · January 17, 2018



Adventures in Whitewater Rafting

1.5K views · July 17, 2017



Hells Canyon - Snake River Rafting

1.2K views · June 21, 2017

Chat (9)

Instagram

Search



#fishinggirls

Follow

Top posts



Top 3 Moves – Instagram

- Try more Reels & Stories (use stickers in Stories, incl. link.) Save current/best Stories to Highlights, then turn into Reels.
- Better hashtag research.
- More photo carousels. Do “collabs” with locals & influencers, even tour guests.



Search



kekokuai • [Follow](#)



👯 we ain't the biggest but will laugh the most 😂. Your vacation shouldn't be measure on the amount of miles you travel but rather the amount of smiles. #Kauaiadventures #kauaihiking #kauaitours #kauaioutdoors #smiles #captain #getongetoutdiscoverkauai #kekokuai #kekoAdventuretours #ohana #kuaiohana czus▲

15w



kauaitlife U guys are funny



11w Reply



25 likes

JULY 19



Top 3 Moves – LinkedIn

- Active, current staff personal profiles.
- Claim, fill out, USE your LI Page. Invite personal LI connections to Like your Page.
- Have a content plan: 1-2 times a week is fine. Try polls, photos, video incl. LI Live, downloads, & articles (LI Publishing, including from a Page.)



Search



Home



My Network



Jobs



Messaging



SeeUSAtours INC

More

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About

Posts

Jobs

People

Insights

Videos



El thanksgiving se acerca, invita a tus clientes a pasar este día tan especial...

2mo



Visita a la ciudad de Washington D.C. Disfruta de la ciudad de Washington...

2mo



Disfruta de las fantasticas excursiones que ofrece Seeusa Tours en el mes d...

4mo



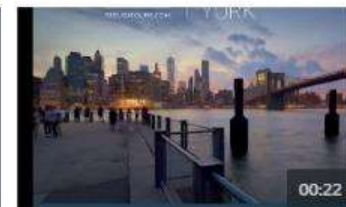
Los recibimos nuevamente con los brazos abiertos www.seeusatours.co...

1yr



Excursiones en compartido. Contrastes de Nueva York. Reserva:...

1yr



Disfrutemos juntos de NYC. Excursiones en compartido:...

1yr





Search



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— THE MODERN FRONTIER —



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#Hospitality #Oklahoma #OklahomaCity #TravelOK
#SportsTourism



Top 3 Moves - YouTube

- Customize & optimize your channel.
- SEO groom of all videos posted - title, description, tags, links.
- Post more videos, try YouTube Live & Shorts. Repurpose your videos from other social platforms.



Missouri Star Quilt Company

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Discover the Missouri Star Quilt Company!

1,031,920 views 2 years ago

This is an ad we are running for our Quilter's Daily Deal, the link she is pointing to when she says click here is - www.missouriqltco.com/shop/quilting-specials

This took us almost 8 hours to film, and another 8 hours to prepare all the props for it. It was hard because we had to do it all in one take, so we would get alm...

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Talk Quilting

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Related channels



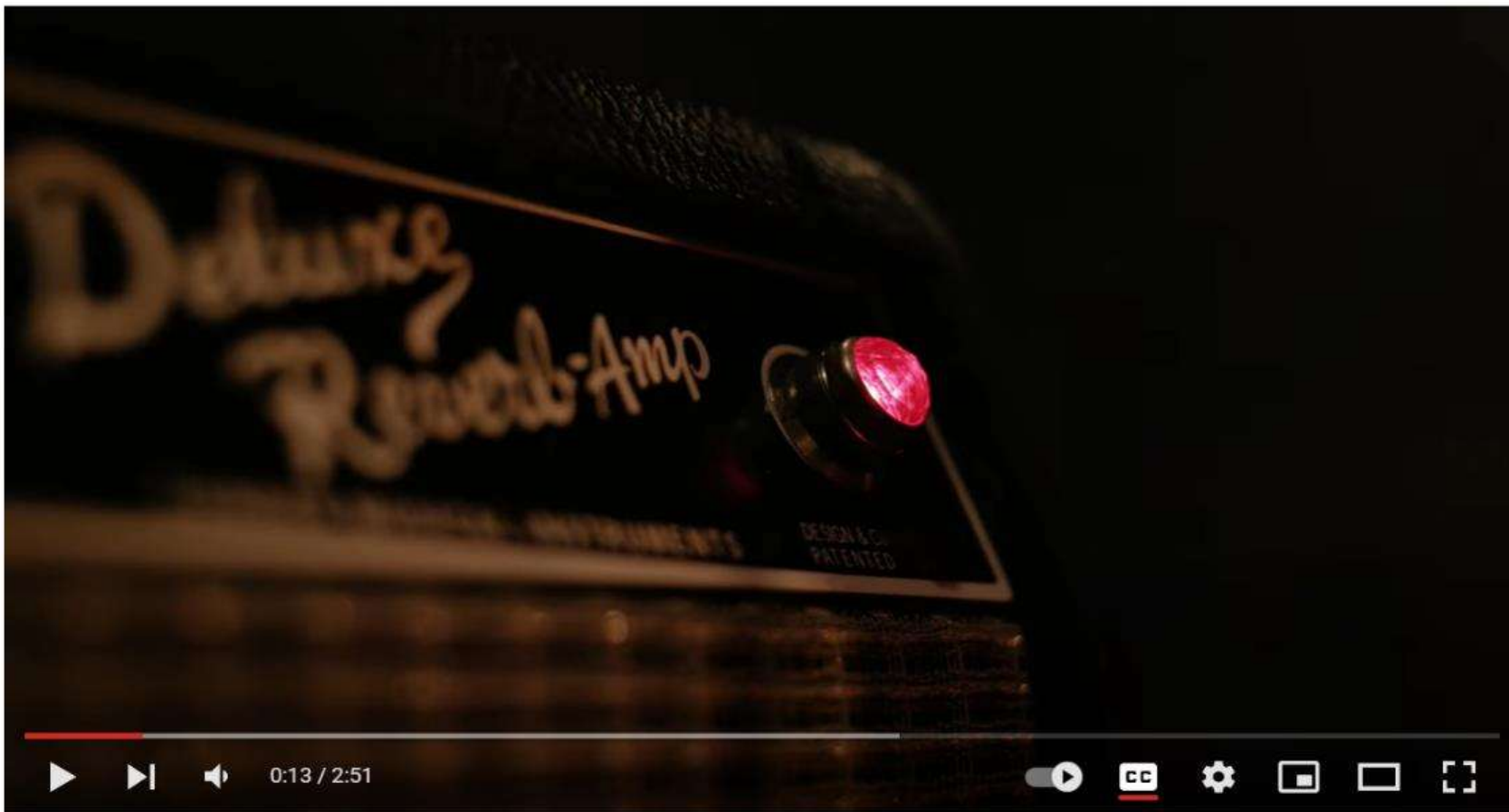
Fat Quarter Shop

[Subscribe](#)



YouTube

sound of austin



The Sound of Austin | Visit Austin, TX



Visit Austin TX
2.21K subscribers



Subscribed



35



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LIVE

PLAYLISTS

COMMUNITY

CHAN



Here Comes the Sun
22 views



Downtown Kansas
City MO Bookshelf



1913 CW Parker
Carousel in...



Potter Marsh near
Anchorage, Alaska



Downtown Waco 7th
Street Plaza



Top 3 Moves - Twitter

- Still good for breaking news, trends, media relations, customer service.
- ENGAGE, especially when someone tags you or uses your hashtag.
- Hashtags – start with “hashtag of the day” like #TravelTuesday, #WineWednesday, or #tbt.



TravelOK.com @TravelOK · Aug 6

@cc_chapman Once you get to OKC, I-40 & Route 66 parallel, so here are some ideas from OKC to Weatherford: bit.ly/OKC-Weatherford



Details



TravelOK.com @TravelOK · Aug 6

@cc_chapman Continuing west from Weatherford to the border, here is a list of top things to see & do: bit.ly/Weatherford-Te...



Details



Becky McCray @BeckyMcCray · Aug 6

@TravelOK thanks so much for all those suggestions for @cc_chapman !



Details



TravelOK.com @TravelOK · Aug 6

@BeckyMcCray @cc_chapman For sure. Thanks for giving us the head's up! We're always happy to help!



Details



C.C. Chapman @cc_chapman · Aug 6

@TravelOK @BeckyMcCray You rock! Thank you



Details



Top 3 Moves - Pinterest

- SEO review of all Boards (keywords)
- SEO review of all Pins (keywords, links)
- Post more often, with better graphics: vertical, text overlay. Try video & Idea Pins (stories)

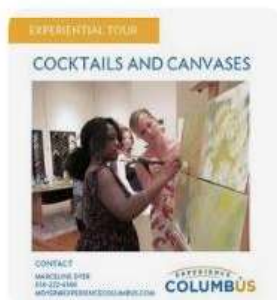
Group Tour Experiences



Experience Columbus · Have a group that wants more than your average tour? Come to Columbus, where we've created Experiential Tours that get your group members into the thick of the action. These experiences are only available to groups - see descriptions for minimum group size. And make sure you order our printed Experiential Tours Guide by calling Marceline Dyer at 614-222-6146.

3.12k followers

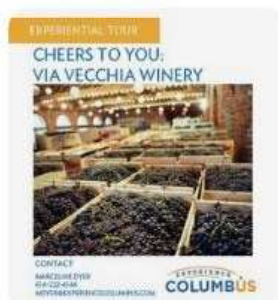
Share



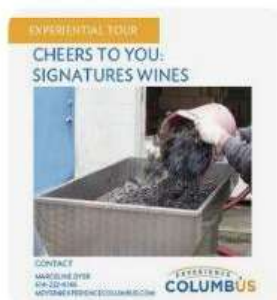
Columbus Tours | Things to Do in Columbus



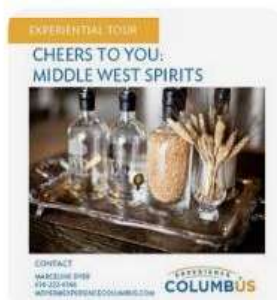
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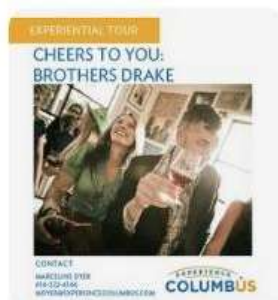
Columbus Tours | Things to Do in Columbus



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Bonus Free Tools

- (reminder) Google Business Profile listing
- Canva
- Unsplash, Pixabay, Pexels, Flickr Creative Commons and Flickr Commons (images)
- Google Analytics
- Lumen5 (A.I. video) & Podbean (audio)
- Answer the Public (content ideas/SEO)

Photo Credits

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Thank you! Q&A time



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@TourismCurrents
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