

SOCIAL MEDIA WORKSHOP 1

ESTABLISHING YOUR DIGITAL STOREFRONT

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Think about these four questions...



What's
my story and what
makes my tourism
business unique?



Who is my
audience?



What are my
business
objectives?



How can an
online presence help
me achieve
my business
objectives?

Top 3 Traveller Tips

1



2



3





**Be where people
are spending their time**



**Mobile is the remote control of
travellers' lives**

85%

of people turned
to their mobile
device when
planning
their last trip



A constant companion

% of travellers using Facebook platforms for travel-related activities in Australia.



Facebook:

74%

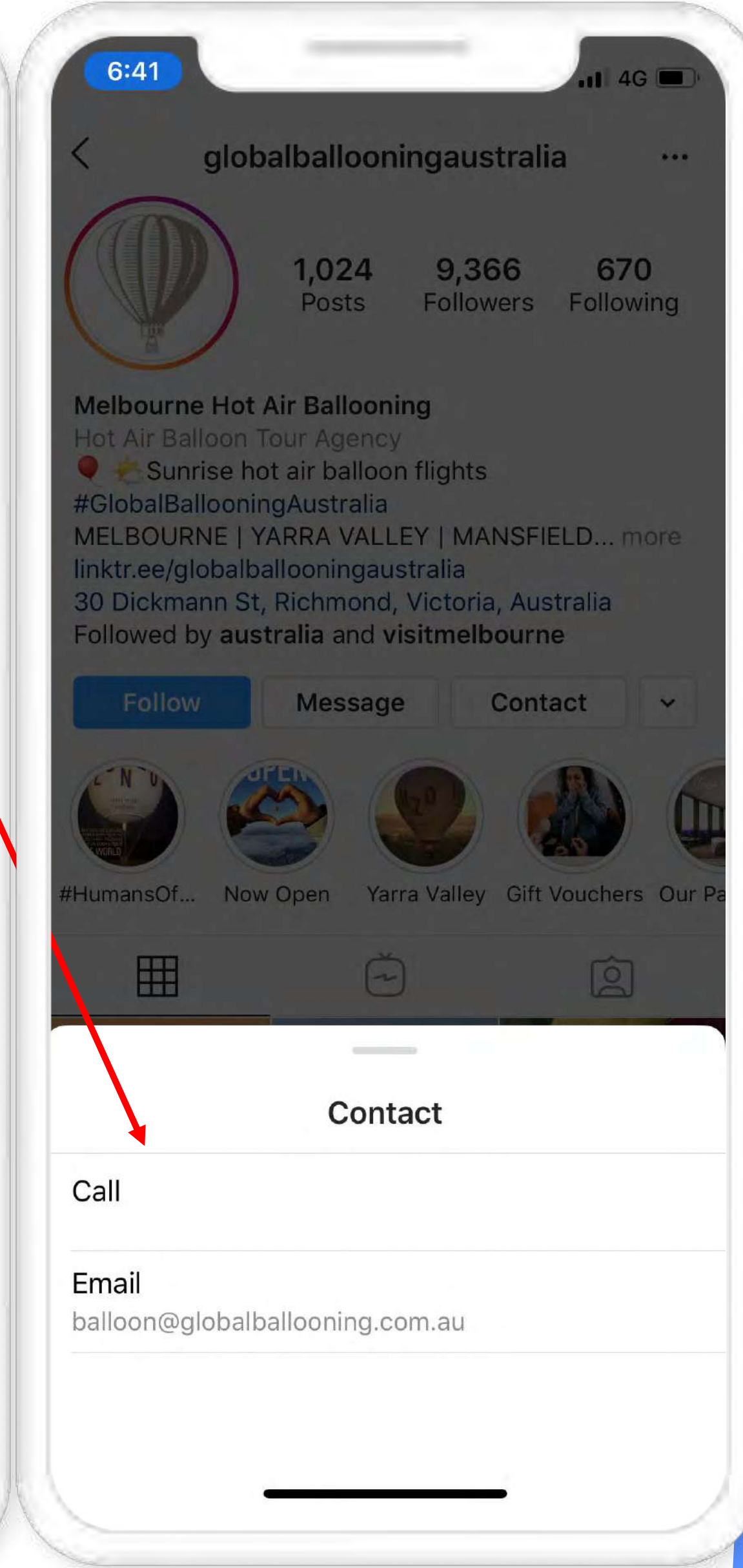
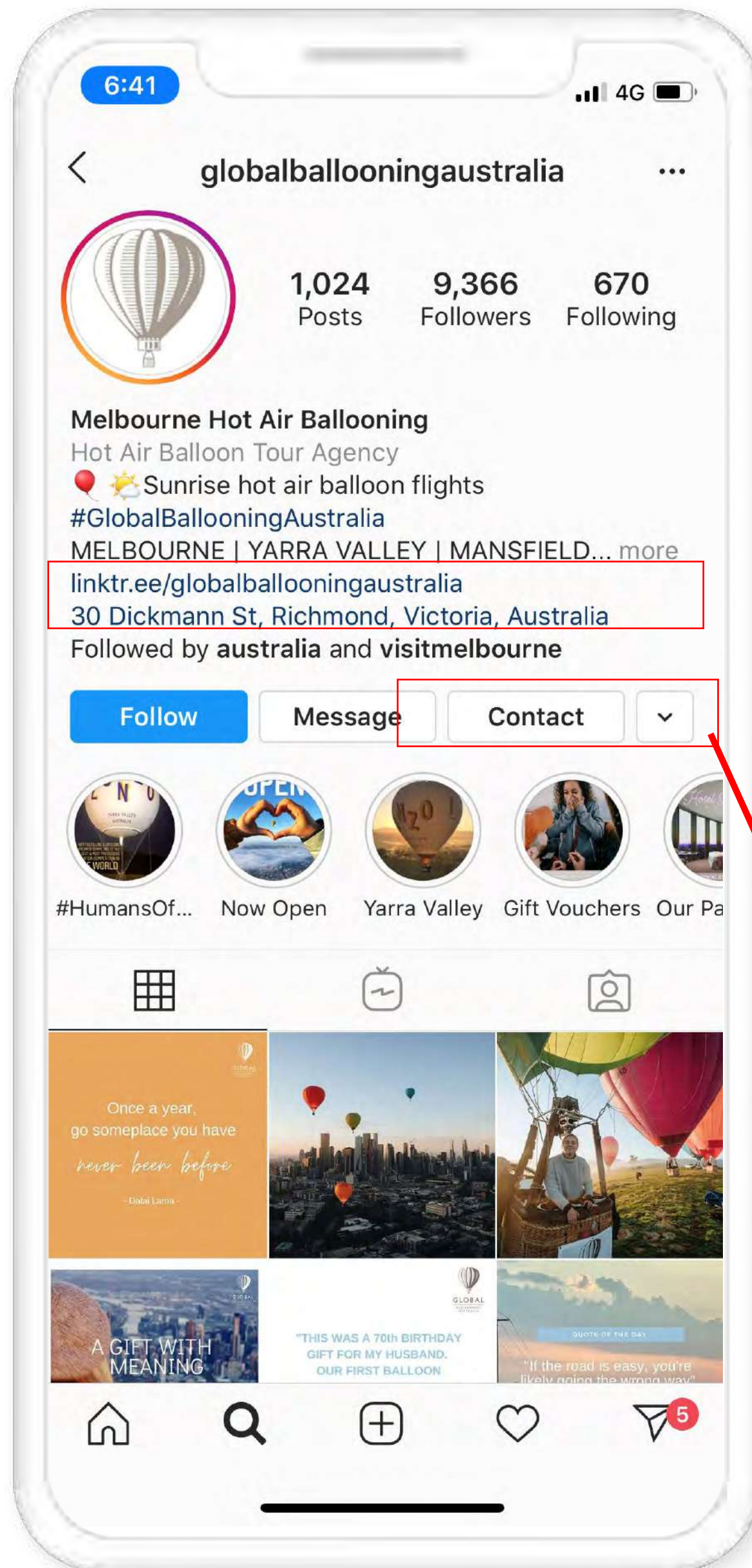


Instagram:

72%

*Travel is the #1 interest on Instagram.

Facebook IQ Source: Leisure Travel Consumer Journey Study by Accenture (Facebook commissioned online study of 1,054 respondents ages 18+, AU, July 2018).

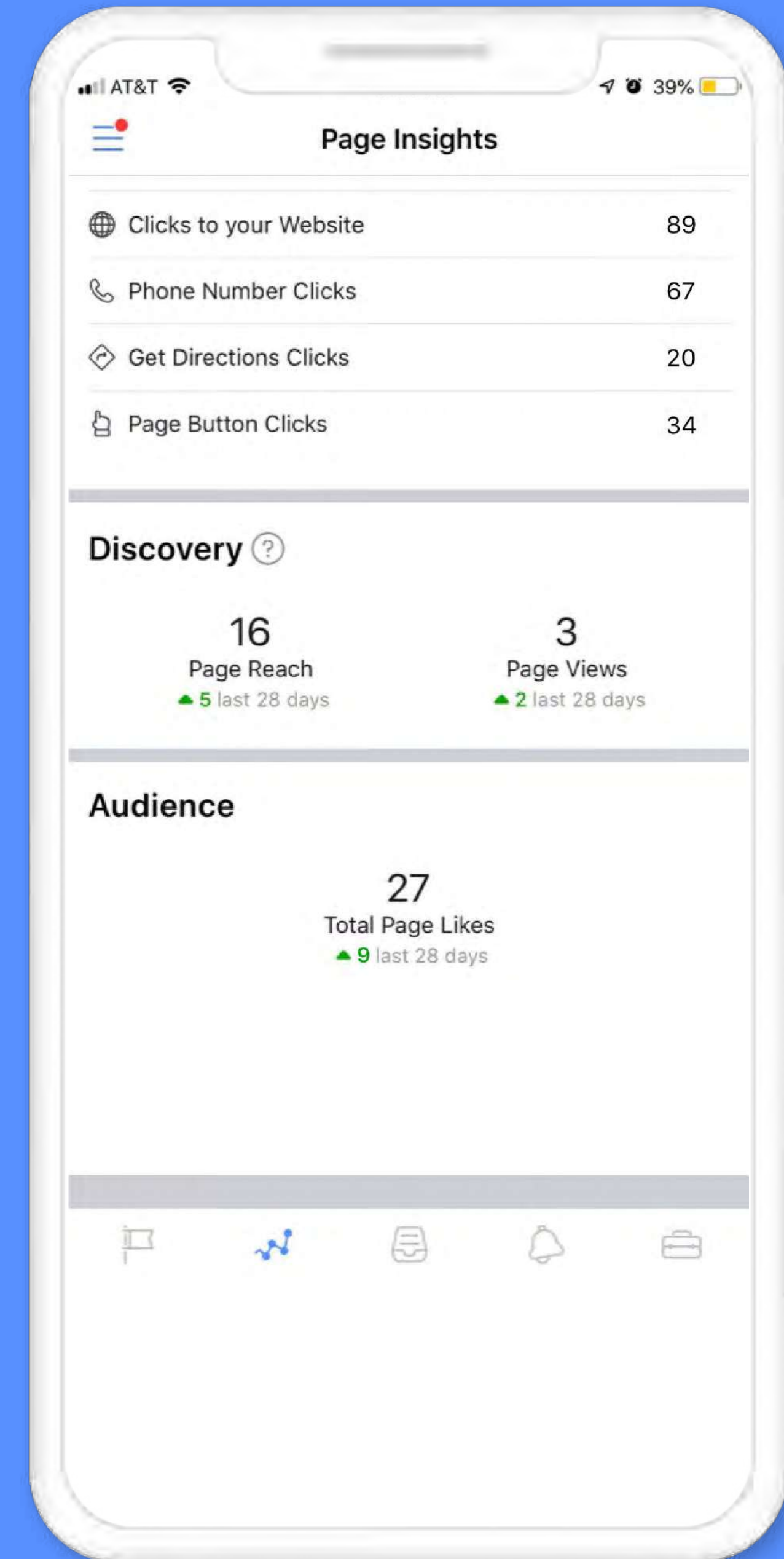


Your Digital Storefront / Welcome Centre: Business Profile (Facebook & Instagram)

- Contact details and relevant business information
- Opening hours
- Business Address
- Phone Number
- Link to your website



Insights



Case Study: Global Ballooning Australia, Victoria

“The tools available are essential in analysing performance and your audience. Don’t be afraid to try something new, keep trying & tweaking until it’s right. Your online presence is essential for building trust & credibility. It takes time but it is well worth it and helps to look at your business in a different light, being able to instantly receive feedback (via comments or engagement) as to what is working well and what your audience wants more of. It’s a job that is continuously evolving as updates & new features are implemented.”





**Breakthrough with
travellers by speaking
their language**





SHOULD I POST THE SAME THINGS ON FACEBOOK AND INSTAGRAM?

#CREATIVE

HOW OFTEN SHOULD I POST?

Creatively Communicating

WHAT CONTENT GETS THE BEST ENGAGEMENT?

Instagram Stories

WHY PEOPLE LOVE STORIES



Full screen



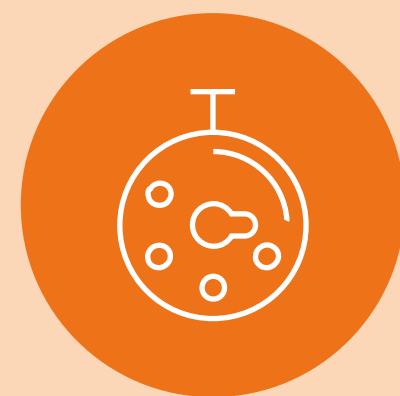
Playful



Ephemeral



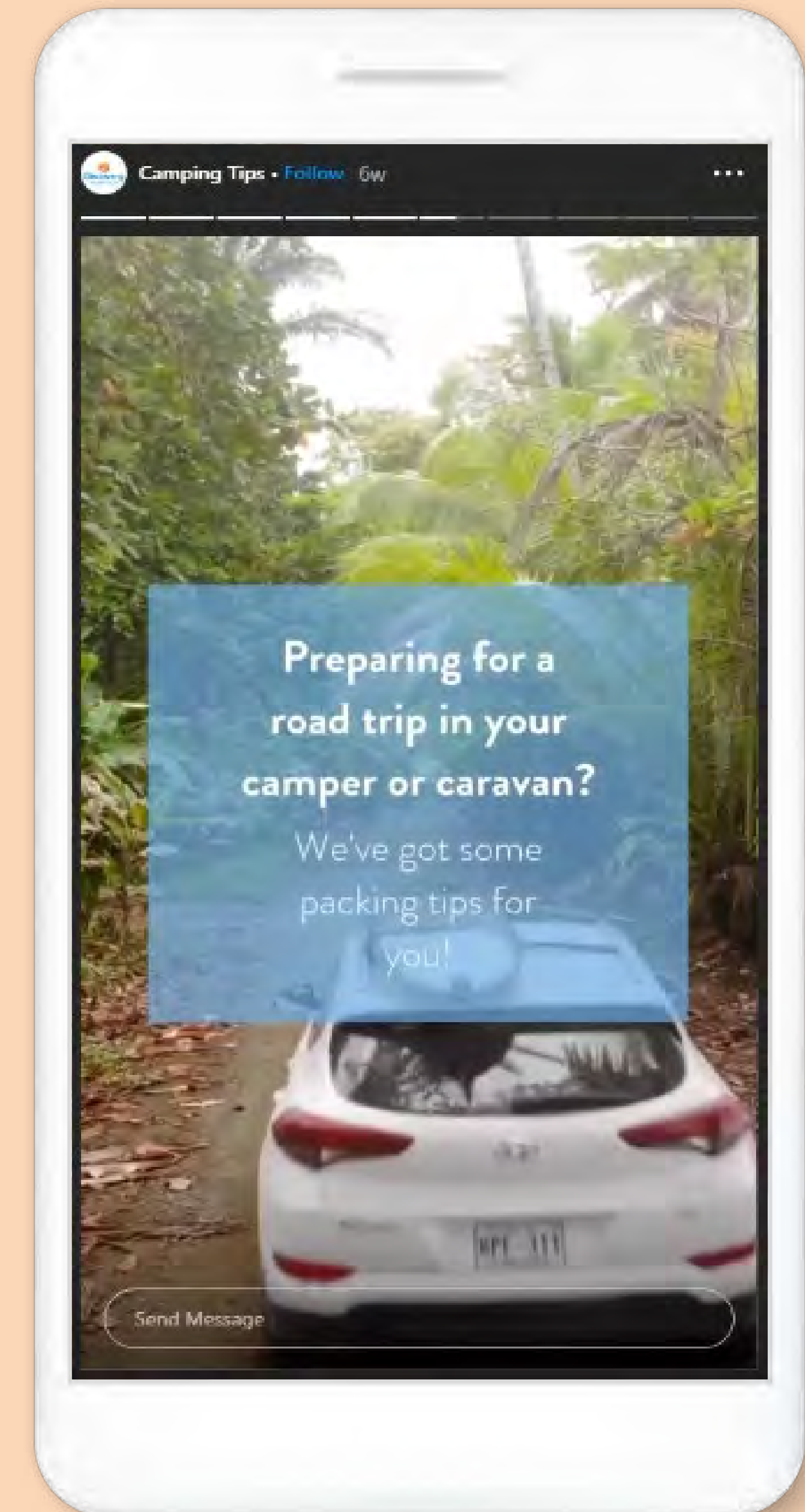
Authentic



Short form



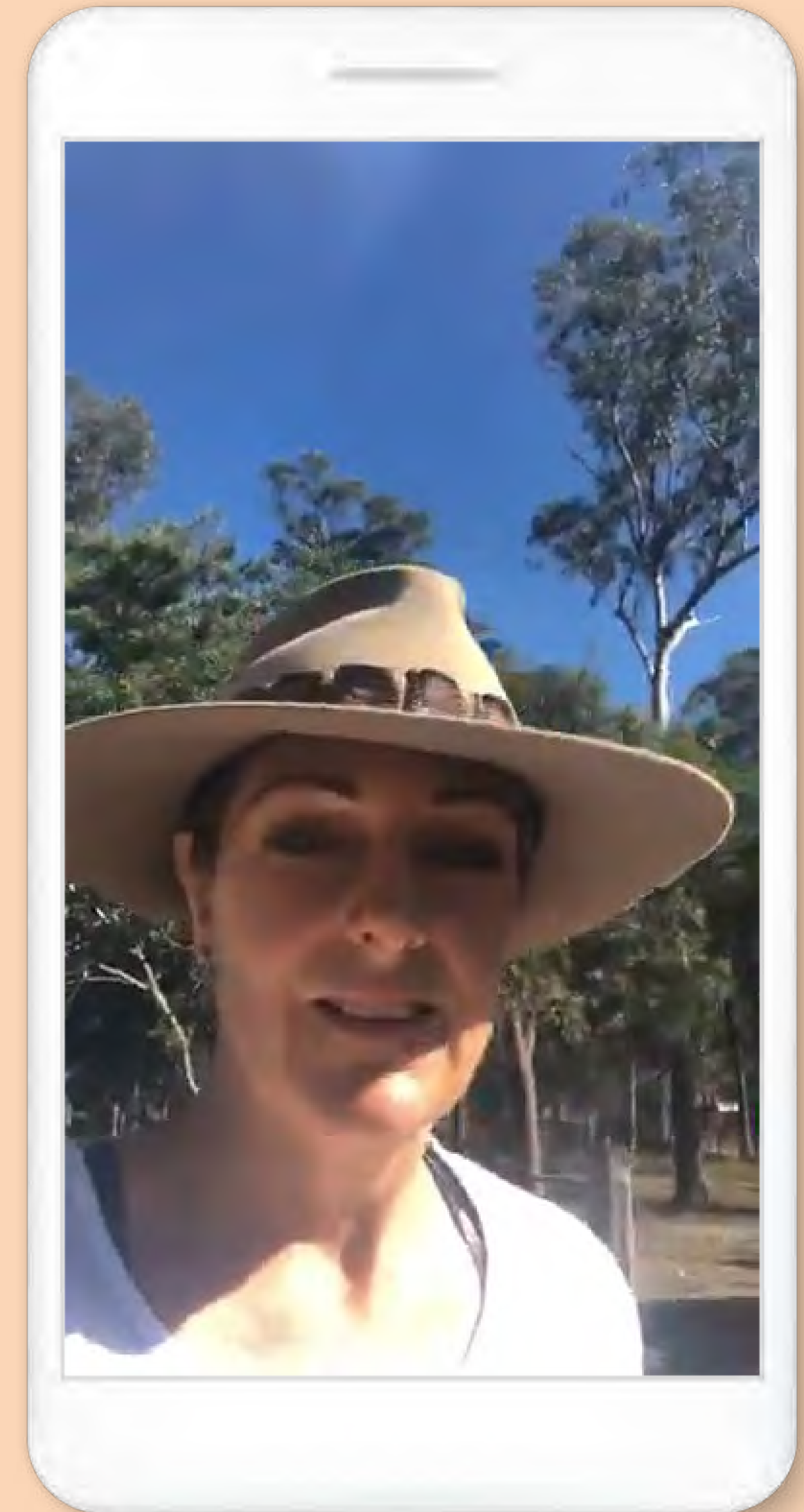
Interactive



@DISCOVERYPARKS

Going Live

- While we are practicing physical distancing, live streaming can make personal connections happen in real time
- It can provide instant authentic connection
- Live video is raw and engaging, your community can instantly ask questions, comment, react, or just follow along



**SPLITTERS FARM: LIVE
EP 27**

Case Study: Splitters Farm, Queensland

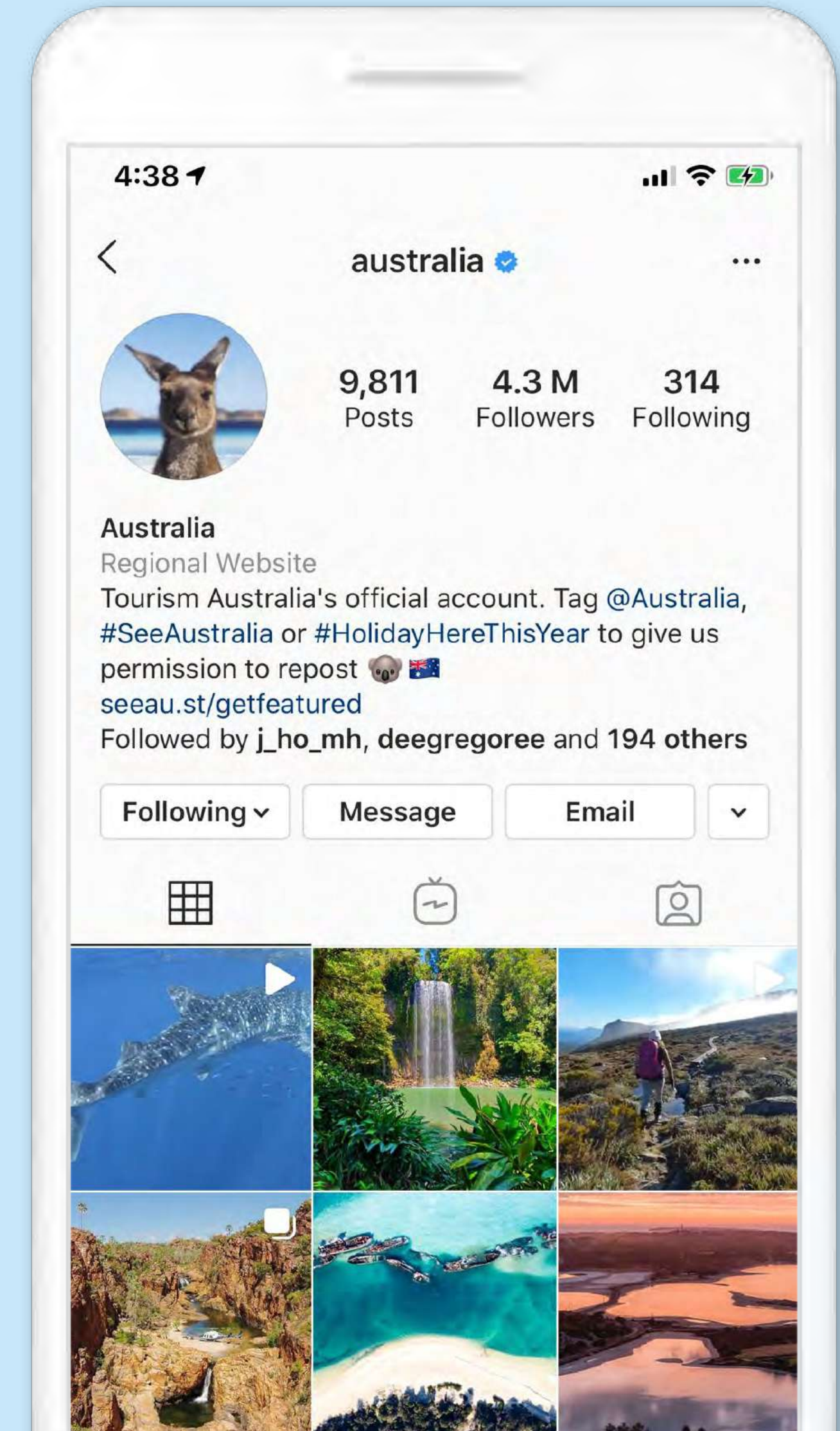
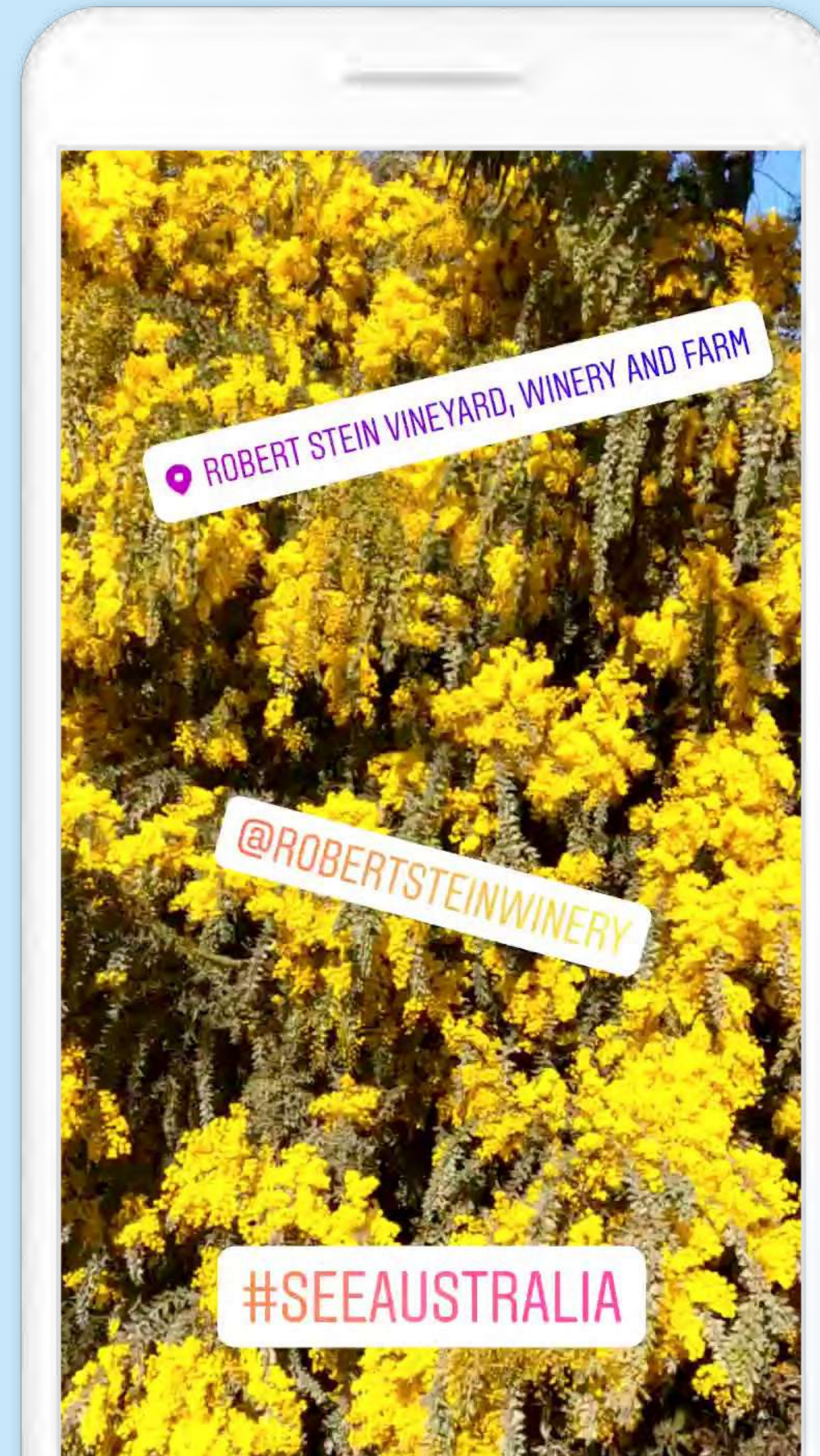
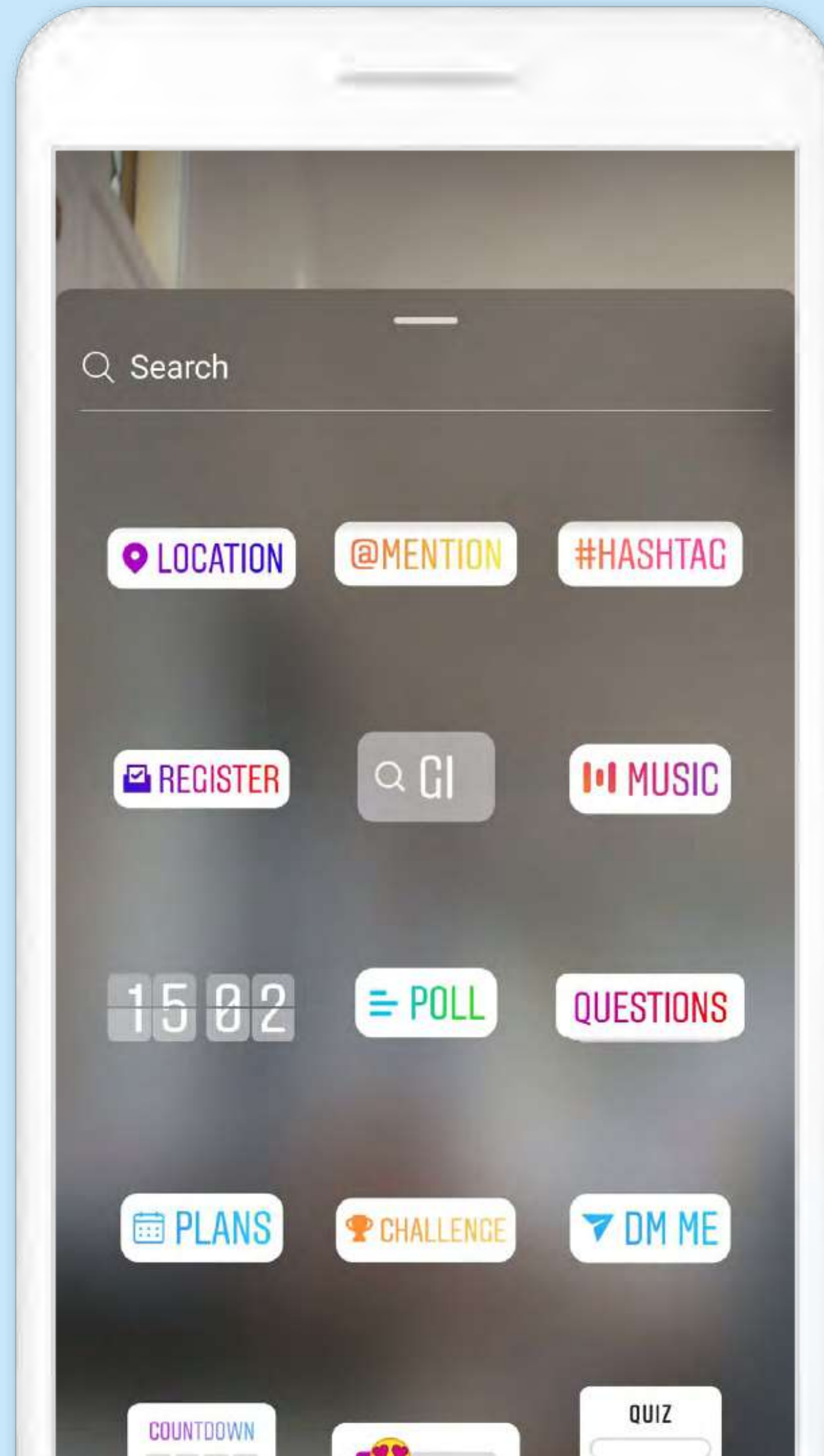
“We adapted our business model from face-to-face guided tours to an educational platform, providing Live tours from the farm at 10am each day that gave home-schooling parents the ability to tune in and engage with us on Facebook but also gave me an outlet to maintain a connection with our loyal followers while establishing new ones.”





**Increase your
discoverability**

Location tags, @mentions and #hashtags



Make sharing easy

Online

Offline

Visual Moments



Case Study: Sierra Escape Mudgee, New South Wales

“The response we got from Facebook and especially Instagram, to some of our early photography really shaped how we grew the businesses. Our first pictures of our outdoor bathtub on the deck of one of the tents created such a demand, that we decided to add outdoor bathtubs to all of the tents.”





Key takeaways

- Be present where people are spending their time
- Creatively communicate to your audience
- Make sharing easy

Resources

Facebook Help Centre

facebook.com/help

Facebook Blueprint

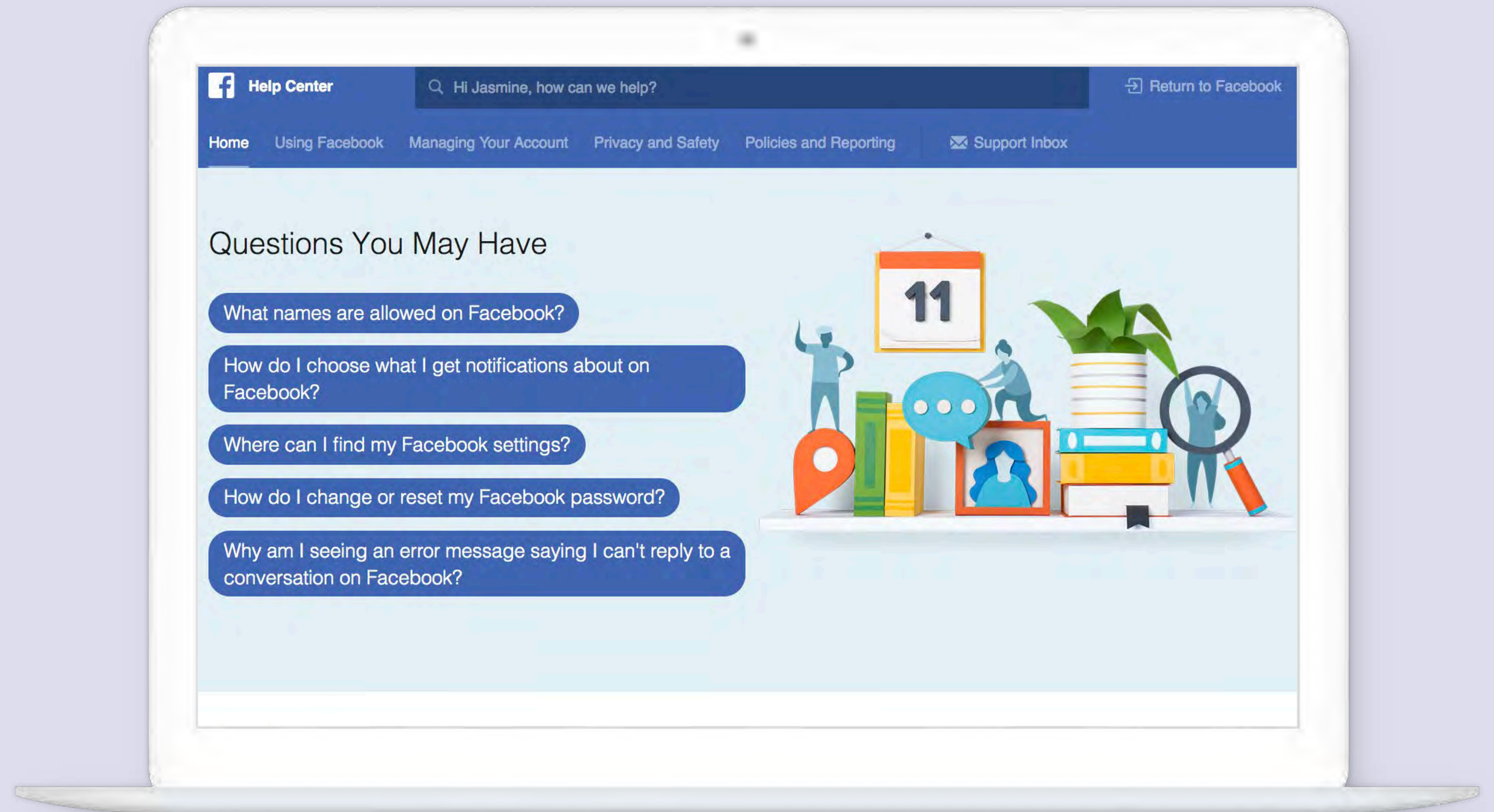
facebook.com/business/learn

Facebook for Business

facebook.com/business

Instagram for Business

business.instagram.com



Facebook's Travel Group

