



# AIANTA

American Indian Alaska Native  
Tourism Association



Technology Changes **RAPIDLY**

Find a Partner not a Provider

# Know Your AUDIENCE

Defines Your User Experience and the Platforms of Communication

## Be Consistent

Messaging & branding must be consistent across all platforms of communication

How to **Effectively** tell your story in a **Digital Age**.

## Your story must be **Authentic**

Create a unique online experience that is true to who you are

Partner with Brand Ambassadors and Social Influencers

# Your story must **Emotionally Connect**

Create an emotional connection with your user

Use Professional Photos & Video to tell your Story

Design for Humans not Search Engines

# Your story must be Informative

User Centric Navigation

Easy to Use

Highly Available - Mobile