DIGITAL TOOLS TO TELL YOUR STORY

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<tr>
<th>DIGITAL DO AND DON'T</th>
<th>DIGITAL STRATEGY</th>
<th>DIGITAL PROMOTION</th>
<th>DIGITAL OUTREACH</th>
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DIGITAL DO AND DON’T
REVIWES

DON'T: Wait and be reactive
DO: Ask and be proactive
REVIEWS

EMAIL ADDRESSES OF RECENT VISITORS

OUTBOUND EMAIL: HOW DO WE RATE?

OR LESS

FOLLOWUP INTERNALLY

5.
YOUR DIGITAL FOOTPRINT

DON’T: Assume your listings are correct
DO: Claim and manage your digital footprint
YOUR DIGITAL FOOTPRINT

Businesses that raise their star ratings by two points:

25% MORE CLICKS
YOUR DIGITAL FOOTPRINT

Reviews are the SECOND MOST POWERFUL FACTOR FOR LOCAL SEARCH
YOUR DIGITAL FOOTPRINT

CLIENTS WE WORK WITH:

70%

AVERAGE INCORRECT LISTINGS BEFORE LISTING MANAGEMENT
YOUR DIGITAL FOOTPRINT

DO NOW

CLAIM YOUR PROPERTY ON GOOGLE
www.google.com/business
POSTING TRICKS AND TIPS

**DON'T:** Be afraid or overwhelmed

**DO:** Be authentic
POSTING TRICKS AND TIPS

**IMAGES**

- Marketing graphics: meh.
- First-person photos: yay!
- Hashtag/invite guests to post
POSTING TRICKS AND TIPS

VIDEOS

Make it work without audio
Answer who, how, why
Invite interaction
POSTING TRICKS AND TIPS

LIVE VIDEOS

Don’t get fancy: use your phone
Facebook + YouTube + Instagram
Interviews and events
DIGITAL STRATEGY
MEDIA TRENDS
MORE MEDIA TIME... ESPECIALLY MOBILE

Source: Nielsen Total Audience Report
IN 2018, MOBILE SPENDING PASSED TV

Source: Emarketer US Mobile StatPack, April 2018
OTT & PDTV

Between 2015 and 2019, the number of US TV viewers will have gone through small ups and downs, but will end up essentially where it started: just over 234 million.

As a percentage of the general adult population, their numbers will fall to 30.8% in 2019.

OTT is nearly synonymous with digital video because it includes YouTube, which is at near saturation. The only streaming services not counted as OTT are those affiliated with traditional pay TV distribution, including TV Everywhere apps and sites.

By 2021, nearly three-quarters of US internet users and over three-fifths of the total population will use OTT services.
OTT & PDTV: NOT JUST MILLENNIALS

Source: Scarborough
MOBILE MUSINGS
EMOTIONAL INTENSITY & ENGAGEMENT

More Distracted
High Cognitive Load
“Lean Back”

More Attentive
More Positive
“Lean Forward”
This is how much you scroll through on Facebook each day.

(If you’re average.) That’s 300 feet of content daily.
PROXIMITY MARKETING

**Geofencing**: Competitor Destinations

**Beacons**: Within property

**SMS**: Customized messages
IP TARGETING

Names, addresses, emails, zips = **offline IP mapping**

Like geofencing...but at an **individual** level
CONVERGENT MEDIA;
DIVERGENT AUDIENCE
CONVERGENCE

Branding = Promotion
Television = Digital
Less “ad” time, but...
More “content” time

“CMOs should shift billions from ad interruptions to branded relationships.”
DECLINE OF DEMOGRAPHICS; RISE OF PSYCHOGRAPHICS

FOCUS ON WANTS & NEEDS
How, Who, Why...
Not What, Where, When

EXAMPLE PERSONAS
Foodies
Weekenders
Wine Enthusiasts
Geotravelers
Cannabis Tourists
DIGITAL PROMOTION
CAPTURE LEADS WITH GIVEAWAYS
Goal: Signups & Awareness

Budget: $20,000

Strategy: Trip Giveaways
WIN A $3,500 TRIP FOR FOUR TO PLAY IN LA.

PSCtoLAX
Clicks: 19,921
CTR: 3.94

Shares: 4,950

Contest Entries: 7,874
MARKETING AUTOMATION

PERSONAS: With informational pathways on your site
LANDING PAGES: Include forms, and begin pathways for each persona
LEADS: Scoring + drip sequences
EMAIL: With offers tied to persona wants and needs
DIRECT MAIL: With offers/Personalized URLs
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<tr>
<th>VisitorID</th>
<th>Sales Analytics</th>
<th>Behavior Tracking</th>
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<tbody>
<tr>
<td>Triple your leads by identifying anonymous traffic</td>
<td>Enable your sales team with key insights about each lead</td>
<td>Understand your leads to create one-on-one communication</td>
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<th>Lead Scoring</th>
<th>Dynamic Forms</th>
<th>CRM Integration</th>
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<td>Prioritize your pipeline and reach out to sales-ready leads</td>
<td>Capture more leads with forms designed to convert</td>
<td>Immediately plug your leads into your sales team’s system</td>
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<th>Sales Notifications</th>
<th>Email Automation</th>
<th>Campaign Optimization</th>
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<td>Email or text sales team when a lead indicates they are ready to buy</td>
<td>Send emails with triggers and build personal relationships with leads</td>
<td>Eliminate waste and identify opportunities</td>
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MARKETING AUTOMATION: FB MESSENGER

**EMAIL**
- Avg Open Rate: 22.87%*
- Avg Click-through Rate: 3.26%*

**MESSENGER**
- Avg Open Rate: 84.3%**
- Avg Click-through Rate: 28.3%**

** [http://www.marketingprofs.com/based-on/100000-message-samples](http://www.marketingprofs.com/based-on/100000-message-samples)
HASHTAG = TOPIC

GENERAL: #YourOfficialHashtag #Instatravel #travel
LOCATION/TRIBE: #Tulsa #Idaho #SaultTribe #VisitSalamanca
ACTIVITIES/AMENITIES: #Golf #Hotel #Spa #Massage #Tours
EVENTS/PARTICIPANTS: #LiveMusic #FreeMusic #BandName
FUN: #Relax #Instafood #Vacation #winethirty
HOW TO FIND HASHTAGS?

STEP ONE (INSTAGRAM): Search an obvious tag
STEP TWO: Click “top posts”
STEP THREE: Note #hashtags on those posts; repeat
STEP FOUR: Repeat until you have a couple dozen...including yours
STEP FIVE: Choose five-ish from your pool for each post
WHAT TO DO WITH HASHTAGS?

CREATE A SOCIAL FEED ON YOUR SITE: Invite guests to use hashtag
INSTALL SOCIAL MONITORS ON-SITE: Display hashtagged posts
DIGITAL OUTREACH
SOCIAL MEDIA: INFLUENCERS

The “new” journalists:
- Bloggers/Vloggers
- Podcasters
- YouTubers
- Instagrammers
SOCIAL MEDIA: INFLUENCERS

Three ways to work with them:

- **FAM Trips**: Bring them in
- **Sponsorships**: Support their content
- **Partnerships**: Help them create content
SOCIAL MEDIA: INFLUENCERS

MICRO-INFLUENCERS: your sweet spot

- Your area of focus: less than 10,000 subscribers
- Why? Statistics show more engagement
SOCIAL MEDIA: INFLUENCERS

CAVEAT:

- Do your research: Check subscriber numbers and ENGAGEMENT as a first test
- A ton of “influencers” will likely hit you up for free stuff
“SOCIAL MEDIA SHOULD RELY ON FOLLOWERS & ORGANIC CONTENT.”

WRONG
TEN MOST ADVERTISED U.S. BRANDS

PERCENTAGE OF SOCIAL MEDIA ENGAGEMENTS DRIVEN BY PAID POSTS

Source: Advertising Age Marketing Fact Pack 2019

AVERAGE: 63.5%
“SOCIAL MEDIA SHOULD RELY ON ENGAGEMENT AND PAID CONTENT.”

CORRECT
TELL STORIES

MORE: Who, How, Why
LESS: Where, What, When
APPEAL TO EGO: Repost, display posts on site
EDUCATE: Recipes, behind the scenes, staff
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