



DIGITAL TOOLS TO TELL YOUR STORY

BHW1
ADVERTISING



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DIGITAL DO AND DON'T	DIGITAL STRATEGY	DIGITAL PROMOTION	DIGITAL OUTREACH
\$200	\$200	\$200	\$200
\$400	\$400	\$400	\$400
\$600	\$600	\$600	\$600

DIGITAL DO AND DON'T

REVIEWS

DON'T: Wait and be reactive

DO: Ask and be proactive

REVIEWS



YOUR DIGITAL FOOTPRINT

DON'T: Assume your listings are correct

DO: Claim and manage your digital footprint

YOUR DIGITAL FOOTPRINT

The logo for BrightLocal, featuring the word "Bright" in a light green color and "Local" in a white color, both in a sans-serif font, set against a dark blue square background.

BrightLocal

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

BHW1
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CLIENTS WE WORK WITH:

70%

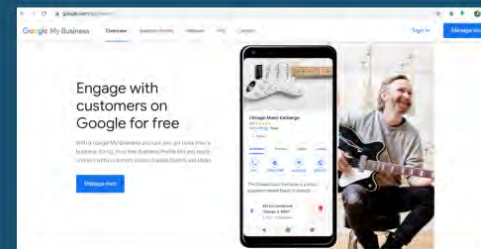
AVERAGE INCORRECT LISTINGS
BEFORE LISTING MANAGEMENT

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

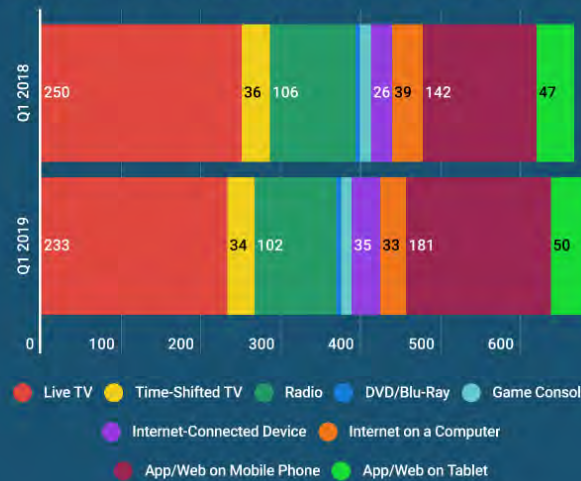
Don't get fancy: use your phone
Facebook + YouTube + Instagram
Interviews and events

DIGITAL STRATEGY

MEDIA TRENDS

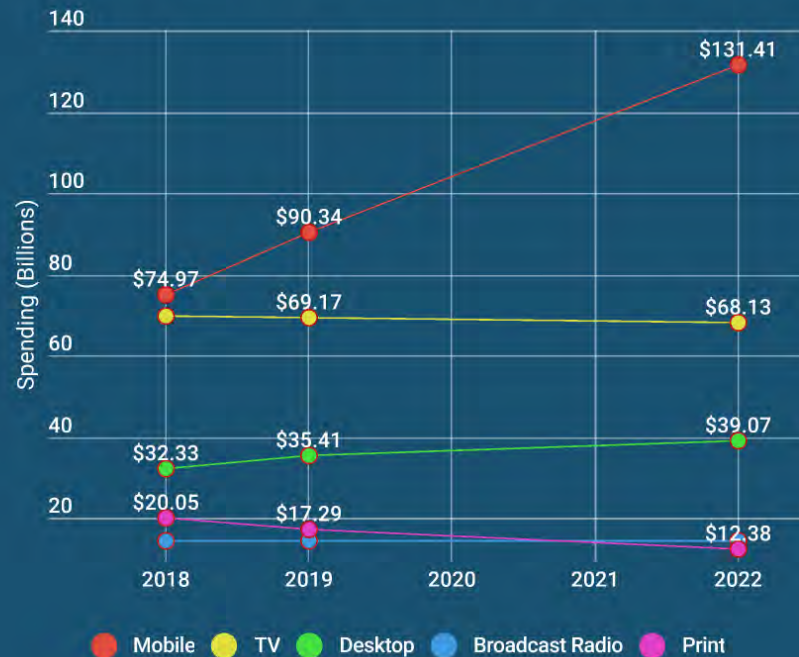
MORE MEDIA TIME...ESPECIALLY MOBILE

AVERAGE TIME SPENT PER ADULT 18+ PER DAY (IN MINUTES)



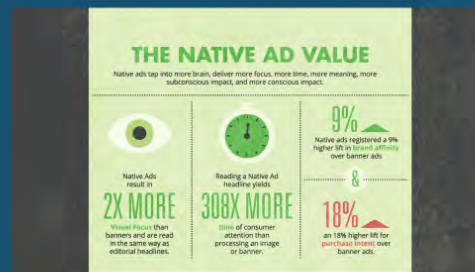
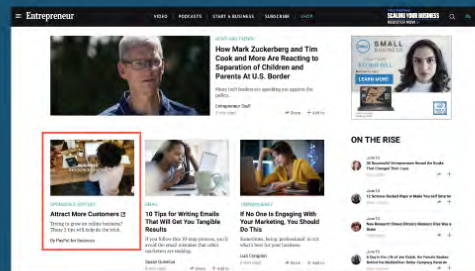
Source: Nielsen Total Audience Report

IN 2018, MOBILE SPENDING PASSED TV



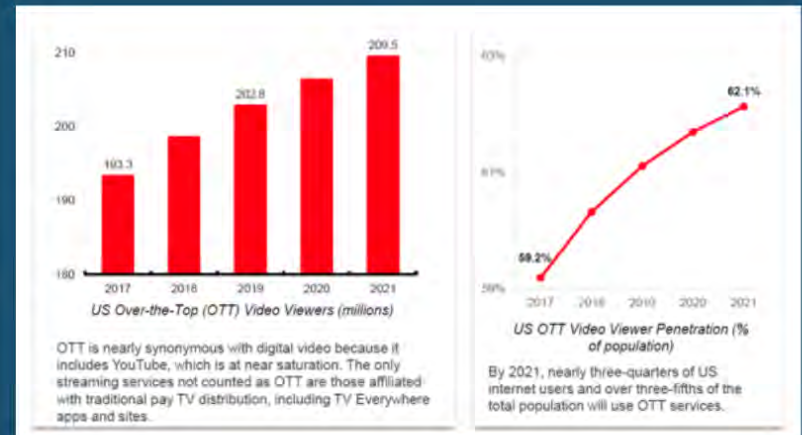
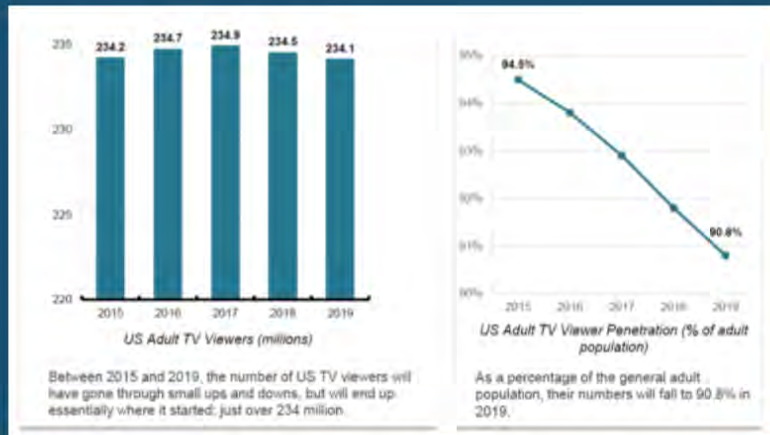
Source: Emarketer US Mobile StatPack, April 2018

NATIVE ADVERTISING

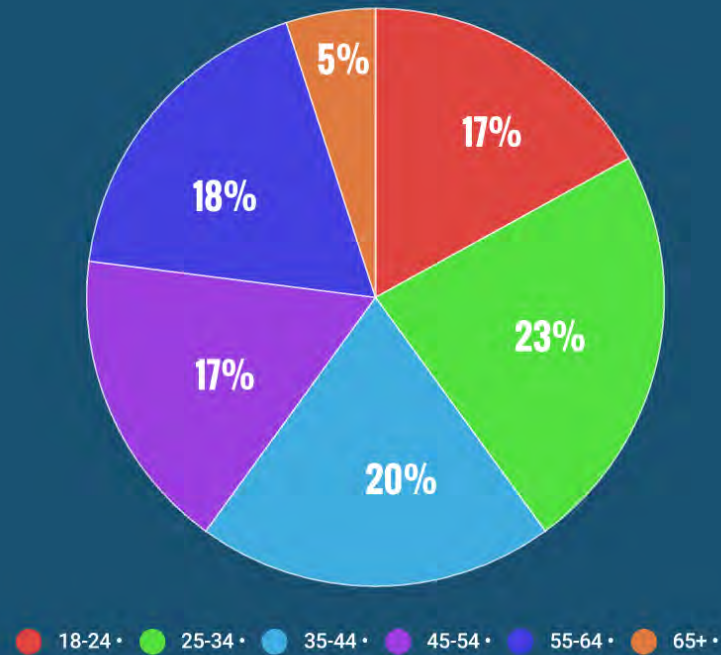


OTT & PDTV

VS.



OTT & PDTV: NOT JUST MILLENNIALS



Source: Scarborough

MOBILE MUSINGS



More Distracted
High Cognitive Load
"Lean Back"



More Attentive
More Positive
"Lean Forward"

EMOTIONAL INTENSITY & ENGAGEMENT

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**."

FORRESTER®

**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.



Email Address

ENTER

OR



Enter with Facebook



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



VisitorID

Triple your leads by identifying anonymous traffic



Sales Analytics

Enable your sales team with key insights about each lead



Behavior Tracking

Understand your leads to create one-on-one communication



Lead Scoring

Prioritize your pipeline and reach out to sales-ready leads



Dynamic Forms

Capture more leads with forms designed to convert



CRM Integration

Immediately plug your leads into your sales team's system



Sales Notifications

Email or text sales team when a lead indicates they are ready to buy



Email Automation

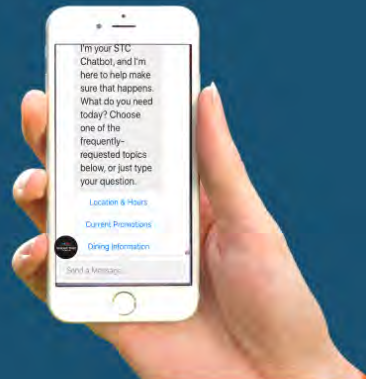
Send emails with triggers and build personal relationships with leads



Campaign Optimization

Eliminate waste and identify opportunities

MARKETING AUTOMATION: **FB MESSENGER**



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?

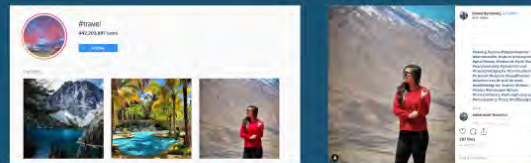
STEP ONE (INSTAGRAM): Search an obvious tag

STEP TWO: Click “top posts”

STEP THREE: Note #hashtags on those posts; repeat

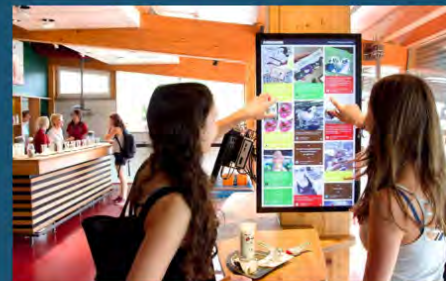
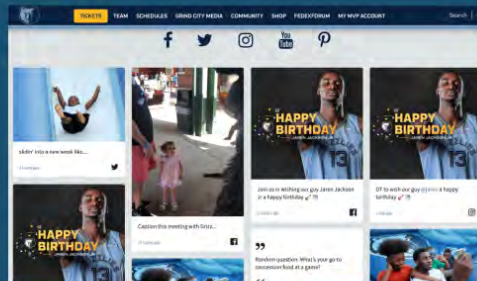
STEP FOUR: Repeat until you have a couple dozen...including yours

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**

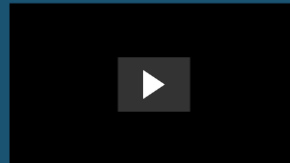
Three ways to work with them:

- **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:

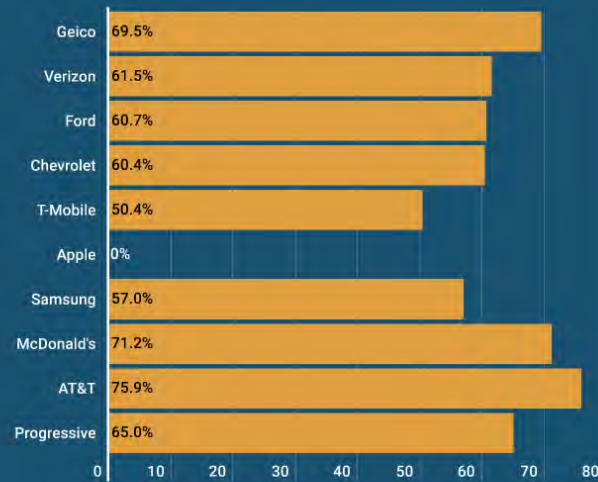
- Do your research: Check subscriber numbers and **ENGAGEMENT** as a first test
- A ton of “influencers” will likely **hit you up** for free stuff

**“SOCIAL MEDIA SHOULD RELY ON
FOLLOWERS & ORGANIC CONTENT.”**

WRONG

TEN MOST ADVERTISED U.S. BRANDS

PERCENTAGE OF SOCIAL
MEDIA ENGAGEMENTS
DRIVEN BY **PAID** POSTS



AVERAGE:

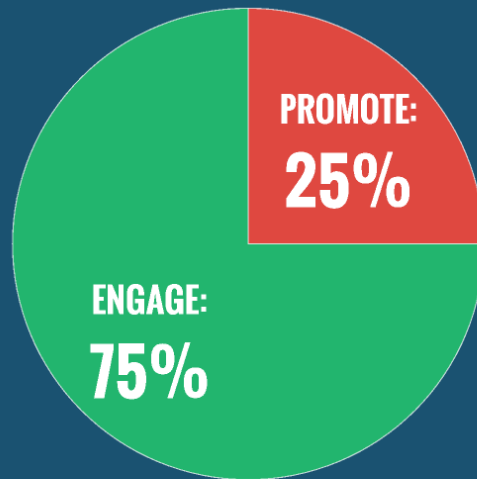
63.5%

Source: Advertising Age Marketing Fact Pack 2019

**“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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