

# Unlocking Digital Marketing Tourism Seminar

Visit England



**VisitEngland** ™

 **BARCLAYS**

VisitEngland has teamed up with Barclays to help smaller tourism businesses make the most of digital

# Our Goal

To help our customers grow and protect their business through Digital

# Digital Vs. The real world

Presence

Visibility

Word of Mouth

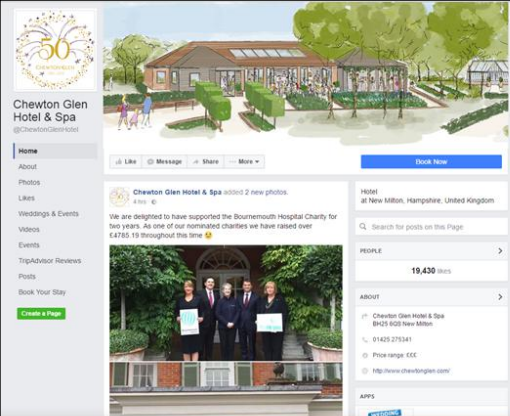
Security

# Social Media Marketing


## The Digital Word of Mouth

“We don’t have the choice of whether we do social media; the question is how well we do it” – Erik Qualman

# Who is doing it well?



**Chewton Glen Hotel & Spa** are a best practice example of using Facebook – they have over 19,000 'likes' on their Facebook Business page



**Chester Zoo** do even better with over 300,000 'likes' and over 760,000 'visits' where somebody has checked in on Facebook – they get great engagement on their posts

The image displays two screenshots of Facebook Business pages. The left screenshot shows the profile page for Chewton Glen Hotel & Spa, featuring a cover photo of the hotel building and a post celebrating a charity fundraising event. The right screenshot shows the profile page for Chester Zoo, featuring a cover photo of a bear and a post about a jaguar house. Both pages are highlighted with a light blue background.

# Being Successful - 3 steps to success

- 1 Who are your customers and what platforms do they use?
- 2 What do you want them to do?
- 3 How can you make it better?



# Who are your customers?

Facebook

Twitter

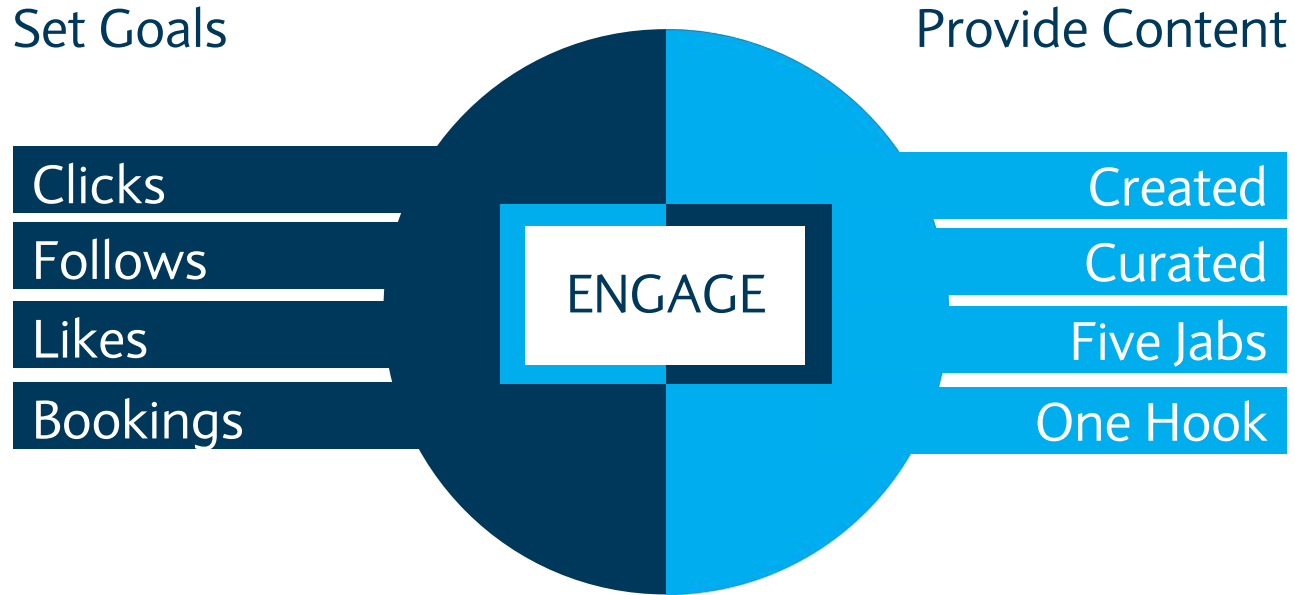
Instagram

Google+

YouTube

Online Travel Agents

# What do you want your customers to do?



# How can you make it better?

Scheduling

Listening

Curating

Trends

# Paying For Results


## Targeted Advertising

“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” – John Wanamaker

# Choose objectives


## Choose the objective for your campaign Help: Choosing an Objective


- Boost your posts
- Promote your Page
- Send people to your website**
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views



### Clicks to Website

Increase the number of visits to your website.


 <http://www.barclays.co.uk/Localbusinessclin...> x



#### Facebook Pixel

You can now create one pixel for tracking, optimisation and remarketing. [Learn More](#)

[Create a Pixel](#)

**Campaign name** 

# Choose your audience

## Who do you want your adverts to reach?

Help: Choose your audience


NEW AUDIENCE ▾

Locations ⓘ

United Kingdom

Chelmsford, Essex, England + 20 km ▾


Include ▾ | Add a country, county/region, city, DMA, postcode or address



Age ⓘ  -

Gender ⓘ  All  Men  Women

### Audience definition



Your audience is defined.

Specific Broad

### Audience Details:

- Location:
  - United Kingdom: Chelmsford, Essex (+20 km) England
- Age:
  - 18-45
- People who match:
  - Behaviours: Small Business Owners

Potential reach: 20,000 people

# Choose your budget and pricing

## How much do you want to spend?

Help: Budgeting & pricing

**Budget**  £5.20  
£5.20 GBP

**Schedule**  Run my advert set continuously starting today  
 Set a start and end date

<b>Start</b>	28/2/2016	18:00
<b>End</b>	1/3/2016 <small>(London Time)</small>	10:00

Your advert will run until **Tuesday, 1 March 2016**.  
You'll spend up to **£8.67** in total.

**Optimisation for Advert Delivery**

**Bid Amount**  Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.  
 Manual - Enter a bid based on what link clicks are worth to you.

per link click  
Suggested bid: £1.04 GBP (£0.51–£1.42)

**When you are charged**  Link Click (CPC)  
[More options](#)

### Estimated daily reach

**800-2,100 people on Facebook**

0  of 16,000

This is only an estimate. Numbers shown are based on the average performance of adverts targeted to your selected audience.



# Create your advert



## **Local Clinics - Barclays**

[barclays.co.uk](http://barclays.co.uk)

Clinics can be the key that unlocks business success. Tips from Barclays to get started.

# Review your performance



# Search Engine Optimisation

## Improve Your Google Ranking

# 6 Top Tips

Think pages, not  
website

Tag images & use  
keywords

Create a Sitemap

Link up

Go mobile friendly

Be social

# Where do you stand?

There are some things you need to consider

- 1 What are the best words to use to maximise the potential number of customers?
- 2 How/Where do I put these words on my website?
- 3 Is my social media optimised?

# Where do you stand?

There are some things you need to consider

- 4 What is my local SEO?
- 5 What are my competitors up to?
- 6 What am I able/can I afford to do myself?

# Jargon Buster

Book	Search
Title	Title
Summary	Meta Description
Chapters	Headings
Pictures	File name & Alt Text
Text	Body Text
Shelf Location	Sitemap

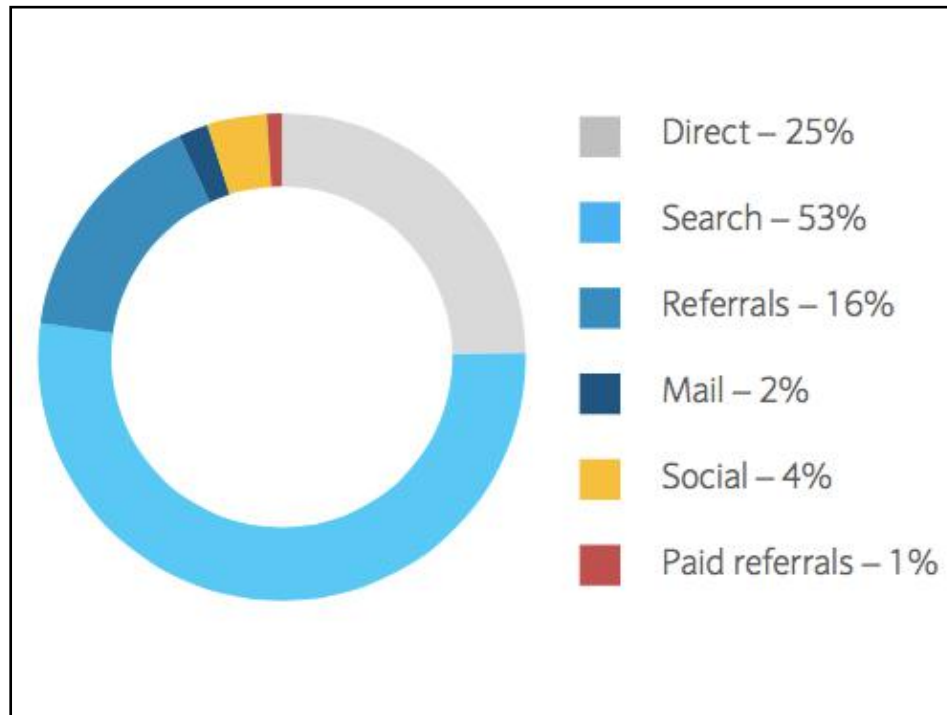
# Website Traffic

## Understanding your website footfall



# Search Jargon

“A visitor is any individual device that has a human controlling it” – Lewis Hunt



# Is my digital presence working correctly for me?



# Is my digital presence working correctly for me?

Cost Per Acquisition =

$$\frac{\text{Marketing Costs}}{\text{Customers Acquired}}$$

# VisitEngland online marketing toolkit

Series of introductory step by step guides to help businesses embrace digital marketing



# Questions