

Dunedin Host

25 May 2016



Stand-out from your competitors



Presenter: Philippa Crick

BCom (Hons), DipGrad in Marketing

An innovative strategic thinker, Philippa has been working in the marketing industry for over 16 years.

Along with her expertise in traditional marketing channels, website copy & planning, media and print negotiation, she is now heavily involved with social media marketing and regularly presents training seminars.

She translates her knowledge to guide organisations on how to navigate these challenging times, consulting on how to integrate content marketing, digital and social media into their overall strategy.

- Introduction to Social Media for Business
- Designing Websites that Work
- Search Engine Optimisation
- Google Analytics for Beginners
- Facebook for Beginners
- Advanced Facebook Training
- Digital Marketing
- LinkedIn for Beginners
- Digital Marketing

www.getsocial.nz | www.cre8ive.co.nz

Engaging in social media isn't
an option anymore.

So if you're going to do it,
you want to do it well.

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Social media is **“sweat marketing”**

Should be spending 6 hours per week



Social Marketers Should Spend

60%

Strategy

(planning, monitoring and measuring)



30%

Execution

(content development and publishing)



10%

Promotion

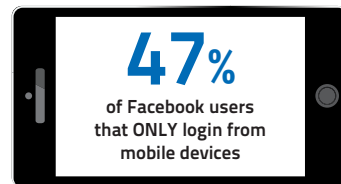
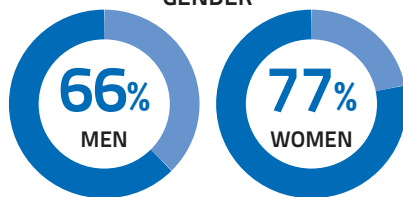
(social advertising and offline promotion)



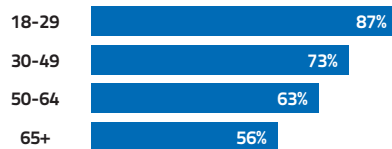
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Facebook Usage

GENDER



AGE



1 Facebook Fan

reaches 200 word of mouth recommendation



45-54 year olds

are the fastest growing demographic on social networks

1.6 billion

monthly active Facebook users

Understanding the Newsfeed

- Facebook changed its algorithm which determines what content is displayed to users
- Organic reach is on the decline – about 2%
- What is seen in the newsfeed is based on the number of interactions/engagement a page receives: “likes, comments, shares”
- AND Facebook will serve content based on what users are ‘like



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How to get more engagement

Photos



53% more Likes



104% more comments



84% more click-throughs

Native FB Videos



7 X more engagement as YouTube embeds

Posts ≤ 80 characters



66% more engagement

Question???



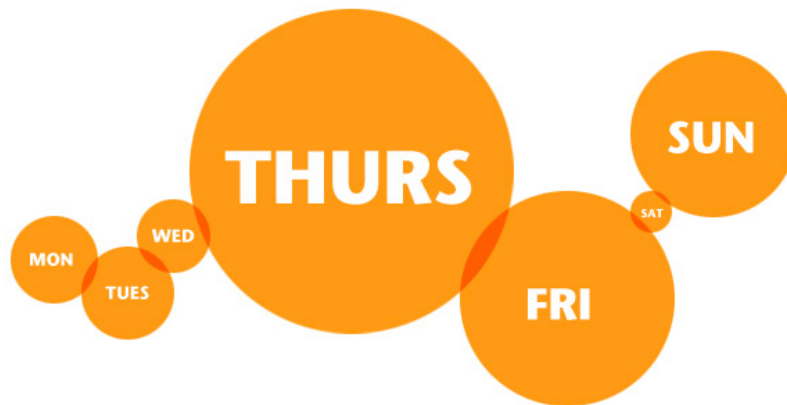
100% more comments

Post 1-4 x week



71% more engagement

- Highest rates of engagement on Thursdays
- Check your insights to see when your audience is online



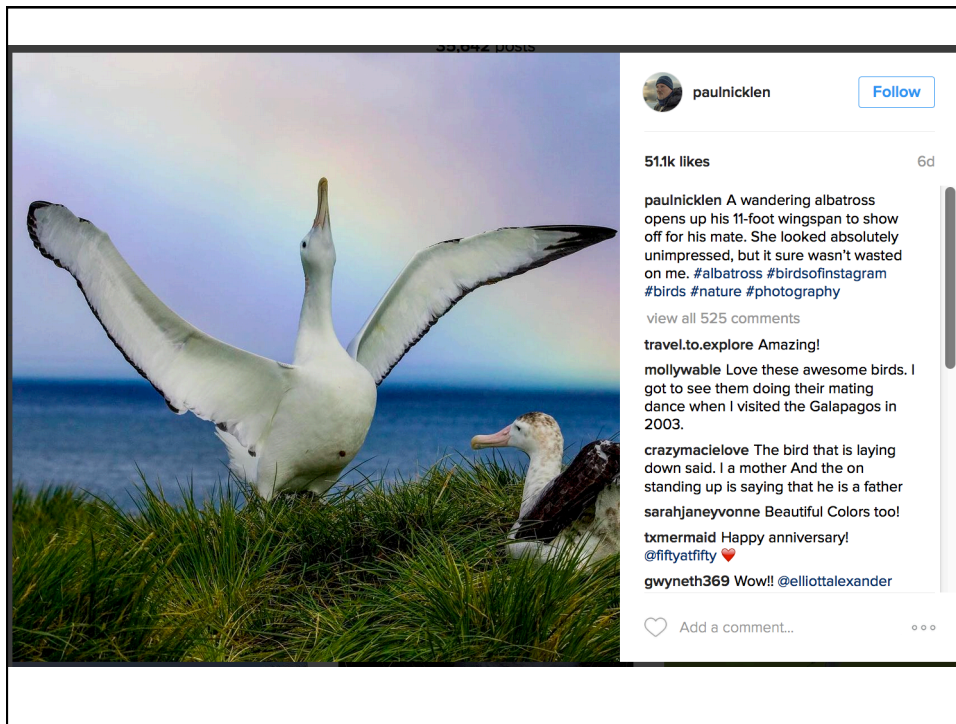
Attention through Strong Imagery

#PhotoArk

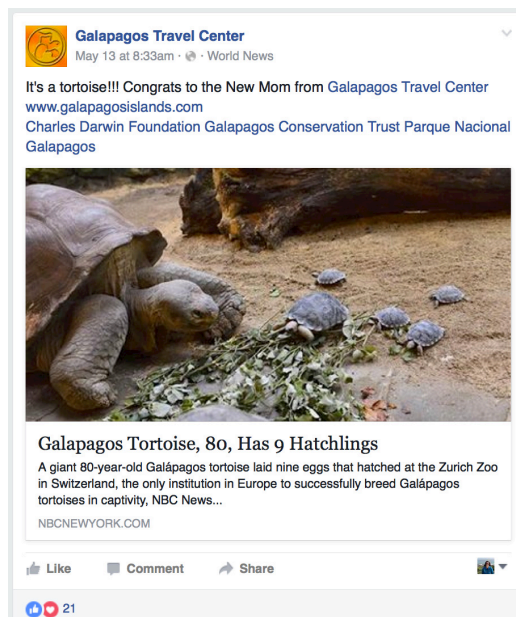
National Geographic 
Media/News/Publishing

Like Share ...

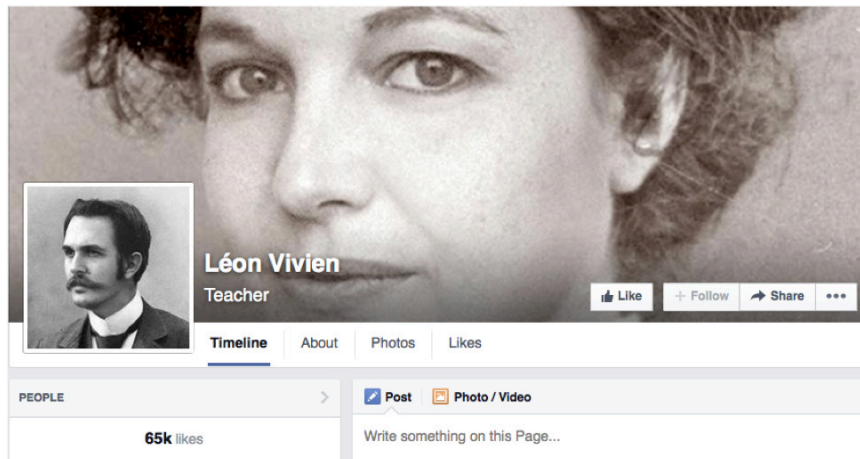
Timeline About Photos Likes More ▾



Emotional Connection

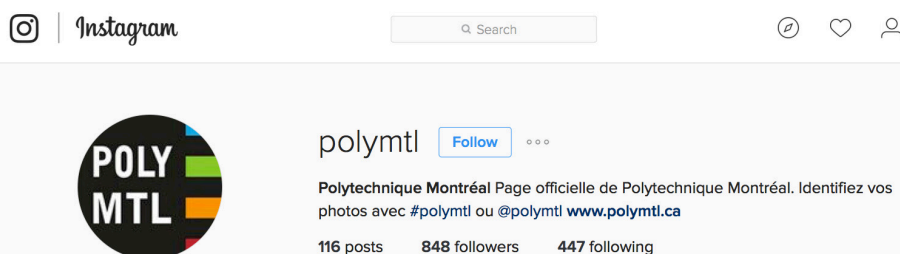


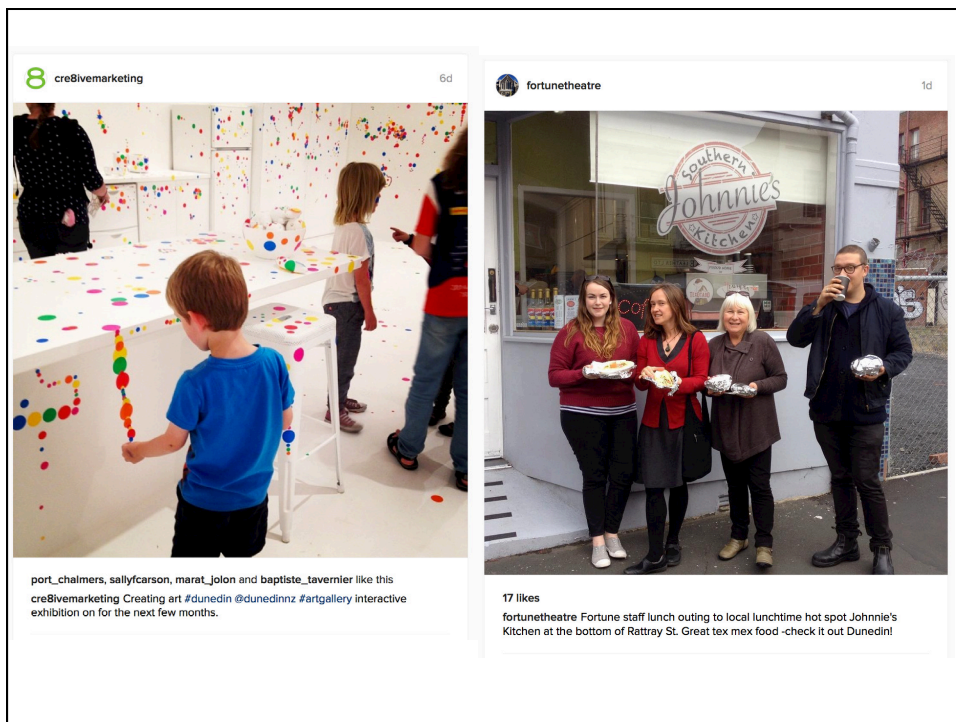
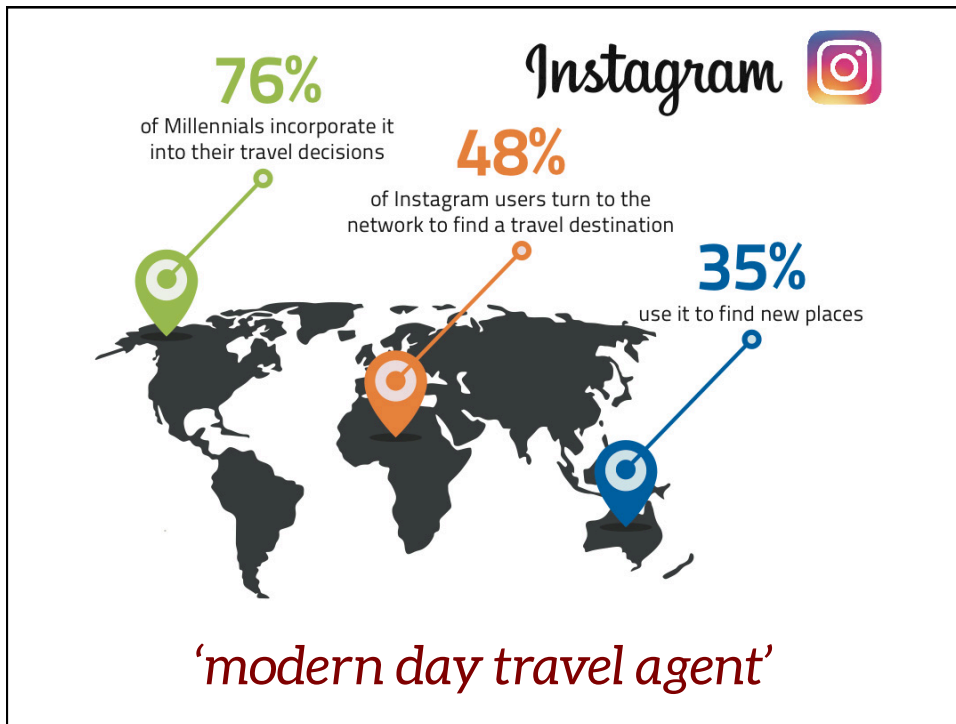
Tell a Story: Musée de la Grande Guerre



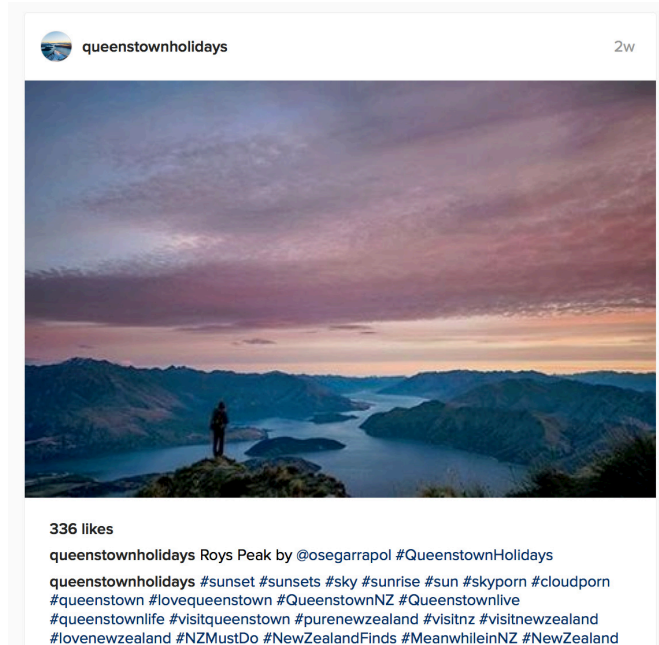
Attracted 50,000 fans in just two weeks as well as 7,500 shares and 6,500 comments

- Travellers share their memories with friends - make sure they know your #hashtag and encourage them to tag you.





Can highlight lesser known travel destinations



Unique & New Experiences

- Tourists in 2016 are looking for opportunities to explore lesser-known destinations, especially those that are untouched or unique
- 69% of global travellers - all age groups - are planning to try something new in 2016
- Takeaway: adjust messages to encapsulate unique & new aspects

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Manage your Online Reputation

- 70% of travellers look at up to 20 reviews in the planning phase
- Tripadvisor
- Facebook reviews

"Gotta stop here!!"

★★★★★ Reviewed 1 week ago

There is a mix of free and pay for exhibits. All ages are catered for whether it be the planetarium or exhibits and the butterflies are good value.

Helpful?

👍 Thank Cascade52

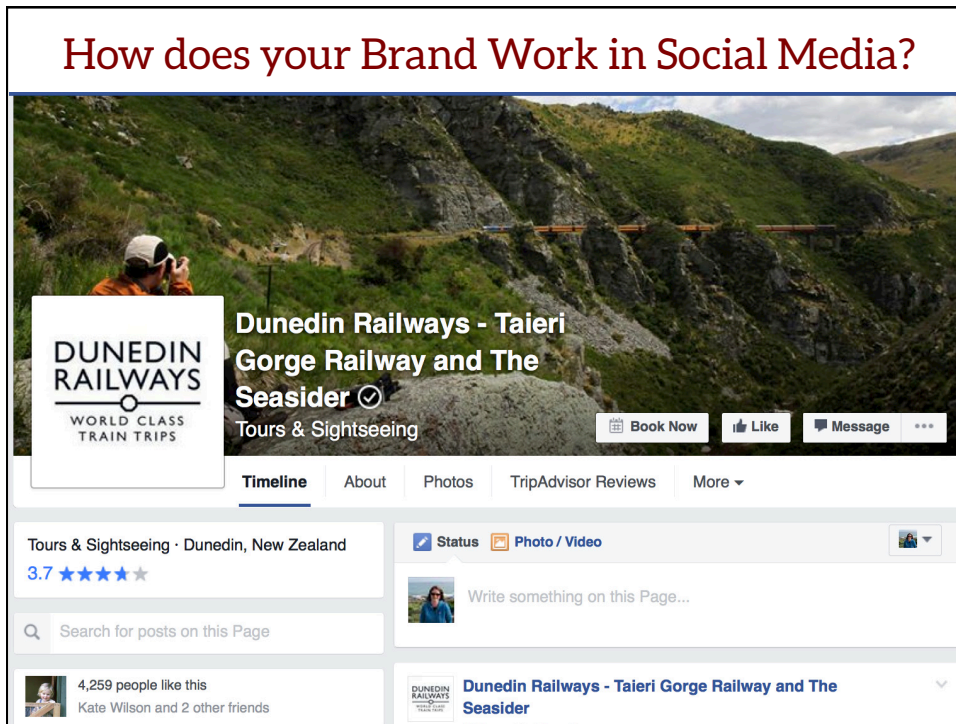
🚩 Report

WS

A Picture is Worth a Thousand Words



How does your Brand Work in Social Media?



DUNEDIN RAILWAYS
WORLD CLASS TRAIN TRIPS

Dunedin Railways - Taieri Gorge Railway and The Seaside ✓
Tours & Sightseeing

Book Now Like Message

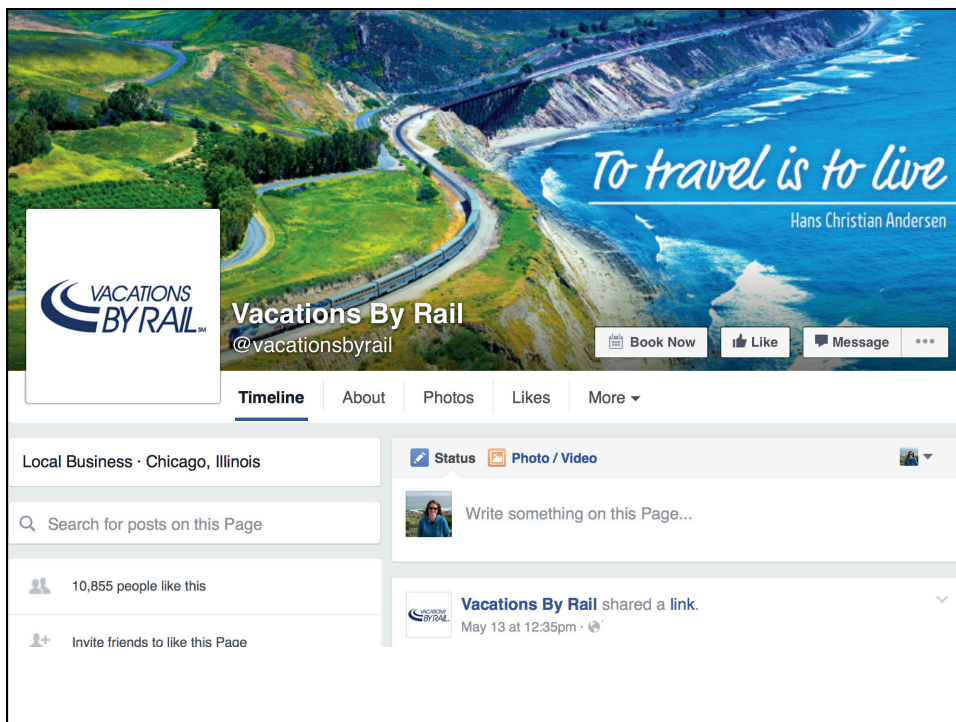
Timeline About Photos TripAdvisor Reviews More

Tours & Sightseeing · Dunedin, New Zealand
3.7 ★★★★★

Search for posts on this Page

4,259 people like this
Kate Wilson and 2 other friends

Dunedin Railways - Taieri Gorge Railway and The Seaside



VACATIONS BY RAIL

Vacations By Rail
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Book Now Like Message

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Local Business · Chicago, Illinois

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10,855 people like this
Invite friends to like this Page


Vacations By Rail shared a link.
May 13 at 12:35pm ·

To travel is to live
Hans Christian Andersen


Facebook Advert: visual, relevant, offer & call to action

Suggested Post

 **Jetsetter**
Sponsored · 

 Like Page

Planning a Vacation? Save up to 40% on Luxury Hotels



Villas & Mansions of Santorini Island
Exclusive Deals Start Today!
JETSETTER.COM

Like · Comment · Share

You can have the best product or service
in the world but if you have no social
media strategy...



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Assign Responsibility



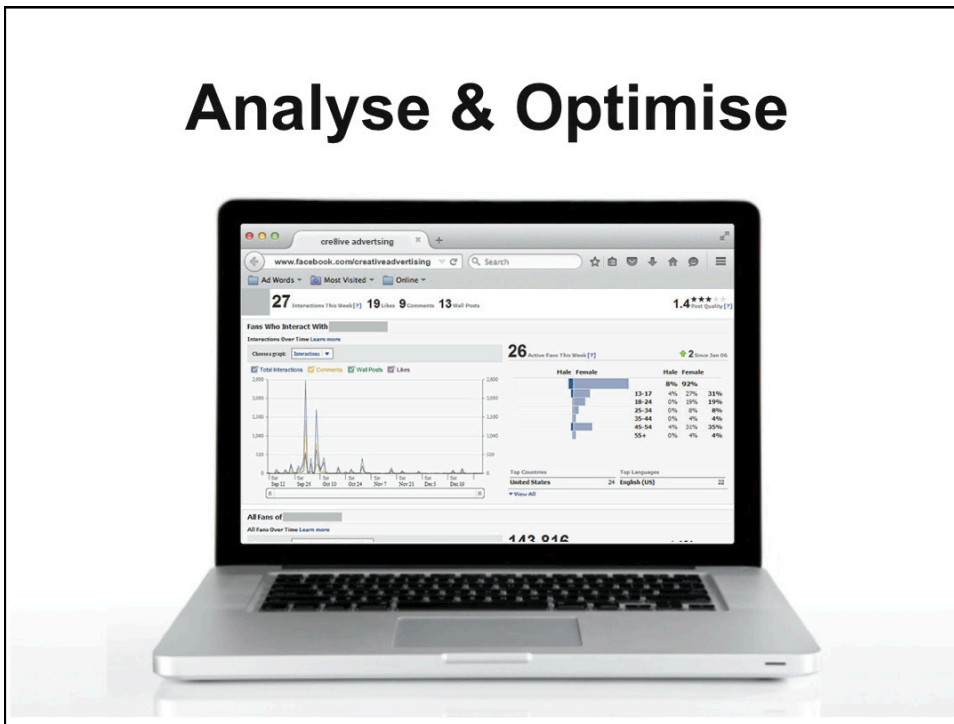


Social Media Content Calendar

1. Google docs
2. Gather information you think may be useful in advance so you can structure when you release it.
3. Decide a timeframe for posting updates and when to check
4. Capitalise on photo/video opportunities
5. Holidays/Seasonal Influencers
6. Create evergreen content

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Analyse & Optimise



*“Social media success isn’t big moves on the chess board, it’s **little moves** made **everyday** that eventually add up to a **major shift.**”*

Jay Baer



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