



TRAVEL

Beyond The Obvious

Customer Acquisition: Marketing & Social Media

Madeline Jhawar, Italy Beyond the Obvious

Marketing recommendations

- Content on your own website
- Send out an email newsletter



Marketing recommendations: Social Media

- Facebook page
- Facebook group
- Business Instagram
- LinkedIn
- Pinterest
- Google business listing



The role of social media

Social media is proof of your online presence. Each has its strengths.

- Facebook page & group
 - For reviews
- Business Instagram
 - For images
- Profile on LinkedIn
 - Publish & share, connect with locals & suppliers. Add your company.
- Business Pinterest
 - For images
- Google business page
 - For reviews
- Twitter account

Social Media Key Points

- Social Media can be a time suck!
- Remember, you don't own these platforms. You own your website and your blog.
- But, social media is a great place to interact with fans and sometimes customers.
- Not the best return on time spent for customer acquisition

Social Media Approach

Set up your social media accounts and spend 10 minutes / day.

For example:

Monday: Facebook

Tuesday: Instagram

Wednesday: Pinterest

Thursday: LinkedIn

Friday: Twitter

From Jenna Kutcher, Goal Digger Podcast #203

“I want to challenge you to use Instagram to fuel something that you have control over and that you own, your email list.

Instead of turning followers into purchasers, how can you turn followers into fans.

Instagram is not the endgame, it’s merely the handshake.”

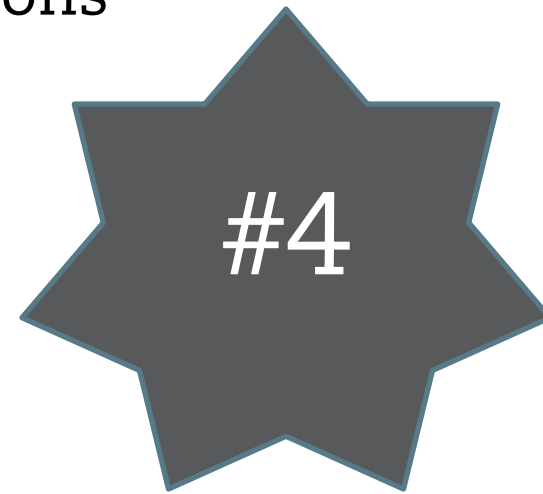
Marketing Recommendations

- Be a podcast guest
- Guest blogging / writing
- Record your own podcast



Marketing recommendations

- Tell friends & family
- Leave business cards at local businesses
- Host local events (travel talks)
- Sponsor local events
- Donate services to local auctions



Marketing to friends, family & local events

- DO tell friends & family
- DON'T expect friends & family to be enough to run a business
- DO ask to be featured in the local newspaper
- DO attend meet-ups, local festivals, networking events if you have time. DON'T expect a high return. These events can be fun and help get the word out.

Marketing recommendations

- Paid ads on Facebook
- Paid ads on Google

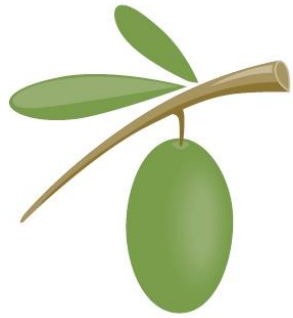


Paid Ads

- Paid ads on Google
 - This works. However, you MUST spend the time setting these ads up correctly
 - AdWords can suck the money out of your bank account
 - You will get a lot of requests, but it's quantity, not quality
 - It's worth paying someone to set up the ads properly
- Paid ads on Facebook
 - At the time of writing (Nov 2018), Facebook ads are the best bang for your buck because they can be very targeted.
 - First, set up a Facebook page
 - If you have time to manage it, set up a Facebook group
 - Facebook has great online training to help you set up ads

*It does not matter how
slowly you go, as long as
you do not stop*

- Confucius



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