

# TOP FIVE TIPS for standing out in the digital world



Tourism businesses that are active on social media gain a competitive edge. More than 90 per cent of adult Canadians have at least one social media account, and 84 per cent are active on Facebook.

For travellers, social media has become a standard tool for researching destinations, acquiring information and sharing their own travel experiences and stories. Here are five tips to help you gain attention and connect with consumers.

## 1. BE ACTIVE ON SOCIAL MEDIA

Having a presence on social media is great, but simply opening a Facebook account is not enough. It needs to be updated regularly to show that you are active and eager to engage with customers. To really stand out and connect with your audience, encourage conversations, acknowledge comments, reply to messages, and listen to what your customers have to say. Being active on social media can be time consuming, but worth the effort.

## 2. REFRESH YOUR WEBSITE

Your website is where customers will go when they want more information about your products or experiences. Ensure that your site is up-to-date. If your latest blog is two years old, people may question if you are still in business. A website that is user-friendly and mobile responsive will engage visitors and keep them on your site. In this fast-paced digital world, your website needs to be simple to navigate or visitors will leave.

## 3. USE QUALITY IMAGERY

The digital world is a visual place. The images and videos on your website and social channels are what customers will notice first. Striking visuals capture their attention and imagination, keep them entertained and inspire them to explore further. Facebook posts with images see two to three times more engagement than those without. Tweets that include photographs receive 150 per cent more retweets. Quality imagery will keep visitors on your website longer and help your social media posts stand out amid the clutter.

## 4. EXPLORE EMAIL MARKETING

Email marketing is a powerful, cost-effective tool to reach your customers. Create an email list by inviting your customers to provide their email address at various touch points, such as any time they are providing other personal information. Ask permission to send them updates about your business and activities. Tools like MailChimp and Constant Contact provide user-friendly templates to get you started in the right direction.

## 5. USE AVAILABLE TOOLS TO UNDERSTAND YOUR AUDIENCE

Facebook, Instagram, Twitter, YouTube and Google Analytics all provide useful data that is free to access. This data can identify content that performs well on your social channels and websites. It can help you understand your followers/audiences, as well as determine their location and type of device. Knowing your customer better will enable you to provide better service.