

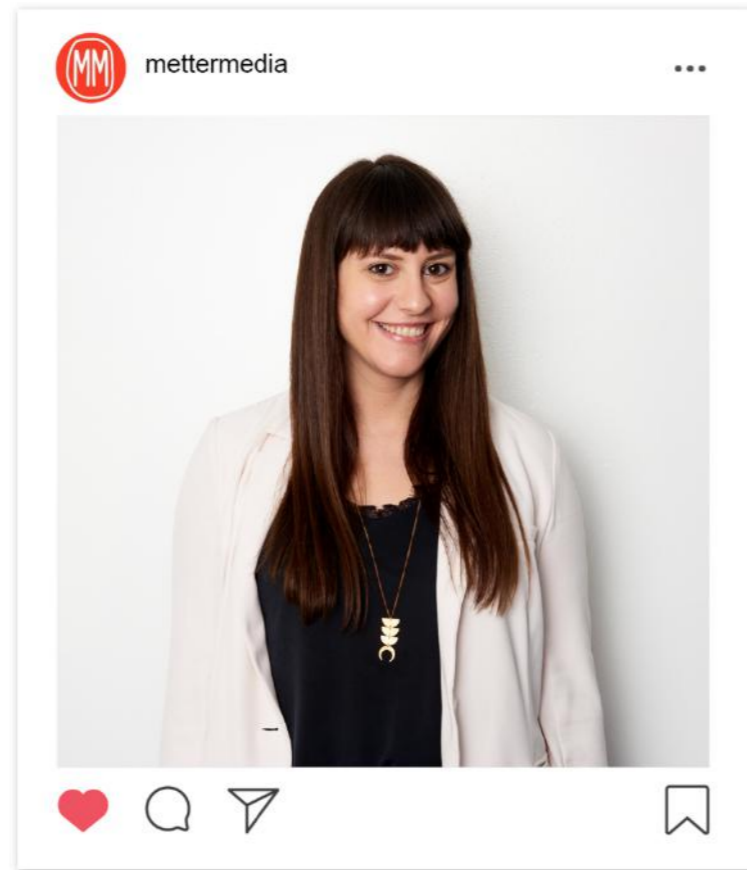


METTER·MEDIA

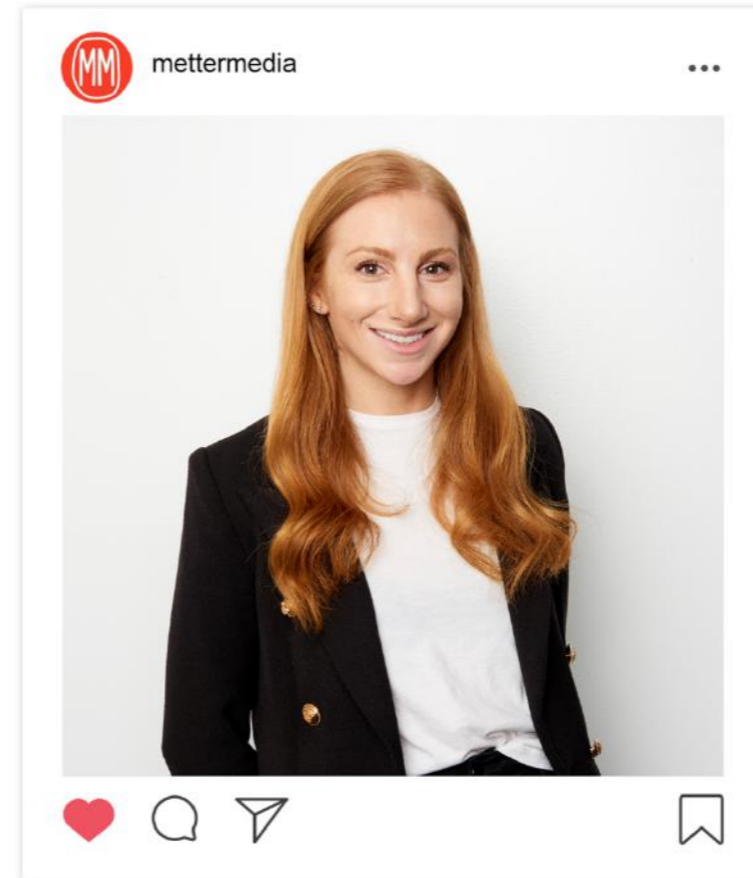
**SOCIAL MEDIA FOR THE TRAVEL INDUSTRY
DURING COVID-19**

WHO WE ARE

FOUNDED IN 2013, OUR MISSION IS TO HELP ALL DIFFERENT KINDS OF BUSINESSES TELL THEIR STORIES ONLINE.

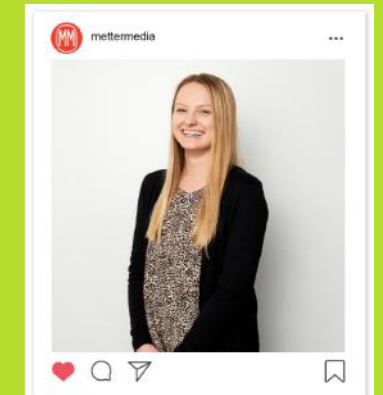
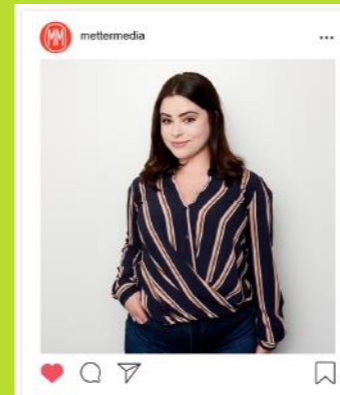
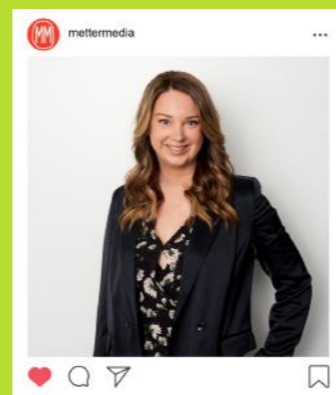
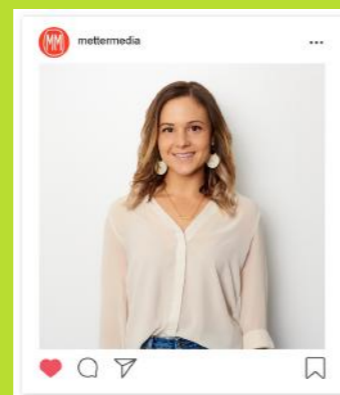


LAUREN METTER
Founder + President
[@haveyoumetter](#)



LYSSA GOLDBERG
VP + Co-Owner
[@discolyssa](#)

+12 team members!



METTER'S TEAM OF 14 WORKS WITH 50+ CLIENTS LOCALLY AND NATIONALLY...



BOSTON LANDING

LIFE WORKS HERE

DesignerBath

GREYSTAR[®]

ANNA'S
TAQUERIA

Oak Hill
ARCHITECTS

Whistleblower
LAW COLLABORATIVE

We are proud to be a partner of...

New England
Inns & Resorts
SINCE 1907



TYPES OF CLIENTS

- Hotels
- Restaurants
- Insurance Agents + Carriers
- Tech + Biotech Companies
- Law Firms
- Real Estate, Developments + Luxury Residences
- Luxury Home
- Design/Build/Architects

SOCIAL MEDIA IS AT AN ALL-TIME HIGH

- ▶ Social media, which is free to post on, can be an **unbelievably strong marketing tool and resource** during this time
- ▶ Your followers are online more than ever — **social media is literally bringing people together right now.**
- ▶ **You can't afford to stop marketing or selling**, and that includes posting on social media. The worst thing you could do right now is go dead online.
- ▶ People are **using social media in new ways** to come together, stay connected, share helpful advice, and support local businesses.

“

50+% INCREASE IN USAGEFACEBOOK AND
INSTAGRAM HAVE SEEN ADUE TO COVID-19, WITH VIEWS FOR
INSTAGRAM LIVE AND FACEBOOK
LIVE DOUBLING IN ONE WEEK

“Staying connected is now more important than ever, with people and businesses relying on social media to stay in touch with friends, consume the news, and be entertained.”

WHAT WE'LL COVER TODAY

- ▶ Sharing Virtual Experiences
- ▶ How to Spark Wanderlust
- ▶ Collaborating with Travel Influencers
- ▶ From Past Customers to Advocates
- ▶ Local Travel/Staycations
- ▶ Facebook/Instagram Advertising

SOCIAL MEDIA IS ESPECIALLY CRUCIAL FOR THE TRAVEL INDUSTRY RIGHT NOW

- ▶ These are of course unprecedented times, and the hospitality + travel industries are two of the most affected by COVID-19.
- ▶ BUT maintaining an active, engaging online presence right now can make all the difference when it comes to ramping back up business once customers can travel again.
- ▶ *“The current restrictions on travel have not quenched people’s desire to explore the world. People will continue to want experiences locally and globally that satisfy their need to explore new vistas, visit historic landmarks, and experience other cultures. This was the case after the SARS epidemic, when travel surged in 2004.”* [Via CrowdRiff](#)

Where Do We Go From Here? Travel and Tourism Marketing t of COVID-19

Why Companies Turn To Digital Marketing To Survive COVID-19



Bernard Marr Contributor @
Enterprise Tech

In the coming months, businesses are going to become more reliant than ever on their [digital strategy](#). Without wanting to sound too alarmist, in many cases it will be the deciding factor in whether they make it through the tough times ahead.

MORE REASONS TO PIVOT, NOT PAUSE

- ▶ Social media is **the first place your customers will go to get informed**. They still rely on you to figure out what their travel options are, whether you are open & in what fashion, and what precautions your team/vendors you work with are taking.
- ▶ **Social media is the least expensive form of marketing**. You can have a big social impact using a very small budget.
- ▶ You may not be able to do business as usual, but **you can still form relationships with potential customers!**
- ▶ Your image is everything. **Social media is the only place where you can control your image**, help your customers feel confident in keeping their travel plans, and advertise to your target market.



GENERAL SOCIAL MEDIA TIPS

- ▶ Figure out where your target demo spends their time (which channel)
- ▶ Look into your analytics on each platform for best times to post
- ▶ Create content calendars with general post ideas to stay organized + maintain strategy
- ▶ Post 2-3 times/week on relevant channels
- ▶ Monitor for DMs, comments, etc - engagement + customer service are key, especially during this time!
- ▶ Make social a 2-way conversation - ask questions in captions, utilize IG story stickers for feedback
- ▶ High quality imagery only
- ▶ Engage with hashtags — but don't be too spammy/make sure to sound authentic! Top tourism industry hashtags [here](#).

**WHAT TO POST ON SOCIAL MEDIA TO
KEEP YOUR FOLLOWING ENGAGED +
GROW YOUR AUDIENCE**

SHARE VIRTUAL EXPERIENCES



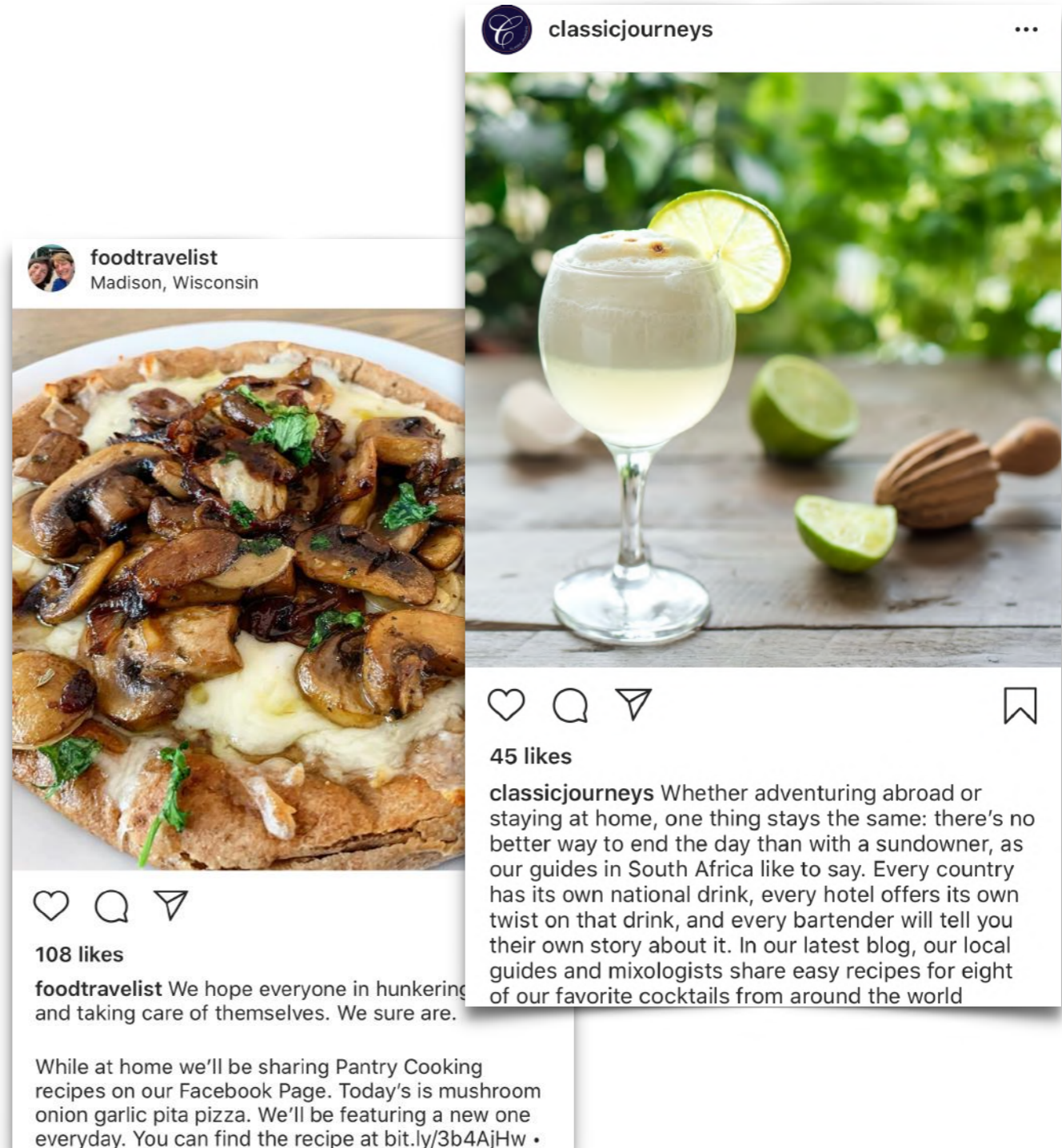
SHARE VIRTUAL EXPERIENCES

- ▶ Share **free virtual experiences happening around the world** - museums, tours, zoos, concerts, webinars, panel discussions, performances, etc. They're happening all over right now!
- ▶ Share various experiences to suit **families, individuals, couples**, depending on your target demographic
- ▶ Can share free / public experiences, **or create your own** like Austin Adventures' Virtual Adventures for Kids program



LOCAL FOOD + DRINK FEATURES

- ▶ Restaurants/bars from all over the world have taken to social media to show **how to make their signature dishes, drinks, etc. at home**
- ▶ **Engages the public** by providing entertaining education + also makes them reminisce on their time at that restaurant, bar, or cafe
- ▶ **Collaborate with a popular restaurant** from one of your locations to get them to do a video (either live or prerecorded) for your social account



VIRTUAL TOURS

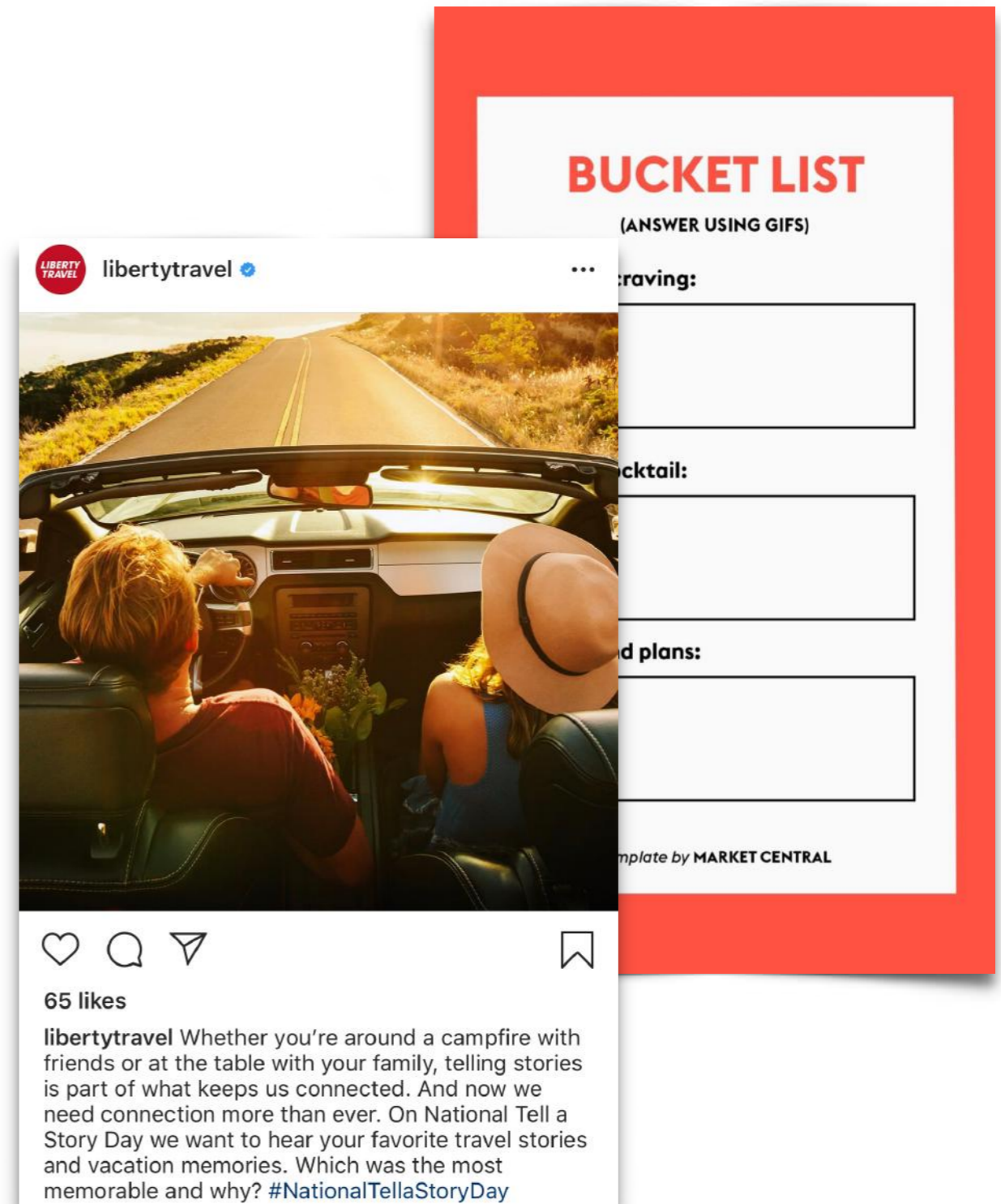
- ▶ If your customers can't go on a physical tour, **bring the tour to them!**
- ▶ Tour companies and guides are providing both **live and prerecorded virtual tours** of the places they know and love best
- ▶ **Customers can tune in without leaving the safety of their homes**, and will feel a spark of wanderlust! *(Speaking of wanderlust, wait for the next slide...)*



SPARK WANDERLUST

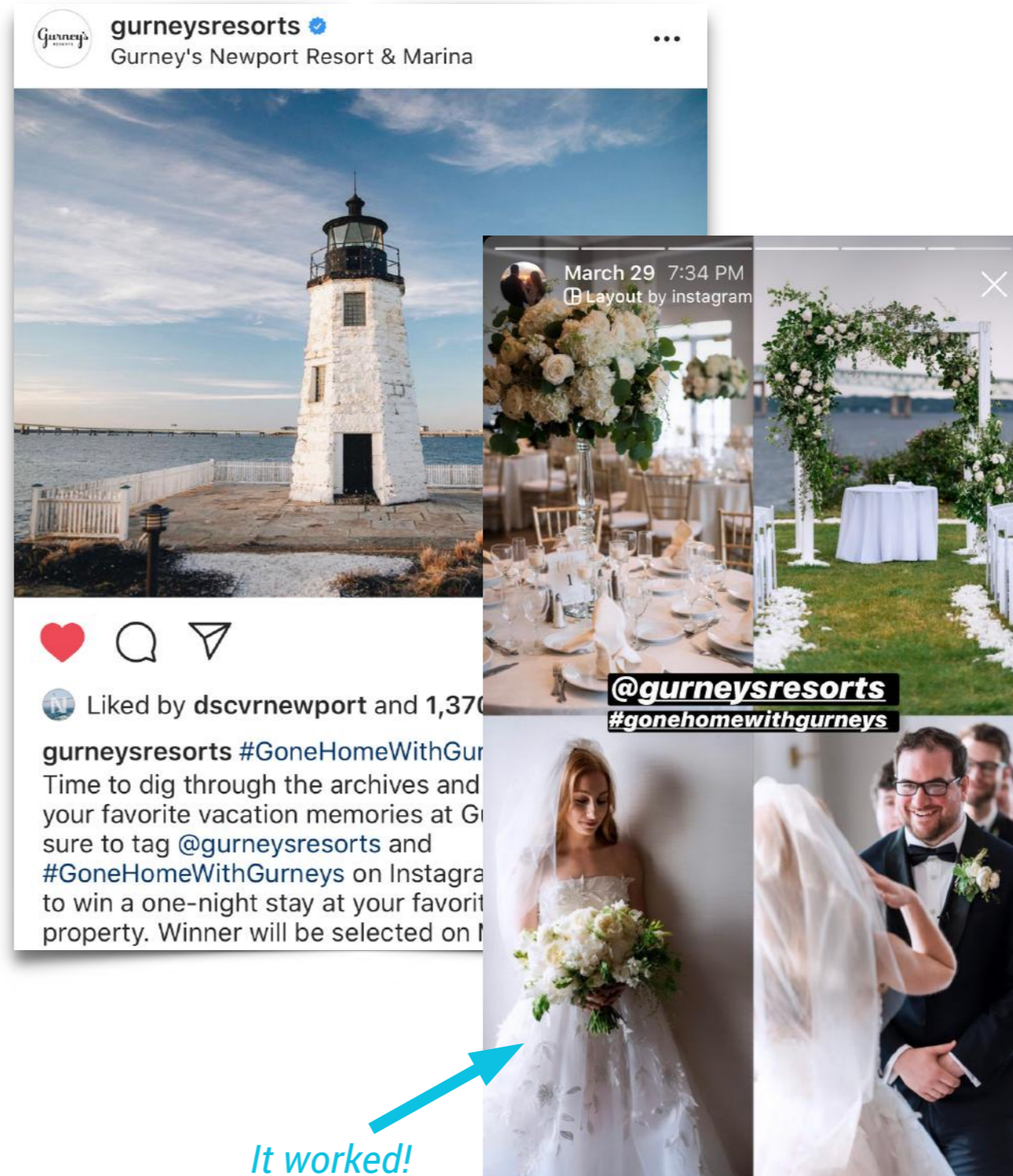
REMIND YOUR FOLLOWERS WHY THEY LOVE TRAVELING

- ▶ Encourage your followers + audience to speak up and let the world (and you) know why they **love traveling!**
- ▶ Create **Instagram Story templates** that users can easily screenshot and share to their own Stories
 - ▶ *Put your logo/company name somewhere small on the template*
 - ▶ *Can find editable/customizable templates for these on Canva, Over, and StoriesEdit*
- ▶ Same goes with **fill-in-the-blank / question feed posts** that can be commented on and/or regrammed
- ▶ Also can use **IG Story poll/question stickers** to encourage followers to actively engage



ENCOURAGE FOLLOWERS TO SHARE MEMORIES

- ▶ You can also ask your followers to **share their own personal travel memories/stories**
- ▶ They can share their memories by **commenting on a post of yours**, or ask them to **post their own photos in their feeds/stories** and tag you/use a certain hashtag
- ▶ To incentivize responses (although not necessary), **you could offer a prize**



BEAUTIFUL IMAGERY IS HUGE!

- ▶ Your feed + sparkling wanderlust are all about reposting beautiful + “thumb-stopping” photography from travel bloggers, offices of tourism, local photographers, etc.
- ▶ Follow these accounts and repost their photos strategically, and **make sure to always give them credit**

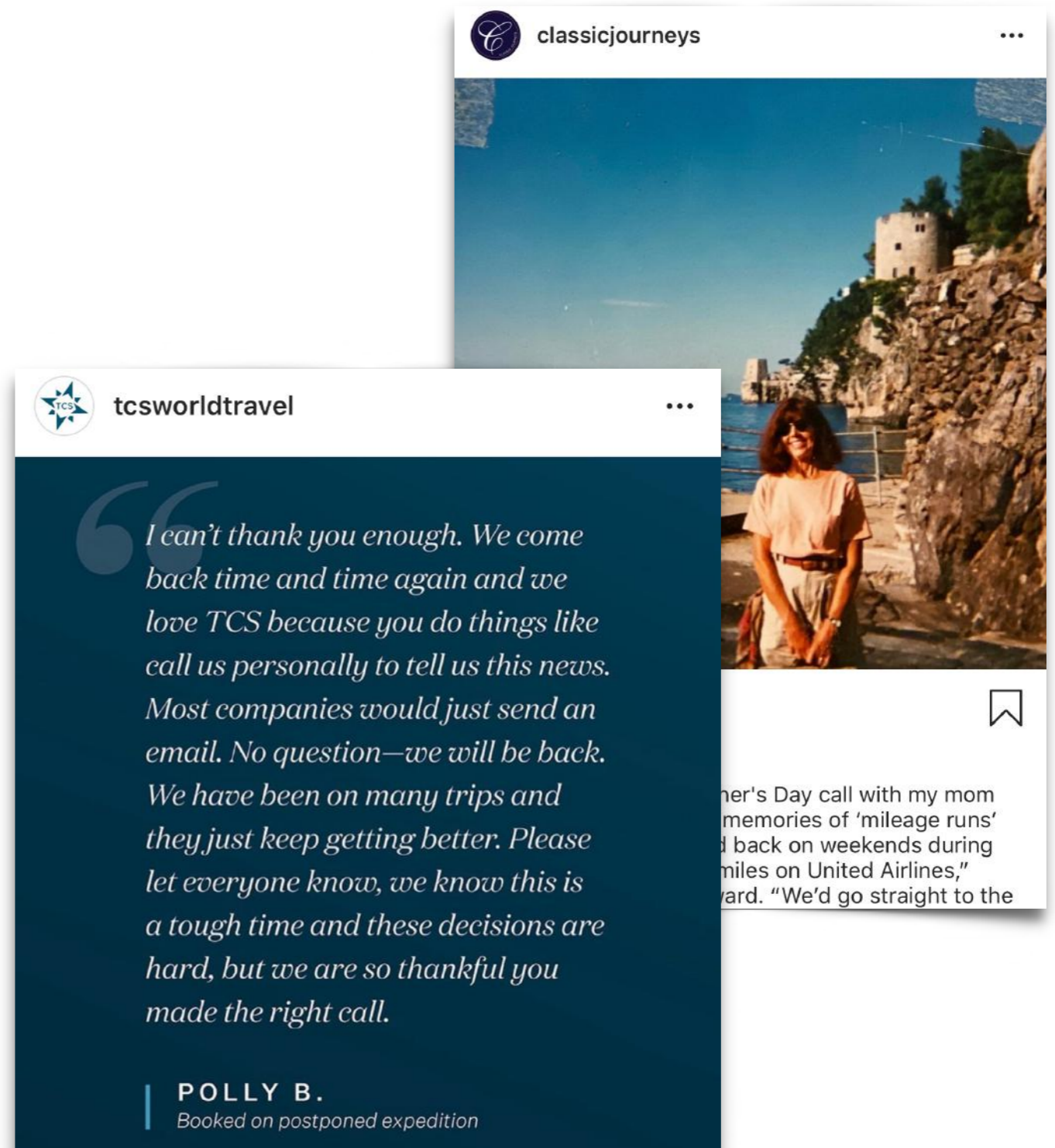


**TURN PAST CUSTOMERS INTO
ADVOCATES**



SHARE POSITIVE REVIEWS + MEMORIES

- ▶ Just like how getting past customers to share their travel memories + tag you will help spread the word about the amazing memories your business can + has created, you can do the same by then in turn **sharing these memories to your feeds!**
- ▶ Can and should also be doing this with **any positive reviews you get**, regardless of whether or not we're in a crisis



LET YOUR FANS KNOW HOW THEY CAN HELP YOU FOR FREE

Spread virtual love

Shop small



Reschedule



Donate



Communicate



 tailwind

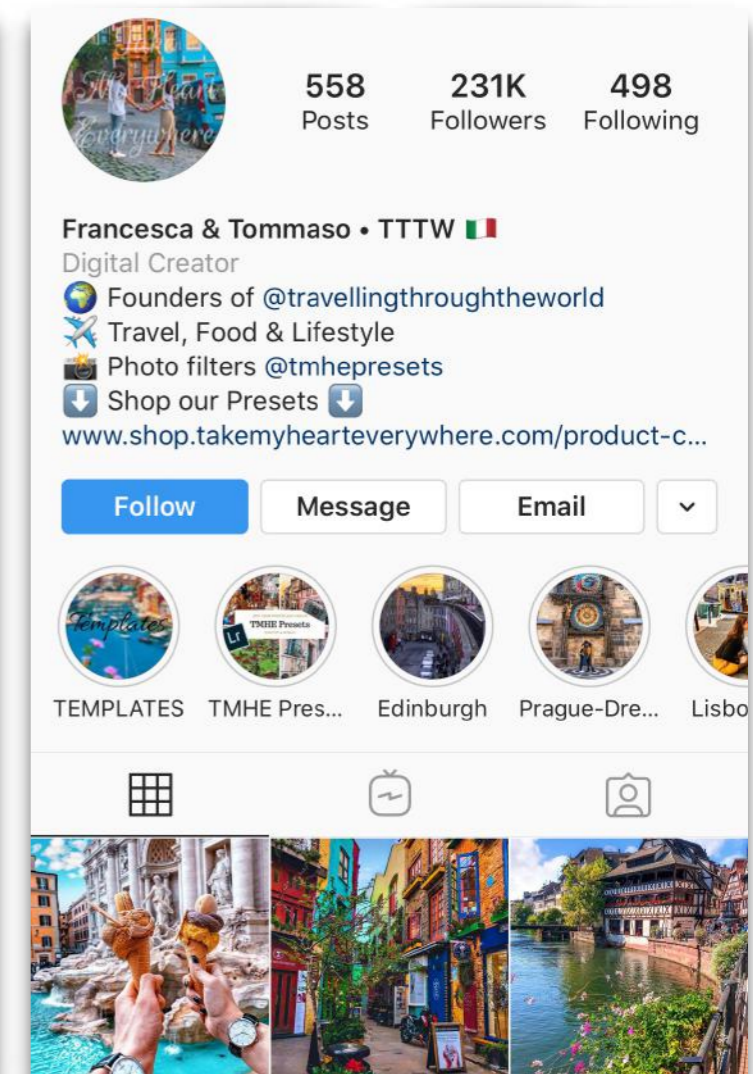
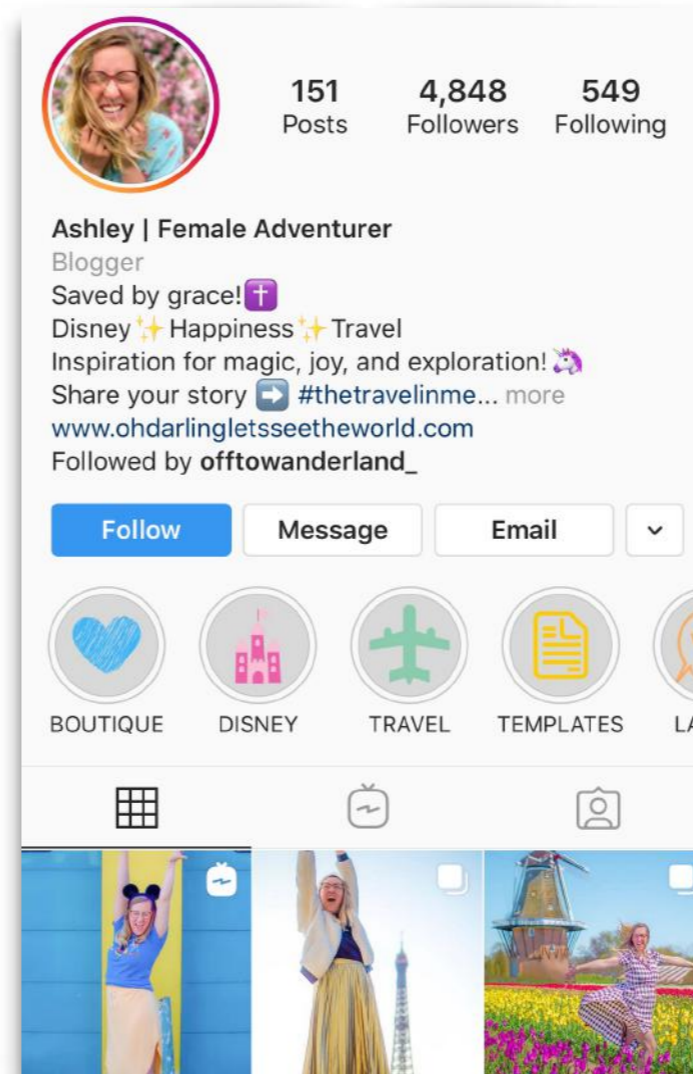
#RescheduleDontCancel

- ▶ People know that their favorite businesses are suffering – and **they are looking for ways to help.**
- ▶ Let your past customers know how they can help you during this time, **whether it's a simple 'like' on a post, leaving you a positive review, or booking future travel / rescheduling current plans.**
#rescheduledontcancel

**COLLABORATE WITH TRAVEL
INFLUENCERS**

WORKING WITH TRAVEL INFLUENCERS

- ▶ Influencers are Instagram accounts with anywhere from 2-5k to 1 million+ followers
- ▶ Their followers **trust these influencers** and follow them for recommendations, advice, inspirational imagery, and more
- ▶ A 'micro-influencer' is an account with less than 10k followers
 - ▶ *Although by collaborating with a micro-influencer you don't reach as many people, they are often more willing to collaborate (for free, too) and their followers tend to be more loyal/niche*
- ▶ When looking into an influencer to reach out to, **make sure their aesthetic + values align with your company's**



GET YOUR BRAND OUT TO THOUSANDS OF TRAVEL-TRAVEL-LOVING INSTAGRAMMERS

- ▶ Message or email (contact info can usually be found on their IG account or if they have a website...) an influencer you're interested in working with and **provide specific ideas of the collaboration**
 - ▶ *What it will entail*
 - ▶ *If it is paid/trade/unpaid*
 - ▶ *How many feed posts vs. stories you would like in return*
 - ▶ *Your handle to tag + any relevant hashtags*
 - ▶ *Any selling points/language you'd like them to include*



SOME INFLUENCER IDEAS FOR DURING THIS TIME

- ▶ They can giveaway a **trip/experience for 2021**
- ▶ They can giveaway a **significant monetary discount** off a future trip
- ▶ They can giveaway a **gift card to a company** you work with/partner with, travel essentials, etc.
- ▶ **IG live conversations**
 - ▶ Live views have doubled during this time
 - ▶ Have a live conversation with an influencer on their account so their followers get exposure to your business
 - ▶ State of the travel industry, their future travel plans, travel essentials, favorites in certain destinations, etc.



thejetsettingfamily • Follow

Great Sand Dunes National Park and Prese...

..
. We're dreaming about our favorite @NationalParkService parks and can't wait to visit them once it's safe to travel again.

To encourage you to plan your own future National Park trip, we are giving away 5 National Park Passes, that's a year long entry into every national park! Plus, a \$100 gas gift card, and a \$50 @parksproject gift card to get you excited to plan your future trip!

To Enter:

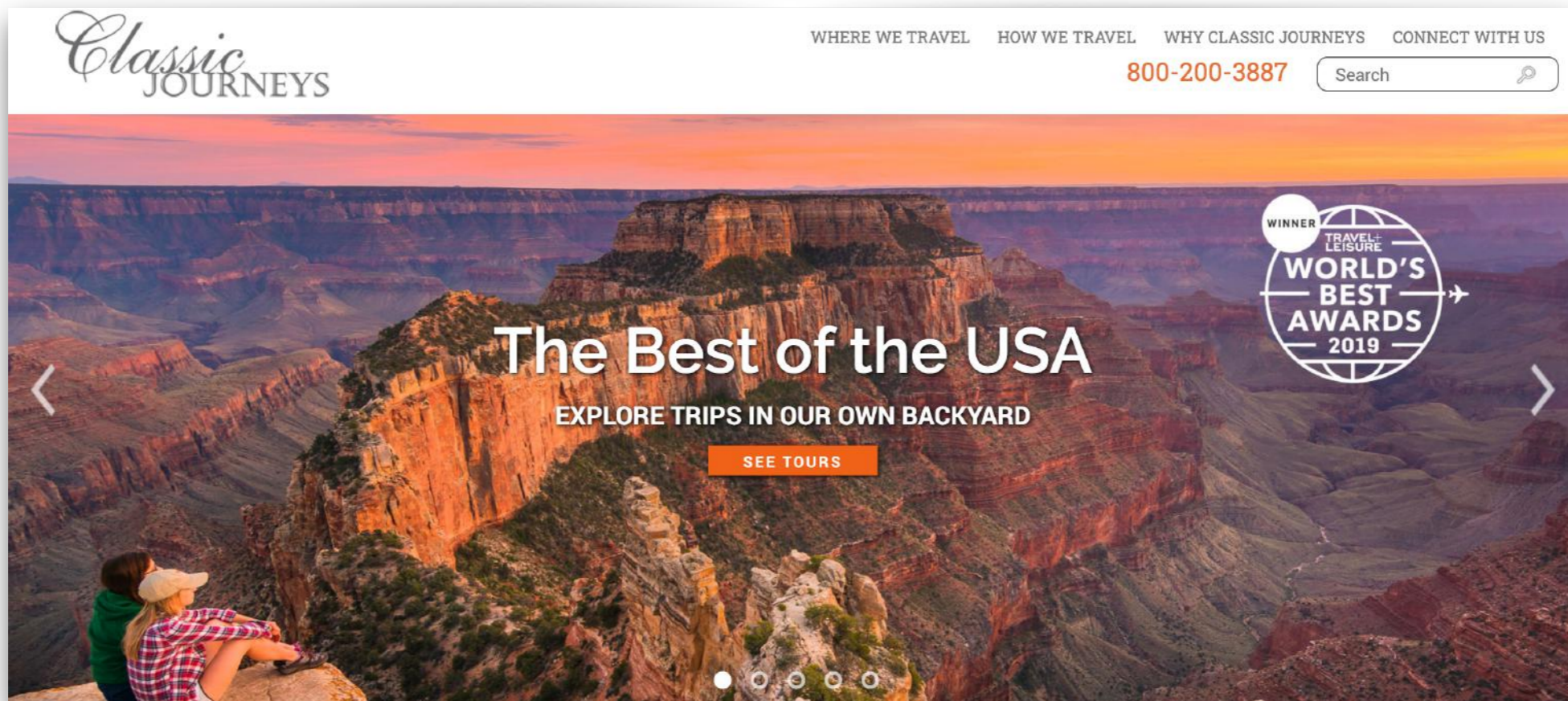
1) Follow: me @thejetsettingfamily & these amazing family travelers who love national parks!
@theamericanfieldtrip
@walkingontravels
@localpassportfamily

**PUSH LOCAL TRAVEL +
STAYCATIONS**



PUSH TRAVEL CLOSER TO HOME

- ▶ [CNBC recently published an article](#) in which they spoke with multiple travel experts
- ▶ *“The hypothetical trip incorporates several trends coming to the travel business going forward. These include traveler preferences for **domestic destinations reachable by car** and stays at private rental properties instead of crowded hotels and resorts.”*
- ▶ *“Travelers tend to first venture out closer to home, and visit their local eateries, **stay local for a weekend getaway** or travel domestically before a robust demand for international travel returns.”*
- ▶ *“People say ‘we don’t know what’s going to happen with flights, **but we do know that we’re going to be able to get in the car and drive for three hours** and have our own place and stay there for two weeks.’”*



DOMESTIC TRAVEL SOCIAL CONTENT

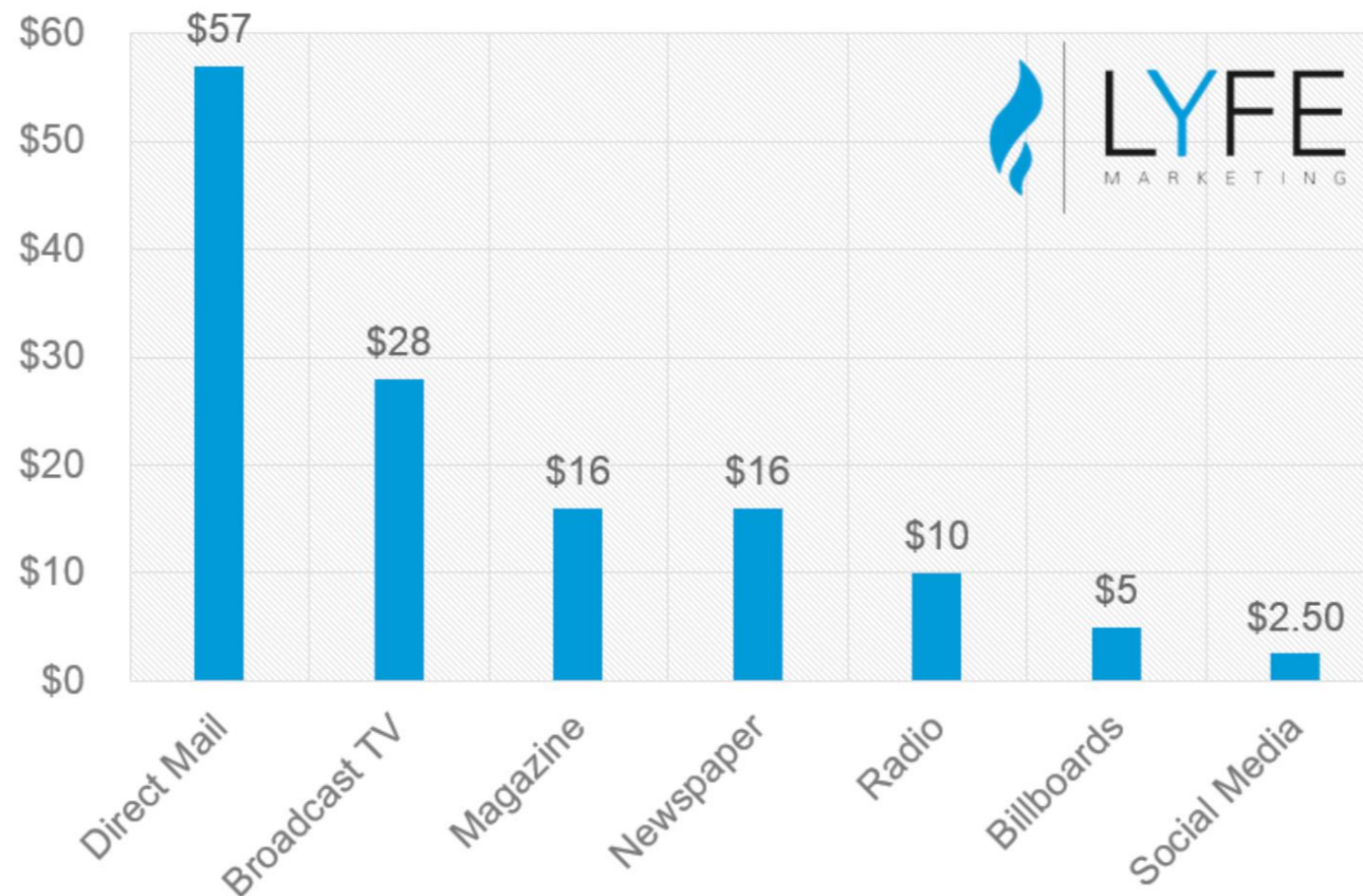
- ▶ **Driving/day trips by region**
- ▶ **Sample day trip itineraries**
 - ▶ Can create these according to client type - families, couples, singles, etc.
- ▶ **“On a whim” - places you can just get in the car and go**
 - ▶ Can even offer some social distance-friendly ideas for when you get there
 - ▶ Off-the-beaten-path trails, experiences, restaurants that shouldn't be as crowded, etc.
- ▶ **Feature safety/sanitation procedures + standards for any experiences/lodging**



SOCIAL MEDIA ADVERTISING

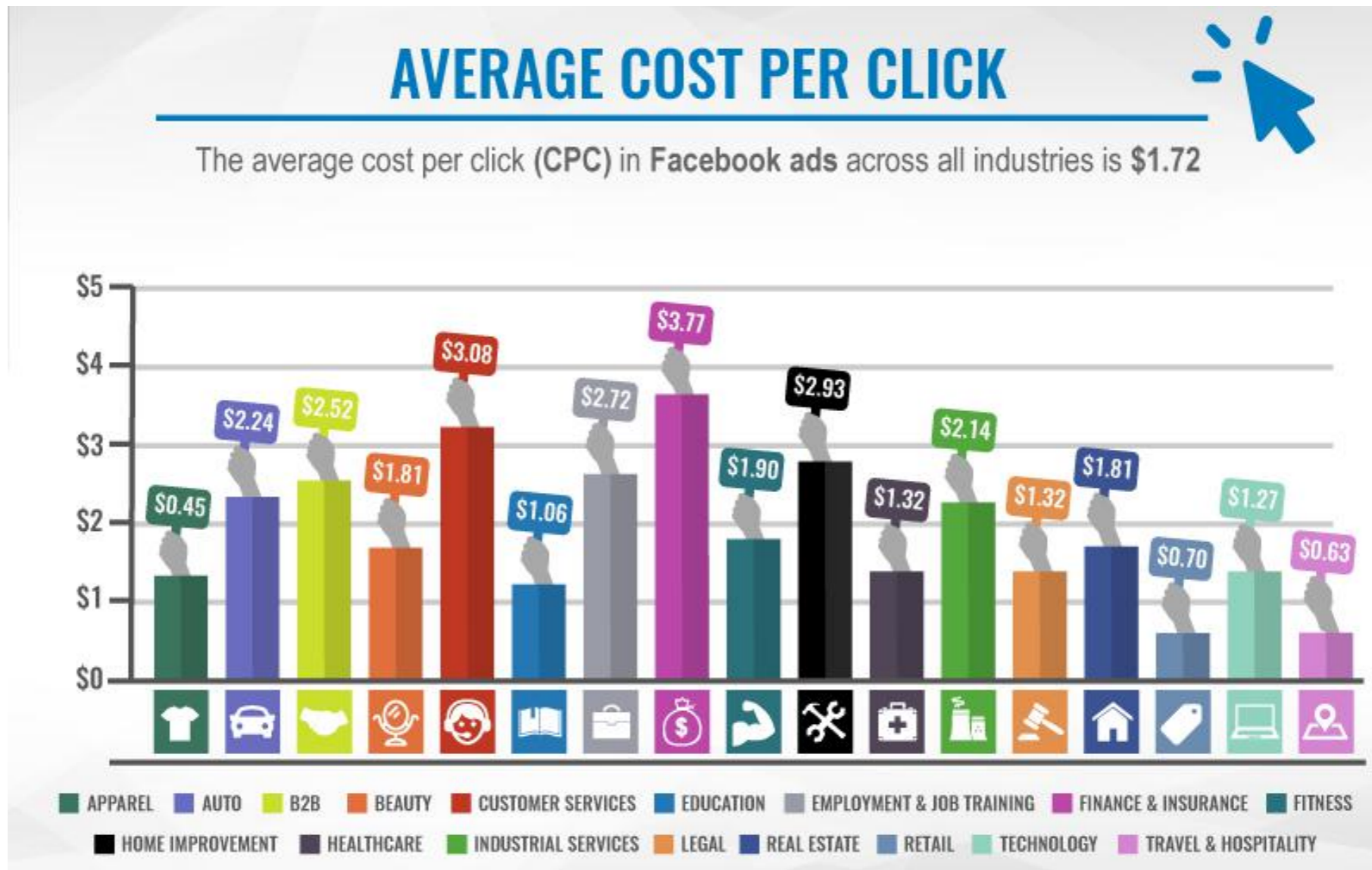
THE BENEFITS OF SOCIAL ADVERTISING

- ▶ The new virtual travel expo! (for now, at least)
- ▶ Reach potential future customers through targeted advertising
 - ▶ Interest-based
 - ▶ Demographic/location-based
 - ▶ Lookalike audiences of current customers
 - ▶ Life events
- ▶ Much lower CPR than other / more traditional mediums (see below)



TRAVEL INDUSTRY BENCHMARKING

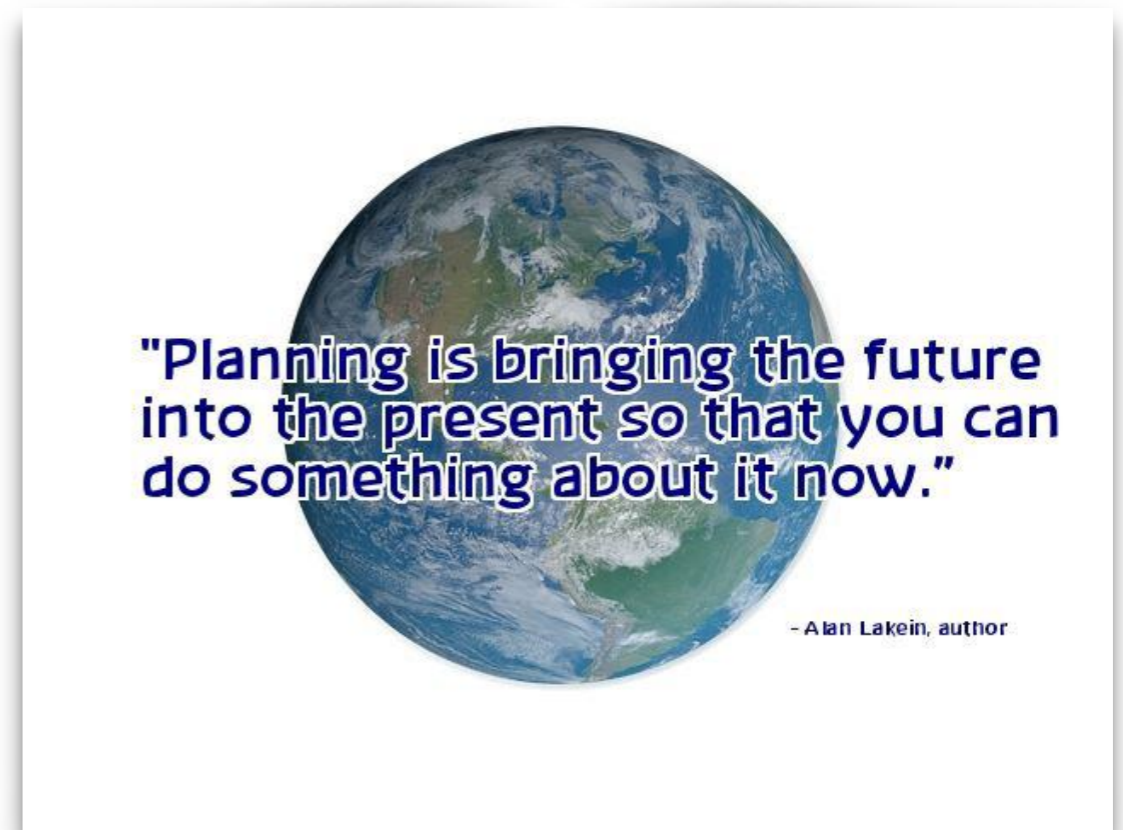
- ▶ **Some more good news:** the travel + hospitality industry has the second lowest CPC of all industries, beat only by apparel!



Source: [Wordstream](#)

SOCIAL ADVERTISING CONCEPTS

- ▶ **Offer exclusive deals with no risk commitments** (something many customers want to see when booking right now)
- ▶ **Promote future trip vouchers with bonus offers**
 - ▶ Commit to spending x now and you'll get x as a bonus when you are ready to book!
- ▶ **Push 2021 dates as something to look forward to**
- ▶ **Use ad money to boost views on a contest or giveaway**
 - ▶ Users have to follow you, tag a friend, comment, caption a photo, sign up for a newsletter, etc. to be entered to win
 - ▶ All ways of gaining new leads/followers + a surge of views for your business



Via [JAX FAX Travel Marketing](#)

FREE SOCIAL MEDIA CONSULTATIONS

- ▶ If you have any specific, further questions about posting on social media at this time, Metter Media is offering free consultations!
- ▶ Email us at info@mettermedia.com to set yours up



EVERY BUSINESS HAS A STORY.

Let us work hand-in-hand with you to tell it online.

QUESTIONS?

THANK YOU!

Please let us know if you have any questions.

