DIGITAL MARKETING 101: GETTING THE RIGHT DIGITAL MARKETING ASSETS ON DECK FOR YOUR REGION

MARCH 2020
INTRODUCING...

THREESIDES MARKETING

Marketing, Digital, Design, Media

www.threesides.com.au
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www.instagram.com/threesides_marketing
WHAT WILL WE COVER TODAY?

• The 6 areas of digital marketing
• Digital tactics
• Tourism case studies
• Developing your action plan
WEBSITE

- What information are you trying to convey?
- Is the website easy to use, it is quick, mobile optimised?
- Is it interactive so that users can ask questions, give feedback and make bookings online?
- Include digital maps, holiday planner, suggested itineraries, galleries of video and images, bookings and ticketing, linked to social media and travel sites.
- Setup Google analytics & conversion tracking
SEARCH ENGINE OPTIMISATION (SEO)

- Get your website and content found on Google for particular keywords.
- 3 components – Technical, Onsite and Offsite
- Long-term process
- Easy wins
  - Easy navigation
  - Compressing images
  - Clear, easy to read & short descriptions
  - Page titles
  - Writing more blogs
  - Internal and external linking, easy navigation
SEARCH ENGINE MARKETING (GOOGLE ADS)

- Text ads that appear above or below search results
- Intent-driven
- Target users searching for destinations, activities and events
- Lower quality score, the higher you pay. Stronger your account is setup and stronger your website, the lower you pay and more effective are your results
- Highest bidder = not top of the results
DISPLAY & VIDEO ADVERTISING

- Display - Visual banner ads displayed on third party websites while they browse the web.

- Video - Video ads displayed on YouTube before, after or during videos.

- Targeting based on interests, topics, demographics and website activity.

- Works best for awareness, only pay if someone clicks on it or watches 30 seconds or more.
DASHBOARD

- Unified reporting
- Use online analytics to make marketing decisions
- Being able to interpret data in an easy to read format and to gather insights
- Google DataStudio reporting at Threesides
Case study

VISIT QUEANBEYAN ALWAYS ON CAMPAIGN

- Increase visitation and website traffic by attracting users looking for relevant information

SEM
Case study

SAPPHIRE COAST RECOVERY CAMPAIGN

- Attract tourists in NSW, ACT & VIC to not cancel travel plans & support the region
- SEM + Display + Social
Case study

PIE TIME CAMPAIGN

• Promotional campaign to raise awareness about the events and experiences, contribute to overall ticket sales and draw visitation to the region.

• SEM + Display + YouTube + Social + Website + Email + PR + UGC

• Won Gold for best tourism marketing campaign at the 2019 QANTAS Australia Tourism Awards.
THANK YOU

NEED MORE INFORMATION?

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