DIGITAL MARKETING: CHANGING HOW YOU LEAD YOUR TOURISM REGION IN DIGITAL

MARCH 2020
INTRODUCING...

THREESIDES MARKETING

Marketing, Digital, Design, Media

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WHAT WILL WE COVER TODAY?

• Introduce some new kit into your planning
  • Digital Maturity Marketing Model
  • Digital Travelers Lifecycle
• Your 6 six pack of tactics
• The Sapphire Coast Experience
IMPROVE HOW YOU PLAN
RETHINK WHERE YOU SIT

Digital maturity marketing model

Travellers lifecycle
# Digital Benchmarking

## 1. Initial
- **Plan**: Creating a strategic roadmap
- **Reach**: Build awareness
- **InterAct**: Experience, flow, and content
- **Convert**: Build multichannel sales
- **Engage**: Customer loyalty and retention
- **Brand**: Building emotional connection
- **Governance**: Managing growth approach

*Basic Lifecycle Marketing*

- No strategy. Unclear goals or prioritisation.
- Limited ad hoc use of paid media. SEO not proactive.
- No insight on personas and customer journeys. Limited insight on sections.
- No paid remarketing. Simple broadcast newsletter.
- Basic brand identity, but brand benefits not communicated.
- Analytics in place, not reviewed. Ad hoc performance reviews.

## 2. Managed
- **Plan**: Prioritised activities. Goals not modelled or aligned. Martech adoption ad-hoc.
- **Reach**: Search target keywords defined. Simple use of AdWords/online media.
- **InterAct**: Footfall to different site sections and CTAs for lead generation and profiling.
- **Convert**: Initial media retargeting. Targeted newsletter. Simple welcome emails.
- **Engage**: No loyalty programme. Targeted newsletter. No personalisation.
- **Brand**: Brand values defined, but not clear on-site. Customer reviews.
- **Governance**: Analytics reviewed ad-hoc. Regular performance reviews. Skills lacking.

*Improving Lifecycle marketing*

- Multichannel marketing plan in place. Revenue-based funnel acquisition model.
- Structured approach to paid, owned and earned media to agreed targets.
- Content marketing and personalised journeys to encourage purchase.
- Re-targeting optimised. Welcome and abandon emails. Personalisation.
- Customer research informs site improvement. E-mail re-engagement.
- Online value prop defined. Blog and social media develop brand.
- Dashboards for regular weekly performance reviews. Digital Skills.

## 3. Defined
- **Plan**: Retention and LTV model. 90 day planning. Martech roadmap and structured evaluation.
- **Reach**: Programmatic. Regular improvements to media. New media review ad-hoc.
- **InterAct**: Personalisation optimised. AB testing of different site sections.
- **Convert**: Segmented lifecycle emails, personalisation & paid media retargeting.
- **Engage**: Loyalty programme. NPS. RFM-based email and personalisation.
- **Brand**: Brand personality and defects researched and acted on promptly.
- **Governance**: Value-based KPIs. 90-day planning. Skills improvement.

*Planned Lifecycle marketing*

- Digital transformation implemented. Structured testing and optimisation programme.
- Media fully optimised based on attribution and evaluation of new options.
- Multivariate testing. High quality content marketing.
- Retargeting and personalisation optimised across touchpoints.
- Fully integrated brand reputation management including PR.

## 4. Quantified

*Managed Lifecycle marketing*

- Lifetime value KPIs. Structured defect reduction problem.

## 5. Optimised

*Optimised Lifecycle marketing*
YOUR 6 PACK OF TACTICS
THE 6 PACK OF TACTICS
WEBSITE

• What role does it serve – inspire, inform or convert

• Does it serve as the only website for low tech operators and how well does it do that job

• Can it truly be your ‘always on VIC’ – live chat, lead chat, ecommerce etc.

• How well does your website performance and design affect actual perception and visitation to your region

• Do you have a ongoing budget for continuous improvement
IS YOUR WEBSITE KICKING GOALS?

What is your current goal conversion rate on your website?
EMAIL (IS NOT DEAD)

• Develop rich content to inspire your readers to visit and return

• Always be building (your lists) and personalise and target

• Act like an ecommerce retailer – customise content based on behaviour

• Use a EDM system that is linked into your platform
SEARCH ENGINE OPTIMISATION (SEO)

- How is your region ranking for key products and experiences against your main competitors?

- Does your own council site compete well against other regions?

- How well does your site rank against operators for key search terms?

- What are you doing to grow the footprint of your region in search -
  1. Google my business
  2. Reviews
  3. Rich content - video
  4. Backlink strategy between operators
  5. Near me Search
  6. Social presence
NEAR ME SEARCH

Increase in “near me” searches for

- bubble tea near me: + 120%
- dessert near me: + 70%
- barber near me: + 65%
- alcohol near me: + 65%
- shop near me: + 50%
- massage near me: + 20%

Year in Search Australia
Insights for Brands Report 2020

Think with Google
TRY SEM RUSH

www.semrush.com
TRAFFIC

SEARCH ENGINE MARKETING (GOOGLE ADS)

- All year round you should run ‘Always on’ and ‘Campaigns’
- Develop custom audiences using your lists (past bookers and email lists)
- Use your SEM results to inform your SEO activity
SOCIAL MEDIA

- Answer the internets questions for your destination - forums, trip advisor, google my business questions
- Encourage operators to build a strong review base across google reviews, Facebook and trip advisor
- Develop a strong operator and user (visitor) generated content strategy
- Focus on a balanced organic and paid strategy
  - Develop FB instant experiences and rich content ad models
  - Identify when and where video can lead your creative

Get your local industry and community on board as social media amplifiers. #ShareTheLoveNSW
REPORTING DATA

• Unified reporting
• Use online analytics to make marketing decisions
• Google DataStudio reporting at Threesides
• On the road to developing a unified customer view
SINGLE CUSTOMER VIEW

LEVEL 1
Systems Exist Independently

LEVEL 2
Systems are Adjacently Connected

LEVEL 3
Systems are Adjacently Connected with a Centralized Data Platform
BUILD YOUR SKILLS ALONG THE WAY
UPSKILL AND SUCCEED

• Upskill your team and industry
  • Google Digital Garage - learndigital.withgoogle.com
  • Facebook Blueprint - facebook.com/business/learn
  • Primer - www.yourprimer.com
  • Training Workshops

• Outsource to digital specialists
  • Know your goals, customers and budgets
  • Develop a partnership
  • Look out for proven expertise
  • Develop your knowledge with them along the way
THE SAPPHIRE COAST EXPERIENCE
SAPPHIRE COAST BUSHFIRE RECOVERY CAMPAIGN

- Attract tourists NSW, ACT & VIC to maintain Easter and school holiday travel
- Website content and optimisation around bushfire terms (during crisis)
- SEM + Display + Social (PAID) – open for business
- Email marketing (OWNED)
- Content development to show the reality and promote via social (EARNED)
- Operator capacity and skills training – developing and sharing assets
- Providing leadership - not just advertising - to drive the recovery.

[Stay tuned for results]
THE 6 PACK OF TACTICS

1. Website
   - Analytics
   - Content
   - Performance
   - Ecommerce/conversion

2. Email
   - List
   - Content
   - Conversions

3. Social
   - Content
   - Engagement
   - Industry
   - Consumers

4. Traffic
   - SEO
   - SEM
   - Social Ads
   - Other Ads

5. Reviews & Destination
   - UGC
   - PR
   - TripAdvisor
   - Google Reviews
   - Influencers

6. Data Dashboard
THANK YOU

NEED MORE INFORMATION?

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Images : Unsplash