

YOUR Ready for Domestic Toolkit



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Overcoming COVID-19 with strong actions for today and readiness for tomorrow, don't do it alone!

Are you all aboard the rollercoaster ride!

Register for coaching with tourism and events marketing and digital experts to receive assistance to create a successful domestic marketing plan to get cut-through and get instant bookings

REGISTER HERE ▼

<https://www.eventbrite.com.au/e/covid-19-restarting-transitioning-and-resilience-online-coaching-tickets-107176096590>

With travel changed forever, get your questions answered and also learn:

- How to be the first to rebound
- The latest statistics, research and trends for the new type of traveller
- How to be the first off the mark
- How to actually plan for a rebound
- Is your website now an asset... or a liability post COVID-19
- Great campaign partners and examples
- Your most pressing questions answered...

BONUS

**SUCCESS MATRIX
COACHING PROGRAM**

**BONUS Free access to
Tourism Tribe's library
of Digital Genius for the
duration of the program**

VALUED AT
\$220

Our clients always tell us that they are so busy in the day to day running of their business or doing their daily tasks for their boss that keeping up to date with Statistics and Intel is a real struggle.

Our Success Matrix Toolkits have been created to share our go-to resources that the team uses for our clients marketing strategies, training resources and coaching programs. We trust that they will save you some time and deliver you wisdom!

We look forward to sharing your rebound journey with you.

Yours in Tourism your Coaches,
Amanda, Krista & Liz




successmatrix.com.au



 **KRISTA HAURITZ**
TOURISM • MARKETING • CONSULTING

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**Tourism
Tribe**

tourismtribe.com

01

Jack be nimble, Jack be quick, Jack jump into the Domestic Marketing Toolkit

The **Rollercoaster ride continues** with more ups and downs and swings and dips. Every day we continue to **revaluate and learn** to market in the moment we are presented with for NOW. It is the **new normal** for us as operators to be feeling frustrated and overwhelmed at the reality of knowing, we don't have control of our business, so much is out of our hands and with little notice for planning, every day is a **constant challenge**. So now more than ever we must all **partner together** and support each other.

Being optimistic during these uncertain times is looking for the opportunities on a weekly and fortnightly basis, EVALUATE + RE-EVALUATE

Following on from Webinar One and our **Ready for Rebound Toolkit** we have had requests from operators to put together some **key tips and tricks** to consider when creating or **redeveloping your marketing plans** and **online engagement**, so we have now created

your Ready for Domestic Toolkit. This Toolkit is for Today's Landscape, we are going to focus on **key points** to consider when you are trying to **navigate the new normal** in terms of your marketing. It's not new information and its not rocket science, its just trying to help put some **focus and clear direction** into your actions now.

Your reaction on this rollercoaster ride will reflect your rebound and your recognition of opportunities today will deliver your path to success!

As tourism operators and marketers, this is not the time to say 'but we have always done it this way in the past', cast that to the side and use this time to engage new opportunities for new customers and once again **re-evaluate to ride out the swings and turns**.

We need to **embrace change** across all elements of our lives and businesses and our **marketing needs to change** too. For a lot of our clients they are daunted by taking

the time to write a **marketing plan** however we explain to them it's **not Rocket Science**, it's really just sitting down with an open mind, clear focus on your business and strategically analysing your **best research tool... spoiler alert... your customer** and your **staff**, and writing **invitations to your party** based on the knowledge of who your **best guests** are and where you need to **post the invites**. Then commit to **action** it!

Our current customers are wanting **reassurance** that they will have their **holiday expectations met** and that you will **care for them**. Our messaging needs to reflect **clear safety messages** and realities mixed what's open etc. **listen to** what they are asking or commenting on social and relay answers across all your platforms so the next **customer** sees the answers up front. e.g. pre-booking restaurants and tours as capacity issues exist, being honest.



While on this ride we must remember to be **kind to ourselves**, our teams, our partners and customers, don't panic market and keep **working on the things** that are **working** and **making money** for us in the moment **for today** and be ready to **be in control for the next ride**.

Our Customers and our Markets are changing and we need to too.

We wish you all the best in surviving this Rollercoaster ride and hope we have been able to help in some way, we look forward to working with businesses through the coaching program throughout 2020 -21.

Thanks for sharing this journey with us and QTIC this last month, GOOD LUCK!!

Yours in Tourism,
Amanda, Liz and Krista



successmatrix.com.au



kristahauritz.com.au



tourismtribe.com

02

Domestic 101 Success Matrix Top 20 Tips

So with every twist and turn, let's start exploring some ideas to ride this rollercoaster in a positive direction...

01

Fail to plan, then plan to fail (Benjamin Franklin)

Successful tourism businesses, especially those who are owner/operators, make sure they spend time working on their business, not just IN the business of looking after their guests, they upskill themselves and their teams, they hang with the right people and build and maintain relationships with influencers.

YOU CAN DO IT:

Make time to develop and review marketing plans. Know where you are going and how you will get there, and then make it happen and adjust your goals as needed, remember now is the time to be **NIMBLE** and **QUICK** to react and adapt. Identify the interests of your ideal audience and connect with your USP, values and passions to create engaging content.

02

Understand your ideal customer

Reach out to a new audience

The process of understanding who your most profitable customers are starts with understanding who your current customers are. So the question you need to ask yourself is; **are you currently getting the customers you want through your door?** Don't try to be all things to all people! Good marketers can tell you exactly who their Ideal Customer is (or are) and can describe them to you as a single person.

YOU CAN DO IT:

Pivot your existing product to appeal to a new audience, make sure you intimately know who your Ideal Customers are. A cheaper or more high-end product, one that would appeal to families, retirees, individuals, couples. Appeal to locals, intrastate and interstate. Work on your social media. Work with Online Travel Agents (OTAs). Reach out to potential partners/agents around the world. Contact local tourism bodies, such as local council, Regional Tourism Organisations (RTOs), Tourism and Events Queensland and Tourism Australia for their feedback.

03

Grow your database

For many the market has changed, International to Domestic and so have the lives of our customers. However, they will still want to get out there and enjoy life and connect with family and when they do make sure you are **standing out from the crowd**. **Even when the market is not ready, you be READY!**

YOU CAN DO IT:

Customer contacts is **KING** for cost effective marketing, don't miss your chance to work with other businesses that share your customer and do joint promotions to their customers and on their social. This is the time to get your data measurement and audience tracking in place so that you can reach the best possible target audiences for our campaigns. With the right tracking in place, including Facebook pixels and Google Analytics conversion tracking, you're able to develop Facebook Ads campaign audiences based on people with interest in your content, who have visited your website previously and are like the people already on your email database.

04

Offer exceptional experiences

Consumers are becoming less passive as tourists and they are increasingly looking for a great level of meaning and interaction when they travel. They want to connect with the people and places they visit and actively participate in shaping their own **unique one of a kind experience**.

YOU CAN DO IT:

Match in with your destination Hero experience, know what is your signature experience and unique to your business. Tap into Destination Hidden Gems. Make any improvements you identify to improve your business for post COVID-19.



If there is any way
that we can help

[REGISTER HERE](#)

for coaching

05

Sell value, don't compete on price

Successful tourism businesses are often more expensive than their competitors in their product category (be it backpacker to luxury). They **can charge more** as their tourism **experience is exactly what their ideal customers are looking for** (or didn't know what they were looking for) and by exceeding their customers' expectations. Always consider our **Motto of 'Customers Willingness to Pay'**, if you have **perceived value** in your product offering, understand what the value is worth for your customer – don't just price based on the cost of your service.

YOU CAN DO IT:

TRY NOT TO DISCOUNT – Create packages that hide any discounting in a **VALUE OFFER**. Achieve premium pricing by clearly communicating what value you can offer your ideal customer, what they can expect and what makes you unique! Show this to your customers through **HAPPY** customer testimonials, great photos and clear and consistent branding.

06

Diverse Marketing Matrix

A strategic diverse marketing plan can make all the difference to your business to ensure that your **budgets are wisely spent** and that your online presence can be managed productively and you can get the most exposure of your product through multiple distribution channels.

Direct ► Destination marketing ► Digital ► Trade ► Promotions

YOU CAN DO IT:

Ensure your **USP** is communicated in all of your communications/ads and Trade listings. Look at your image bank and choose some hero images that sum up what you do and why people should choose you in just one image. Connect to the Travel Trade that works for your business. Work on your Social Media strategy - how often will you post, at what time? Diarise this so it's consistent, **Tourism Tribe** have a brilliant **Content Calendar** we suggest you setting that up. Talk to your partners/friends/distributors to see how you can share marketing or collaborate on social media, Don't forget PR. While these opportunities can be hard to generate, they can be very beneficial.

07

Storytelling your brand message

On this ride we are all suffering low cash flow and finding **cost effective marketing is critical** however no marketing is death. Leverage your brand stories with your Destinations Brand and Hero Experiences (watch the TEQ RTO Conversations with Industry Videos of your destination to see what they are doing found later in the Toolkit).

YOU CAN DO IT:

Be nimble and quick again to ensure you are only marketing for the moment and not wasting money on markets that can't access you etc. Be able to measure everything you do. Share your brand stories about your USP and that demonstrate you care. This is the time to **keep curating offers** to your true and trusted past guests on all your social platforms and with all your trade partners that they use.



08

Keep updating your partners

Many of us would normally be on the road now conducting sales updates and training, presenting at Trade Shows promoting your businesses here at home and overseas. So now is not the time to stop, it is more important than ever to be communicating to all your partners any updates and new offers that you have created, that you are open and COVID-19 safe etc.

YOU CAN DO IT:

Use online to stay in touch, International are loving hearing from OZ, use webinars, training videos, virtual tours, Aussie Specialist program or simply phone them. TA and TEQ are doing virtual training programs and RTOs are communicating through multiple channels so once again use your membership and leverage. Domestic trade are starting to get back into swing as you have heard through the webinar program however they are still short on staff for Contracting and loading so ensure you are communicating directly with product managers to confirm your product is loaded.

09

Create and commit to content

The content that you work with in your marketing is how you **tell your story**, be that on your website, socials or in your email marketing. It must **reflect your USP** and be relatable by your ideal guests. Your content is the pool of assets that you use to tell your business and destination story across all stages of the purchase cycle.

YOU CAN DO IT:

- With clarity on your target market and core messaging you can then develop your content themes. It follows then that you can create your content library of professional and quality amateur assets.
 - ▶ For your website, your most important digital asset, you will use a professional photographer and videographer and engage the help of others, like your marketing coach for this program, to review your website homepage copy
 - ▶ For your socials, real is best. Skill yourself and practice taking lots of photos and short videos. Engage your staff in capturing content for your socials.
 - ▶ Remember you are an expert in your business and the style of service or products you offer and you are an expert in your destination. These are the basis of your content themes.

10

Don't forget PR PR and Promotions

What's your **quirky stories**, what have you been up to during COVID-19, have you survived the Fires and COVID-19 share your human stories?

YOU CAN DO IT:

- Read your reviews and feedback, think about how you can implement guests' feedback into your pitch.
- What's your Ideal Customer reading or watching for e.g. Amanda loves Home Renovating, Cooking and Gardening so you can catch her attention with Better Homes and Gardens – Do you have a story that matches in with their content – Culinary fresh produce, destination recipes and cocktails, have you got a food to plate story your own Vege garden story, have you done renovations that you can share your story?

REGISTER HERE

for coaching
and work on a proposal
to supply your pitch for
a promotion with Better
Homes and Gardens.



11

Message your best you

Priorities have changed for our customers and as we have seen in all the insights, **health and safety is now a #1 and #2 is flexibility**, so much for having a beach front accommodation and a heated pool. So now you have to focus your key messages with answering what their concerns are about and you care about them and of course show them what fun they have on the beach while staying with you.

YOU CAN DO IT:

Have a **FAQ section on your website** that answers all their key concerns up front and centre and creatively work those same answers into your social posts. This goes for both B2B and B2C, it shows you are professional and trustworthy.



12

King of the road and local

The Rollercoaster ride will continually bring us back to our Local and Self drive markets as we have just seen with the Victoria and Sydney lockdowns. You need to be creative with the use of your product/experience to **curate experiences that excite and delight your locals**, include your local business partners to work together with promotions that resonate and inspire local support. In uncertain times we will find ourselves moving back and forward due to borders however **Locals will always be there**.

YOU CAN DO IT:

Create new local experiences, this could be making Picnic lunches and including a secret location with guided itinerary about local walks or bike rides for cafes and restaurants or theme nights at accommodation with in room date nights. Bring in other operators and all include in your messages in your copy and images. Be very personal in your communication. **Invite VFR with suggested drive itineraries** and also on your website in blogs. Link into drive itineraries that your RTO, STO and TA are promoting.

13

Your audience has changed and you need to too

If you had an International drive market then swing it over to Domestic Family Drive itineraries.

YOU CAN DO IT:

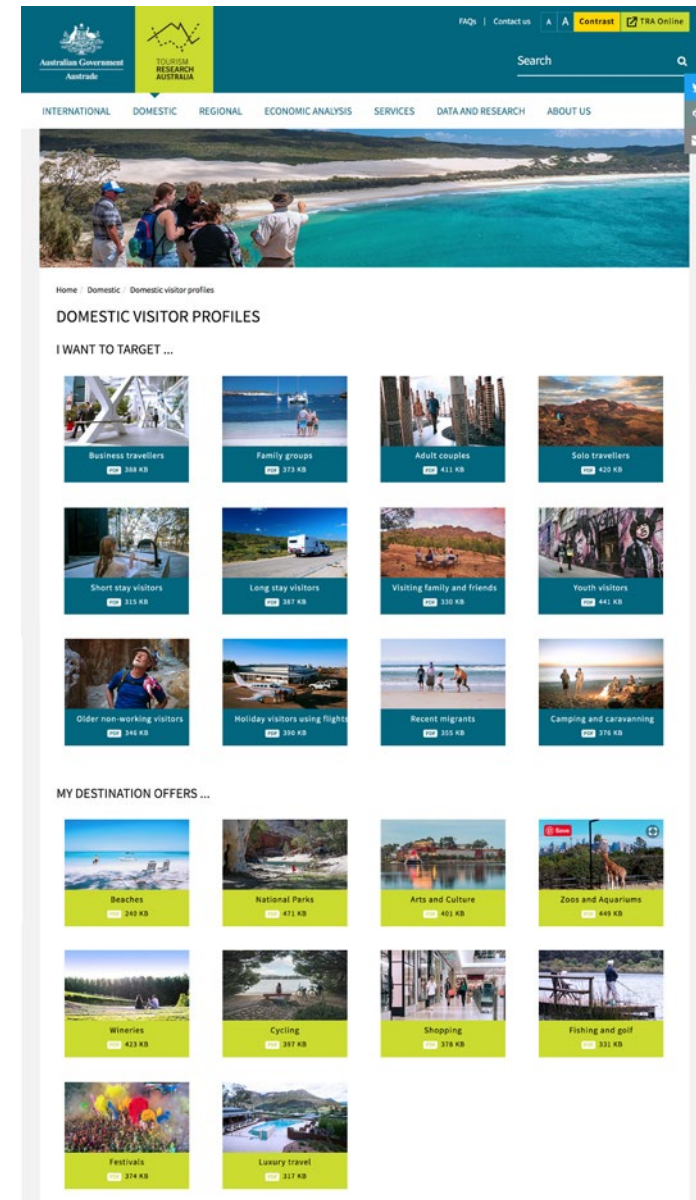
Check out the domestic visitor profiles to be inspired about how you can match into new markets and customers.

Curate offers for those who are wanting to hit the road.

If you're doing ads, message to your solutions for customer e.g. Golf, fishing, wildlife, biking, mini golf, shopping etc.

Check out the Customer and Destination profiles link

www.tra.gov.au/Domestic/domestic-visitor-profiles



14

Communicate

Your past customers are an extremely valuable asset in your business and have the greatest propensity to re-visit your region. Treat them as VIPs and stay in contact them, sharing with up to date information about the region and your business and make offers to them that make them feel valued.

YOU CAN DO IT:

Now is the time if you haven't already done so to [clean up your customer list](#). Download your customer data into a Google sheet or Excel spreadsheet and add tags to segment it. Can you tag by type of product purchase and postcode? These tags enable segmentation so you are sending only relevant offers and information to your past customers... the first step in getting your email marketing right.

15

Keep an eye on your competition

Knowing what your competitors are up to can be vital to staying relevant in your market. Keeping up to date with what's happening may also lead to opportunities to develop in your own business.

YOU CAN DO IT:

UNDERTAKE COMPETITOR ANALYSIS

Bear in mind your competitors may not be just those operating locally- they may be similar businesses in a completely different country, keep an eye on their: Cost of products/services, Inclusions/additions, Future development plans, USPs and Branding/social media presence.



16

Make yourself unique... Differentiate

What are you offering that no one else has or does, and how you message this with your customer service offering is critical, often what differentiates you is not necessarily your physical business, but how you curate to your overall customer experience and desires is the base of your USP, it's your personality!

YOU CAN DO IT:

Confirm your USP for today's landscape. Find your hook, as your competition or competing destinations may offer similar USPs. You must ask yourself, what are you offering that nobody else does? Once defined then back up your pitch with images, videos and content to define it.

The most successful businesses, in any industry, have clear points of difference, so customers know exactly why they should go to them, as opposed to elsewhere.

Do you offer something no one else does?

What's the story behind you, your business?

What can you develop which is different?

Do you have access to someone, something, or a supplier that no one else does?

How does your location, history, staff or other factors make you different?

Check out
the Tips +
Tricks section
on page 22

17

Partner or Perish

We all have a role to play in the success of the visitor economy in our destinations, regions or towns. It is up to you whatever role you play in your tourism ecosystem to be the best partner to grow success. As an example RTOs, they enable the collaboration and unified approach and they activate regional wide marketing and communications. Successful Tourism businesses **think of their RTO membership as a GYM membership – you only get what you put in!!!** For us as operators, it is up to us to leverage those opportunities for our business, to market and package collaboratively, to supply the best products, experiences and customer service, to consistently upskill our teams and update our products and communicate all our activity and plans back to our partners.

YOU CAN DO IT:

Great things happen when you work together, many of the most successful businesses have got to where they are because of who they've partnered with.

- Recommend and work with partners in your area/industry?
- Find businesses that complement your existing products/services?
- Package up with what your customers ask for that you haven't been able to provide?
- Know what else your customers do before/after visiting you? provide this for them?

18

Make it easy – Package it up!

Be the **solution provider** by packaging up options to invite your **best guests** to stay longer and spend more. **MAKE IT EASY FOR THEM!**

Every customer profile has different needs, for example if you want Amanda's family you need to package up Golf, massage, pool and horse-riding, and tell her where is the best coffee in town...you will get her family if you make it easy for them to know how to do all this and **who is the best and most trusted local operators.**

YOU CAN DO IT:

Curate packages and suggested itineraries to match each of your customers profiles. This is a chance to add in the **FREE** things in your destination that add perceived value but don't cost. Use partnerships to do this and hide discounting in packages rather than discounting your published rate.

BE THE LOCAL EXPERT!

Need help with being
Domestic Ready?

REGISTER HERE

for coaching now

19

Don't be your only Seller – use the Trade

Successful Tourism businesses **leverage** the partnership with **Trade** both Domestic and International to **expand their exposure to a greater audience** that they can not reach affordably by their own direct marketing, they offer very targeted focus and have huge reach through their databases.

YOU CAN DO IT:

Be **Domestic ready** with the right tools for the trade, Supply updated images and text to ATDW, wholesalers, Online Travel Agents for your product, supply Trade training video if you have one, be available for Joint marketing and promotions from all around Australia with key trade partners. Make all your real time sales presentations digital. Be featured on TA's Aussie Specialist program. Be a good partner, build relationships and communicate regularly. Understand terms and conditions, payment policies and be flexible.



20

Be in the drivers seat

Keep re-evaluating you plans with the swings and turns, you will need to make changes daily, weekly, monthly and then back again, remember be NIMBLE and QUICK to react, at the same time keep in touch with your traditional markets like international as they will be back, be a good partner to all now.

YOU CAN DO IT:

Offer what your customer wants or they won't buy from you!

You need to be completely objective and resist the temptation to dismiss some comments or feedback from your customers, their intel is GOLD!

There are various ways to do this: The easiest and best is JUST ASK THEM!!

- Customer surveys
- Read all previous reviews (Google, Trip Advisor, Facebook)
- Look at comments on Social Media
- Investigate what else your customers are doing

THE SUCCESS MATRIX CUSTOMER MATRIX

Make a
DIFFERENCE

Understand
our customer
NEEDS

ANTICIPATE
their wants
and desires

INFLUENCE
their
behavioural
choices

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- Look at comments on Social Media
- Investigate what else your customers are doing

But people don't act on every inspiration. Each traveller has underlying needs that vary by trip.

When a brand shows it can meet those needs, people usually respond by taking an action. While needs can be emotional or functional, they're the considerations that matter most to each traveller — often more than **price**.



Source: www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020

03

Getting the plan of action right

Domestic Marketing Strategy

What do you want to achieve?



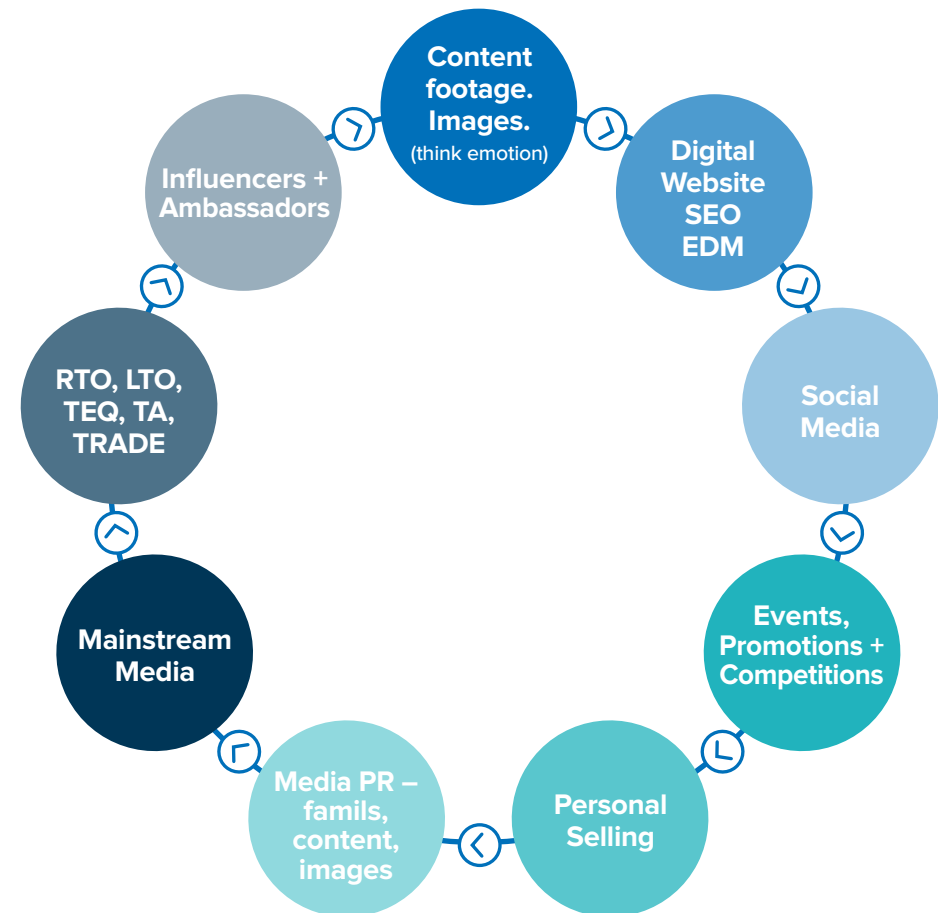
Target Markets

Get out the map and join the dots



Media Mix

Combining the right ingredients



'Invite' your customers to your party

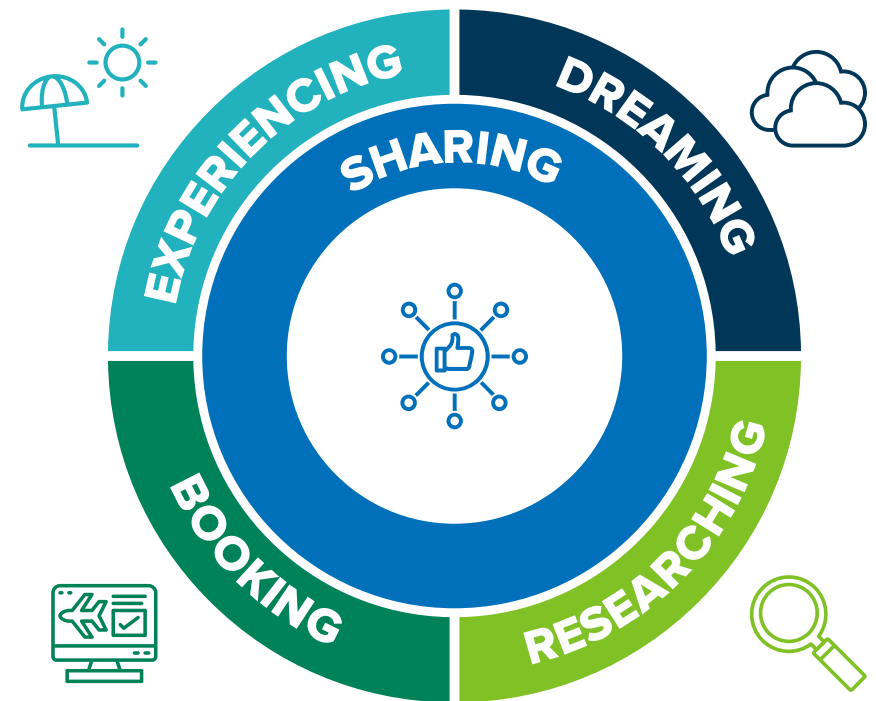
Amanda's definition of Tourism Marketing Strategy, it doesn't sound so scary.

We base all our Marketing Strategies totally around the 5 Stages of Travel Consumer Purchase Cycle.

When we market like this we can build a stronger relationship with our customer even before they have engaged in our experience, we are building a relationship with the customer and we can map their emotional state at different points.

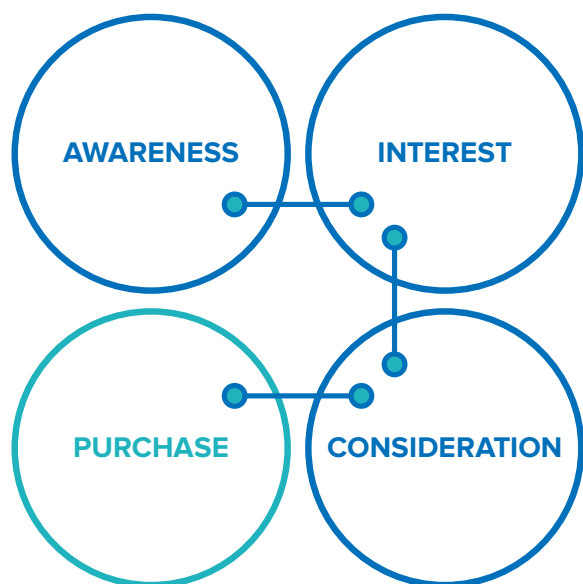
- What can we do when they are looking for solutions
- What can we do when they are excited
- What can we do when they are feeling anxious etc

5 stages of travel



There needs to be different customer journey maps for each customer segment or what we now call customer personas. Developing the customer persona is part of the process. **Customer persona templates** are available in your **Coaching sessions**. A customer journey map is a visual representation of the different stages the customer goes through throughout the journey. This can be done on paper or in a spreadsheet or via an online tool. It is about being able to visualise the interactions with the customer.

THE CUSTOMER JOURNEY



CUSTOMER PERSONA AND JOURNEY MAPPING TEMPLATES ARE AVAILABLE IN YOUR COACHING SESSIONS.

Who do we invite to the Party?

Once again we cannot stress enough the importance of Customer Journey Mapping

- looking at the customer from end to end
- taking the customer perspective and understanding what they do from the time they are **dreaming and planning**
- prime opportunities for you to share elements of **your story** through your marketing collateral, website and all social platforms
- opportunities to **motivate and inspire** and **stand out from the crowd**
- ensure when they are experiencing your product you are still inviting them to the party
- make it easy with free Wi-Fi, show them where the best photo spots are and angles to get the best **'ME factor BRAG'** moments
- invite them to share their magical moments with everyone
- provide them with the invitation to share and give them the details of the key review sites, hashtags, websites to link back to you

Where do we post the Invitations?

Once you know who you are inviting then you can choose what is the party offering for them and where you post the invite for e.g. Know your markets and be nimble to turn the tap on and off depending on the moment e.g. Borders opening and closing...

TRADITIONAL

Newspapers ► Magazines ► Brochures/Flyers ► Television
Radio ► Mementos/souvenirs ► Media releases
Media and Trade famils ► Travel agents



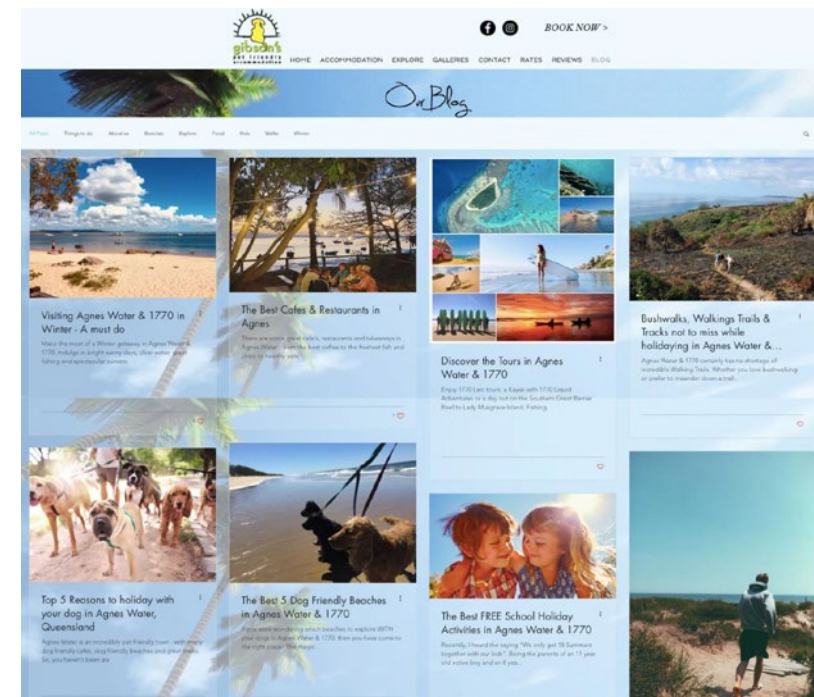
The Courier Mail

We partnered with Southern Qld Country Tourism to identify stories and organise a visit by the Courier Mail to collect photos and stories for tourism. One story published and more yet to be published.

- 'Ugg Boot Lady' (winter icon)
- The Big Thermometre (winter icon)
- Ballandean Estate new plantings
- Granite Belt Christmas Farm (Christmas in winter/July)
- Washpool (upturn in sales)

DIGITAL

Websites ► Email ► Blog posts ► Social Media platforms
Search Engine Optimisation (SEO) advertising



REAL LIFE EXAMPLES SHARED IN COACHING SESSIONS

04

Online engagement tips + tricks

As a savvy tourism operator you know how important customer experience is... your customer's first impressions with your business and attitude to customer service starts online!

We can and should utilise online marketing and communications to engage our ideal guests throughout all stages of the travel purchase cycle, whether we be aiming to achieve direct sales or to support our trade and industry partnerships.

Online engagement

The quality of our customer's online engagement experience is critical to our success

- **85% of travellers** use mobile devices to book travel activities
- **74% of travellers** use social media while travelling
- **Over 1 million** travel related hashtags are searched every week
- **60% of consumers** influenced by GCG when planning travel vs professional brand images only **19%**
- **Approx 75% of travel followers** are likely to take action on videos they see
- Facebook and Instagram are seen by travel marketers as **most effective** for targeting new audiences

- » Homepage
- » Products
- » Landing pages
- » Blog posts

- » Products and content to meet needs
- » Customer data
- » Segment your database
- » Guided user journey

Website

Email marketing

Social

- » Content themes
- » Entertain, educate, engage, sell

GOOGLE

The average traveller spends 13% of their time online conducting travel-related activities.

When it comes to travel, **inspiration is everywhere**. As a result, the purchase path is full of twists and turns. It ranges from days to months, stretches across thousands of touchpoints, and generates a mountain of data in the process.

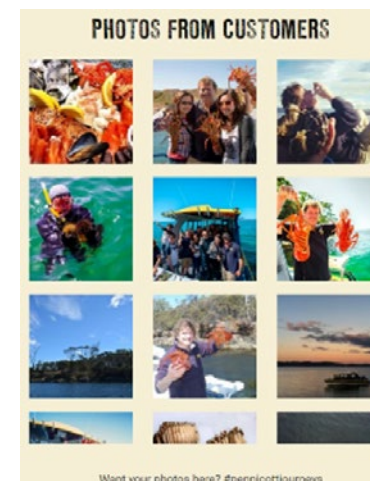
Google asked more than 7,000 travellers from six countries how they plan a trip from beginning to end, starting with what inspired them to travel.

Read the key findings of the research here

www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020

WEBSITES

Here's a good example of how an operator, [Pennicott Wilderness Journeys](#), incorporates short videos and user generated images from their customers into their website. The result is an up-to-date, fresh looking website that gives potential customers an insight into what the product experience will really be like.



05

Creating content and messaging

Strategies to increase your success with content and messaging:

Personalisation of content

- Videos, images and text on your digital channels that meets your customer's needs across the travel purchase cycle
- Personalised email marketing based on data about your guest and their online behaviours
- Targeted online advertising - utilise audience data driven definitions and website tracking to refine (you can set up a local audience for people living in visiting a local area)

Use of relevant online channels

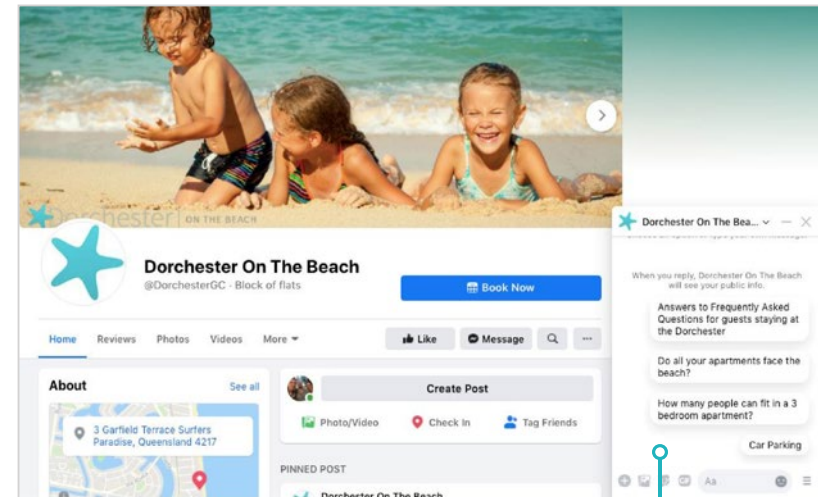
- **Search** - Google has 95% of search market – Search Engine Optimisation on key pages is critical
- **Facebook** - Business Page, regular posting, optimised Messenger, video posts, Facebook Ads
- **Instagram** - Business Profile, regular posting, Stories, IGTV, Instagram Newsfeed and Stories Ads
- **YouTube** – Free Branded Video channel
- **Website** - content that establishes trust and nurtures the sales process
- **Lead magnet** - unrefusable content or offer to capture email addresses
- **Email marketing automation** - integrated with website user data and lead magnet (develop automated email sequences)

Consistency across timing, frequency and content themes

- Consistency is key to all successful marketing
- Monthly planning and weekly content preparation and pre-scheduling make a big difference to your time and efficiency

Quality and engaging content

- Video, video, video - tell your brand story (that might be you on camera); capture moments; interview guests; collaborate with local operators to tell your destination stories e.g. Lady Elliott Island Eco Resort examples of Peter on video
- Photos with eyes in them do best (people and animals)



Are you inviting your guests to stay longer with you by showing them your location and how much there is to do?

Make it easy to engage on your customer's terms

Are you providing solutions for your customers? Here's two great examples of great content meeting customers needs developed by Claire McCollum, Accredited Tourism Tribe Coach and member of the Collective Success Matrix coaching team, book a session with Claire to help you achieve this for your business.



Get creative and experiment

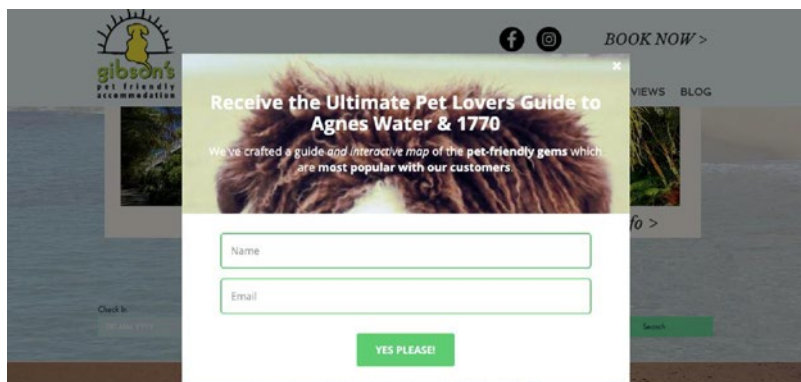
MIX MODES

Example Haunchy House

www.instagram.com/p/CCvDy6YB6K0/

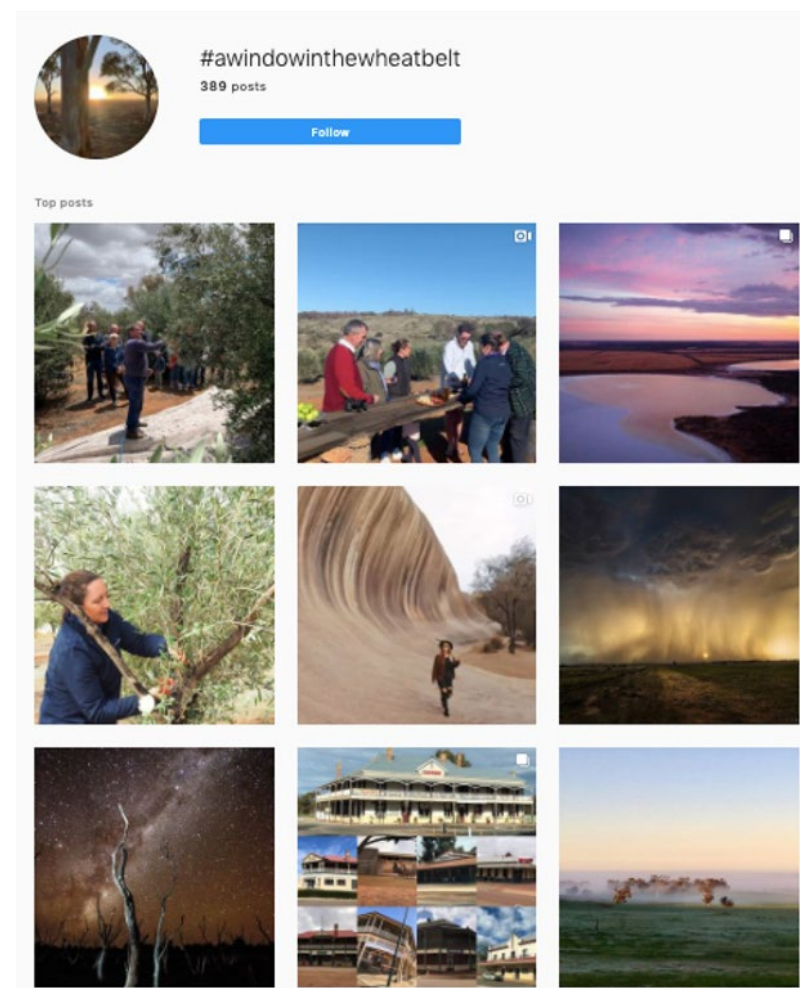
CANVA.COM EXAMPLES

Gibson's Pet Friendly Beaches lead magnet; also check out all the Instagram Stories templates on Canva. Another great example of Claire McCollum's creative work iPhone



IPHONE

You don't need all of the latest high tech equipment to capture great content, some of the most shared posts have been simple and unedited short clips that were filmed on a phone! The quality of images that can be captured on an iPhone is also excellent, and there are a number of apps you can use to edit your shots to make them social media ready.



#photocollection - #awindowinthewheatbelt - engages the community; develops great content asset; can continue with the image campaign by doing "reflections"; or people's choice comp.

Leverage your RTO, TEQ and TA's social media presence

An example of being a part of TA's social media platforms is actually really easy just make sure you include their tags and handles in your own daily social media activity. If you're posting something on Instagram, link in **#SeeAustralia** in your caption (for your best aquatic and coastal content, or any general destination related content) or **#RestaurantAustralia** (if it's food & wine related), on Facebook post any of your great images or videos directly onto their Facebook wall, and on Twitter and don't forget to **include @Australia** on any tweets that you want them to see. Do the same with your RTO and TEQ # etc.

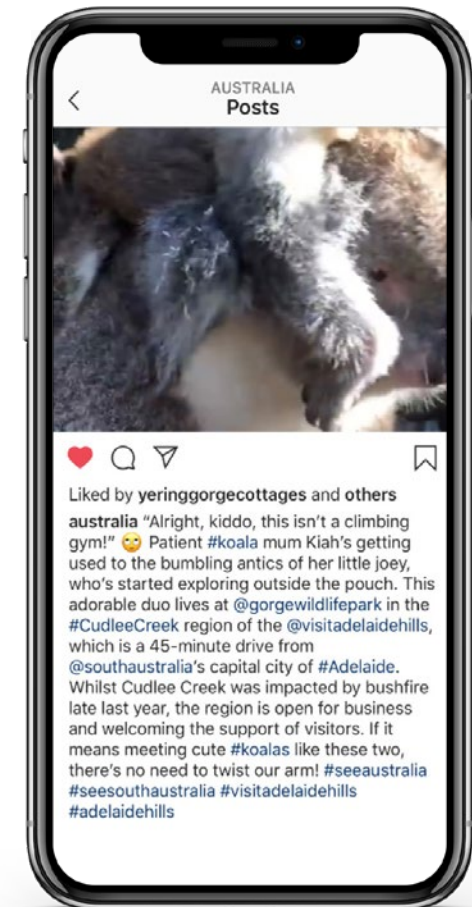
If you want to have your social shared on the big TA platforms then be aware of what the team are looking for.

In a nutshell, they're looking for the most inspiring, engaging, spectacular, funny or eye-catching content to share with their fans. Most people look at their social newsfeed to get updates from family and friends, so the content that TA posts needs to be able to compete with that, and also not appear to be too commercial.

Tip: The more information you provide about the photo you share with them, the easier it is for them to tell a deeper story about that destination or experience. So we **recommend including** as much info as possible in your caption i.e.

- when and where the photo was taken
- how to get to the place in the photo and
- what you think is particularly special about it.

See how Gorge Wilderness Park, inspires with Video and quirky and then shares the where, how to get and then the #s are shared throughout the caption



VIDEOS ON SOCIAL MEDIA

Over the past year we have seen the power of video on social media continue to rise, and we now find that short, engaging videos perform exceptionally well on Facebook, Twitter and Instagram. Natively posting your videos within these platforms is the best way to see results, and don't forget about Twitter - you can easily post videos on this platform and because they automatically play when you scroll through the feed they attract a strong engagement rate.

WHAT YOUR RTO, TEQ + TA ARE LOOKING FOR IN A VIDEO TO SHARE...

They regularly feature videos on their social channels, and to help you understand what they're looking for, here are some specifications for the kind of videos they tend to feature. Bear in mind that this may be different to what works for your own channels, but for theirs they prefer:

- **Length:** Our optimum video length is 15-30 seconds long, and generally no longer than 1 minute.
- **Orientation:** Square or portrait format preferable
- **Format:** MP4 preferable
- **Background music:** Suitable copyright-free background music, or no music. Check out www.premiumbeat.com or www.jukedeck.com, or there's a range of other royalty-free music sites available on the web.
- **Overlay text or logos:** None if possible please (we will always credit and link to your business via our caption)

- **Fade in and out at the start or end:** None preferable
- **Talking heads:** None preferable
- **Voiceovers:** None preferable

Social media trends – stay aware and adapt

- Less is more with #s – four to eight and try to incorporate into caption
- Video, video, video
- Balance in posts across the four social media purchase stages
- Inspire & entertain
- Plan & educate
- Engage me
- Sell

INSTAGRAM STORIES

Instagram Stories lets you share more moments, more frequently — and not just the ones you want to keep on your profile. As you share multiple photos and videos they appear together in a slideshow format, which forms your story. You can bring your story to life with text and emojis, and the photos and videos you share will disappear after 24 hours — so they don't appear permanently on your profile or in the newsfeed in general.

Find out more about how to create your Instagram story by registering for coaching with Success Matrix and your Tourism Tribe Digital coach will show you how to create your own Instagram story. You can also go to www.tourismtribe.com/product/instagram/ if you sign up for coaching, you will receive free access to this tutorial.

Here is a snapshot of who **Tourism Australia** think is doing **great work in social** in the Australian tourism industry and who they often share...

This is Amanda's and her families favourite and they are going next year when those borders open!!

www.instagram.com/stories/highlights/17991721948257589/

Coral Coast, Western Australia (@australiascoralcoast)

Official Tourism account of @australiascoralcoast - Pinnacles to Ningaloo. #amazingcoralcoast or #australiascoralcoast

www.instagram.com/australiascoralcoast

Visit Sunshine Coast (@visitsunshinecoast)

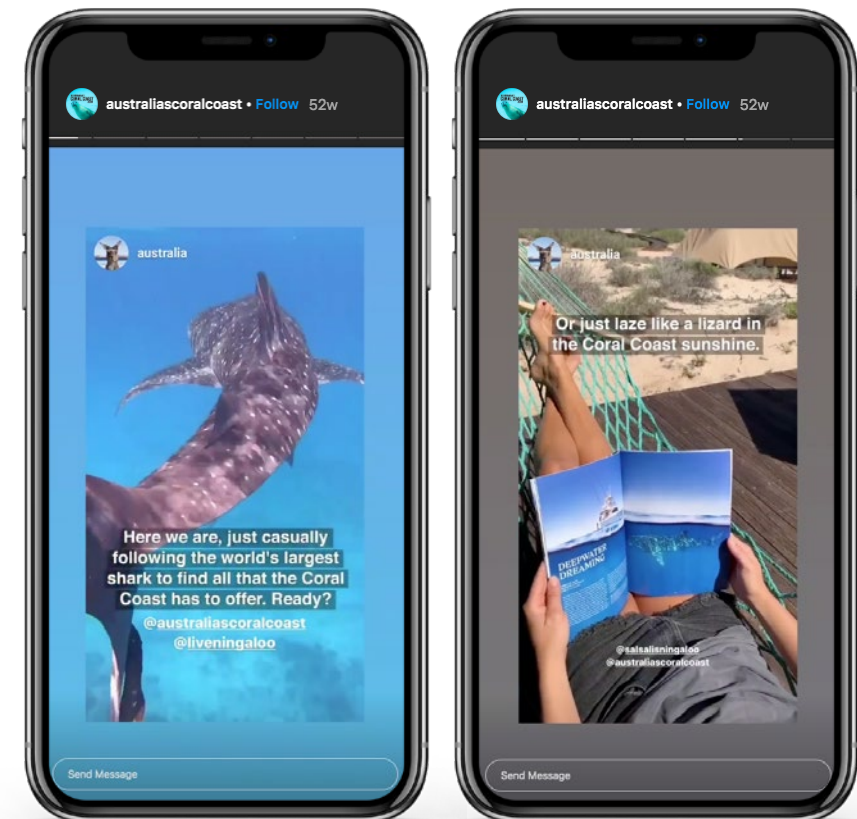
The official tourism account for the naturally refreshing Sunshine Coast, @visitsunshinecoast. Share with us via...

www.instagram.com/visitsunshinecoast

Rottnest Island (@rotnnestislandwa)

Bobbing around in the Indian Ocean off Perth, Rottnest is a little slice of heaven. Share your experience:

www.instagram.com/rotnnestislandwa



Lady Elliot Island Eco Resort (@ladyelliotlandecoresort)

Official account for Lady Elliot Island Eco Resort. #ladyelliotland or @ladyelliotlandecoresort to give permission.

www.instagram.com/ladyelliotlandecoresort

Margaret River Discovery Co (@discovermargaretriver)

View with wine... a bottle of Margs Cabernet or Chardonnay preferably. We like to call it 'the tour for people'.

www.instagram.com/discovermargaretriver

Ocean Rafting (@oceanrafting)

Australian Tourism Award Winner featuring snorkeling, Whitehaven Beach and Hill Inlet. Welcome to the wildest ride in...

www.instagram.com/oceanrafting

Adventure Bay Charters (@adventurebaycharters)

Welcome to our Instagram page. Home of Australia's best marine wildlife encounters. Dive with Great White Sharks & Swim.

www.instagram.com/adventurebaycharters

#exploreTNQ (@tropicalnorthqueensland)

The official account of Tropical North Queensland, Australia. Where the rainforest meets the reef. Tag us or add...

www.instagram.com/tropicalnorthqueensland

Source Tourism Australia

Get more tips about working the DOMESTIC MARKET from Tourism Australia here www.tourism.australia.com/content/dam/assets/document/1/c/1/p/k/2241704.pdf

Leverage social media profiles

We are regularly asked about how to contribute to Tourism Australia's social media profiles so we've posted a series of tips and tricks here from Tourism Australia's Social and Content team and the same applies to your Regional Tourism Organisation and TEQ (find out their consumer profiles and connect). TA's consumer profiles - Make sure you connect to all of these;

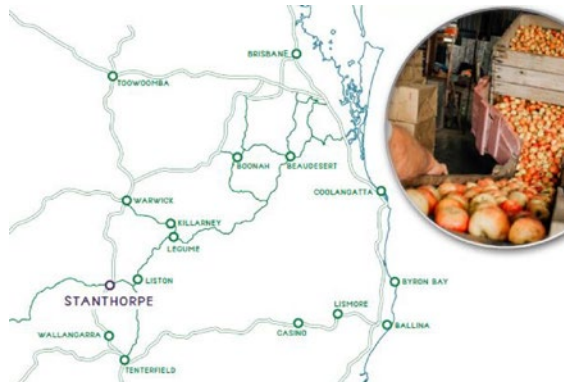
- **Australia.com** — This extensive website is TA's main channel and the call to action for all of our consumer-facing campaigns.
- **@Australia (Instagram)** — TA's @Australia account has an extensive fan base and is extremely popular. The team feature three eye-catching photos or videos per day on here, with longer-form captions containing a bit more detail.
- **Australia.com (Facebook)** — TA's Facebook profile features the best fan content daily, from albums and show-stopping single images through to engaging short videos. Regular album features include the 'This Week's Favourite Fan Photos' and '[What Australia Ate This Weekend](#)'.
- **@Australia (Twitter)** — TA's consumer facing Twitter account tweets out up-to-date news and the best daily fan content, and also answers questions from fans.

06

Domestic marketing case study

Granite Belt Wine Country – a success story using diverse + dynamic marketing plan

Provide Inspiration, motivation, show your uniqueness, be approachable and upfront about what you offer, give assurance, show you care and deliver the solutions for your customers, do that well, and they will return time and time again. Here is a Case study to help you benchmark your business against.

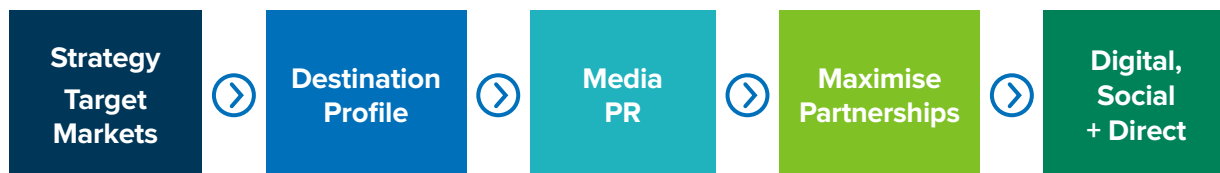


Here we show you a COVID -19 **diverse marketing plan in action**, this is an organisation owned and run by operators and demonstrates the power of **partnership ▶ collaborative planning ▶ upskilling ▶ working together to deliver marketing messages**

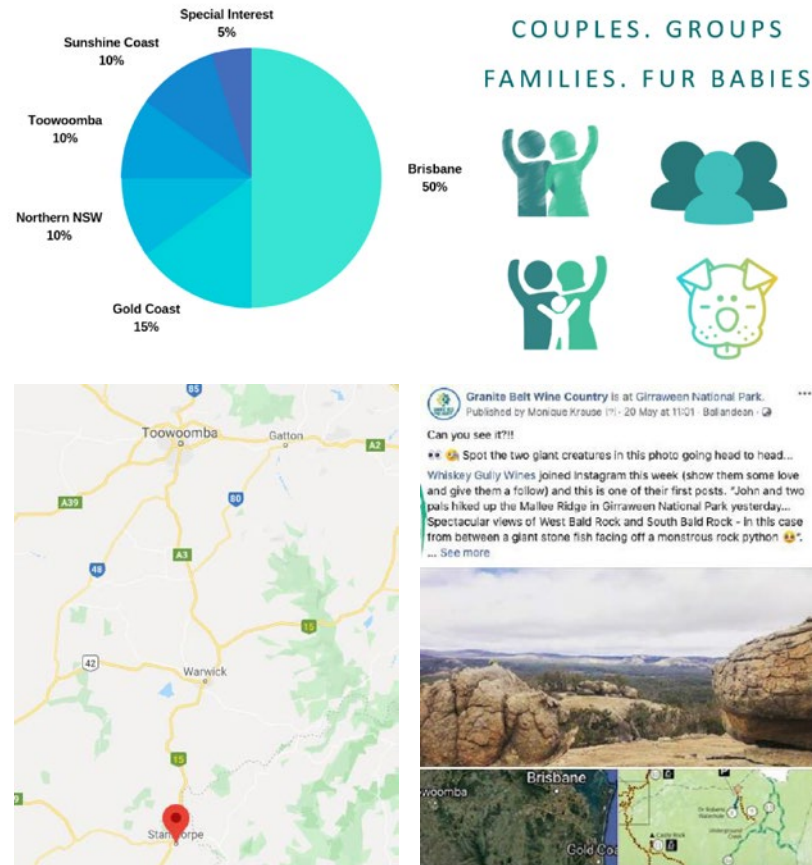
Simplicity + Consistency is KING of cut through.

Sometimes you just gotta share it, repeat it and repeat and repeat it again before they see it.

The recipe



Target markets



The campaign strategies



Dreaming

- 'My Happy Place'
- 'Behind Closed Doors'
- 'Granite Belt Delivered'
- Direct Marketing (EDM)
- Industry training



Relaunch

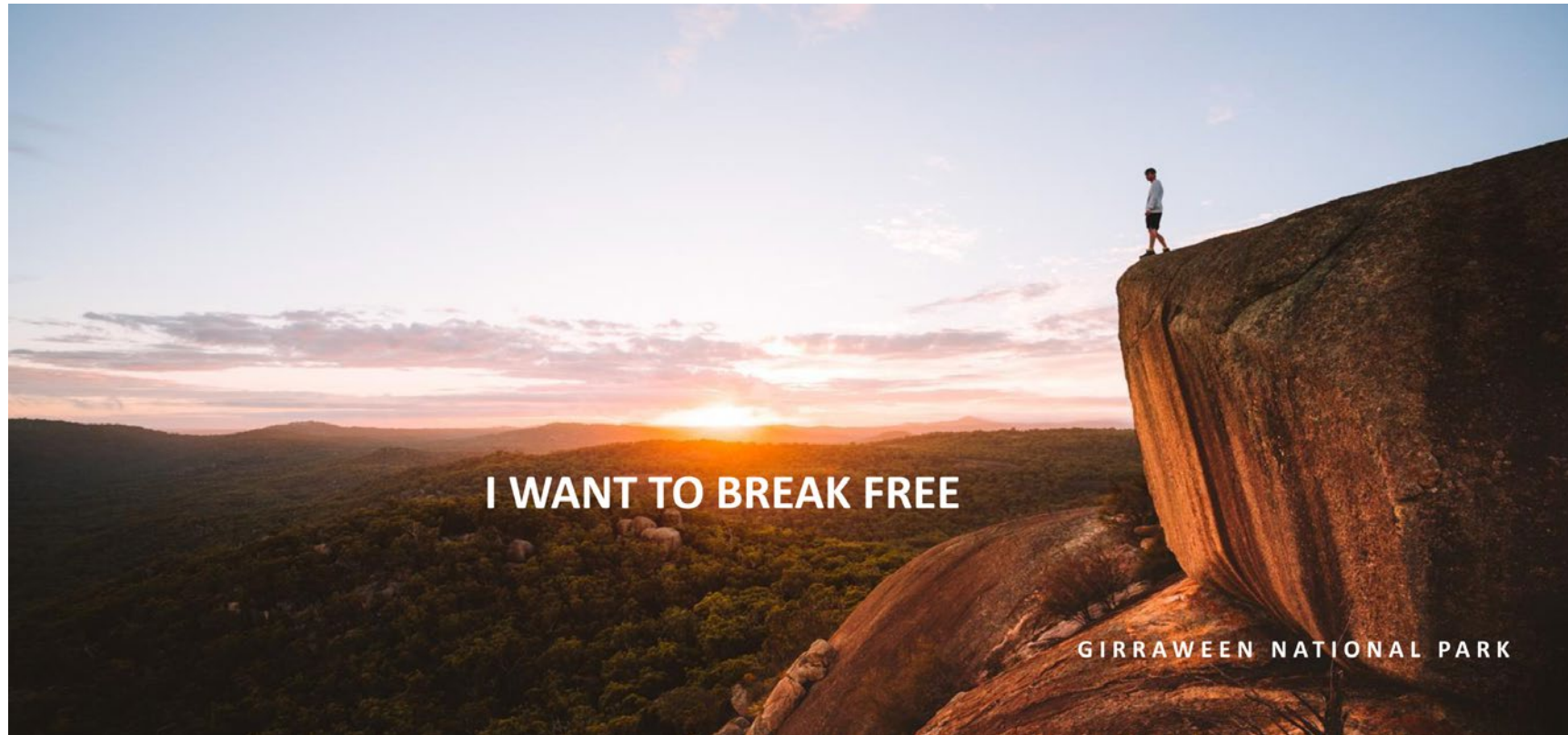
- When we say 'agile' we mean today
- Social + EDM



Boom

- Dining, tours
- Nature experiences
- Book ahead – spring + summer
- Events

Understanding market trends



Understanding market trends



The Courier Mail

31 May
'Ugg Boot Lady' and Granite Belt
Tourism story published (see right)

We partnered with Southern Qld Country
Tourism to identify stories and organise a
visit by the Courier Mail to collect photos
and stories for tourism. One story
published and more yet to be published.

- 'Ugg Boot Lady' (winter icon)
- The Big Thermometre (winter icon)
- Ballandean Estate new plantings
- Granite Belt Christmas Farm
(Christmas in winter/July)
- Washpool (upturn in sales)

31 Online Courier Mail story

downland, it's time to put your best foot forward!
Courier Mail
This Granite Belt is ready to put its best foot forward. A perfect recipe of cold
weather, 40 crazy Queenslanders and a looming relaxation in travel...



Australian Traveller Magazine



THE WEEKEND AUSTRALIAN



The Chronicle

31 May

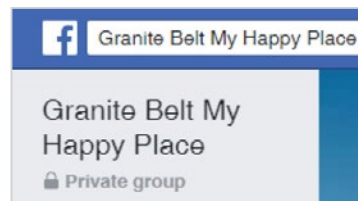
Spin off from Courier Mail
visit



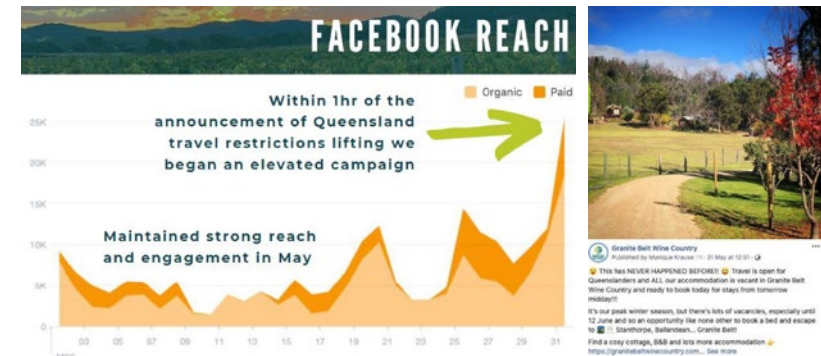
Partnering to 'Grow the pie'



Socialise



What does agile look like?



Digital + social media



MOST POPULAR SCHOOL HOLIDAY DESTINATIONS**		TRENDING SCHOOL HOLIDAY DESTINATIONS***	
QUEENSLAND			
1	Gold Coast	1	HERVEY BAY interest up close to 1140%
2	Sunshine Coast	2	BRISBANE interest up close to 1135%
3	Brisbane	3	BALLANDEAN interest up close to 1030%
4	Whitsundays	4	STANTHORPE interest up close to 1030%
5	Cairns	5	ROCKHAMPTON interest up close to 900%
6	Rockhampton	6	SUNSHINE COAST interest up close to 700%
7	Townsville	7	TOWNSVILLE interest up close to 530%
8	Hervey Bay	8	GOLD COAST interest up close to 510%
9	Mackay	9	BUNDABERG interest up close to 500%
10	Bundaberg	10	WARWICK interest up close to 480%



**Based on family accommodation demand on Wotif.com for QLD travel between 1 July 2020 to 19 July 2020.

***Based on family accommodation interest on Wotif.com from 3 June 2020 – 16 June 2020 compared to 17 June 2020 – 30 June 2020 for travel between 1 July 2020 to 19 July 2020.

The successful outcomes

- Growth in Social Media Reach
- Facebook reach up 846% now reaching 6,200+ avg people per day vs 655 avg people per day prior to commencing activity
- Instagram reach up 2,150% Now reaching 9000 people/ week vs 400 people/week prior to commencing activity
- We targeted the Brisbane /SEQ
- Database Growth has risen from 440 people to now 9,204 people. This is now a direct marketing tool used by operators and destinations
- Trade partners like WOTIF reported interest up to 1030%
- Currently most common problem is being fully booked and turning guests away

REGISTER HERE

To receive access to our Marketing Plan templates to help you achieve similar results, book your coaching sessions with Success Matrix.

07

TEQ conversations with industry across Queensland

Tourism Events Queensland in partnership with all RTO's have delivered updates for current marketing activity within each destination, this gives an in-depth dive into the activities, campaigns, and how you can work with them. All the links to the Conversations sessions completed thus far are below – there are a few still to come which you can register for here: teq.queensland.com/industry-resources/conversations-with-industry-resources

Capricorn: youtu.be/H_jfcC0hgd4

Fraser Coast: youtu.be/GCaWzBSqzKg

Townsville: youtu.be/xLWsFrPZ-24

Brisbane: youtu.be/2xMpwMoe57o

Bundaberg: youtu.be/Az8j99hfuUs

Gold Coast: youtu.be/i3GEPMR050o

Cairns and Great Barrier Reef: youtu.be/rhq7e6OHo4c

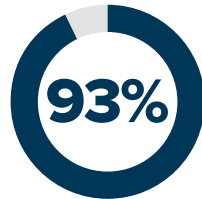
Tourism Australia's Rebound for Recovery webinar series

Tourism Australia Webinars All past recordings, as well as registration details for upcoming webinars can be found here: www.tourism.australia.com/en/events-and-tools/industry-resources/resources-for-industry/tourism-australia-industry-web-series.html

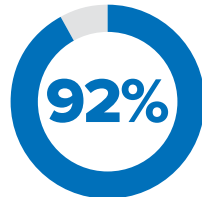
TRAVELLER FACT SHEET 2020

www.tourism.australia.com/content/dam/assets/document/1/c/1/c/t/2241245.pdf

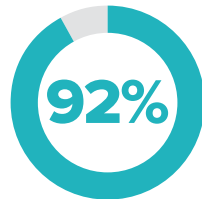
Did you know?



Enjoy escaping day-to-day life when travelling



Travel to enrich their knowledge



Like to get a taste for the local cuisine when travelling



Like to travel to places they haven't been before



Travel to become more open-minded and knowledgeable of the world we live in

Marketing plan checklist

- Have you set your objectives
- Are you in partnership with your RTO, TEQ and TA are you leveraging off the Destination Hero Experience message
- Are you up to date with your current visitor profiles and statistics to your destination and analysed and understood your research and built strategies and tactics from this
- Make sure your objectives don't presume your outcome and be SMART about setting them:
- Are your goals SMART ▶ Specific – state clearly what you want to achieve ▶ Measurable – set tangible measures so you know when you've achieved your goals ▶ Achievable – set goals that are within your capacity and budget ▶ Relevant – set goals that will help you improve particular aspects of your business ▶ Time-bound – set goals you can achieve within the time you need them
- Are you working in partnership with other operators to create customer experiences that generate exposure and motivate and convert
- Are you listed and have you updated your Australia Tourism Data Warehouse listing
- Do you have real time booking systems in place
- Have you updated your high resolution images in then updated them on all your platforms
- Are you optimising you're database system or customer relationship manager (CRM) Program
- Have you updated your SWOT List strengths, weaknesses, opportunities and threats and competitor analysis
- Choose strategies for growth Action Strategies and Set review dates for research
- Identify your research goals We will:
 - Find our customers' needs
 - Find out our customers' preferences
 - Work out how to make our customers aware of our products and services
 - Work out what motivates our customers to buy from us
 - Work out how to improve or innovate our products or services to meet our new customers' needs
- Find the research methods that meet your needs a good one we use is Mystery Shopping
- Organise your research process using the 7 Ps
 - ▶ Product ▶ Price ▶ Promotion ▶ Place ▶ People
 - ▶ Process ▶ Physical Evidence
- Have you updated all customer touch points with your COVID-19 safe plans e.g. Website, Front desk in rooms etc
- Have you built packages with other local operators (not necessarily typical tourism) for ex Tours, cafes, bars, golf, cinemas etc
- Do you have Value Add packages in place that meet the needs of your different customer personas
- Have you curated Deals to match each Segment, Season and Rollercoaster changing market

Online engagement checklist

- You have **tested your website on mobile** as most traffic will come that way
- You have quality **images depicting your target market** on your website
- Your **unique selling proposition is on your homepage** and your hero images support it
- You have conducted an **objective review of the use journey** of your website and have a plan to make changes to functionality and content to **improve conversion**
- All key pages on your website have been **optimised for search engine optimisation**
- You are making it easy for people to contact you on their terms using **live chat on your website and you have optimised Facebook Messenger**
- You have a **lead magnet** on your website and have set up **personalised automated email marketing sequences** as part of your email marketing strategy
- You have an **online reputation management strategy and procedures** that you and your team follow
- You have a **COVID-19 page on your website, updated with the date** and linked from your homepage and a pinned post on Facebook
- You have a **blog on your website** and you add posts to it regularly and **search engine optimise** them
- You have a **monthly social media plan**
- You are clear about your **content themes** and you **consistently post on the most relevant social platforms for your target market**
- Your social media posts are a **mix of post types** intended to entertain, educate, engage and make offers to your audience
- You have familiarised yourself with the basics of the **Facebook Ads platform** and know how to create **targeted Audiences**
- You are incorporating **videos and Instagram Stories** into your social media posts
- You have a **branded free Youtube channel** that you regularly upload videos to
- You have set up **Google Analytics, Facebook pixels and Conversion Tracking** and they are part of your marketing measurement practices
- You have implemented **safe a password management tool and cyber security** processes to protect yourself and your business
- You are aware of **free digital tools and team collaboration and communication** tools that can increase efficiency and time savings in your business

Trade engagement checklist

- ☐ Do you have all your Eggs in one Basket – just Direct or only one market
- ☐ Do you know who is who in the Zoo of the Travel Trade for Domestic and International
- ☐ Do you know your target markets globally and how to reach them
- ☐ Do you know which Trade Partners connect with your Target Markets
- ☐ Do you know about different commission levels for trade partners and have you incorporated that into your rates
- ☐ Can you offer rate parity
- ☐ Are you do marketing campaigns with Trade Partners
- ☐ Are you maximising your exposure with Online Travel Agents
- ☐ Can you confirm bookings within 24 hours or sooner
- ☐ Have you got the tools for the Trade, Contract Rate sheets, Fact sheets, trade videos etc
- ☐ Do you meet the Terms and Conditions of the trade
- ☐ Can you accept their payment terms
- ☐ Does your booking system connect to travel distribution networks
- ☐ Are you loaded on the Aussie Specialist program
- ☐ Have you refreshed your product and experiences across all trade partners content and social
- ☐ Have you created packages and participating in campaigns to match your customer needs and distributed them to all trade partners

**WE HAVE TEMPLATES FOR
ALL THESE TASKS AVAILABLE
IN YOUR SUCCESS MATRIX
COACHING PROGRAM**

Key takeaways

Top 10

- 01 Care! Can I trust you? Be COVID-19 Safe!
- 02 Make it easy for me – One stop shop
- 03 Diverse Marketing Plan – Prioritise and Pivot
- 04 Trust – Be the local expert and tell me about it
- 05 Real time conversion – Live chat and Book now!
- 06 Leverage your partners
- 07 Manage your yield - right place, right time, right product for the right price
- 08 Have your intel – be strategic Customer and Markets
- 09 Be flexible on cancellations
- 10 Avoid mass discounting only value adds or hidden packages

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