



# How to use YouTube for Tourism

*You are most likely to  
be discovered on*



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*Online is now your  
magazine*

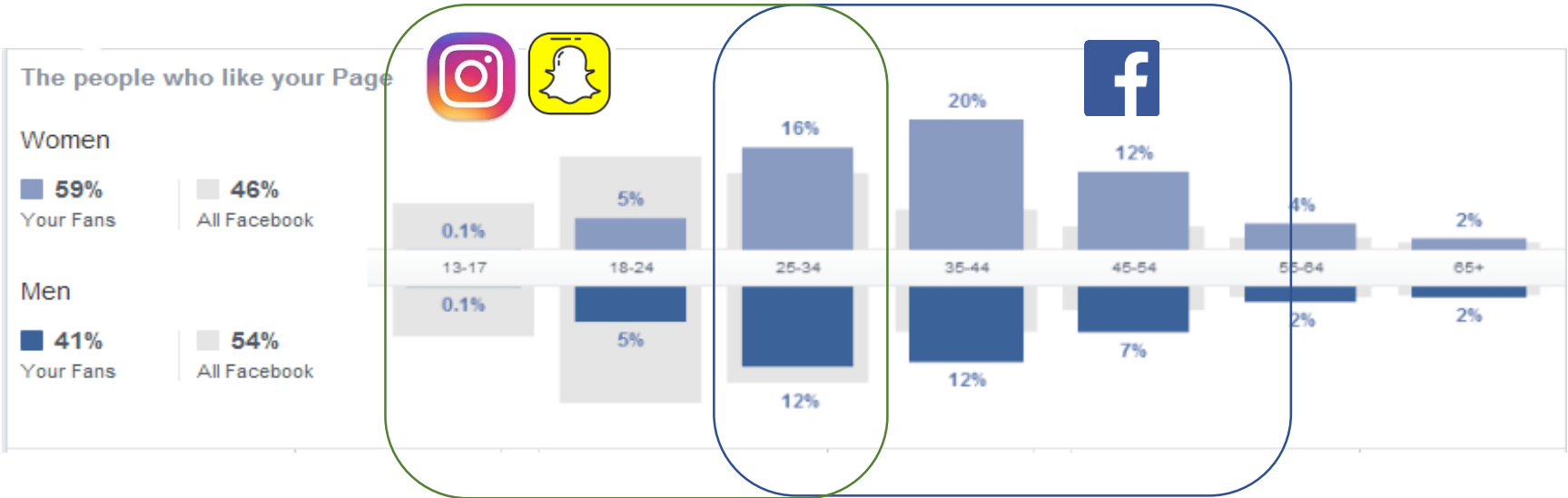
You need a *strategy*  
for Social Media

# Are you in the right place?



WEBSITE – WEBSITE - WEBSITE

Viewer ...  How to ...



*Why is this important*



What is an algorithm?

You need to train  
your algorithm

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Creating video doesn't have  
to be a nightmare

Start small

Embrace raw

Don't look for perfection

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# Why YouTube

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A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. It is topped with a large, overflowing scoop of white vanilla soft-serve ice cream. A chocolate wafer cookie is tucked into the side of the ice cream. The hand is holding the cone by the bottom, which is wrapped in a white paper napkin. The background is a blurred, bright blue sky and water, suggesting a beach or lakeside setting.

What content are  
you going to create

# Tips for production



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# Recording the video

- ✓ Keep the intro short
- ✓ The HOOK within the first 5 seconds – what is the video about
- ✓ Use a card to reference another video

# Each video needs

- ✓ Focus on the title
- ✓ A good thumbnail
- ✓ A good description – organic keywords
- ✓ Links to other videos

When you are  
recording a video



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# Each video needs

- ✓ Plan your video in advance
- ✓ Think how will you get your message across in the quickest period of time
- ✓ Edit for retention
- ✓ Pattern interrupts

A close-up photograph of a hand holding a large soft-serve ice cream cone. The cone is a waffle cone with 'SWISS' embossed on it. The ice cream is white and topped with a chocolate wafer. The background is a blurred blue sky and water.

How are you going to  
get clients?

# What to look out for in the analytics



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# Building an audience

## Search

- ✓ Target the right key words
- ✓ Use **Keyword Everywhere**
- ✓ Choose the things that rank easily
- ✓ Front load the keywords
- ✓ Add to the description/title/ filename /caption

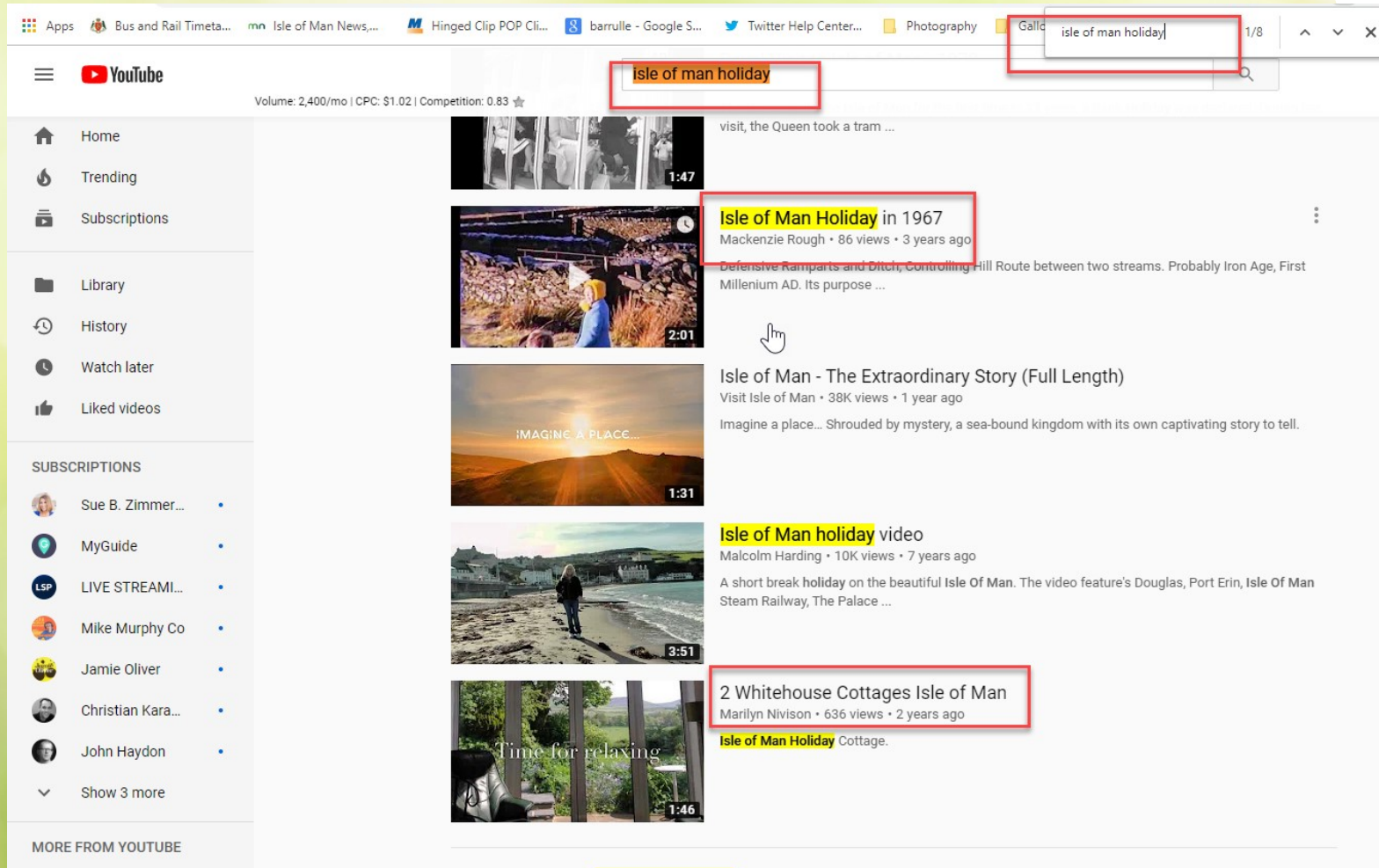
# Why would this happen?



A screenshot of a YouTube search results page. The search bar at the top contains the text 'isle of man holiday'. A dropdown menu shows search suggestions: 'isle of man holiday' (2,400/mo - \$1.02 - 0.83), 'isle of man holiday camp', 'isle of man holidays things to do', and 'isle of man tt holiday' (30/mo - \$0.58 - 0.51). The main content area displays several video results. The first is 'Subaru Isle of Man Challenge Car: The Record Attempt' with 929K views. The second is 'Visit Isle of Man: second phase extraordinary story' with 48 views. The third is '2014 - Promo - "ISLE OF MAN" - TT' with 2.9M views. The fourth is 'The amazing town of Douglas on the Isle of Man' with 723 views. The fifth is 'An Aerial Tour of the Isle of Man' with 27K views. The left sidebar shows navigation options like Home, Trending, Subscriptions, Library, History, Watch later, and Liked videos, along with a list of subscriptions and 'MORE FROM YOUTUBE' categories like Gaming and Live.

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# Why would this happen?



The screenshot shows a YouTube search for "isle of man holiday". The search bar at the top right contains the text "isle of man holiday" and is highlighted with a red box. Below the search bar, the search results are displayed. The first result is "Isle of Man Holiday in 1967" by Mackenzie Rough, with 86 views and 3 years ago. The second result is "Isle of Man - The Extraordinary Story (Full Length)" by Visit Isle of Man, with 38K views and 1 year ago. The third result is "Isle of Man holiday video" by Malcolm Harding, with 10K views and 7 years ago. The fourth result is "2 Whitehouse Cottages Isle of Man" by Marilyn Nivison, with 636 views and 2 years ago. The video title "2 Whitehouse Cottages Isle of Man" is highlighted with a red box. The video description for this result is "Isle of Man Holiday Cottage." The video thumbnail for this result shows a view from a window with the text "Time for relaxing" overlaid.

# Why would this happen?

Search for "isle of man holiday" showing suggestions and search results.

Search suggestions:

- isle of man holiday
- isle of man holidays (2,400/mo - \$1.02 - 0.83)
- isle of man holiday cottages (880/mo - \$0.83 - 0.73)
- isle of man holiday packages (260/mo - \$1.14 - 0.85)
- isle of man holiday pass
- isle of man holiday clubs
- isle of man holiday dates
- isle of man holiday insurance
- isle of man holidays 2019
- isle of man holiday pay
- isle of man holidays 2020

Search results for "isle of man holiday":

Monday, Apr 22, Easter Monday

10 more rows

Bank Holidays in Isle of Man in 2019 | Office Holidays  
<https://www.officeholidays.com/countries/isle-of-man>

Was this useful?  Yes  No

About Featured Snippets

### Related Keywords

Export to CSV

Keyword	Vol (UK)	CPC	Comp
isle of man school holidays	880	\$0.00	0
isle of man holidays 2020	0	\$0.00	0
isle of man holidays 2019	0	\$0.00	0
isle of man holidays inc ferry	0	\$0.00	0
isle of man holidays including ferry 2019	0	\$0.00	0
isle of man bank holidays 2019	0	\$0.00	0
isle of man bank holidays 2020	0	\$0.00	0
isle of man school holidays 201920	0	\$0.00	0

Keywords Everywhere? Rate us at and

### People Also Search For

Export to CSV

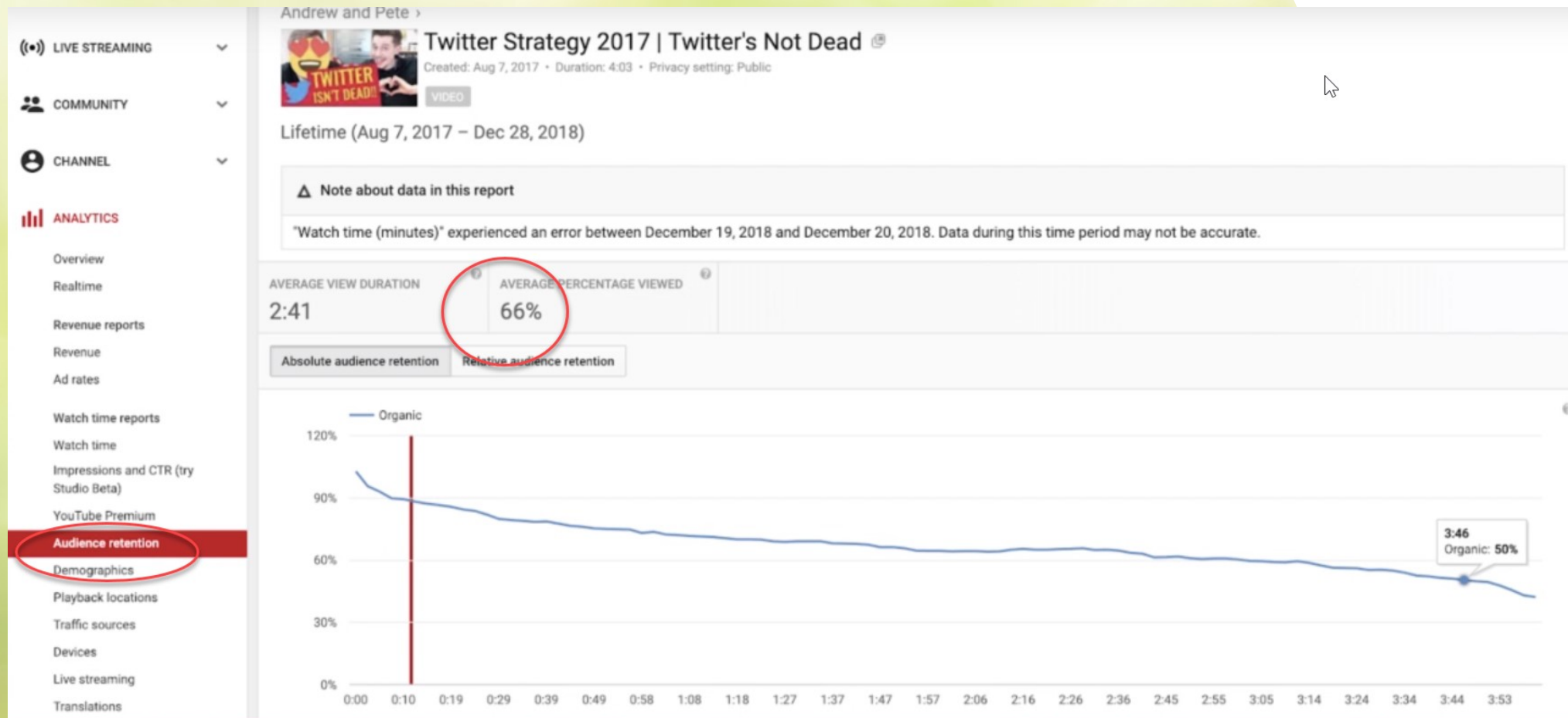
Keyword	Vol (UK)	CPC	Comp
to isle of man	74,000	\$0.53	0.07
school holiday dates	1,300	\$0.00	0.01
ballakermoon high school	1,000	\$0.00	0
travel to isle of man	480	\$0.75	0.29
isle of man schools	320	\$0.00	0.01
tynwald day	260	\$0.00	0
island travel isle of man	110	\$0.58	0.01
isle of man hotel deals	70	\$0.65	0.74
isle of man family holidays	50	\$0.97	0.82
caravan hire isle of man	50	\$0.53	0.58

# Signals to the algorithm

## Watch retention

- ✓ How long you keep them engaged
- ✓ Do they go on to watch more episodes
- ✓ Do they binge-watch your channel

# Why would this happen?



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# Why would this happen?

## ⚠ Note about data in this report

"Watch time (minutes)" experienced an error between December 19, 2018 and December 20, 2018. Data during this time period may not be accurate.

AVERAGE VIEW DURATION

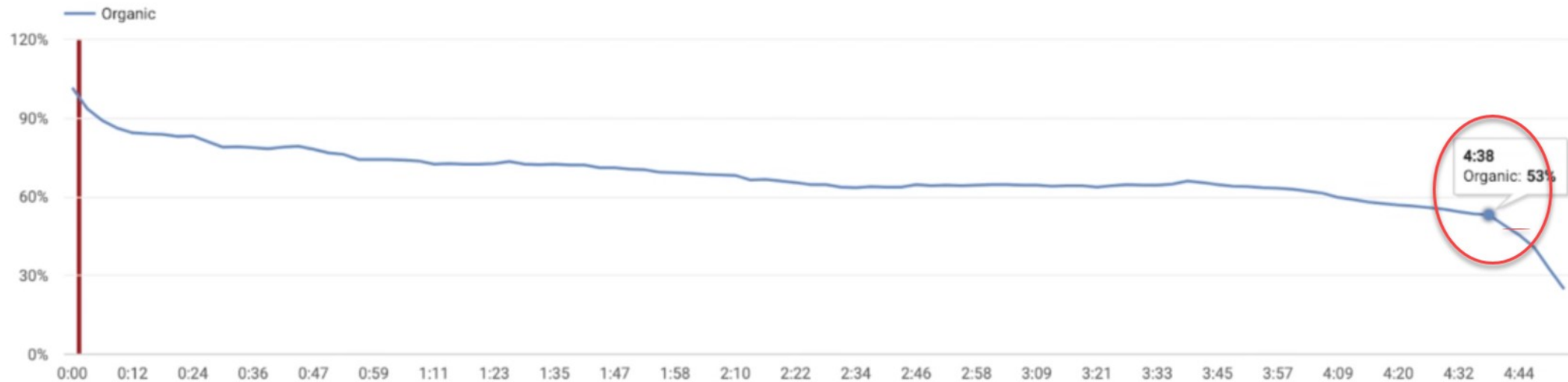
3:14

AVERAGE PERCENTAGE VIEWED

66%

Absolute audience retention

Relative audience retention



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# Why would this happen?



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# How long will it take



- ✓ Consistent posting – 1 per week
- ✓ 12 months to start to see results

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# Building an audience



## Social

- ✓ Use your social channels
- ✓ Let people know you have a YouTube Channel
- ✓ Ask family and friends to watch and share
- ✓ Tease with clips that encourage people to visit  
Announcement Post / Teaser Post /  
Conversation Post
- ✓ Check comments and respond

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A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. It is topped with a large, overflowing scoop of white vanilla soft-serve ice cream. A chocolate wafer cookie is tucked into the side of the ice cream. The hand is holding the cone by the bottom, which is wrapped in a white paper napkin. The background is a blurred outdoor scene with a blue sky and a body of water.

How does this lead to  
sales?

# Understanding what YouTube wants



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# YouTube + Email Work well together



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# What is a lead magnet — how can it help

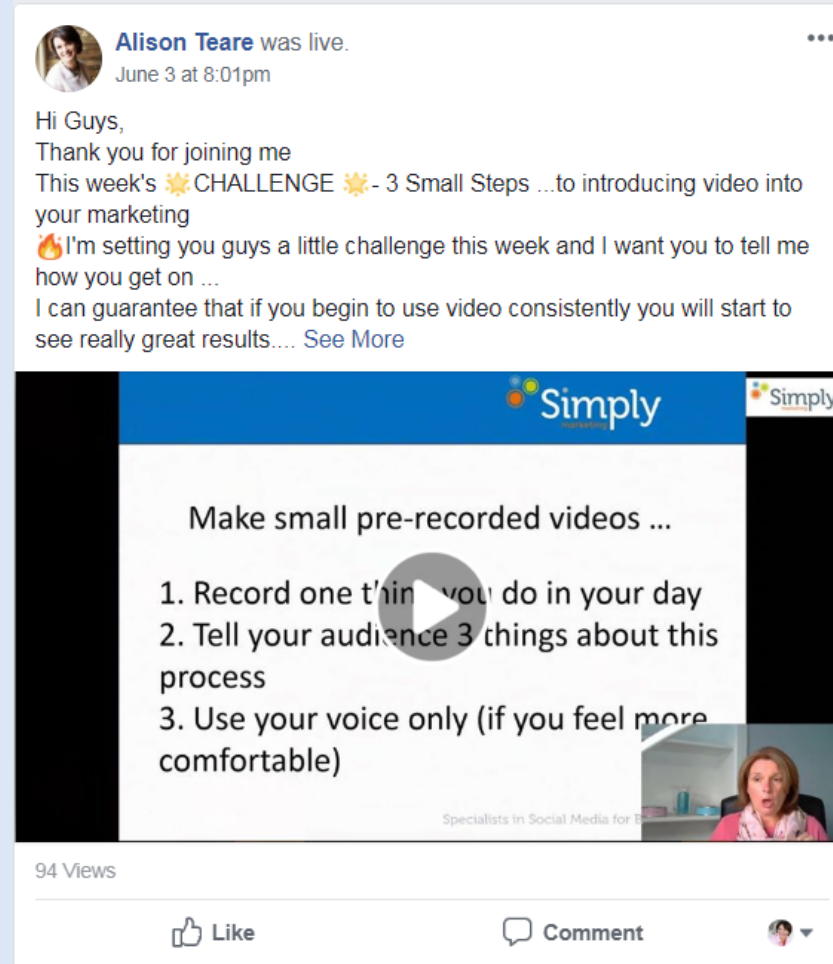


- ✓ A give away that helps or solves a problem
- ✓ Encourages sign up to email

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# Triggers which determine your reach

- ✓ **Average time spent on content**
- ✓ Person sharing a link on messenger
- ✓ **Multiple replies**
- ✓ Overall conversation



- ✓ **Time of posting**
- ✓ Type of post
- ✓ **How informative the post is**

So how do we get  
Facebook to *love* you

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*So what now ...*

You don't need a huge audience ...  
You need an engaged audience.

Unless your aim is to become a social media influencer

# The *Big* three



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Number 1



Produce **great content**  
and be helpful

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Number 2



Be consistent

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Number 3



Consider your social media  
as a **community**

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# Who is your ideal customer?



## Create 2 Ideal Customers – Your Facebook & Your Instagram

- ✓ Start with a name
- ✓ Age
- ✓ Where they live
- ✓ Eating out
- ✓ Work
- ✓ Problems and fears

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In relation to the products and services you provide ...

What are their biggest fears?  
What problems to they have?

*Get to know your audience . . .*

To buy from you they need to  
**KNOW, LIKE & Trust YOU**



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*Now imagine*  
You are posting  
**ONLY** to them

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Think of your page

*As a community*

# Making a start ... Animated your images



**Love and London**  
95,825 subscribers

**SUBSCRIBE 95K**

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### Top Things to Do in London in 3 Days (from a Londoner - 2019)

11,678 views • 1 week ago


If you're in London for three days (or more) I'm telling you the top things to do in London that will cover a lot of sights, traditions and more. It's not all sights (you can find that info anywhere) but also British traditions like afternoon tea and spots to get incredible views over London (even ones that are free to visit).

I've lived in London since 2013 and have given thousands of  
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#### MORE LONDON CHANNELS

 Joel & Lia

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 city hacks London

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 London

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**Residencial Gala, Orihuela Costa**  
TM Grupo Inmobiliario Inhouse

**Gala Homes**  
www.tmgrupoinmobiliario.c... [More info](#)

Ad · 1:56 ⓘ tmgrupoinmobiliario.com/en/prope... ↗

0:04 / 2:00

CC ⚙️ 📺 📱 🗉

Cool Areas to Visit in London (That You've Never Heard Of)











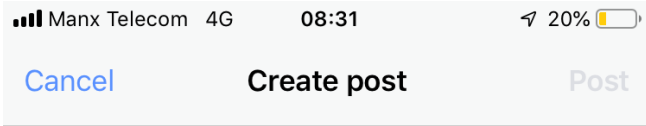


# TIPS FOR YOUR FIRST VISIT TO LONDON



# LIVE Video



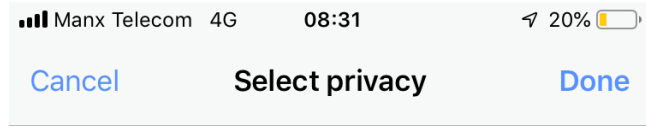


Alison Teare

Friends

What's on your mind?

- Photo/Video
- Tag people
- Feeling/Activity
- Check in
- Live video
- Background colour



Who can see your post?

Your post will appear in News Feed, on your profile and in search results

- Public  
Anyone on or off Facebook
- Friends  
Your friends on Facebook
- Friends except...  
Don't show to some friends
- Only me  
Only me
- See all



Practice going LIVE on your personal page

Set your post to 'ONLY ME'



Make your content count

*So What*

# Create content categories



- Out & about
- Eating out
- Things to do
- Family fun
- Seasons

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# Types of posts

- Spotlight – a guest/review/
- Announcement – new room/special rate
- Education – inform /explain
- Behind the scenes – the people /the faces



# Types of posts

- Video with a teaser – send them to your website
- Step-by-step – a guide to
- Inspirational / aspirational – a place you want to be

- 5 Reasons why
- 3 Underrated gems
- 8 Best walks
- 10 Pictures of what it's really like ...
- A cottage for all seasons

- Great places to eat
- 3 Things you should know before visiting
- Isle of Man in autumn
- 5 Family adventures
- 5 Ways to explore

YouTube

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ☆

holiday vloggers

Better Communication, Better Connection | Grammarly  
Grammarly

Grammarly does more  
then just catch errors.

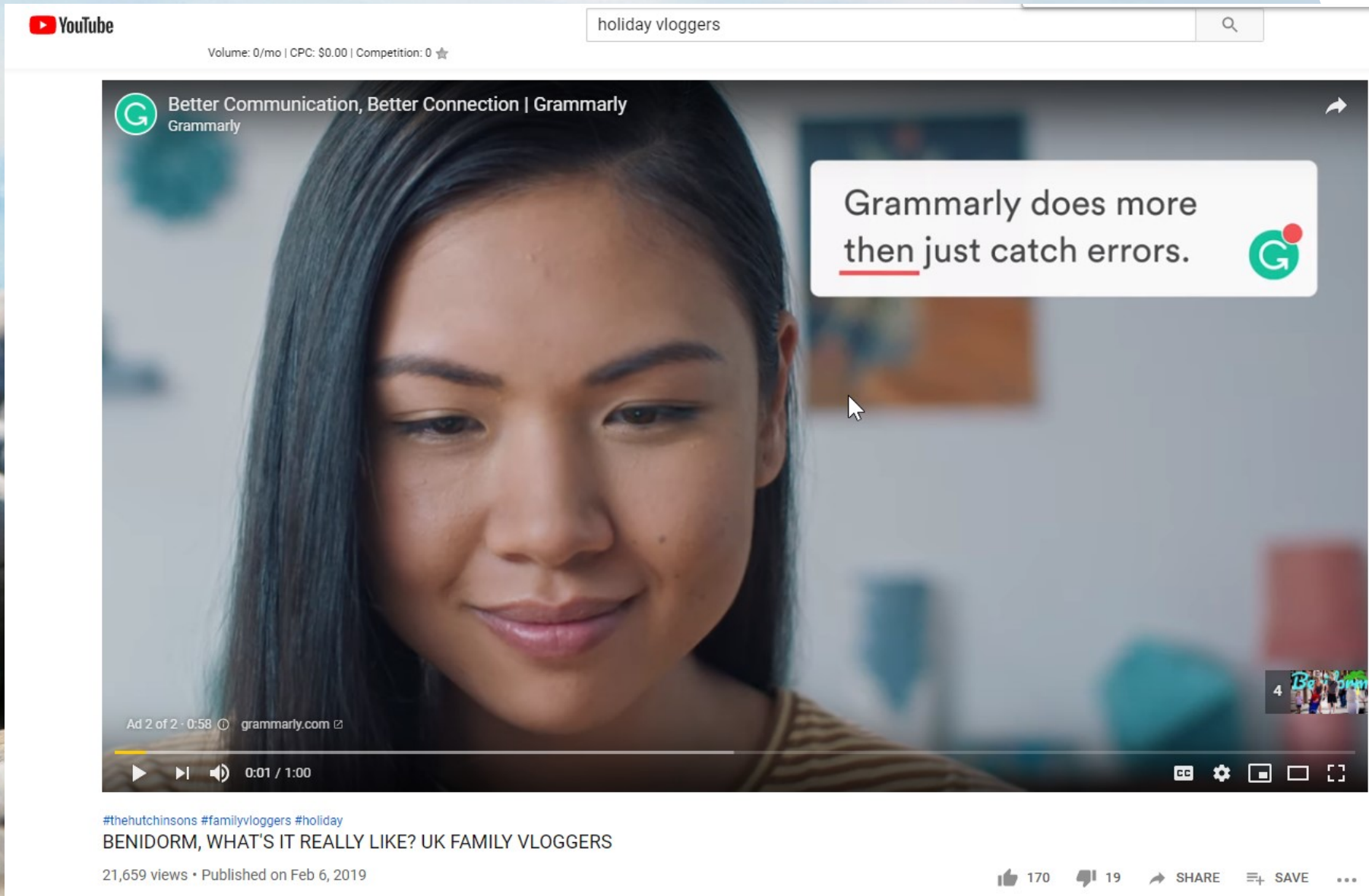
Ad 2 of 2 · 0:58 | grammarly.com

0:01 / 1:00

#thehutchinsons #familyvloggers #holiday  
BENIDORM, WHAT'S IT REALLY LIKE? UK FAMILY VLOGGERS

21,659 views · Published on Feb 6, 2019

170 19 SHARE SAVE



CHRIS



TAMIRA



OLIVIA



SCARLETT



HUMPHREY



# THE HUTCHINSONS

LIFE AS IT HAPPENS

**The Hutchinsons**

2.99K subscribers

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**OUR 1000 SUBSCRIBER SPECIAL!! WE DID IT!! UK FAMILY VLO...**

484 views • 2 months ago

WE DID IT!! 1000 Subscribers!! Thank you all so much, take a look at some of our best bits!! This is just the beginning! PLEASE Hit the thumbs up button if you liked this video and don't forget to SUBSCRIBE for lots of amazing content from us!!! #thehutchinsons #1kcreator #1000subscriberspecial #1ksubs #familyvloggers #family

[READ MORE](#)

# Girl vs Globe

RESPONSIBLE TRAVEL  
ECO-FRIENDLY LIVING  
VEGAN FOOD



Girl vs Globe

52.3K subscribers

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TRAVEL VLOGS



PLAY ALL

Come explore the world through my lens!



New York Travel Vlog 2018 |  
My FIRST Time In The City!

Girl vs Globe

51K views • 1 year ago



Instagram Guide to Notting  
Hill, London | Love and...

Girl vs Globe

9.6K views • 1 year ago



Volunteering In Africa |  
School In A Malawian Beach...

Girl vs Globe

23K views • 1 year ago



Malawi Travel Vlog | The  
Warm Heart of Africa...

Girl vs Globe

13K views • 1 year ago



Abu Dhabi Travel Vlog |  
Grand Mosque, Ferrari Worl...

Girl vs Globe

2.4K views • 1 year ago



Dubai Travel Vlog | Skydive,  
Desert Safari, Hot Air...

Girl vs Globe

3.7K views • 1 year ago

## Instagram Guide to Notting Hill, London | Love and London x Girl vs Globe

9,688 views • Published on Jul 18, 2018

👍 263    💬 13    ➦ SHARE    ⌵ SAVE    ⋮



**Girl vs Globe**

52.3K subscribers

SUBSCRIBE

In this **Instagram** guide to London's Notting Hill I share my favourite photography spots. Together with Jess from Love and London we handpicked our favourite places to take photos, ones that will keep the likes rolling in!

If you're on a mission to take beautiful and **Instagram** worthy photos in London, this is the video for you. Hope you enjoy this little Notting Hill vlog - let me know if you have any spots you'd add to this list.

...BUY JESS' LONDON GUIDE HERE!...

<https://transactions.sendowl.com/stor...>

To make the most of your next trip to the British capital don't forget to check out Jess' Local Guide to London above. It includes a digital map that will help you find cool places near you while you're on the go.

...FOLLOW ME...

BLOG: <http://www.girlvsglobe.com>

INSTAGRAM: <http://instagram.com/girlvsglobe>

FACEBOOK: <http://www.facebook.com/girlvsglobe>

TWITTER: <http://www.twitter.com/girlvsglobe>

PINTEREST: <http://pinterest.com/girlvsglobe>


...SIGN UP TO MY MONTHLY NEWSLETTER...

<http://eepurl.com/9KoZ9>

Hi, my name is Sabina Trojanova aka girlvsglobe - a UK-based travel vlogger and blogger. I'm all about responsible travel, sustainable fashion, natural beauty and vegan food. If that's your kind of thing, subscribe for more!

# Rick Steves' CRUISING THE MEDITERRANEAN

New one-hour special now playing

 ricksteves.com



Rick Steves' Europe ✓

706K subscribers

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Welcome to Rick Steves' YouTube Channel

602,983 views • 6 years ago

Hi, I'm Rick Steves. I'm posting new content all the time about Europe's top destinations and tips to help you have a smarter, happier trip. Don't miss a thing. Subscribe at <https://goo.gl/8iBEnS> and let's be travel partners.

Get more Rick Steves:

Twitter: <http://Twitter.com/RickSteves>

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RICK'S CHANNELS



Rick Steves Travel Talks

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Rick Steves' Europe - Travel Guide - Full Episodes and Specials ▶ [PLAY ALL](#)

Rick Steves' Europe is public television's most-watched, longest-running travel series. Written and







This video had 54k views


# Desk top help



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Millions of minutes transcribed

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Millions of minutes captioned

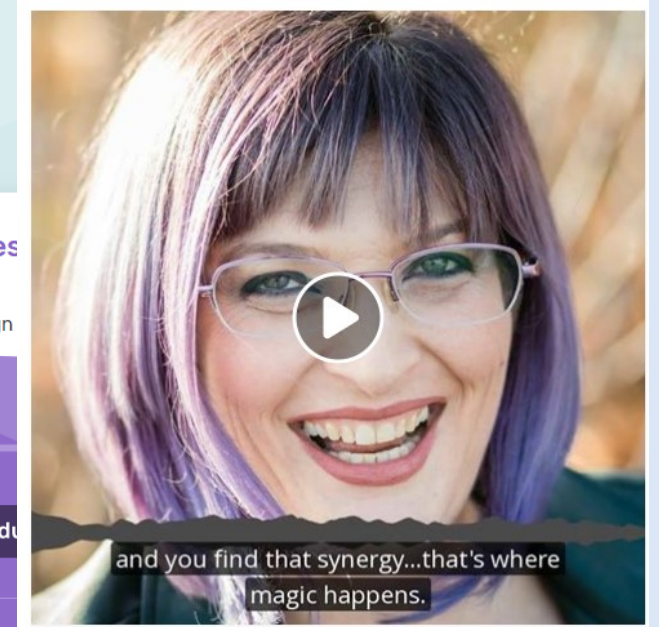
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**Foreign Subtitles**  
\$3-7 per minute  
Translate your videos with foreign



Millones de palabras trad

LEARN MORE



Rev.com – for subtitles 85% of video is watched with sound off

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# How to use YouTube for Tourism