



**MANN SOCIAL**  
STRATEGY · COACHING · CONSULTANCY



# Instagram for Tourism

with Kirsty Lawrence





- Primary and Secondary Music Teacher
- Projects, Business Development, Contracts
  
- Digital Mums immersive social media training
- Founded Mann Social
- Facebook Advertising Accelerator

Assisted Visit Isle of Man with social media strategy, training and ads campaigns

*I help entrepreneurs and SMEs generate more bookings through leveraging the power of social media.*





**What type of tourism  
business are you marketing?**



# Securing your account

## 2 factor authentication is vital

Profiles which are not secure leave the door open for hackers.

Set up for success with:

- 2 factor authentication for your Instagram account:  
<https://help.instagram.com/566810106808145>
- 2 factor authentication for your personal Facebook profile  
<https://www.facebook.com/help/148233965247823>







# Instagram Core Values

**Community First**

**Inspire Creativity**

**Simplicity Matters**



# Instagram numbers

It is the 6th most visited website!

67% use Instagram to find inspiration for new journeys!

Average user spent 30 min per day on Instagram in 2020

Instagram now plays a considerable role in influencing where people decide to go in the world

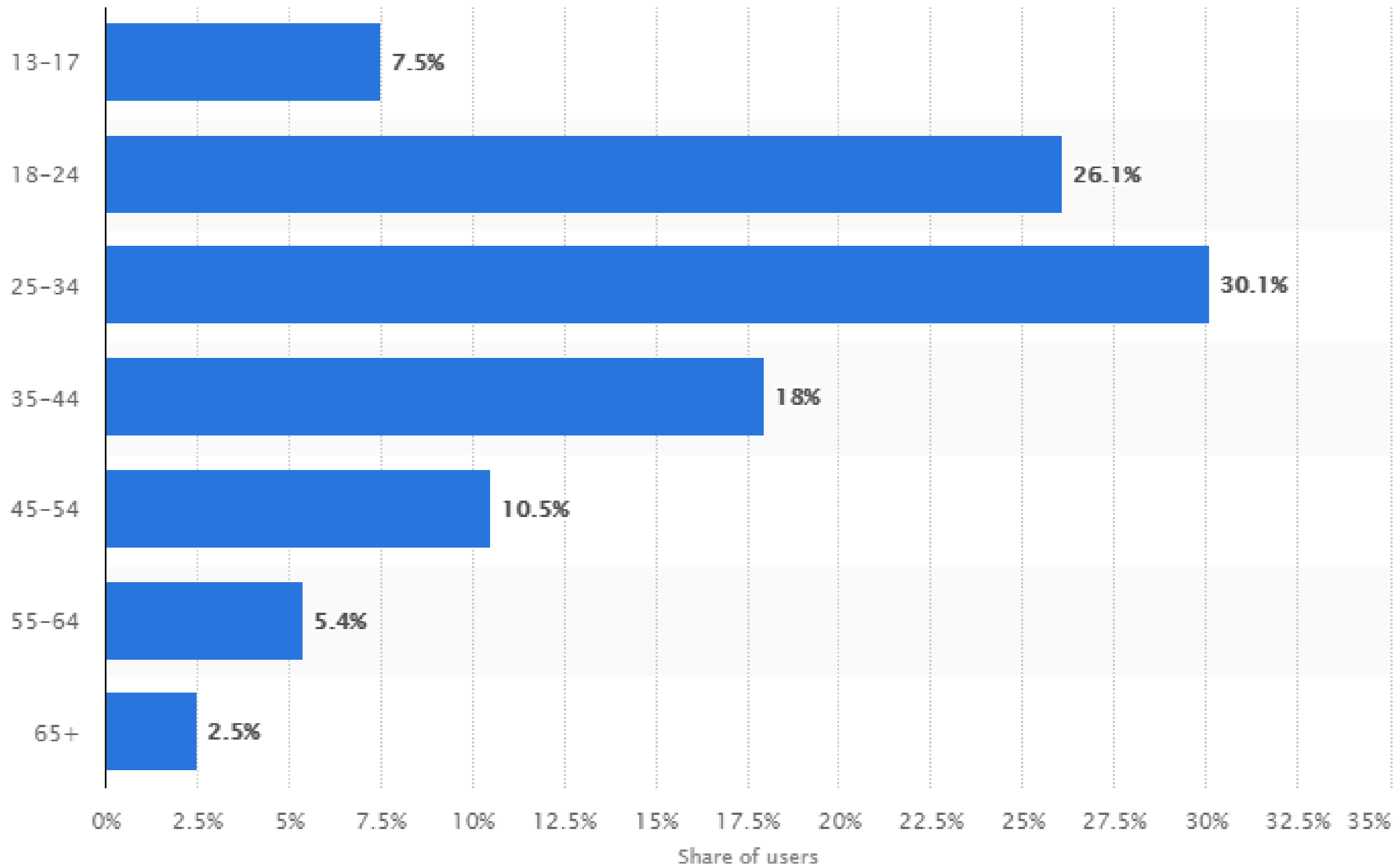
500 million people use Stories every day

50% of users use the Explore feature every month



# Instagram demographic

Data via Statista: users in the United Kingdom (UK) as of December 2020



# Key to consider

- **Know your avatar!**  
Talk to them everytime you post!
- **Customer journey**  
Where do you want people to go? What do you want them to do next? How do you currently get bookings?
- **Invest in photography**  
A brand shoot or a photography course. Or
- **Embrace curated content**  
Curate amazing photos and travel quotes.
- **Build a cohesive feed**  
Through consistent filter, grid pattern or splitting / borders





**What kind of account do  
you want to build?**





# Elements of Instagram marketing

- Profile / link in bio / contact details
- Grid
- Stories
- IGTV
- Highlights
- Guides tab (\*new)
- Tagged tab
- Reels
- Explore Feeds
- Hashtag strategy
- Community engagement
- Influencer engagement (organic)
- Influencer engagement (paid)
- Promoting posts
- Instagram Ads (in Facebook Ads Manager)



Feed / Grid

Stories

Reels

IGTV



Start simple - focus on the Grid.





# What makes Instagram tick?

## Instagram LOVES engagement!

### On the feed:

- likes
- comments
- post saves
- scrolls through carousel\*
- tags
- post clicks (see more)
- video views (including Reels now!)
- post shares to Stories

### On Stories:

- loves
- interaction with any of the engagement tools\*
- watching without tapping next

**Engagement** → **Reach**



"Would you follow yourself on  
Instagram?"

- @me\_and\_orla



# Set up your profile for success

Aim: use language to inspire, so your ideal clients want to follow and keep coming back

## Bio

- Get this really clear - pull out the highlights
- Social proof? "As featured in.."
- Do you have your own hashtag? Add it here

## Profile photo

- Keep it consistent across platforms
- Good quality logo, headshot or photo

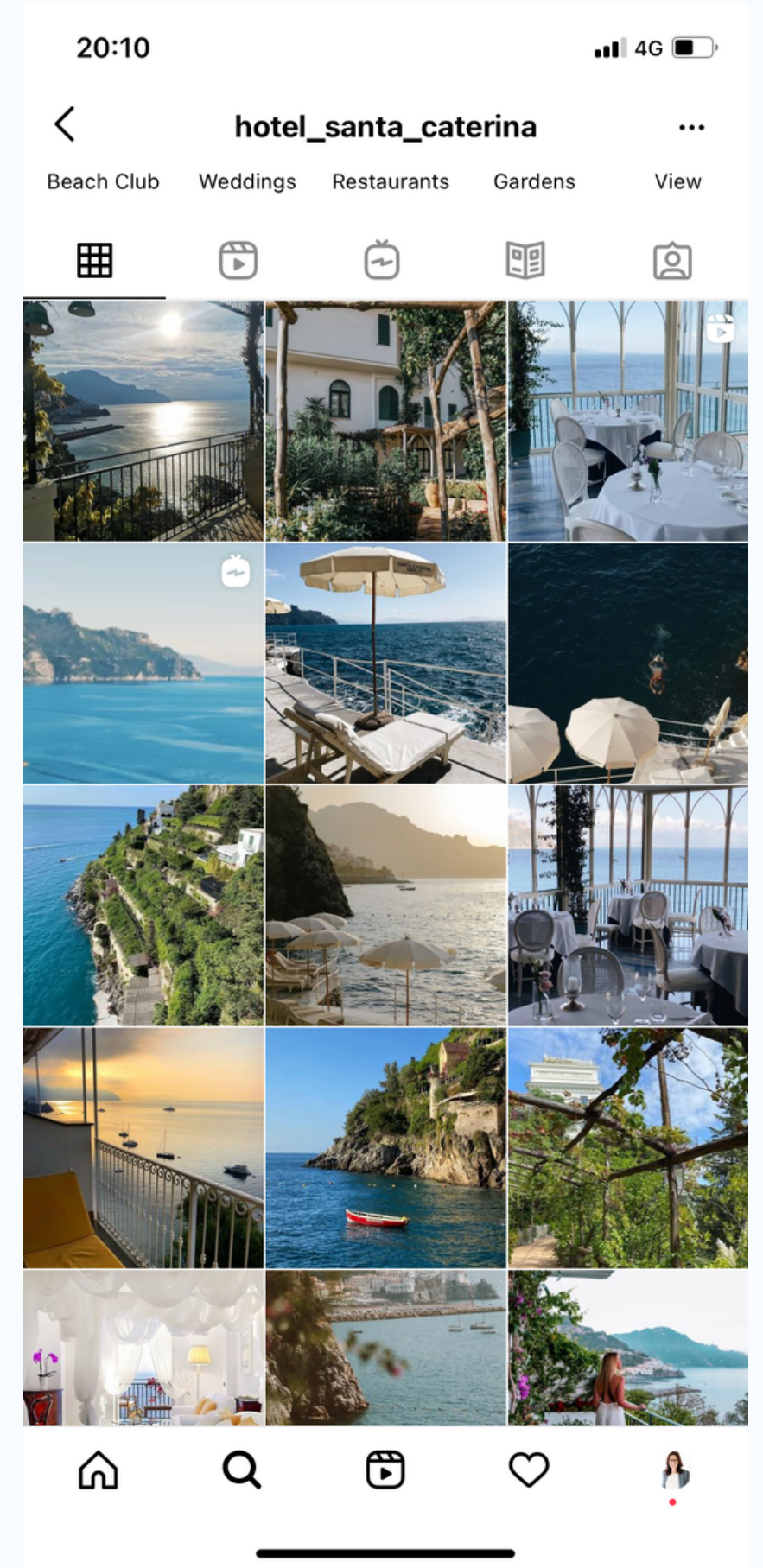
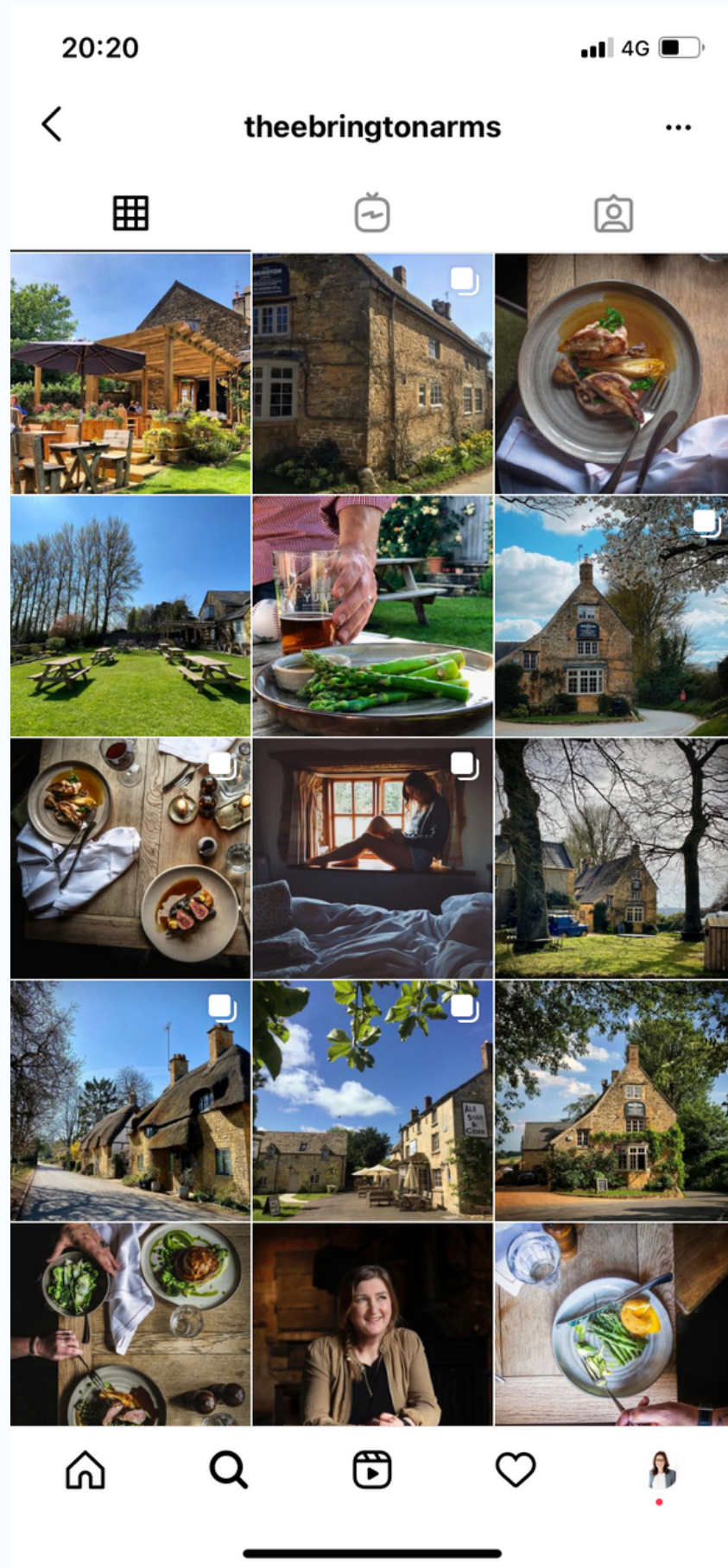
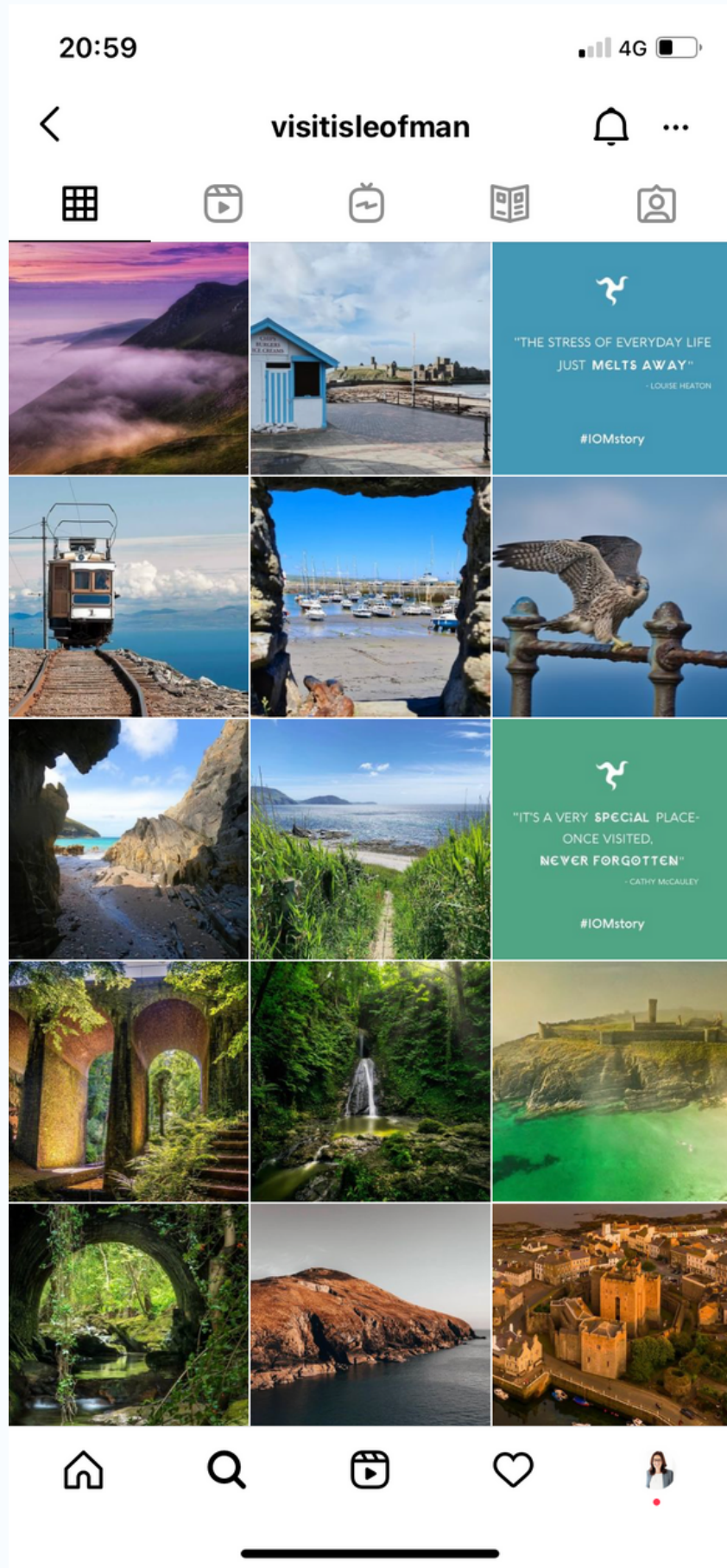
## Complete details

- CTA button
- Website link
- Contact

## Content

- Your content needs to resonate with your avatar
- Aim for a quality and consistent look and feel - branded templates, consistent filter








11:15 4G

< franceinseason ...




1,093 Posts 4,041 Followers 1,411 Following

**Melanie Ashton**  
 Personal Blog  
 Wandering \* Gardening \* Gathering \* Making \*  
 Loire Valley  
 Home for rent for limited time over summer - DM for details  
[www.franceinseason.com](http://www.franceinseason.com)

View Shop

Follow Message Email

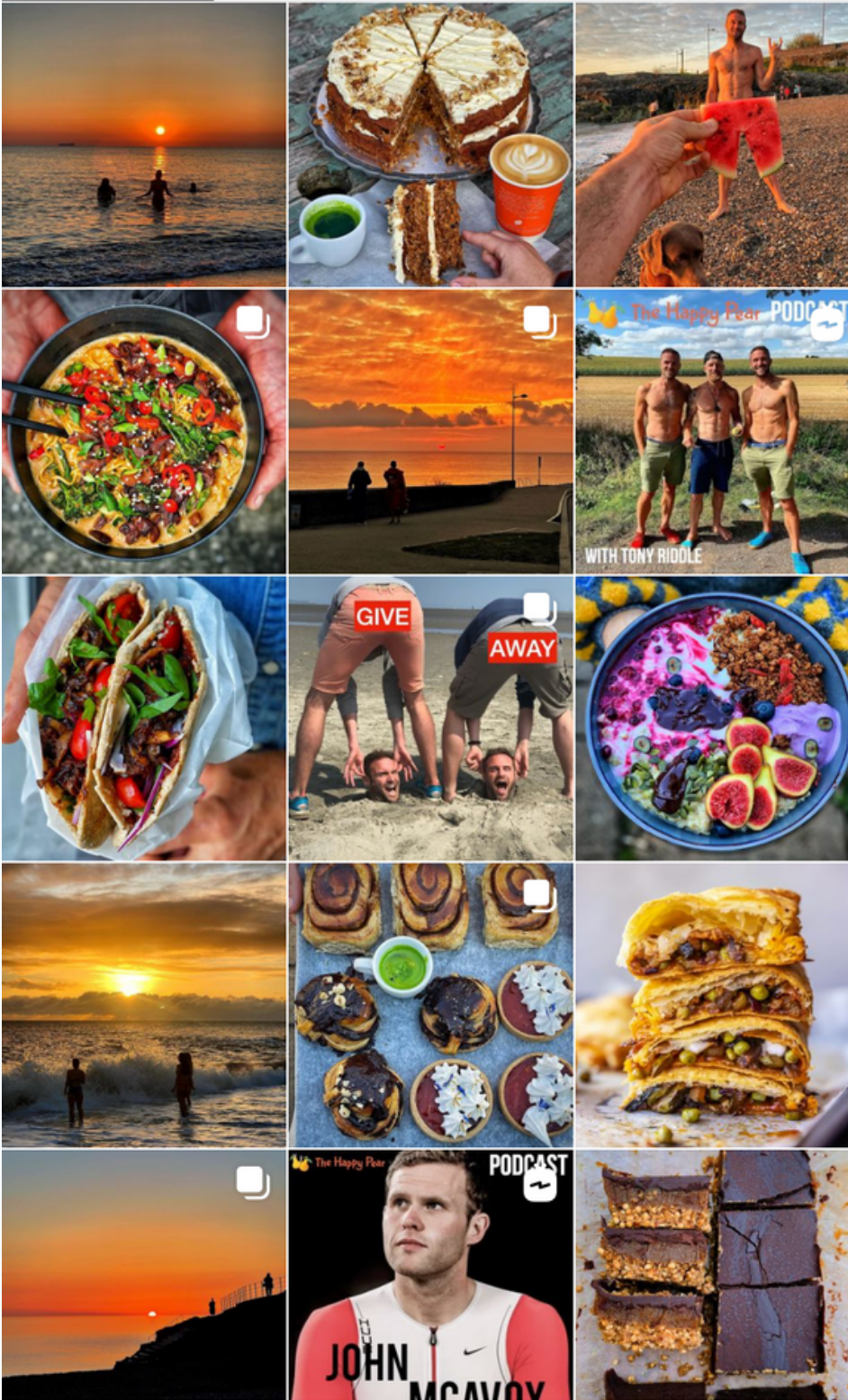
Phone cases Stilllife Pattern Food Life suspen...



Home Search Instagram Heart Profile

11:25 4G

< thehappypear ...



Home Search Instagram Heart Profile

# Get creative

Creative, high quality content with a consistent feel works best.

Create branded  
templates in Canva

Mind map creative ideas  
- slo mo, stop motion,  
time lapse, illustrations,  
infographics

Play around with Reels

Experiment with in  
app features: Stories,  
filters on the grid





The better you know your avatar,  
the more success you will have.

Picture them every time you post  
and speak directly to them.

Post with purpose, with a strategic  
goal in mind



# What works?

## On the feed:

- Consider a grid plan
- Great quality photos - aim for consistency of filter
- Graphics which stand out and stop the scroll
- Carousels seem to do better (encourage people to scroll right)
- Videos work well (15 seconds, or add to IGTV)
- First 2 lines of copy need to draw people in to click 'more'
- Don't forget your one clear call to action
- Use up to 30 hashtags
- Add appropriate location (this doesn't have to be where you are!)
- Tag photos if appropriate
- @mention accounts if appropriate
- Engage and add value on other posts around the time that you post. Be strategic.



Dreaming of summer? The gentle lap of the waves, the aroma of sea and sunscreen, the comforting hum from the sunset hunters enjoying a pint at the Bay? ☐

I (we) think Port Erin sunsets are up there with the best of them? Don't you @VisitIsleofMan?

#sunsethunter #sunsetmadness #sunsetoftheday  
#sunsetpics #sunsetcaptures  
#sunsetshots #isleoman #loveiom #iomstory  
#yourspaceyourstory #islandlovers #seasidesunset  
#travelinspiration #travelinspo #discoverisleofman  
#visitisleofman #britishseasides

Tags - @coastmaguk @britishseasides









# Inspiring Accounts

- @thebringtonarms
- @thekillingworth
- @the\_pig\_hotels
- @lesirenuse
- @hotel\_santa\_caterina



# What works?

Test the #yourspaceyourstory  
bookmark GIFs!

## In Stories:

- Try to share at least one Story a day - this is great for building know, like, trust
- Use engagement encouraging features - ask questions, try quizzes, teasers, polls
- Respond to direct messages
- Record short videos and encourage use of the slider
- Test slide shows, encouraging 'tap right'
- Share posts to Stories, encourage 'tap here' to send people back to the grid
- Use hashtags, including the # sticker and consider hiding some to keep tidy
- Use Gifs
- Add appropriate location
- @mention accounts if appropriate
- Keep 'highlights' in mind
- [Go live](#) and repurpose

# Research

Set up a spreadsheet, or use Trello!

- Hashtags for discoverability (test less popular & create hashtag groups)
- Monitor viral travel posts and use as inspiration (hashtags, captions)
- Posts tagged with a location get 79% more engagement (Sprout Social)
- Map out key organic influencers - engaged accounts who have the ear of your audience
  
- Tag influencer accounts who run a curated feed (tag to feature) - sparingly!

# Hashtags

Research and change up regularly.

Use up to 30 on grid posts and  
up to 10 in Stories

Change with the  
seasons. Research each  
season.

Use a mix of high and low use  
hashtags. Eg with 1k - 10k uses,  
10k - 100k uses, 100k - 500k,  
500k - 1M , 1M +

Check insights to see  
how well your hashtags  
perform.



# Hashtags

#iomstory  
#yourspaceyourstory  
#isleofman  
#loveiom  
#discoverisleofman  
#iomtt  
#wheeliewednesday  
#LoveTT  
#isleofman\_insta  
#visitisleofman

#beautifuldestinations  
#naturegeography  
#beautifulplaces  
#naturegram

#wandertheworld  
#wanderlife  
#wanderlist  
#sunsetoftheday

#islandlovers  
#britishseasides  
#britishseafood  
#britishseasidetown  
#scrollstoppinghome  
#blossomwatch

**Look out for account hashtags  
you can use - Springwatch, Isle  
of Man, British Travel**



# Influencer Accounts

@photosofbritain  
@nationaltrust  
@historicengland  
@londonist\_com  
@visitscotland  
@visitwales

@packthesuitcases  
@tinboxtraveller  
@mummytravels

**Research accounts who have  
the ear of your audience and  
socialise with them! Be social,  
engage.**





**Let's take a quick look  
at the Instagram app**



# How often and when to post

Success is not just about how often and when you post, but showing up consistently does help.

Consistency is key but don't  
over-commit your time

Choose a time that  
allows you to network  
AND be consistent!


The key is to just start! And don't  
forget:

Test, measure, refine





# Content



Everything you want is waiting for  
you on the other side of  
consistency.

- Unknown

**Ask questions! Don't forget to get to know your audience, build a community.**

**Piggy back onto relevant awareness days. Use the hashtag.**

**Great quotes you know will resonate. Travel, weekend, seasonal.**

**Walks, beaches, sunsets, nature, food, restaurants, heritage, buildings, activities.**

**A mix of created and curated (always credit source of curated)**

**Behind the scenes, reviews, special touches, meet the team, top tips, advice.**

**Tell stories - your stories, or use fairytales, myths, legends.**

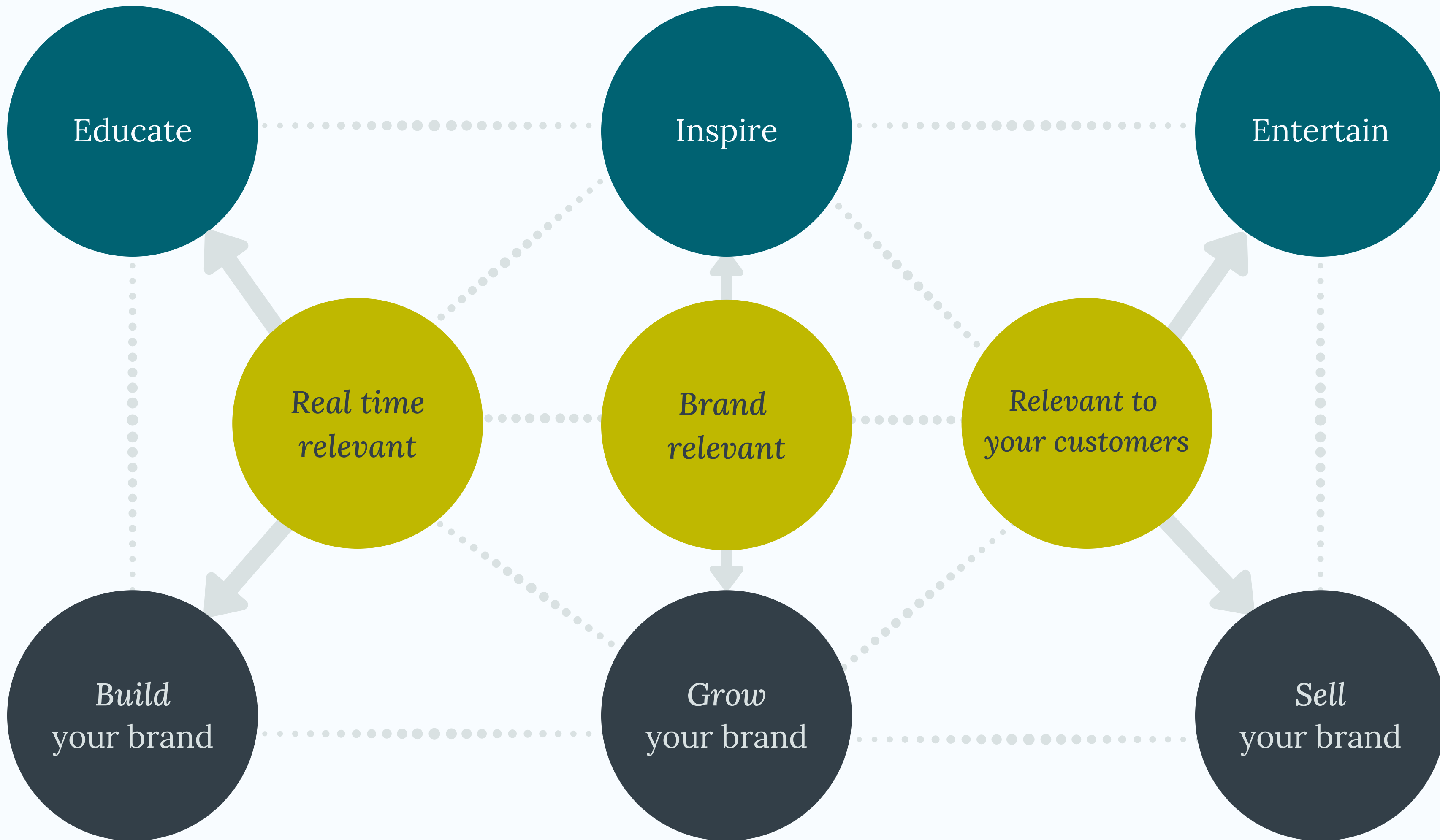
**Collaborate with other local accounts - shout outs, 'follow Friday', share their content.**

**Research content that does well on similar accounts in UK.**

# User Generated Content

- 'Tag to feature' in bio
- 'Use the # to feature' in bio
- Ask for people to tag you in their pics
- Think 'Instagram First' - is there a great spot for a photo?
- How else can you encourage user generated content?





# Giveaways

- To gain interested followers (you may pick up serial comp folk)
- To encourage user generated content
- Work well as collaborations
- The most important thing is to keep it SIMPLE! You need a very low barrier to entry - people are busy and will quickly walk away if there are too many hoops to jump through.



# Example calls to action

**You need to tell people what you want them to do:**

- Click link in bio to book [@kirstymannsocial](#)
- Who would you share this view with?
- Double tap if you can't wait to see this again
- Drop an emoji below
- Tag a friend who needs to see this view today
- Save it for later so you don't forget ;-)
- Drop us a DM if you want x today
- Use the Stories calls to action - great for market research, quick polls and the algorithm LOVES accounts which use these engagement encouraging tools



# Look at your insights, consider investment and set some KPIs

Let's hop over to Instagram and take a look





### WHO IS YOUR AUDIENCE AND HOW ENGAGED ARE THEY?

Look for 2% engagement or higher on individual posts.



### WHAT ARE WEEKLY IMPRESSIONS?

How many people are seeing your posts?  
Where are they finding them?



### PROFILE VIEWS?

Are people seeing your posts and visiting your profile?



### WHAT ACTIONS ARE PEOPLE TAKING?

Likes, comments, saves, shares, messaging, video views, website clicks (in the bio) etc



### ARE YOU MEETING OBJECTIVES?

Growing engaged audience? More conversations?  
Increasing engagement?  
More traffic?  
More leads or sales?


# Are you getting results?

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**Awareness** → **Engagement** → **Conversion**

**Instagram advertising speeds this up**



# Instagram Ads to Amplify.

## **Boosting**

Boost organic posts which perform well- this will make them fly!

## **Optimise Instagram Ads for:**

- reach
- audience growth
- engagement
- video views
- messages
- traffic
- conversions - leads or purchase

## **Create warm audiences to retarget:**

- Video viewers
- Engagers
- Website visitors
- Email list

# Key to success:

- Be the account which offers the most value, the best content
- Be the account which shows up consistently
- Be social - ask questions, answer questions, respond, engage meaningfully on other posts.





# Key to consider

- **Consider the customer journey**

Where do you want people to go? What do you want them to do next?

- **Invest in photography**

A brand shoot, or a smart phone photography course. A mix of square and portrait. Repurpose across platforms.

- **Invest in quality content**

Quality over quantity - then break down into smaller pieces of content. Blogs, lists, lead magnets, long form videos, email marketing.

- **Embrace curated content**

Curate amazing photos and travel quotes.

- **Build a cohesive feed**

Through consistent filter, grid pattern or splitting / borders



*Any questions?*

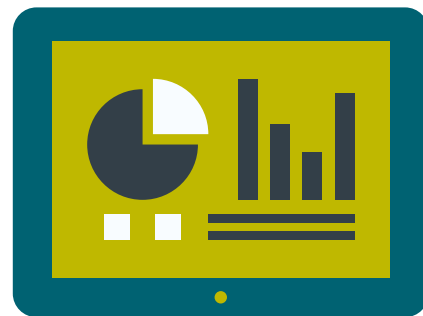


# Remember...

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Building an engaged audience takes time & effort



Always test. Performance based decisions are key to ROI.



Ads are required to amplify message and conversions.



Instagram is rented turf. **Build your list.**



Thanks for  
listening!



Page: @kirstymannsocial  
Group: Leveraging Social Media for Business Growth



Kirsty Lawrence



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