



Essential Instagram for Tourism

1



If your profile was a magazine



Would your ideal customer pick it up

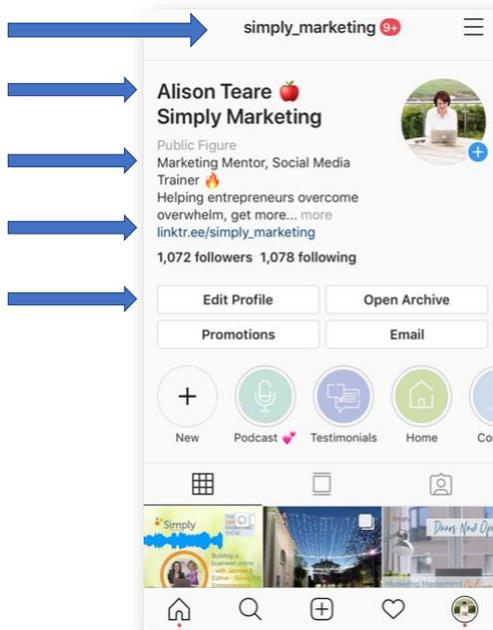
Instagram Name

Description – 30 Characters

BIO

Website

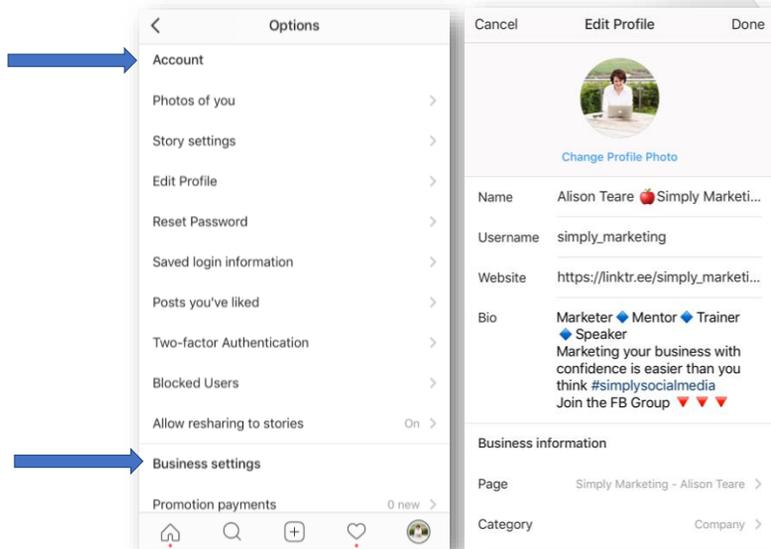
Contacts



Edit your bio ...

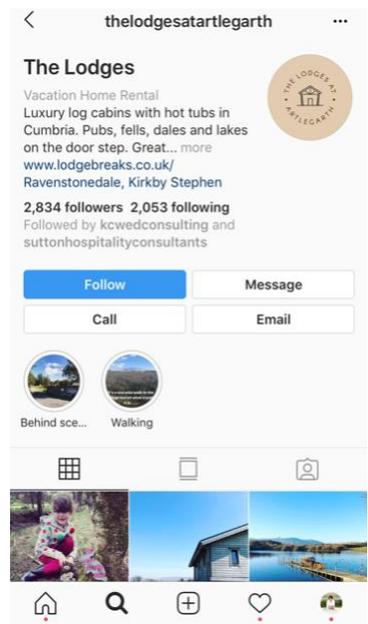
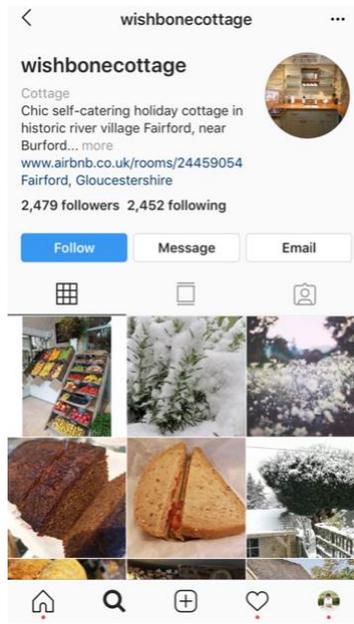


Edit your bio ...



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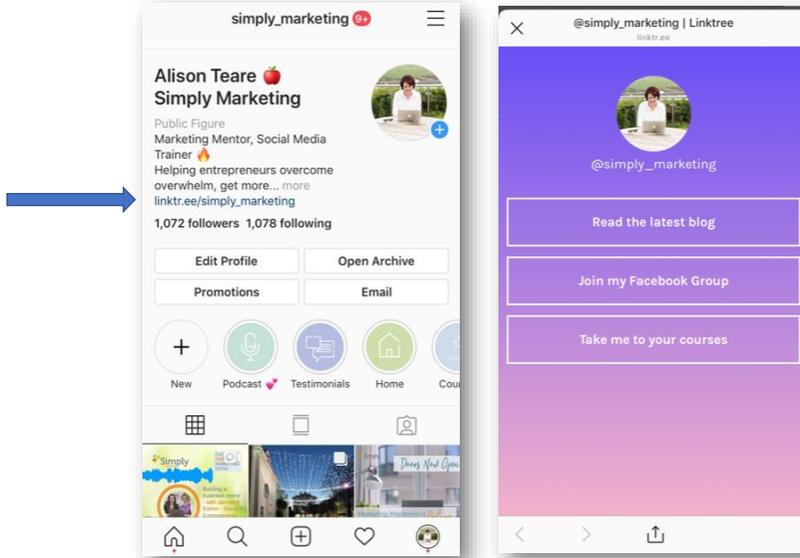
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Add Linktr.ee (it's free)



You need a *strategy* for Social Media



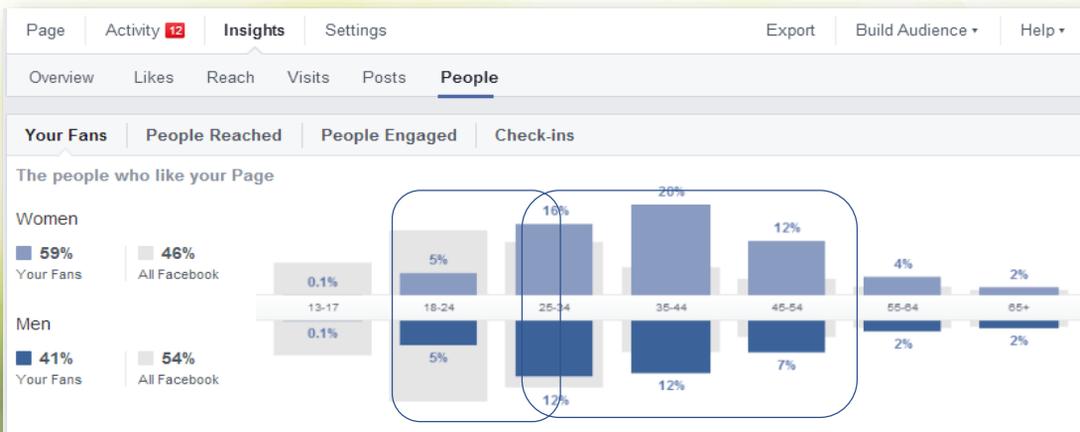
Why is this important



- ✓ If you want to stay sane!
- ✓ If you want to see results
- ✓ If you want to save time



Who uses Facebook and Instagram anyway

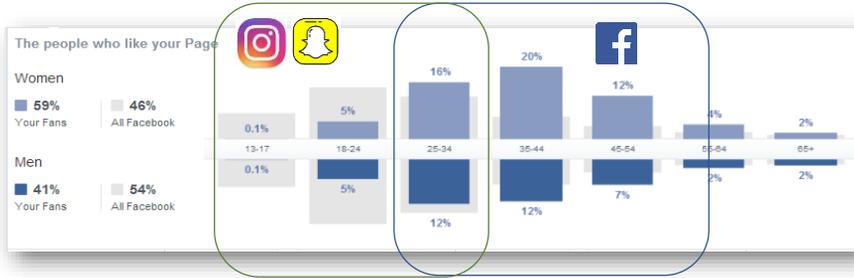


Are you in the right place?



WEBSITE – WEBSITE - WEBSITE

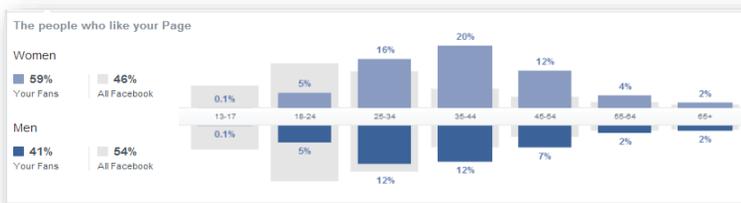
Viewer ... How to ...



You are in the right place



- Hospitality
- Agriculture
- Sports
- Journalist
- Academics
- Entertainment



Who do you want to attract?



50+ looking forward to retirement. Mid-High level careers



Busy working families of all ages. Focused on the needs and wants of their children



20-40 something! Child free singles and couples Educated to degree level – work long hours



Couple & groups of friends in their 60's - Have worked hard and are now enjoying their retirement



Understanding what Instagram wants

Facebook owns Instagram



Why is this important



- ✓ Facebook & Instagram makes changes and we need to keep up
- ✓ Working with Facebook rather than against it
- ✓ Believe it or not these change will actually help you

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Why is this important



What is an algorithm?

You need to train your algorithm

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What will happen?

Active Interactions vs. Passive Interactions

Active (Positive)

- Commenting 
- Sharing 
- Reacting 

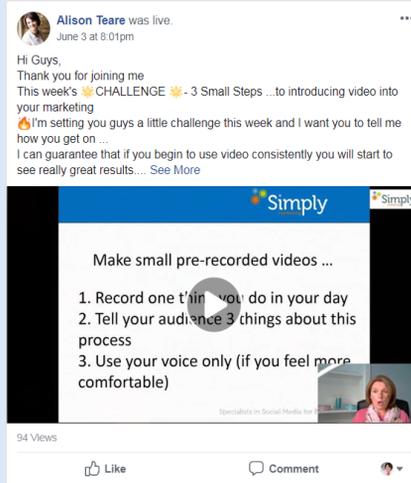
Passive (Neutral)

- Clicking 
- Watching 
- Viewing / Hovering 

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**

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Why is this important



- ✓ **Gives you far greater reach**
- ✓ **Saves £££ on adverting**
- ✓ **Builds real relationships**
- ✓ **It makes Facebook more enjoyable for everyone**
- ✓ **Ultimately leads to more customers**



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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



Think of your page

As a community





The *Big* three

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Number 1



Produce **great content**
and be helpful

Marketing made easier



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Number 2



Be consistent

Marketing made easier



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Number 3



Consider your social media as a community

Marketing made easier



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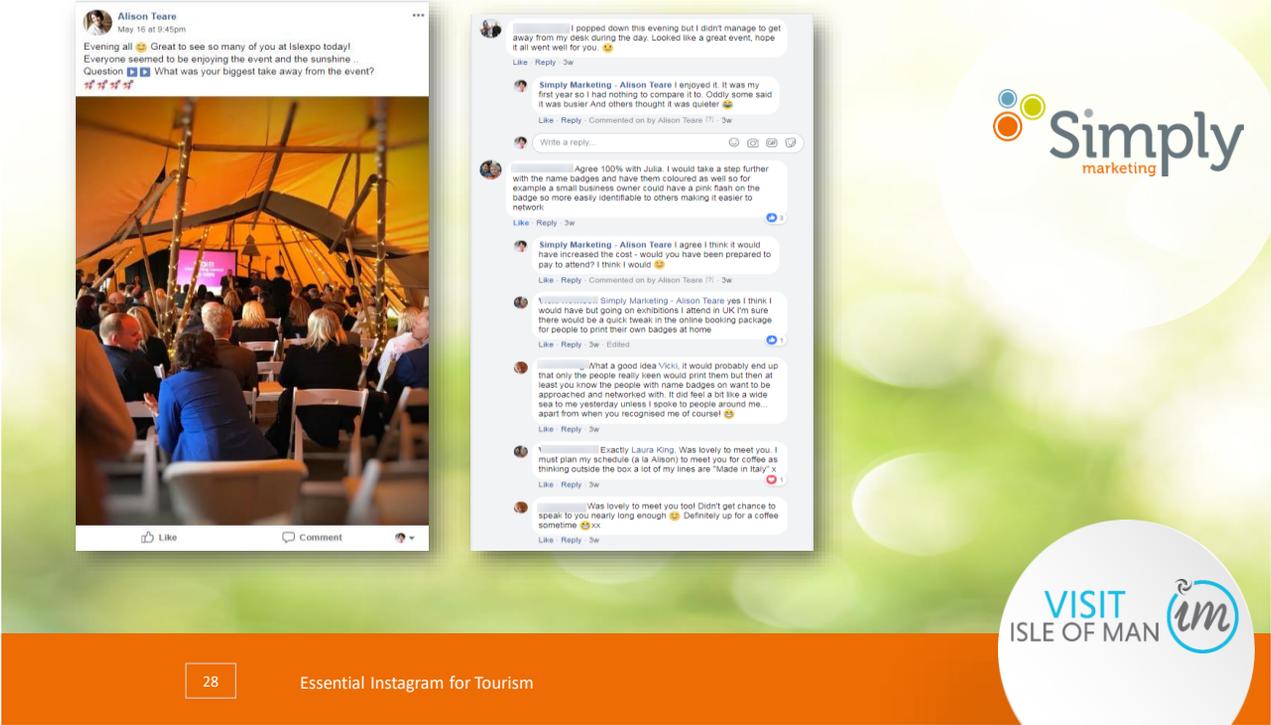
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Who is your ideal customer?



Create 2 Ideal Customers – Your Facebook & Your Instagram

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



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

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



Get to know your audience . . .

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



You know

What you want to achieve
Who your ideal customer is

Now...

What content are you going to
post to attract them?





Now bring to mind
your ideal customer
Everything you post from
now on is **for them ... and
not you!**



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Think of your page
As a community



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Make your content count

So What

Create content categories

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



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



So Instagram is . . .

Made up of 5 elements

1. Stories
2. Highlights
3. Live
4. IGTV – Instagram TV
5. The Grid



Stories . . .



Document your day,

humanise your business

Stories document your day



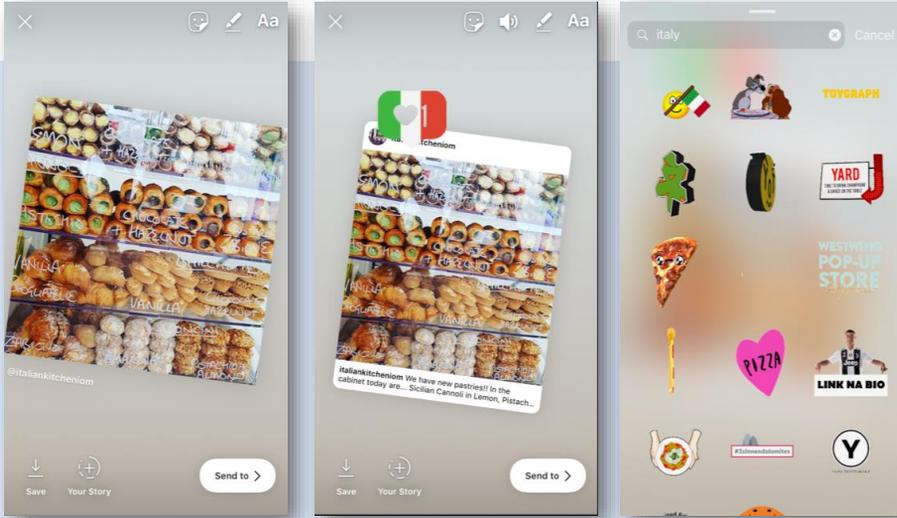
humanise your business



Stories allow you to be amazingly

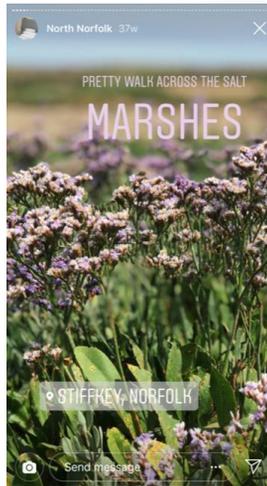
creative

Use your imagination



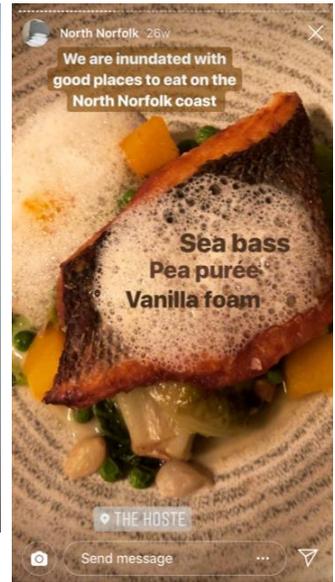
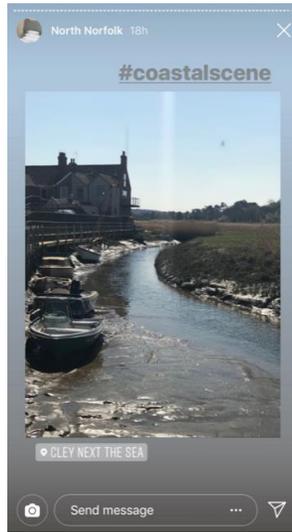
45

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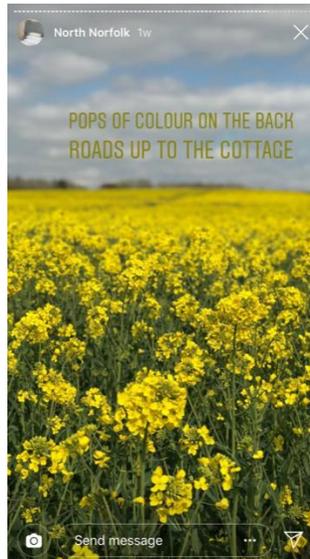
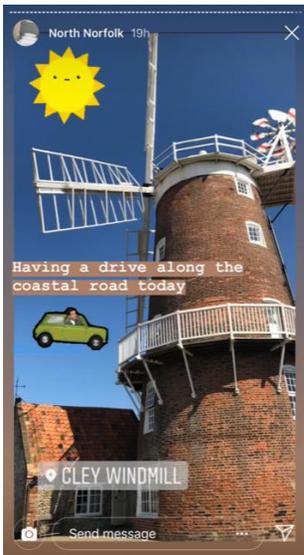
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Your turn . . .

Write 3 ideas for stories for your ideal customer



Real Engagement . . .

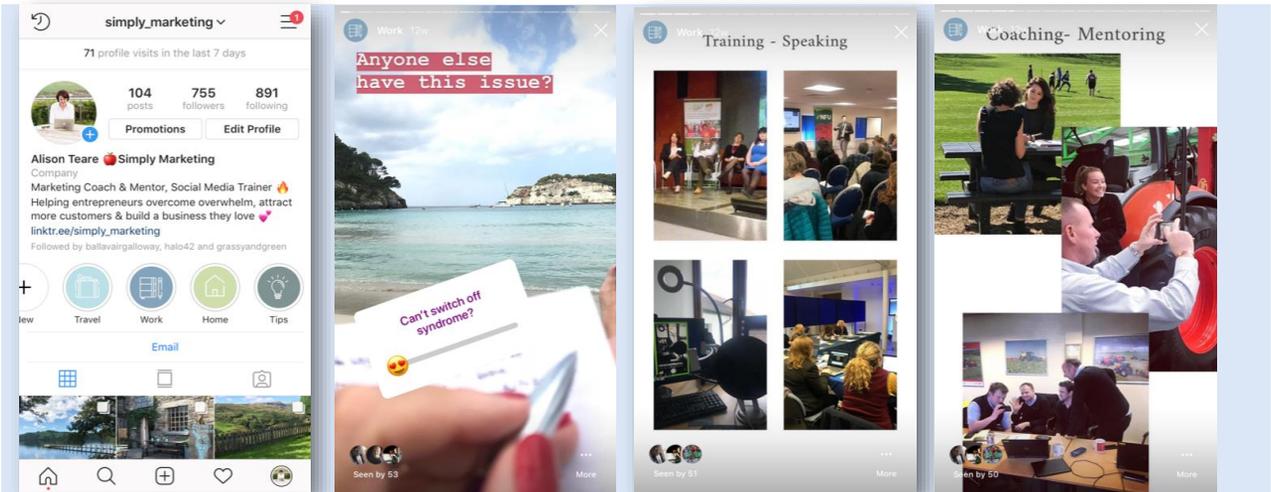
Comes from video



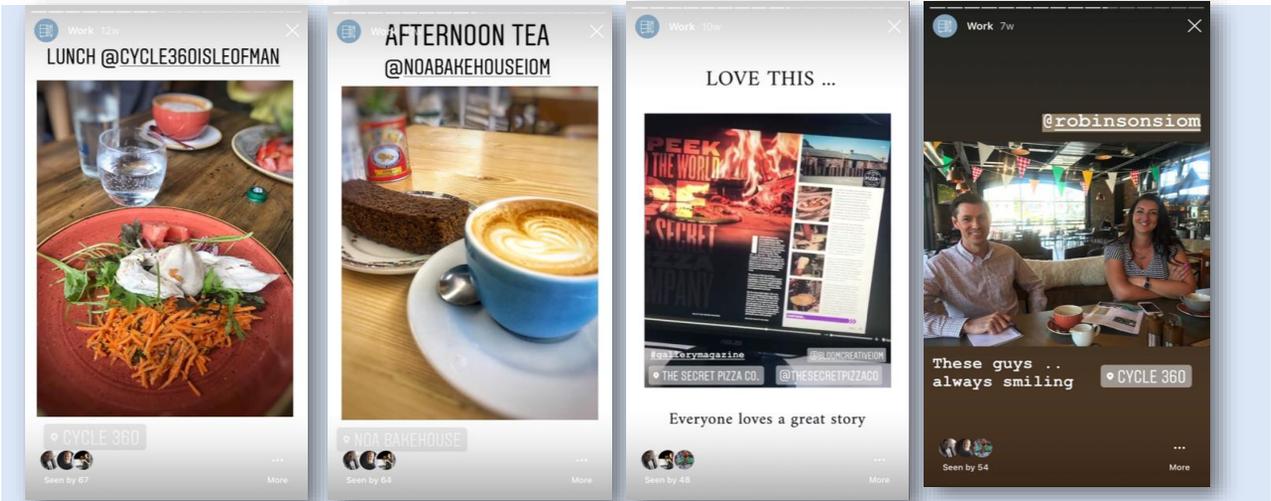
Instagram Highlights



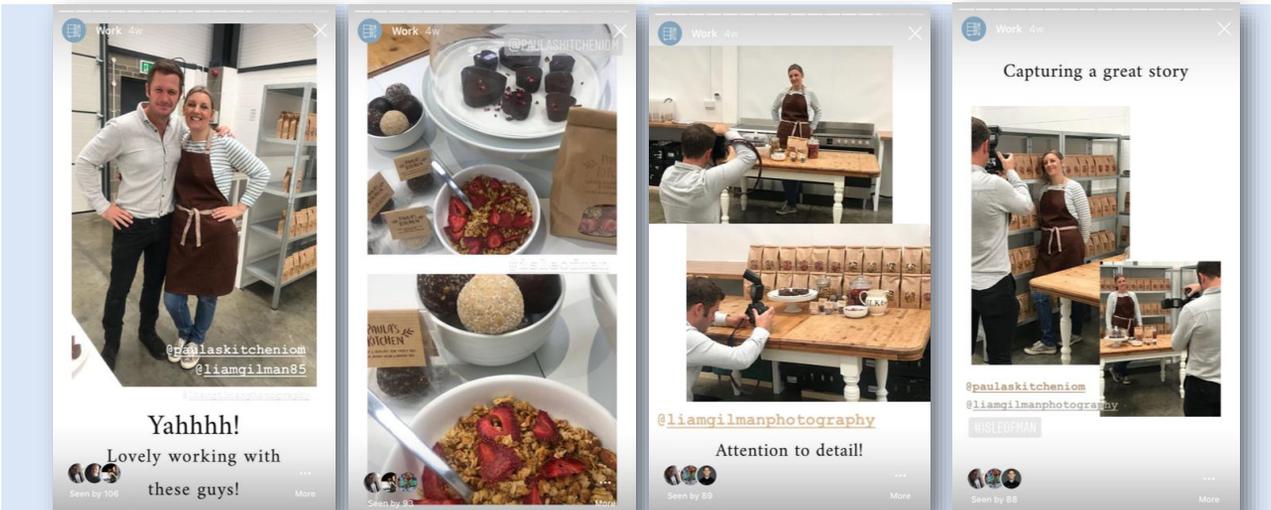
Stories document your day

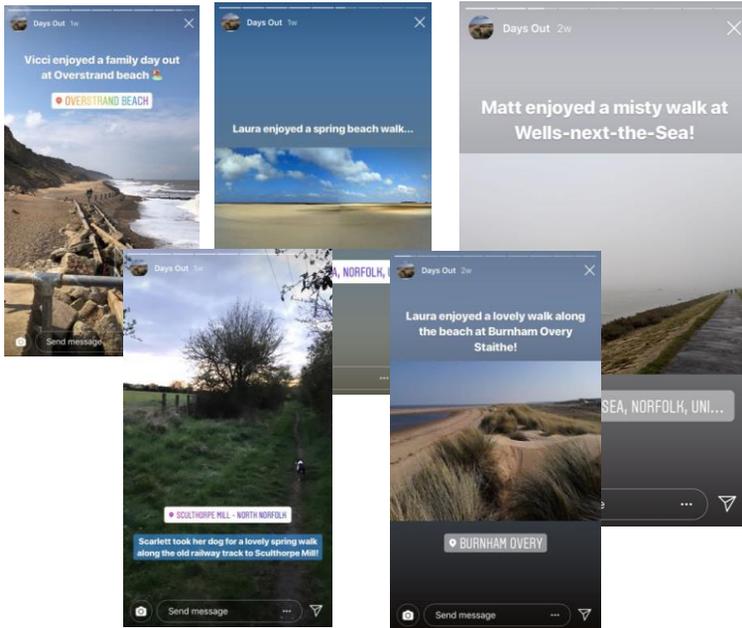


Stories document your day



Stories document your day





Days Out - Highlight



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Your turn . . .

Write 3 ideas for highlights for your ideal customer



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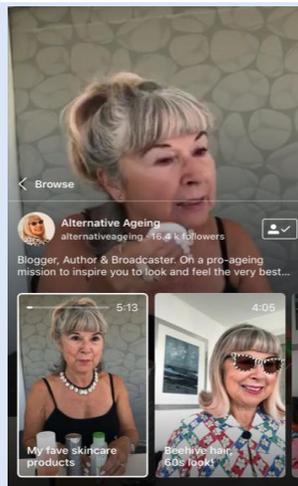
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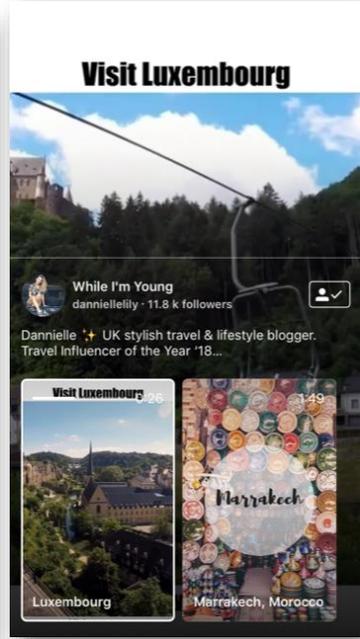
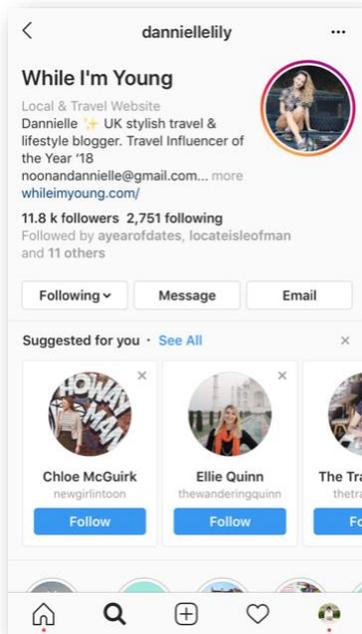
Instagram

IGTV



Create your own TV Show





Your turn . . .

Write 1 ideas for an IGTV episode for your ideal customer




The slide features a background image of a blue cup of coffee with latte art. The text 'Your turn . . .' is in a cursive font, and 'Write 1 ideas for an IGTV episode for your ideal customer' is in a bold blue font. Logos for 'Simply marketing' and 'VISIT ISLE OF MAN im' are positioned in the top right and bottom right corners, respectively.

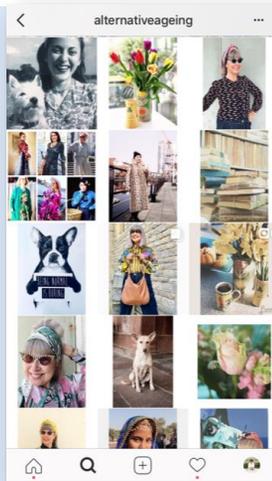
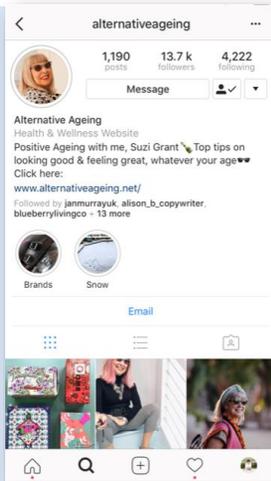


Instagram

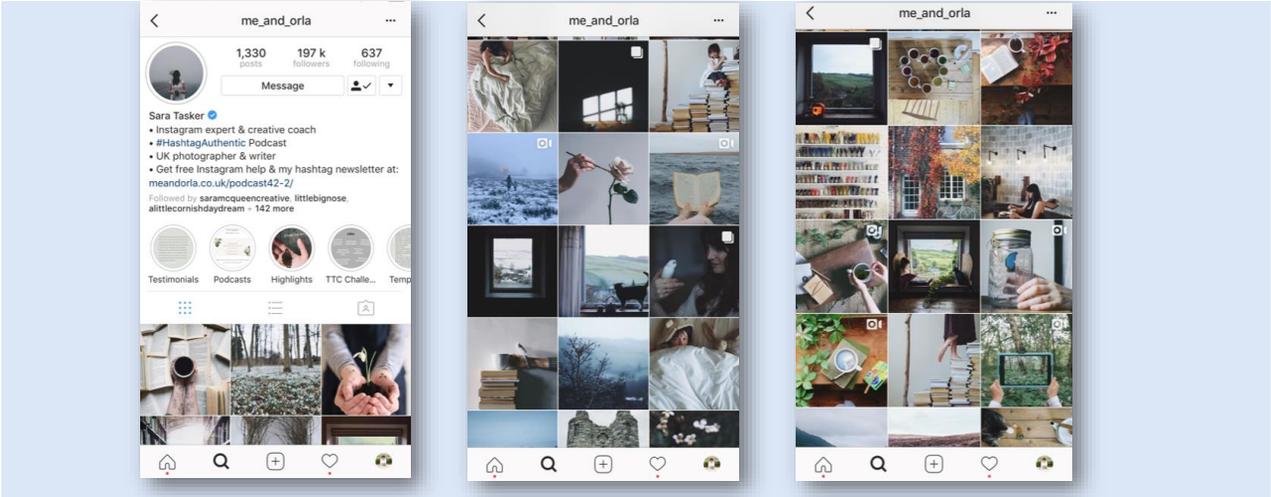
The Grid



The Grid - a reflection of your business



How do you want your grid to look?



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Your turn . . .

What would you like your grid to look like – *do you care!*

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Sharing
a post
to a
story

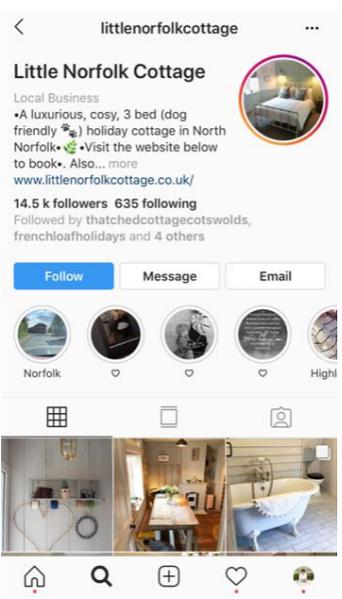


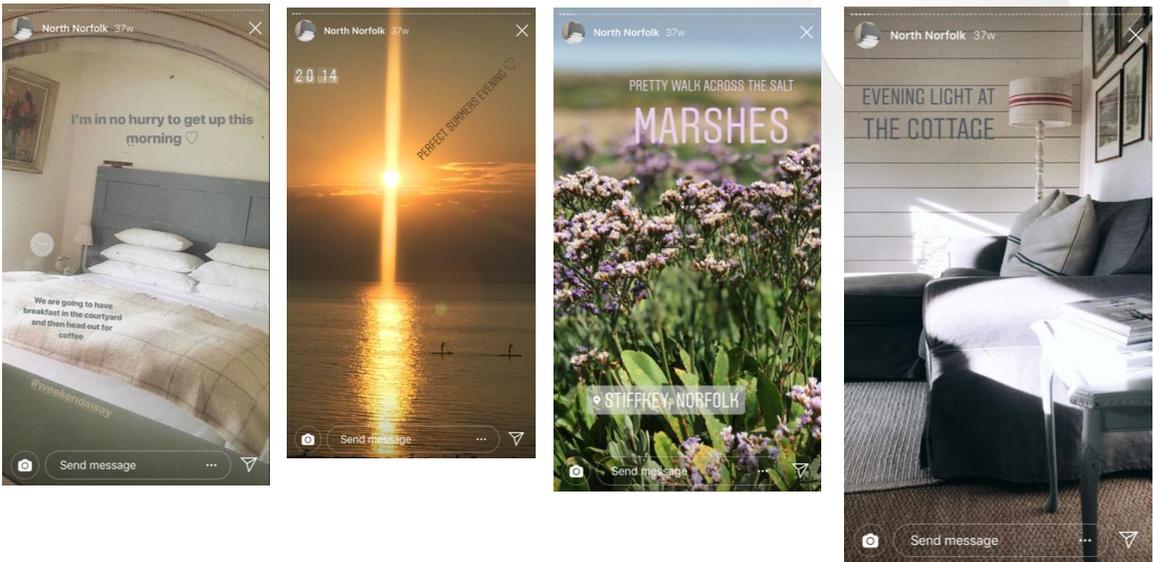
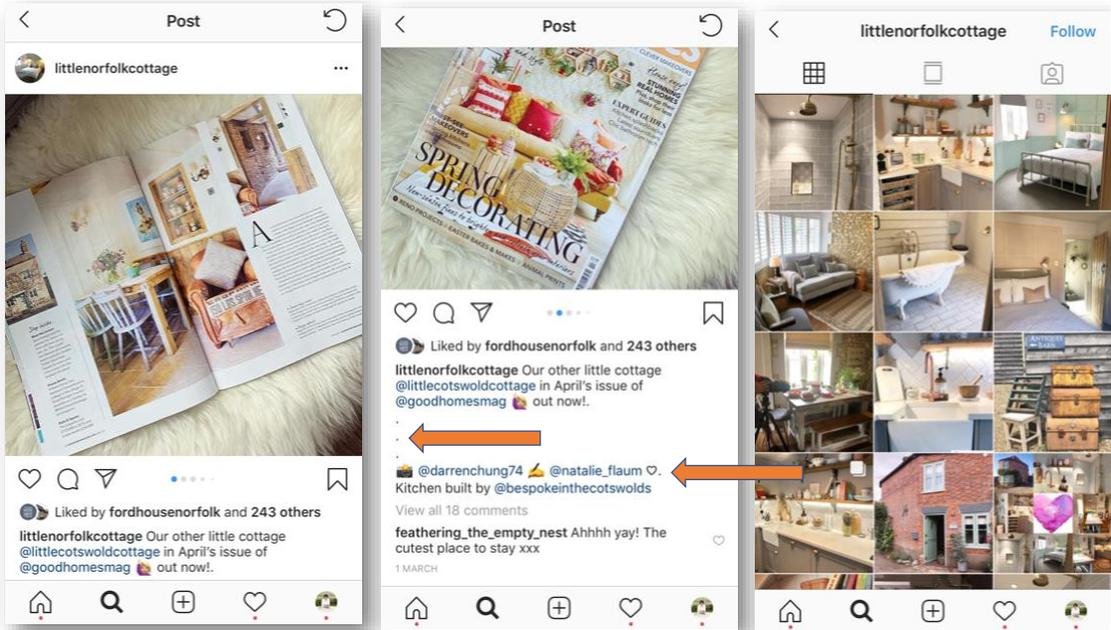
Begin to Post...

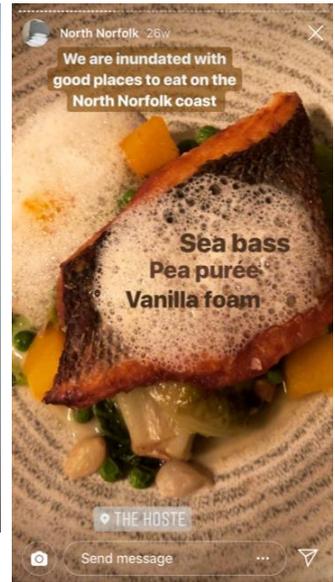
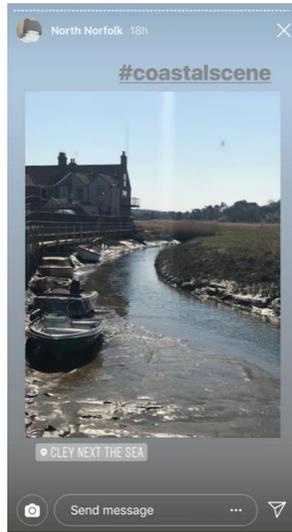




Be proactive

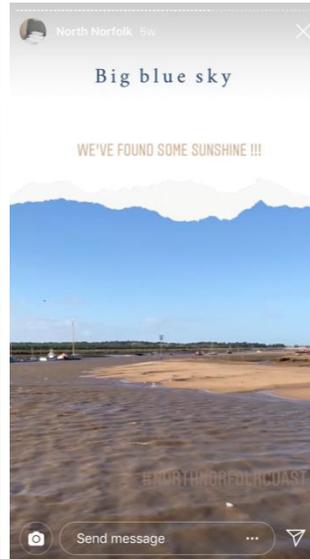
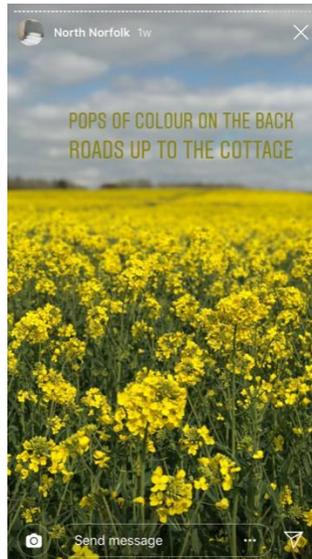
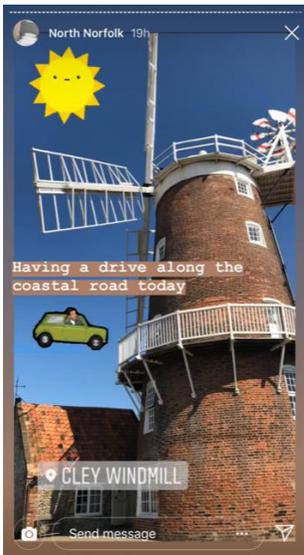






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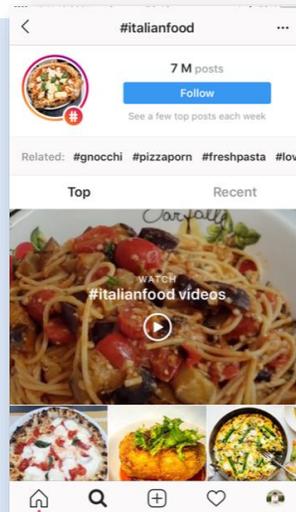


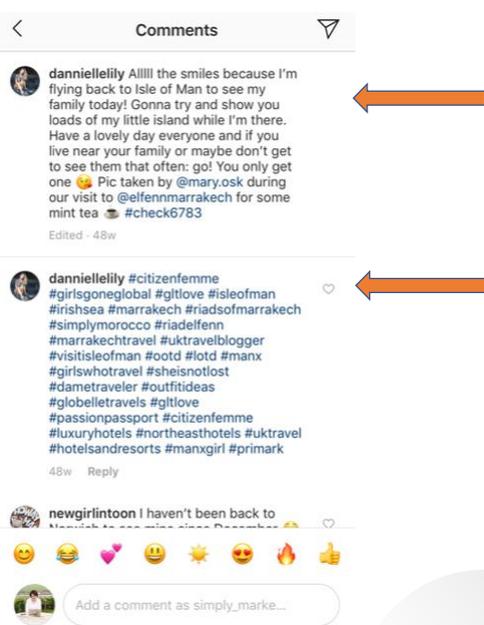
Your turn . . .

Search for some # hashtags to follow or relevant hashtags use on your post

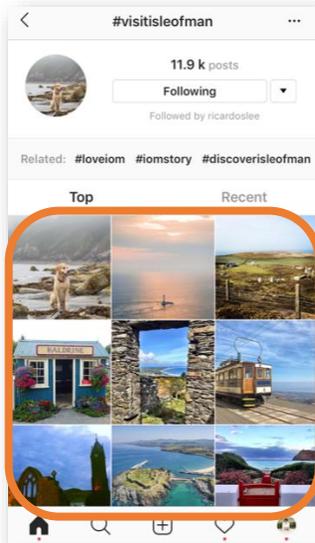
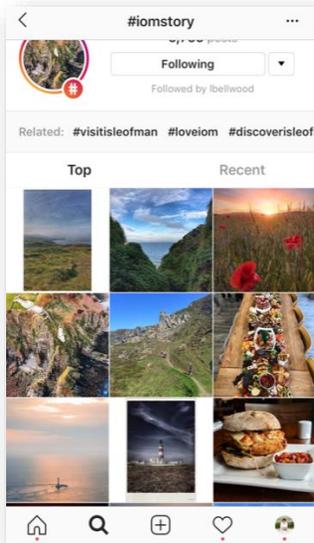


Great Content – to engage Hashtags to be found





Top 9



#familygetaway 160k
 #staycationuk 1.5k
 #lovewhereyoulive 1m
 #selfcateringaccommodation
 #holidaycottages 10k
 #ukholiday 42k
 #ukgetaway 14k

#ukdogswelcome 42k
 #ukdogholiday 48k
 #walkinguk 115k
 #cyclinguk 11.8k

#visitbritain 668k
 #visituk 155k
 #exploreengland 66k
 #beautifulbritain 84k

#loveiom 13k
 #iomstory 6.7k
 #isleofman_insta 10.8k
 #visitisleofman 12k
 #isleofman 372k (very TT focused)

PLUS
Your own # used on every post



Maximum of 42 Hashtags



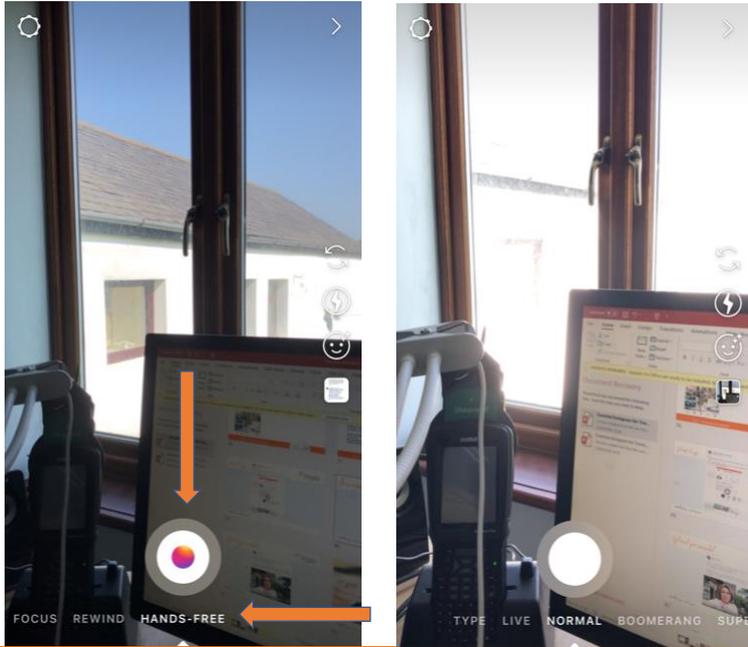
Creating video doesn't have to be a nightmare

Start small

Embrace raw

Don't look for perfection

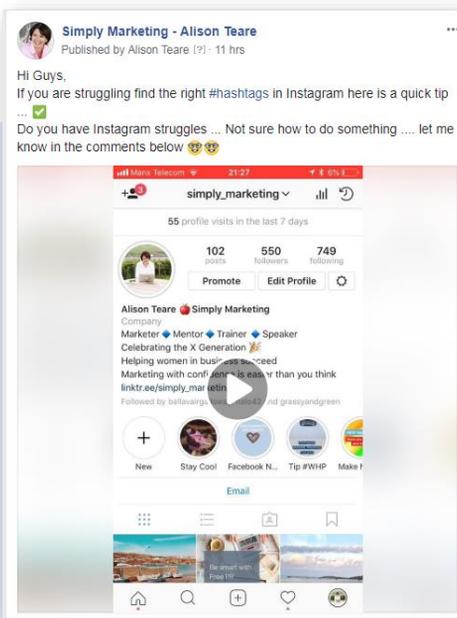




Continuous videos in Instagram Stories



Short clips



Voice overs



Interview others



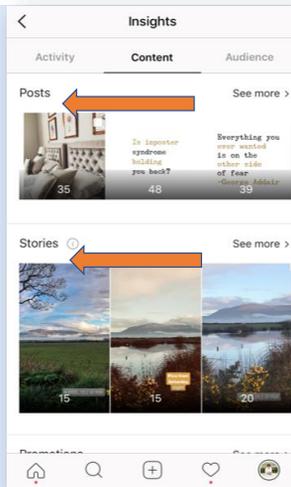
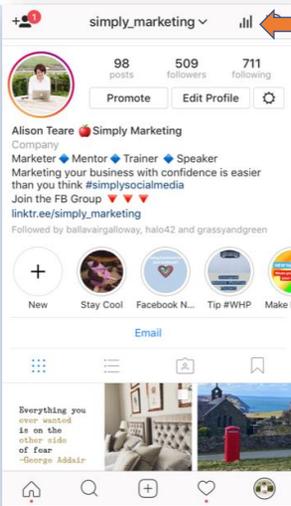
Upload pre-recorded



Use your Analytics Business accounts have these



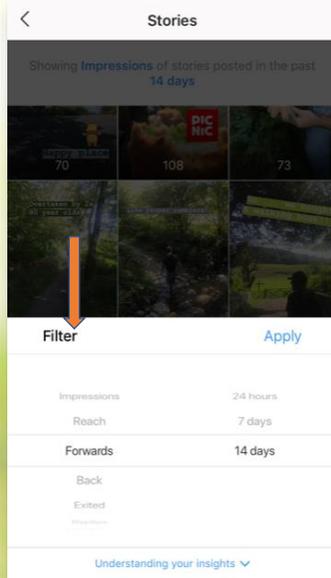
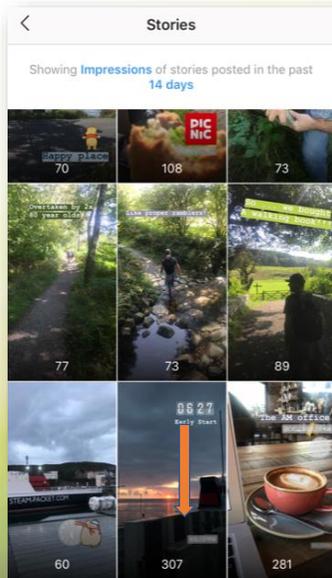
Learn – from the information you have



Your posts...

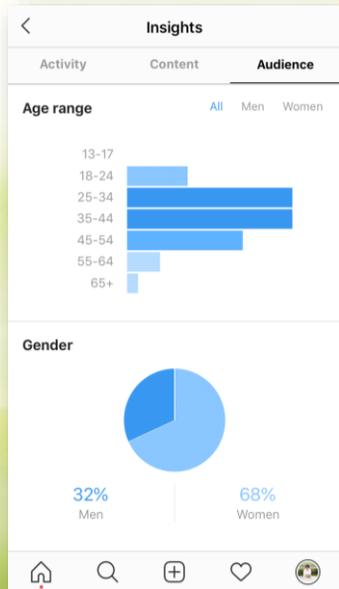
What works and what doesn't





Your stories

What works and what doesn't



Your Audience



Social

Photo & Video

Simply marketing

Favourite Apps

VISIT ISLE OF MAN

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Facebook and Instagram are totally different

Reposting just doesn't work ...



Your Strategy Moving Forward...

How will you plan your social time on social media?

