



How to attract your ideal customer online

1



What kind of social media user are you?

2

How to attract your ideal customer online





- The Ultras** For many habitual social media users, the networks are their primary communications link to family and friends.
- The Deniers** 'Deniers' are those who maintain social media doesn't control their lives. They reckon they can easily live without it. The reality, however, is very different. Whenever they can't access their favourite network for an extended period, they become anxious and feel cut off from the rest of the world.
- The Dippers** Although more than half the UK population is signed up to Facebook or Twitter, not all are regular users. 'Dippers' access their pages infrequently, often going days – or even weeks – without tweeting or posting an update.
- The Virgins** Every day, new people are signing up to social networks, struggling initially to get to grips with the how-tos, and until they build up their own networks of friends and followers they may question why they've joined.
- The Lurkers** Hiding in the shadows of cyberspace, they watch what others are saying on social networks but rarely (if ever) participate themselves. They will complain publicly about the 'mundane drivel' that is posted, and privately they worry they don't have anything interesting to say, but they keep an eye on others' conversations.
- The Peacocks** Easily recognised because they see social networks as an opportunity to show everyone just how popular they are. They judge their social standing on how many followers or fans they have, and the aim of each post or tweet is to secure as many 'likes' or re-tweets as possible.

3

How to attract your ideal customer online



- The Ranters** Often meek and mild in face-to-face conversations, 'Ranters' are highly opinionated online. Social media platforms allow them to articulate their strong opinions without having to worry about how others will react.
- The Ghosts** Some people on social networks like to participate in conversations but are worried about giving out personal information to strangers. These 'Ghosts' create usernames that allow them to remain largely anonymous with noticeably sparse profiles.
- The Changelings** For some people, being anonymous online isn't enough. They also adopt very different personalities, confident in the knowledge (or so they think) that no-one knows their real identity.
- The Quizzers** 'Quizzers' like to ask questions on Facebook and Twitter – not because they actually want to know the answers, but because asking questions allows them to start conversations. They may fear being "left out" by not having anything interesting to say.
- The Informers** Information is currency in social media. Being the first to spot something interesting and pass it on earns you kudos and – just as importantly – more followers and fans.
- Approval-seekers** This group worry about how many likes/comments/re-tweets they get when they post a message or update, because they link that endorsement to their popularity. After posting a message they will constantly check their feeds and timelines, and will fret until people respond.

4

How to attract your ideal customer online





You need a *strategy* for Social Media

Marketing made easier



Everyone needs a strategy

- What is your why?
- Who do you want to attract?
- WHERE WILL YOU FIND THEM
- How will you attract them?



Who is your ideal customer?

7

How to attract your ideal customer online



Not EVERYONE is ideal!

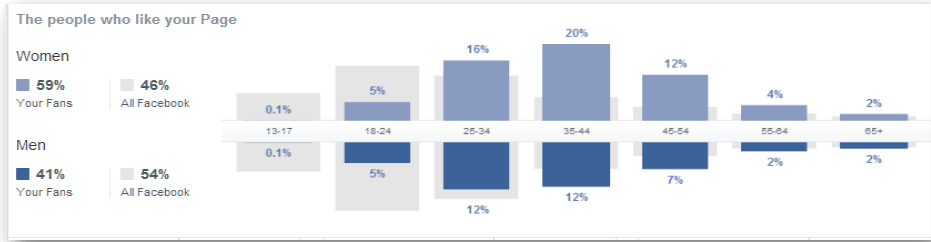
8

How to attract your ideal customer online





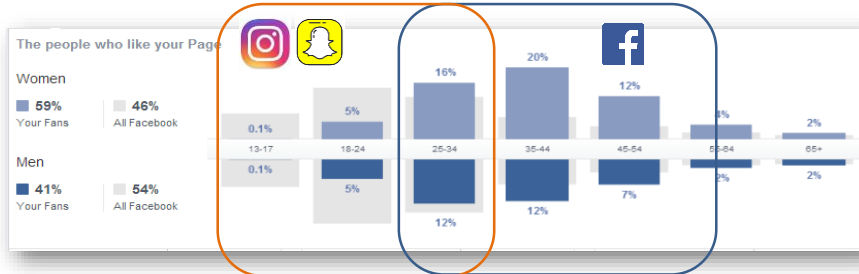
The Facebook lifecycle



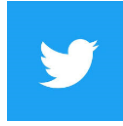
Are you in the right place?

WEBSITE – WEBSITE - WEBSITE

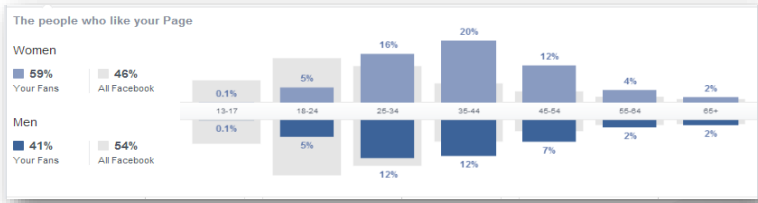
Viewer ... How to ...



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

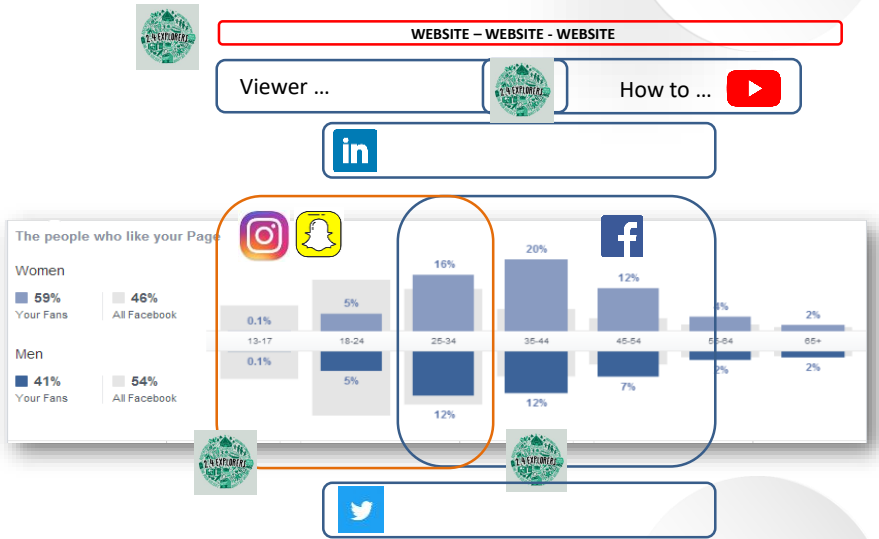


Couple & groups of friends in their 60's - Have worked hard and are now enjoying their retirement

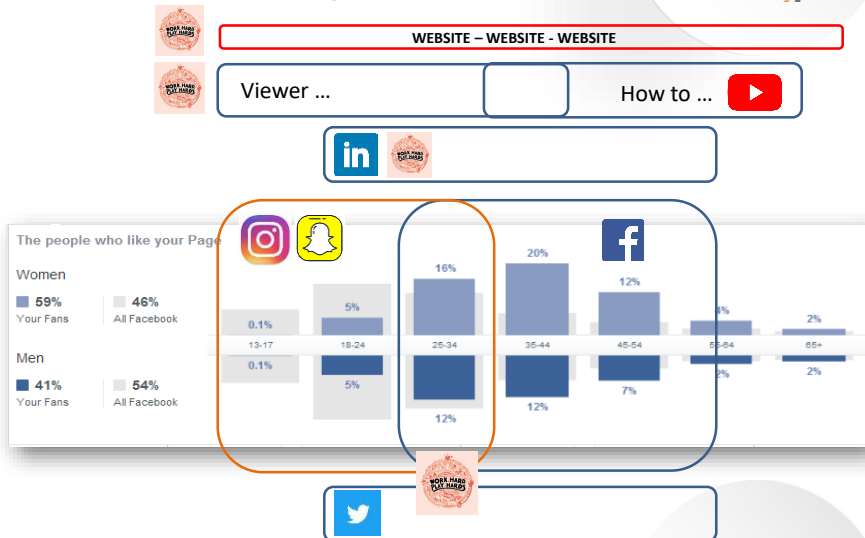
Trusty Traveller



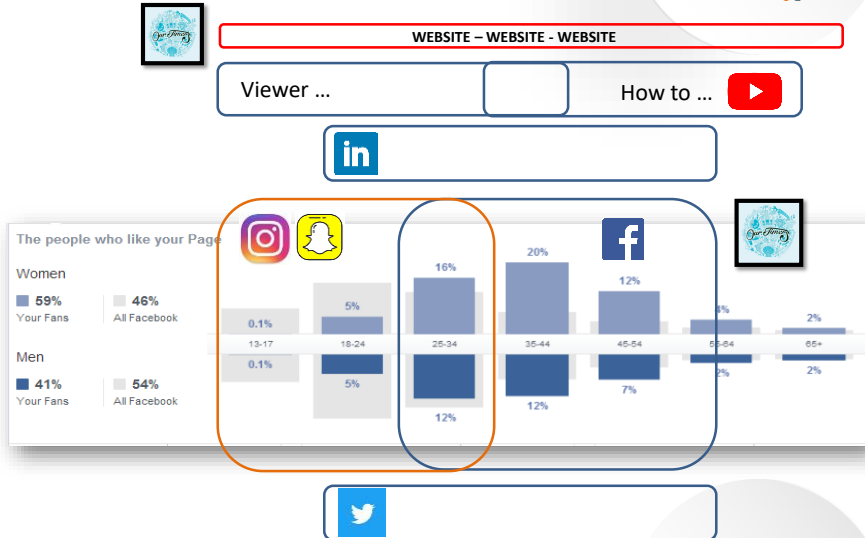
2.4 Explorers



Work hard – Play hard



Our Timers





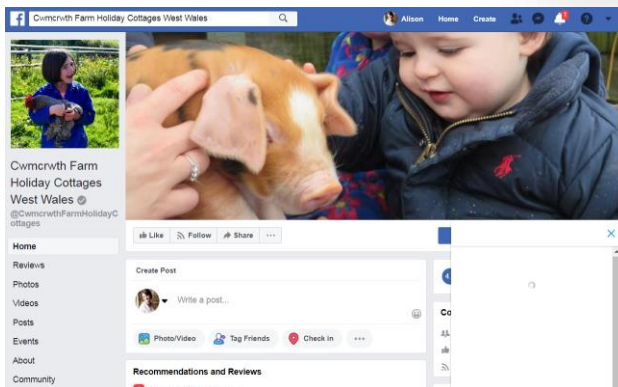
Who is their ideal customer ...

17

How to attract your ideal customer online



Guess who?

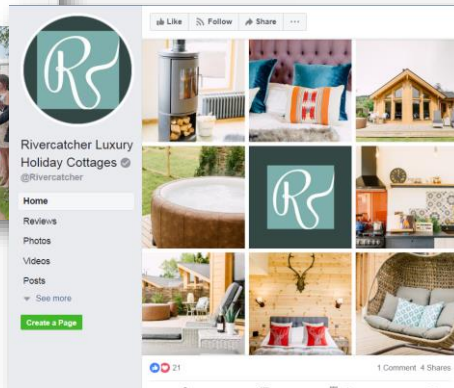
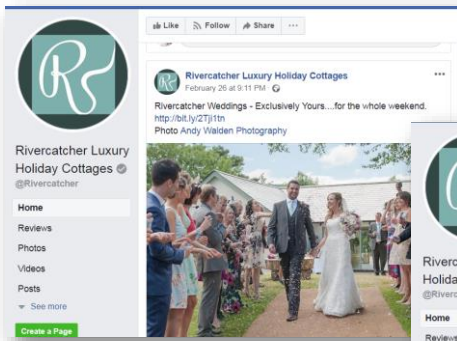


18

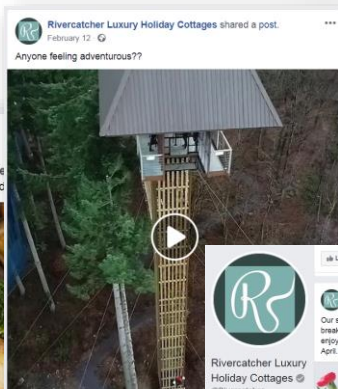
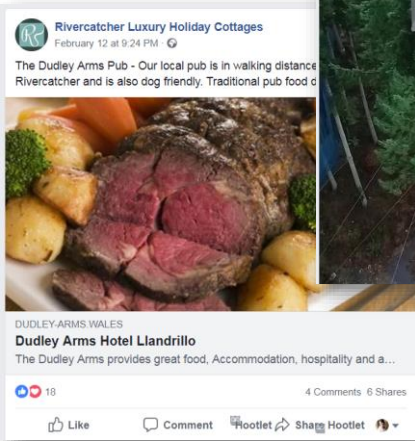
How to attract your ideal customer online



Guess who?



Guess who?



Guess who?



Brechfa Forest Barns - totally dog friendly holiday cottages
@brechfaforestbarns

- Home
- About
- Photos
- Reviews
- TripAdvisor
- Videos

Facebook post 1: **Brechfa Forest Barns - totally dog friendly holiday cottages**
Nothing so disappointing as unrequited love, eh Alfie? 🐶
Poor Oscar - 1 month after Alfie's arrival and he's absolutely pitterkredit!
#rescuebeagle #rescuebeaglesofinstagram #beaglesofinstagram

Facebook post 2: **Brechfa Forest Barns - totally dog friendly holiday cottages**
Caron Taylor updates Starbo a baby sister Livingston (Living) night
#comments 2100

Facebook post 3: **Brechfa Forest Barns - totally dog friendly holiday cottages**
Caron Taylor updates The 2 Hens Holograms after a baby boy

Guess who?



Pantmeillionen - Holiday Cottages
February 22 at 8:37 AM

Well it really feels like Spring has sprung here at Pantmeillionen. The birds are singing probably because this weekend is predicted to be one of the warmest on record in Cardigan Bay for February.

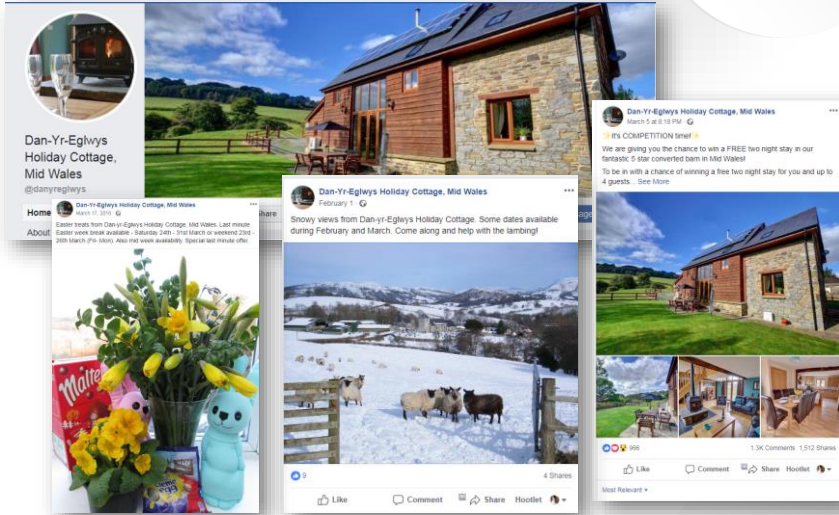
We still have lots of availability for 3/4 night short breaks and of course longer. Rose Cottage, sleeps 2 has availability from 1st March and Clover sleeps 4+2 from 8th March.

We also still have a few Summer dates available 🌞

Private Hot Tubs in both cottages and our four legged friends are very welcome. First dog free of charge additional dogs up to maximum of four (please check if kkle doggies) £15 per dog per stay 🐾🐾🐾🐾
www.facebook.com/langrannocottage

Facebook post 2: **Pantmeillionen - Holiday Cottages** is at Gwersyllt yr Uredd Llangrannog
February 5 Llangrannog, United Kingdom
Fin's first Ski lesson just 5 mins from our cottages.
Lots of family fun can be booked here at the centre including skiing, zip wire, climbing wall, trampolining, and lots more check out their website if your coming to stay & book an activity. #pantmeillionen #hottubs #WestWales #Llangrannog #holidaycottages #bookdirect #hotstodo #dogfriendly #Ceredigion #coastalpath

Guess who?



23 How to attract your ideal customer online VISIT ISLE OF MAN



What does Fiona want to sell?

24 How to attract your ideal customer online VISIT ISLE OF MAN



25 How to attract your ideal customer online



26 How to attract your ideal customer online





Who is your ideal customer?

27

How to attract your ideal customer online



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

Marketing made easier

Tips



Shared Post = Lower Reach
 Your own content = Higher Reach
 Google loves YouTube



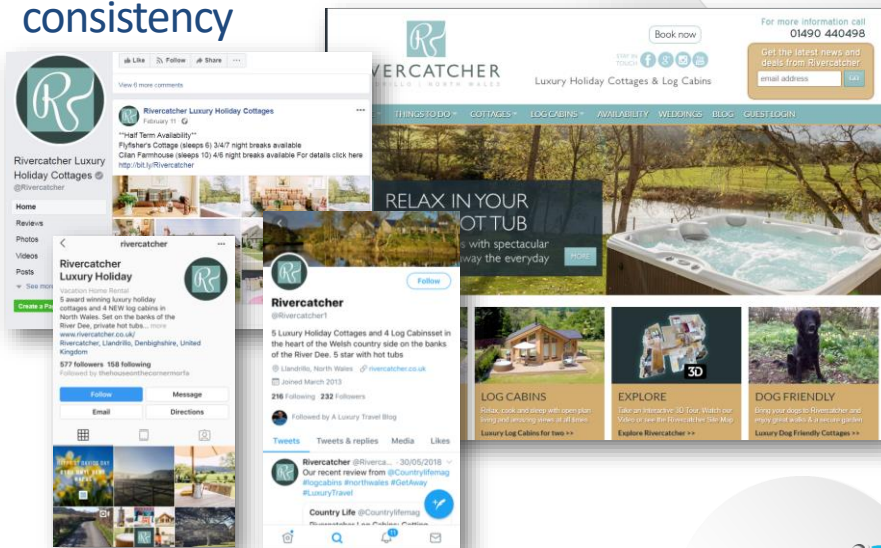
Filming on your phone



Vertical for a square post
 Horizontal for Instagram or Facebook Stories



Your audience is looking for consistency



The *Big* three

Number 1



Produce **great content**
and be helpful

33

How to attract your ideal customer online



Number 2



Be **consistent**

34

How to attract your ideal customer online



Number 3



Consider your social media as a **community**



AND FINALLY ...

We want you to get involved

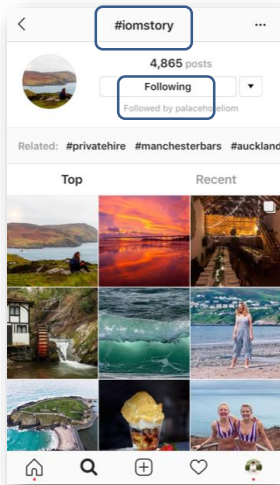


What is a hashtag and how do we use it?



37

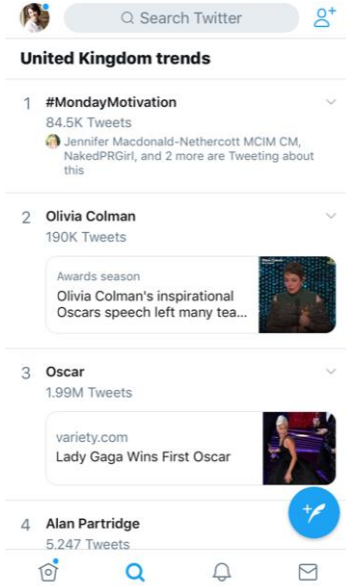
How to attract your ideal customer online



38

How to attract your ideal customer online





Trending



WHICH SOCIAL MEDIA PLATFORMS USE HASHTAGS?

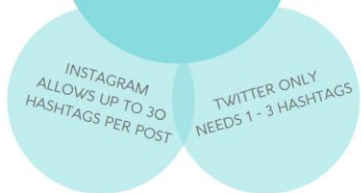
ALL OF THEM,
BUT THEY ARE MOST EFFECTIVE ON:



The hashtag will also work on YouTube, LinkedIn, Snapchat and Facebook but is not integral to the way we use the platform as Instagram & Twitter.

*Hashtags also work on Instagram Stories.

HOW MANY HASHTAGS?

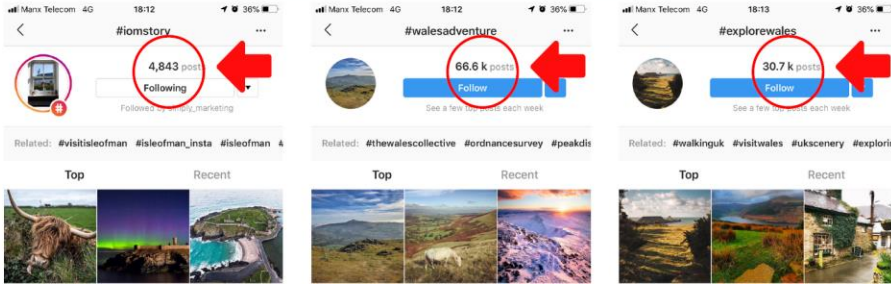


For the purposes of your social media try adding 1 or 2 relevant hashtags to each post if you are using any of the other platforms.

#IOMSTORY

WE CAN GIVE TOURISM ON THE ISLE OF MAN A SHARE OF THE 'VOICE' ONLINE BY USING A SIMPLE #

#IOMstory is relatively new in comparison to others. By working together, we can raise our voice and be seen in an online space.



41

How to attract your ideal customer online



We can increase the share of voice on the Isle of Man
SIMPLY by raising our voices
with positive message & images

42

How to attract your ideal customer online



#IOMstory

#IsleOfMan

#IOM

#Visitisleofman

@visitisleofman

@BiosphereIOM

@ourislandim

