



How to use Video for Tourism

1





Creating video doesn't have to be a nightmare

Start small

Embrace raw

Don't look for perfection

3

How to use video to market you tourism business



Why Video

60% more engagement and reach with video

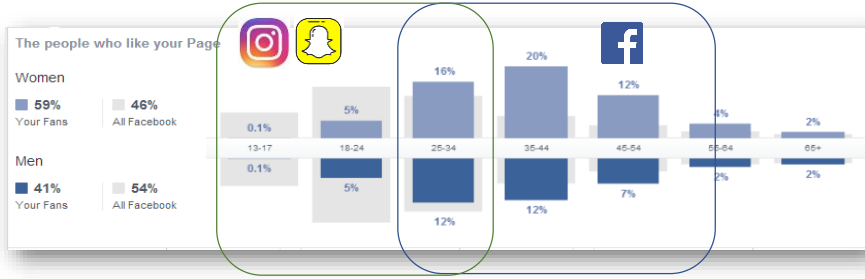
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Are you in the right place?



WEBSITE – WEBSITE - WEBSITE

Viewer ... How to ...



5 Which social platform should I be using? VISIT ISLE OF MAN



You need a *strategy* for Social Media

6 Which social platform should I be using?



Understanding what ALL social media wants

7

Which social platform should I be using?

Why is this important



- ✓ Facebook 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

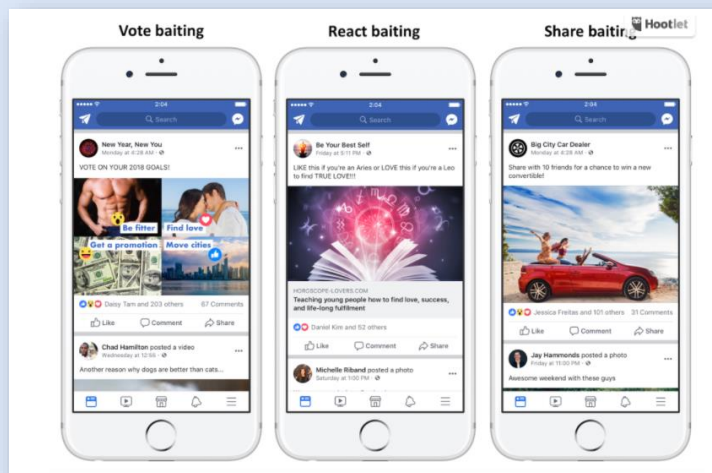


What is an algorithm?

You need to train your algorithm

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Fooling someone into interaction to get more reach is a NO GO!






Why would this happen?

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Active Interactions vs. Passive Interactions

Active (Positive)

- Commenting 
- Sharing 
- Reacting 

Passive (Neutral)

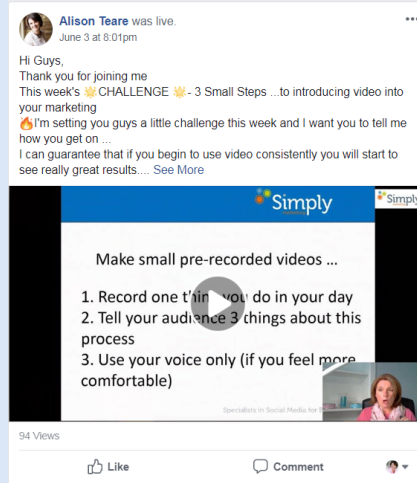
- Clicking 
- Watching 
- Viewing / Hovering 

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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**

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So how do we get
Facebook to *love* you



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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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What is a community?

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Maybe . . .



- ✓ Place you want to be
- ✓ Genuinely interested in their content
- ✓ It's fun
- ✓ Source of information
- ✓ Feels like a community
- ✓ Good images and photographs

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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 do 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

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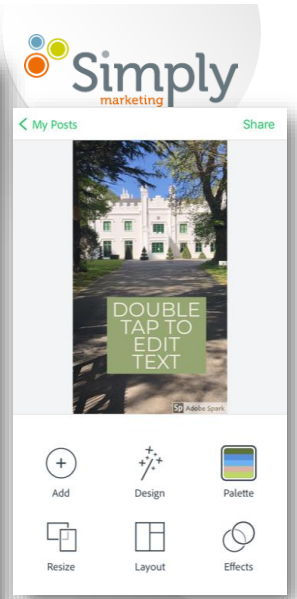
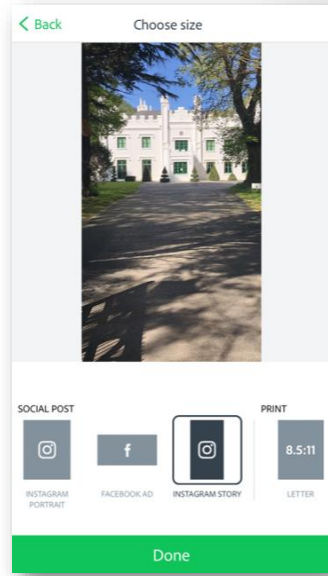
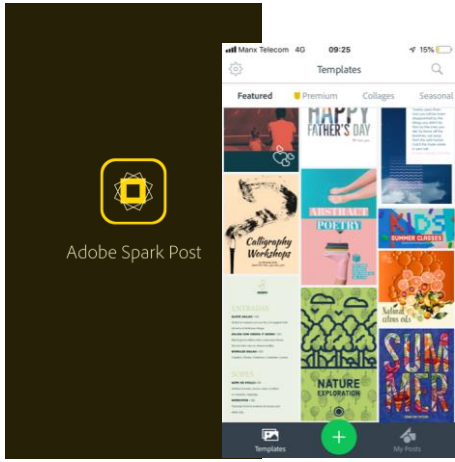


Making a start ...
Animate your images

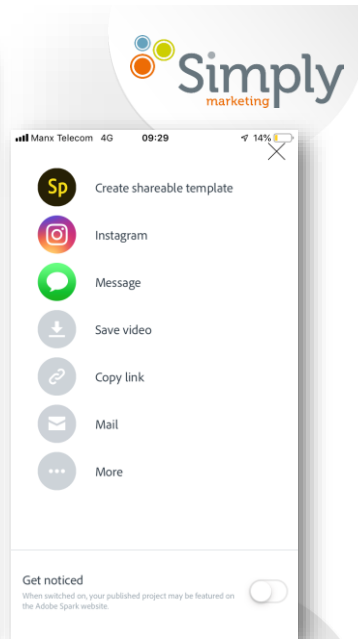
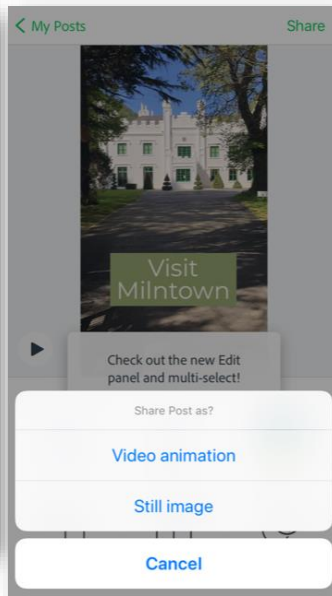
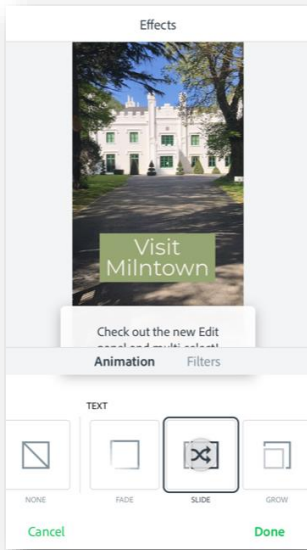
1. Animate a image



27 How to use video to market your tourism business




28 Which social platform should I be using?



29 Which social platform should I be using? VISIT ISLE OF MAN 



30 Which social platform should I be using? VISIT ISLE OF MAN 

A hand holding a soft-serve ice cream cone with white vanilla ice cream and a cinnamon stick, set against a blurred background of a beach and ocean. The cone is held by a hand wrapped in a white paper napkin.

2. Use a group of images to tell a story

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A hand holding a soft-serve ice cream cone with white vanilla ice cream and a cinnamon stick, set against a blurred background of a beach and ocean. The cone is held by a hand wrapped in a white paper napkin.

3. Add short video clips to tell a story

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4. Talk over posts – Humanise your story

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Adding you video to your social

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Where will I put my video



LinkedIn	Video upload and Live
Twitter	Video upload and Live
Instagram	In your grid – stories – IGTV and LIVE
Facebook	Video upload, Live and Stories Watch Party
YouTube	Video upload and Live

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Which social platform should I be using?



You are most likely to
be discovered on



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Love and London
95,825 subscribers

SUBSCRIBE 95K

- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT
- Q



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
READ MORE

MORE LONDON CHANNELS

Joel & Lia

SUBSCRIBE

city hacks London

SUBSCRIBE

London

SUBSCRIBE

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Which social platform should I be using?



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Which social platform should I be using?



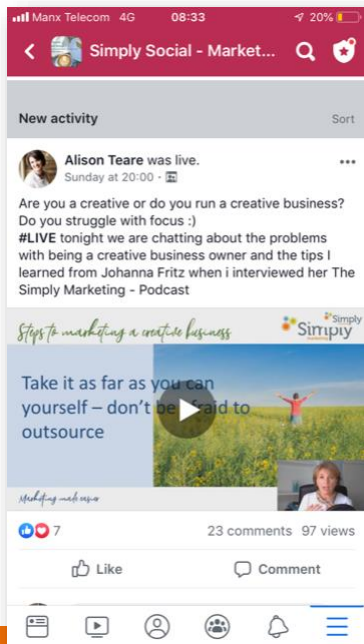


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Which social platform should I be using?



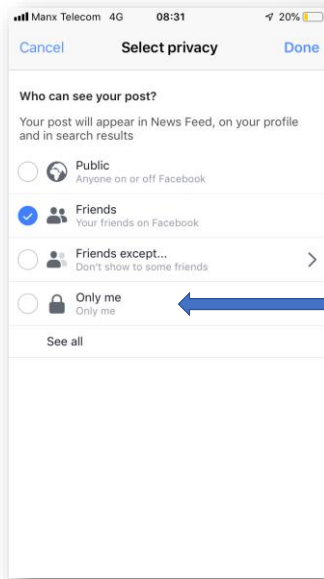
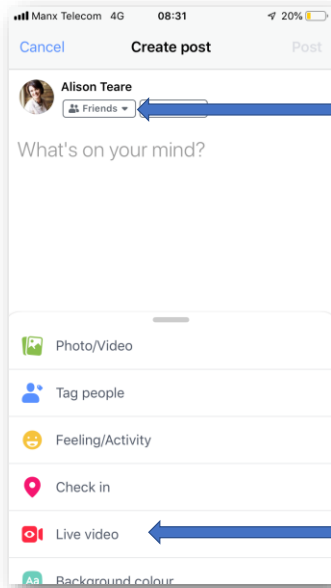
LIVE Video



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Which social platform should I be using?





Practice going LIVE on your personal page

Set your post to 'ONLY ME'



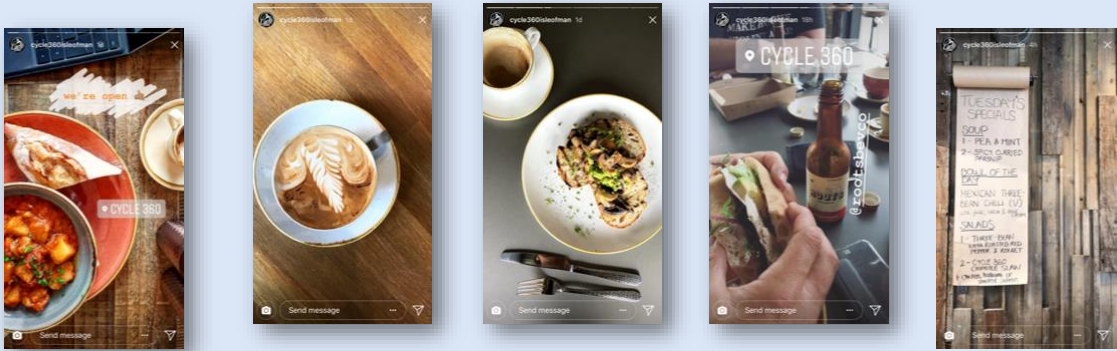
Stories . . .



Document your day,
humanise your business

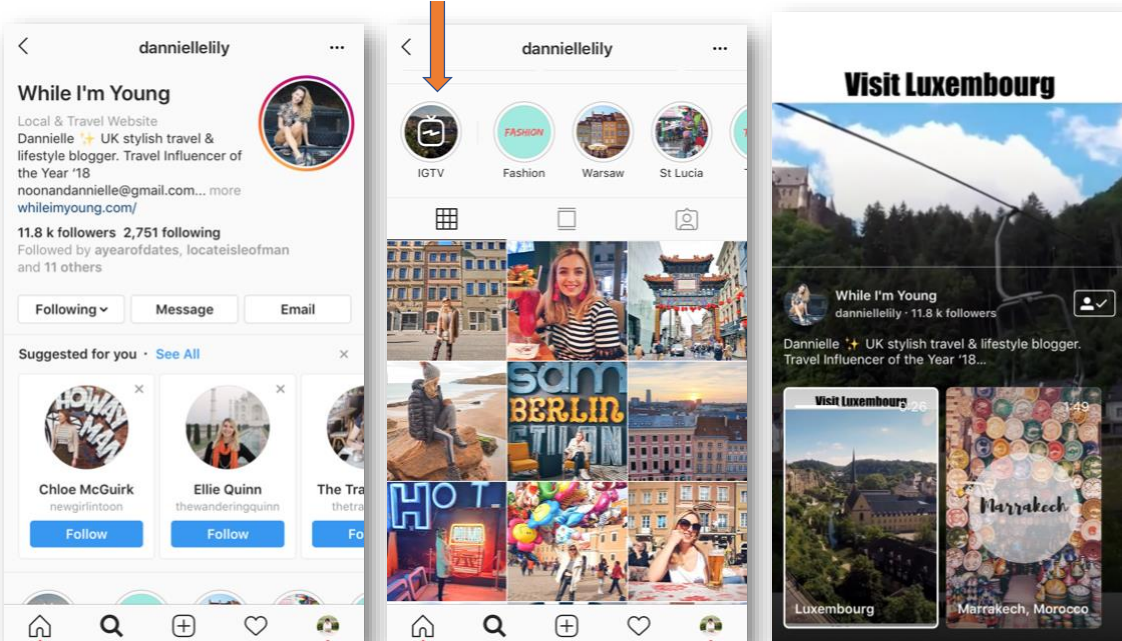
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Stories document your day

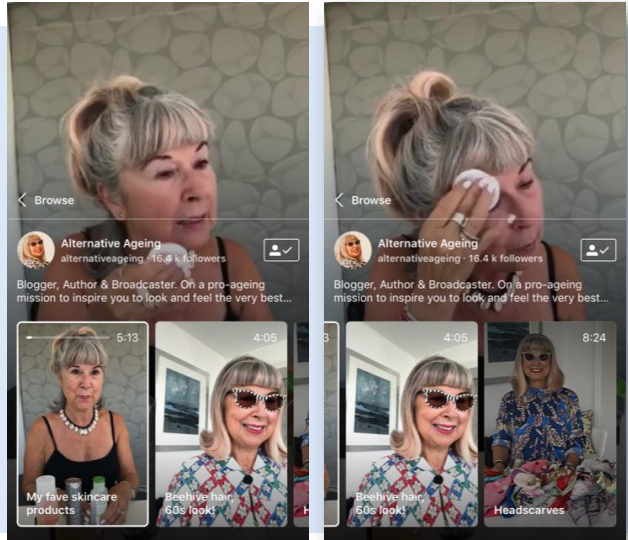
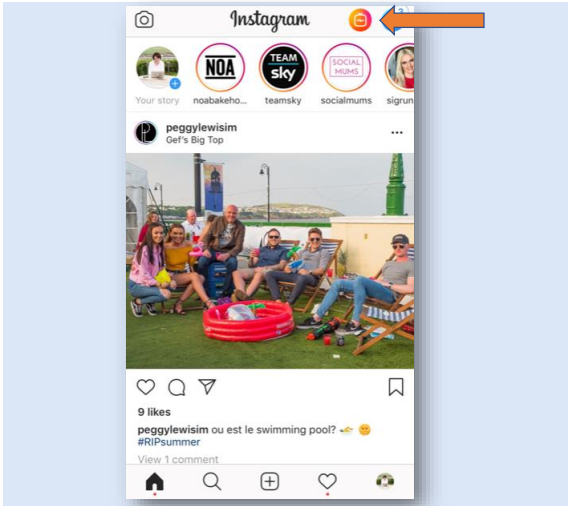


humanise your business

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Create your own TV Show



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Make your content count

So What

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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

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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

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

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

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This video had 54k views

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Desktop help



The screenshot shows the Rev.com website with the following content:

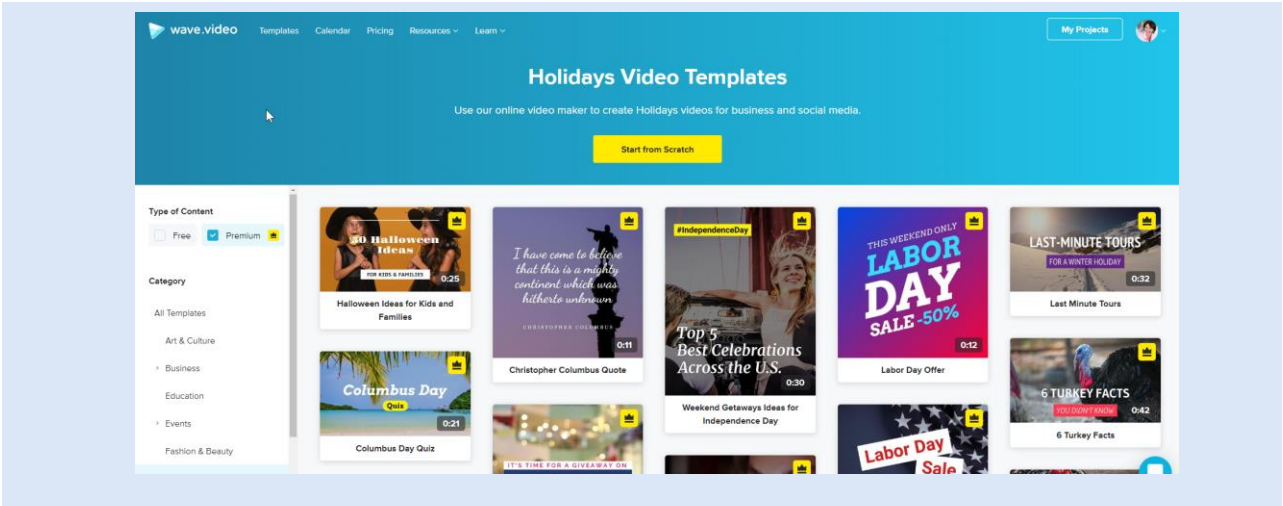
- Header: **Rev** logo, navigation links: Services, Enterprise, About, Contact Sales, Login
- Main heading: **Fast, Quality, On-Demand Services**
- Three service cards:
 - Transcription**: \$1 per minute, Convert audio or video to text, Millions of minutes transcribed, LEARN MORE
 - Captions**: \$1 per minute, Caption your videos, Millions of minutes captioned, LEARN MORE
 - Foreign Subtitles**: \$3-7 per minute, Translate your videos with foreign, Millones de palabras trad, LEARN MORE
- Video player: A woman with purple hair and glasses, with a play button and a subtitle: "and you find that synergy...that's where magic happens."

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

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Desk to help

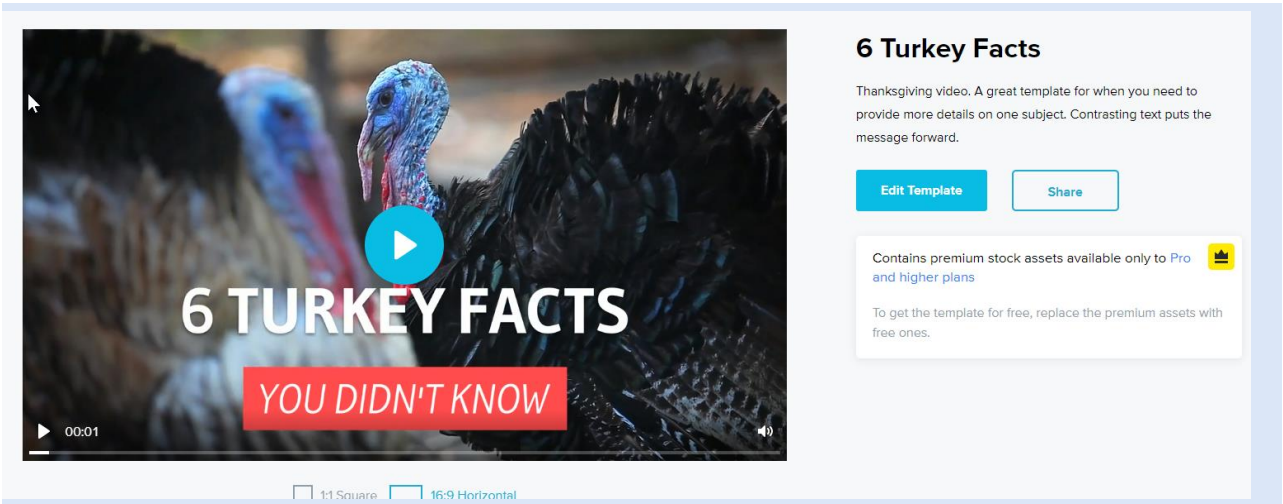
Wave.video.com



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Desktop help

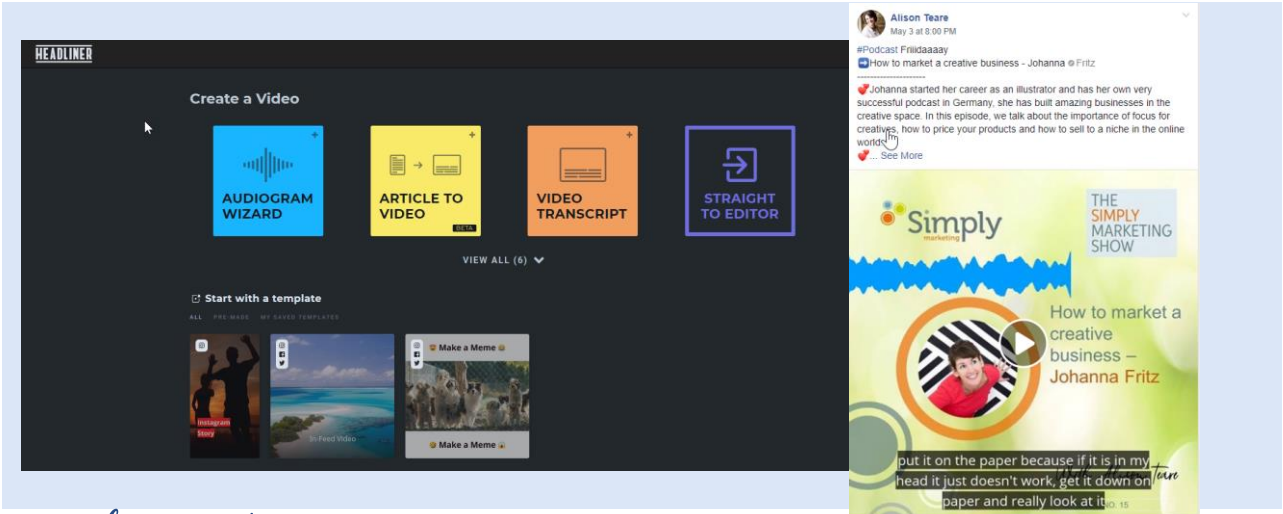
Wave.video.com



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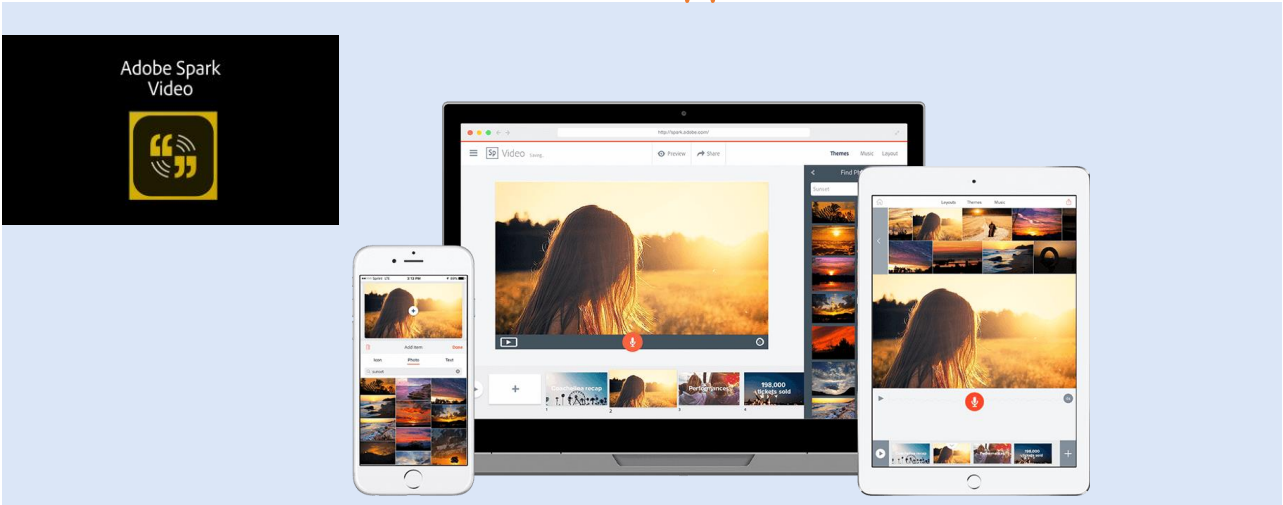
Desktop help

Headliner.com



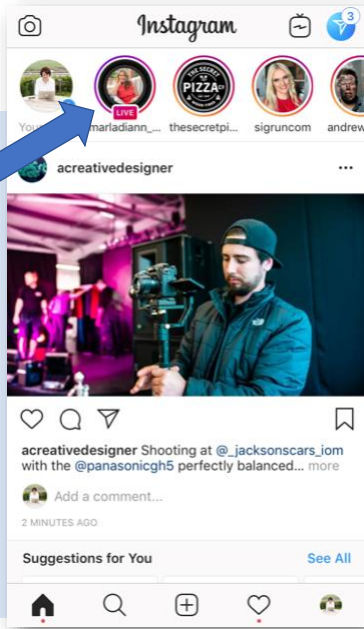
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Make a video with an App



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Stories . . .

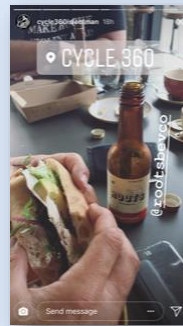


Document your day,

humanise your business

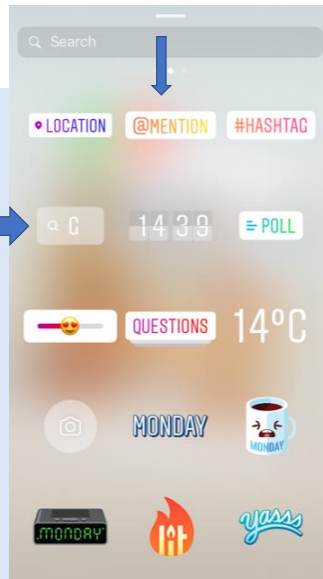
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Stories document your day



humanise your business

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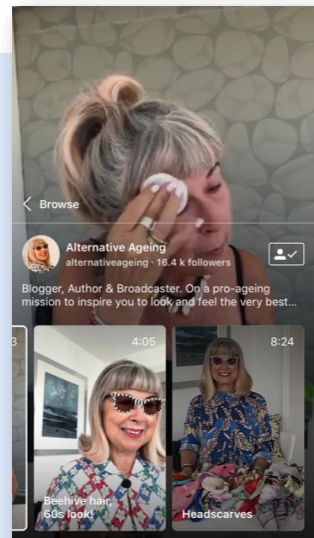
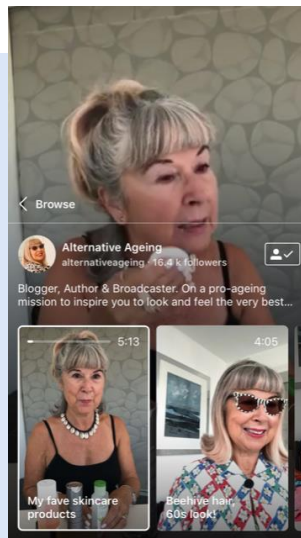


Stories allow you to be amazingly

creative

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Create your own TV Show



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