

# FACEBOOK:

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## 1. Advertising:

- a. **Page Likes** – to get more Facebook Page likes. I only drive for likes across winter (for exposure and the capture for later) and I do it in snapshots of two to three weeks. You should aim for around 0.65c per like but it can be up as high as \$1.10 depending on the demand of the audience you are chasing. If you are chasing an audience with the criteria of 80-90 years old, likes shooting, holidays, eating offal and collecting pink garden gnomes, then it is likely that you may pay around 0.02c per like.
- b. **Website** – to get people to your website (Specials etc). I don't use this function but probably should. Make sure the landing page is EXACTLY where they need to be for the information you have promised.
- c. **Boosted posts:** good content (with serious amount of likes) and or final sell. Boost it across 3 or 4 days max.
- d. **Ads** – Winter Packages, special event etc. Run these continuously for periods of up to 4 weeks. When Facebook asks you to upload up to 6 images, don't be lazy, they are trying to help! It will tell you exactly which image and ad is performing the best and that way you can ditch the rest.

## 2. Content

Emotive is the winner, humour second. All should indicate understanding (understanding pain, understanding hardship, understanding inspiration etc.). Negativity is out. I would post 20 pieces of unrelated content to one post specifically regarding the Park. Remember dinner party ratio – when you meet someone new at a dinner party you do NOT introduce yourself by saying “Hi I'm Sophie Bone, would you like a three bedroom unit for \$450 for two nights?”. Remember that they don't know who you are, where your business is and want to connect with you through humour, values based conversation or emotional connection.

Vary content between:

- a. Quotes with image / design
- b. Video (under 30 secs)
- c. Storytelling (very hard but VERY viral) with image
- d. Questions – mean them. Make them help you but make your audience feel genuinely helpful (gym post example)
- e. Sharing other Facebook Page's cracking content (you can see success and virality)
- f. Links to articles – struggle city!

## 3. BLAH content

– content that creates no reaction, no reason to pass on and does not relate to the audience. It doesn't show any personality or what your business stands for – like the boring person at the dinner party that no-one wants to sit next to.

- a. Example:
  - i. Kids Go Back to School Today – thanks for the reminder?

- ii. It's our birthday – big deal
- iii. How was your weekend? - moving right along
- iv. Image of kids having fun toasting marshmallows over the long weekend – they're not my kids, I don't know them or anyone who does

4. **Selling:** I use three step content (emotive, funny, timing) then use a triple dip sell technique (Ask, promise, deliver). The three step content is to be based purely on organic reach so the content has to be cracking!! Its sharability needs to be VERY high to get the reach you are after to build up your "Talking About Stat". The sell is the hardest thing to do so you need to stretch out organic reach and piggy back off the entertainment content first. The triple dip should be based on 1. Organic reach 2. Organic reach and final offer should be organic and then boosted.

5. **Style, tone and look** is important so that your photo gallery is on trend and representative of the type of business you run but also the calibre of audience you are trying to attract both on Facebook and ultimately to your business. The type of tone you use in your status updates and the humour you present sets the basis for how people will interact on your page. I avoid branding my content because it decreases the sharability – people see it as an ad rather than as content that represents them. The subconscious branding occurs when the content is shared and your Page name appears as the owner of the content. It's enough.

6. **Check-Ins** are little pots of gold. Nobody checks in to a place that they are not proud of. Instead of you and the customer knowing that they have checked in, you, them and 150 (average number of friends per Facebook user – this can of course be 50 or 600) of their friends know where they are proud to be staying. 10 check-ins for the day could mean representation of your brand to 1500 eyeballs. Nice. If they don't check-in on Facebook it is only them and the Receptionist that know they are there. Boo. Create a call to action for people to check-in only where it is relevant (Reception). It needs to be contextual (not on the back of the toilet door, under their pillow, in the crockery cupboard). Creepy.

7. **Post frequency** : September through April. I post once a week if I can think of something but can leave it up to three weeks if there's nothing to contribute that I know will provoke a response. Winter is different because I am working the system to be able to lead into selling – May – August. I am making the brand as visible as possible through paid ads (to increase likes so that reach is as broad as possible), boosting good content (content that has attracted 500+ likes across a period of 12 hours) and I try to create a collection of sticky (lasting, shareable, emotive) content that I roll out in sets (I use the WordSwag App on my phone or Canva on the PC).

8. **Reviews:** These are important and are happening ALL THE TIME! When somebody writes a review it is automatically pushed into their personal feed so it's pretty

important that they are favourable! If occasionally they are negative, take the things you CAN change and fix them immediately – and let them know. You can comment / like these as recognition of guest effort and if they are particularly warm and fuzzy, post on your page!

# INSTAGRAM

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- Trending** – it is true that there is a significant migration towards Instagram but it is a much tougher gig for the park industry than Facebook. Creating content is the hardest because unlike retail, for example, that has constantly changing stock, there are only so many photos (in my case!) of a climbing frame you can take, and a bed is a bed! Consumer generated content and working with influencers is definitely the way forward here but again, you need to very **carefully curate** the types of people you want representing your business! There are advertising options within Instagram which are a tick box option when you place an ad within your Facebook Ads Manager. Huge amount of young children on here. Safer environment for them.
- The Hashtag** – track down the key hashtags that are trending in your area of business and are appropriate to the image you are uploading – it helps your content be seen in live feeds. Examples could be #australia (14,830,895 posts) #nsw (841,742 posts) #seeaustralia (1,073,697 posts), #queensland (1,000,664 posts), #greatoceanroad (258,299 posts). Check who the competition are following and follow along. Comment and interact with the big guns – comment, repost and credit them so that they know you are sharing their content. The idea being, that they will follow you in return and repost some of your images into their own feed. This is how the numbers grow!  
Hashtag Tip – don't use a list of hashtags in your initial caption. Comment after you post so that your hashtags are hidden.
- Find influencers** (Instagram accounts with big followings in your area of business – travel, tourism, holidays, Queensland etc.). Lauren Bath for example is flown all over the world to photograph destinations. She has 411k followers and averages between 5-9k likes per post. It is sometimes worthwhile trying to align yourself with somebody up and coming – their fees and expectations are more reasonable and they are thankful for the exposure that you can offer at your end as much as the channels that they can push through. Important for the relationship to be mutually beneficial – a database of 10,000 is very attractive to a blogger / instagrammer etc. Promise to showcase their work to your database with a reference back to their preferred platform. When you are negotiating with influencers, make sure that you generate an insight into:
  - Number of Facebook Fans (and how engaged they are)
  - Number of Instagram Followers and average number of likes per post
  - Number of Twitter followers and how engaged they are – number of retweets, @ mentions, favourited tweets etc.

- Number of blog subscribers and number of comments per post.

Once you have ascertained that the influencer is a good fit for you and your product, be careful to outline your expectations of the relationship and the end content, how it will be distributed, via which channels. Remember that this should be a mutually beneficial transaction. Even if you have small social followings, you can offer free accommodation, representation of the influencer to your database etc. From them you will be seeking a commitment in areas of:

- Number of tweets across what time period
- Number of images to appear in their Insta feed
- Number of Facebook posts and their makeup – image and quote, image and link to your website, competition etc.
- Blog post length (words) and inclusion of images of your property (sometimes they can tend to go off day tripping around the local area and take 5 hero shots of the region and you get one crappy photo of the back door of your worst 2 bedroom unit!)
- Distribution channels for blog post (Facebook, twitter etc)

#### 4. **Consumer Generated Content** (CGC) –the

key to finding enough original content is consumer generated content – Start following accounts that have a very engaged audience and very high quality images. Tourism bodies in your area are good at tracking for content and you can simply repost (being very careful to credit the original photographer). Bendigo Tourism has some great content as does the hashtag #explorebendigo (90.5k posts) and #bendigo (408k posts). From there you can start to follow the photographers that are posting a lot of Bendigo and area content, and on it goes!

**Carefully read the hashtags** photographers are using because they will know all the big guns that they are trying to get the attention of and you can use hashtags relevant to your area and business when you start to get some original content of your own.

Be very careful to be transparent about the image, where it came from and why you are posting it (amazing images of great barrier reef will lead followers to believe that your property offers that view from their car!). Choose professional images to repost (rather than tourist image with people in them) – sunsets, wildlife, spectacular storms, beautiful scenery, etc)

#### 5. **Call to Action** - Develop and advertise your own hashtag so that all the

images taken at your property are easily trackable. At Bellarine we use #big4bellarine and invite users to:

*“Use #big4bellarine to be a part of our virtual guestbook – “Keeping memories together”*

#### 6. **Unbranded** - Don't brand your Instagram (or Facebook) content - it

becomes an ad. You are trying to integrate into people's feed without being obtrusive. The look, the feel, the filter, need to be in line with the feed that people are used to. Make sure

that your feed is carefully curated and themed and that you don't stray from that – people will begin to expect a certain style of image and caption from you as well as style and quality of quotes. If you deviate, it strays away from their initial commitment to you and their expectation of the value you are contributing to their feed. This will result in an unfollow.