Social Media Management to Inspire Future Travel

Louisiana Travel Association
April 27, 2020
AGENDA

1. Tourism Update
2. What We Know
3. What We Don’t Know (Yet)
4. Tips for Today
5. Discussion
TOURISM UPDATE
58% are changing travel plans for next 6 months

Source: Longwoods, COVID-19 and Travel Sentiment Survey, March 2020
Reduction in longer-distance travel searches

Source: SOJERN, COVID-19: Insights on Travel Impact #2, March 2020
Anticipate pent up demand for travel.
What We Know

- COVID-19 is still present throughout the U.S. and the world
- Shelter-in-place mandates are still in effect across the nation
- Travel restrictions are in effect
- Hotel occupancy is down 80%
- Visitation is down
- Intent to travel is down
- Overall tourism and hospitality industry is struggling
- The landscape, rules, and regulations are continuously changing
- Travel demand is anticipated to come back strong
What We Don’t Know (Yet)

• When bars, restaurants, attractions, etc. will be open to the public again
• When the health crisis will be over and restrictions lifted
• What the state of the economy will be
• What the unemployment rate will look like
• How budgets and cashflow will be effected
• When travel will pick back up again
  • Business Travel
  • Leisure Travel
• Whether or not there will be pent up demand to travel
CONTENT TIPS FOR TODAY
Stay Close to Home

- **Feature user generated content**
- Maintain close connections with local partners:
  - profile guides
  - local businesses
  - chefs
- Leverage “people who like your page” audience
Content Creation

• Localized messaging
  • Support local business
  • Videos of local artists/crafters

• Events
  • Watch parties
  • Virtual tours
  • Live festivals and music events
Drive Traffic to Website

• Website content suggestions:
  • Secluded spots
  • Geocaching
  • Mural maps
  • At home activities
  • Games
  • Local authors, movies and films
Develop Appropriate Themes

• Themes
  • Culinary
  • Outdoor activities
  • Day dreaming (reopen)
  • Staycations (reopen)

• Examine national industry guidelines
  • Restaurants
  • Retailers
Using Facebook Events

CREATION & PROMOTION GUIDE
THERESA.OVERBY@MILESPARTNERSHIP.COM
Creating a Facebook Event

Click on the events tab on the left side of your page and click the blue Create Event button.

Choose cover photo
1920 x 1080 is the best size to scale across all devices

Be sure to complete every field in the event form to provide the most accurate information to attendees.

Invite relevant co-hosts who can help expand your event’s reach. If it’s a public event, ALWAYS invite @LouisianaTravel and your local CVB to co-host. This will add your event to their Facebook event calendar.
Once all fields are complete, click publish to make the event live on your page.

Promoting Your Event Organically

- Post updates within your event at least once a week.
- Always use an image with the updates.
- Give clear calls to action that incentivize people to engage with the posts.

Examples:
Team registration opens today! Tag two friends you’ll bring along to cook with you for a chance to win a free team registration. Make sure to CLICK INTERESTED to be notified of the winner.
Heads up! The winning team has been notified but there are still five team spots available. Team registration closes next Friday, February 13. Register here: www.louisianatravel.com.

How much do you love Jambalaya? Join us for the inaugural Jambalaya Cook-Off and eat to your heart’s content. Tag a friend below that you’ll bring along to for a chance to win a Louisiana Fun Fest swag bag! Don’t forget to CLICK INTERESTED or GOING to be notified of the winner.

Our swag bag winner has been notified, but don’t despair! Our cook-off sponsor @CajunCookers has provided a propane cooker we’ll give away to one lucky winner! CLICK INTERESTED or GOING and tag a friend below for a chance to win.

We’ve notified the winner of our cooker! Stay tuned for more giveaways. In the meantime, tell us your favorite jambalaya protein below.

Hey food fans! We’ll be announcing our panel of celebrity judges later this week! Make sure to CLICK INTERESTED to be the first to learn who’s coming.

When people engage with your event, their friends are notified. And, someone has liked your page, they’ll get notifications when you create new events.
Paid Facebook Event Promotion

Why should I use Facebook ads?
- Effective & affordable
- Simple set up
- Ability to target your audience directly by interest or geo
- Customizable objectives

Create an Ads account.
Start by creating a Business Manager account for your Facebook Page. This will allow you to manage all page functions as the business including allowing page access to others, checking insights, using creator studio and managing your Ads account.

You will be required to add a payment account within Ads Manager. You can choose the frequency of payment processing.

Once your account is set up, you’ll have the option of boosting posts from page level or creating ads in Ads Manager.

Click on the Ad Center tab in Business Manager and click on one of the blue Create Ad buttons.
You’ll be presented with different objectives for ad types. Select Boost and Event.

Click the blue Boost Event to select the event you’d like to promote.

Select your objective of selling tickets or creating awareness.
Next you’ll set-up your ad by selecting the type of ad, image selection and custom content on the left side of the page. As you edit the ad, you’ll see updates on the ad preview on the right side.

Now it’s time to select your audience. You can choose people who like your page or build by state, city, DMA or zip code. You should also target by interests that are aligned with your event. Note, you can narrow your audience if you’d like to target by behaviors, income level or other behaviors. The total potential audience size will be displayed at the bottom.
Finally, set up your promotion duration and budget. Most effective campaigns run a minimum of four days. However, if you have last minute tickets to sale, a short, one-day promotion is a good way to move them. Be mindful that ad approval can take up to 24-hours.

**DURATION AND BUDGET**

Duration

Days 4

End date Feb 11, 2020

Total budget $30.00 USD

Estimated People Reached 1,700 - 5,000 people per day of 2,000,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend $7.50 per day. This ad will run for 4 days, ending on Feb 11, 2020.

Be sure to return to your Ads tab in Business Manager to review the performance of your ad.

Shared with Louisiana Association of Fairs & Festivals
April 2020
By: Theresa Overby