



Virginia is for Lovers 

facebook®

BEST PRACTICES FOR TRAVEL & TOURISM BRANDS

Agenda



Virginia is for Lovers 

- Facebook By The Numbers
- The Approach To Building Successful Facebook Pages
 - Objective
 - Design & Content Strategy
 - Promotions Strategy
 - Engagement
 - Conversion
- Q & A

Facebook By The Numbers



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The Numbers Never Lie!

- 800 Million and counting

- 800+ million active users
- More than 50% log on daily
- Average user spends 55 minutes per day on Facebook
- Average user has 130 friends
- Average user is connected to 80 community pages, groups and events
- 250 million photos uploaded daily
- 70 languages available on the site
- 500 million people use an app on Facebook per month
- 350 million active users currently access Facebook through mobile devices

The Approach: Objective



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Overall Objective

- Why?
- Drill Down

- Why are we interested in having a Facebook page?
 - Brand awareness
 - Customer service
 - Consumer engagement
 - Increasing website or blog traffic
 - Building a community
 - Building email distribution list
- Is it part of our overall marketing & communications strategy?
- Are we willing to allocate dedicated resources people, time and money?
- Do we have the proper platform expertise?
- How will we measure success!
 - KPI's-Key Performance Indicators!

The Approach: Design & Content Strategy



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The Eyeball Test!

- Design and layout must be aligned with the overall objectives.
 - If the objective is brand awareness then...
 - If customer service or email distribution...
- Custom avatars, business profile pictures
- Custom landing pages (Fan gate option)
- Engaging Facebook apps

- Content Strategy
 - Content matrix/publishing schedule
 - Status updates, photos, video, links etc
 - Dashboards & schedulers –Hootsuite or Tweetdeck
 - “OPC” Other People Content

Custom Landing Page




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facebook Email

 Keep me logged in

[Sign Up](#) Facebook helps you connect and share with the people in your life.



Wall
Info

Virginia Wine Month

- Fall in Virginia
- VA Travel Guide
- Your VIPL
- Flickr
- Photos
- Blog
- YouTube

About

Virginia is for Lovers®, launched in 1969, is a brand supported by superior...
More


186,372 like this

13,431 talking about this

219 were here

Virginia is for Lovers ▸ Virginia Wine Month

Travel/Leisure · Richmond, Virginia Like



Kick Off your Fall with Virginia Wine Month

Since October Virginia Wine Month began in 1988, the Virginia wine industry has grown tremendously, encompassing nearly 200 wineries and 16 wine trails. Now ranking fifth in the nation for the number of wineries and sixth nationally for wine grape production, Virginia serves as a perfect destination for oenophiles and travel enthusiasts.

Like www.virginia.org/wine/
Like 67 people like this.

<h3>Wineries</h3>  <p>welcomes»</p>	<h3>Trails</h3>  <p>travel on»</p>
<h3>Events</h3>  <p>cheers»</p>	<h3>Getaways</h3>  <p>wine around together»</p>

The Approach: Promotions Strategy



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Create The
Buzz!

- Facebook social plugins/embedded widgets
- Sexy landing pages (Fan gate option)
- Compelling welcome video
- Compelling commentary-trusted & loyal voice
- Show off the goods-Post Killer Photos
- Encourage fans to tags their photos on your page
- Use of Facebook Apps-youtube, ustream, flickr
- Host contest and giveaways
- E-blast to customer database
- Poll your fans of consumers
- Twitter, Foursquare, SCVNGR links
- @tagging & events features
- Press releases & traditional media

Photos



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Okay! The Shenandoah National Park Fall Foliage Report is out and the National Park Service says THIS IS THE WEEKEND! Get the full scoop here -> <http://www.virginia.org/ShenandoahNationalParkFallFoliageReport/>

Photo by Jon Publik. Taken Oct 9, 2011. Shenandoah National Park




Wall Photos

 Like ·  Comment · 3 hours ago · 

 Harry Lee Heath, Debbie Haley, Rick Ward and 493 others like this.

 View all 68 comments

 View all 172 shares

The Approach: Engagement Strategy







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Rules Of Engagement

- A trusted friend
 - Viral lift
 - Interesting & valuable
 - Frequency
 - Part of 360 approach
- Share quality and relevant content daily
 - OPC-Other People Content
 - Frequency, tone, style, transparency, privacy
 - Ask questions, solicit reviews
 - Poll the fans
 - Discussion boards
 - Reservations/schedules/Events
 - Address by name & thank you
 - @tagging

Polls

When you're vacationing in Virginia, what would you rather do?

- Visit the Presidential homes  ...
- Listen to the cultural music of Southwest Virginia ...
- Ride the waves of Virginia Beach  **165 people**
- Relax at one of the renowned resorts ...
- Feel the thunder at a race track ...
- Explore the natural wonders of the Shenandoah Valley  ...
- Learn something new along a history or heritage trail ...
- Sip the wines from your choice of nearly 200 wineries ...
- Step back in time 400+ years in the Historic Triangle  ...
- Lighthouse and pony-peep on the Eastern Shore ...

The Approach: Conversion Strategy



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The Conversion Factor!

- ZMOT
- Analytics
- Influencer marketing-“THE BUZZ”
- Trend spotting & Brand Evangelists
- Sales & lead generation
- Listening Grids
 - Social chatter & consumer sentiment
- Customer service & outreach
- Crisis Management
- Benchmarking competition



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Q & A