



Webinar 1 | COVID 19 Response

Re-set | How to market travel when no one can travel

Our webinar series





This is a temporary time
of crisis

There are positive signs for the re-activation

Australian's will be keen to travel close to home.

- More than 50 per cent of Australians want to travel domestically when restrictions lift
- The number one motivator cited for travelling is the need to support Australian tourism
- Coastal, country and regional areas are more desired, with cities being the least appealing
- 50 per cent said they will drive to their destination, rather than fly or take public transport
- Future travellers will be more aware of hygiene standards

Source: Travel Weekly

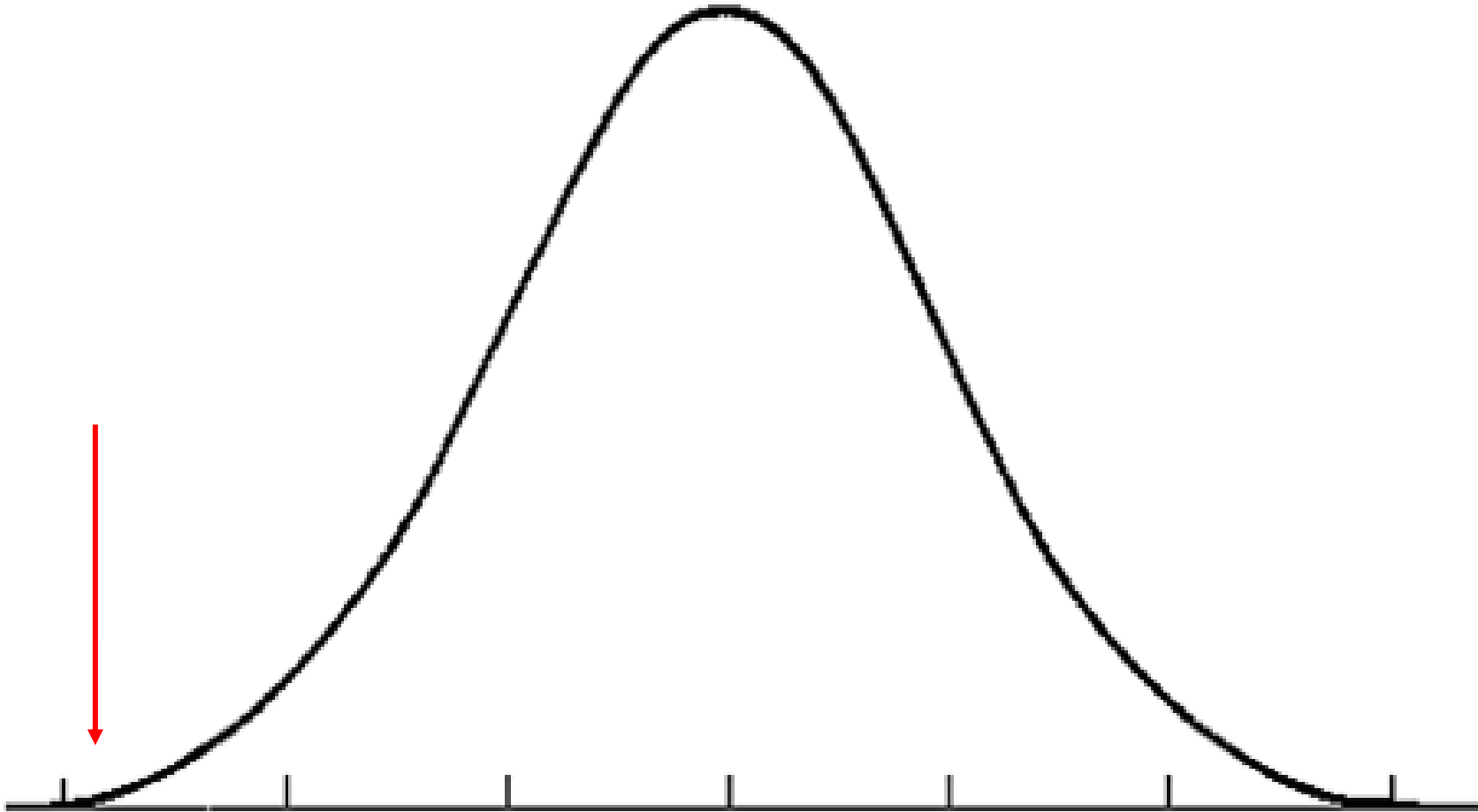


[@LEA_BICPHOTOGRAPHY](#)



What do we do now to
capture these
travellers?

We market



Even though the world is in “hibernation”, please don’t stop marketing

- Marketing is a “good cost” to your business. Marketing’s only purpose in this world is to drive sales, and sales are where you make the money.
- What we know from the GFC and USA 2009 recession is that brands who cut their marketing in recession, took up to five years longer than brands who marketed through the recession to rebuild.
- This is your opportunity to build brand awareness and trust with your customer. There is global evidence that in each recession cycle, the companies with a strong brand presence have come out on top.
- Remember, your competitors are likely pulling their marketing and cutting their budget which means you’ll see an even greater long-term return on your marketing investments.

Your marketing has three purposes now



CONSUMERS:

You want to be recalled first as we come out of this

*

HOME TRUTH 1:

The only way you're going to be remembered is by constant presence.

BUSINESS:

You want to mitigate your loss

**

HOME TRUTH 2:

The only way you're going to generate sales is by promoting your product.

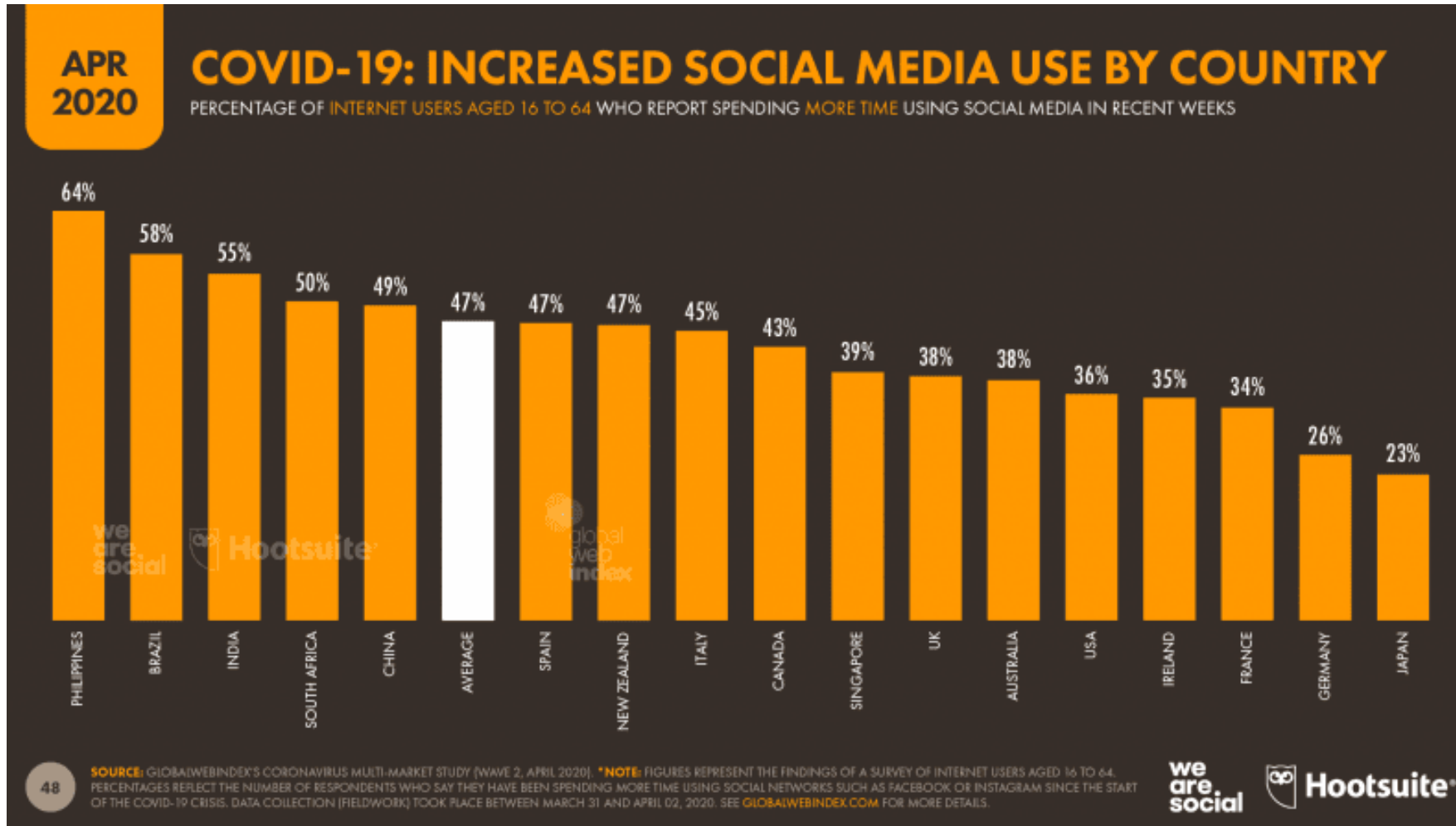
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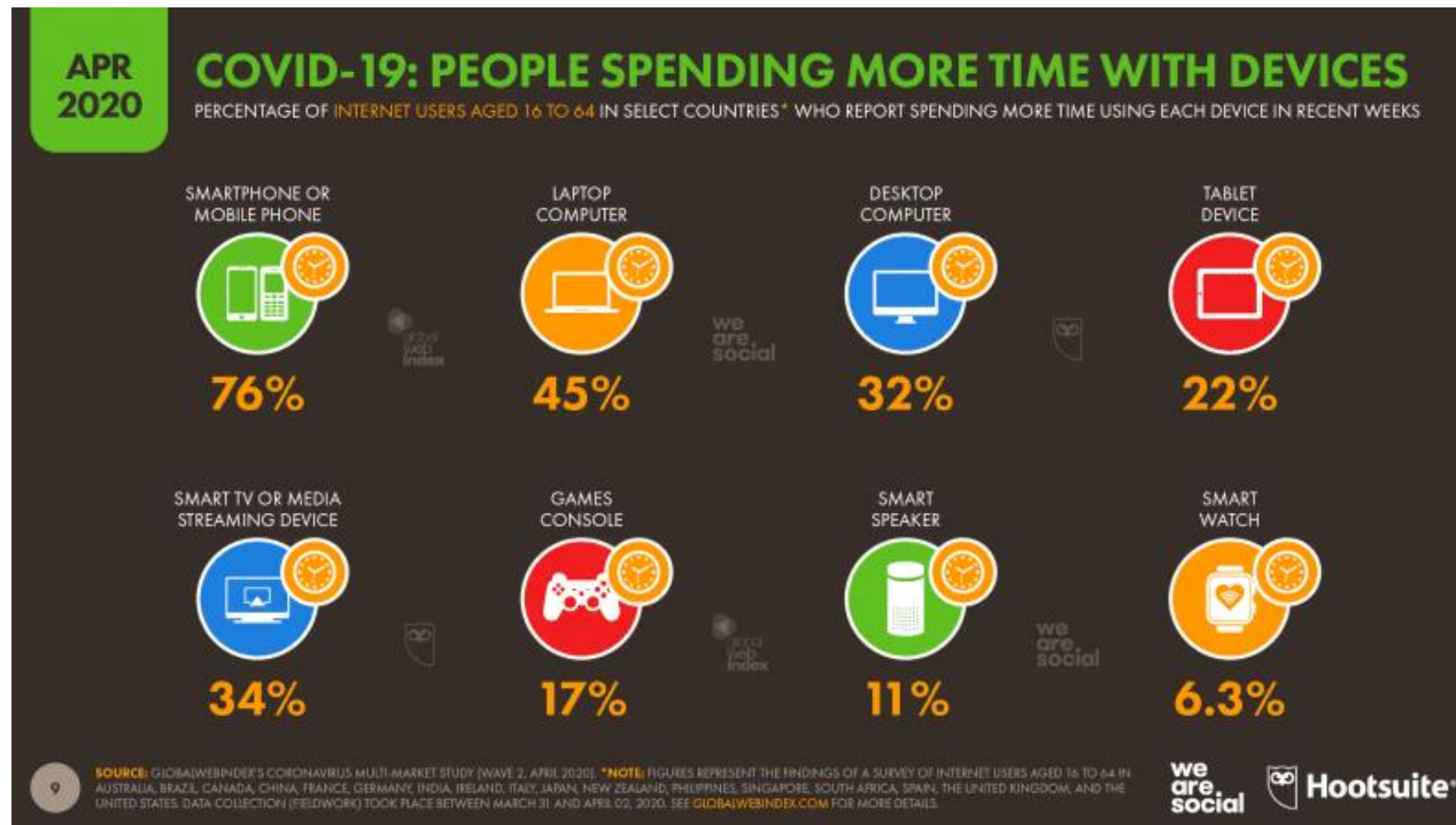
You want to take industry share

HOME TRUTH 3:

When everyone else goes dark, you take the spotlight (Source: Premium Content Alliance).

Your leverage point with customers is online

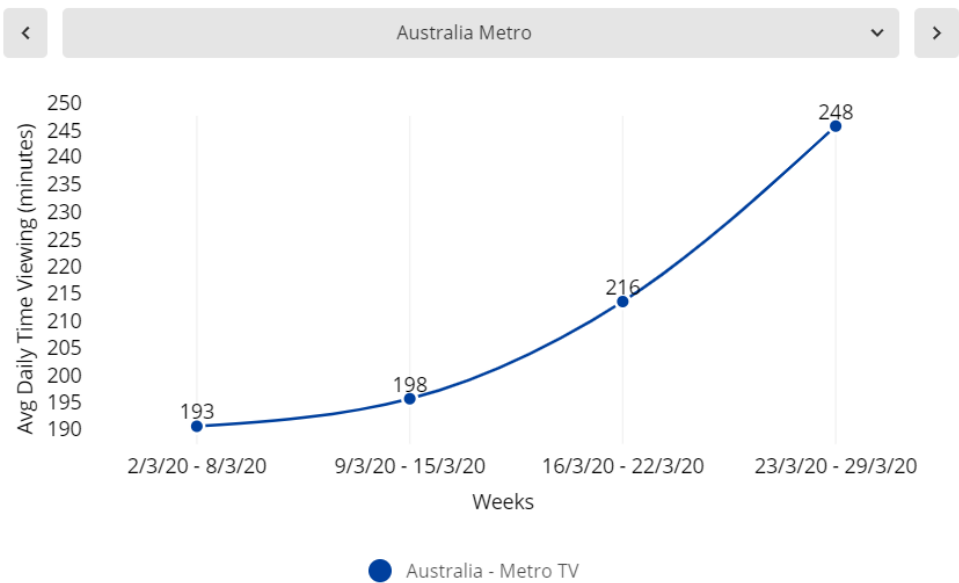




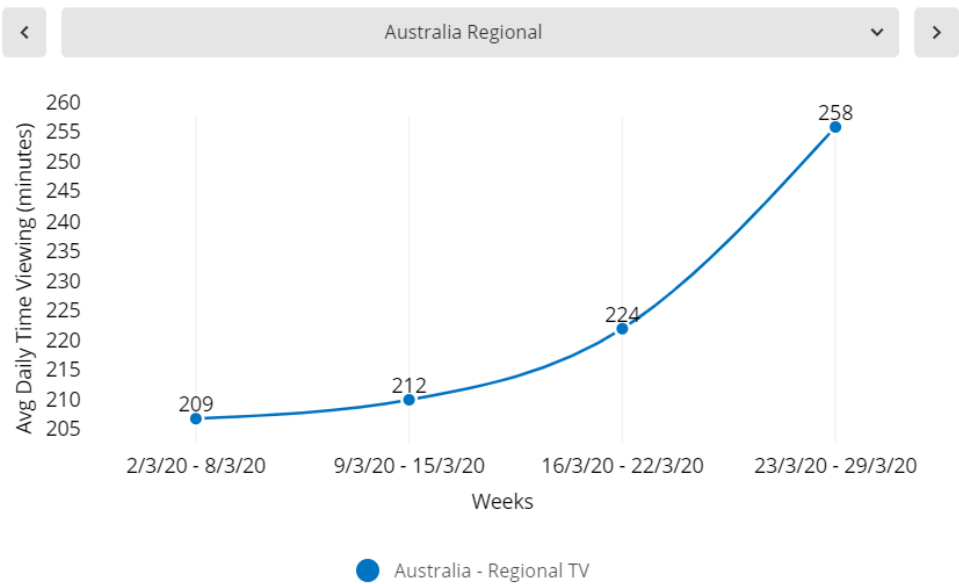
No surprises, TV is up too



TV ENGAGEMENT PER PERSON FOR 25 COUNTRIES DURING COVID-19 n



TV ENGAGEMENT PER PERSON FOR 25 COUNTRIES DURING COVID-19 n



Nielsens, 2020

New players are now favourite players



The news only gets better










**Viewership has never been higher.
In times of crisis, ads are never
cheaper.**

Take this case study we have in market at the moment for a client wanting acquisition (more FB followers), we're currently buying at 0.21 cents. Any normal day of the week, we'd pay over .90 cents.

We've acquired more than 3000 new followers to their FB page to sell to coming out of this crisis, with \$600.

Even if only 1% of them eventually buy, from this customer, they'll still have made their \$600 several times over.

Ad set	Ad content	Clicks	Cost per Click	CTR	Page Like	Cost per Page Like	Reach	Frequency	Post reactions	Post comments	People taking action	Engagement rate	Amount spent (AUD)
Brisbane, Ipswich, Gold coast, Sunshine coast		2877	\$ 0.08	5.83%	845	\$ 0.29	36824	1.3	638	47	719	2.0%	\$ 241.34
		797	\$ 0.07	7.37%	186	\$ 0.32	8896	1.2	258	6	306	3.4%	\$ 59.69
		3038	\$ 0.08	6.61%	883	\$ 0.29	37784	1.2	1395	40	1527	4.0%	\$ 254.78
		358	\$ 0.11	6.27%	108	\$ 0.38	4937	1.2	139	4	164	3.3%	\$ 41.14
Toowoomba Only		119	\$ 0.09	5.25%	38	\$ 0.29	1845	1.2	22	3	27	1.5%	\$ 11.15
		41	\$ 0.07	9.26%	12	\$ 0.25	388	1.1	10	0	11	2.8%	\$ 2.99
		245	\$ 0.08	6.23%	77	\$ 0.27	3177	1.2	110	4	120	3.8%	\$ 20.56
		36	\$ 0.11	6.49%	12	\$ 0.34	494	1.1	8	0	13	2.6%	\$ 4.04
TOTAL		7511	\$ 0.08	6.31%	2161	\$ 0.29	68832	1.7	2580	104	2887	4.2%	\$ 635.69

According to the Premium Content Alliance



**When
they
go dark,
the spotlight
is yours**



Put simply: There is no
better time to be in market

Your consumers are literally ...



The key to getting this right is knowing your audience's behaviours



Depending on what day of the week you're talking to your audience, you might be finding them:

- Anxious
- Burnt out
- Bored
- Mentally drained
- Tech-tuned-in or equally tech-tuned-out
- Cabin fever
- The world has never been closer or equally the world has never been further away
- Enjoying slow living or equally hating slow living

No matter how they are feeling, when it comes to thinking about travel, they want piece of mind.



So how do you market travel
when no one can leave their
house?*

*In some States

Awareness v Conversion



THEORY

"Awareness marketing" is the kind of marketing that builds your brand recognition in the marketplace.

"Conversion marketing" is the kind of marketing that's designed to get your audience to perform a specific action, usually buy your product.

99% of conversion is driven out of a customer remembering you in the first place, which is why awareness reigns supreme.

PRACTICE:

- In hibernation this is not the time to sell (much)
- This is the time to be a good corporate citizen and show you care
- This is a time to connect with customers pain points and offer a light at the end of the tunnel

How do you bring this to life on social media?



- Know your place – not every single post needs to refer to COVID-19.
- Listen to consumer sentiment – you don't need big market research for this. Listen to an audience of one. If you're sick of thinking / feeling / hearing the same type of messaging, change it up.
- Give value to the customer – for example, Disney released Frozen 2 early but never said it was in response to COVID-19. It was a "gift" to parents.
- Check your tone. If your brand isn't funny, don't try to be now. Yes, people are looking for light-hearted conversation, but not if its not how your brand communicates.

**Business as
(un)usual**

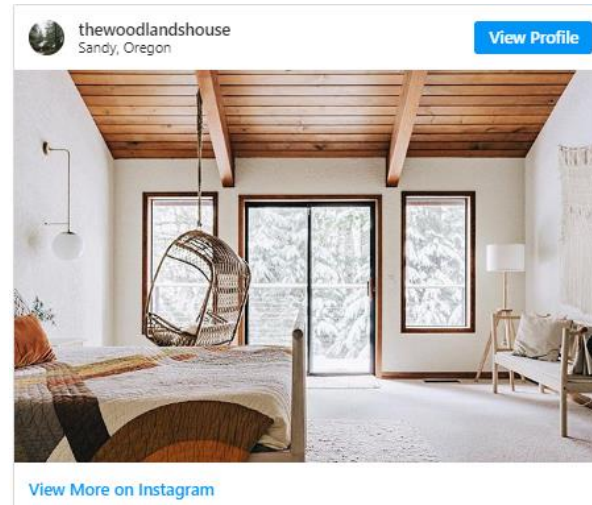
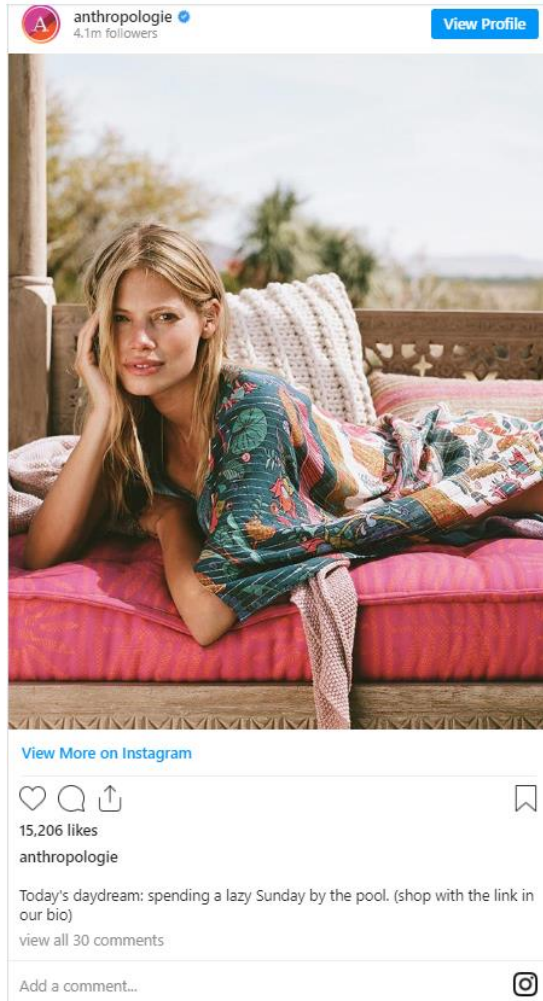
Now is the time for calm content



- Speaks to the dreaming phase of the travel cycle
- Gives people an immediate action
- Clear CTA to experience South Australia at home

THOUGHT STARTER: If you weren't able to pivot, can you use your social media channels as a loudspeaker to promote local businesses in your area who did and craft a post like this using a picture from your business?

The time for escapism



797 likes

thewoodlandshouse

How is everyone doing out there !?! Such scary and wild times, and we're over here wondering (along with everyone else) how long is this going to last?? All this definitely causes us to re-order our priorities, and to focus on the things that matter most. We sincerely hope you all are weathering this storm ok. We know this will pass and we are hopeful because we are all in this together.

We just wanted to update people and let you all know that we are still accepting stays if you are interested in getting out of town to isolate. We have a bunch of availability so if you are in need of a place to lay low, or maybe just need a change of scenery and some more space :) The mountain air is quite healing! We want this space to be restorative, emotionally and physically for you all. .

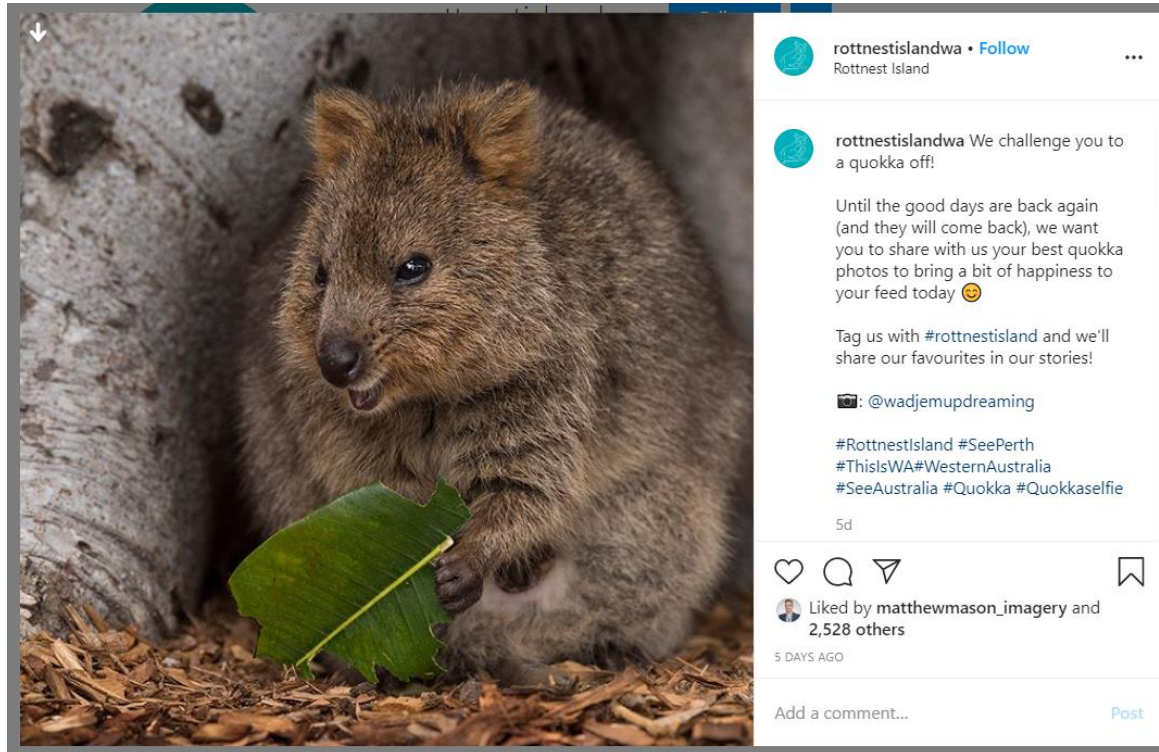
We have reduced our normal nightly prices by 25%, to make it more reasonable for single families as opposed to usual multiple families stay. As well as taking an additional 20% off for those interested in stay for more than 7 days. .

Also, we have increased our cleaning and disinfecting practices to ensure guests stay safe: .

- We open up all exterior doors to air out the home in between guests.
- We are only using linens that have been washed on the hottest wash and dryer settings, and then stored and unused for 72hrs.
- We are cleaning all surfaces, then disinfecting them with Clorox wipes. This includes door handles, light switches, etc.
- We are asking only guests free of symptoms, and free of known exposures to stay..
- And yes for now we are providing (a limited amount) of toilet paper, to be used during the stay and not to be taken home. .

For people looking for longer stays.... if you don't see the availability you were hoping for, message us and we might be able to make adjustments. .

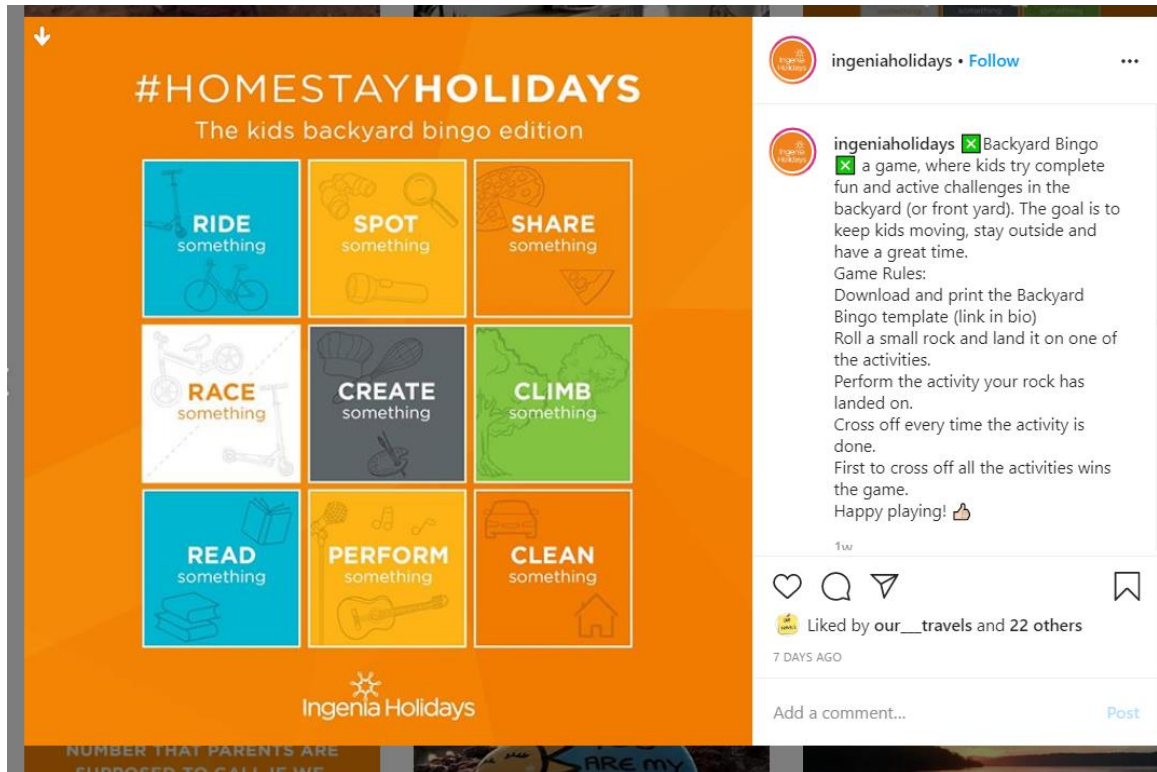
Content that inspires and uplifts



- This post just makes you smile
- They acknowledge that you can't come right now, but you will soon
- It brings happiness to the feed

THOUGHT STARTER: Ok, we don't have quokkas but we all have sunrises and sunsets. We also have bird sounds and bird life we can record for tranquillity.

Content that offers value



- Ingenia Holidays know their audience well. They are young families who are 'trapped' at home in isolation rather than exploring their holiday parks.
- They've created a bingo series which adds value and holiday ideas for people to use in iso.

THOUGHT STARTER: This is a simple tile made in Canva – nothing fancy here. Can you create a piece of value or DIY kit for people to try at home?

Content that's live



- USA-based nail polish company is doing IG LIVE to showcase how to do a DIY-mani.
- This speaks to the customer pain point of not being able to see their normal nail technician and adds real value.
- LIVE content as a format has more than doubled internationally since the start of COVID.

THOUGHT STARTER: Can you go live? Is there something you can do in your business live? Cooking is an obvious choice but for accommodation – perhaps you do a live walk of how close your business is to the main attractions in town? Or a live walkthrough of what you're doing with your extra 'time'?

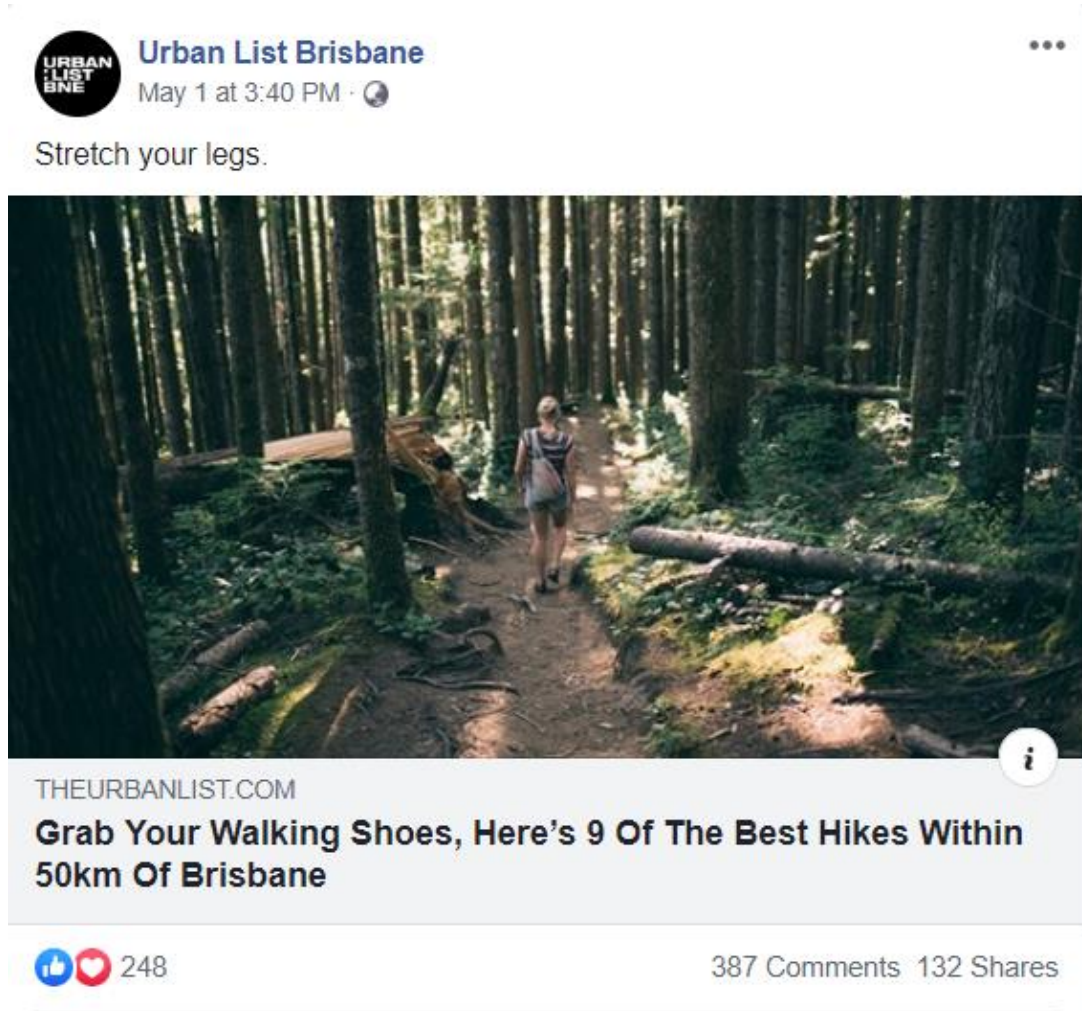
Content that's topical



- Tourism & Events Queensland posted this in line with the government lifting restrictions to travel up to 50km and national parks being open.
- This post went up within hours of the announcement proving they are in touch and closely monitoring this situation.

THOUGHT STARTER: When the news changes, are you already thinking of content to support it? For example in QLD, picnics got the green light so we created blog posts '9 best picnic spots' to go live.

Content that's timely



- What we know is WA and NT are ahead of the curve when it comes to easing restrictions. For my clients we are looking at what things were the first to change in NT, WA so we can make content to post quickly when restrictions are lifted.

THOUGHT STARTERS: Are there things relevant to your area that will be initial motivators for travel? For regional areas, one of your major USPs is fuel price.

Content that's instructional - tell people what you want them to do



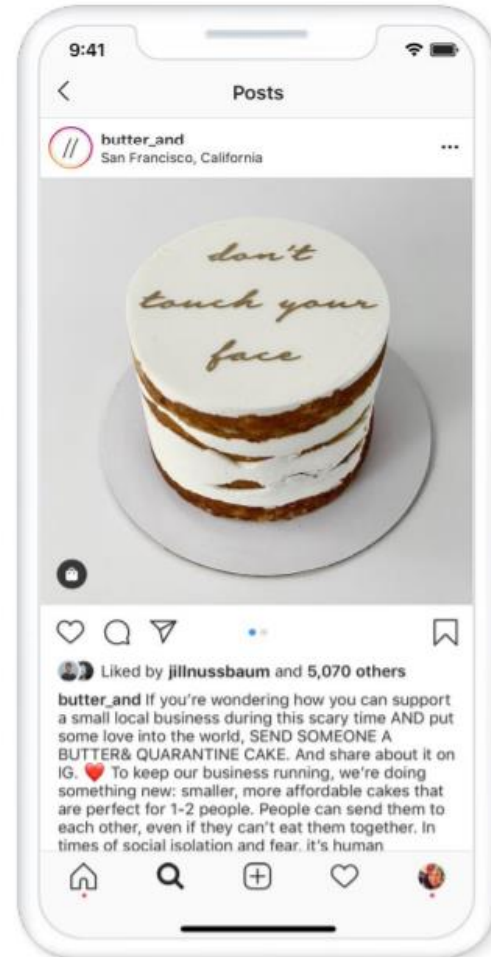
[View More on Instagram](#)



218 likes

heykokomo

We are beyond grateful for our community. The calls, texts, DMs and love sent from all corners of the world have been humbling for this small business. You've asked how you can help and we have an answer—GC's are a great way to support local business through these tough times. To keep up with the momentum of all the donations to the Downtown Eastside Women's Centre, for every \$50 gift card purchased, we'll give \$5 to the DEWC. This feels right for us: we get to continue to give to our community and allow you to support us at the same time. Thank you for your love and support of other small businesses in our community. No matter how this may be affecting each of us, we're in it together and that's the silver lining. WE LOVE YOU ❤️

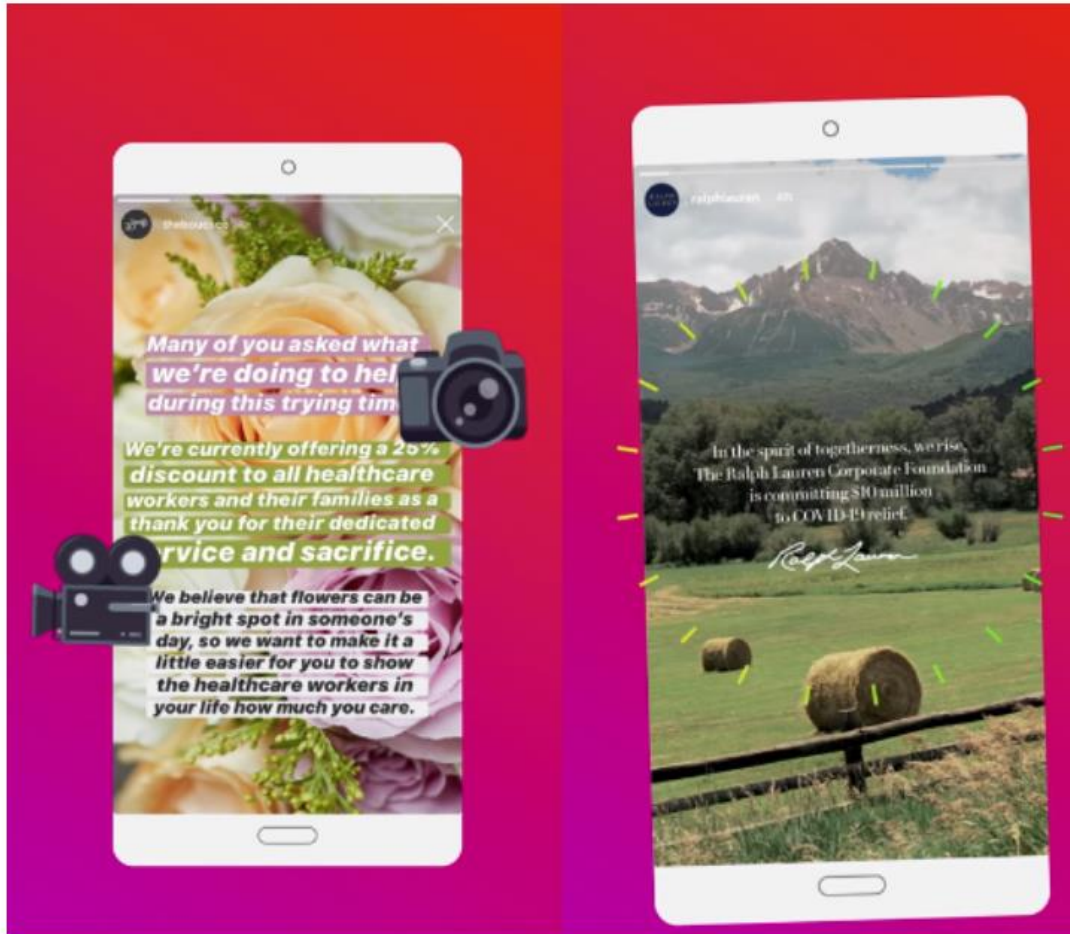


- The caption reads "if you're wondering how you can support a small business during this scary time, you can send someone a quarantine butter cake".
- Think for your business, can you do something similar – "if you're wondering how you can help our small business, give mum a gift voucher for Mother's Day. Due to these unprecedented times, we've extended our expiry dates on all vouchers from 12 months to 24 months to make sure you can enjoy our beautiful part of the world (when it's safe to do so of course).

Content that tells your story



- It's very easy to lead with empathy right now
- Share exactly what you're doing
- Show how you're supporting people



THOUGHT STARTER: Don't approach your caption like 'what can you do for me', instead approach it as 'what can I do for you'.

Beware these pitfalls



- Advertising into the wrong market. Over the past few weeks I've been served Insta ads for cafes in Perth and grocers in Melbourne – and I live in Brisbane
- Becoming too salesy
- Too much empathy can make your audience feel heavy

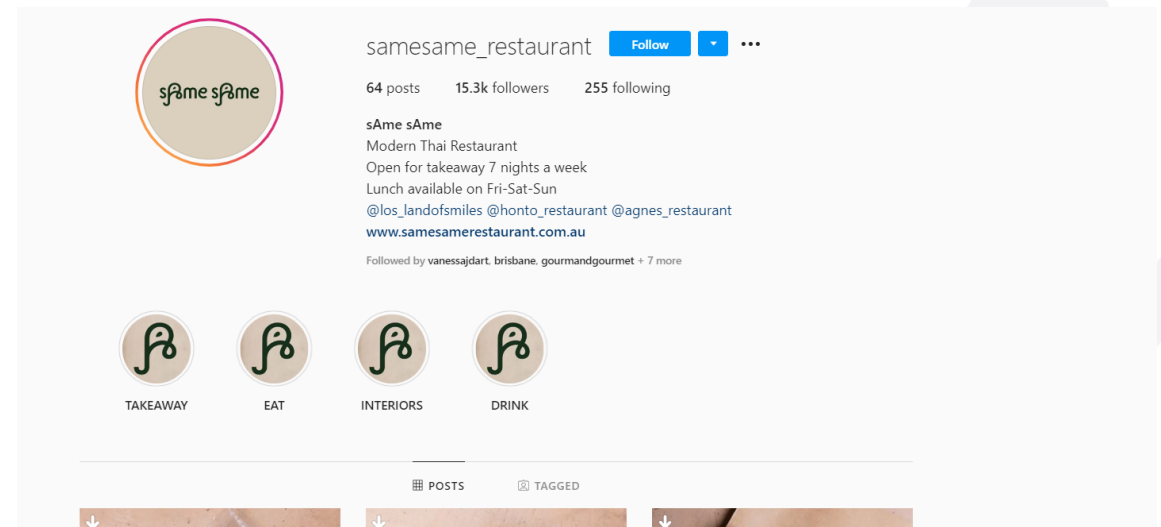
Beyond Social Media, what else is important right now?

This is the five step action plan I am working on with all of my clients:

1. Communicate your hours / obligations in light of current restrictions
2. Create organic content that builds connection with your audience (both those who know you, and those who don't know you even exist)
3. Connect via eNewsletter with your existing customers
4. Review, audit and plan your marketing materials
5. Promote why you're relevant as we come out of this and start building that reactivation campaign (more on that in webinar 2)

1. Communicate your hours / obligations

- Every business owner should have a pinned post on their Facebook page sharing how you're operating in the current Coronavirus pandemic.
- Many people will be left wondering if you're operational
- When obligations change, create content that is relevant to you. Don't regurgitate the same rules and regulations
- Double (TRIPLE) check all paid campaigns or automated posts are off
- Remove any grey areas for people



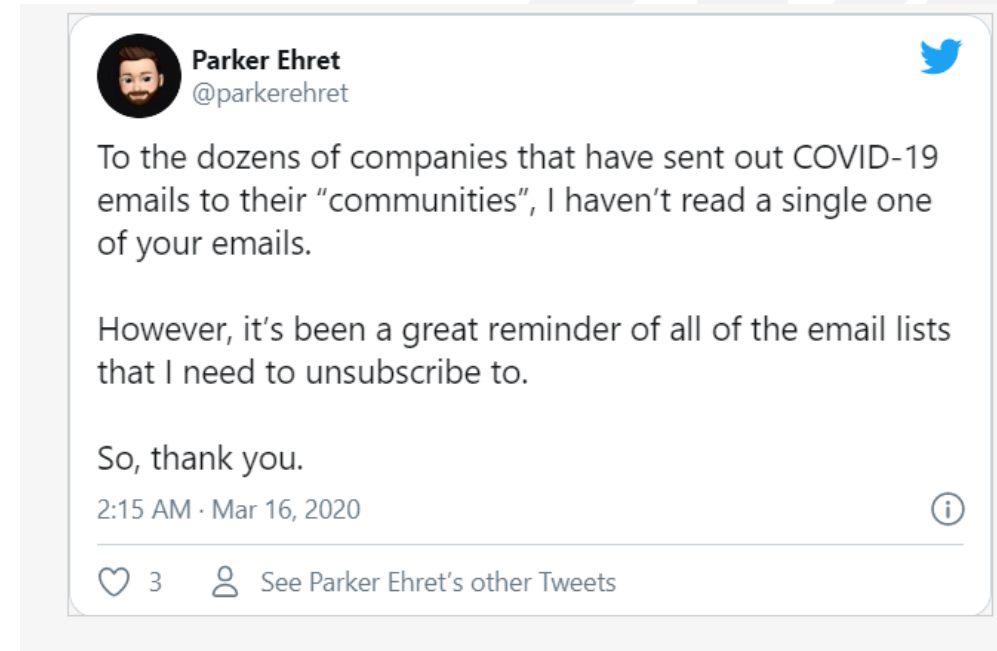
2. Build content that connects with your audience

- You might not be able to trade, but that doesn't mean you can't communicate with your audience.
- Now is the time to create those blog posts your web developer or SEO specialist have always been asking for.
- When it comes to blogs, if you're wondering what to write about – start by collating a list of your frequently asked questions in your tourism business. Find out what people are worried about and package them into a blog post.



3. Send eNewsletters

- Connect with your customers through 'owned' media by sending them an email – email still remains THE most profitable marketing asset.
- Make it personal, share what's happening in your business, tell your story.
- Share what you're doing to stay active, show them how much you care and are invested in your property.
- There is no value in sending the same messages as everyone else e.g. 'we're sanitising' eNewsletters from the beginning of the crisis.
- Get your email lists organised. Segmented sends are the most powerful sends. Divide your database into groups (segments) so you can send more targeted newsletters moving forward. We know we'll have a drip feed release post COVID – wouldn't it be good to be able to send a NSW only send if VIC is still in lockdown?
- Go back through your database and communicate with guests who have stayed multiple times at your property – build connection and loyalty



4. Review, audit and plan updates to your website & implement tech upgrades

- Just as many businesses have been updating their bricks and mortar businesses with renovations, now is the time to do your online ones as well.
- Create a competitor analysis – take screenshots of your competitors and look at their websites, logos, branding and social media. Does yours compete? Are you indeed a competitor visually?
- Now is a great time to get critical on your website and prepare a website brief for when it's in scope to order those essential tweaks.
- Research your competitors, play on their websites, take screengrabs of what you like about them and then build yourself a website brief.

5. Promote why you're relevant coming out of this & prepare your re-activation

- Don't just assume that when people can travel that they will. We need to start building consideration and intention to travel right now.
- We know people will want to staycation and will want to holiday closer to home – but please don't rest on those laurels. There's approximately 300,000 other tourism operators in Australia probably thinking the same thing.
- Promote why should people choose you.
- Next webinar we'll go through the steps for your reactivation – but I can assure you it's going to be a lot easier to reactive from a moving position than a standing start.

If you're worried about marketing remember it could be a lot worse ... you could have been locked into high cost paid out of home placements like this chip brand in the UK



If you want to read more

- 5 Action Steps for tourism businesses marketing through COVID-19 - <https://mediamortar.com.au/coronavirus-and-the-tourism-industry-marketing-tips-to-support-your-business/>
- 52 weeks of social media content - <https://mediamortar.com.au/product/52-week-content-planner-tourism-industry-specific/>
- <https://later.com/blog/social-media-covid-19/>
- [Tips for Sharing on LinkedIn During Covid-19](#) from LinkedIn
- [The State of Influencer Marketing during Covid-19](#), a free webinar by **Fohr**
- <https://www.destinationnsw.com.au/tourism/business-development-resources/nsw-first-workshops-program/tools-in-challenging-times>
- https://destinationthink.com/blog/4-guiding-principles-for-dmo-communication-during-covid-19/?utm_source=Destination+Think+web+newsletter&utm_campaign=9dd25e09bd-DMO+Matters%3A+Weekly+Insights+April+1%2C+2019_COPY_01&utm_medium=email&utm_term=0_4a710bb967-9dd25e09bd-156553053

Questions?

hello@mediamortar.com.au

*Media
Mortar*