



*Media  
Mortar*

## Webinar 2 | COVID-19 Response

**Re-start | What communication should you put in place for domestic travel?**

# Our webinar series





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# 'How to get this show on the road?'

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# How to acquire Facebook followers / build your audience?

- Since last week the competition has gone up. We're now looking at a CPC of about 0.76c so it's not quite the gravy train
- You need to set it up through Ads Manager NOT boosting
- Start by setting up: [business.facebook.com/](https://business.facebook.com/)





# Step 1: Set up an Ads Manager Account

The screenshot shows the Facebook Ads Manager interface. At the top, the account name 'Media Mortar (1918537321602729)' is circled in red. Below the search bar, the 'Campaigns' tab is selected and circled in red. To the left of the table, the '+ Create' button is circled in red. The table displays campaign data with columns for Campaign name, Delivery, Bid strategy, Budget, Results, Reach, Impressions, Cost per result, Amount spent, Ends, Frequency, Unique link clicks, Link clicks, and Website purchases. Two campaigns are listed: '52 Week Planner - Traffic' and '52 Week Planner - initiate checkout'. A summary row at the bottom shows results from 2 campaigns.

	Campaign name	Delivery	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Frequency	Unique link clicks	Link clicks	Website purchases
<input type="checkbox"/>	52 Week Planner - Traffic	Off	Lowest cost	\$100.00 Lifetime	37 Landing pa...	7,934	11,449	\$2.46 Per landing p...	\$90.94	16 May 2020	1.44	59	60	—
<input type="checkbox"/>	52 Week Planner - initiate checkout	Off	Lowest cost	\$400.00 Lifetime	4 Initiate che...	3,999	7,187	\$21.52 Per Initiate ch...	\$86.09	30 Jun 2020	1.80	31	31	—
> Results from 2 campaigns ⓘ					—	11,600 People	18,636 Total	—	\$177.03 Total Spent		1.61 Per Person	89 Total	91 Total	— Total

# Step 2: Choose what you'd like to do












Create new campaign ⓘ

Use existing campaign ⓘ

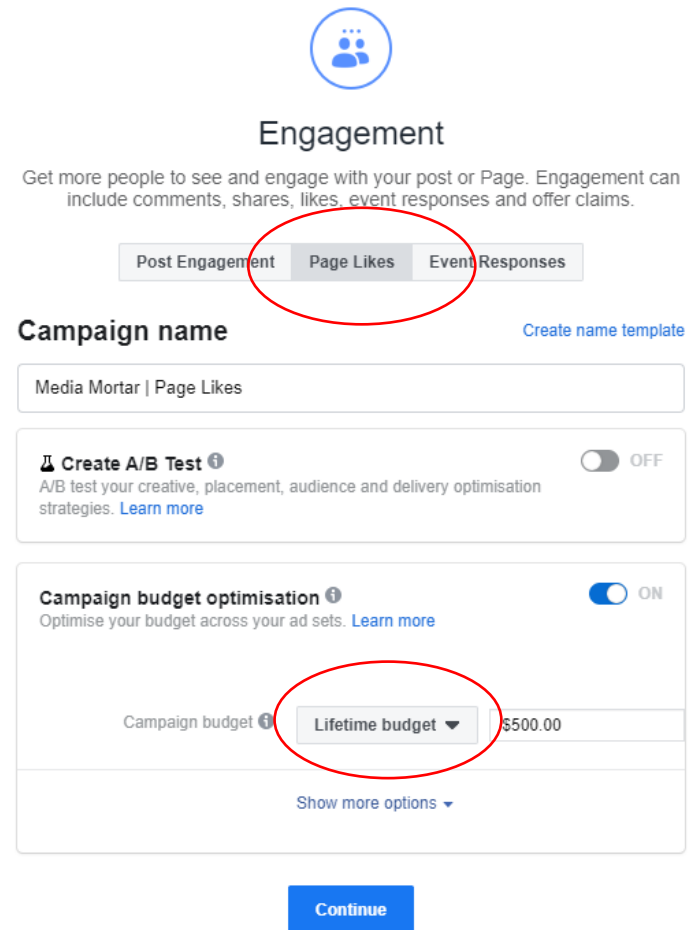
Campaign: Choose your objective.

Switch to Quick Creation

What's your marketing objective? [Help: Choosing an objective](#)

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Traffic
	 Video Views	
	 Lead Generation	
	 Messages	

# Step 3: Choose what you want the campaign to do



The screenshot shows the Facebook campaign setup interface. At the top, there is a blue icon of three people in a circle. Below it, the word "Engagement" is centered. A descriptive text line follows: "Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims." Below this text are three tabs: "Post Engagement", "Page Likes", and "Event Responses". The "Page Likes" tab is selected and highlighted with a red circle. Under the tabs, the "Campaign name" section contains a text input field with the value "Media Mortar | Page Likes" and a link "Create name template". Below this is a section for "Create A/B Test" with a toggle switch set to "OFF". The next section is "Campaign budget optimisation" with a toggle switch set to "ON". Below this, the "Campaign budget" section shows a dropdown menu with "Lifetime budget" selected and highlighted with a red circle, followed by a text input field containing "\$500.00". At the bottom of the form is a blue "Continue" button.

Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Post Engagement Page Likes Event Responses

Campaign name [Create name template](#)

Media Mortar | Page Likes

**Create A/B Test** [i](#) ☐ OFF  
A/B test your creative, placement, audience and delivery optimisation strategies. [Learn more](#)

**Campaign budget optimisation** [i](#) ☒ ON  
Optimise your budget across your ad sets. [Learn more](#)

Campaign budget [i](#) Lifetime budget ▼ \$500.00

[Show more options](#) ▼

Continue

# Step 4: Set your campaign rules

### Ad set name

[Create name template](#)

Tourism Admin Page Likes

### Page

Choose the Facebook Page that you want to promote.

Facebook Page ⓘ 

Media Mortar ▼

 +

### Placements

Show your ads to the right people in the right places.

☒ **Automatic placements (recommended)**

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more](#)

☐ **Manual placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn more](#)

### Optimisation and spending controls

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimisation for ad delivery ⓘ Page Likes

Cost control ⓘ The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get the most Page likes using the lowest-cost bid strategy.

Schedule ⓘ

Start	<input type="text" value="18/5/2020"/>	<input type="text" value="12:23"/>
End	<input type="text" value="18/6/2020"/>	<input type="text" value="12:23"/>

(Sydney Time)

[Show more options ▼](#)

Ad set spend limits ⓘ None added



# Step 5: Make your creative (and check it)

## Media


Choose an image or video, or create a new video or slideshow using a template. View recommended [image specs](#) and [video specs](#).

[Clear images](#)

☆ Highlight new offers that keep people safe

Promote contactless delivery, gift card sales and other offers with our new video templates. They include stock images to make video creation fast and easy.

[Try New Templates](#)



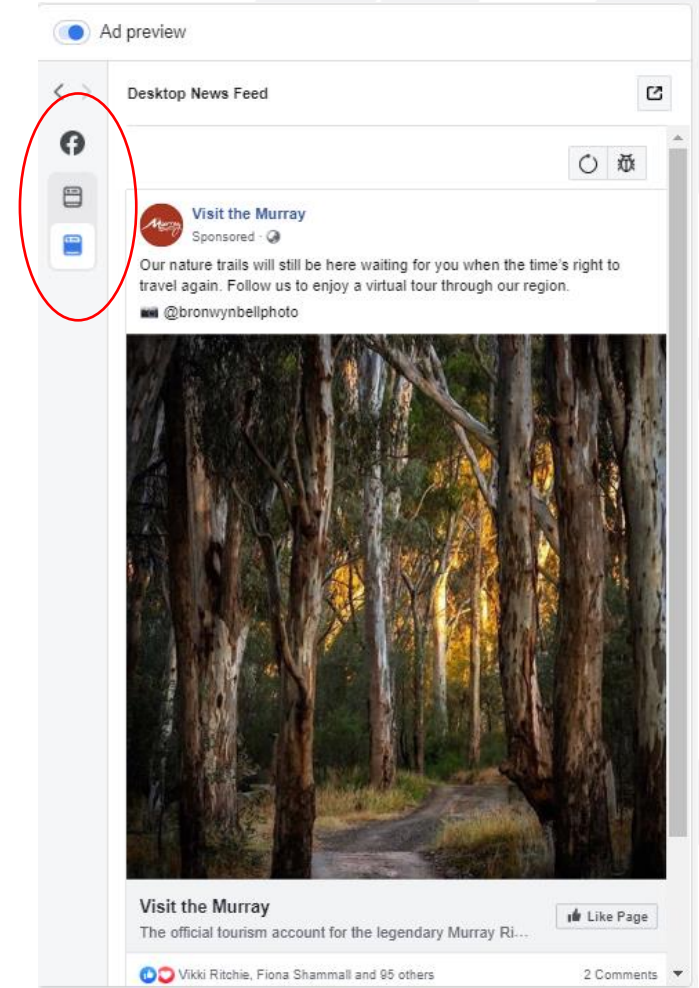
DSC01555.jpg  
2048 x 1365

[Edit image](#) [Turn into Video](#)

### Best practices for images

- Upload the **highest-resolution image available** (minimum 500 pixels; no maximum resolution).
- Recommended file type: **.jpg or .png**
- Recommended aspect ratios:
  - **Square (1:1)** for feed and in-stream video placements
  - **Full-screen vertical (9:16)** for stories placements
- To maximise ad delivery, use an image that contains **little or no overlaid text**.

[Learn more](#)



# Step 6: Set your targeting

## Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

### SEQ - Tourism Admins

Location: Australia: Brisbane (+80 km), Gold Coast (+30 km), Maroochydore (+80 km), Toowoomba (+40 km) Queensland

Age: 18-65+

People who match: Behaviours: Travel and tourism Page admins

Detailed targeting  
expansion:  On



#### Detailed targeting expansion is on



We recommend keeping expansion on as it provides more opportunities for improved performance. If you want to turn it off, you can duplicate your audience and deselect detailed targeting expansion.

[Learn more](#)

Duplicate Audience

Edit

# Step 7: Check it's live

<input type="checkbox"/>	Campaign name ▾	Delivery ▲	Bid strategy	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Frequency	Unique link clicks	Link clicks
<input type="checkbox"/>	 Media Mortar   Page Likes	 In review	Lowest cost	\$50.00 Lifetime	— Page Like	—	—	— Per Page Like	\$0.00	18 Jun 2020	—	—	—
<input type="checkbox"/>	 52 Week Planner - Traffic	Off	Lowest cost	\$100.00 Lifetime	37 Landing pa...	7,934	11,449	\$2.46 Per landing p...	\$90.94	16 May 2020	1.44	59	60
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➤ Results from 3 campaigns ⓘ					—	11,600 People	18,636 Total	—	\$177.03 Total Spent		1.61 Per Person	89 Total	91 Total



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# How to re-engage customers after COVID- 19?

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# Restrictions at a glance (as at 15 May 2020)



DOMESTIC TOURISM	<b>Vic</b> Not allowed; camping still banned
	<del><b>NSW</b> Work trips and family visits only, no holidays</del>
	<b>Qld</b> Up to 150km for day trips, 500km in outback
	<b>SA</b> Domestic holidays encouraged; campgrounds open
	<b>WA</b> Travel allowed with minor exceptions
	<b>Tas</b> Travel allowed from June 15
	<b>NT</b> Travel to remote areas may be allowed from June 18
	<b>ACT</b> Allowed

# 1. Operationally: You need to be experience planning



- Look at what you were doing pre COVID-19 – what do you **want to be doing**?
- What **don't** you want to be doing in your business?
- Read your reviews – what did people like / not like – what should stay and what should go when we go back?
- Will you go back to full team capacity? Streamlined capacity?
- Get your team together and make this a ground up approach, not just a top down one – give employees a voice to identify the weak spots.
- How are you going to address things like deep cleaning and social distancing in your business? Have standard operating procedures for this?
- Write an action plan about your guest experience that anyone can pick up and use.
- Some businesses will be required to have a COVID-19 Safety Plan to trade – but all businesses are encouraged to have one.



# If you need a COVID-19 Safety Plan ... but really, we all need one



## Maintain good hygiene and cleaning



Safe Work Australia has lots of resources, tools and guidance to assist you. Your business's circumstances will determine what needs to be done to meet your work health and safety obligations. You should regularly visit the [Safe Work Australia website](#) for further information and continue to plan and adapt as circumstances change.

Think about how your business's hygiene and cleaning practices. Are there enough supplies? Are frequently used areas cleaned regularly? To maintain good hygiene and cleaning practices, please:

- ☐ Complete the Safe Work Australia [cleaning check list](#)
- ☐ Complete the Safe Work Australia [health, hygiene and facilities check list](#)
- ☐ Print [signs and posters](#) on good hygiene and hand washing practices
- ☐ Talk to your workers about how to maintain good hygiene and cleaning.



Once you complete these tasks, write down what your business needs to do:

What do you need to do?	How will you do this?	When will it happen?	What supplies do you need?	
e.g.: set up alcohol-based hand sanitiser stations at entry and exit points	e.g.: ask cleaners to refill stations	e.g.: ensure the stations are checked every 2 hours	e.g.: 1L/week of alcohol based hand sanitiser and 2 dispensers	<input type="checkbox"/>
e.g.: ensure all frequently touched areas and surfaces are cleaned several times a day	e.g.: identify high use areas, create a roster for cleaning these areas	e.g.: every two hours	e.g.: disinfectant wipes	<input type="checkbox"/>
e.g.: put up hand washing poster in the bathroom for staff and customers to follow	e.g.: stick in a clear and obvious place	e.g.: as soon as possible	e.g.: poster, blu-tac, sticky tape	<input type="checkbox"/>

- You should have a plan that sets out how you **prepare** your workplace to protect staff and customers to **prevent** infection, your **response** if there is a COVID-19 case and how you will **recover**.
- A word of warning: I wouldn't recommend sharing the specific details beyond your internal team.
- Complete it for yourself:  
<https://pmc.gov.au/sites/default/files/files/my-business-covidsafe-plan.pdf>

# Getting this right IS important



- As an industry, we can't afford the tourism industry to be responsible for a second wave of infection and illness.
- We need to model best practice – and encourage people to do the same.

## 2. Operationally: You'll need to update your hours (and tell people)

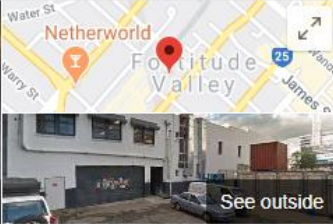



- If you have a COVID-19 banner on your website it's time to pull it down OR update it to something new.
- If you've updated your hours on your social media, it's time to update it.
- Keep your web-developers details handy, you'll need them – likely a lot over this period.
- There are so many grey areas to the restrictions lifting – so please articulate YOUR position.



# Check all the sites you're listed





## honto

hōntō

[Website](#) [Directions](#) [Save](#)

4.7 ★★★★★ 239 Google reviews

Japanese restaurant

**Address:** Alden St, Fortitude Valley QLD 4006


**Hours:** **Monday** **Closed**  
Tuesday 5:30–10:30pm  
Wednesday 5:30–10:30pm  
Thursday 5:30–10:30pm  
Friday 5:30pm–12am  
Saturday 5:30pm–12am  
Sunday Closed

[Suggest an edit](#)

⚠ Hours or services may differ

**Phone:** (07) 3193 7392

[Suggest an edit](#) · [Own this business?](#)




## honto\_restaurant


[Follow](#) [+](#) [...](#)


140 posts   8,300 followers   172 following

**hōntō**  
Japanese inspired restaurant 🍣  
Open for takeaway Tuesday - Saturday from 5pm  
Meet the family @samesame\_restaurant | @los\_landofsmiles  
[www.honto.com.au](http://www.honto.com.au)

Followed by gourmandgourmet

TAKEAWAY

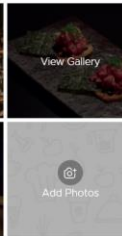


DRINK

EAT

INTERIORS

**zomato** Brisbane Search for restaurant, cuisine or a dish Login Signup

Home / Australia / Brisbane / Brisbane Core / Fortitude Valley / Honto / Honto Menu



## Honto

Casual Dining - Japanese  
Fortitude Valley  
Closed - Opens at 5:30pm

[Add Review](#) [Direction](#) [Bookmark](#) [Share](#)

Restaurant operational status or hours may vary. Please contact the restaurant before visiting.

[Overview](#) [Reviews](#) [Photos](#) [Menu](#)

**Tripadvisor** Post

[Brisbane](#) [Hotels](#) [Things to do](#) [Restaurants](#) [Flights](#) [Holiday Rentals](#) [Shopping](#) [Package Holidays](#) [Cruises](#) [Rental Cars](#) [...](#)

South Pacific > Australia > Queensland > Brisbane Region > Brisbane > Brisbane Restaurants > Honto

**Honto** Claimed

67 reviews | #180 of 3,358 Restaurants in Brisbane | \$\$ - \$\$\$, Japanese, Asian

[Alden Street Fortitude Valley, Brisbane, Queensland 4006 Australia](#) | [+61 7 3193 7392](#) | [Website](#) | [Closed now: See all hours](#)

### 3. Operationally: You'll need to communicate your launch & what it means



- Write to your existing customer base (email) and tell them what the new measures mean for you.
- Share your launch plans with your customers.
- **More on this later!**



# Example Launch Announcement



- Shares that the café will be open.
- That customers might need to wait a long time for seats.
- Patience & your support is much appreciated.



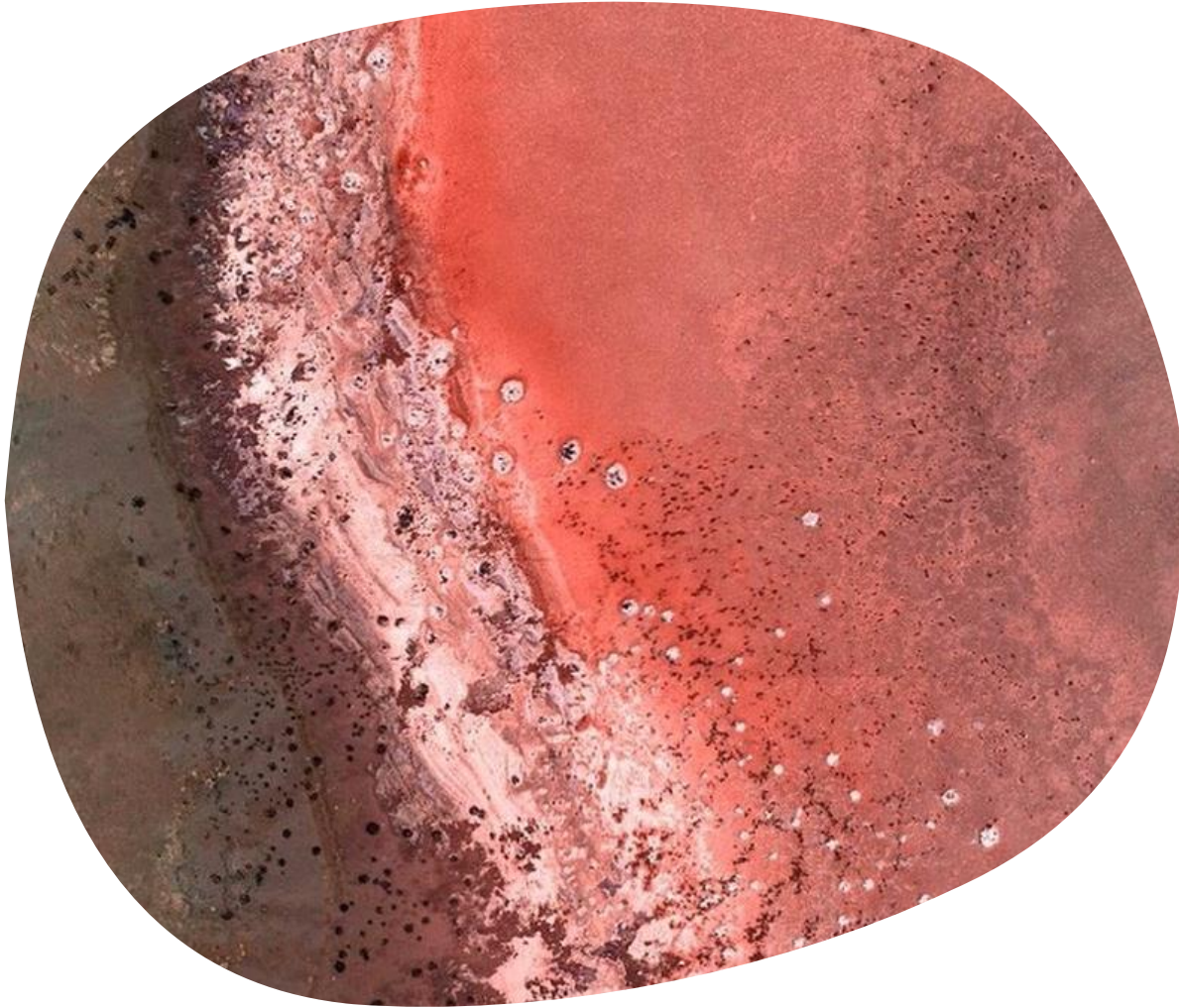


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# Deep Dive | Email Comms Post Covid-19

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# Rule 1: Only talk about things that are relevant



- We all received thousands of COVID emails.
- Please don't send a COVID-19 email just because everyone else is doing it.
- Only mention it if you have something useful to say.

# Rule 2: Format your emails



## Caring for the Lyft community

The health and safety of Lyft's community is our priority. With recent news around coronavirus (COVID-19), we know you may have questions about how we can all do our part to keep the community healthy. We want to share the actions we're taking to help protect riders and drivers — and what you can do to help.

### What Lyft is doing

- **Closely monitoring the situation and taking action.** We're following updates on COVID-19, including guidance from the Centers for Disease Control and Prevention (CDC) and local health officials. We'll continue to take actions necessary to help protect the community. Specifically, if we are notified of a rider or driver testing positive for COVID-19, they will be temporarily suspended from using Lyft until they are medically cleared.
- **Helping with prevention.** We've partnered with EO Products, makers of *Everyone*, to distribute more than 200,000 bottles of hand sanitizer and other cleaning supplies to drivers, at no cost to them.
- **Supporting drivers.** We will provide funds to drivers should they be diagnosed with COVID-19 or put under individual quarantine by a public health agency. This helps support drivers financially when they can't drive, while also protecting our riders' health.

- Unfortunately when COVID started, most people were really busy, so they rushed their sends out in some pretty ordinary formatting.
- Use bullet points.
- Remember that most people skim read their emails.
- 70% of people read their emails on their phone. Remember — test your email newsletter template on your phone. Most people only test theirs on desktop.
- According to Campaign Monitor, emails that are formatted incorrectly are deleted after 3 seconds!

# A couple of email formatting tips



- Spend your time getting your email subject line right. Your open rate depends on them.
- Keep your message concise: Remember they are reading on a small screen – 25-30 characters TOPS!
- Fun fact: when skimming, humans tend to focus on the first and last three words of a sentence.
- Keep your CTAs front and centre.
- Test, Test, Test your sends!

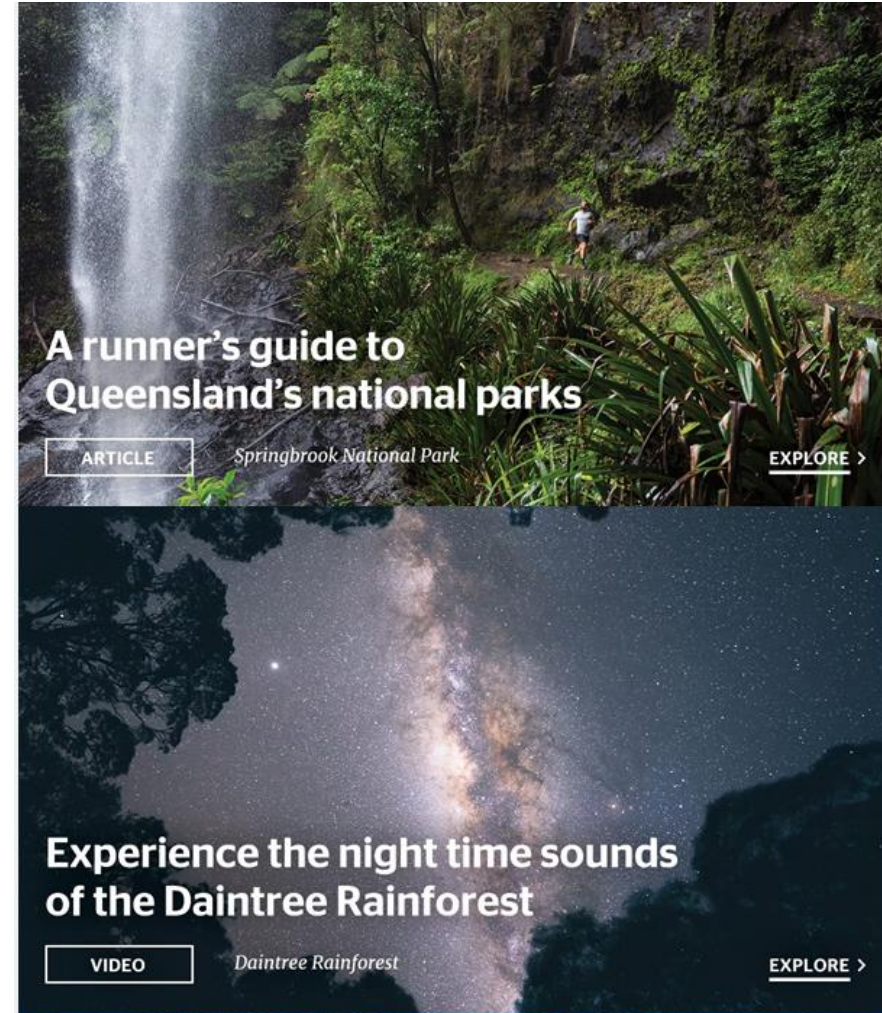
**If you want subject line tips: [this is a great resource!](#)**



# Rule 3: Link to offline resources & places you can convert



- Your eNewsletter should drive people back to longer form content that lives somewhere else – like your website.
- You should be able to correlate your email sends with spikes in your Google Analytics.
- The objective of eNewsletters is to convert people at a place where there is a point of sale.
- Never attach a PDF to an eNewsletter, it's the fastest way to get sent to Junk Mail.



# Rule 4: Ask for feedback



Lastly, we're not sure exactly what is appropriate for a company like ours to be talking and posting about right now. What's resonating with you? Do you still want to hear about new collection launches and sustainability related stuff? Or do you need a break? Please let us know.

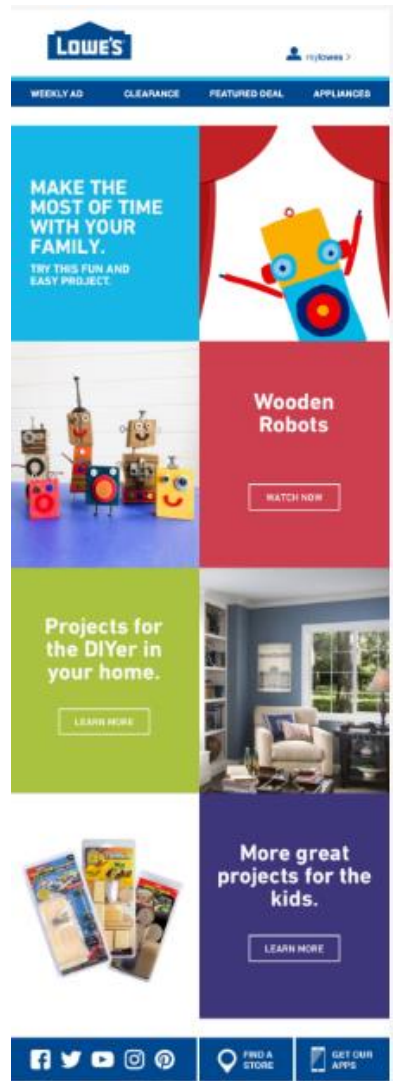
Stay safe and take care of each other.

♥ Ref

- No one has all the answers – ask your audience what they want to hear.
- **I repeat, no one has ever marketed through a pandemic like this before. We can only look at other crisis communications to draw correlations.**



# Let me drill this down to my format



- Brief acknowledgement of the situation. We don't need a re-cap, we are experiencing this pandemic.
- How excited I am that we are coming back to business as usual & what we're doing to implement deep cleaning measures. Drive this conversation offline.
- Things you can see and do in the region. Drive this to your local RTO / DMO if you don't have the content online.
- Give your readers a reason to visit now – perhaps a seasonal inclusion.
- Give them a reason to keep your email like at a recipe share / school holiday tip.

# What CRM / tools would I use?



**Hub Spot lists it's top 10, [here](#):**

- Mailchimp
- Campaign Monitor

Read more: [tourismeschool.com/blog/email-marketing-101-8-steps-set-email-marketing-strategy-tourism-business/](https://tourismeschool.com/blog/email-marketing-101-8-steps-set-email-marketing-strategy-tourism-business/)



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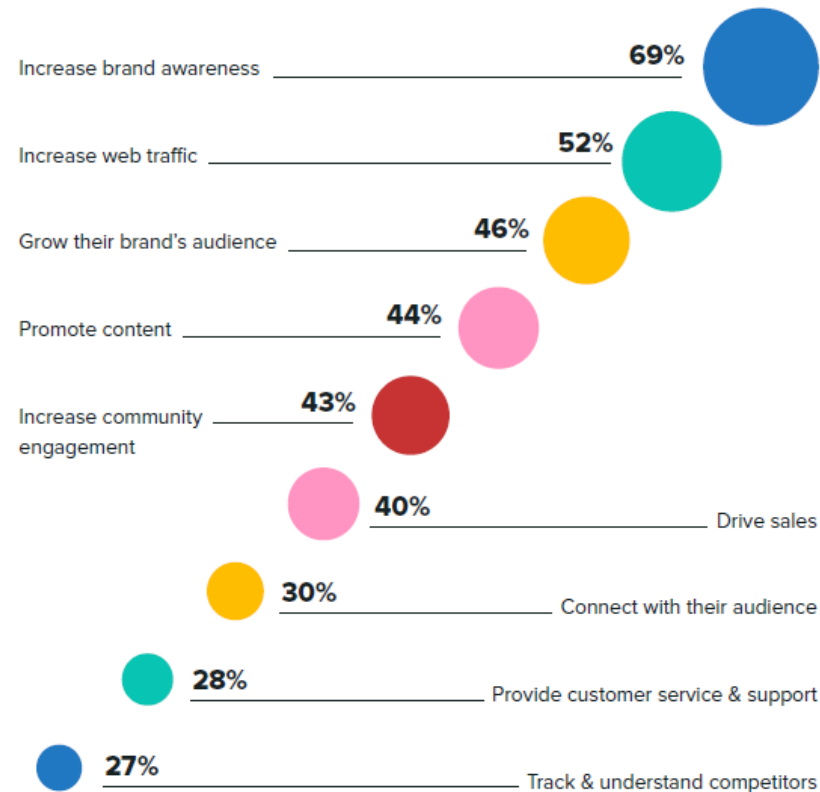
# Deep Dive: Talk to customers on social media

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# Talk to your customers on social media



## Marketer's primary goals for social media

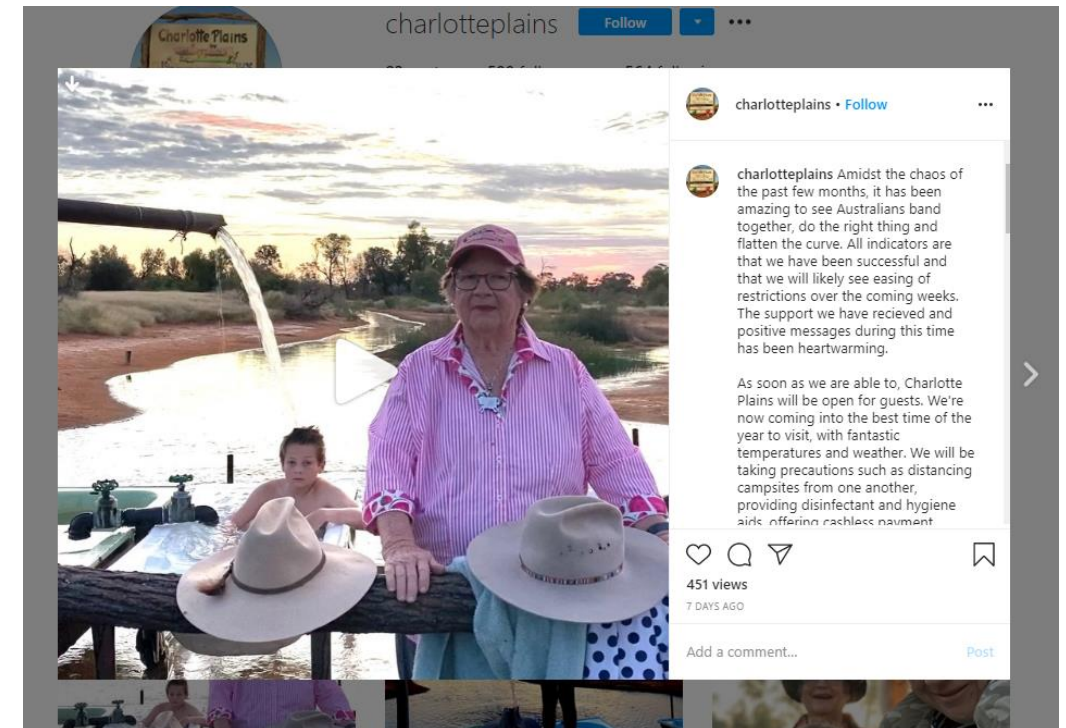


- You can't afford to stop marketing or selling, you need to get back on social media.
- You need to prepare your content now for the next phase of COVID-19 marketing -book now travel later.
- To do this well you need to think, speak and act like one of your customers

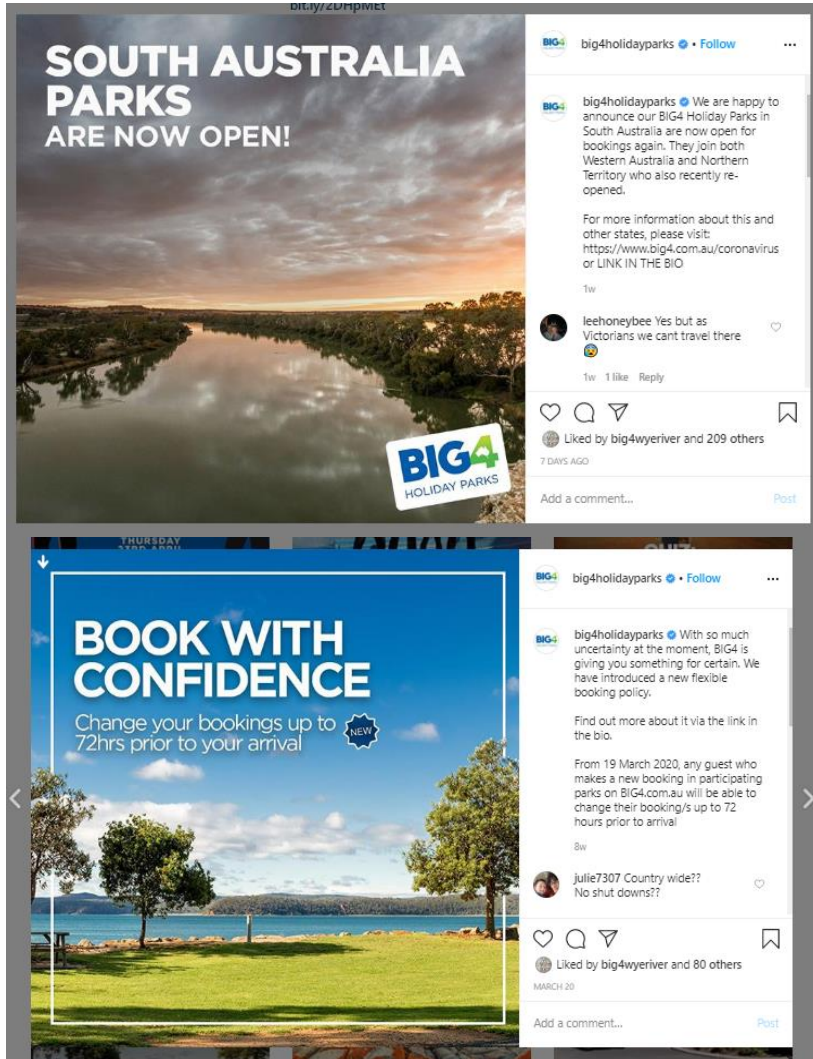
Source: Sprout Social



# I love this lo-fi example



# Encourage people to book now, travel later



- Create Canva templates which announce your launch.
- Give people peace of mind.
- Address their pain points head on – like cancellation policies.



# Give people free value



- Share a recipe.
- Give people a detailed itinerary they can follow for a day trip, ask them to save it down for later.



# Show that you haven't been twiddling your thumbs



- Post what you have been up to.
- What you've updated in your business.
- We want to show people you are open for business – and haven't stalled progress.



# Say thank you



- Customers don't need to spend money with you right now. In fact, most probably don't have the money to do that right now.



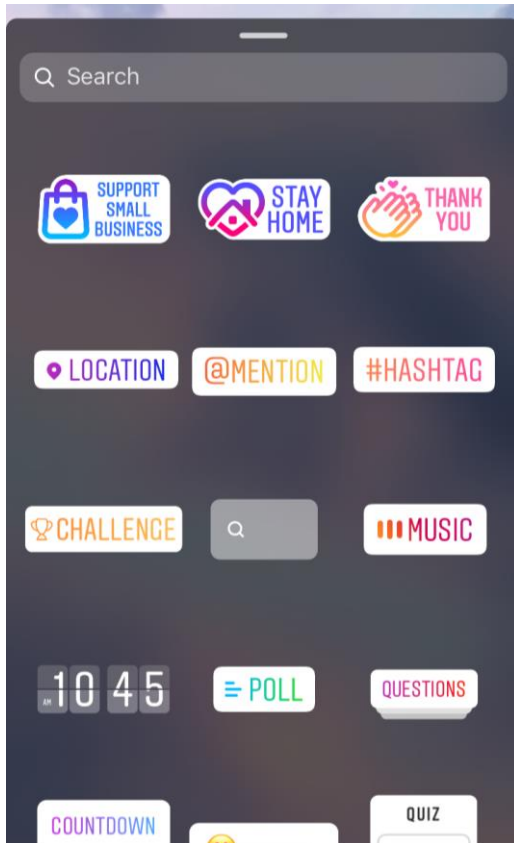
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# Deep Dive: Engage like your business depends on it

Because, it might

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# Give support to other businesses



- Support & market other businesses
- Remember it's not just your business that's been affected by this.
- Use this time to build packages, value for visitation as visitors return to your region. Now's the opportunity to build partnerships that you might not have considered before COVID-19.





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But what if your  
community doesn't  
want visitors?

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# VFR Market

- A lot of regional areas don't want visitors for fear that travellers will bring the virus with them.
- We have a responsibility to educate the community of the safety/cleaning measures we're putting in place.
- It's your job to build confidence around what the re-opening will look like in your area – that means confidence internally to your staff and externally to your local community.
- Start slow. Start with messaging about encouraging friends and family to visit.



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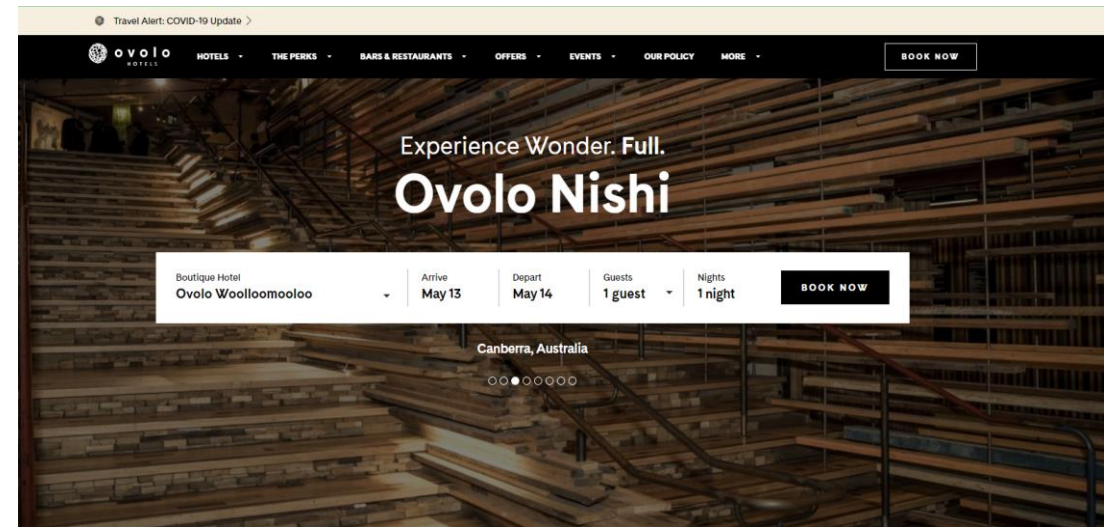
No matter your business, it's  
time to become an e-  
commerce specialist

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# How to receive more bookings to a website?



- Build trust on your website through design and useability.
- Appeal to customers emotional side – the saying goes ‘hearts and minds’ for a reason not ‘minds and hearts’.
- Make sure your website is user-friendly – it needs to be mobile first. If it’s not, please urgently see a web-developer. It’s 2020.
- Optimise your process – offer a seamless booking process. Guests want direct and automatic bookings, not phone calls.
- Get fancy, beat the competition and SEO your product. Use correct keywords in your website’s copy, image descriptions, page descriptions and web page title to help people find you.



# Check these things off your website



- Does your website have good useability? Part of the reason I believe OTAs work so well is that they are useable.
- Is it clear from the minute customers land on your website what they are meant to do?
- Are your contact details everywhere?
- Are your prices clear and transparent?
- Does your website incorporate testimonials – even better than a few copied and pasted – a third party integration.
- Do you have a blog to tap into search trends (SEO), time spent on website and also help customers plan their travels?



# Provide content that people are searching for

The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Keyword Planner'. Below this, a status message indicates that no ads are currently running. The main area features two primary action cards: 'Discover new keywords' and 'Get search volume and forecasts'. Below these is a section for 'YOUR PLANS' and 'SHARED PLANS', which includes a table with columns for Plan, Status, Last modified, and Forecast period. At the bottom, there are links for 'How to use Keyword Planner' and 'New feature announcements'.

<https://ads.google.com/>

This is a detailed view of the 'Discover new keywords' modal window. It has two tabs: 'START WITH KEYWORDS' (selected) and 'START WITH A WEBSITE'. Under the 'START WITH KEYWORDS' tab, there's a text input field with the placeholder 'Enter products or services closely related to your business'. The field contains the text 'murray river' and a button to 'Add another keyword'. Below the input field, there are dropdown menus for 'English (default)' and 'Australia'. To the right of the input field, there's a note: 'Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business' with a 'Learn more' link. Below the input field, there's another section for 'Enter a domain to use as a filter' with a text input field containing 'https://'. To the right of this field, there's a note: 'Using your site will filter out services, products, or brands that you don't offer'. At the bottom left of the modal, there is a blue 'GET RESULTS' button.

# Let's see search traffic for Murray River

<input type="text" value="murray river"/>					
Broaden your search: <a href="#">+ resorts</a> <a href="#">+ rental listings</a> <a href="#">+ accommodations</a> <a href="#">+ murray hill</a> <a href="#">+ hawkesbury river</a> <a href="#">+ darling river</a> <a href="#">+ murrumbidgee</a>					
<a href="#">Exclude adult ideas</a> <a href="#">ADD FILTER</a> 89 keyword ideas available					
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
<input type="checkbox"/> murray river	10K – 100K	Low	–	A\$1.03	A\$4.41
Keyword ideas					
<input type="checkbox"/> murray darling	1K – 10K	Low	–	A\$2.45	A\$8.48
<input type="checkbox"/> murray darling river	1K – 10K	Low	–	A\$3.12	A\$10.09
<input type="checkbox"/> murray river houseboats	1K – 10K	Medium	–	A\$0.20	A\$0.62
<input type="checkbox"/> murray mouth	100 – 1K	Low	–	–	–
<input type="checkbox"/> tindarra resort	100 – 1K	Low	–	A\$0.22	A\$0.73
<input type="checkbox"/> the murray river	100 – 1K	Low	–	A\$0.98	A\$4.49
<input type="checkbox"/> darling river run	100 – 1K	Low	–	–	–



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And if you can't trade yet ... or can't trade for the foreseeable future, remember:  
*"Don't judge each day by the harvest you reap but by the seeds that you plant."*  
– Robert Louis Stevenson

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# Where to find additional support for tourism operators

Posters for your premises:

[Poster: Know the signs](#)

[Poster: Stop the spread](#)

[Poster: Change of business hours](#)

[Poster: Temporary changes to business](#)

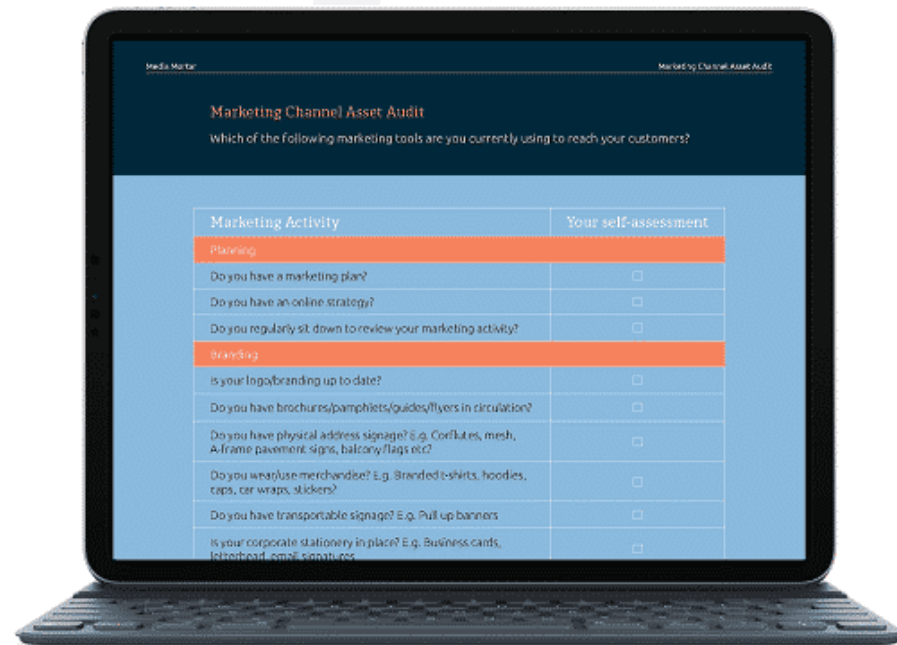
[Poster: Temporary closure of business](#)

[Poster: Good hygiene practices for business](#)

# For more assistance

- I strongly recommend undertaking a marketing audit of your business.
- Here is one we made that's completely FREE

Download: <https://mediamortar.com.au/product/marketing-channel-asset-audit/>





# Questions?

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