



Webinar 3 | COVID-19 Response

Re-activate | What will marketing post COVID-19 look like?

Our webinar series





What does a post-COVID world look like?

Challenges: Sentiment



- 84% of Australian consumers believe that there will be an economic recession post-COVID-19
- 40% of Australians feel financially insecure
- Baby boomers hit significantly on all fronts – self-funded / super – and identified they'll be trading down their holiday-style
- People are moving to a simpler way of life: 64% of consumers believe that basic and simple products that do the job are all they need; premium or luxury products are unnecessary
- Travel sits on top of almost every single sentiment report as the cost that will be hit the hardest / cut first
- Travel privacy sits atop travelers' motivations. The fear of proximity between people and the need to avoid crowded spaces will be important. Australia is divided 50/50 have identified a desire to travel when indeed it's safe to do so
- Preference for customers to choose nature experiences over anything man-made

Source: [BCG](#) / [Tourism Review](#)

Opportunities: Sentiment



- Baby Boomers and Silvers now make up 34% of digital purchasers compared to 25% in 2016. We now have direct digital channels to two of our largest markets we otherwise had to spend big marketing \$\$\$ to reach (Source: [BCG](#))
- It has been revealed that NSW residents spent a total of \$16.7 billion on overseas leisure trips last year and the Government wants to see that money kept in the state this year (Source: [ABC](#))
- What we've seen in overseas markets - it's the young who get ready to travel first
- Forget long haul, micro-holidays will be more common. Short-breaks will rise – which is good for destinations maybe 2-3 nights away
- International travel is long lead to recovery. Airports are saying 12 months +
- In NSW/VIC Intra-state makes up a significant portion of travel
- With reduction of flights & more people taking long haul road trips, we'll see return of the long haul drive market so there is an opportunity for MRT to become overnight stop in long haul adventure as people drive to Melbourne, Sydney, Adelaide, rather than fly

How do we approach this sentiment?



- We need to take into account this idea of people feeling financially stressed and that will change the sort of holidays people are seeking
- People won't be going for experiential holidays as much e.g. whitewater rafting – we'll see a return to basics
- Younger people will travel first – what are you doing to attract them? Even if they aren't your core market – you should put time into talking to them right now. Not sure how? Ask someone young

For more about marketing to millennials:

mediamortar.com.au/why-your-business-should-be-marketing-to-millennials/



How do we stand out?

Tell our story

**“Marketing is no longer
about the stuff you make,
but the stories you tell”**

– Seth Godin

*Media
Mortar*

How storytelling works



- Storytelling starts by making your customers the hero of the stories. Not your brand, your product, or your people
- It's all about THEM and less about YOU
- Real people like real stories about other real people
- Personality is everything. Brand stories should be told with the brand persona

7 steps for story-selling

Donald Miller defines in his book (which I strongly encourage everyone reads) the 7 steps of every story:

1. A character
2. Has a problem
3. Who meets a guide
4. Who gives them a plan
5. And calls them to action
6. That helps them avoid failure
7. And ends in success



7 steps for story-selling

Donald Miller defines in his book (which I strongly encourage everyone reads) the 7 steps of every story:

1. A character **Your audience**
2. Has a problem **They've been stuck inside for COVID-19 and are now suffering a terrible case of cabin fever**
3. Who meets a guide **That's you (or Murray River Tourism)**
4. Who gives them a plan **To escape their four walls, relax, take it slow, holiday safe**
5. And calls them to action **Book a holiday somewhere where the air is clean**
6. That helps them avoid failure **Not get sick, not have to join the crowds**
7. And ends in success **Find inner peace and realise there's no place like holidaying at home**

How does this come to life?

Who is your audience?

You've probably heard this many times before - but I guarantee your audience now, isn't the one you've always had.

KISS and ask these questions:

- My product / service or event is for people who _____
- My product / service or event is for people who do not _____
- People won't choose my product/service or event after COVID-19 because _____
- Customers will tell their friends _____ about my product
- My customers are afraid of _____
- My customers are short on _____
- My customers are frustrated by _____

For more: mediamortar.com.au/step-by-step-guide-how-to-define-your-target-audience/

How does this come to life?

Now more than ever you need to look through the lens of the customer:

They might be feeling:

- Grief
- Impacted
- Anxious
- Uncertain
- Stressed
- Bored
- Grateful
- Optimistic

How does this come to life?

What motivations / motivators do you want to be the hero of your story?

- Cleanliness
- Safety
- Security
- Access
- Affordability
- Nature
- Isolation
- Pace
- Something else?

Remember when you lead with emotion you sound like a human, not a brand.

How does this come to life?

How do you solve the problem?

- What's your Unique Selling Point (USP)?
- What sets you apart?

Remember: If you don't know, how will the customer know?

How does this come to life?

What are you going to ask them to do?

- What's your offer? (I don't mean discount, but what would you like them to do)
- How can you help?
- Most importantly, how can you solve that pain point we talked about before?

How does this come to life?

What does your happily ever after look like?

- How will you show this?
- Will it be still images / videos?



How is the best way to
capitalise on people's desire
to travel?

UPDATE YOUR ATDW LISTING!

Every member of MRT is getting free ATDW listings, so please take up this amazing offer.

The ATDW is published on 600+ websites, including Tourism Australia's.

Fix your website

**WEBSITES PROMOTE
YOU 24/7: NO EMPLOYEE
WILL DO THAT**

Fix your website!



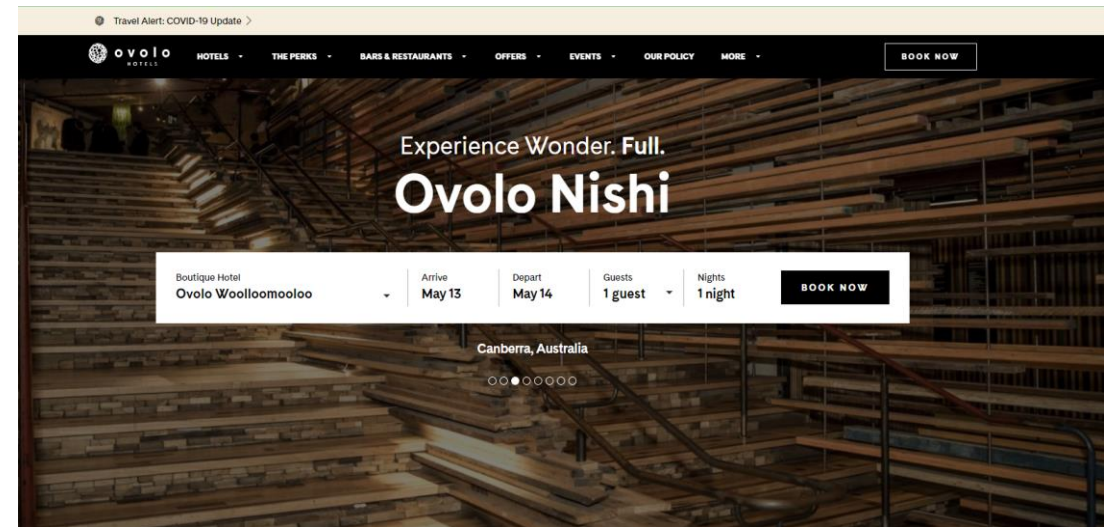
Basic website checklist:

- Is what you do above the 'fold'?
- Does it describe you in layman's terms? No need to over complicate it
- Do you lead with what you can do for someone else?
- Clean up your website. Delete anything that doesn't funnel the customer towards the purchase button
- Put your cash register where everyone can see it
- Remove your COVID pop-up update
- Change your opening hours

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?

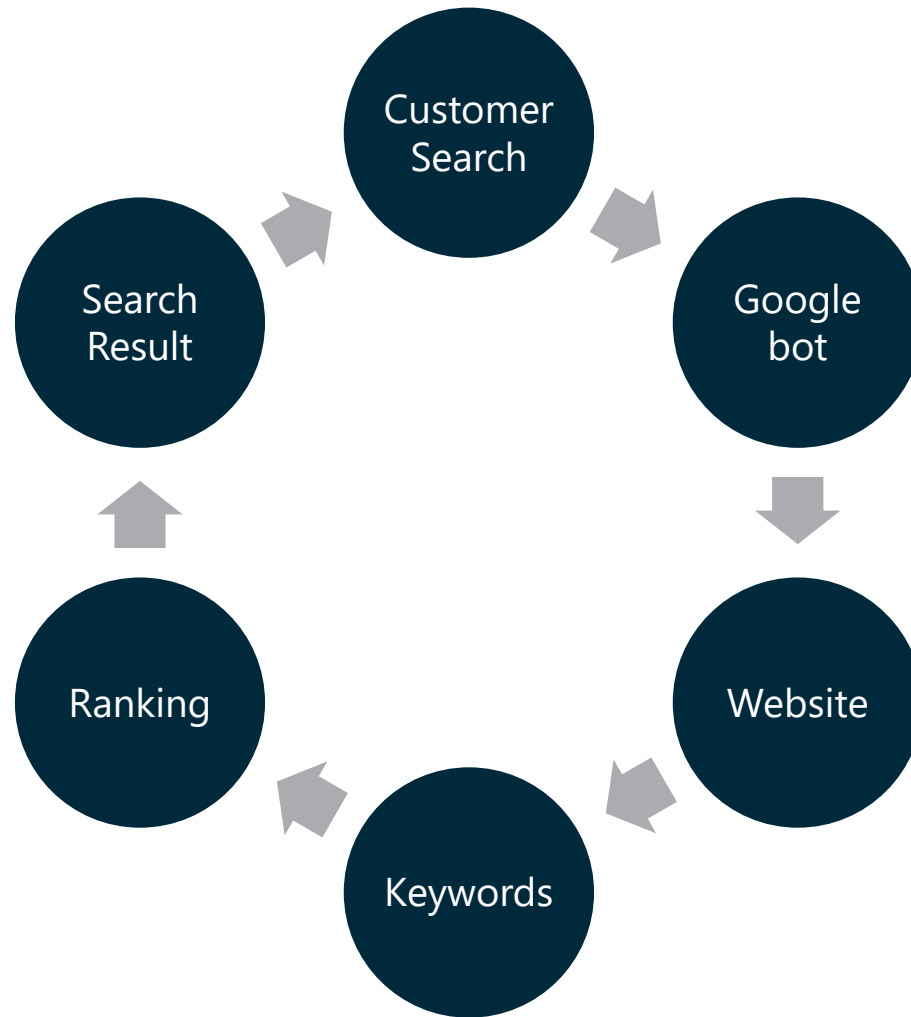
Review the text on your website



The most valuable asset on your
website is the text on your pages

Content is King

How Google works



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 bar indicates 'None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.' with 'LEARN MORE' and 'HIDE' buttons. The main area has two cards: 'Discover new keywords' and 'Get search volume and forecasts'. Below these is a table titled 'YOUR PLANS' 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'.

Google Ads | Keyword Planner

1 / 2 > None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. LEARN MORE HIDE

Discover new keywords
Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

YOUR PLANS SHARED PLANS

ADD FILTER

Plan	Status	Last modified ↓	Forecast period
Find new keyword ideas, get search volumes, and create a plan			

How to use Keyword Planner | New feature announcements

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

The modal shows two tabs: 'START WITH KEYWORDS' and 'START WITH A WEBSITE'. Under 'START WITH KEYWORDS', there's a search bar with 'murray river' entered, a location dropdown set to 'Australia', and a 'GET RESULTS' button. To the right, there's a tip about being specific and a 'Learn more' link. Under 'START WITH A WEBSITE', there's a domain filter input and another tip about filtering out unwanted content.

Discover new keywords

START WITH KEYWORDS START WITH A WEBSITE

Enter products or services closely related to your business

murray river Add another keyword

English (default) Australia

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business. [Learn more](#)

Enter a domain to use as a filter

https://

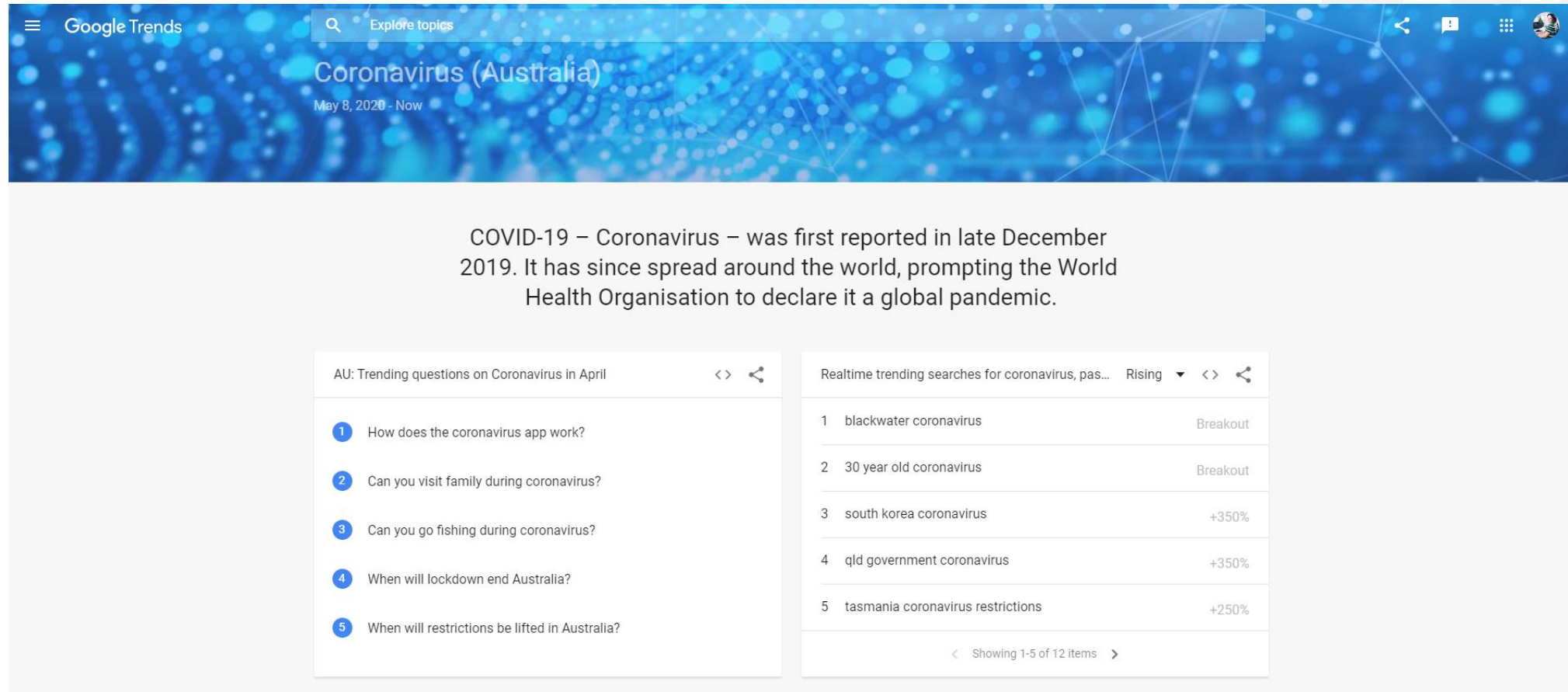
Using your site will filter out services, products, or brands that you don't offer

GET RESULTS

Let's see search traffic for Murray River

<input type="text" value="murray river"/>					
Broaden your search: + resorts + rental listings + accommodations + murray hill + hawkesbury river + darling river + murrumbidgee					
Exclude adult ideas ADD FILTER 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	–	–	–

You can also check out the search trends from around the world and Australia



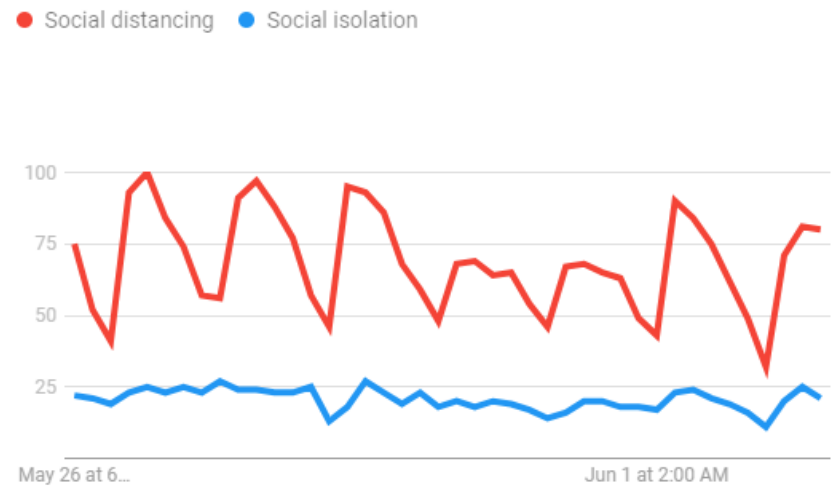
See how Australians are searching about social isolation and distancing.

AU: Trending related searches for self isolation in April

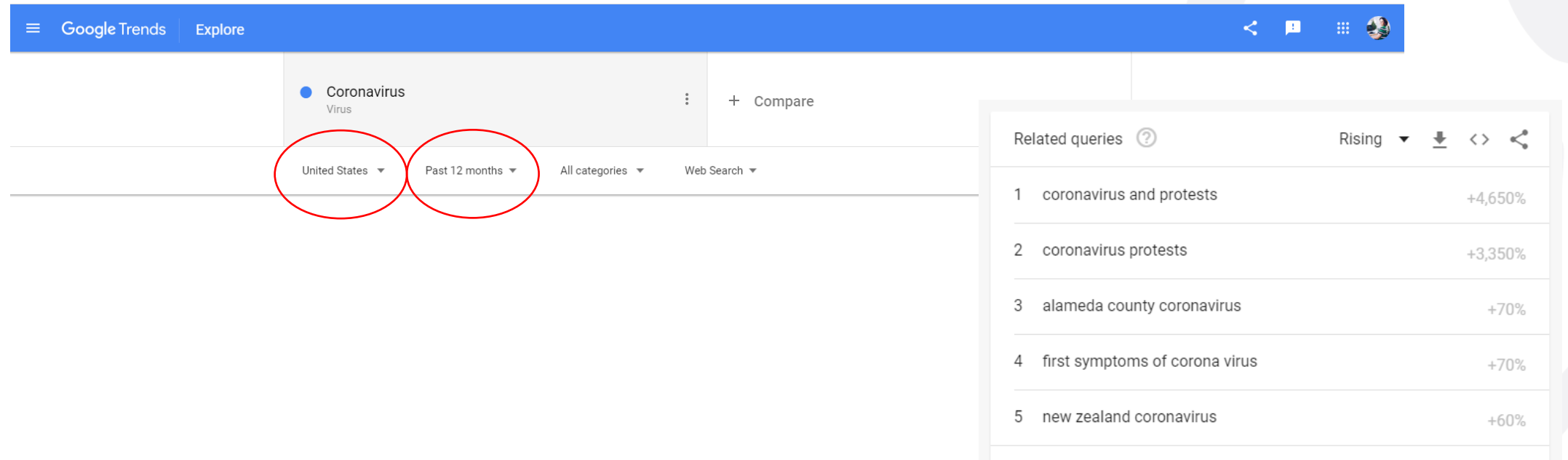


- 1 Mothers day gifts for isolation
- 2 When will isolation be over Australia?
- 3 Self isolation games
- 4 Quotes about isolation
- 5 Recipes for isolation






AU: Search interest for social isolation and distancing, pas...



What's interesting is you can see what people are searching for internationally too



What's interesting is you can see what people are searching for internationally too

Related queries 		Rising    
1	trapianto polmoni coronavirus	Breakout
2	bollettino coronavirus 2 giugno	Breakout
3	coronavirus 1 giugno	Breakout
4	dati coronavirus 2 giugno	+4,750%
5	coronavirus 2 giugno	+1,050%
< Showing 1-5 of 15 queries >		

Why we push for blogs / keywords

- Attract search traffic
- Become an authority on a subject matter
- Keep people on your page for longer
- Create opportunities
- Stand out

Most importantly, it's your opportunity to tell your story:

- Build trust
- When you build trust you can sell to people

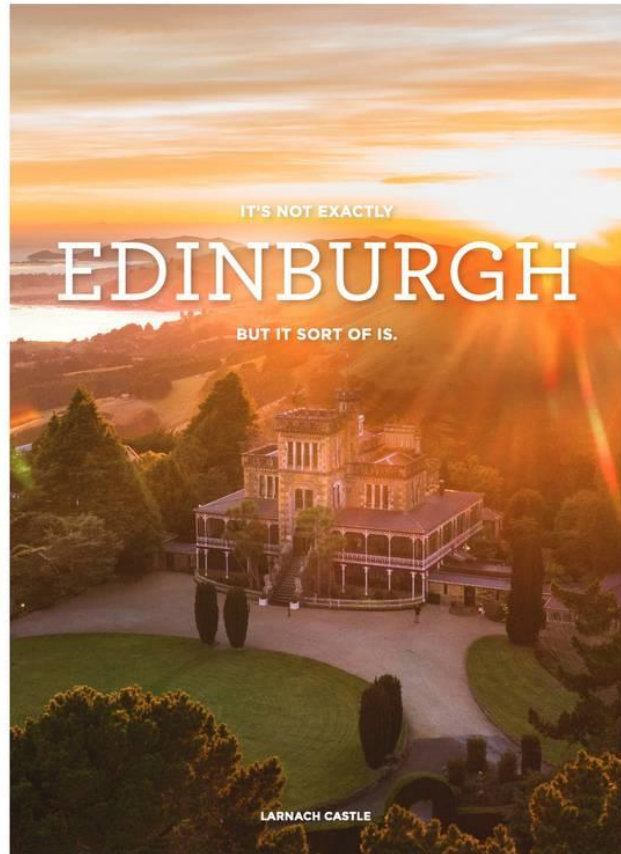
Blog ideas

- 10 things to do in [your town]
- X reasons why you should take a holiday to [your region]
- X wilderness walks to take in [your region]
- X day trips from [capital / large town near you]
- X restaurants open for dine-in meals
- X road trips to take this winter



Let's see what others
are up to

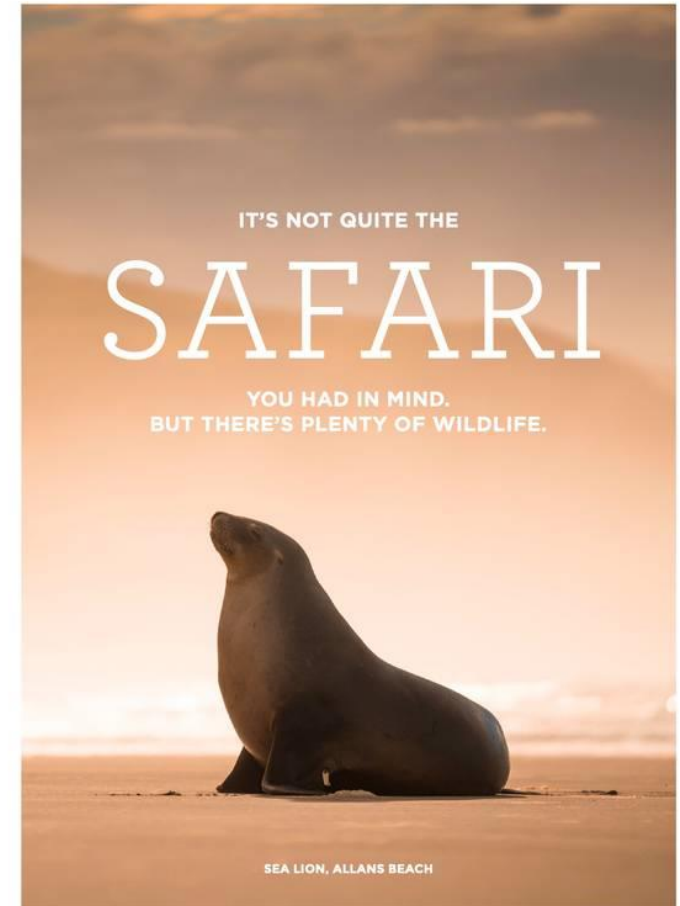
Let's see what others are doing



dunedin A PRETTY GOOD PLAN D

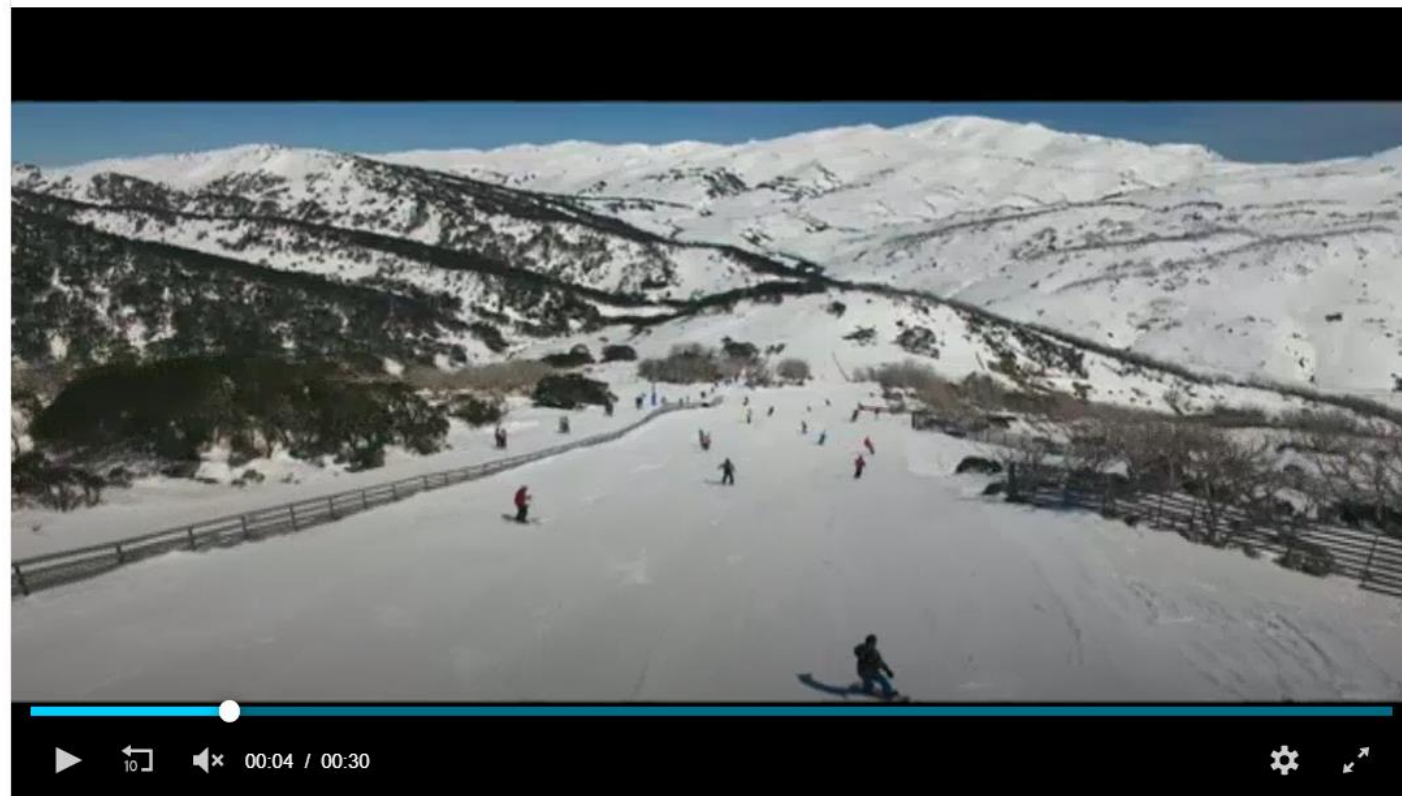


dunedin A PRETTY GOOD PLAN D



dunedin A PRETTY GOOD PLAN D

Love NSW



CHECK IT OUT: visitnsw.com/love-nsw

#DoitinWA



- Intrastate only campaign
- Ground up approach
- The campaign will be integrated across channels such as digital, video, print, out-of-home and social advertising around the State.
- The campaign will feature road trip itineraries and compelling experiences to entice passionate locals to explore WA or extend their holiday in the State.



Targeting
WEST AUSTRALIAN
RESIDENTS PLANNING
a holiday
this **YEAR**

Driving
IMMEDIATE Visitation

Promoting
compelling
NATURE,
URBAN & FOOD
experiences
that are worth travelling for

Encouraging
VISITORS to
#DOitinWA &
BOOK DIRECT with Industry

It's **TIME** to **#DOitinWA**

2020 HAS STARTED OUT TOUGH FOR MANY OF YOU AND WE'VE LISTENED.

Tourism Western Australia is launching one of its biggest intrastate tourism campaigns ever, to encourage West Australians to make 2020 the year they holiday in their home state.

The multi-million dollar marketing campaign will be delivered across channels such as digital, video, print, out of home and social advertising around the state. The campaign will feature road trip itineraries and compelling experiences to entice passionate locals to explore, extend or staycay in WA.

DRIVING IMMEDIATE VISITATION

We want to serve up some of the best packages and offers available, to encourage WA locals to do it (holiday) in WA and book direct with you, our industry partners. The campaign will have a significant social media focus so you can help by sharing your offers across your own social platforms with the hashtag **#DoitinWA**

WA: Wander out Yonder



SATC #Lovewhereyoulive



Gold Coast, Come and Play Again



[WATCH HERE](#)

Visit Vienna testing at the airport



- Those who pay 190 euros (US\$210) for a coronavirus test upon landing at Vienna International Airport can skip the country's mandatory 14-day quarantine if the test is negative.
- However, this testing on arrival is available only for those who have both a residence in Austria and a valid residence permit.

Source: [CNCB](#)

Visit Cancun



With Cancún, Quintana Roo, seeing a drop in confirmed coronavirus cases, the tourist destination announced an aggressive new campaign to bring visitors back to the region.

The Hotel Association of Cancún, Puerto Morelos and Isla Mujeres (AHCP), in anticipation of a reopening of tourism on June 1, announced the “Come 2 Cancún” campaign to **attract visitors with two-for-one hotel stays.**

Source: [CNCB](#)

Sicily



Sicily's 75 million euros (US\$83 million) tourism initiative which may pay for one night of a three-night

Source: CNCB

What MRT is up to



Encouraging LGAs, operators and visitors to send Love From The Murray

Questions?

hello@mediamortar.com.au

*Media
Mortar*