

## **GET YOUR BUSINESS NOTICED**

It is vital to keep in touch with your current clients and potential new customers. If they don't hear from you then you are "out of sight, out of mind"!

There are so many ways to communicate with your customers these days and more and more people are using their computers as a means of receiving information via email or the internet.

When it comes to making decisions about travel, many people are relying on what their friends and family have experienced and drawing on their comments to help them make decisions. Often this information is posted on travel review sites, blogs and other social interactive websites. This means it is very important that you are being talked about on the internet.

Tourism Tactics has introduced a service to ensure your business is tuned into online chatter, gets its fair share of online conversation and has optimised its website presence.

### **1. Set up profiles on independent travel review sites –**

- Rankers [www.rankers.co.nz](http://www.rankers.co.nz)
- Trip Advisor [www.tripadvisor.com](http://www.tripadvisor.com)

Also included in this step will be devising a plan to encourage your customers to write a review about your business. You can check how well you are rating or leave it to us to send you the reviews you receive each month.

2. Set up a **Google Alert** so that we can check what is being said about your business on the internet. Any activity will be sent to you in the bi-monthly report that Tourism Tactics prepares for your business.

### **3. Google Places**

You may have noticed that when you do searches Google throws up local business listings at the top of a search. These listings are ordered according to how many reviews they have from various review sites including Trip Advisor. Tourism Tactics will set up and verify your Google Place listing so that your business has a chance of showing up in this space.

### **4. Google Adwords**

Guarantees first page placement of your business website for your keywords. If you are not showing up in a Google Search for one or more of your important keywords then you may wish to consider Google Adwords as a tool to get you to the first page of a search. Tourism Tactics will research and set up Google Adwords campaigns for your business ensuring the most appropriate keywords are used.

### **5. Checking on meta tag data**

Each page of your website should be individually coded in order to improve the chances of it being indexed by the search engines. Tourism Tactics will ensure that your website has unique Page Titles and Page Descriptions for each of the pages of your website.

6. **Uploading video to YouTube** and linking video from your website. YouTube is a massive search engine, you need to make sure you have some video coverage from your business on this site. Using pocket camcorder technology Tourism Tactics will shoot several mini-movies and will upload them to YouTube including organising via your website provider, links to them from your website.

### **7. Ensure you are on [www.newzealand.com](http://www.newzealand.com)**

If you do not have a presence on this website then you are missing out on a lot of online traffic. This website is about to go through a dramatic change and as an operator you have the opportunity to have much more of a presence on the site than currently. We'll check that you have a presence on this site and if not load your information into all the relevant areas and if applicable post stories that relate to your business activity.

## 8. Leveraging Flickr

Make sure all the best photographs of your business are loaded onto Flickr. This site is where people from around the world can share and comment on photographs. Tourism Tactics will upload your images for you ensuring that they will be found by Flickr's search engine.

9. **Set up Facebook fan page.** Facebook is the most used site for interacting with friends – the latest statistics are claiming that 75% of New Zealanders use Facebook. Business can set up their own pages to attract fans and to communicate what is happening in the business. If it is appropriate for your business, Tourism Tactics will set up a Facebook profile for you and organise a link to be set up from your website. From here you can manage the profile yourself or alternatively Tourism Tactics will manage communications with your fan base i.e. post pictures, videos and news on a regular basis.



10. **Blogging.** If appropriate a blog is a really great way to get more exposure for your business as it is great way to communicate in depth what is happening. You don't need to be writing directly about what is happening with your business instead it may be about your area in general so as to provide a better impression of what is going on in your community and what there is to do. In turn this improves the chances that someone might visit your business.

Blogs are relatively easy to set up and can be linked from your website which improves the optimisation of your website. It should be noted however, that blogs do require effort. You can't just write a post one month and leave it for six months, as people can subscribe to your post and then start to expect to hear from you again. Therefore a communication plan is required with ideas about what you might write about and when. Tourism Tactics can help with this including the writing of your posts.

11. **Keep in touch with your local business community** in particular those associated with tourism businesses.

What Tourism Tactics will do? Either utilising a contact list you have or compiling one ourselves we will keep these businesses update with your activities to ensure that your business is top of mind. We will send electronic emails out on your behalf using a newsletter template with your own logos and images.

Tourism Tactics will also **request web links** from these businesses so that your website appears on theirs.

To gain further exposure we suggest that you get out there and visit some of these businesses particularly those that send you business, make sure they have your brochures and/or contact details or a price list and invite them to visit your business.

## 12. Make a communication plan.

As you can see there is a lot to tell your customers through a wide number of channels. You need a plan to communicate what you will say, when you are going to talk to your customers and via which of the above channels. We'll help with this providing a plan of action with timeframes.

## CONTACT US

Tourism Tactics will consult with you over which of the above devices you may wish to use in your business and then provide you with a quote to undertake this work either on a one-off basis or to provide an ongoing communications support role to your business.

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