

FACEBOOK MARKETING

FOR TOURISM ORGANIZATIONS



MMGY GLOBAL

WE
INSPIRE
PEOPLE
TO GO
PLACES.



INTRODUCTION

Facebook is on a social mission to make the world more open and connected. Since its humble beginnings in a Harvard dorm room in 2004, Facebook has grown to become the dominant social network in the world with over 1 billion users and the distinction as the number one social media website in 127 countries. By focusing on personal connections through the site's News Feed, chat and messaging features, Facebook has become the website Internet users spend the most time on.

The platform has also evolved to facilitate business connections with consumers. Through Facebook Pages, Facebook Advertising, and Facebook Applications brands are able to build long-term online dialogs and relationships with consumers while telling their unique story to the world.

THE EMERGENCE OF SOCIAL MEDIA MARKETING

Since 2008, the growth rate for social media marketing spending has surpassed search, display, email and television marketing. Consumer adoption of social media has shifted the online marketing landscape and with this change in consumer behavior, marketers have had to reevaluate their marketing plans. According to the 2013 Portrait of American TravelersSM study, 82% of travelers trust recommendations from friends and family, 74% of U.S. travelers have a Facebook profile and 1 out of 3 travelers reference social media as a main source of travel ideas and inspiration. With an increasing amount of individuals communicating, reviewing and recommending products and experiences to their friends and family through social media, online word of mouth is vital to successful organic referrals, leads and conversions in today's marketplace.

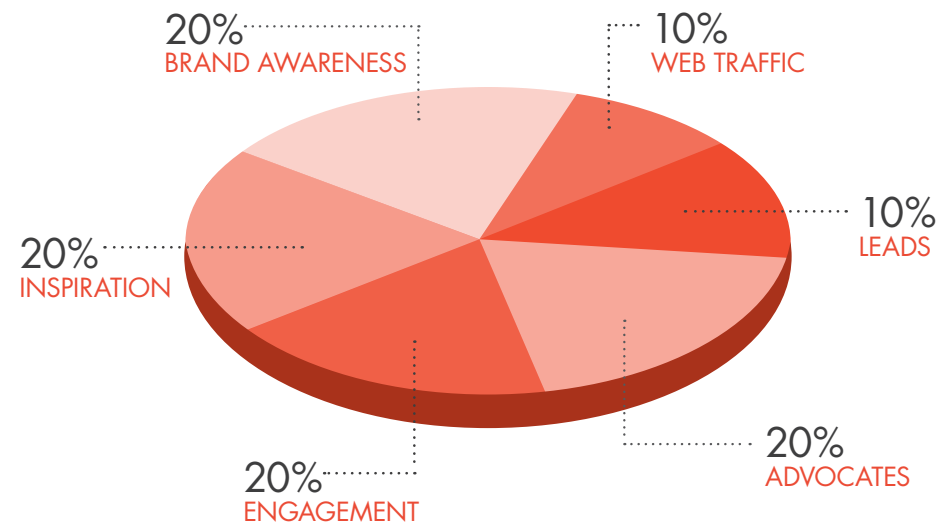
HOW FACEBOOK INFLUENCES TRAVELERS

Facebook offers travel brands the ability to identify prospective travelers, communicate directly with users, engage with advocates and create branded experiences through advertisements and custom-developed Facebook applications. Facebook is the most powerful social media channel for travel marketers because of the platform's flexibility and ability to drive awareness, empower brand advocates and push consumers further into the travel purchasing process.

Furthermore, Facebook users are passionate about sharing their travel experiences. In 2012, Facebook reviewed the top stories people shared to their Facebook timelines and discovered that the top story being shared by users was travel experiences. 42% of stories shared to users Facebook timelines were travel experiences, more than double that of the next category. In the evolving digital marketing landscape, it is clear that consumers want to share their travels with others and tourism marketers need to tap into this consumer behavior to generate awareness, inspiration and visitation.

FACEBOOK MARKETING GOALS

- Brand awareness
- Inspire visitation
- Consumer engagement
- Build brand advocates
- Drive website referrals
- Generate visitor leads



“Driving a website visit generates a single web session with a consumer. Connecting a consumer to a Facebook Page provides ongoing consumer touch points and opportunities to drive repeat website visits.”

WHAT FACEBOOK PRODUCTS ARE AVAILABLE

The heart of the Facebook marketing platform is Facebook Pages. Your Facebook Page is your brand's storefront and where you will be able to showcase your destination's most important news on your timeline. Within your Facebook Page, you can brand your profile in name and images, select a vanity URL, list your business details and link to your website. Facebook Pages also allow you to list upcoming events, map your location and feature photo and video galleries. Your Page is where you will generate connections and long-term relationships with your brand advocates (residents and past visitors) and attract potential visitors. Building a Facebook Page is simple, quick and free.

Facebook Ads are a paid advertising solution used to attract new fans, amplify your message and expand the reach of your brand. Facebook Ads allow you to hyper-target your audience based on a wide variety of triggers such as location, demographics, interests and much more. Facebook advertising units include Traditional Ads for brand awareness and to drive traffic to your website, Page Post Ads to promote your Facebook Page, Sponsored Stories to highlight users connections with your Page and Promoted Posts to showcase your Page posts. To incentivize users, generate conversions and expand co-op marketing, Facebook Offers allow Facebook Pages to provide offers such as hotel deals that can be redeemed online or in person. Custom Audiences is the newest advertising targeting available and allows marketers to upload an existing database of emails or phone numbers to target users. Facebook Ads are a cost effective approach for generating awareness, engagement and connections with users for your destination.

To develop more engaging brand experiences, tourism marketers can develop or install Facebook Page Apps that will be located on a Facebook Page. Facebook Page Apps are available from third party application developers or can be custom developed to deliver highly engaging interactions. Popular Facebook Page Apps for destination pages include sign up forms for newsletters and vacation guides, contests and sweepstakes, co-op programs and integration with other social media channels. While some third party applications are available for free, customized Page apps will require a web development investment. Beyond Page apps, Facebook provides Facebook Connect, Social Plugins, Facebook Login and Open Graph as free tools for brands to develop personalized website and application experiences.



HOW TO APPROACH FACEBOOK MARKETING

In order to properly market your destination on Facebook, you will need to have a sound understanding of who your core audience is by gender, age, geo location and interests. Whether you have in-depth visitor studies readily available to you or simply have website analytics to work with, be sure to utilize the data you have available to clearly identify your audiences. Facebook will also serve as a consumer market research tool for your destination to gather user insights, measure content engagement and crowdsource ideas before bringing them to market.

The first step in developing your Facebook Marketing strategy is clearly defining your objectives and goals. As a CVB or DMO your ultimate goal is to drive visitation. However, consumers are looking to your organization to help them decide where they should go and what they should do. You will need to balance the goals of both your organization and your prospective travelers to be effective on Facebook. Focus your efforts on generating awareness, inspiration, word-of-mouth, website visitation and online conversions whether they are industry partner referrals, bookings or vacation guide and email newsletter sign ups.

STRATEGIC APPROACH TO FACEBOOK MARKETING

- Create a content strategy
- Develop a Facebook Page
- Target audiences with Facebook Ads
- Inspire and incentivize users
- Identify ambassadors and engage influencers
- Generate word of mouth awareness
- Drive audience further into travel planning process



The importance of making your content engaging cannot be over emphasized. 40% of Facebook users time is spent in the News Feed and the more engaging your content is the more users you will reach, impressions you will generate and the longer your post will be featured in the News Feed. To achieve your goals and provide value to your Facebook audience, you will need to next develop a communications strategy to define your brand's voice, determine your message content and frequency of messaging. Keep in mind status updates between 100 and 250 characters generate 60% more likes than longer posts. To steer your content strategy, review your web analytics to understand what content consumers are searching for and consuming. What landing pages are providing the most value to your readers and how can you drive more traffic to them? Make sure to also uncover what web pages you think have value but are not being consumed. However, don't limit your content to what is available on your web site. Determine the stories you want to tell through status updates, photos or videos. Photo albums, pictures and videos generate 180%, 120% and 100% more engagement respectively.

With the knowledge of who your target audiences are, what information your audiences are most interested in and what stories you want to tell, develop a content matrix to match your consumer segments to the messages you want to relay and the landing pages you want to drive traffic to. Now that you have outlined your messaging topics, develop an editorial calendar to organize and plan your communications based on content, day of the week and timeliness of your messages. Facebook Page Admins can also schedule status updates to be posted to Facebook Pages to efficiently time messages to be deployed in the future.

MARKETING YOUR FACEBOOK PAGE

- Social Plugins or icon with link on website
- Email announcement
- Email newsletter icon with link
- Icon and link in organization's email signature
- Visitor center and office signage, stickers and window clings
- Traditional and online advertising
- Mobile website or application integration



Once you have begun deploying your destination's Facebook communication strategy, begin promoting your Facebook Page through your other marketing channels and launch Facebook Ads. Determine the ad units that best support your goals. Are you trying to generate brand awareness, drive audience growth, engage users or drive website referrals? Consider incentivizing existing users and attracting new users through a contest, sweepstakes or giveaway on Facebook.

Regardless of household income level, consumers have consistently named promotions, deals and discounts as the number one reason they connect with brands on social media. To capitalize on this consumer behavior, successful Facebook marketers leverage Facebook Offers and develop contests, sweepstakes and giveaways that adhere to Facebook's Promotional Guidelines.

Mobile marketing is the fastest growing marketing trend and Facebook Marketers need to understand the importance of mobile when developing a Facebook strategy. 68% of monthly active users access the platform through Facebook mobile products. When executing Facebook Ads or a promotion on Facebook, ensure that you are targeting mobile users and offering a mobile friendly experience.

AN ALWAYS-ON STRATEGY

Social media never sleeps and neither should your Facebook strategy. Similar to successful search marketing campaigns, to run a successful Facebook platform you need to constantly optimize, develop content and run targeted advertising. By optimizing your content strategy to ensure that fresh, relevant and interesting content is being delivered into Facebook's News Feed you provide value to your fans. To reach your target audiences you need to amplify your posts and promote your brand using Facebook Ads and Sponsored Stories. Using Facebook's impressive level of ad targeting, destinations are able to hyper target users by location, age, gender, interests and Facebook connections. When properly administered, an always-on strategy increases your reach, generates brand impressions, creates word of mouth recommendations from family and friends and ultimately drives qualified traffic to your site.

SEASONAL CAMPAIGN STRATEGY

Seasonal Facebook campaigns are an excellent way to drive awareness, engagement and visitation inspiration during pre-peak or need periods. By increasing your Facebook Ads budget and timing it with unique and innovative campaigns your organization can make sure to differentiate itself and gain the attention of travelers planning their next trip or vacation. To further incentivize your audience and build your following, think about layering in a contest, giveaway or sweepstakes. Create a unique, experiential and one-of-a-kind offer that cannot be had anywhere else to peak the most interest. When running a Facebook campaign always be sure to collect email addresses and require entrants to like your Facebook Page in order to create opportunities to drive engagement and website traffic in the future. Also, make sure to target your audience appropriately for such promotions to safeguard against attracting an audience that is only interested in winning a prize and instead cultivate an audience that is engaged in your destination offerings.

THE CHALLENGES OF MARKETING ON FACEBOOK

The largest obstacles to successful destination marketing on Facebook is budgeting and staffing. While building a Facebook Page is free, there are budget considerations including staffing, photo and video asset development, Facebook Ads, Facebook Tab development and promotional contests and sweepstakes that need to be taken into consideration. Since users are able to engage with your content, post on your timeline and message you 24/7, properly managing a Facebook Page is a time commitment. Social media users expect their feedback and questions to be responded to quickly, usually within several hours or they perceive your organization as unresponsive. Tourism marketers who are serious about their Facebook Page need to have dedicated staff to manage social media and/or utilize a marketing agency to provide support. To aid marketers, Facebook has developed a Page notification system to provide alerts and the release of the Facebook Page Managers application for iOS and Android provides on-the-go management for your Facebook Page from mobile devices.

To address staffing and the shift in how consumers want to engage with tourism organizations, DMOs should review their traditional methods of interacting with consumers and select the mix that meets demand. If your organization is seeing less call center activity, welcome center foot traffic and vacation guide requests, it might be time to reallocate funds to support emerging channels such as Facebook. Your organization may actually be able to save money and generate more interest and engagement by analyzing how your consumer marketing needs may have changed.

MEASURING FACEBOOK SUCCESS

To properly track success on Facebook, tourism marketers need to focus on the performance of their Page's organic and paid reach, engagement and signals of intent to travel based on visitation inquiries to the destination's website. Facebook provides robust analytics and key performing indicators for Facebook Pages and Facebook Ads.

THREE KEY METRICS TO MEASURE SUCCESS:

REACH:

The number of your target audience you are reaching

ENGAGEMENT:

Interactions with your organic content and ads

CONVERSION:

Signals you have driven consumers further into the travel purchase path through web visits, vacation guide requests and newsletter sign ups



SUCCESS STORIES

LAUNCHING A FACEBOOK PAGE

VISIT SCANDINAVIA

THE SITUATION

Scandinavia is a fairly unknown travel destination in the United States. Typically when American travelers visit Europe they travel to multiple countries. This has not been the case for Scandinavia even though transportation between the countries is convenient by car, train, coach, ferry or flight.

The Scandinavia Tourist Boards, comprised of Sweden, Denmark and Norway, were challenged to drive awareness of the region, experience and ease of travel between countries through an integrated social media campaign.

OBJECTIVES

Increase awareness of Scandinavia as a multi-destination travel experience by developing an integrated social media platform through the “Go Scandinavian” summer campaign to generate long-term relationships with leisure consumers in the United States.

The campaign was a joint venture between Visit Sweden, Visit Denmark, Innovation Norway and Icelandair with a focus on promoting the capitals of Copenhagen, Stockholm, Oslo and the Fjords of Norway.

The “Go Scandinavian” campaign was designed to inspire and invite social media users to adopt the Scandinavian culture as their own. By immersing users in the Scandinavian lifestyle, the campaign defined what it means to “Go Scandinavian” by highlighting and educating consumers on the culture, history and one-of-a-kind urban and outdoor experiences that differentiate Scandinavia from other regions of the world.

TARGET AUDIENCE

The “Go Scandinavian” campaign targeted social media users into consumer profile categories located in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Washington DC, California, and Washington State. The first consumer target audience was couples aged 50+, while the secondary target audience was 35-55 year old adventure seekers. The campaign also targeted users with interests in travel, the outdoors, cuisine, culture, history, art and design.

KEY MESSAGE

Scandinavia is an incredible multi-destination travel region made up of a collection of independent countries with a shared history and culture. Travelers should “Go Scandinavian” to discover the lifestyle, culture and experiences that make Scandinavia home of three of the top five happiest countries in the world.

STRATEGIC PLANNING

Independent research defined the region’s target audience as the 41.3 million baby boomers in the United States of which nearly half would take into consideration a trip to Scandinavia in the next 3 years.

Facebook was positioned as the social media hub of the social media platform, with supporting channels including Twitter, Google+, YouTube, Flickr and Pinterest. Influential social media users with expertise in travel, culture, design, nature, cuisine and history were identified and engaged to generate viral buzz and amplification of the campaign.

Consumers were targeted through Facebook Ads and a Facebook trivia sweepstakes app provided an educational “Go Scandinavian” quiz. Users who did not know the answer to the daily question were encouraged to turn to Visit Scandinavia’s Twitter or Pinterest for the answer. Visual and engaging communications continually introduced consumers to Scandinavia, inspired visitation and drove users further into the travel planning process.

RESULTS

By utilizing Facebook Ads and Sponsored Stories to develop a core base of fans the Visit Scandinavia Facebook Page was able to quickly engage the geo targeted audiences with 74% of the user base falling within the 35-55 age demographic. At the peak of the campaign, the Facebook Page had an engagement rate of over 50% and the “Go Scandinavian” Facebook trivia sweepstakes generated 12,680 entries and 4,105 email addresses.

Over the course of the three-month campaign 26M Facebook impressions were generated. The newly developed Facebook Page also experienced significant growth by generating 20,000 Facebook likes.

The image shows a screenshot of the Visit Scandinavia Facebook page. The main cover photo is a scenic view of Ålesund, Norway, with a large orange logo on the left that reads "SCANDINAVIA". The page name "Visit Scandinavia" is displayed with 40,671 likes and 5,035 people talking about it. Below the name are buttons for "Liked", "Message", and a dropdown menu. The bio states: "Travel/Leisure. Visit Scandinavia is a partnership between the historic and naturally beautiful countries of Denmark, Norway, Sweden, Finland, and Iceland." At the bottom, there are links for "About - Suggest an Edit", "Photos", "Only in Scandinavia", "Follow Us", and "Watch Videos".

Two callout boxes highlight specific ads:

- Visit Scandinavia**
Discover our modern cities, innovative design, rich culture, and world-class cuisine.
Like - 40,671 people like Visit Scandinavia.
- Go Scandinavian!**
Enter to win two round trip tickets from Icelandair to Denmark, Norway or Sweden!
You and like Visit Scandinavia.

DEVELOPING AN ALWAYS-ON FACEBOOK CAMPAIGN MYRTLE BEACH

THE SITUATION

Being one of the most popular and visited beach tourism destinations, the Myrtle Beach CVB has the challenge of positioning itself as the predominant travel and tourism resource for Myrtle Beach. Compounding this challenge is the number of user generated and intermediary organizations trying to position themselves as the same. No place was this challenge more transparent than on Facebook, where there are several “Myrtle Beach” themed Facebook Pages each with several hundreds of thousands of fans (“likes”).

OBJECTIVES

The Myrtle Beach CVB understood the power of social media as an inspirational lead into travel planning and strived to develop long-term online dialog with new and returning Myrtle Beach visitors, while promoting Myrtle Beach tourism and supporting industry partners through Facebook. The CVB also uses Facebook as a medium to empower residents and past visitors as advocates to create textual, photographic and video word-of-mouth testimonials to raise awareness and inspire visitation to Myrtle Beach.

The goal in developing Myrtle Beach’s Facebook Page was to become the predominant Facebook Page for Myrtle Beach tourism. Another objective of the CVB was to gain market share from other “Myrtle Beach” tourism themed Facebook Pages that were created by users or tourism operators.

TARGET AUDIENCE

As a predominantly drive market that appeals to all ages, the Myrtle Beach CVB targeted male and female leisure travel consumers aged 18-55+ on the East Coast from New York to Georgia.

KEY MESSAGE

The key to differentiating the “Visit Myrtle Beach, South Carolina” Facebook Page from other Myrtle Beach Facebook pages is to provide the absolute most timely, up-to-date information, photos and travel resources and promotions to help guide users from inspiration to visitation. The Myrtle Beach CVB has been able to accomplish this by taking a consumer-focused approach to content and providing users with the most valuable and informative Myrtle Beach experience on Facebook. By focusing on being social rather than trying to be good at social media, Myrtle Beach has developed a highly engaged audience that participates in games, photo sharing and virally spreading advocacy for the destination. This in turn has lead to an increase in awareness, inspiration and website inquiries for the Myrtle Beach CVB. The content strategy has been supported by Facebook Ads to promote content and engage users by featuring content relevant to the users interests.

STRATEGIC PLANNING

Prior to launching the “Visit Myrtle Beach, South Carolina” Facebook Page, the Myrtle Beach CVB conducted research and analysis including a social media audit, competitive analysis and review of website analytics. A comprehensive social media monitoring tool was employed to track and analyze the Myrtle Beach CVB Facebook Page and consumer engagements and public mentions of Myrtle Beach travel and tourism on Facebook.

Upon completing the initial listening period, a long-term strategic communications plan was developed to engage consumers through themed content topics. A content matrix and editorial calendar was created to organize and insure that the Myrtle Beach CVB would remain consistent with the strategic communication plan, messaging topics and frequency of messaging. The “Visit Myrtle Beach, South Carolina” was then launched to engage the target audience by listening, educating, sharing and inspiring users to visit Myrtle Beach. By focusing on interactions in the Facebook News Feed, Myrtle Beach was able to quickly grow its following and establish itself as the trusted resource of information about the destination.

Using existing traveler profiles, Myrtle Beach CVB identified, targeted and served content to their core audience to empower them to share its content and generate word-of-mouth for the destination. Myrtle Beach utilized an always-on Facebook Ads campaign to target Facebook users by location, age and interests. Multiple Facebook Ad units were used to engage users and generate awareness to like-minded users through Sponsored Stories.

RESULTS

Since launching the “Visit Myrtle Beach, South Carolina” Facebook Page, the CVB has generated over 765,000 Facebook Page likes. In 2012, the Facebook Page reached 205M Facebook users, engaged 1.9M unique Facebook users and generated 504M Facebook impressions. The end result has led to Facebook being one of the destinations top 5 sources of referral website traffic and conversions.

The image shows a screenshot of the Facebook page for "Visit Myrtle Beach, South Carolina" and a sponsored story. The Facebook page header features a large photo of a family (a man, a woman, and two children) on a beach. Below the photo is the page name "Visit Myrtle Beach, South Carolina" with 777,092 likes and 37,783 people talking about it. The page is categorized as "Travel/Leisure" and is described as "The Official Fan Page of Myrtle Beach, South Carolina. Plan your Beach Vacation Online Today at: www.VisitMyrtleBeach.com". The page has tabs for "About", "Photos", "Play", "Stay", and "Save". The "Photos" tab is selected, showing a grid of images including a hotel room, children playing, and beach scenes. A sponsored story is overlaid on the right side of the page. It features a profile picture of Jane Smith and the text "Jane Smith likes Visit Myrtle Beach, South." Below this is the "Visit Myrtle Beach, South Carolina" logo and the text "Joe Smith and 3 other friends also like this". At the bottom of the story are the options "Like Page", "Find More Pages", "3 hours ago", and "Sponsored".

visit MYRTLE BEACH SOUTH CAROLINA

Visit Myrtle Beach, South Carolina
777,092 likes · 37,783 talking about this

Travel/Leisure
The Official Fan Page of Myrtle Beach, South Carolina.
Plan your Beach Vacation Online Today at:
www.VisitMyrtleBeach.com

About Photos Play Stay Save

Jane Smith likes Visit Myrtle Beach, South.

visit MYRTLE BEACH SOUTH CAROLINA

Visit Myrtle Beach, South Carolina
Joe Smith and 3 other friends also like this

Like Page · Find More Pages · 3 hours ago · Sponsored

USING A SEASONAL CAMPAIGN TO DRIVE AWARENESS THE OUTER BANKS

THE SITUATION

The Outer Banks is a string of narrow barrier islands off the coast of North Carolina. A favorite East Coast vacation destination, summer is peak season for The Outer Banks. To insure that the destination remained at the top of the consumer mindset, The Outer Banks decided to leverage the destination's Facebook Page.

OBJECTIVES

The goal for the Facebook campaign was to incentivize the existing 265,000+ fans of The Outer Banks Facebook Page and attract new users to connect with the Facebook Page to inspire visitation. The secondary goal was to secure and promote industry partner sponsors of the campaign.

TARGET AUDIENCE

The campaign targeted Facebook users aged 30 and older within East Coast drive markets with interests in outdoors, fishing, sailing, windsurfing, scuba diving, boating and beaches.

KEY MESSAGE

The Outer Banks is the perfect summer vacation destination for all ages.

STRATEGIC PLANNING

The Outer Banks utilized social media monitoring, Facebook Insights and Google Analytics to understand consumer behaviors around engaging with the brand through social media and what impact those interactions had on website visits, vacation guide requests and email opt-ins.

Securing 19 sponsors, The Outer Banks provided three vacation packages users could have a chance to win. The "Little Romance" package offered couples a romantic getaway including fine dining, a cooking workshop, spa retreat and beach portrait photography session. Those looking for a family getaway could select the "Family Fun" package that included family friendly activities, while the adventurous could select the "Wild Adventure" package featuring horseback riding, dolphin tour and more. To enter to win the packages, The Outer Banks developed a Facebook sweepstakes application that included a mobile friendly entry form for those social media users who access Facebook through the Facebook mobile website or apps. Facebook Ads and Sponsored Stories were utilized to generate awareness and drive engagement in the promotion.

RESULTS

The Outer Banks sweepstakes generated 22,824 sweepstakes application views, 8,823 entries at an entry rate of 39%. Over the course of the campaign Visit The Outer Banks Facebook Page reached 6.6M Facebook users, gained over 29,000 new likes and generated 19.7M impressions.

During the campaign period, Facebook referred 3,690 visitors to The Outer Banks website and generated 610 vacation guide and e-newsletter requests at a 16.55% conversion rate. The campaign was awarded a Gold Adrian Award at the 2013 HSMAI Adrian Awards.

The image is a screenshot of the 'Visit The Outer Banks' Facebook page. The background is a large photo of a bridge at sunset. The page header features the 'OBX' logo and the text 'Visit The Outer Banks' with 364,857 likes and 17,903 talking about this. Below the header is a navigation bar with links: About, Photos, Discover OBX, Welcome to OBX, and Get a Free Guide. Two callout boxes are overlaid on the page. The first callout, located at the top right, shows a profile picture of a person and the text 'likes Visit The Outer Banks.' followed by the 'OBX' logo and 'Visit The Outer Banks' with a 'Like' button. The second callout, located on the right side, is titled 'Win a trip to OBX' and contains a photo of a lighthouse on a beach. The text in the callout says 'Enter now to win 1 of 3 vacation packages to the Outer Banks of North Carolina!' and 'You and like Visit The Outer Banks.'

likes Visit The Outer Banks.

OBX Visit The Outer Banks
Like

Win a trip to OBX

Enter now to win 1 of 3 vacation packages to the Outer Banks of North Carolina!

You and like Visit The Outer Banks.

OBX

Visit The Outer Banks
364,857 likes · 17,903 talking about this · 33,058 were here

Travel Agency · Lodging
The Official Fan Page of the Outer Banks of North Carolina.

About Photos Discover OBX Welcome to OBX Get a Free Guide

CONCLUSION

One of the most popular activities on Facebook is sharing travel experiences. By sharing travel experiences on Facebook consumers are inspiring visitation through textual, photographic and video word-of-mouth recommendations. Destination marketers have an opportunity to position themselves as a travel resource for consumers looking for travel ideas and inspiration on Facebook. Generating awareness, engagement and driving potential visitors further in the travel planning process are all benefits of maintaining an active Facebook Page. To amplify a Facebook Page's reach and impressions, destinations should utilize the Facebook Ads platform. Contests, sweepstakes and giveaways held on Facebook attract consumers and incentivize existing fans. In order to track the success of Facebook marketing, marketers need to measure multiple levels of metrics including Facebook Page Insights, Facebook Ads, promotion KPIs and the impact Facebook referrals have on a destination's website.

REFERENCES

Facebook Is Top Social Network in 127 Countries, Fast Company

Facebook Marketing, Facebook

Forrester Research Interactive Marketing Forecast By Industry, 2012 To 2017 (US), Forrester

Facebook Ads, Facebook

Portrait of American TravelersSM (2013), MMGY Global / Harrison Group

Facebook Developers, Facebook

Facebook Table Tents and Stickers, Facebook

Sharing Life's Biggest Moments, Facebook Stories

Why Do Affluent Consumers Connect with Brands on Social Networks?, eMarketer

Facebook for Business, Facebook

Facebook Promotional Guidelines, Facebook

ABOUT THE AUTHOR

Robert Patterson is the Vice President of Social Media and Influencer Marketing at MMGY Global, the largest integrated travel marketing firm in the world. MMGY, based in Kansas City, Missouri, has over 35 years of travel marketing experience providing research-driven advertising, branding, online marketing, web and mobile development, social media, CRM and public relations services to travel industry clients. Having founded MMGY's social media department in 2009, Mr. Patterson has spearheaded successful social media strategies for international brands including the Colorado Tourism Office, Barbados Tourism Authority and Trump Hotel Collection. Mr. Patterson can be contacted at 816-300-5249 or rpatterson@mmgyglobal.com.

FACEBOOK ADVERTISING CHEAT SHEET

THE FOLLOWING RECOMMENDATIONS WILL HELP YOU GET THE MOST OUT OF YOUR FACEBOOK ADVERTISING BUDGET.

LAUNCHING A CAMPAIGN

Follow the following five steps to success with Facebook Advertising:

- Define your goals: are you trying to acquire new fans, promote a product or offer, or reach more people with an important message
- Identify your audience: with your goals in mind, what are your target audience's demographics? What other interests do they have? What brand pages do they like?
- Create your campaign: Tell your story through your ads, whether they are Sponsored Stories or Marketplace Ads. Keep ads concise and any corresponding images visually appealing and easy to identify
- Optimize: Use A/B testing and continue to measure your results, tweaking your ads to include new, relevant interests or other demographics until your ads are performing strongly
- Measure: Pull weekly and monthly reports to evaluate your performance, identify gaps and adjust your tactics to better achieve your campaign goals

ALWAYS-ON CAMPAIGN

Execute an always-on campaign to acquire qualified users and amplify your messaging 365 days a year.

- Targeting your always-on Facebook campaign should align with your consumer profile demographics, including age, gender, location, and interests
- Always-on campaigns should allocate 75% of the budget to acquiring new, well-qualified fans and 25% to boosting page engagement
- Post 2-3 times per day, analyzing post performance to determine the best times of day to post
- Leverage Page Post ads or Promoted Posts to get as much reach as possible for key posts, such as big announcements, new campaigns, special events, or exclusive offers
- When promoting a post, always make sure the post has a corresponding photo or video to get the most reach and engagement
- Always-on campaigns should include multiple Facebook ad types
- Utilize custom audiences to target and reach individuals who are well qualified and have already expressed interest in your brand
- If your digital media plan includes retargeting, utilize Facebook Exchange and integrate your campaign

MEASUREMENT

- Measure against reach, engagement and conversion
- Select the appropriate metrics to determine your success against your predetermined goals
- Use Facebook conversion tracking to easily attribute ROI to your Facebook ads

EXPERIMENT

As Facebook launches new advertising products, test new ad types to determine the ad mix that works best for your organization





MMGY GLOBAL