

Digitalise Your Way Through

# GET INFORMED



# BRAND- STORYTELLERS

In an age where every click tells a story,  
your role is not just to observe, but to  
**create, attract and connect.**



# THE POWER OF DIGITAL NARRATIVES

2. Brands don't just sell products; they spin stories. And in tourism, these stories become experiences



01

## Example

**Imagine** diving into azure waters not just as a swimmer but as an explorer of hidden realms. Or trekking through a jungle, not as a tourist, but as an adventurer tracing ancient legends. **That's the essence of a compelling narrative.**



# THE POWER OF DIGITAL NARRATIVES

**2. Prepare your Brand's tale.** Every attraction, every locale, every culture has a story. So, your task? Weave it into digital gold



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Tip

Utilize platforms like 'Medium', 'WordPress', 'Blogger', and 'Wix' to pen engaging blogs. For visual tales, 'Adobe Spark', 'Canva', and 'Crello' are your allies. Consider 'Podbean' or 'Anchor' for those who favor auditory tales through podcasts.



# STRATEGIES FOR WORK: SEGMENTATION, TARGETING, AND POSITIONING

Understanding your audience paves  
the path to resonance



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**Do segmentation.** Break down your vast audience into groups. Families? Adventure seekers? History buffs? Solo travelers?

02

**Do targeting.** Once you've segmented, tailor your narratives. An adrenaline lover might prefer a tale of skydiving or bungee jumping, while a family seeks stories of fun-filled carnivals or serene picnics.

03

**Do positioning.** Position your brand in the heart of these tales. Are you the thrill-provider, the comfort-corner, or the history-haven? Or perhaps, the eco-friendly retreat?



# CASE STUDY: YOUR GREEN HOTEL VISION

Imagine you're preparing a narrative about starting a green hotel. The building uses solar panels, the waste is composted, and the meals are sourced from local organic farms.



## Innovative Approach

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Offer digital tours of your eco-friendly facilities, showcasing your sustainability efforts. Highlight your selling points like Zero-Waste Policies.

## Examples and strategies Solution

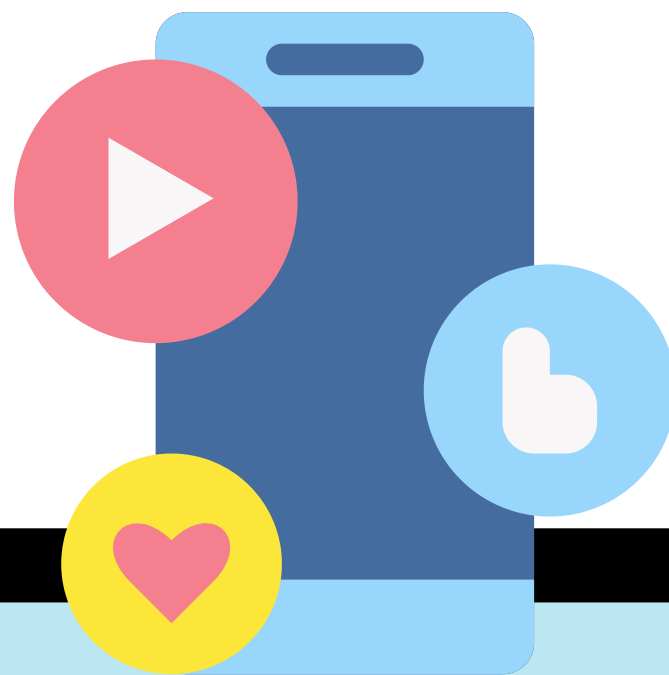
02

Engage potential visitors with workshops on sustainable living, allowing guests to participate in organic farming or craft with recycled materials. Collaborate with 'EarthCheck' or 'Green Key' for eco-certifications and flaunt these in your digital narratives.



# MAKE BEST OF THE EXISTING PLATFORMS

1. **Stories aren't bound by mediums.**  
They flow from text to images, from videos to virtual realities



## Strategy

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For captivating videos, use platforms like 'Vimeo', 'YouTube', and 'TikTok'. For immersive experiences, delve into VR storytelling tools like 'Unity' or 'Tilt Brush'. Consider 'Instagram Stories' for quick visual snippets, and 'Snapchat' for brief tales.

# MAKE BEST OF THE EXISTING PLATFORMS

2. Every storyteller evolves with feedback.



## Tip

**Engage with your audience.** Use tools like 'Google Analytics' and 'SEMrush' to understand content reception, 'SurveyMonkey' and 'Typeform' for direct feedback, and 'BuzzSumo' to gauge content popularity. Refine, rewrite, re-engage.

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**TOURISM, AT ITS CORE, IS ABOUT EXPERIENCES, STORIES WAITING TO BE TOLD, AND MOMENTS WAITING TO BE CRAFTED**

**As you journey your stories, like that of the green hotel, ask yourself: How will you mold these stories to create lasting tracks?**

