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Online Course: Frameworks for Future Tourism

2021-2-DE02-KA220-VET-000048785

How to create your digital identity and improve your network

Unit 12

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Framework and the Scope of the Unit

Unit 12 will present some ideas and best practices in digital identity creation and digital networking.

Unit's proposed content are:

- **Meaning and importance of Digital Marketing;**

- **Digital presence and identity;**

- **Social networks, tools channels.**

TABLE OF CONTENTS

Having a solid digital identity is more important now than ever. [1]
The first thing anyone will do when they hear your name is Google search you.
Your online presence requires cultivation and work: make sure it is not only up-to-date, but also accurate and tasteful.

I.

Digital Marketing

1.1 What is Digital Marketing?

- Digital marketing encompasses all marketing efforts that use an electronic device or internet[2]

- Its definition has evolved over time into an umbrella term describing the process of using all digital technologies available to achieve business and implementing marketing tactics[3]

1.2 Digital Marketing channels[4] (1)

- **Social media marketing:** Social media marketing helps companies increase brand awareness, engage with customers, and direct traffic to the company website.

- **Content marketing**: Content marketing helps attract, nurture, inform, and entertain potential customers to earn their trust and loyalty.

- **Search engine optimization**: Search engine optimization (SEO) increases a website's visibility in search results, bringing in more traffic and conversions.

- **Email marketing:** Email marketing is one of the best ways to attract and nurture new and existing customers.

- **Video marketing:** YouTube alone reaches more U.S. adults aged 18-49 than any cable network. Video marketing is an increasingly popular digital marketing channel to provide content that engages customers and ranks high on search engine pages.

1.2 Digital Marketing channels[4] (2)

- **Mobile marketing:** Mobile marketing includes mobile banner ads, SMS messaging, push notifications, in-app ads, QR codes, and more.

- **Influencer marketing:** Influencer marketing entails sponsoring influencers to promote a brand and increase the reach of your product message.

- **Partnerships and affiliate marketing:** In partnerships and affiliate marketing, you come to an agreement with a software or service provider and share/earn commission for selling and attracting new customers.

- **Search engine marketing**: Search engine marketing, e.g., Google pay-per-click ads, is an online advertising model used to drive traffic to websites and sales pages.

1.3 Digital Marketing benefits[5]

- Even a very small local business owner has the ability to reach an international audience with an online presence.

- Most marketing strategies won't even cost anything at all to start with (such as SEO, social media, and content marketing).

- It is easy to get started with. It is all a matter of finding the right strategy that works for your business, with a DIY approach

- Digital marketing enables to extract data to see which audiences will work best for your business and how you can optimize your campaign around them.

- It helps you to analyze the changing behaviors of customers and modify campaigns for those changes.

1.4 Strategies[3]

- There are different strategies of digital marketing that can be used by different types of businesses. A B2B* business that is interested in gaining international leads may have a totally different strategy than a B2C* local business.

- While some companies can benefit more easily with content marketing and SEO, others can benefit from advertising campaigns.

- Here are some of the most common types of digital marketing you can choose from:

  - SEO-based content creation
  - Search engine marketing
  - Social paid ads
  - Video marketing
  - Forum engagement
  - Social media marketing
  - Email marketing
  - Local search
  - Remarketing
  - Influencer marketing

*B2B = business to business / B2C = business to consumer

1.5 Multiple Content Types (1)

- For a lot of platforms, there is a wide range of content types you can choose from to keep your brand fresh and build effective online campaigns. Unlike traditional marketing, you can more easily reproduce one content to fit as many platforms as you want.[6]

- Here are some of the most common types of content that you can choose from:

- **Blogs** - frequently updated web pages used for personal commentary or business content.

- **Podcasts** - an audio file similar to a radio broadcast, that can be downloaded and listened to on a computer or MP3 player.

- **Emailers** - a system for sending and receiving messages electronically over a computer network.

- **Ebooks** - a non-editable text that is converted into a digital format and displayed and read on an electronic device, such as a tablet or smartphone.

- **Visual content** – it is an online content that's primarily image-based. Common forms of visual content include pictures, diagrams, charts, infographics, online videos, screenshots, memes and slide decks.

1.5 Multiple Content Types[6] (2)

- **Infographics –** it is a visual representation of information or data, e.g. as a chart or diagram.

- **Whitepapers -** is an informational document issued by a company or not-for-profit organization to promote or highlight the features of a solution, product, or service that it offers or plans to offer.

- **Quizzes -** a test of knowledge, especially as a competition between individuals or teams as a form of entertainment.

- **Social media posts -** it is shared on social media through a user's profile. It can be as simple as a blurb of text, but can also include images, videos, and links to other content.

- **Webinars –** it is a seminar conducted over the internet.

2.

How to create your Online Presence

Google is the world's most-visited website. The site currently holds more than 92% of search engine market share.[7] **Creating a Google Business Profile** (formerly known as Google My Business) is an important way to attract new customers to your business through Google search and Maps.
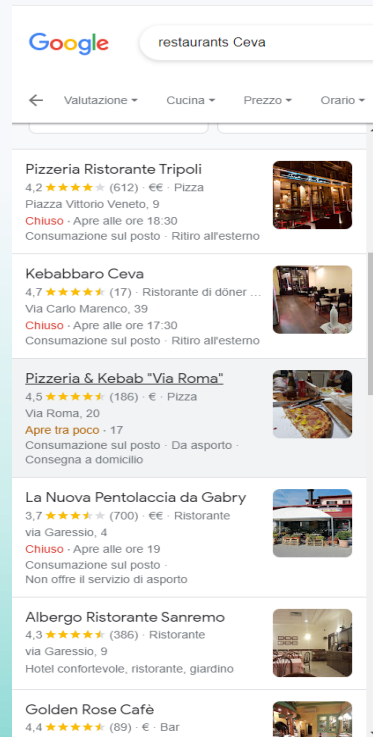
What is a Google Business Profile?[8] (1)

- Google Business Profile is a free business listing from Google. It allows you to provide details and photos of your business, including your location, services, and products.

- Creating this free profile is a great way to increase your visibility across Google services.

- A Google Business Profile helps ensure that people find your business when looking for products and services like yours in their local area.

- Your Google My Business listing shows searchers where and how to visit your business.

- A Google Business Profile also improves your local SEO. In particula, a listing for a local business is more likely to appear when people search for a nearby business using Google Maps.
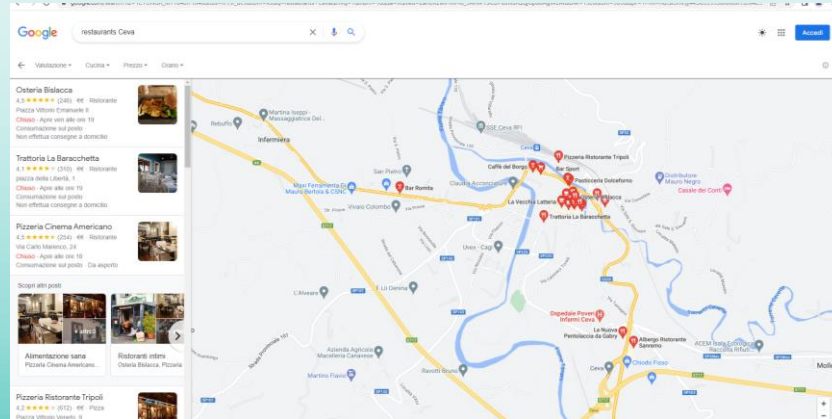
What is a Google Business Profile?[8] (2)

- Your Google My Business profile allows you to control and update your contact information, business hours, and other essential details as needed.

- You can post updates to share that you've expanded services, temporarily closed, or fully reopened.

- Google's combined star rating and space for detailed reviews allows customers to share as much or as little information about their experience with your business as they like.

What's important for a Google My Business Profile? [8]
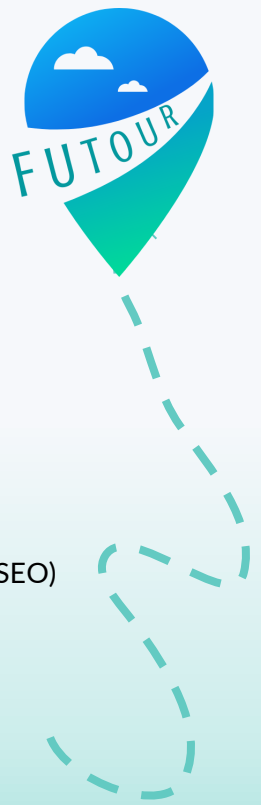
Google My Business is based on three factors:

- **Relevance:** How well your Google My Business listing matches a search

- **Distance:** How far your location is from the search or searcher

- **Prominence:** How well-known your business is (based on factors like links, number of reviews, review score, and SEO)

!!! You must have images and videos and Keywords of your business !!!

3.
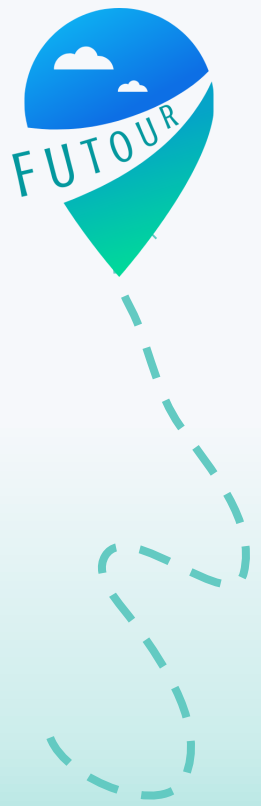# Social Media

Social Media today

- Nowadays, social media are changing the way the Internet is used and the way we communicate and process information.

- In the world, according to the Digital 2020 survey, globally, over 5 billion people use the Internet and the number of social media users has already exceeded 3.8 billion.[9]

- As of 2023, almost 2/3 of the world's population is online, and the latest trends suggest that—soon—more than half of the world's population will be using social media.[10]

- Social media are characterised by a high degree of interactivity, using various and widely available types of applications and extensive communication techniques.

Social Media in Tourism[12, 13]

- Due to the development of new technologies, social media will play an increasingly important role in marketing activities in the field of tourism.

- SM is used to build the brand of the region, company, and attractions, as well as build relationships with tourists before, during, and after a tourist stay.

- It should also be noted what an important role in the process of sustainable return to tourism is played by social media, which is used by an increasing amount of the population. Forty-four percent of travellers have increased the time spent browsing through social media during COVID-19.

- Tourists are more and more willing to use social media at various stages of their journey, including planning, realizing, and sharing travel experiences.

- Posts posted by digital influencers have an impact on making decisions about choosing a tourist destination.

- The public is increasingly posting information and looking for information on social media when travel planning.

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How to use social media to be more attractive[14, 15]

To be me more attractive on Social Media you could:

- Post quick up-to-date videos on the best times of year to book

- Discuss any exciting events coming up in the area, and

- Share useful tips about travel to your location

- Share the experiences

Activities for the Learners

Which channel of digital marketing does fit your business best?

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Propose a Social Media Marketing Strategy for your business: use the channels you identified before and the tips in the unit

Readings

1. Digital Marketing: Strategy, Implementation, and Practice. Authored by Dave Chaffey, Fiona Ellis-Chadwick; published by Pearson UK, 7th edition (2019)

2. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. Authored by Dave Chaffey, PR Smith; published by Routledge, 6th edition (2023)
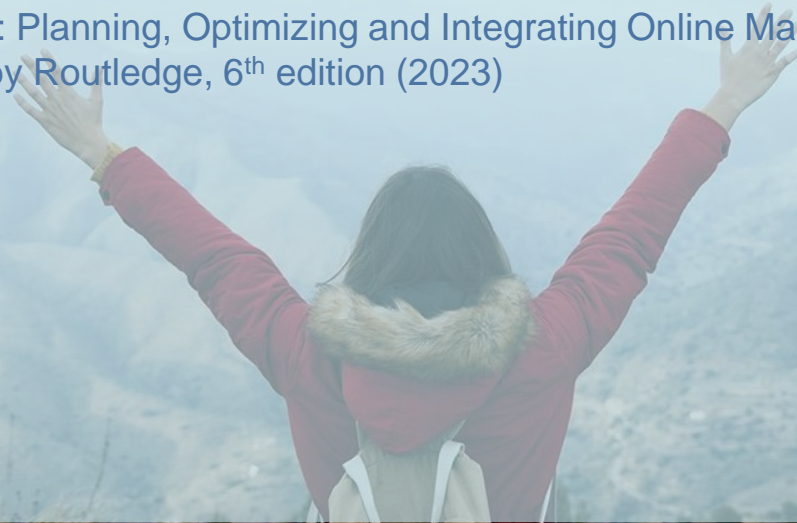
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[11] Digital 2022 Report. Hootsuite. (2022). https://www.hootsuite.com/research/social-trends#67J3gYjmYRHkJcIINCFEmY

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[15] Moro, S. and Rita, P. (2018), "Brand strategies in social media in hospitality and tourism", International Journal of Contemporary Hospitality Management, Vol. 30 No. 1, pp. 343-364. https://doi.org/10.1108/IJCHM-07-2016-0340
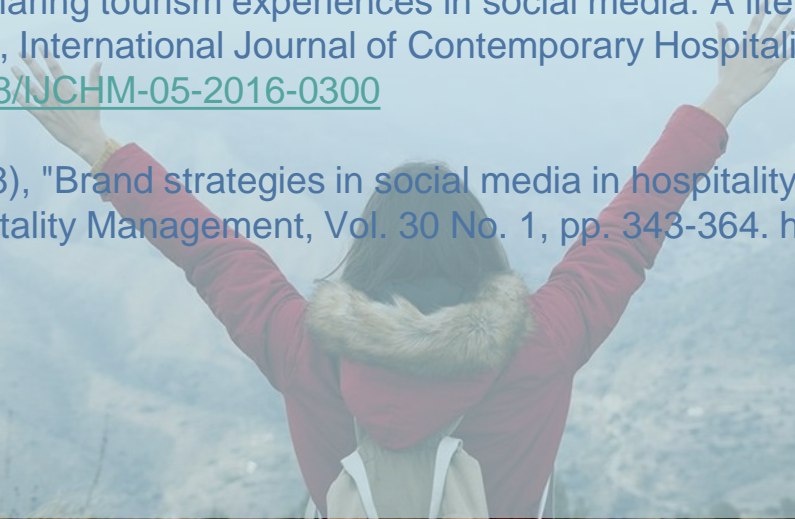
THANKS!

Do you have any questions?