

Travel & Tourism

Making Sense
of Online Marketing

The



DOWN LOAD



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

© 2020 Constant Contact

Contents

02

Introduction

Our goal is to show you how to connect the dots in online marketing.

08

CHAPTER ONE

How people find you online

Whether people search for your business by name or something related to your business, your guests or customers should be able to find you.

14

CHAPTER TWO

How to set yourself up for success

With an understanding of how people may find you online, let's talk about the tools you should use to make sure you have a strong foundation in place.

48

CHAPTER THREE

How it all comes together

Let's take a look at how you bring it all together to position yourself for success.

58

CHAPTER FOUR

How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



Introduction

People are looking for travel options online all the time.

Travelers scour the internet to plan their next adventure, family getaway, honeymoon, or business trip. Whether it be on Google Search, company websites, social media, or online review sites like Tripadvisor, they want to spend their dollars wisely.

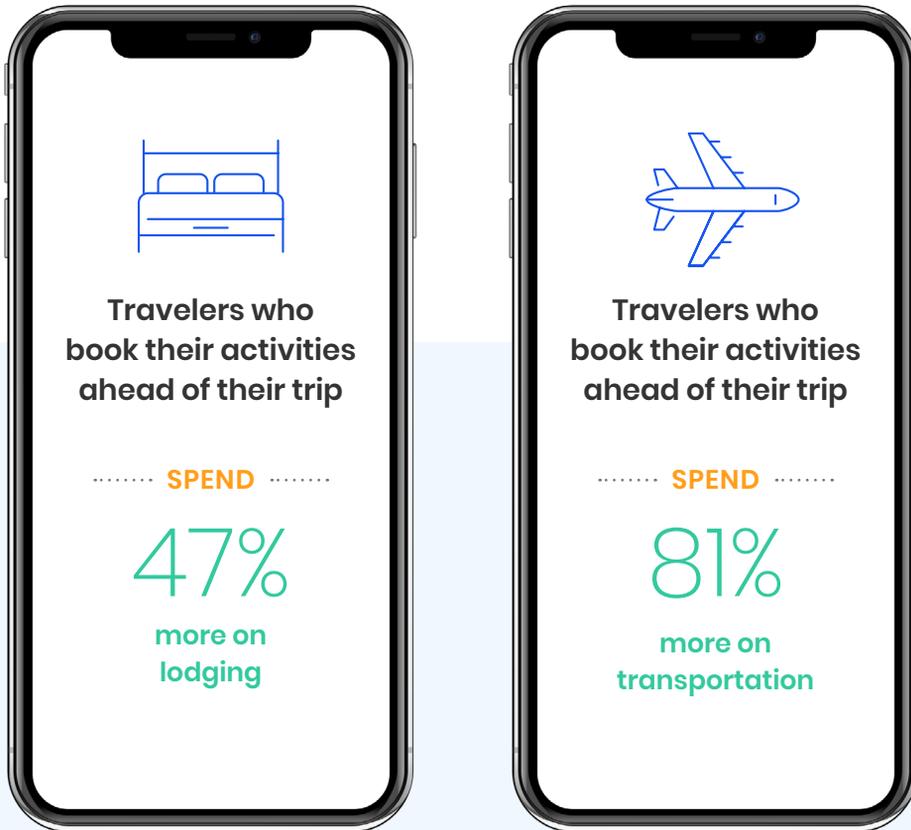


THAT MEANS

There are a lot of people out there looking for all types of travel options and you need a solid digital strategy to stand out from the crowd and earn your share of the revenue.

Businesses that are online are seeing growth.

A Google/Greenberg, Global, Travel Tours,
and Activities Survey and Behavioral Study found:



THAT MEANS

There's potential for more reservations and more revenue
if you are set up for travelers to engage with you.



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

You're not alone.

Whether you are a boutique hotel, bed and breakfast, tour operator, transportation provider, or other travel and tourism professional, just like many other Constant Contact customers, you're trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a business owner or manager by trade and a marketer by necessity.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

As a smaller more intimate travel provider, you have a huge advantage over big hotels, tour operators, or providers because you actually know your customers. Many times you interact with them in a way mega companies cannot. It's that intimate knowledge that can keep your business top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with a guest, don't do it online.

Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Word of mouth referrals? Internet searches? Recommendations and reviews from past guests or travelers? Or all of the above and more? It's a fact that bookings in today's travel and tourism market are driven from many sources. When done correctly, online marketing provides opportunities to extend each of these areas and more even further.

As you know, business is built on relationships – both in person and virtually. Online marketing allows you to strengthen existing relationships with current customers and build new ones.



Here's what we're going to cover:

Chapter 1: How people find you online

Chapter 2: How to set yourself up for success

Chapter 3: How it all comes together

Chapter 4: How online marketing can work for you

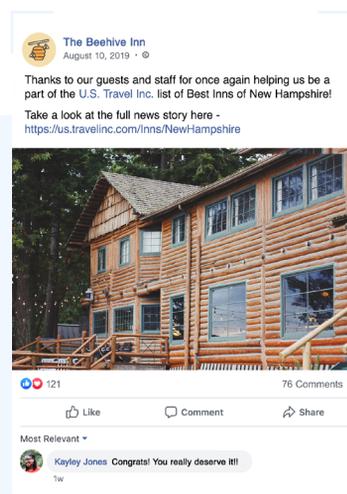
Now let's get to it!



How people find you online

We've mentioned that word of mouth now happens online.

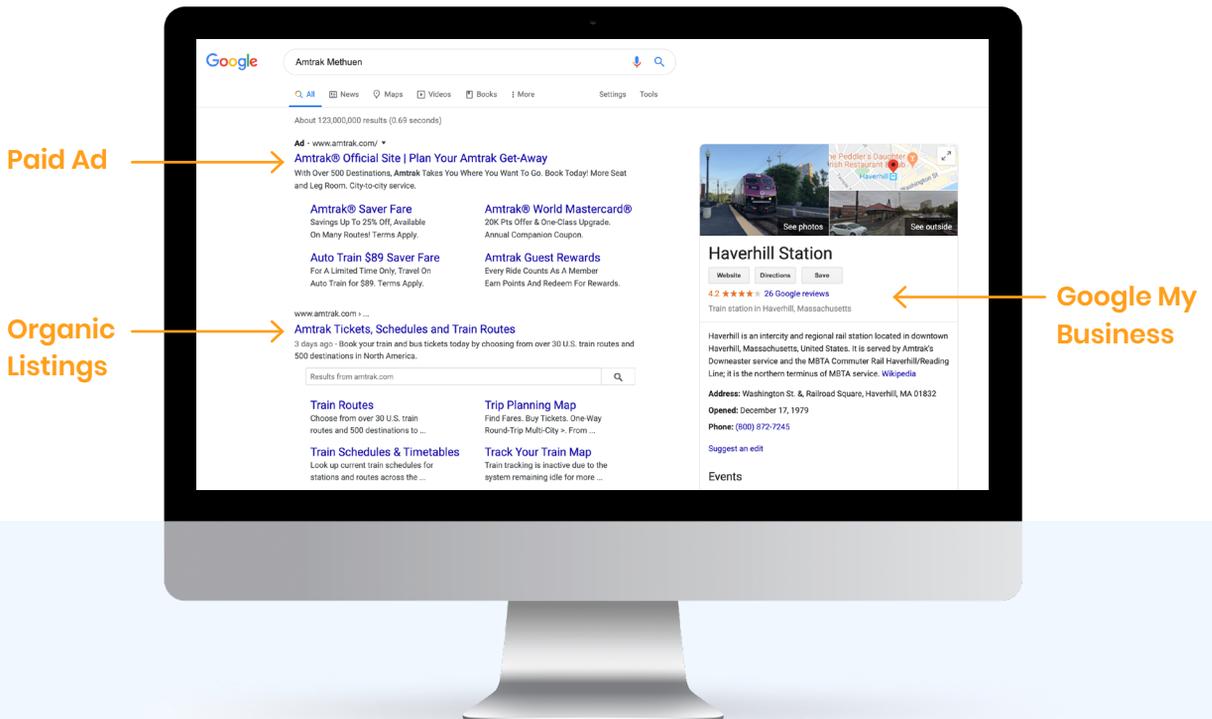
People are talking up the places they trust and their favorite places to stay and visit in a new location directly; they're sharing photos from their last trip and writing reviews about their favorite places to call home when they travel. Almost every trip starts with a request from friends and family for suggestions of places to go and things to do. You want your business to be part of these conversations and you want your content to be relevant and meaningful.



The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer. Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"

What do people find when they go looking online for your business?



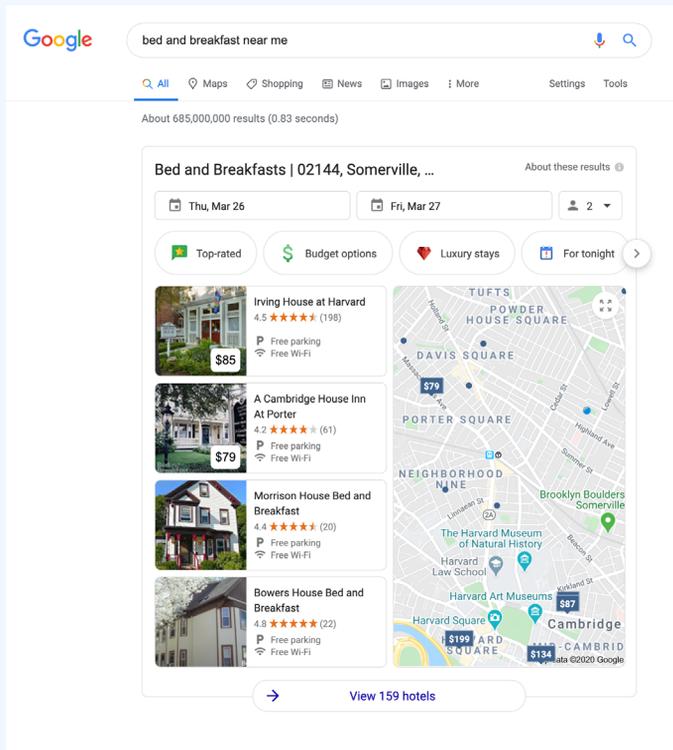
Example using "Amtrak Methuen" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews sites
- Info from other sites

What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business—“Amtrak”—by name. But, people don’t always search by name. Sometimes they have a location they will be visiting or activity they need to plan, but they don’t know where to start. Then they type in a more generic search term, like “transportation from Houston airport” or “things to do in Bermuda.”



Let’s take a look at an example.

Imagine you were visiting your sister just a few towns over and decided to stay the night. Not a fan of large scale hotels, you head to the internet to look for a bed and breakfast.

Here’s an example of what may come up—of course, your actual results will differ.

Notice that “bed and breakfast near me” brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

Beyond the map listings, you may also find websites, social media accounts, review sites, and listings of bed and breakfasts near the location of your search results.

If we apply these results to what may show up for your business, your customers may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

Review Site

Competitor Listings

The screenshot shows a Google search for "bed and breakfast near me". The search bar is at the top with the Google logo on the left and a microphone and search icon on the right. Below the search bar, there are several search results. The first result is from tripadvisor.com, titled "THE 5 BEST Somerville Bed and Breakfasts of 2020 (with ...)". The second result is from morrisonhousebnb.com, titled "Morrison House Bed and Breakfast - Somerville (Cambridge ...)". The third result is from yelp.com, titled "THE BEST 10 Bed & Breakfast in Somerville, MA - Last ...". The fourth result is from bedandbreakfast.com, titled "Somerville - Bed and Breakfast". The fifth result is from bnboston.com, titled "Claddagh House Bed and Breakfast lodging Somerville MA ...". The sixth result is from davissqinn.com, titled "Davis Square Inn - Somerville (Cambridge, Boston ...)". The seventh result is from bowershousebnb.com, titled "Bowers House Bed and Breakfast - Home - Somerville". The eighth result is from booking.com, titled "The Morrison House B&B, Somerville, MA - Booking.com".



ACTION STEPS



Search for your business.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for the generic terms for your business.

Is your business there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

If your business doesn't show up in both scenarios, you have some work to do.

Here's the reality: If you're not online, prospects can't find you.

Whether people search for your business by name or something related to your business, your guests or customers, current or future, should be able to find you. Your job is to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Is this the right travel provider for me?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.



How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content



1



A mobile-responsive website: Your online hub.

Yes, your business should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



TIP

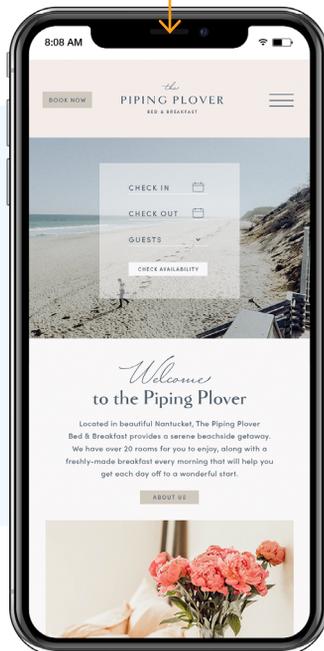
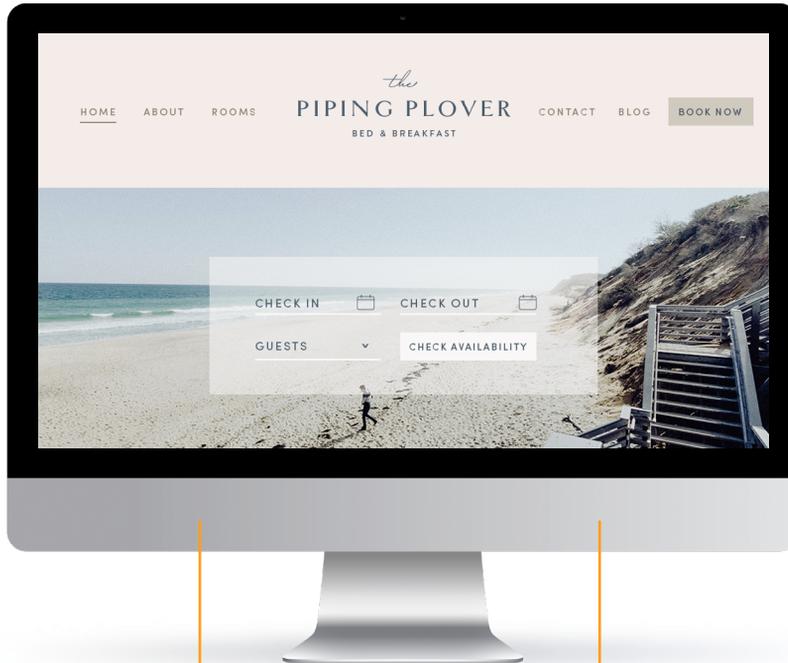
Buy a domain name for your website to match your business name.

In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.

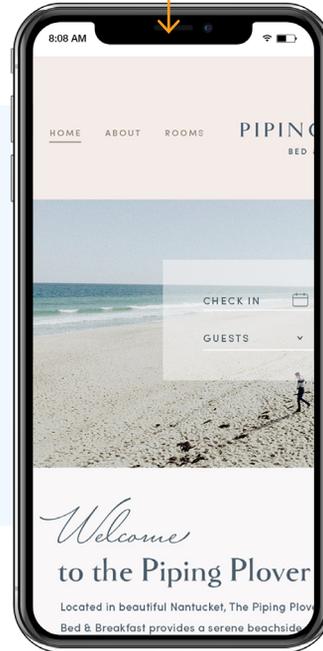


MOBILE-RESPONSIVE WEBSITE

With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile



DID YOU KNOW?

Want a custom-designed site?

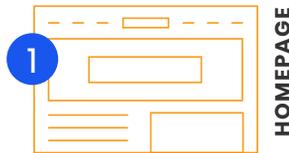
Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

Your website should have at least four pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



Think about your business specifically to add additional pages. For example, a boutique hotel or bed and breakfast might want to have an online reservation capability. If you provide transportation, perhaps integrate a calendar page showing available pick-up or drop-off times available. Be sure to use enough pages to effectively showcase and organize your offerings. Grouping like products together makes the user experience better and will increase the time spent on your website and conversion. Don't forget to include an image gallery! The images your guests post are available for everyone to find — make sure your photographs and your perspective of your travel business shine bright on your website.

Most businesses benefit from having blog functionality on their site as well (more on that later). If you really want to engage with your guests and travelers, consider installing an online chat widget. This allows you to offer customer service and take reservations or appointments directly with your travelers.

**What should you put on those four core pages?
Let's take a look.**



HOMEPAGE

What questions should you answer on your Homepage?

What is your product or service?

People don't have a lot of time. Be clear. Be specific.

Who is it for?

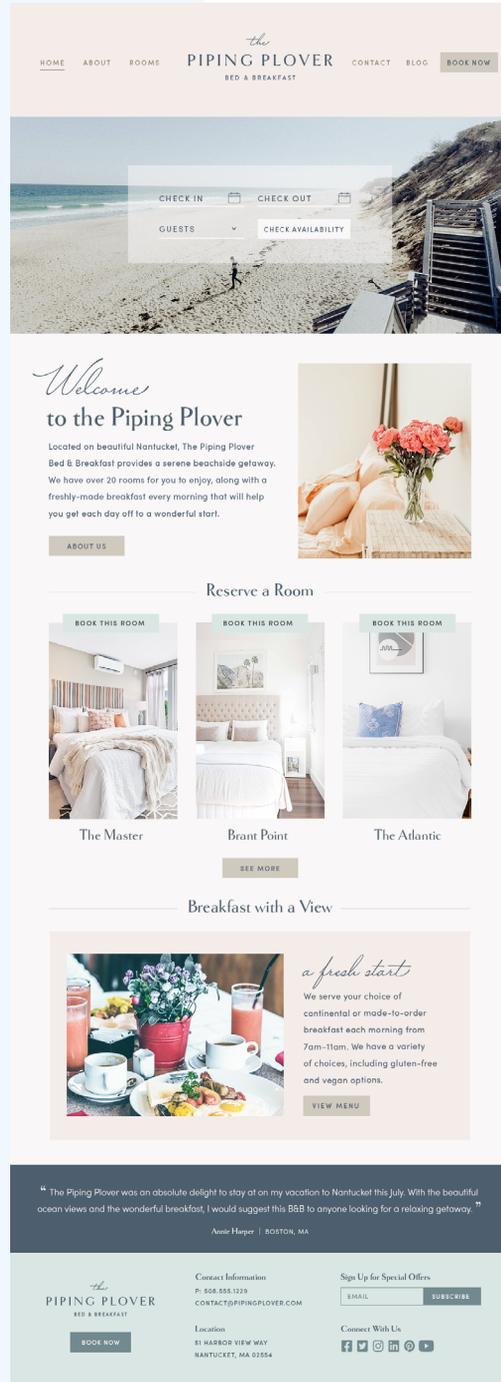
The visitor is asking, "Is this for me?" Who is your ideal customer? Do you serve a particular group or industry? Make it clear who your product or service is for.

So what?

Why would your potential customer care? Why should they choose you? Is there something about your product or location that makes it unique?

What should visitors do next?

Reserve a room or tour? Contact you? Give an email address for more information? Make it clear what action people should take as their next step.



Homepage example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

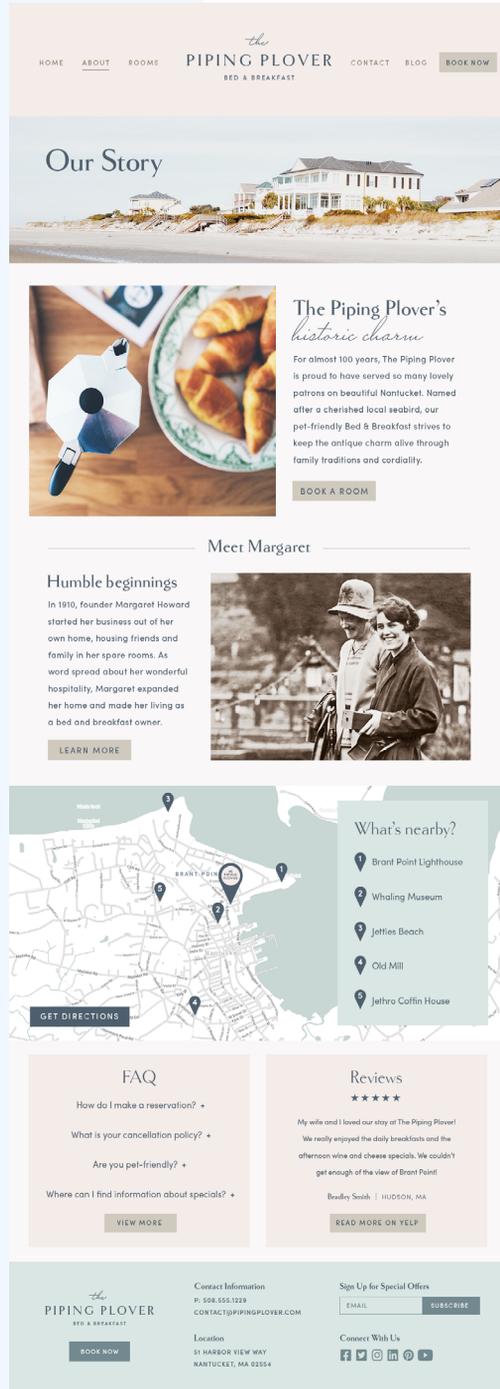
Why will spending time with you on their next trip or vacation make it better? Why are you different than the other providers offering similar products in the market? What obstacles did you face and overcome trying to solve this problem? Why is your business important to you?

Why should people care?

How will you potential guests benefit from staying with you or using your travel service? How can they be sure that their trip and travel investment is safe in your hands? Do you have testimonials to support? Are there third-party reviews available on sites like Tripadvisor that you could link to?

What makes you or your business different?

What do you offer that others do not? How will you and perhaps your team make an impact on their trip? What's your plan for them? What are some frequently asked questions of other travelers that they may not have thought about?



About page example



SERVICES PAGE

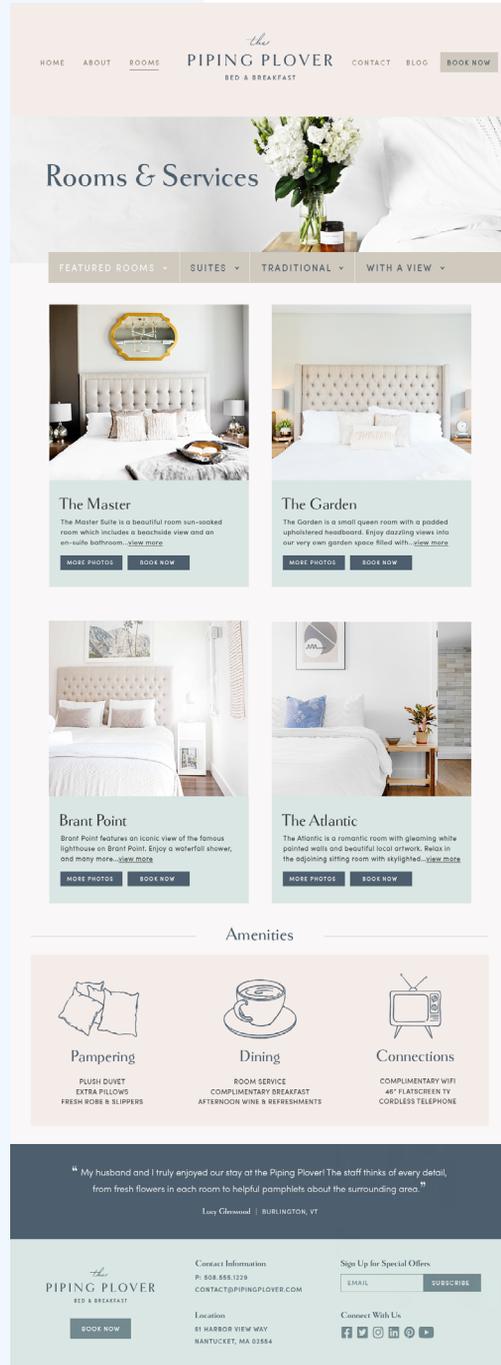
What questions should you answer on your Services page?

What products or services do you offer your guests?

If you are a hotel or bed and breakfast, do you have different room types available? If you operate tours are their different options or different locations? If you are in the transportation sector, are their different car types for varying party sizes and budgets?

What are the key differentiators of your products or services?

Do overnight stays include breakfast or other amenities? Are you tours eco-friendly or do they include meals?



Services page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can I find you?

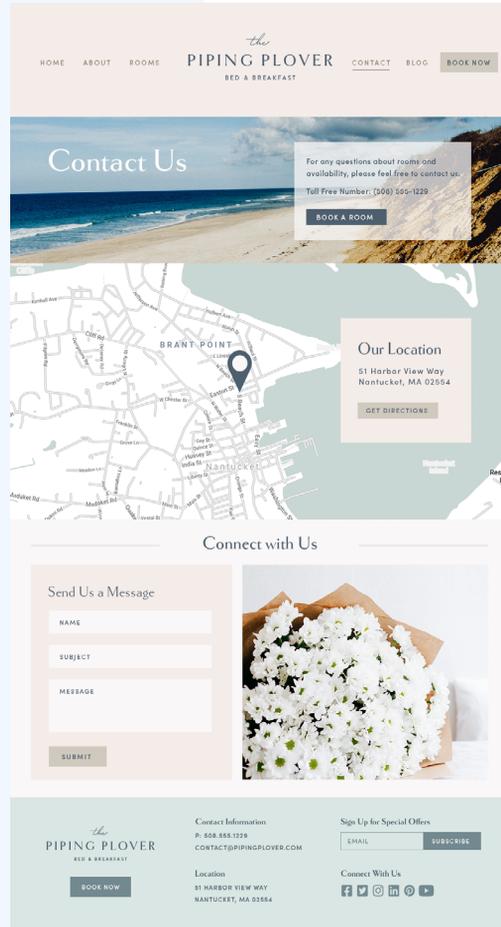
Do you have a physical location(s)?
Where is your company based?
Which social media channels do you use?

When can I reach you?

What are your hours of operation?
Are all locations the same? Are there different hours for support?
Other functions?

How can I contact you?

Is there more than one way?
Start with your preferred method.
What should they expect in terms of a reply? How do they sign up for continued communication after you answer their question?



Contact page example



TIP

The Contact page is a great page to feature social media accounts a bit more in-depth.

Adding a feed from your social channels gives future travelers a great look at your products and services.



Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images. Be sure to size images correctly for your website so they load quickly.



3 seconds

As soon as the page load time surpasses 3 seconds the bounce rate soars to 38% (by the time it hits 5 seconds).

ACCORDING TO
SOLARWINDS PINGDOM



Homepage

Show what success looks like for someone using your product or service.



About Page

Use professional images of yourself and your staff that show your personalities, and show action shots. You want people to imagine what would it be like to work with you.



Services Page

Use images that demonstrate the outcome of using your services for the customer. For example, if you offer tour services show images of people having a great time on the tour.



Contact Page

Show your physical location, especially if it's not in an obvious place. Show people having a great time. People want to get a sense of the atmosphere you create. This is important if you have a restaurant, bar, or event space. Include a map.



ACTION STEPS



Create a simple website.

Don't have a website? Create one with [Constant Contact](#) in minutes!



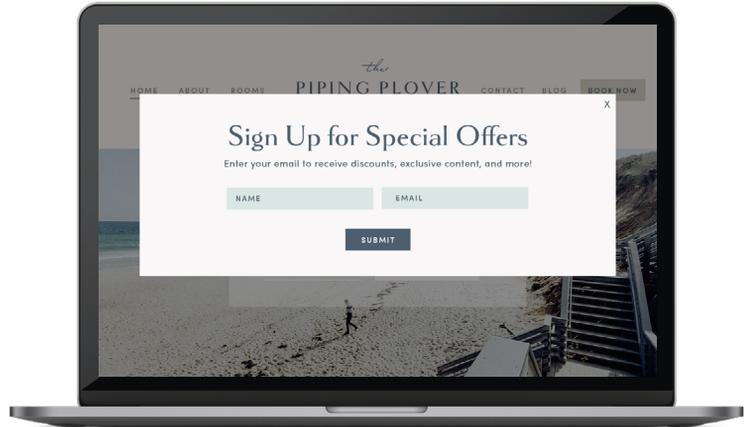
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



What happens if someone visits your website and doesn't make a purchase?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like a discount, exclusive content, or an amenity or service — to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.

2



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list.

More on the next pages.



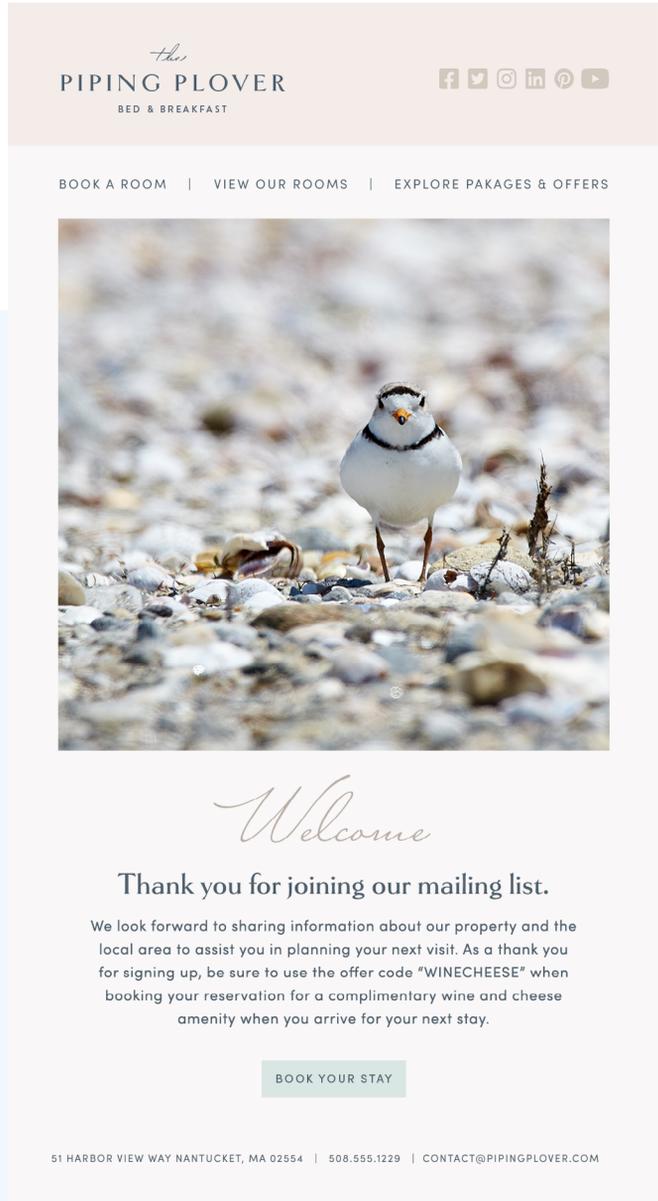
Here are two emails to include in your automated welcome series.



WELCOME SERIES
EMAIL ONE

Welcome/
Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



Welcome email example



WELCOME SERIES EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you or learn about your business – this will most likely be on your social channels and review sites – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

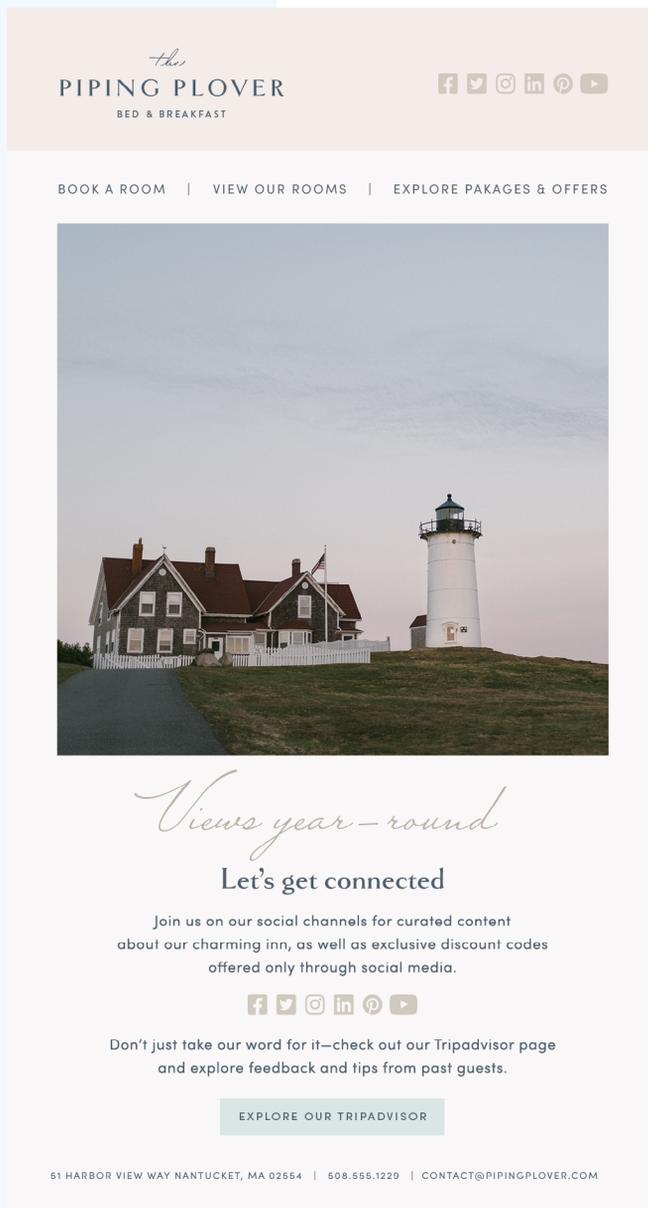
And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.



TIP

Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)



Let's Connect email example



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.



DID YOU KNOW?

Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

The screenshot shows an email header for 'the PIPING PLOVER BED & BREAKFAST' with social media icons for Facebook, Twitter, Instagram, LinkedIn, Pinterest, and YouTube. Below the header are navigation links: 'BOOK A ROOM | VIEW OUR ROOMS | EXPLORE PAKAGES & OFFERS'. The main content features a large image of ocean waves. Below the image is the text: 'Start of season sale', 'The water's getting warmer.', 'Ease into spring with a soothing stay on Nantucket. We are open year-round and provide seasonal activities and guides. Book a room now through April 30th for just \$99/night.' A 'BOOK NOW' button is positioned below the text. At the bottom of the email, the address '51 HARBOR VIEW WAY NANTUCKET, MA 02554 | 508.555.1229 | CONTACT@PIPINGPLOVER.COM' is displayed.

Promotional email example



ACTION STEPS



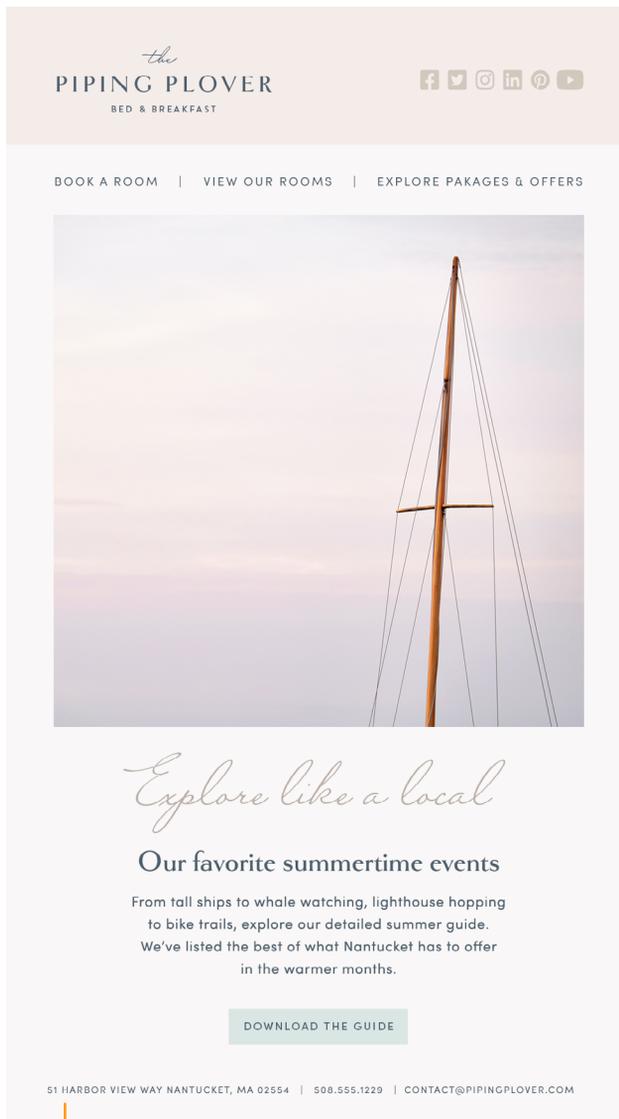
Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



Resource email example



In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

3

Social media: It doesn't have to overwhelm you.

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels – doing a lot of activity across many channels with little to show for it.

For travel professionals, you are not only selling your product or service, but also the destination(s) you represent. Social media is a fabulous way to create a complete story for travelers and help them visualize their experience before even leaving home.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business. Facebook is a great channel for travel businesses, as it allows you to tell a story with both words and images and link directly to your products and offers.



TIP

Choose the right social media platform for your business.

[Find out how.](#)



Ideally, choose a primary social channel based on the customers you're trying to reach.

Also, consider what channel you're most comfortable using and how it fits with the personality of your business. Be sure to consider the amount of content you have available when selecting your channel. Instagram is a terrific platform for travel and tourism businesses, as you can visually depict the experience travelers will experience. If content is limited however, it might be better to start with a platform like Facebook or Twitter that allows you to more easily share content in other formats.



Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.

Be creative on your social channels. Authentic content, like short videos and behind-the-scenes photos, is key!

Don't forget to share other great content that is relevant to your business.



Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

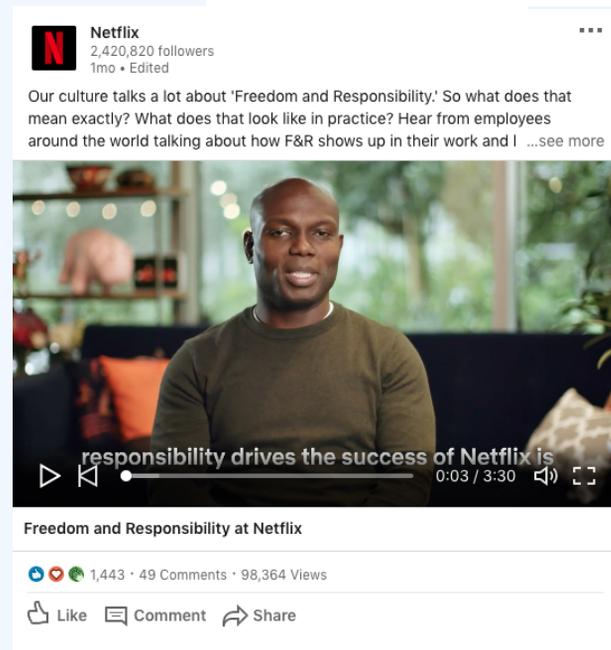
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE

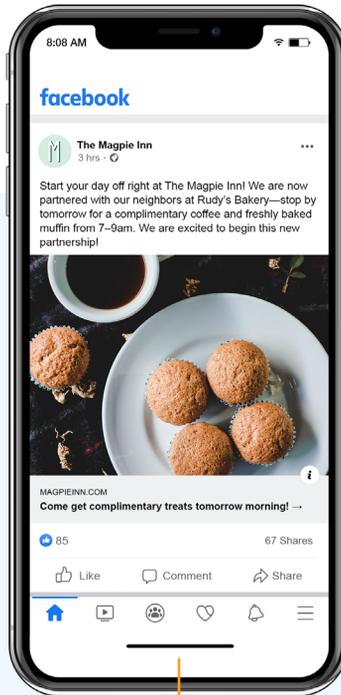
Facebook

In the news feed, you'll be competing with friends, family, and local and world headlines, so be sure your content is relevant and visual.



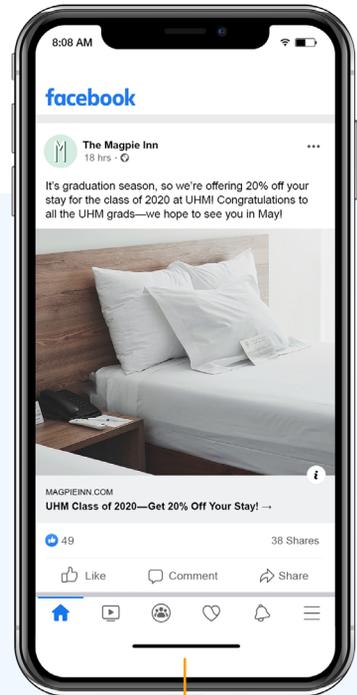
AWARENESS

Post content that informs your audience of your products and services.



ENGAGEMENT

Create content and events that make people want to engage with you on social channels and in person.



DRIVING ACTION

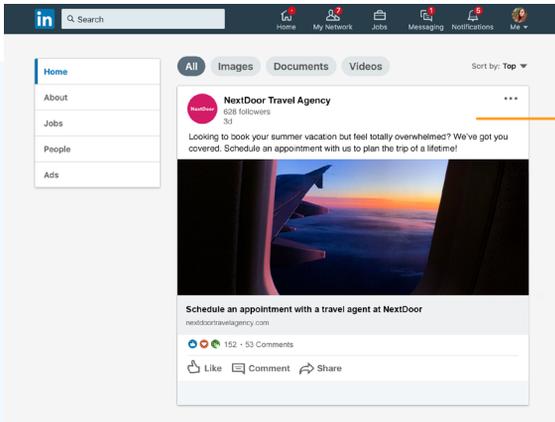
Drive sales by letting people know about upcoming offers.



EACH SOCIAL CHANNEL IS UNIQUE

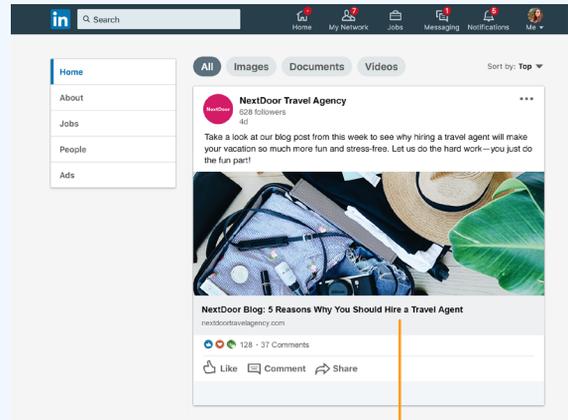


More of a professional network. Great for business-to-business communications.



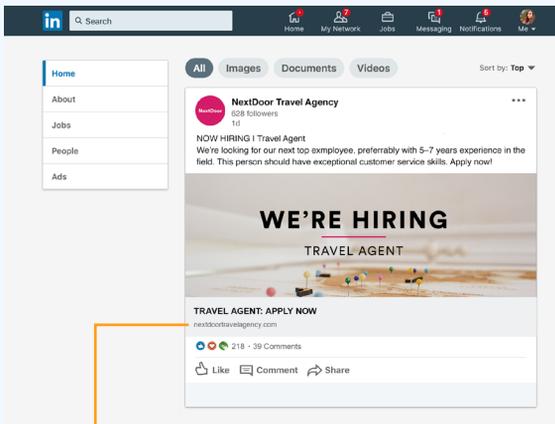
AWARENESS

Inform people about the services you offer.



DRIVING ACTION

Send people to your website to get more information.



ENGAGEMENT

Share open positions with followers.



EACH SOCIAL CHANNEL IS UNIQUE



A highly visual network. Let people see what's happening with your business. Ideal for creating an image of what travelers will experience with you.



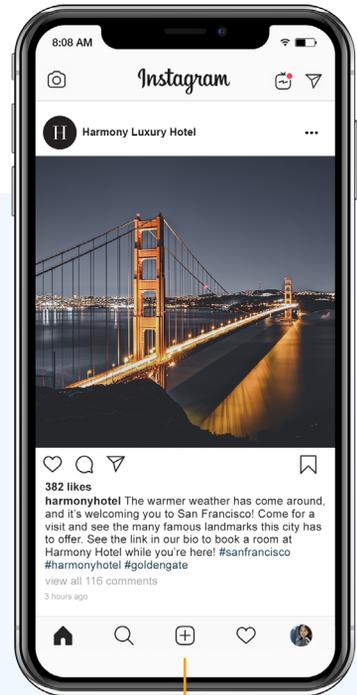
AWARENESS

Let people know about your specials and upcoming events.



ENGAGEMENT

Share feedback from others to validate a potential travelers decision to work with you.



DRIVING ACTION

Send people to your website with a link in your bio.



EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening at your location or in your local area.



AWARENESS

Encourage followers to connect with you on other social channels with cross promotions and contests.



ENGAGEMENT

Ask questions about your property or services. Be sure to respond!



DRIVING ACTION

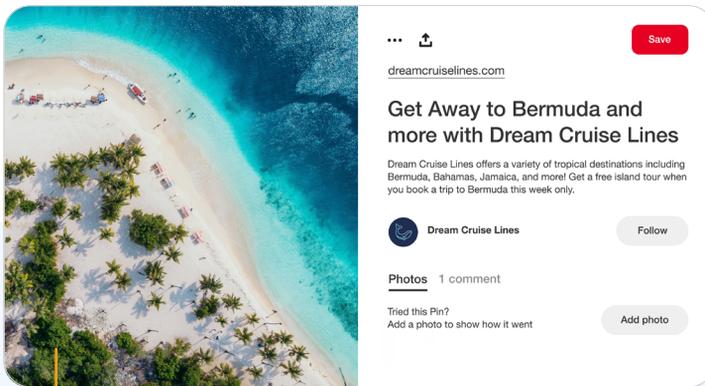
Highlight your services and cross promote your website.



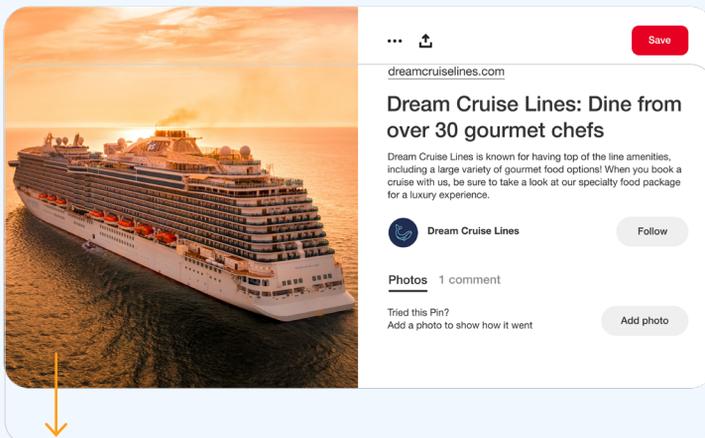
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

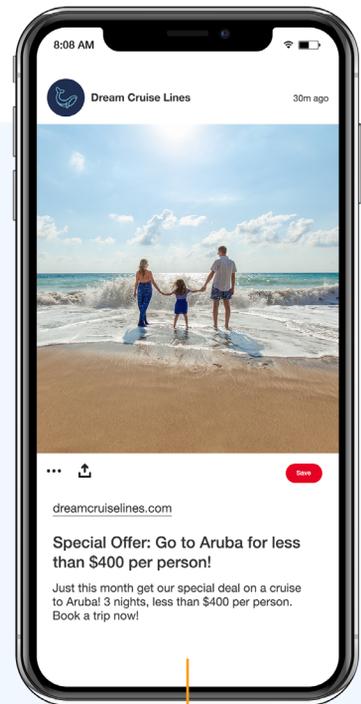
Boards with tips and ideas for showcasing your products and services.
Most beneficial for tour operators and small travel agencies.



AWARENESS Showcase different destinations and services.



ENGAGEMENT Post content that both educates your audience and encourages them to share.



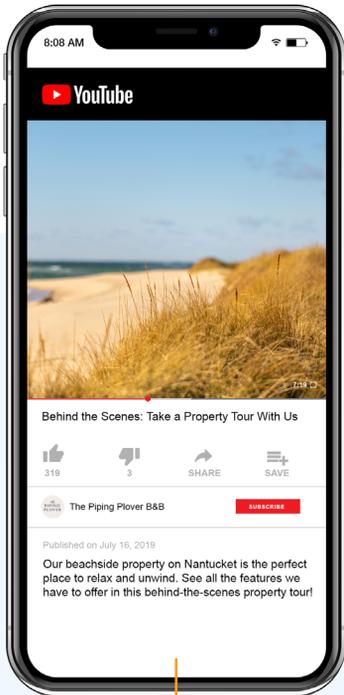
DRIVING ACTION
Share offers and specials that drive travelers to your website.



EACH SOCIAL CHANNEL IS UNIQUE

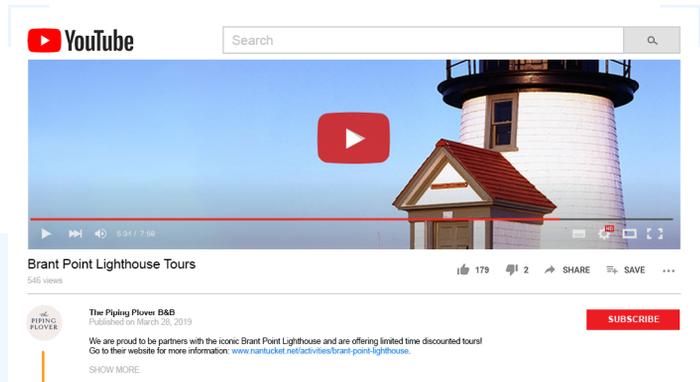
YouTube

Video content that's educational and entertaining.



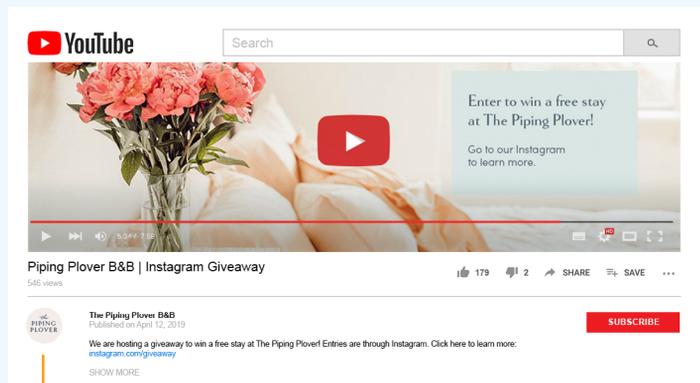
AWARENESS

Give travelers a behind the scenes perspective of your property or services.



ENGAGEMENT

Create videos in partnership with other local area attractions to engage their followers and promote the local area.



DRIVING ACTION

Share your YouTube videos on your Facebook or Twitter profile to cross promote your business.



ACTION STEPS



Determine which social channel makes the most sense for your business.



Set business goals for this primary channel across three categories.

- Awareness
- Engagement
- Driving action



Create a plan for this channel to reach your business goals.



DID YOU KNOW?

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with business goals such as awareness, engagement, and driving action.

Interact with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



Don't forget social media isn't the only place where people may find and engage with your business.

4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

CLAIM YOUR LISTING

As the business owner, you're able to take control of these listings by claiming them—which is often as simple as clicking a button and submitting requested information that proves the business is yours.

CONFIRM ACCURACY

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business.

MONITOR REVIEWS

Finally, be sure to monitor the listing sites for reviews and feedback from travelers. Review sites index content for search and you want to be sure that your voice, as well as the voice of the customer is represented.

72%

of respondents
always or frequently
read reviews before
making a decision
on places to stay and
eat, or things to do.

ACCORDING TO TRIPADVISOR

81%

of respondents
always or frequently
read reviews before
booking a place
to stay.

ACCORDING TO TRIPADVISOR



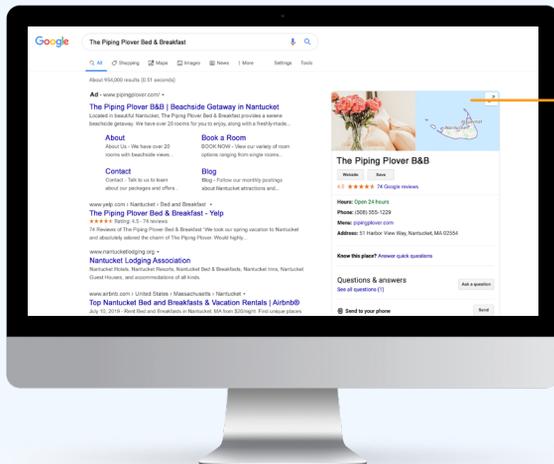
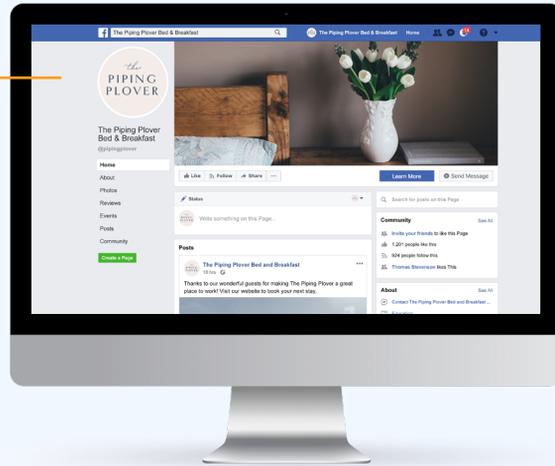
TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



Facebook Business Page

Your Facebook page should provide all the correct information about your business.

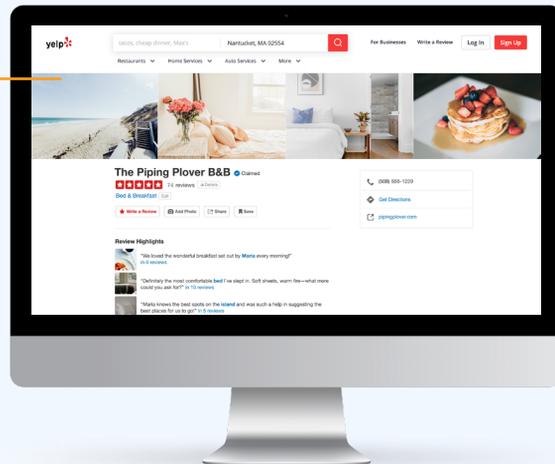


Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.

Yelp Page

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.





ACTION STEPS

✓
Claim your Facebook business page, Google My Business profile, Yelp, and Tripadvisor listings.

✓
Identify any other key listings that may be important for your business.

✓
Make sure all information is correct on all sites.

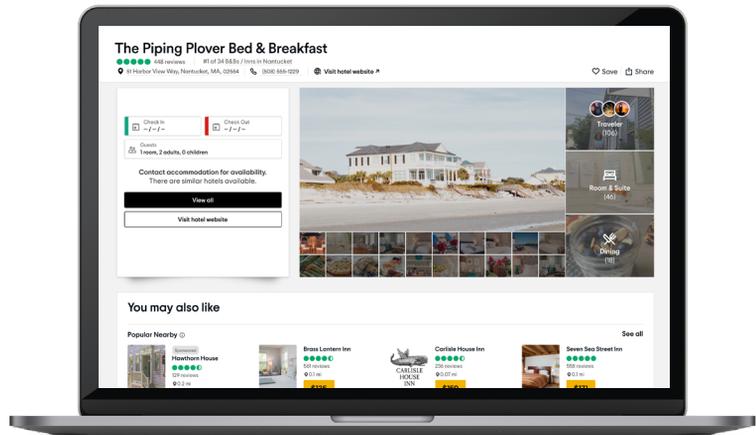


DID YOU KNOW?

Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.

Tripadvisor

In the world of travel, Tripadvisor is a leading source of information for travelers. Be sure that your property or business has a page and that the information is correct. Encourage guests to write review of their experience with you to potentially increase your placement on the site.



At the very least claim your Facebook business page, Google My Business profile, and Yelp page. As a business in the Travel and Tourism market, there are many specialized sites that can list your business. Some require the ability to see your products or services on your behalf (Expedia, Booking.com and other online travel agencies) and some are solely informational.



Be sure to look at your competitors and see where they are listed and then determine the best strategy for your business.

5



Create content: Increase your chances of getting found

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider regarding search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog is functionality that makes it easy to add content, or posts, to your website on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.

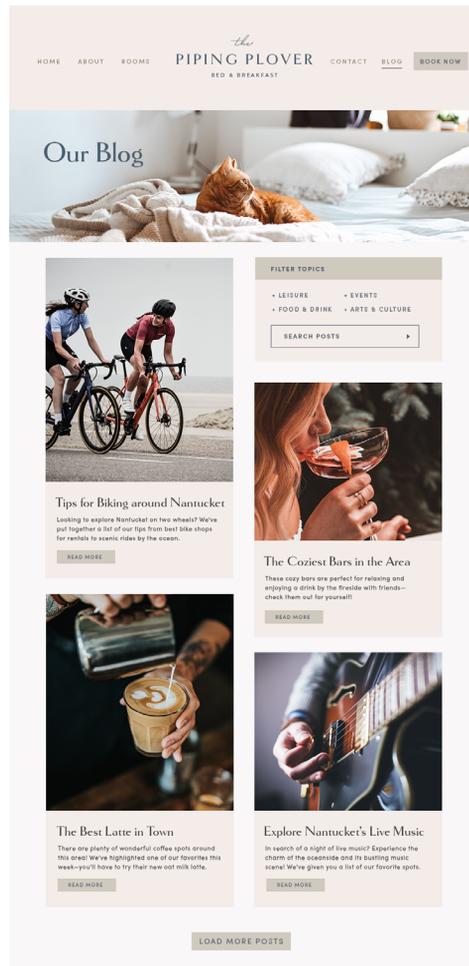


ACTION STEPS

- ✓ **Add a blog to your website domain.**
- ✓ **List the top questions you get from prospects and customers.**
- ✓ **Create a calendar to regularly publish content that answers those questions.**

Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.





How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

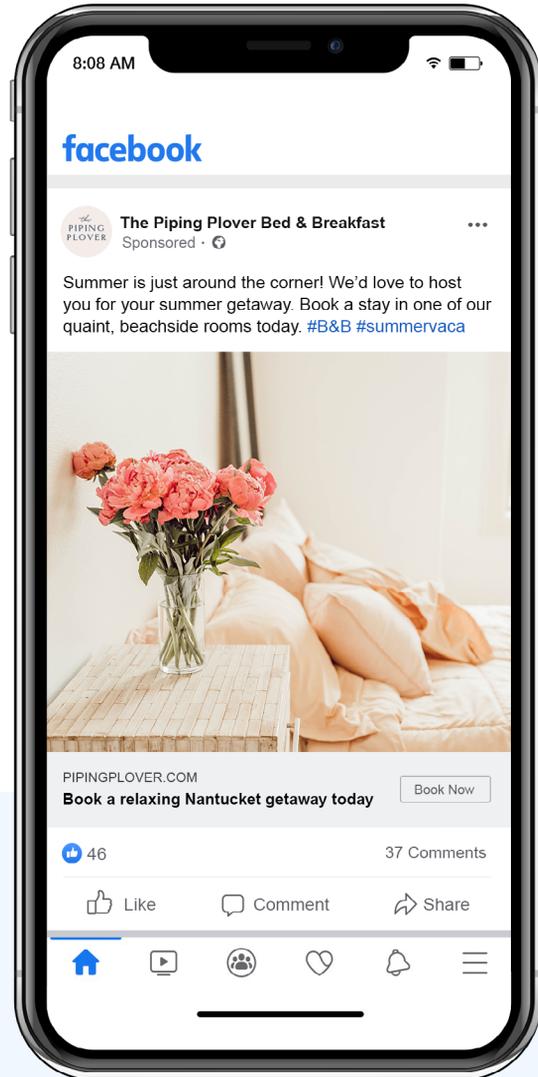
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

DID YOU KNOW?



Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)





ACTION STEPS



Set aside a budget to experiment with paid advertising. Most travel and tour companies budget between \$100–\$500.



Drive traffic to booking pages or inquiry forms on your website.



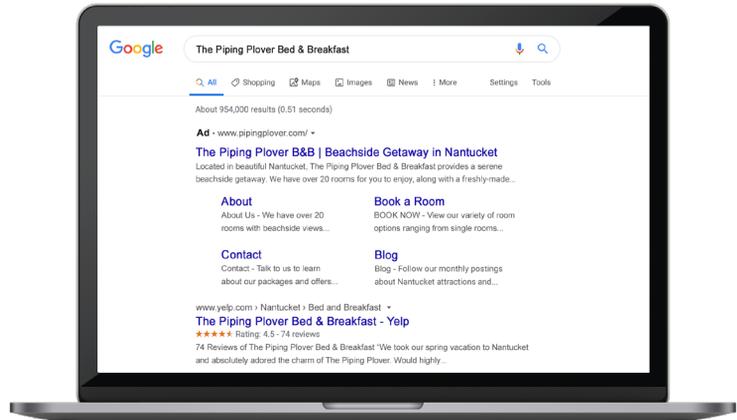
Use ads to get new signups for your email list.



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

How much should you spend on ads?

When you're first getting started set aside a fair amount for testing. The amount you will need depends on the key words and sometimes geographic area you are promoting. The Cost-Per-Click (CPC) varies greatly depending on these and other factors. The more general the term, the less you might spend per click, but the results might not be as tailored. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



How it all comes together

Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success. How do you bring it all together to drive new and repeat business?

The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

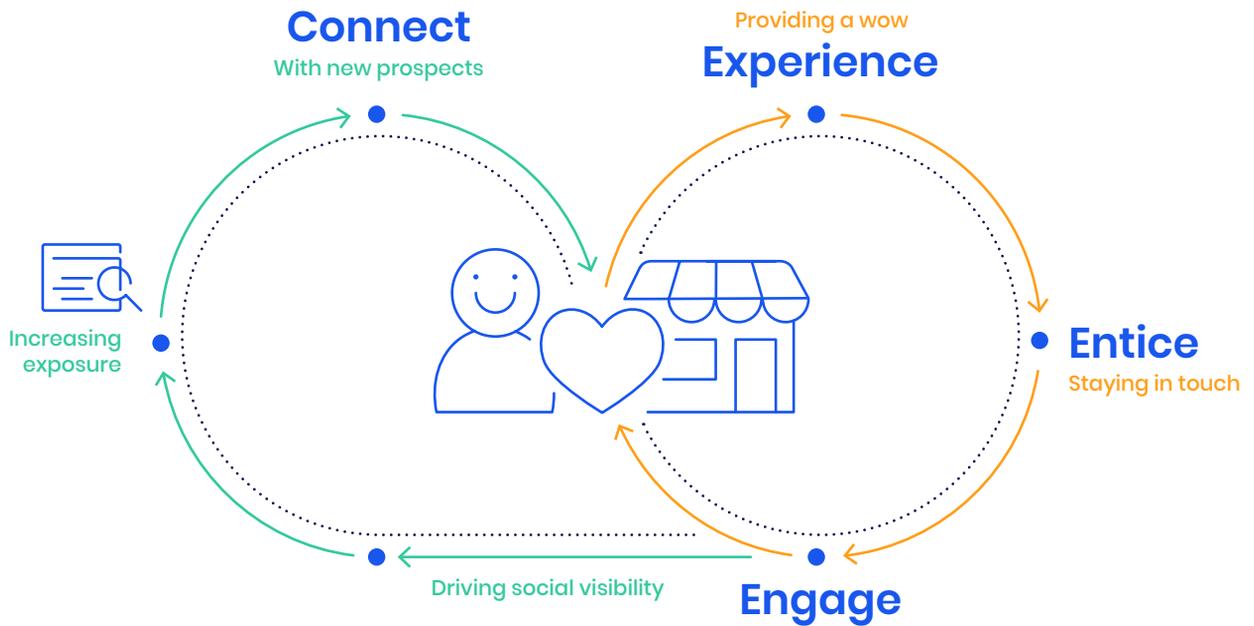
Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers through the door.

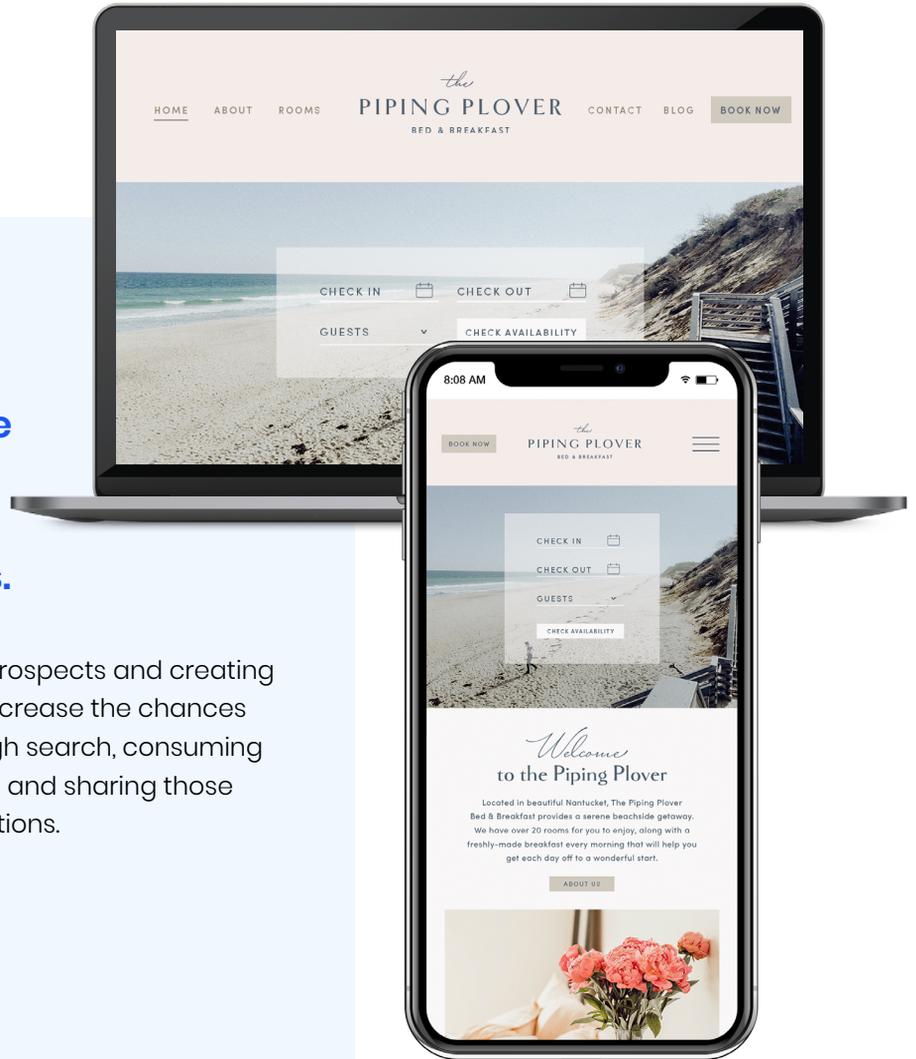
TO RECAP

Here's how you can take action:



Create a mobile-responsive website as a resource for potential travelers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



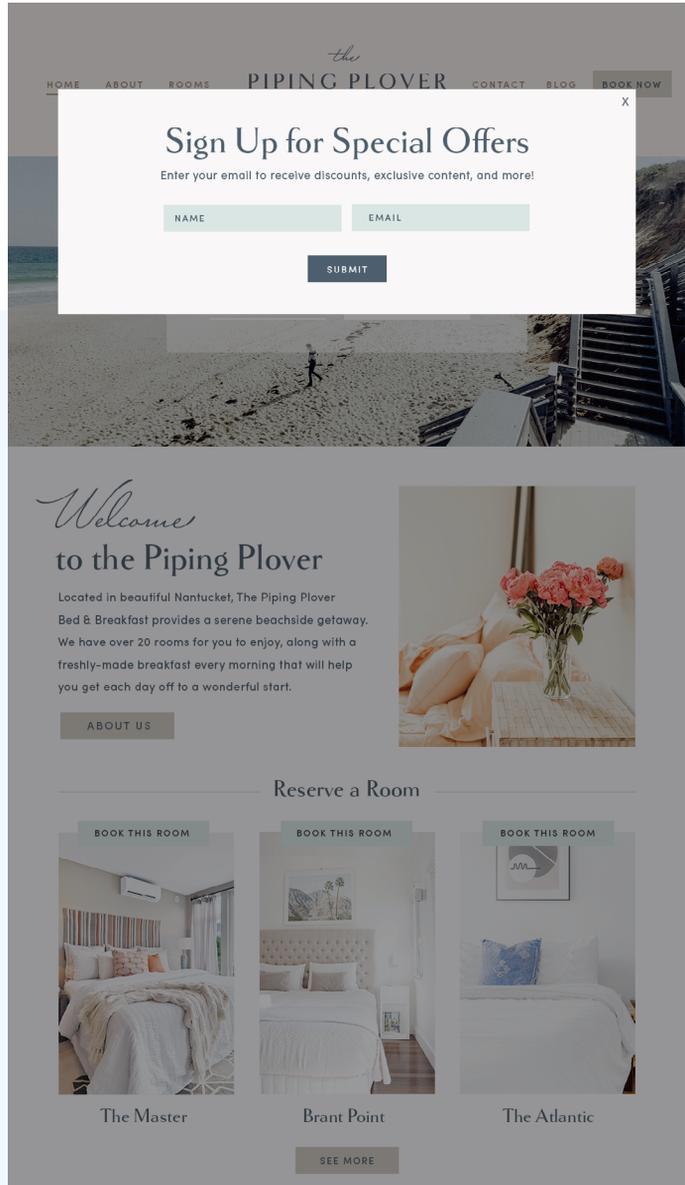
TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a contest, promotion, or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.



TO RECAP

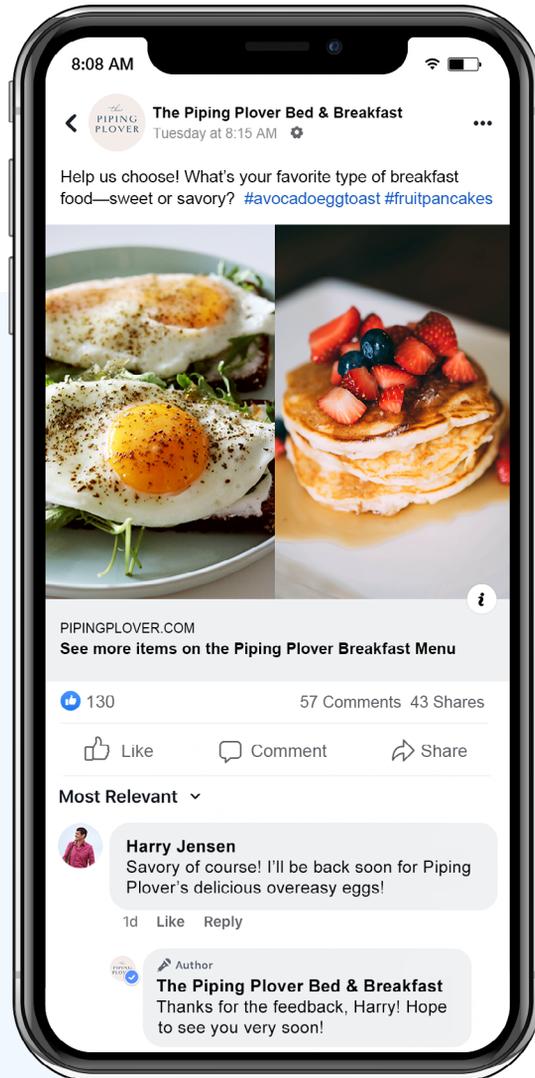
Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason.

Social works best when you're not just asking people to purchase your products. Most people would never watch a TV show that is all commercials—make sure your social channels aren't either. Use social to generate awareness, engage with followers, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you can take action:



Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows a Yelp search for "hotels, bed & breakfast". The results show "The Piping Plover B&B" with a 4.5-star rating and 74 reviews. The listing includes a "Write a Review" button, "Add Photo", "Share", and "Save" options. A "Recommended Reviews" section is visible, featuring a review by Beth Freeman from Burlington, VT, dated 7/16/2019. The review text reads: "It was my first time staying at The Piping Plover, and I was so happy with how lovely everything was! It met my expectation for something peaceful and cozy. They provided a wonderful and relaxing experience for my spring break getaway." Below the review is a response from Maria Donahue of The Piping Plover B&B: "Thank you for taking the time to share your experience, Beth! We're happy to hear that you enjoyed your stay at The Piping Plover! We hope to see you again soon."

TO RECAP

Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.

the
PIPING PLOVER
BED & BREAKFAST

f t i l p y

BOOK A ROOM | VIEW OUR ROOMS | EXPLORE PAKAGES & OFFERS

Explore like a local

Our favorite summertime events

From tall ships to whale watching, lighthouse hopping to bike trails, explore our detailed summer guide. We've listed the best of what Nantucket has to offer in the warmer months.

DOWNLOAD THE GUIDE

51 HARBOR VIEW WAY NANTUCKET, MA 02554 | 508.555.1229 | CONTACT@PIPINGPLOVER.COM

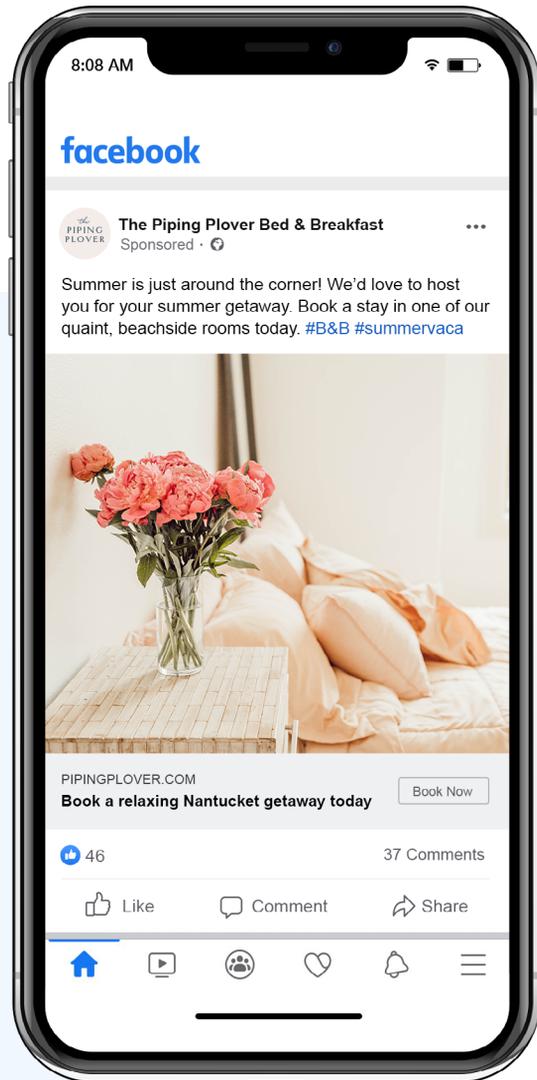
TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people visiting your location?
- Are people booking reservations?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your business, drive more people to your website, and do more business.

You've got this. You've got us.

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888)IDK-MKTG
(888) 435-6584

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these four pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business? YES NO

Have you reserved your business name on the major social channels?

FACEBOOK
 LINKEDIN
 INSTAGRAM
 TWITTER
 PINTEREST
 YOUTUBE

Have you chosen one channel as your primary area of focus? YES NO

Are you engaging with people trying to interact with your business on this channel? YES NO

Have you set business goals for your social activity across the three categories?

Awareness YES NO

Engagement YES NO

Driving Action YES NO

Do you have a written social plan to achieve those goals? YES NO

Have you identified the listings and review sites that are important for your business? YES NO

Have you claimed your business on these listings and sites?

Facebook YES NO

Google My Business YES NO

Yelp YES NO

Tripadvisor YES NO

Other Listings YES NO

Have you confirmed the information is accurate on these sites? YES NO

Are you engaging with people on these platforms? YES NO

Do you have a way to easily create content on your website such as a blog? YES NO

Have you made a list of commonly asked questions from your prospects and customers? YES NO

Do you have a written plan to publish answers to those questions on a consistent basis? YES NO

Are you currently doing any paid advertising? FACEBOOK
 INSTAGRAM
 GOOGLE
 OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your business? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are more people contacting you? YES NO

Are more people visiting your location? YES NO

→ Find more powerful tools, marketing advice, and how to win with online marketing at [constantcontact.com](https://www.constantcontact.com)

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



Headquarters
Reservoir Place
1601 Trapelo Road
Waltham, MA 02451

[CONSTANTCONTACT.COM](https://www.constantcontact.com)