

Marketing During COVID-19 for Your Tourism or Hospitality Business

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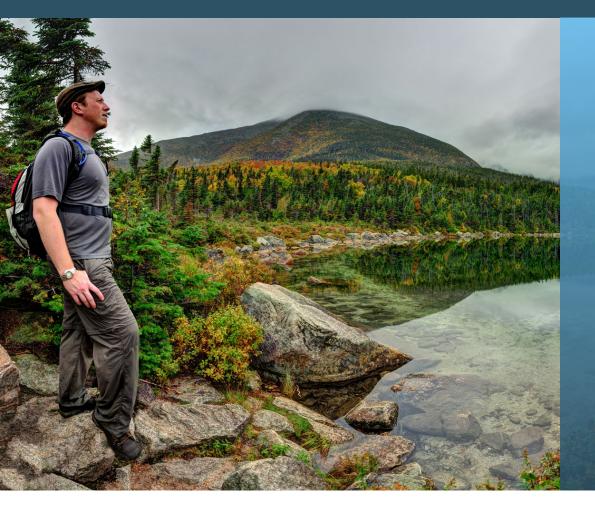


THE BARE ESSENTIALS OF DIGITAL MARKETING

Who is this guy, anyway?

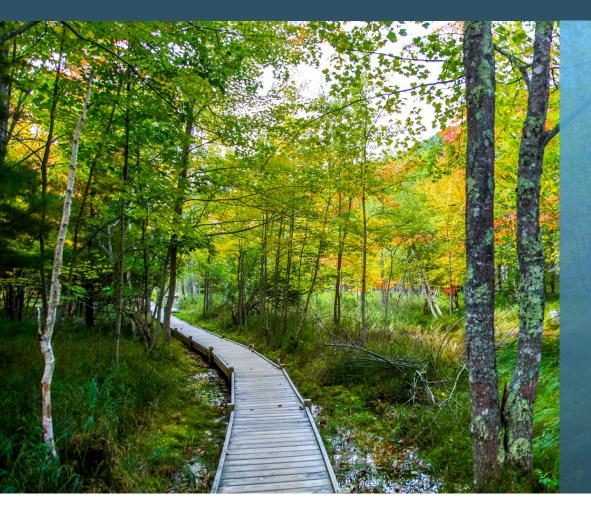


What We're Covering



- Website
- Social Media & Digital Outposts
- Pivots

Your Digital Presence



More critical than ever
Immediate COVID info
Perform a digital audit

Digital Audit

- Approach as a visitor
- Website copy
- Contact forms
- Email newsletter
- Google Analytics review
- Social media links



Content Marketing

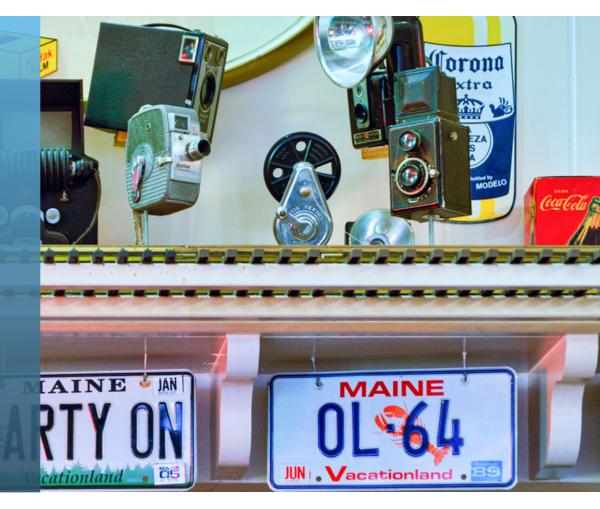
Store up content for later

Rehab old blog posts



E-Commerce

- No longer an option
- Shopping cart
- Order form
- Offsite payment solution
- ▶ 3rd party delivery service



Social Media



Search Engines

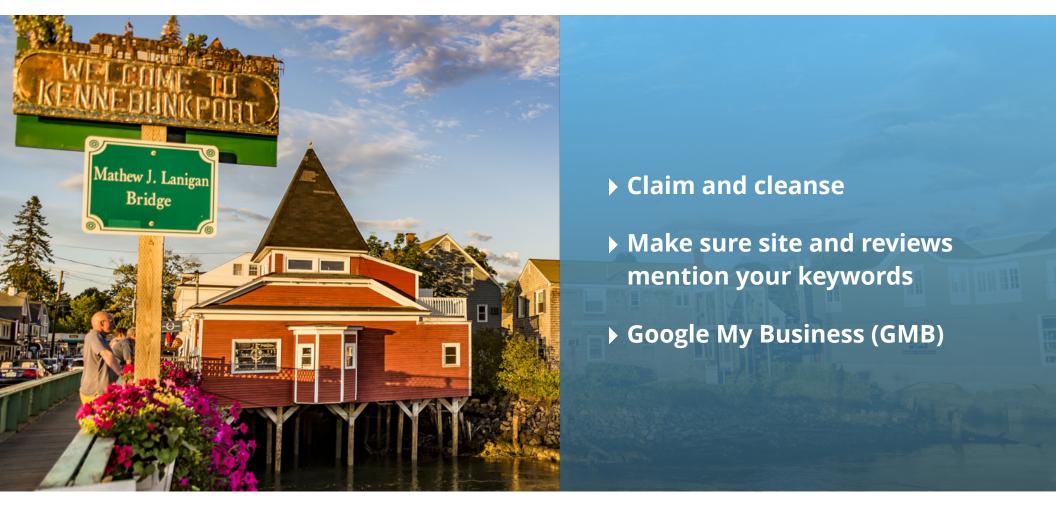
Organic SEO for the long game

Local SEO now

Paid Search if you're open



Local SEO



GMB During COVID-19

- Claiming and editing are impacted
- > You can reply to reviews
- New reviews and other items rolling out slowly
- Create GMB posts

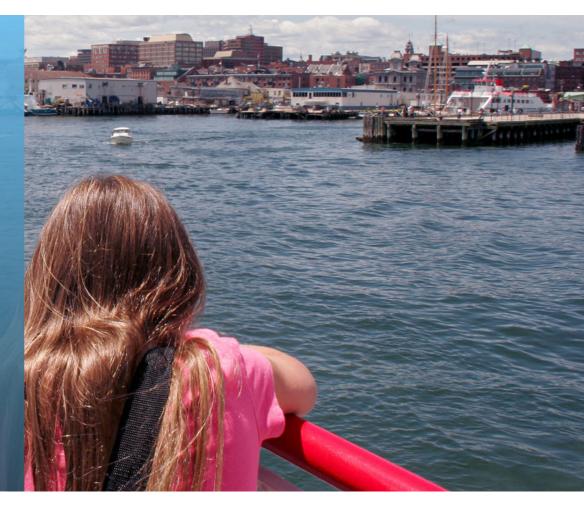


Past Customers

• Email with special offers

Social ads

E-commerce



Can You Pivot?

- Staycationers
- Long term accommodations
- Push e-commerce
- Can you offer something similar to what you've sold in the past?



Takeaways

- Improve your digital presence
- Update your messaging
- Increase social media
- Outreach to past customers
- Pivot / Get creative





Thank you.

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