



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



- ▶ 3 - 5X your activity
- ▶ Message must change
- ▶ Memories and future plans
- ▶ Avoid lockdown conversations
- ▶ Consider social ads

Search Engines

- ▶ Organic SEO for the long game
- ▶ Local SEO now
- ▶ Paid Search if you're open



Local SEO



- ▶ Claim and cleanse
- ▶ Make sure site and reviews mention your keywords
- ▶ Google My Business (GMB)

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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