



Review of Industry Online Marketing Capabilities

29 November, 12:10 pm – 12:30 pm, Session

Presented by Lawrence Smith

THE BEGINNERS' GUIDE TO

Content Writing

start to finish
finish to start



SEO

Oh!

A guide to improving your search engine rankings

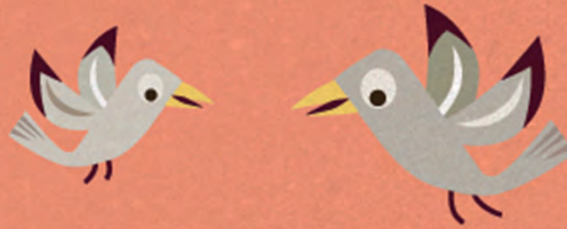


BEGINNERS GUIDE TO USING

Google
AdWords 

BEGINNERS GUIDE TO USING

Social Media



how to get people nattering



STATE OF THE INDUSTRY – Review of Industry Online Marketing Capabilities & How Can RTO's Help?

Lawrence Smith has run industry workshops across New Zealand with the Tourism Industry Association (TIANZ) for the last 2 years – providing online marketing skills to hundreds of tourism SMEs up and down the country. Lawrence will provide some brief insights on the areas of strength and weakness he sees in tourism operator's online marketing skill sets and suggest some ways in which RTOs could support or empower their industry



So how is it out there?

It's no surprise that ...

1. Knowledge and experience online ranges widely, but in general adoption of new technologies in tourism is not that flash
2. Budgets are very low
3. Many businesses have yet to transition away from what “they have always done”
4. Enthusiasm and time to implement are limited





So, it's all bad then?

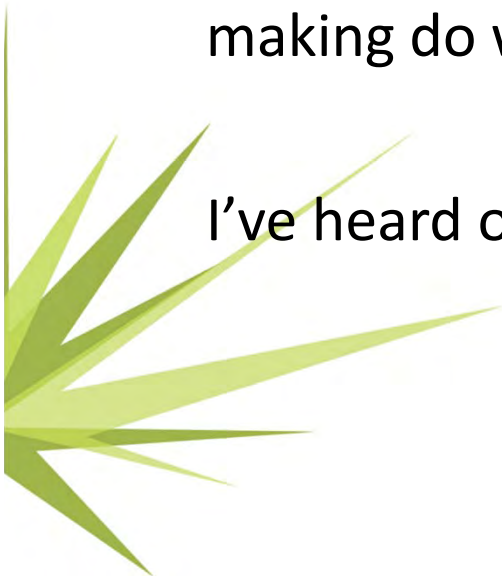
Of course not?

Larger operators have larger budget and many are doing a reasonable job

Smaller operators are “being themselves”, which works well in social media

Necessity is the mother of invention, meaning people are making do with what they have and are being creative.

I've heard of some great examples ...

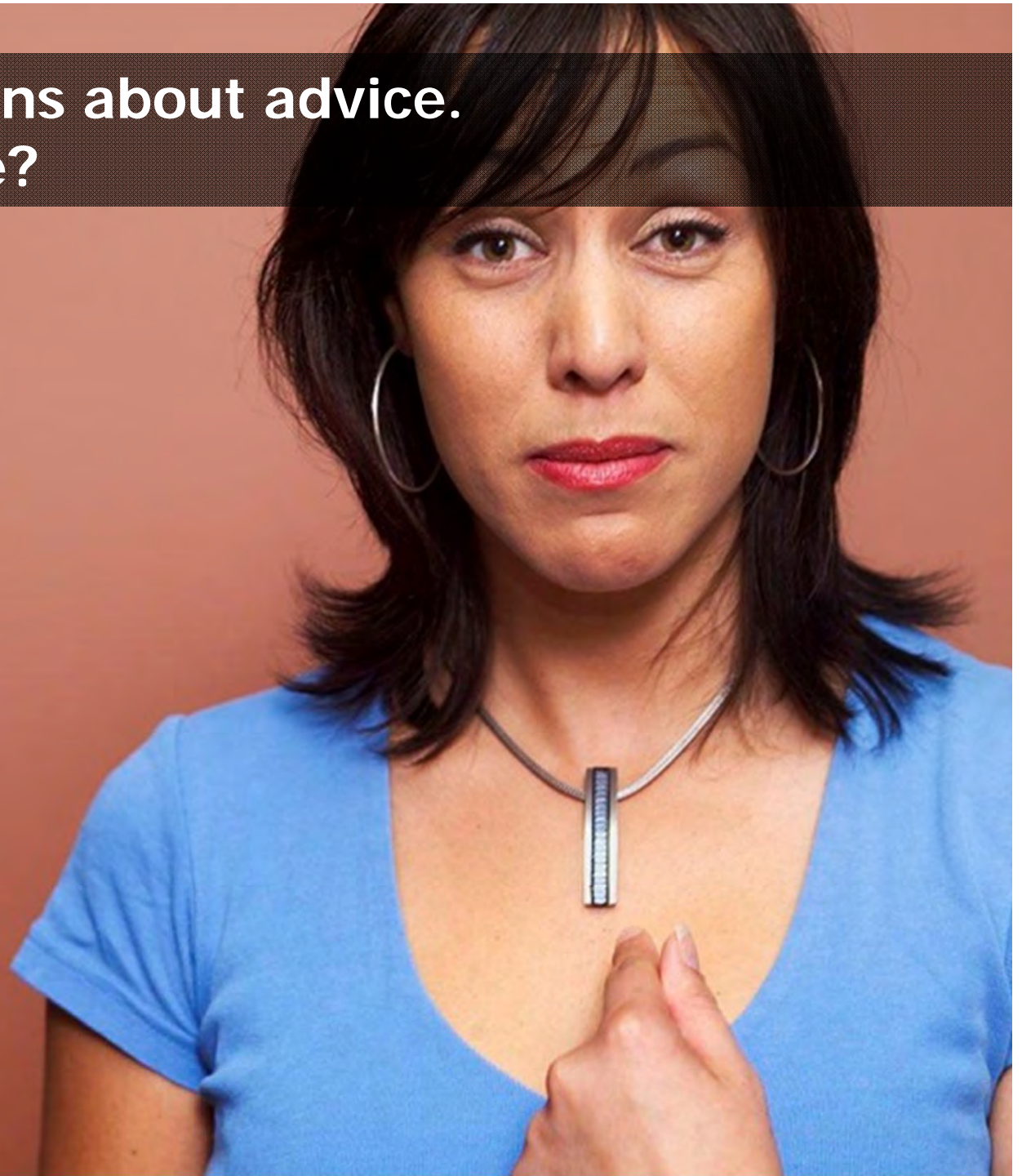




However, this can lead to a rather disorganised approach!

Typical Questions?

Frequent questions about advice.
Who can help me?



How to update my meta tags?

Actually, it starts with what they are, and why they are vital.



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Social Media.

“I hate Facebook and I am too old.” And then don't mention Twitter or Google+!



Facebook

How do I convert my profile page into a business page?



Online Advertising

Some on adwords, almost no one on Facebook.
Fear of change?



Light fares to Australia
emirates.com



Fly Emirates to Australia and benefit from special fares. Book now, fares on sale 15th until 17th November.

Google AdWords

Ads

Cheap Australian Holidays

www.homeaway.com.au

Need a break? Check out **holiday** rental accommodation. Great deals.

Australia Holiday Deal

www.ayersrockresort.com.au

Hot Deal - Ayers Rock Accommodation
2 nights \$229pp + kids stay free



What are the most important statistics?

But then, amazingly, some have yet to even install Google Analytics.

Google Analytics



Most don't have Google Ecommerce installed

If they transact online they need it, and need how to interpret it.

Google Analytics



More than 50% have yet to buy a smart phone.

Can't understand the customer if they don't have one..



iPhone



Android



iPad



BlackBerry



Windows Phone 7



They all laugh at this photo.



Mobile website? When hell freezes over!

Understandably, it's challenging for operators to wrap their head around it.

Air New Zealand

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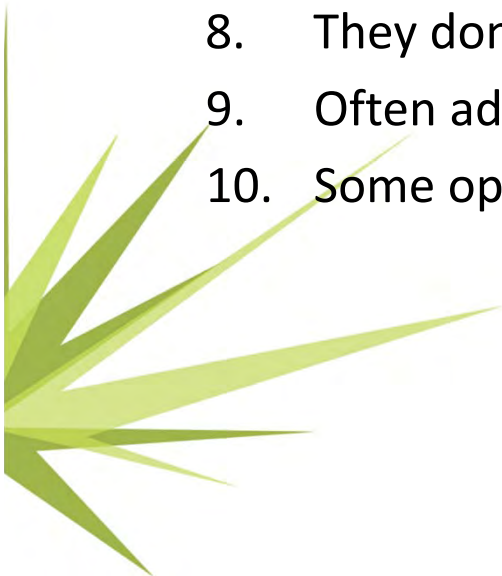
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Some of the challenges.

Operator Challenges?

1. Many are “technically challenged”
2. Wide variety of knowledge
3. Little time (or inclination) to learn
4. Often no one they can turn to for help
5. Similarly, little time to implement. Operation comes first.
6. Little investment in technology – they need smart phones and iPads to understand travellers
7. Many want to keep doing thing the same way ...
8. They don't know what is right and wrong
9. Often advice is variable ...
10. Some operators are supporting each other



Answers?

At a Macro level?

As an industry how committed are we to helping operators do a better job online? Is it important?

Are we OK with everyone “having a go” or do we want to wrap some structure around it and look at a more cohesive approach across the industry.

It could deliver the country a competitive marketing advantage ...



What could that look like?

It could be called ... “Qualweb”

1. An industry roadmap
2. A set of industry resources/guidelines
3. Best practice examples
4. A training programme
5. A helpline to call
6. An audit process – can you tell me if this is any good?





But we all know you can lead a horse to water ...



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