



tbe   
The Future of Travel Media

# TBEX TBEX EUROPE 2018

JULY 26-28 | OSTRAVA, CZECH REPUBLIC

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**Where the Travel Industry and Travel Bloggers Connect**

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# Social Media Hacks to Boost your Website

Tips to improve your social media marketing performance

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ARE YOU...

- Stuck in the game of social media marketing to promote your website?
- Ready to take your social media performance to the next level?

If a large part of your traffic isn't coming from social media,  
you need a better SMM strategy.

## TAKEAWAYS

1. How to improve your **click-through rate** with 'real' content
2. How to turn passive followers into **active brand ambassadors**
3. What strategies to use to **get more engagement** with your brand



**2.5 BILLION  
PEOPLE USE  
SOCIAL MEDIA**



**The average  
person has  
FIVE social media  
accounts...**



**...and spends  
around *1 hour and  
40 minutes*  
browsing these  
networks  
every day.**



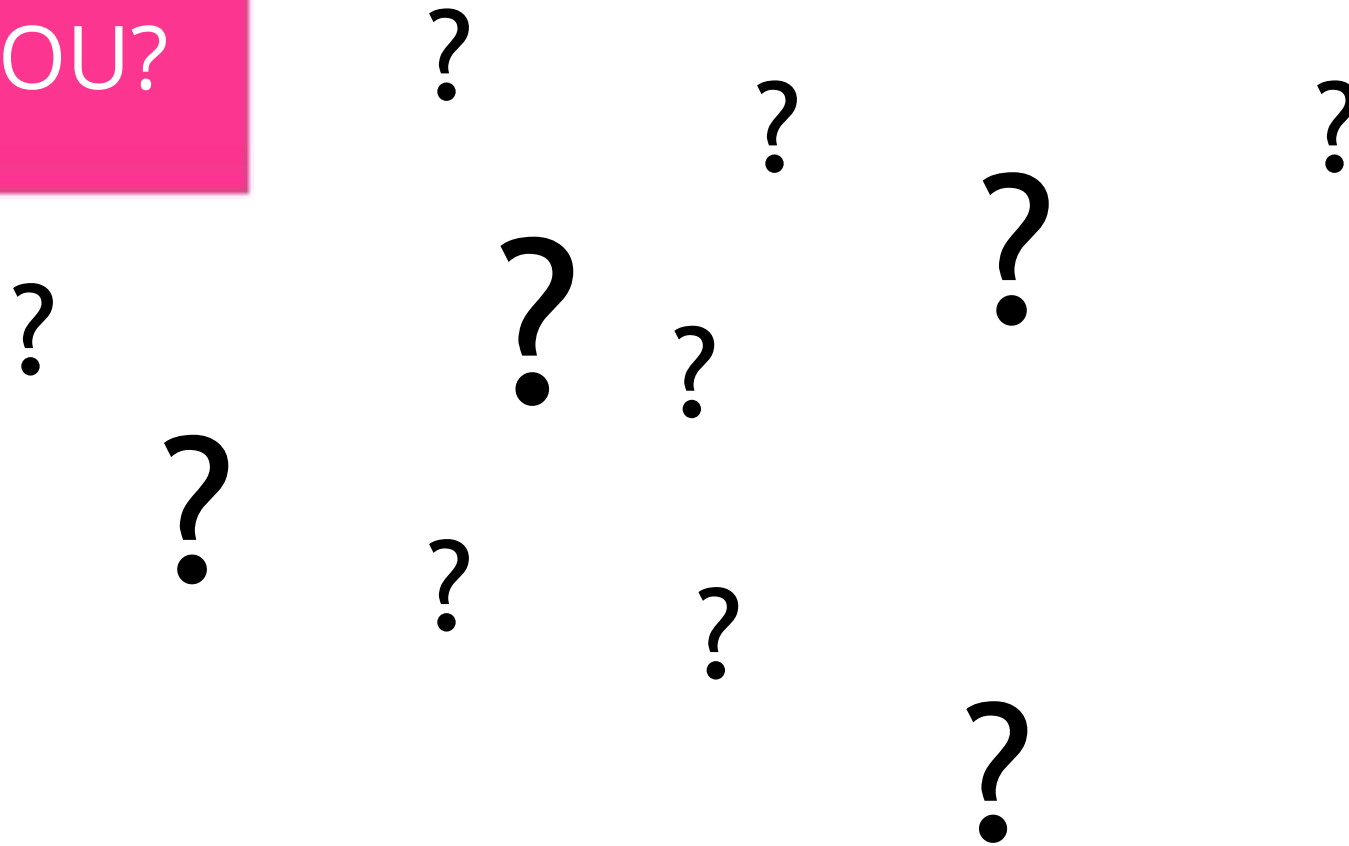


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WHO ARE YOU?



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WHO AM I?



JEYJETTER.COM



JULIA JERG | DIGITAL NOMAD & REMOTE SOCIAL MEDIA CONSULTANT

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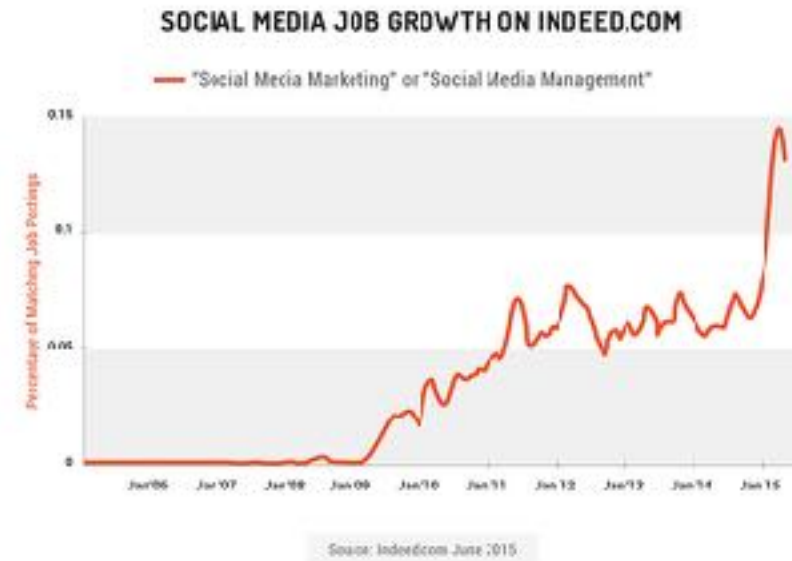
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- The number of U.S. LinkedIn profiles mentioning “social media” grew **137%** between 2013 and 2015.
- “Social media” as a skill appears in more than **2.2 million** LinkedIn profiles.





## KNOW YOUR AUDIENCE

- **Who are they?**
- **Where do they hang out?**
- **What questions do they ask?**

ANALYSIS COMES FIRST!



# TIP#1

BE CONSISTENT





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1. How to improve your click-through-rate  
CTR with 'real' content

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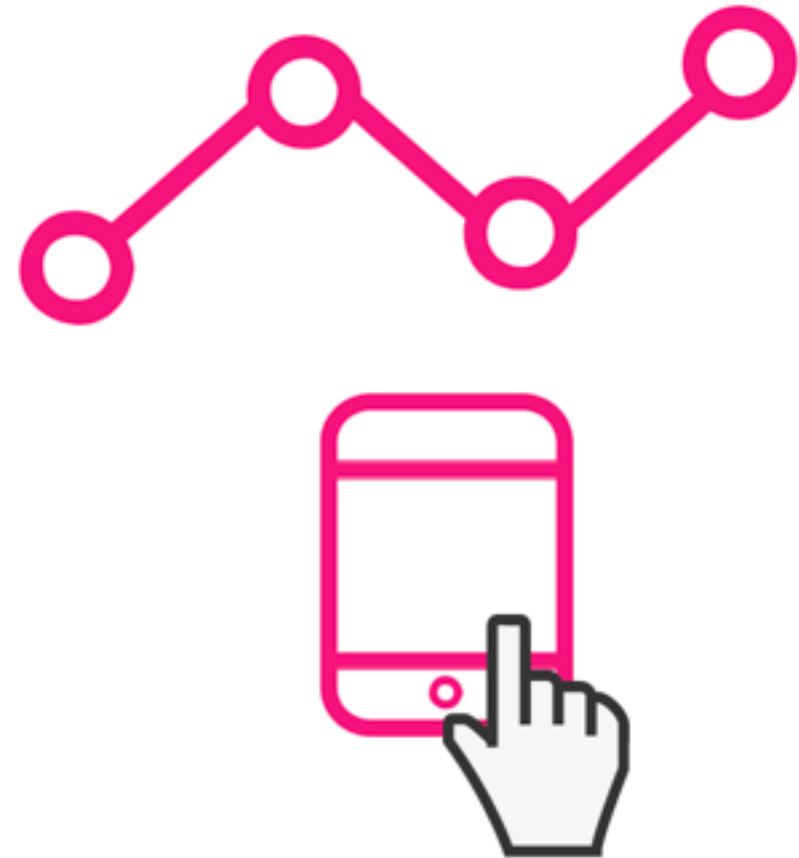
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## WHAT IS CTR?

**Click-through-rate (CTR) is the ratio of people who actually click on your social media posts/ads to the number of total users who view your posts or advertisement.**





## MAKE YOUR POSTS CLICKABLE

- Write compelling headlines
- Use a Call-To-Action
- Ask questions
- Insert your links 25% of the way through a Tweet
  - > get a much higher CTR
- Use action words

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## IMPROVE YOUR POSTS BY...

Using certain words or symbols, aside from action words, can also increase your CTR on social media.

...“via”

↑ 6%

...“@”

↑ 5%

...“please”

↑ 3%

...“check”

↑ 2%



## CREATE 'REAL' CONTENT

- Write eye-catching headlines -> **Pinterest Pins**
- Share behind-the scene content -> **Instagram Stories**
- Be approachable -> **Facebook Live**

Every single post  
contributes to your  
brand's story.

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## 2. How to turn passive followers into active brand ambassadors

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## NURTURE YOUR TRIBE



- Don't forget about your existing audience!  
-> They are already liking you, so dedicate a good amount of time to them.
- Don't just drop content and then vanish!  
-> Answer questions, engage and comment on their content too. Remind them you are there!
- Be social!  
-> It's called social media for a reason :-)

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**IF CONTENT IS KING,  
THEN CONTEXT IS QUEEN!**



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## FIND SHARABLE CONTENT



- [buzzsumo.com](https://buzzsumo.com):  
->find the most popular articles and which social media platform they were shared on
- Google News:  
->type your search query into Google and then select News to filter the most recent articles
- Industry awareness:  
->listen to podcasts about your niche's topic and continue to stay up to date with other types of content your niche might like



# TIP#2



**Master ONE social channel first  
and become an expert on it!**

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3. What strategies to use to get more engagement with your brand

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## GETTING BACK UP AGAIN:



## INSTAGRAM DO'S

- Share high quality content
- Post daily/consistently
- Write captivating captions
- Engage with other people's content
- Use 30 hashtags with low numbers
- Tag appropriately
- Post when your audience is active

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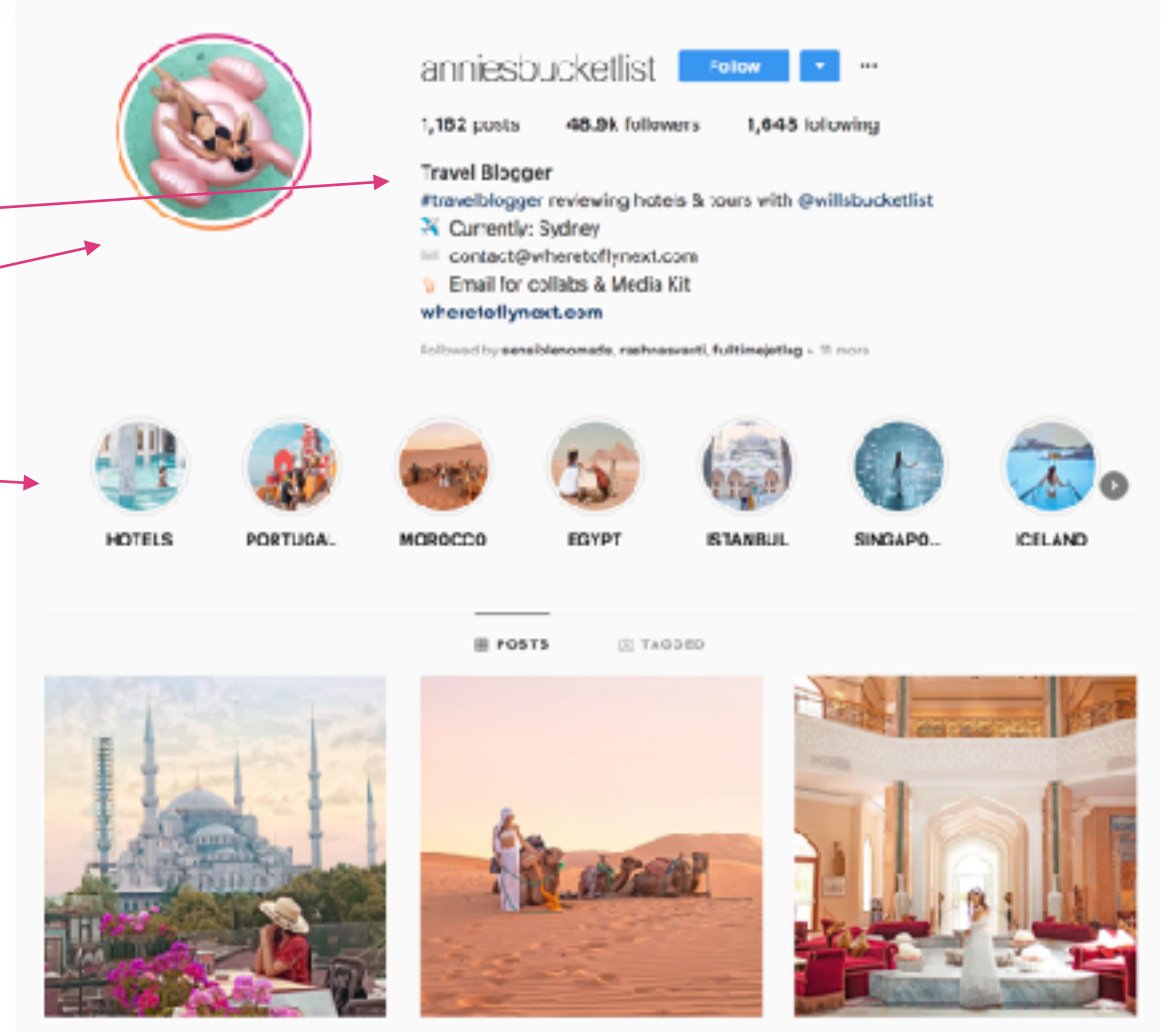
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- Put **keywords** into your bio
- Use Instagram Stories and Highlights to attract new followers



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anniesbucketlist • Follow  
Blue Mosque (Sultanahmet Camii)

anniesbucketlist Just admiring the majestic Blue Mosque at sunset 💙 wearing @runawaythelabel.

Dot-Enter-Dot-Method to create space between your caption and your hashtags.



1,251 likes

7 HOURS AGO

Add a comment...



anniesbucketlist • Follow  
Blue Mosque (Sultanahmet Camii)

#runawaythelabel #istanbul #turkiye  
#sevenhillshotel #travelblogger #travelmore  
#travelgram #traveldidit #travelgirl  
#traveltheworld #girlslvetravel #glitlove  
#girlswotravel #femmetravel  
#speechlessplaces #shelactlost  
#dametraveler #sultanahmet  
#sultanahmetmosque #sultanahmetcamii  
#sultanahmetmosque #bluemosque

Mix of location related hashtags and travel hashtags

Load more comments



1,251 likes

8 HOURS AGO

Add a comment...



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## GO THE EXTRA MILE



- Insta Takeover
- Shout-outs in IG Stories
- Contests/ giveaways
- Boost your posts

Use #onGoogleMaps  
and @GoogleMaps for  
more exposure!

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Your Instagram wall is like a piece of art.



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# TIP#3



**BE PROFESSIONAL + CONSIDER YOURSELF A  
BRAND + BE UNIQUE**

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## BOOST YOUR NEW TRAVEL POST ON FACEBOOK

### 1.) TRAVEL BLOGGERS



- Engage in **relevant groups** for travel bloggers  
-> participate in share, comment and like threads
- **Ask nicely** that your blogger friends click on a certain link within your post  
-> helps you with click-through rate

### 2.) TRAVEL/HOSPITALITY INDUSTRY



- **Mention and tag** local tourist spots, restaurants, hotels and tourism boards  
-> get quality traffic
- Let them know that you mentioned them in your article via Facebook messenger  
-> ask nicely if they want to **share your post**  
-> the smaller the more likely they will do so.



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**YOUR FANPAGE IS NOT USELESS!**



## DO'S AND DON'TS ON YOUR FB PAGE

- Share your content on your personal account
- Post frequently but don't overload
- Use Live Videos
- Boost posts
- Curate content

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## TWO-STEP- POSTING SYSTEM

POST TO YOUR AUDIENCE AS USUAL:



REMEMBER:

### STEP 1:

Come back  
2 hours later



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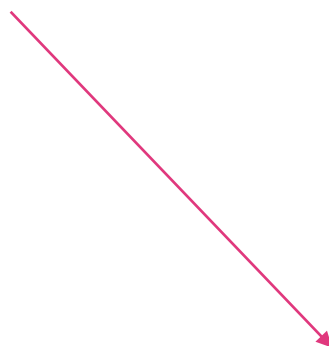
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## TWO-STEP- POSTING SYSTEM

### STEP 2:

Come back again 2-3 hours  
after your first comment



Beat the algorithm!

Facebook will “think” your  
post is getting a lot of  
engagement (=important)  
-> shows it to more people!

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**GO LIVE = BE REAL!**



## FACEBOOK LIVE VIDEOS FACTS:

- Users watch live videos 3x longer than they would watch a recording
- 80% of users would rather watch a live video than read a blog post

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## FACEBOOK LIVE DO'S

- Include Call-to-Comments and Call-to-Actions

### Examples:

“Tag someone who might want to watch this video!”

“Hit the ‘Wow-Face’ if you can hear me loud and clear!”



- Ask questions

“From where are you watching from?”

MORE ENGAGEMENT



INCREASES REACH

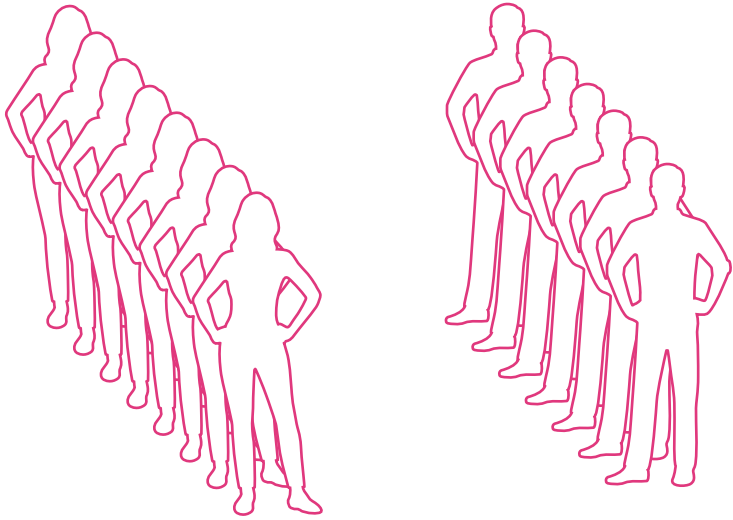
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## FACEBOOK GROUPS



- Don't add people, invite them
- Make it a private group
- Set up questions  
-> Ask them to subscribe to your email newsletter
- Link group description to your blog/sign-up form



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## THE FAV OF ALL



## PINTEREST DO'S

- Use a business account
- Use keywords in your profile and boards description
- Use up all 500 possible characters for your descriptions
- Describe what you are offering in your bio
- Organise your boards: Your blog posts come first!
- Pin more often per day -> use a scheduling tool!

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www.thetravelkings.com



735 px

- Clear short slogans to describe what your post is about
- Use one or more beautiful pictures in the background.
- Pins look best when they're vertically oriented.
- Best ratio for Pinterest images is 2:3 or 1:3.5, with a minimum width of 600 pixels.

Pins get cut off in feeds if the ratio is greater than 1:3.5 -> don't make the image too tall. E.g., an image that is 600px wide should be between 900px and 2100px tall.

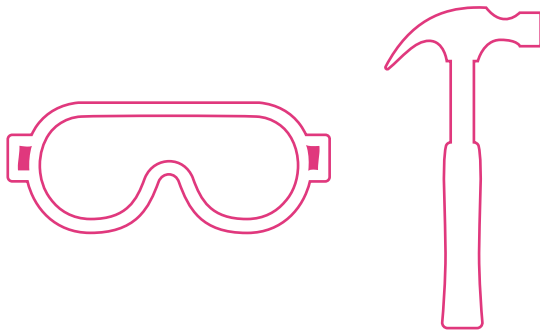
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## HELPFUL TOOLS



- Google Search Console
- Tailwind/ Planoly/ Later
- Hootsuite/ Buffer
- PhotoShop, Gimp or Canva





**TIP#4**

**CREATE AMAZING CONTENT**



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Let's connect!

Julia Jerg

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PINTEREST: <https://www.pinterest.de/jeyjetter/>

Join my Facebook Group: Social Media Marketing Support Group

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