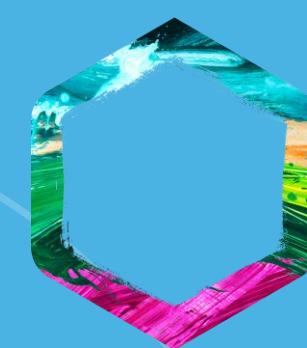


Tourism Enterprise Development Programme 2023-24

TED

Tourism
Enterprise Development
Programme



TOURISM
NORTHERN
IRELAND

EXPLORING NEW DIGITAL MARKETING TRENDS FOR TOURISM BUSINESSES

- Using Innovation to Elevate Your Tourism Brand
- Presenter – Ciaran Connolly



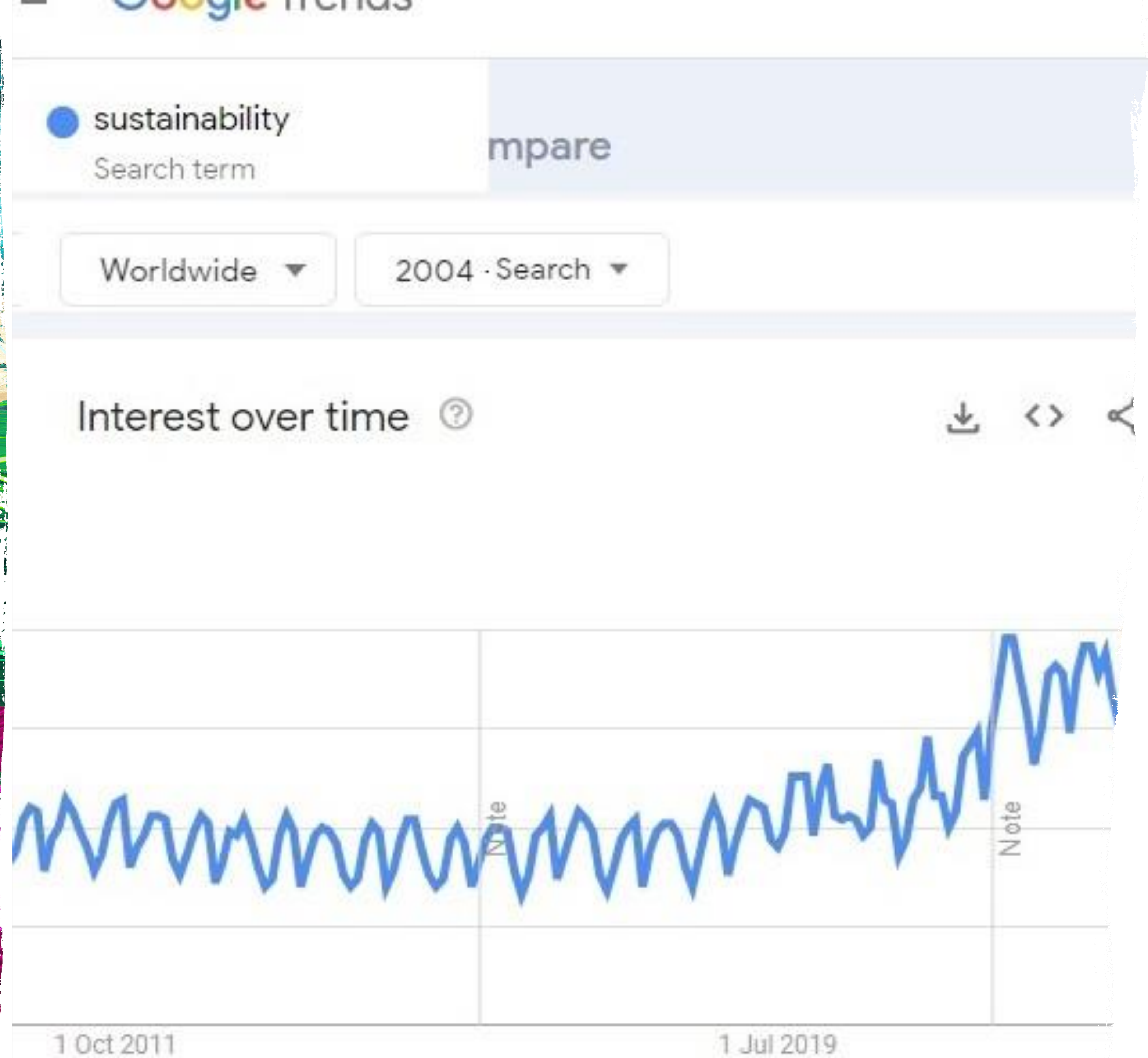
Current State of Digital Marketing in Tourism

- 1** Essential for Visibility
- 2** Customer Journey Integration
- 3** Data-Driven Personalisation
- 4** Social Media Influence & Content Marketing



Recent shifts & changes

- 1** Mobile First – is everything
- 2** Rise of Video Content
- 3** Sustainability Focus
- 4** Increased use of AI and Chatbots
- 5** Changing SEO Strategies
- 6** Customer Experience Analytics
- 7** AR & VR Influence



1 A quick look at the interest in sustainability online – it has exploded in the last 2-3 years.

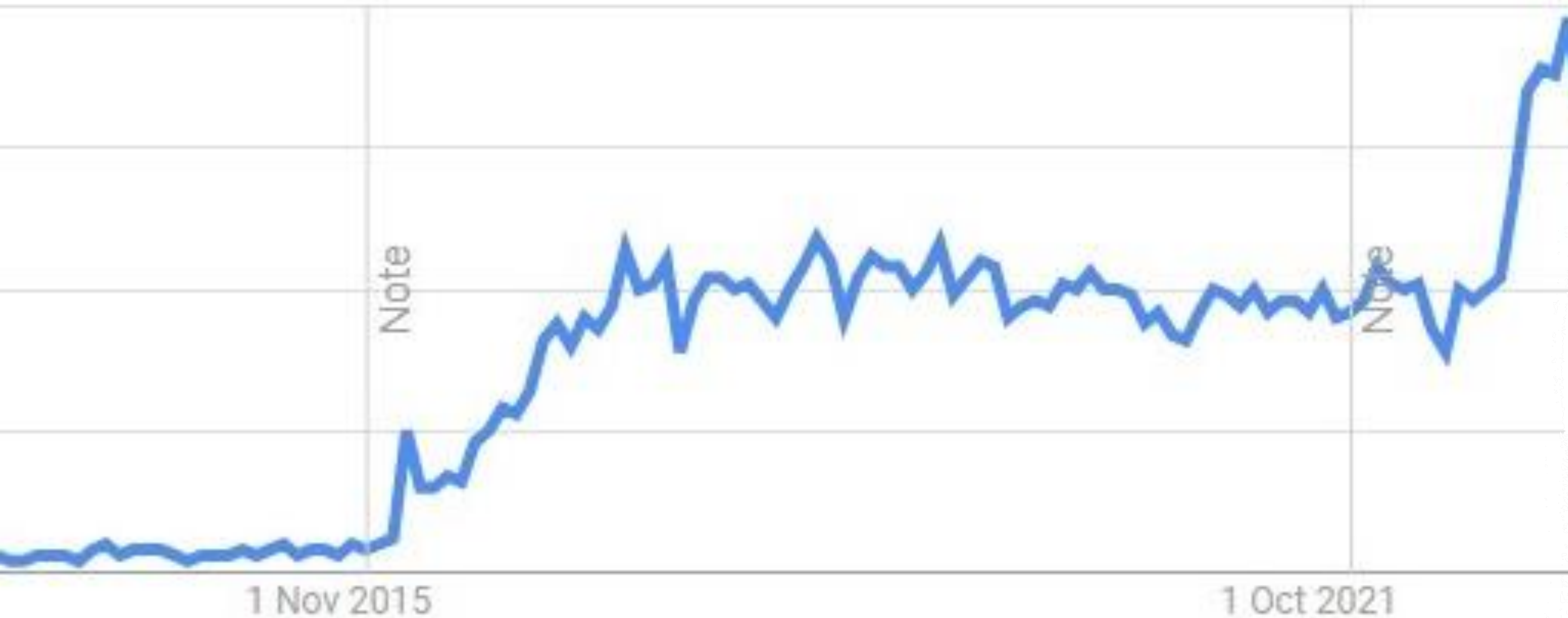
Do check Google Trends regularly for ideas – it is a great tool to use and totally free!

Image Source:
<https://trends.google.com/>

● chatbots
Search term

Worldwide ▼

2004 – present ▼



1 Interest in chat bots – they used to be heavy and slow down websites, but now customers expect to be able to get answers 24/7

Image Source:
<https://trends.google.com/>

Opportunities

- 1 Voice Search Optimisation
- 2 Artificial Intelligence in Marketing
- 3 Interactive Content
- 4 Influencer Collaborations
- 5 Social Commerce
- 6 User-Generated Content (UGC)
- 7 Omnichannel Marketing



Social Media Changes

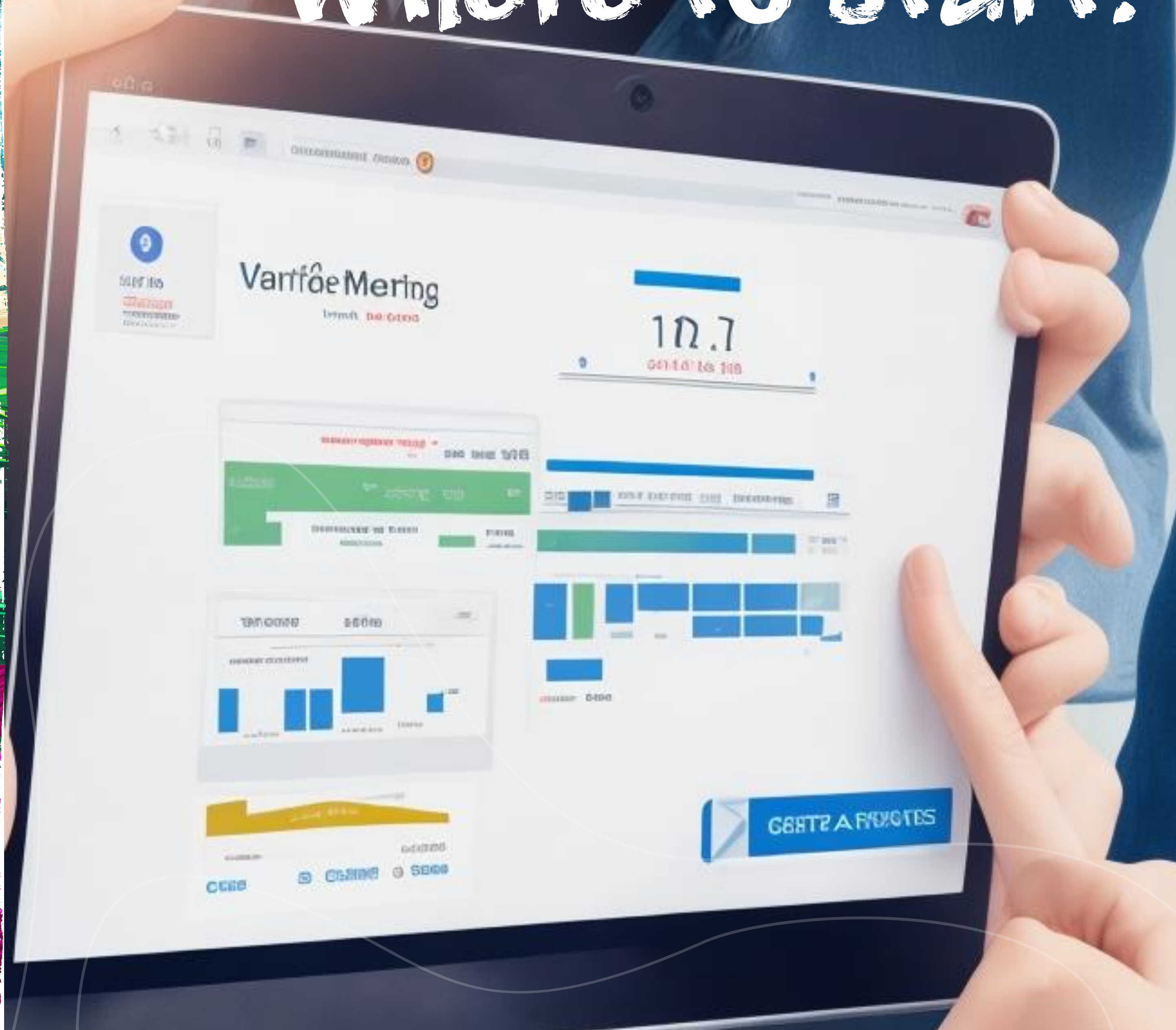
- 1 Facebook - VR
- 2 Instagram – Enhanced Shopping
- 3 TikTok – Filters and Engagement Features
- 4 Pinterest - AR or Try-On
- 5 Snapchat – Snap Map
- 6 LinkedIn – B2B



New Strategies To Try

- 1 Podcasts and Audio Marketing
- 2 Virtual and Augmented Reality Experiences
- 3 TikTok – Filters and Engagement Features
- 4 WhatsApp Business for Customer Engagement
- 5 Voice Search Optimization & Niche Content
- 6 Geo-Targeted Advertising
- 7 User-Generated Content (UGC) Campaigns

Where to Start?



- 1 Review your Current Strategy
- 2 Research and Select Relevant Trends to Target
- 3 Set your Objectives
- 4 Develop the Plan
- 5 Complementary Approach
- 6 Maintain your Core Strategy
- 7 Clear Messaging and Adapt

What to do Today

- Start with Your Audience
- Content is Key
- Leverage Analytics
- Engage and Interact
- Optimize for Mobile
- SEO Matters
- Experiment with Video Content
- Influencer Collaborations
- Email Marketing Efficiency
- Consistent Branding Across Channels
- Stay Agile and Adapt
- Be Ready to Pivot
- Invest in Learning and Development
- Stay Informed and Trained
- Budget Wisely
- Allocate Budget for Testing New Strategies
- Measure ROI
- Evaluate Effectiveness
- Customer Feedback Loop
- Solicit and Implement Feedback

Key Points

- Embrace New Trends
- Use Free Tools
- Explore New Ideas
- Integrate Trends Strategically
- Take Action!

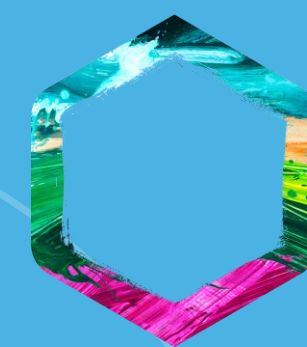
Consider

- Start with Small Experiments
- Customise Trends to your business
- Use Analytics for decisions
- Stay Up To Date
- Gather Feedback

Thank
you

TED

Tourism
Enterprise Development
Programme



TOURISM
NORTHERN
IRELAND