

The Power Is in Your Hands:

Building a Marketing Layer Cake

Sheila Scarborough
Tourism Currents



What We'll Talk About

- You're part of a multi-billion-dollar industry
- Why you care about "the other guy"
- 5 ways to cross-promote online
- Q&A

You're a
big deal



Direct spending on leisure
travel in the U.S. by
domestic and international
travelers totaled \$761.7
billion in 2018.

Leisure and business
travel supported 9
million U.S. jobs in
2018

Want some of
that \$\$\$\$?

THE
LATCH-
STRING
IS OUT!!

Partner
up!



A gentle reminder to partners....

“It is the CVB or DMO’s
responsibility to get people to a
destination; it is *your*
responsibility to get people
through your door.”

Go, Team!

Wil-Do

← **LAUNDROMAT**



Build strength....

Business by
business, street
by street, town
by town, then....

Your town &
beyond!



5 Ways to Build an Online Marketing Layer Cake for Your Business

Sanders Bumpy Cake from Michigan (courtesy libsciterp on Flickr CC)

1) Get YOUR
individual “cake
layer” in order

a) Claim your Google
My Business listing

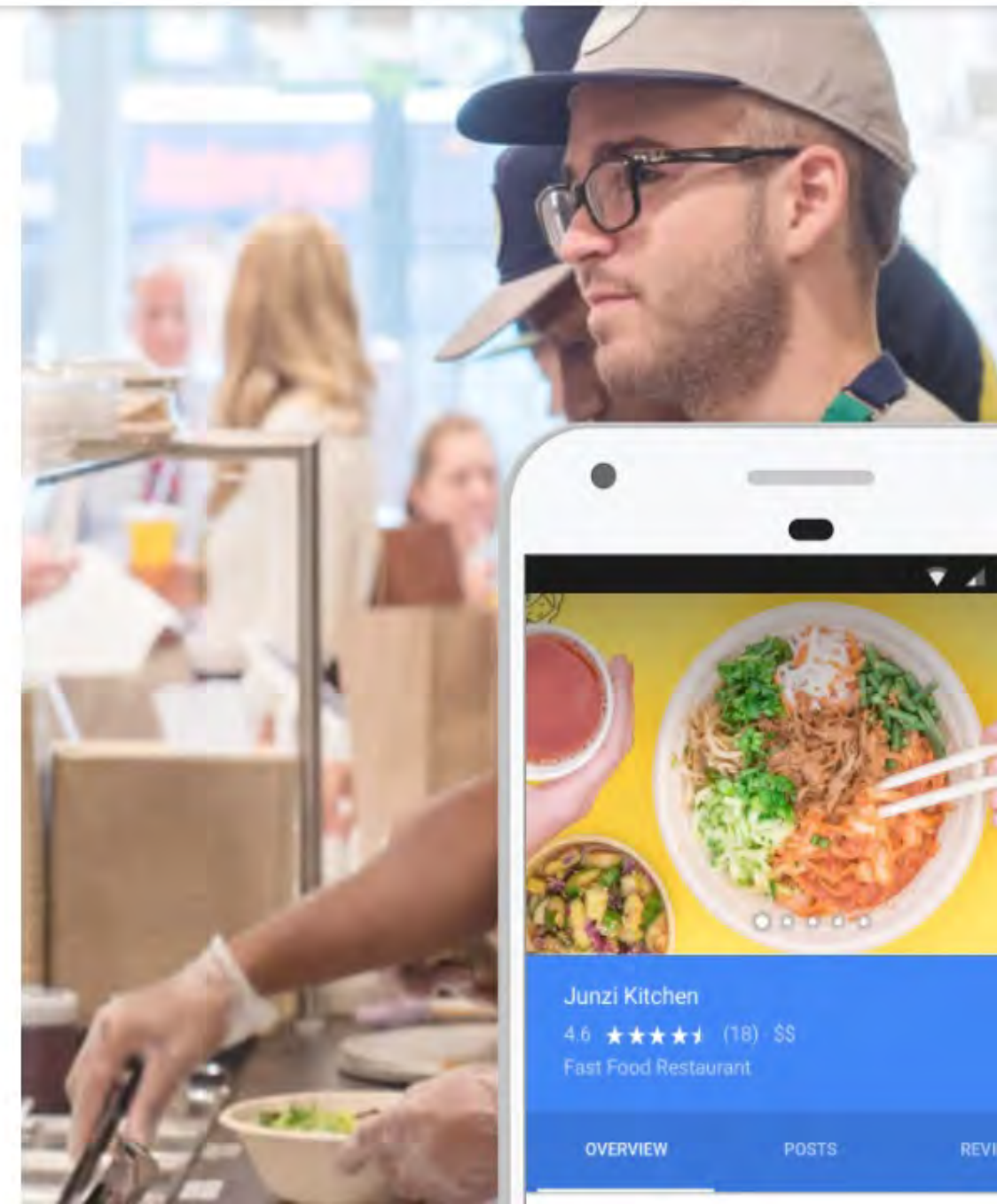
www.google.com/business

Make the most of your free Google listing.

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what's new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

START NOW

Have questions? Give us a call: **1-844-491-9665***





In the 12 weeks leading up to a trip, there are:

3x
more **experiences**
searches than
hotel searches.

8x
more **experiences**
searches than
air searches.

Think with Google



Source: Google/Greenberg, Global, Travel Tours and Activities Survey and Behavioral Study, Dec. 2018.

b) Have a
complete, active
Facebook Page

Facebook Page Basics

- Get the Page itself set up properly.
- Update frequently. Follow a plan.
- Short, punchy content that inspires & helps. Images & interaction are a must.
- Followers must care about what you have to say, & interact with/share it.
- Grow followers mostly organically, with some ads

Have a Great Facebook Page Cover Photo



New Mexico River
Adventures

@newmexicoriveradventur
es

Home

About



Like

Follow

Share

...

Book Now

Send Message



ROW Adventures

@ROWadventures

Home

Reviews

Photos

Videos

Posts

Events

About

Community

Instagram

Pinterest

Video Library

Twitter

Like

Follow

Share

...

Contact Us

Send Message

Newest First

Search ROW Adventures's videos



All Videos



40 Years of Travel That Transforms

2.1K views · March 18



Thank you for an incredible 40 years!

388 views · February 22



How to Make Waves on Your Honeymoon

426 views · February 14



A Typical Day on the River with ROW Adventures

592 views · October 25, 2018



We're 50 years downstream of the water-churning Wild &...

15K views · April 10, 2018



Ride the Snow Twice this Year

893 views · January 17, 2018



Adventures in Whitewater Rafting

1.5K views · July 17, 2017



Hells Canyon - Snake River Rafting

1.2K views · June 21, 2017

Chat (9)



Heart of Texas Bowhunting

Like This Page · December 6, 2016 ·

Another hunter from south Louisiana getting it done. Justin and Laci Capritto having a good time at H. O. T.

Like Comment Share

49

Chronological

1 share

6 Comments



Todd Lerob Laci Capritto Justin Capritto

Like Reply · December 6, 2016 at 5:14am



Laci Capritto We look good

Like Reply · 1 · December 6, 2016 at 7:11am



Justin Capritto Thanks for a unforgettable time mr Kevin we had an amazing weekend.

Like Reply · 1 · December 6, 2016 at 12:00pm



Laci Capritto Cassie Theresa Champagne Ariel Scott Louviere

Ariel tag your sister for me. We must not be friends in facebook... See More

Like Reply · 1 · December 6, 2016 at 11:13pm



1 Reply



Laci Capritto Mr Kevin I have so many people messaging me!!! I am sending your number to all!!! If they all book don't forget about me with a discount 😊😂



Hard Truth

If partners don't do the basics, it makes cross-promotion a lot harder.

2) Share &
highlight
each other
(pass the karma)

The Ultimate Guide to Fall Fishing in Coastal Mississippi

September 17, 2019



With cooler weather right around the corner, it's time to start planning the perfect fall fishing trip to Coastal Mississippi!

We asked some of the region's charter captains about fall fishing, and they had plenty of expert insight to share.

What type of fish can you catch?



"Mississippi is unique in the fact that we have the ability to fish 12 months out of the year. Inshore and offshore opportunities are abound! Our inshore fishing in the fall months is about as good as it gets anywhere. When our bayous and bays start pushing white shrimp out the fish go nuts! Don't miss this opportunity," said Fisher-Man Guide Service Captain



North Shore Scenic Drive Council

@NorthShoreScenicDrive Council

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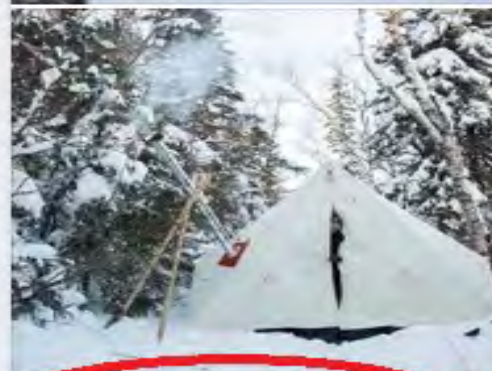
...



North Shore Scenic Drive Council shared a post — in Tofte, Minnesota.

January 15 · 🌐

Seems about right for a North Shore of Lake Superior wedding!
#RoadtoAdventure



Sawtooth Outfitters

January 14 · 🌐

Like Page



Black Hills
Adventure Tours,
Inc
@blackhillsadventuretours

- Home
- Reviews
- Photos
- Videos
- Posts**
- Events

- Like
- Follow
- Share
- ...



Black Hills Adventure Tours, Inc
August 18 · 🌐

...



Dakota Angler & Outfitter
July 3, 2017 · 🌐

Looking to experience the best of Black Hills Fishing? Hire a guide from Dakota Angler & Outfitter! Half Day and Full Day Fishing Experiences. No Equipment Needed!



FLYFISHSD.COM

Send Message

4.8

4.8 out of 5 · Based on the opinion of 19 people

Community
See All

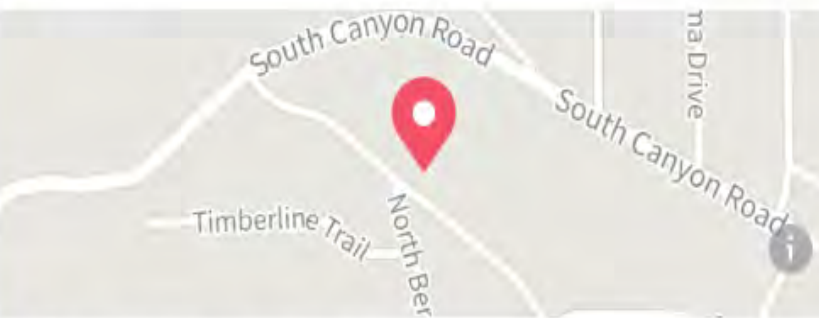
Invite your friends to like this Page

2,625 people like this

2,645 people follow this

18 check-ins

About
See All



550 Berry Blvd (988.18 mi)
Rapid City, South Dakota 57702
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(605) 209-7817

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Chat (89)

Create graphics that can be shared



lovelivingincolorado • Follow

Download Stories

Download Photo

lovelivingincolorado Scenic Byways are my favorite. Which Colorado Scenic Byway is your favorite? .

Colorado ❤️

#colorado #colorfulcolorado

#lovelivingincolorado #coloradolove

#coloradonroud #mountains #scenicroute



745 likes

JANUARY 19

Add a comment...

Keeping Track of Tourism Partners

- Create a Word doc with links to DMO & partner social media. Click & check often.
- Make one day a week “social share day”
- Turn on Facebook “See First” & Instagram notifications for DMO/partner accounts.
- Set up a Twitter List.
- Consider a private Facebook Group.

Tourism Currents ✓

@TourismCurrents

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About

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Liked ▾



Following ▾



Share



Unfollow this Page

IN YOUR NEWS FEED

See First



Default

Unfollow



Keep thinking....

What do I know, & who
else in my area needs to
know it, too?

3) Always Try
to Tag & Link

(it's like waving)



Downtown Main Street Red Wing

Page Liked · November 19 · Edited ·

When shopping in [#PrettyRedWing](#), remember to stroll on down Old West Main Street. As you can see from this [GoBrazen.com](#) shot, there are some fun and welcoming businesses in the West End. From [Red Wing Ace Hardware](#) on the corner of Main/West Main, to [Anchor Promotions, Apparel, and Signage](#), to the [Red Wing Brewery](#), saunter on into [Bayside Tap & Steakhouse](#) and [Kellys Taphouse bar and grill](#). And don't forget [West End Liquor](#), the Mexican grocers, [Sears Hometown Store](#), [Vyntage Vinyl](#) on the way to [Robin's Rustic Nest](#) and all of the shops and [Pottery Museum of Red Wing](#) in the Pottery complex. Old West Main is welcoming you! [#ShopLocal](#) [#TheNewOldWestMain](#)

Like Comment Share

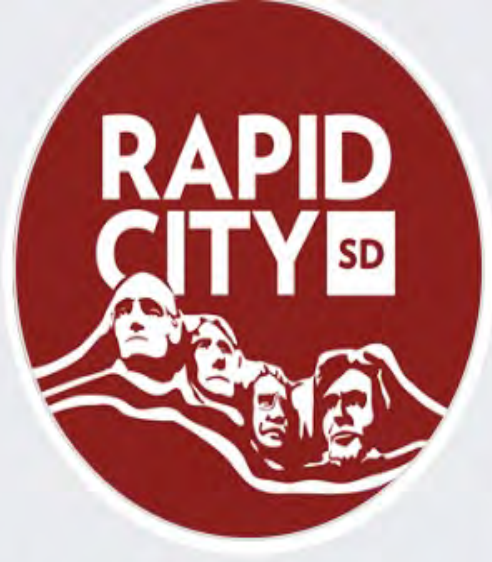


22

Chronological

12 shares

2 Comments



Visit Rapid City
@visitrapidcity

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- YouTube



Visit Rapid City

October 13 at 9:00 PM · 🌐

Want a vacation that allows you to see the best of the best in our area, with little to no work on your end? [Prairie Spirit Tours](#) offers exactly that. Here is a little taste of what you'll see during their Spirit of the American West Tour!



VISITRAPIDCITY.COM

Tour the Spirit of the American West | Rapid City SD

Prairie Spirit Tours is a family-owned and operated tour company that...

[Shop Now](#)

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Ask Visit Rapid City

"Is anyone available to chat?"

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"I have a question. Can you help?"

[Ask](#)

Type a question... [➤](#)



ABOUT VISIT RAPID CITY

Our Story

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Chat (87)





New Jersey Campgrounds added 2 new photos.

February 13 at 11:16am · 🌐

At the AC RV Show till 8pm tonight! Cindy from **Whippoorwill Campground** is helping out. Come by and say hi.





blueridgenps • Following

blueridgenps "These are islands in time - with nothing to date them on the calendar of mankind. In these areas it is as though a person were looking backward into the ages and forward untold years. Here are bits of eternity, which have a preciousness beyond all accounting." -Harvey Broome

Photo of blue ridges from the Parkway near Asheville by Parkway patron @nmullins11
#blueridgeparkway #findyourpark
#mountains #blue

View all 44 comments

yourgratefulmaryjane @kevin.br0wn
this plaaaace 🤩👉

kevin.br0wn @yourgratefulmaryjane
only 4 hours away too 😲

eag15423 Nice

srbphoto Beautiful pic and quote



Instagram
tagging

4) Use & track hashtags

#AdventureTravel or #AdventureTours or
#HikingLife or #OutsidersFree



#adventuretravel

1,644,109 posts

Follow

Top posts





katiecook...



visittyler



grantourismo
Hàng Bông



#adventuretouring
43,713 posts



#adventuretours
32,163 posts



#adventuretour
30,083 posts



#adventuretourism
29,207 posts



#adventuretouringmal...
2,673 posts



lpvhouse



jana_wied...



the



Do your
hashtag
research
before
posting

✓ #spinstagram 13K

#spinners of ig 5K

✓ #spinners of instagram 29K

✓ #igspinners 12K

#instaspin 3K

✓ #Fiberart 75K

✓ #fashion ~~to~~ 250mill

#scarf 5mill

→ #Fibreart



Katy F. @FlintKaty · Oct 8

Just made plans to meet friends at the [@goAmanaColonies](#) at the end of the month! [#Travellowa](#) [#MWTravel](#) [#Iowa](#)



1



1



momsandkeyboard @Momsandkeyboard · Oct 8

Here's a glimpse into the beauty that you can find in [@VisitCape](#) ---> [ow.ly/T9e11](#)
[#MWTravel](#) via [@TravelwithSara](#)



Best Kept Secret Along I-55 In Missouri: Cape Girar...

I recently spent an evening and part of a morning in Cape Girardeau, Missouri. Have you explored this charming town in Missouri? Cape Girardeau is home to some of t...

[travelwithsara.com](#)



Sara Broers @TravelWithSara · Oct 8

It is true... [@VisitDecorah](#) in [@Travel_Iowa](#) is all about the food ---> [ow.ly/T9tz8](#)
[#MWTravel](#)



1



2



[View summary](#)



VisitHendricksCounty @HendricksCounty · Oct 7

RT [@jkduke34](#): [@HendricksCounty](#) [@MW_Wanderer](#) I concur. You haven't truly visited Beasley's Orchard unless you come in the fall! [#mwtravel](#)



Harriet Tubman Byway

@Tubman_Byway

Following



Don't miss the opportunity to "meet"
[#HarrietTubman](#) at 1pm Feb. 17, as Janice
the Griot does an interpretive re-enactment
at the Tubman Visitor Center in Church Creek,
MD! It's part of a special weekend of events
in honor of [#BlackHistoryMonth](#) 🍪🍪🍪 Free.
bit.ly/2CIJ7sW



5) Plug into every
possible local,
regional, state, &
national asset

Your Tour Operator Partners

Every CVB or DMO in the area

Nearby scenic byways, heritage highways,
& themed trails

Main Street towns, merchant associations,
Chambers of Commerce

Regional & state DMOs

U.S. Travel & Brand USA

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TRIP IDEAS



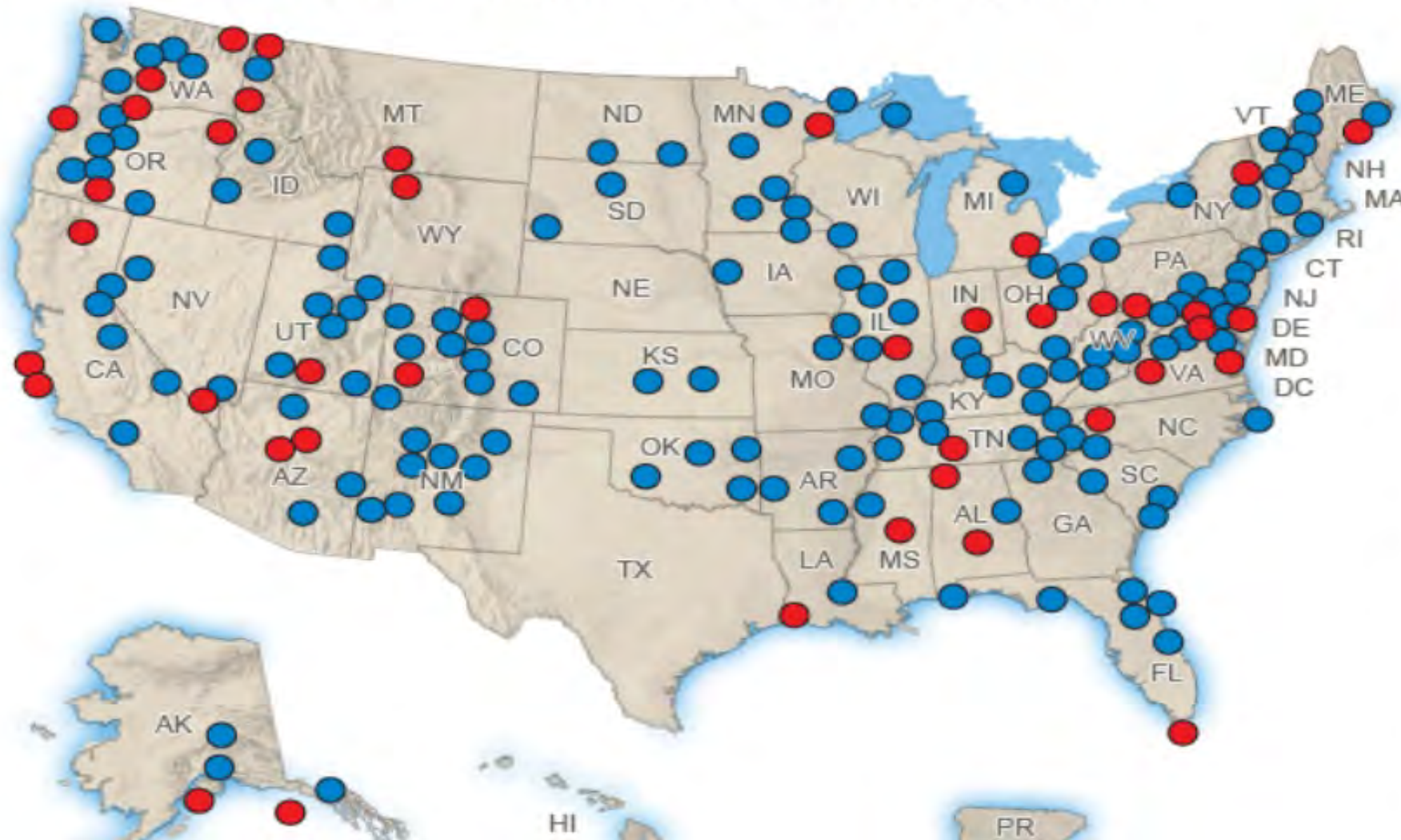
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come CLOSER.

Choose from the map or list below to find byways in a State.



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Search near any U.S. location:

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Nearby Byways

▮▮ Finding your location...

America's Byways

America's Byways® is the umbrella term we use for the collection of **150 distinct and diverse roads** designated by the U.S. Secretary of Transportation. America's Byways include the National Scenic Byways and All-American Roads.

America's Byways are gateways to adventures where no two experiences

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Leading Change

Community-led revitalization is challenging work, but we are here to make it easier. Main Street America offers a comprehensive set of resources, technical services, and educational offerings to help you effectively navigate the field of downtown and commercial district management.

Whether you're a Main Street veteran or just





May 3-9, 2020

National Travel and Tourism Week

Nationwide, U.S.

[VIEW THE TOOLKIT](#)

Celebrate how #TravelWorks May 3 – 9, 2020!

National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.

Check back in the fall for our 2020 National Travel and Tourism Week toolkit.

NATIONAL
TRAVEL &
TOURISM
WEEK **MAY 3-9, 2020**



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Brand USA

PROGRAMS & OPPORTUNITIES





ASK A LOCAL

St. Petersburg and
Clearwater, Florida



ASK A LOCAL

Wichita, Kansas



ASK A LOCAL

Mall of America,
Minnesota



ASK A LOCAL

U.S. Virgin Islands



ASK A LOCAL

Houston, Texas



ASK A LOCAL

Black Hills, South
Dakota



ASK A LOCAL

Bend, Oregon



ASK A LOCAL

Las Vegas, Nevada



ASK A LOCAL

Miami and Key



ASK A LOCAL

Sioux Falls, South



ASK A LOCAL

Portland, Oregon



ASK A LOCAL

Oregon

Example: Mississippi Music Tourism “Cake”

Brand USA “Hear the Music” campaign



Americana Music Triangle



Visit Mississippi state tourism organization



Mississippi Delta Tourism Association



Bridging the Blues music events



Town of Tunica – near MS Great River Road



*Chocolate Peanut Butter layer cake
(courtesy Edwin Bachetti
on Flickr CC)*

5 Ways to Build Your Cake

- 1) YOUR layer: Google My Biz & Facebook Page
- 2) Share & highlight each other
- 3) Always try to tag & link online
- 4) Use & track hashtags, esp. Instagram
- 5) Remember regional, state, national assets

TWO ROADS
DIVERGED
IN A WOOD
TOOK DIFFERENT
LESS TRAVELED BY



“This is your time. Now,
go out there and take it.”

Thanks very much!



Sheila
Scarborough

Tourism Currents

www.tourismcurrents.com