

Master the Art of Online Reputation Management



MEGAN RING

MARKETING & CREATIVE DIRECTOR

10+ YEARS

OF TOURISM MARKETING EXPERIENCE

MY CREDENTIALS



WILD FLORIDA



SILVER SPURS RODEO



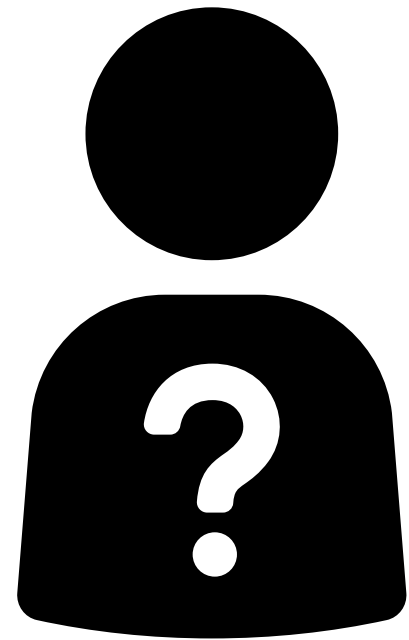
OLD TOWN

GOAL OF TODAY

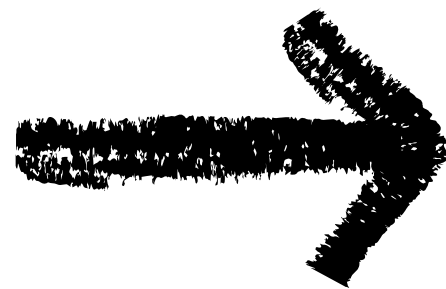
Learn one new thing
that you can
apply to your
team or business

The key to **mastering** your online
reputation is to make sure you're
visible to the audiences you **want**
to maintain relationships with

YOUR AUDIENCES



STRANGERS



FAMILIARS



SUPER FANS

REACH

STRANGERS

These are the guests
that love you; they just
don't know it... yet

STRANGERS



STRANGERS



**TRAVEL
WEBSITES**



**SEARCHING
ONLINE**



INFLUENCERS

How Social Media Can Help Strangers Find You

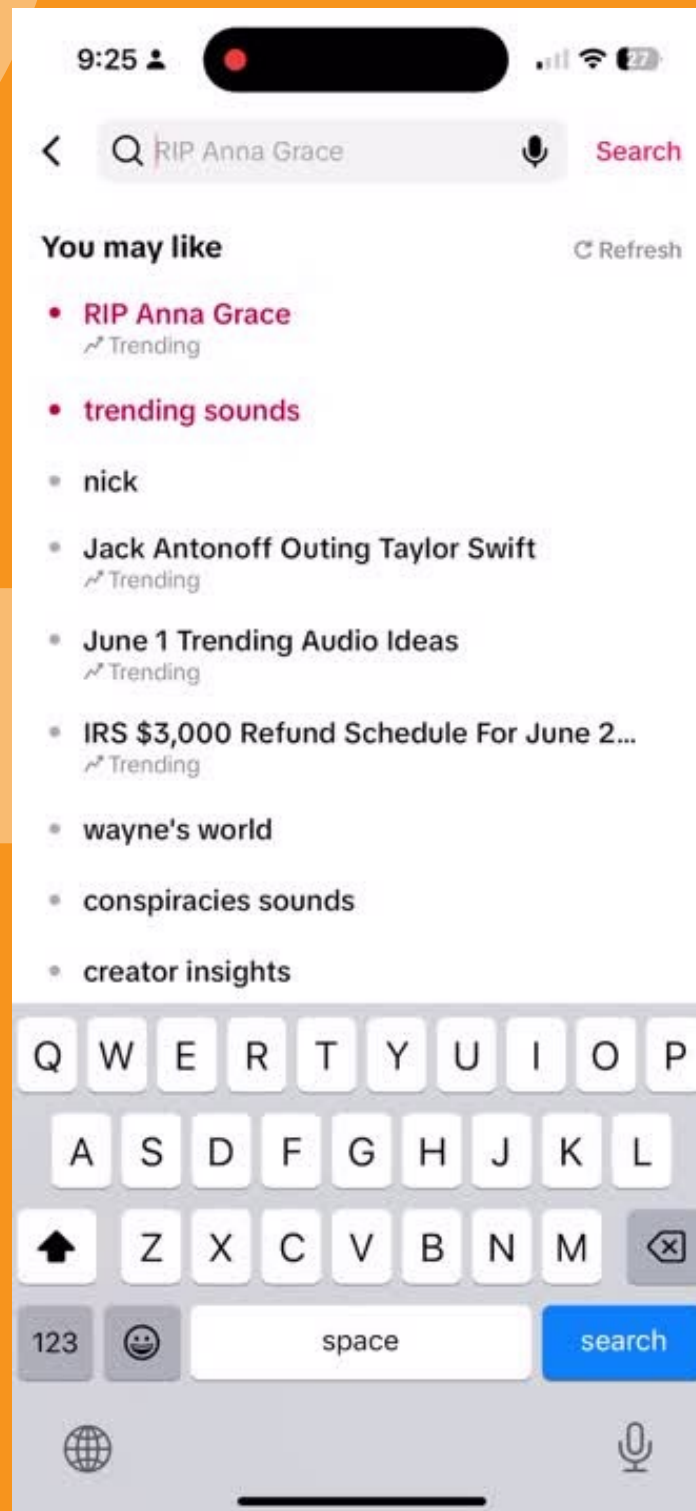
How Social Media Can Help Strangers Find You



TIPS ON WORKING WITH INFLUENCERS

- Look at the creator's engagement rate
not just their amount of followers
- An engagement rate that is between
4% - 8% is the sweet spot
- Use built-in creator tools or social
listening software to find influencers

How Social Media Can Help Strangers Find You



INCORPORATE KEYWORDS IN SOCIAL MEDIA VIDEOS

- Add popular awareness level words (i.e. Things To Do In...) that people search for in your social media videos:
 - Text in the video
 - The caption of the video
 - The closed captions
 - Video alt text

How Social Media Can Help Strangers Find You

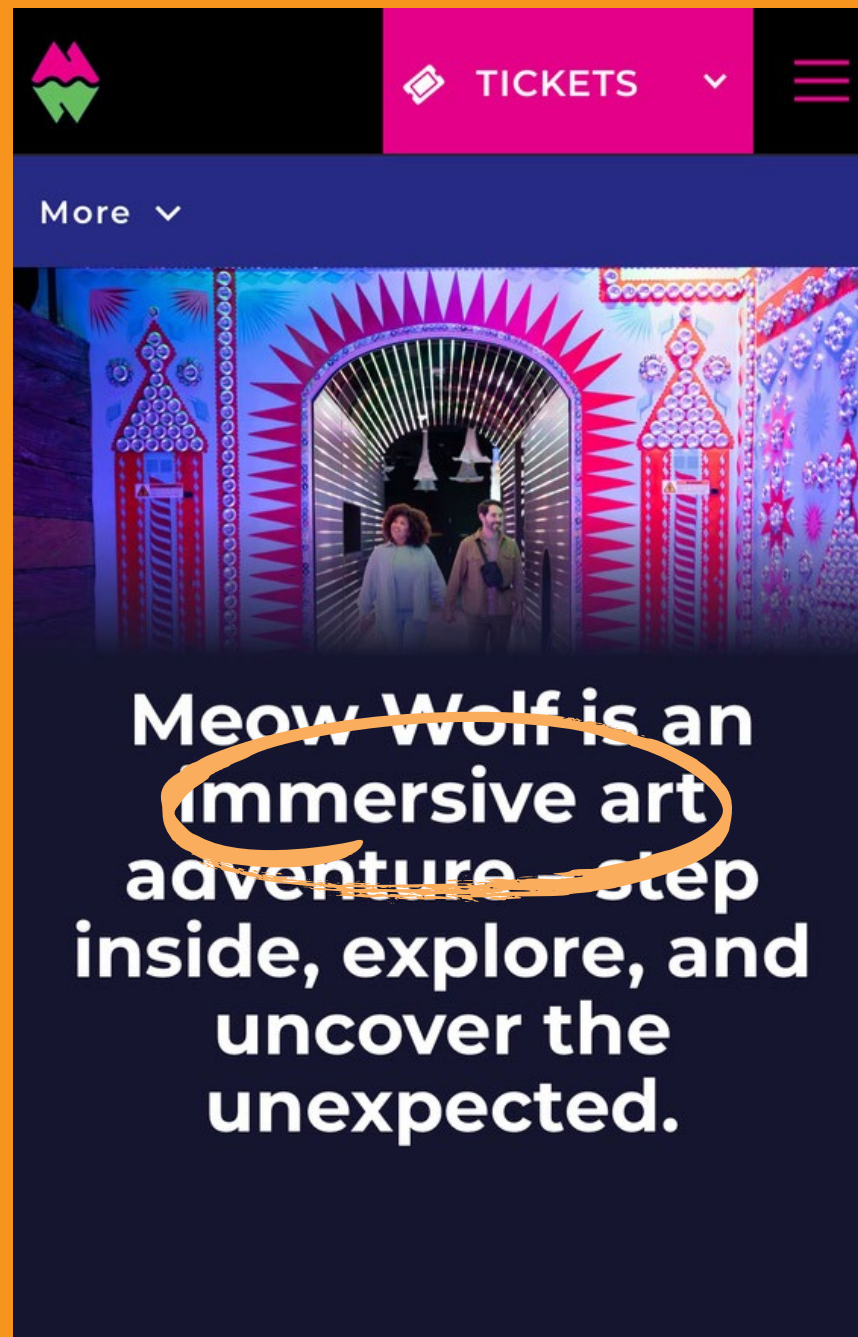
SOCIAL LISTENING SOFTWARE TIPS

Topic Summary		
View key performance metrics for this reporting period to help prioritize what to analyze next.		
Total Volume	Total Engagements	Average Engagements
563,566	10,497,057	18.63
Potential Impressions	Unique Authors	Positive Sentiment
2.08B	262,169	64%

- Use filters within the platform to ensure the only results that populate relate to your attraction
- Social listening software can range from \$49 to \$249 a month, depending on the platform's features

How Your Website Can Help Strangers Find You

How Your Website Can Help Strangers Find You



Meow Wolf 'About Us' landing page header.

SEO FOR WEBSITES TIPS

- Base your main keywords (the words people are searching online) on your attractions' offerings
- i.e., If you're a museum, instead of incorporating 'Things to do' related search terms across your website's key pages, incorporate museum related questions and search terms across those pages

How Your Website Can Help Strangers Find You



Georgia Aquarium 'Blog & News' landing page.

BLOGGING TIPS

- Base your target keywords, or the words people are searching online, on your attractions' offerings.
- i.e., If you're a museum, instead of incorporating 'Things to do' related search terms across your website, incorporate museum -related questions and search terms across your website.

How Online Listings Can Help Strangers Find You

How Online Listings Can Help Strangers Find You

CLAIMING OWNERSHIP OF YOUR ONLINE LISTING TIPS

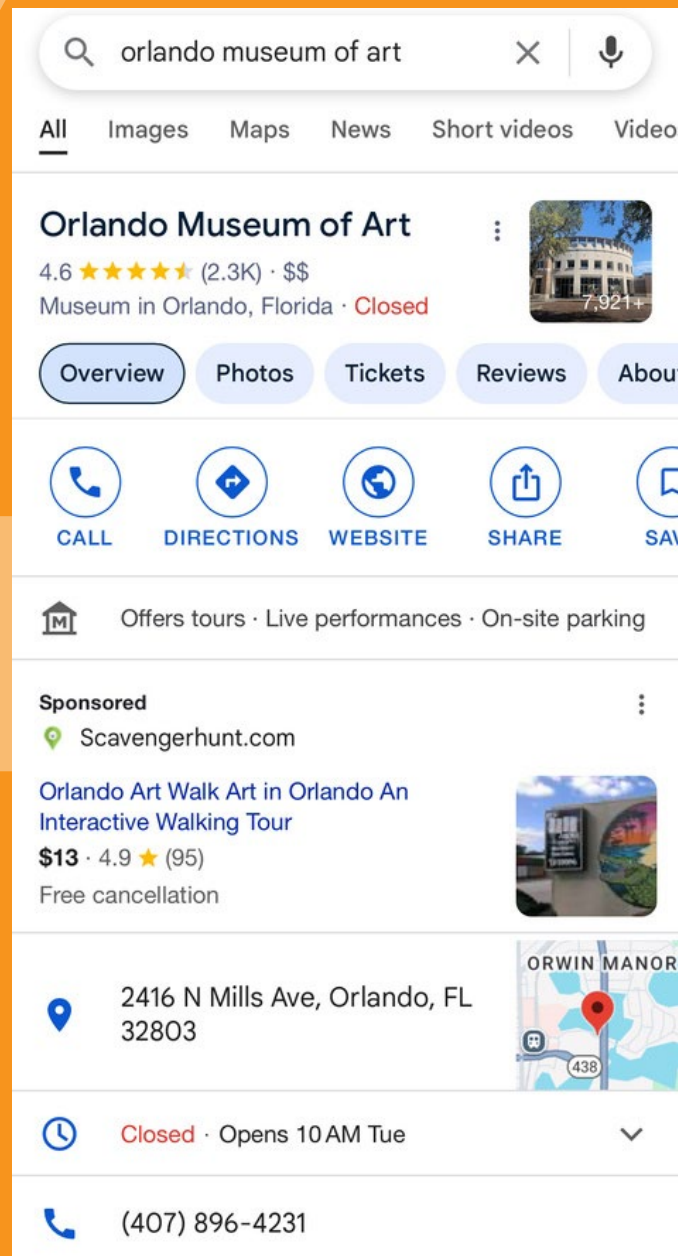
- Check how your listings appear across the following popular websites or platforms. Do you have access to all of these listings?
- If not, here are your next steps to claim ownership:
 - Google Business Profile :
 - Visit **google.com/maps** to find or add your business .
 - Bing Places for Business :
 - Visit **bingplaces.com** to claim or import from Google .

How Online Listings Can Help Strangers Find You

CLAIMING OWNERSHIP OF YOUR ONLINE LISTING TIPS CONT.

- Facebook Page:
 - Visit **facebook.com/business/tools/facebook** -pages to find or add your business
- TripAdvisor Owners Center:
 - Visit **tripadvisor.com/owners** to add or claim your business
- Apple Maps Connect:
 - Visit **businessconnect.apple.com** to add or claim your business
- Yelp for Business Owners:
 - Visit **business.yelp.com** to add or claim your business

How Online Listings Can Help Strangers Find You

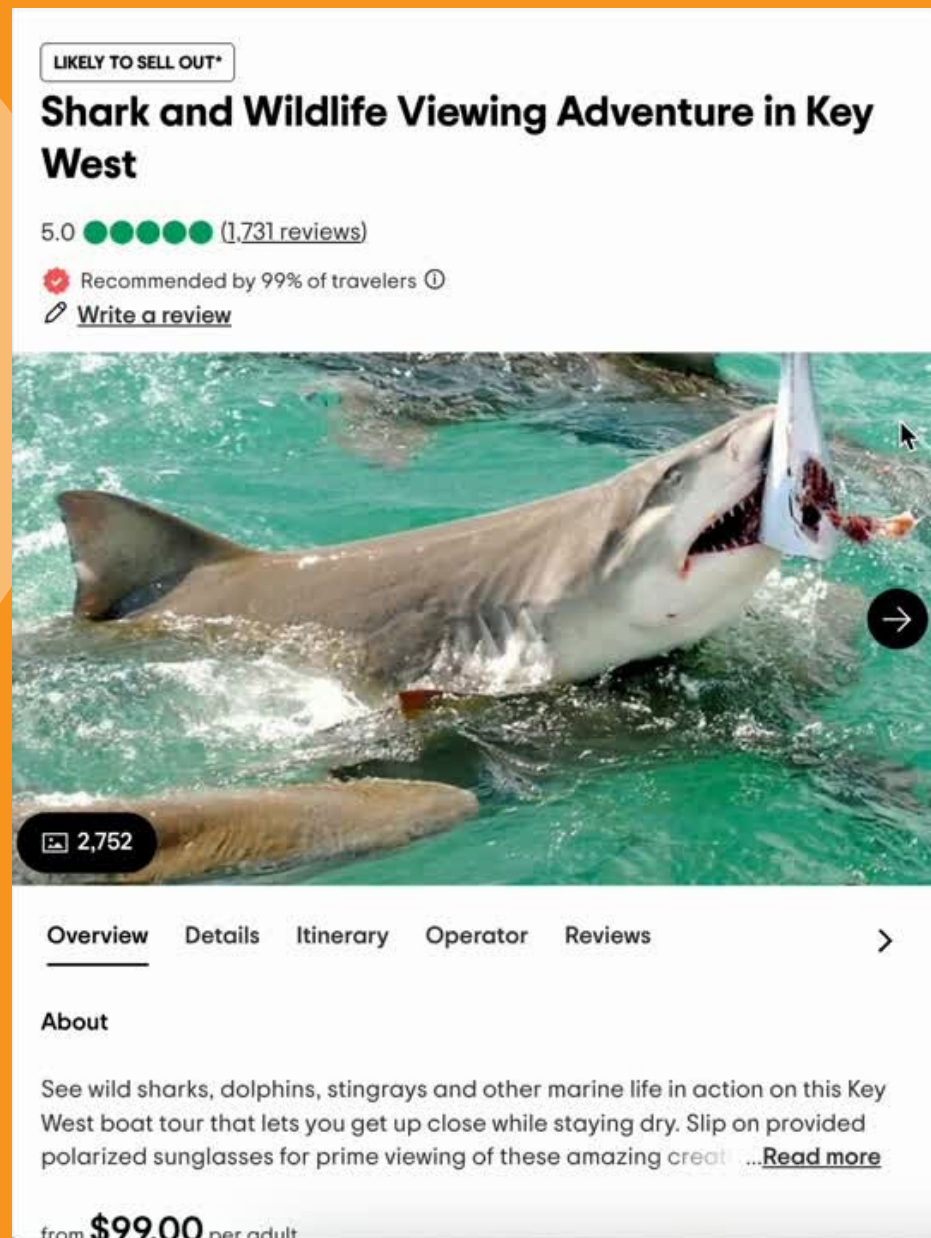


*Orlando Museum of Art
Google Business Profile listing.*

NAME, ADDRESS, AND PHONE (NAP) CONSISTENCY TIPS

- Create a spreadsheet of every online listing for your attraction
 - There are NAP management tools like (Yext and Moz) that can help flag any listings that don't align
- If you have more than one phone number (i.e. A toll free number), list your local number in listings

How Online Listings Can Help Strangers Find You



Shark and Wildlife Viewing Adventure Tripadvisor listing.

UPDATE LISTINGS WITH NEW PHOTOS TIPS

- Try to add 4 - 5 new photos to your online listings at least once a month
- Include photos of not just your experiences but also any buildings guests may need to visit:
 - i.e., Waiting or loading areas, dining halls, gift shops, etc.

FAMILIARS

They've heard people
talk about you, but
haven't decided to visit.
Let's change that!

How Social Media Can Help Familiars Choose You

How Social Media Can Help Familiars Choose You

SOCIAL MEDIA AUTOMATION TIPS

Your automations				
<input type="text" value="Search by name or goal"/>				
Status	Name	Goal	Channel	
<input checked="" type="checkbox"/>	Leads	Create activity		Edit
<input checked="" type="checkbox"/>	Instant reply	Greet people		Edit
<input checked="" type="checkbox"/>	Frequently asked questions	Share information		Edit
<input type="radio"/> Off	Away message	Greet people		Edit
<input checked="" type="checkbox"/>	Hours	Share information		Edit
<input checked="" type="checkbox"/>	Location	Share information		Edit

Available automations for your Instagram or Facebook page via Meta Business Suite.

- Connect with your reservations team to compile a list of frequently asked questions and **create automated responses** that can be triggered when people ask

How Social Media Can Help Familiars Choose You



*Organic TikTok video of
Mutton Bustin' at the
Silver Spurs Rodeo.*

HOW TO STAND OUT ON SOCIAL MEDIA

- Compare your attraction and its offerings to other options people might be considering:
 - What aspects of your museum, event, park or attraction are really unique to you that you can highlight on social media?
- If you need help narrowing this down, check some of your recent reviews to see what **real** customers said

How Social Media Can Help Familiars Choose You

FIND YOUR DMO!



WORKING WITH DESTINATION MARKETING ORGANIZATIONS (DMO) TIPS

- Reach out to your county or city's DMO and Visit Florida to see what partnership opportunities are available within your budget
- Explore opportunities with them to be:
 - Featured on their social channels
 - Added to their website
 - Included in their newsletters
 - Listed in out-of-state marketing materials

How Your Website Can Help Familiars Choose You

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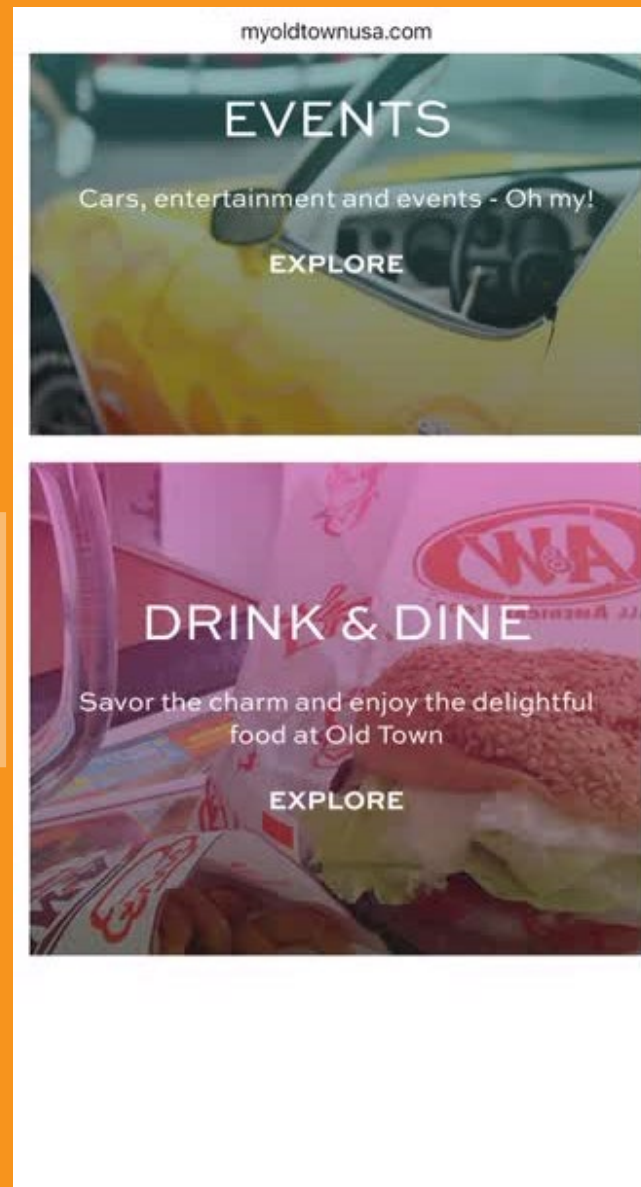


A recent lead magnet we created for Wild Florida was a naming contest for their new otters.

CREATING LEAD MAGNET TIPS

- Be super clear and direct with what you're offering in exchange for their information.
- For example, if you want to get someone's first name and email for them to receive marketing emails, what can you offer from your attraction as a "fair trade" in the exchange?

How Your Website Can Help Familiars Choose You

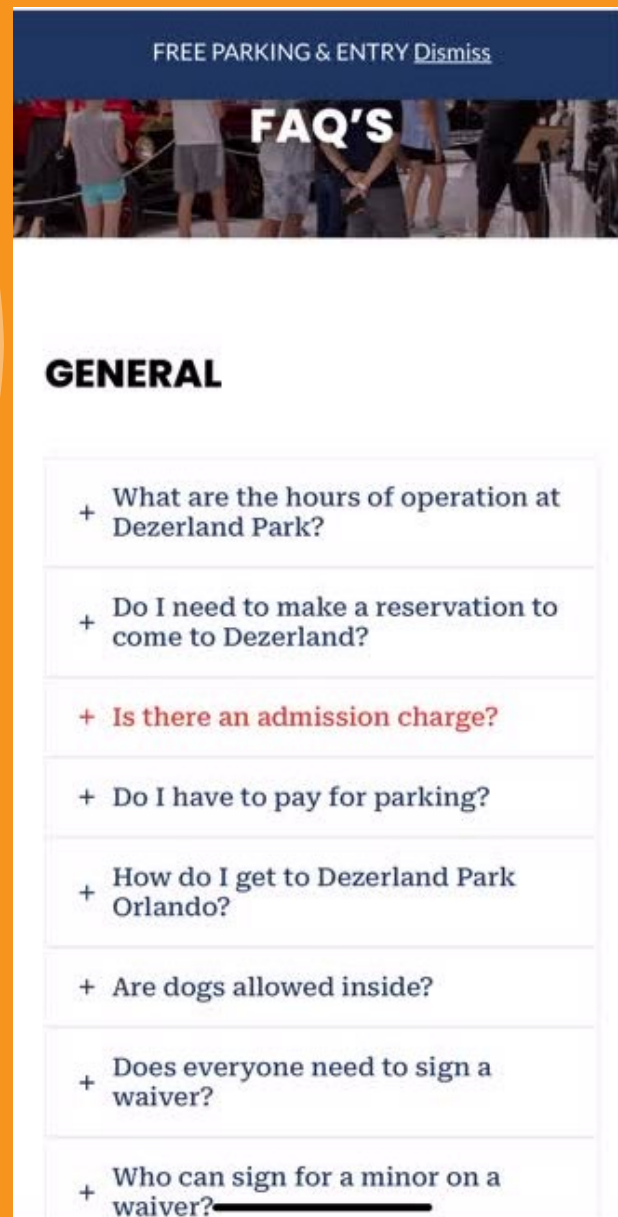


Here is an example of how you can list your past customers' reviews to help convince future visitors.

AMPLIFY YOUR SUPER FANS' REVIEWS

- By adding customer reviews to your website you:
 - Help show Familiars on your website the amount of fun past visitors had during the experiences they are considering
 - And, can positively impact your rankings on Google or Bing because their reviews may contain certain search terms

How Your Website Can Help Familiars Choose You



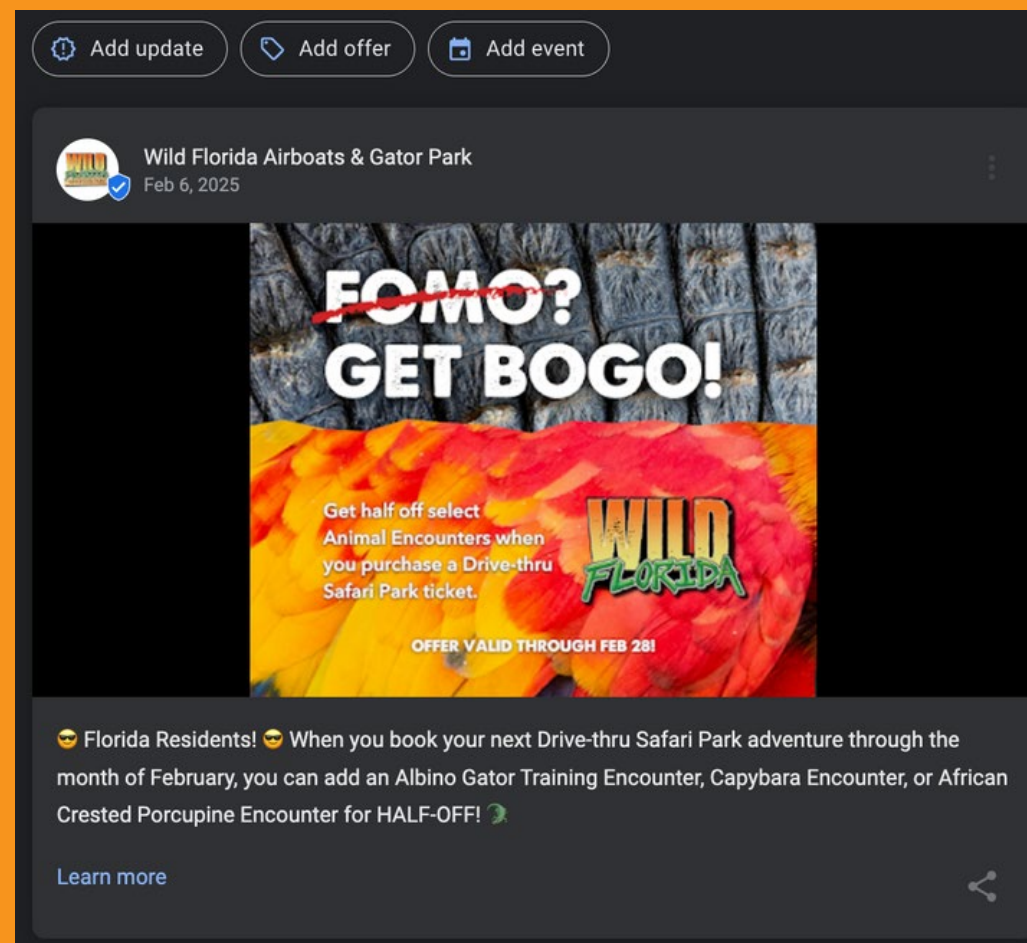
Here is a screen recording of how Dezerland's FAQ answers questions + ranks for certain keywords.

CREATE FIRST -TIME GUEST EDUCATION PAGES

- Education pages like a *Know Before You Go* or *FAQ* page:
 - Keep visitors on your website longer by having all the info they're looking for on one site
 - Help attract other familiars who might be browsing the web through the keywords on these education pages

How Online Listings Can Help Familiars Choose You

How Your Online Listings Can Help Familiars Choose You

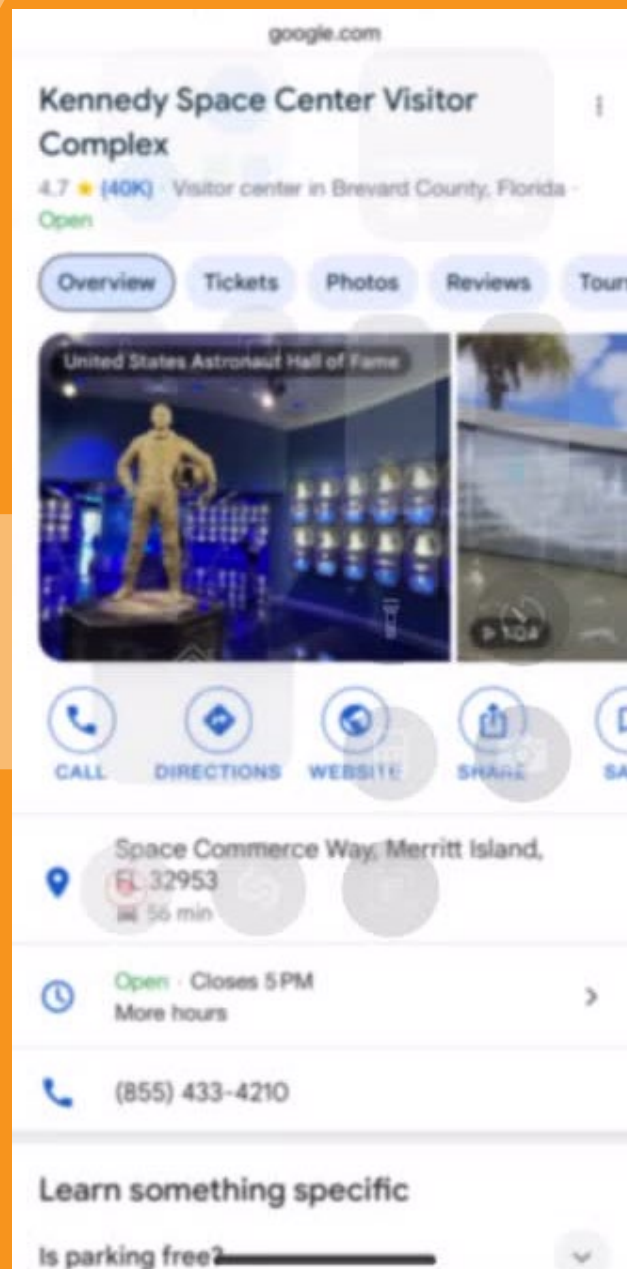


*Google Business Profile Offer listing for
Wild Florida's BOGO Adventure deal.*

POSTING TO GOOGLE BUSINESS PROFILE TIPS

- On Google Business Profile, you can post new updates at your attractions, a special offer or an upcoming event all for **free**.
- Using native listing features helps the algorithm prioritize your attractions' content to people searching for things to do.

How Your Online Listings Can Help Familiars Choose You



*Google Business Profile listing for
Kennedy Space Center Visitor Complex.*

RESPONDING TO REVIEWS TIPS

- Respond to **every** negative review you may receive.
 - In your response, be polite, offer solutions and provide offline contact details to discuss the situation more.
- When responding to positive reviews, thank the customer and highlight other activities you think they would enjoy during their next visit.

How Your Online Listings Can Help Familiars Choose You

USE CUSTOMER REVIEWS TO ANSWER FUTURE GUESTS' QUESTIONS

- If you get a bad review...
 - Can there be messaging added to your website to set better expectations?
 - Can you create social content or write a blog that maybe provides more transparency and avoids any future frustrations?
- If you get a great review...
 - How can we replicate and celebrate these wins on your attraction's website and social media channels?

SUPER FANS

These are the people who
are delighted by
anything you do.

Amplify their voices!

How Social Media Can Help Super Fans Rave About You

How Social Media Can Help Super Fans Rave About You



Experience Kissimmee's Instagram reel that encourages followers to tag their friends.

CREATE CONTENT THAT YOUR SUPER FANS WILL LOVE TO SHARE

- Try creating posts that encourage your followers to:
 - Tag their "bestie" or friends in relatable or funny situations involving your attraction
 - Tag the first follower that appears after they type '@'
 - Tag someone who they were reminded of based on a photo you shared on your profile

How Social Media Can Help Super Fans Rave About You



*A fan sharing a photo from
her shoot at Vizcaya
Museum and Gardens.*

AMPLIFY THEIR CONTENT ON YOUR SOCIAL CHANNELS

- By resharing your Super Fan's content on your social channels, you:
 - Showcase your brand's personality and relationship with fans
 - Highlight the different features or activities of your attraction that guests love
 - Showcase potential future event, group, field trip or wedding opportunities at your venue

How Social Media Can Help Super Fans Rave About You



It's the best time of the year, Orlando! The final round of our annual Best of Orlando® Readers' Choice Poll is now open. From June 2 through July 14, vote for the best people, places and things in Orlando.

The Best of Orlando® Readers' Choice poll asks for your insights in almost 350 categories: Nightlife, Shopping, Local Music, Food and Drink and more. After registering, you can vote for your favorites **once every day**. Also, we know it's a long ballot — if you can't get through the whole thing in one sitting, no worries. Your votes will be saved and you can log back in to continue.

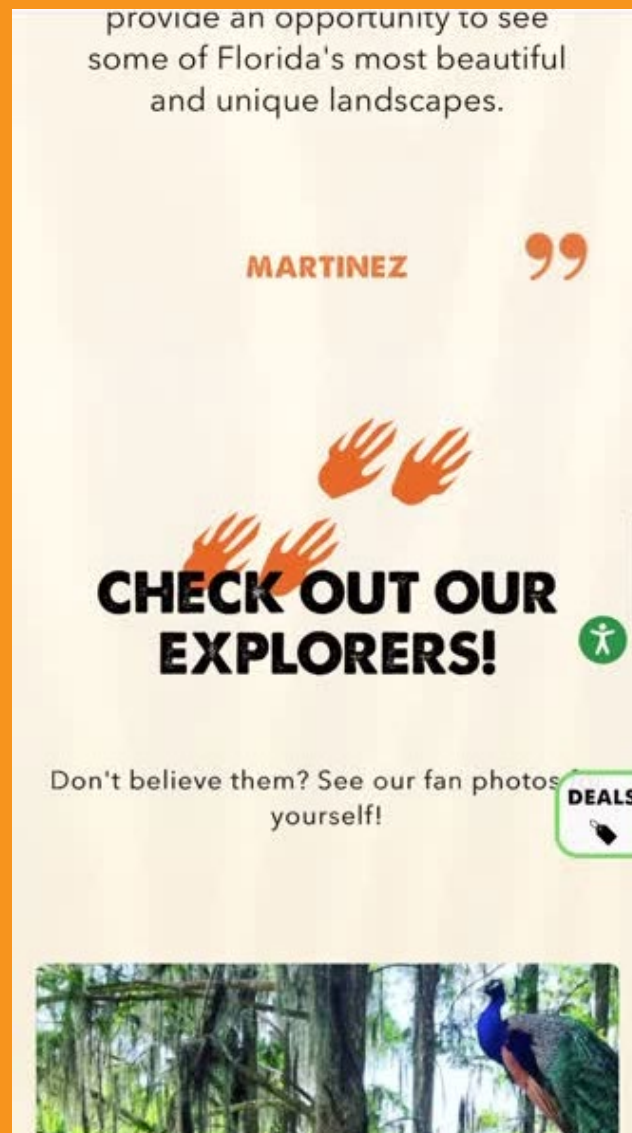
Best of Orlando is an annual people's choice competition where people vote on Orlando's best attractions, restaurants and more.

NEED SOMETHING FROM YOUR SUPER FANS? JUST ASK!

- Think about it this way: are you afraid to ask your friend for help?
- If there's a local contest that your fans can vote in to help increase awareness of your business, **just ask!**
- If you're putting on a new event at your attraction, **ask your followers** to help spread the word!

How Your Website Can Help Super Fans Rave About You

How Your Website Can Help Super Fans Rave About You



We have a section on Wild Florida's website that highlights some of the many visitors who explore their wild side.

SHOW OFF YOUR SUPER FANS REVIEWS

- Sharing your followers' content on your website is a great way to:
 - Reward your past visitors by sharing their content
 - Build and strengthen your online community
 - Give future fans an idea of what they can experience

How Your Website Can Help Super Fans Rave About You

CREATE EXCLUSIVE ONLINE CONTENT FOR YOUR SUPER FANS

- Create a dedicated page for your Super Fans with content or info they'd love to see:
 - i.e. Future events or opportunities just for them to enjoy
- Is there a fan favorite animal or employee at your attraction? Feature those animals or people with a special message just for your Super Fans
- Create online games through website widgets that test their knowledge of your attraction

How Online Listings Can Help Super Fans Rave about you

How Online Listings Can Help Super Fans Rave About You

MAKE RAVING ABOUT YOU EASY

- Include links to your review sites in post or SMS texts:
 - The easier you make it for them to leave a review, the more likely they are to do so.
- If possible, include an evergreen offer that encourages them to experience something different when they return
- Or, if you have an event in the future, include a 'Save the Date' invite
 - That way, they're already thinking about their next visit!

How Online Listings Can Help Super Fans Rave About You

MAKE RAVING ABOUT YOU EASY CONT.

- Place QR codes for your preferred review sites around high traffic areas like gift shops, dining halls or exits
- Encourage Super Fans to include their photos from their visit so Strangers and Familiars can get an idea of the real fun they can have when they visit
 - This is also a great opportunity to ask them for permission to use their content on your social channels or in future marketing materials.

How To Apply What You've Learned

- Identify the strategies that will have the **biggest impact** on your business and start with those
- Only use the tips and tactics mentioned today that **make sense** for you, your team and attraction
- Technology, algorithms and social media trends are constantly changing, so what we talked about today may change
 - Sign up for platform-specific emails or newsletters so you can follow when and what these updates are



QUESTIONS?

EMAIL ME AT

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THANK

YOU!

REACH