

Queenstown Connect

12 October 2017

Digital Marketing

FY17-18 Update

Strategic Overview

Digital marketing objectives

There are different ways to set and measure the success metrics for your platforms:

- How the website/social channel is performing against competitors
 - Search rank position
 - Number of followers
- How the website/social channel is performing against previous period
 - Traffic growth y.o.y
 - Conversion rate m.o.m
 - Bounce rates m.o.m
- Fixed goals
 - Reach 10k followers
 - Reach 100k visits

Strategic Overview

Channels

Just like traditional marketing strategies, there are a range of channels in the digital toolkit which can be utilise to help achieve your goals like acquisition and conversion.

Some examples include:

- Search Engine Management (SEM)
- Google Display Network (GDN)
- Social media: Facebook, Instagram, Twitter, YouTube (paid & organic)
- Native: Taboola & Outbrain

Target Audiences

(Personas)

Single Adventurers

| Demographics | Key attributes | Key motivators |
|---------------------|------------------------------------|----------------------|
| Young Professionals | Travellers rather than tourists | Social interaction |
| Aged 20-29 | Value experiences over possessions | Beautiful landscapes |
| Travel with friends | | Excitement |
| | | Adventure |



Seeking excitement and personal challenge. Highly social and connected.

Self Developers

| Demographics | Key attributes | Key motivators |
|----------------------|--|----------------------|
| Professional couples | Friends & family recommendations highly important | Unique experiences |
| Aged 25-40 | Value local culture | Beautiful landscapes |
| Travel with partners | Freedom to explore rather than fully planned itinerary | Off the beaten track |



Seeking enriching new experiences. Exploring the world before family and mortgages tie them down.

Reward Seekers

| Demographics | Key attributes | Key motivators |
|----------------------|-------------------------|--------------------------------------|
| Mature couples | Enjoy active relaxation | High level of service |
| Aged 40-70 | Flexible travel dates | Ability to explore at their own pace |
| Travel with partners | Plan in advance | Combine learning with luxury |
| | Digitally connected | |



Seeking reward, fulfilment and satisfaction through once-in-a-lifetime experiences.

Family Connectors

| Demographics | Key attributes | Key motivators |
|--------------|----------------------------|--|
| Families | Heavily pre-planned | Safe destination |
| Aged 25-55 | Kids needs high importance | Able to see kids experience new things |
| | Money conscious | Family-friendly |



Enjoying the outdoors with their family.

Campaigns and content overview

High Impact Campaigns

- Autumn:
 - domestic fly and drive zones
 - Active relaxation
- Spring:
 - East Coast of Australia
 - Ski

Organic Content

- Website
- Social Media
- Native advertising

Always-on themes

- Adventure
- Biking
- Hiking/Walking
- Golf
- Family-friendly
- Food and wine
- Winter ski
- Queenstown Holiday
- Events

Research tools

Internal

- Google analytics
- Social media insights
- Visitor insights programme

External

- DIGIT
- Qrious
- MBIE
 - International visitor survey
 - CAM

Summary

- Fully integrated digital strategy across multiple channels – paid and organic
- Digital marketing is an opportunity to have a one on one conversation with your audience
- Targeted activity to leverage demand
- Digital content calendar planned for the full financial year

Content 101

Who are you writing for?

- Know your audience.
- Think about who your customers are.
- Who do you want them to be?
- Select personas to write to. Develop a tone of voice for each of them.

Trends: Listicles

They do what they say on the packet:

1. 5 Reasons Cats Live Better Lives than Humans
2. 25 Reasons Hamburgers Suck (with pictures of bad burgers!!!)
3. 6 of Queenstown's top mountain biking spots.

A list about how they work:

1. Ideal for personas with short attention spans.
2. Simplicity is key. A couple of sentences per list item will be enough.
3. Use pictures.



Snowboarder riding at The Remarkables ski field

🏠 / Stories / Spring Skiing - All You Need to Know



Article / Spring / Skiing & Snowboarding

Spring Skiing - All You Need to Know

by Queenstown, NZ / ⌚ 2 Min Read

Spring is one of our favourite times to hit the slopes. The sun is out, there's more time to pack fun in and wearing 80's outfits is totally acceptable.

Fashion.

Scour eBay or second hand stores for a fly, new-to-you retro ski onesie or jacket. The flashier and gaudier the better. Pink not your colour? Try orange, purple, green—the clashy hues that made the 80s famous.

Trends: Pictures say more than 1000 words



Alignment and leveraging the world around you

You are part of a bigger picture, on a couple of levels. Take note of your environment and take advantage of the work your RTO and NTO are doing, looking for crossovers.

1. DQ Activity.
2. Tourism New Zealand activity
3. Events?
4. Brands and personalities.

Examples of alignment

The screenshot shows the top navigation bar of The North Face Australia website. It includes the North Face logo, a 'FREE SHIPPING WITHIN AUSTRALIA' banner, and links for 'SIGN IN', 'MY ACCOUNT', 'EMAIL UPDATES', 'WISHLIST (0)', 'AUD', and 'CART (0)'. Below this is a category menu with 'MEN'S', 'WOMEN'S', 'KIDS', 'EQUIPMENT', 'ACTIVITY', 'EXPLORATION', 'INNOVATION', and 'GET-OUTDOORS', along with a search bar. The main content area features a large hero image of a person snowboarding with the text 'THE NORTH FACE BLOG GET INSPIRED' and 'NEWS, UPDATES AND HAPPENINGS FROM THE NORTH FACE ATHLETES, EVENTS AND EXPEDITIONS, AROUND THE WORLD'. Below the hero image is a featured article titled 'BUILDING MENTAL STRENGTH WITH LISA TAMATI' dated 'THURSDAY, 3 MARCH 2016'. The article includes a photo of Lisa Tamati and a sidebar with 'ABOUT THE NORTH FACE BLOG', 'BLOG ARCHIVE', 'POPULAR BLOG TAGS', 'POST OF THE MONTH', and 'QUESTION MADNESS'.

The screenshot shows the Queenstown NZ website article page. The top navigation bar includes the Queenstown NZ logo, the tagline 'feel the inspiration', a 'My Queenstown (0)' link, and an 'Explore' button with a search icon. The main content area features a large hero image of a hand holding a bunch of grapes with the caption 'Wine Harvest in Queenstown, New Zealand'. Below the hero image is a breadcrumb trail: 'Stories / Queenstown Q&A: Alan Brady, Winemaker'. The article title is 'Queenstown Q&A: Alan Brady, Winemaker' and the byline is 'by Queenstown, NZ / 5 Min Read'. The article text begins with 'Alan Brady planted some of the first wine grapes around Queenstown, creating Gibbston Valley Winery in the early 1980s. After living half of his'.

Telling Stories

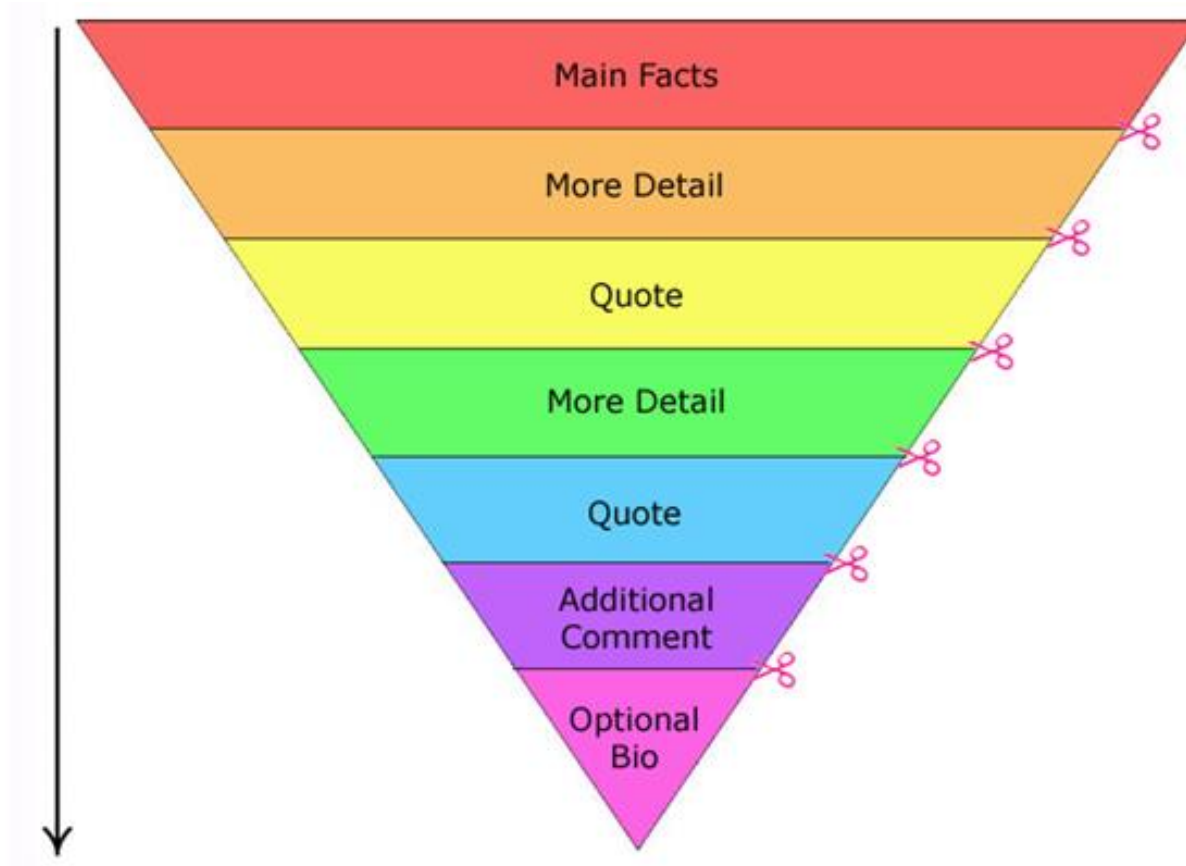
- Tell the story of how you will make someone's life or experience better, easier, more exciting— whatever your hook is, bring it to the fore of your content.
- What do people want to read on their journey down the dream-plan-book funnel?
 - Dream: Inspiration. Must-see, must-do, Instagram fodder.
 - Plan: Information. An overview that focuses on a specific passion-point or topic.
 - Book: Nitty Gritty. Where to go, what to do and when to do it.

Getting to it: Writing

- KISS: KEEP IT SIMPLE, STUPID!
- Look for inspiration. What brands are telling great stories, which listicles tickle your fancy? Read, read, read.
- Try a couple of drafts, and then ask for feedback from someone who fits your persona. Ring your mum, phone a friend.

Getting to it: Structure Ideas

- Take inspiration from the professionals if you're just getting started.




Some more ideas to get you started

- Galleries: Photos, photos, photos.
- A Day in the Life
- Interview your founder.
- Do you have a brand ambassador? A frequent customer? Interview them.
- Had an influencer visit recently? Post an article about that
- Behind the scenes.
- Curate content from other sources about your product.

Working with others: Choosing co-creators

- Hire someone else to do the dirty work!
- Commissioning content can be a great way to bring the expertise of a professional to your content strategy.
- It's also a way of utilising someone else's channels (i.e. a blogger) who has the audience you want exposure to.
- When choosing someone to collaborate with, think about a few key points.
 - Credentials
 - Examples
 - Brief
 - Do they get it?
 - Agree to a deal
 - Feedback

Examples of Collaboration



| | | | | | | | | | |
|----------|-----------|------|----------|--------|------|---------|-------|-----|-------|
| SkiBoard | Lifestyle | News | Athletes | Travel | Gear | Fit2Ski | Watch | Pod | About |
|----------|-----------|------|----------|--------|------|---------|-------|-----|-------|

Join in! #checkinwithalocal

24 spring hours in Queenstown

By Sponsored Post, August 29, 2017

SKI IN THE MORNING, HIKE, BIKE AND GOLF IN THE AFTERNOON THEN HIT THE TOWN FOR LAKESIDE SUNDOWNERS. TWENTY FOUR HOURS IN QUEENSTOWN NEVER LOOKED SO GOOD IN SPRING.

Ski

Picture this. You wake at 7.00am with the sunrise and wander down for fresh juice at Bespoke Kitchen, spring porridge at Vudu Larder or French toast at the lake front Boatshed Cafe. Then wash it down with a flat white before heading twenty minutes up the hill to Coronet Peak for first tracks or above the clouds at The Remarkables.



My Queenstown (0) Explore



Paragliding from Coronet Peak

🏠 / Stories / How Queenstown Became the Adventure Capital of the World



Article / **Adventure** / Culture & Heritage

How Queenstown Became the Adventure Capital of the World

byQueenstown, NZ / 8 Min Read

Queenstown was carved out of the land by glaciers,



feel the inspiration

Sharing

- **There is no point in producing a single thing if you don't have a plan to distribute it.**



Have fun!

It'll show



*feel the
inspiration*

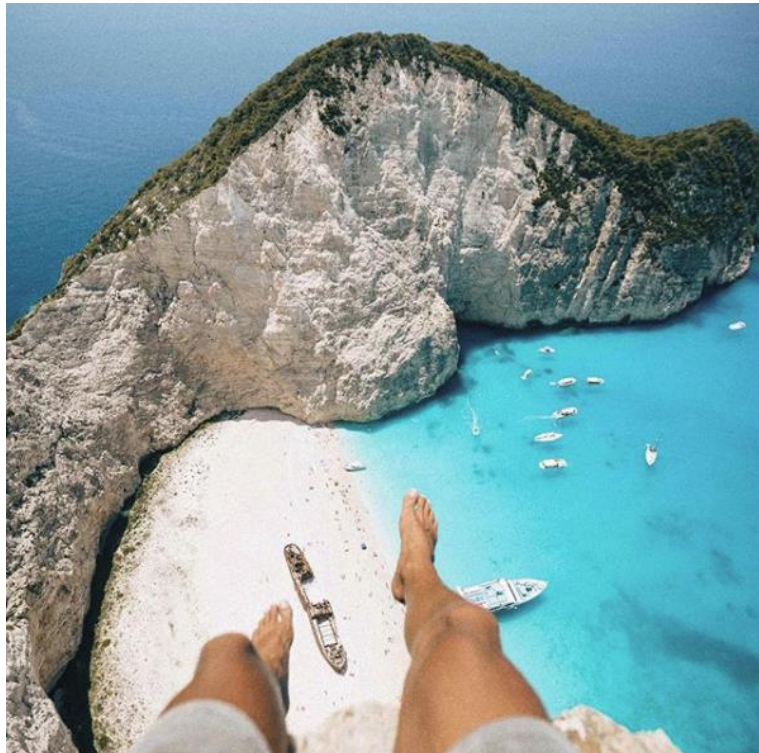
Working with Influencers and Bloggers 101



What is an influencer?

Someone who has influence

- **Celebrity:** Mass Reach via traditional media outlets as well as having their own large social media channels. E.g. Hollywood stars, international sports people, musicians, people well known in business.
- A **digital influencer:** More targeted. They own a website or blog and/or social media channels, and have an engaged audience that trusts their opinion, therefore giving them influence.

Examples of influence



 **doyoutravel** 
Greece Following

doyoutravel Looking over those Europe archives 📁
👉 If you didn't already know - we finally launched our online store stocked up with ALL our lightroom presets! 👈
Click the link in my bio to check em out! This one was edited with the G2 preset from our Greece collection pack 📁📁

Load more comments

max_stepanenco #wow 🤩👉

lukestockman @doyoutravel the jump though 🤩📁



melanieshipps Wow!!! Where is this taken?? I want to go there ❤️❤️❤️

fr.ee.insfollowers.2000 The cutest :grinning:

byannat This was a sweet spot to visit even from the ground 🤩👉

📍 🗨️
139,744 likes
AUGUST 15
Add a comment... ⋮



 **doyoutravel** 
Berlin, Germany Following

berlintravelfestival This place is extra cozy 🤩

thezayaway Which cafe is this?

hanumsaufa 🤩🤩

makkawih @emankawi

makkawih @emakkawi

tripatypical Such a beauty cafe !

wesleybanana LOVE this! I could sit here for hours 🤩

bblabellavista Wonderful

naseembreeze What's the name of this cafe pls ?

anstan 📁📁love this place

john_shooter Berlin is so dope! 📁📁

kennedycollective @m_alley

travel.magazines Nice

📍 🗨️
153,854 likes
JUNE 25
Add a comment... ⋮

Examples of influence



zoella Following

thought the peaches were bigger
olo_timi Beautiful 🍑
angelaq_7 @viviankuu want 🍑🍑
meglucyx @lucymaedesigns I know she had it in a haul 🍑
maggiiemilne WHERE'S THE BEDDING FROM @zoella 🍑🍑
emilyz_001 @zoella where is the bedding from? 🍑
kristinapple24 @morganerootsaert Urban Outfitters ☐
amznort0n WHERE IS THIS BEDDING FROM 🍑🍑🍑
hattie7697 Love it 🍑 want it now 🍑🍑🍑
racheldunkxo Love 🍑🍑
jesso.x @maisie.setter @jessbassom peach
jessbassom @jesso.x @maisie.setter omg
khanhlieh 🍑🍑🍑🍑🍑🍑🍑🍑🍑🍑

489,828 likes
7 DAYS AGO

Add a comment...



zoella Following

such an inspiration!!!
xobbeccaobrien It's back!!!!🍑🍑🍑
happylittlek @lilyteatran
julliesophie 🍑🍑
shamajawad Berry lips & super beautiful hair...
emilywharrier @zoella where is this dress from!
danae_georgakopoulou Stunning
emmagrey_ Omg ur so pretty



zoella Following

zoella Lots of you asking me where I got this dress from! It's a Zara number and I'm obsessed with it! 🍑

Load more comments

lily.turner4 So pretty 🍑
mygypsyworld 🍑🍑
lornaloulou19 Omg omg omg omg gorgous 🍑
fakeemilyyung 🍑
phansglabellas How are you so goddamn beautiful
sidra.1d.younus I love it!!!!
m_khanxx nearly a million likes
tabitha.ibbo It's a lovely dress Zoel!
lauriecarter Cutie
zozeebo_clothes ☐ POST WHERE ZOELLA BUYS HER CLOTHES AND HOMEWARE

537,912 likes
SEPTEMBER 23

Add a comment...

Examples of influence

Many thanks to *Eclipse Travel* for hosting me in Svalbard – like always I'm keeping it real – all opinions are my own, like you could expect less from me! And many thanks to *Eric Supertramp* for helping me photograph this magical land!

 1.42K  76  1  213  1.71K SHARES

Written by Liz and was published on September 20, 2016 in [Adventures](#), [Destinations](#), [Europe](#), [Get Inspired](#), [Norway](#), [Photography](#)

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About the author



Liz

Hi, I'm Liz, and I got my first taste for traveling when I was 16 years old. On my own, 10 years and 50 something countries later, my wanderlust has only grown and the list of countries I want to visit longer.

Find me on  or  or I'll email you!

Your Email Goes Here

Submit

115 Comments on “25 photos that will inspire you to visit Svalbard”

Your email address will not be published. Required fields are marked *

Rectangular Snip



feel the inspiration

Why and what to expect from an influencer

Why work with influencers?

- Influencer marketing is public relations (PR)
- They have a niche audience you want, that trusts their opinion
- They can share your story or news without the long lead times in traditional media

What they can do:

- Create awareness
- Give third party credibility by talking about your brand: Sharing images, writing blog articles or sending out EDMs endorsing your product.
- Take professional images of your brand/product
- Share in real time (Instagram stories, and live videos)
- Drive traffic to your Instagram account, Facebook page, or website (but don't expect huge numbers).

Don't expect an influencer to..

- Sell out or fully book your product
- Give you free images
- Work for free
- Upload beautifully edited images on the day

Vetting influencer pitches – top tips

- *Ask for Media Kit or analytics to determine if their audience matches your target market*
- *Download 'Social Blade'*
- *Big isn't always better – check the engagement levels on their posts*
- *Check their accounts, how long have they been active on their channels?*
- *Read the comments to see examples of influence.*
- *Are they doing anything stupid or illegal, and are they declaring paid partnerships?*
- Do they have more than one strong channel?
- Do they fit with your brand, and are genuinely interested in working with you?
- Check previous posts - have they credited operators and destinations?
- Are their images actually any good?
- Ask for bloggers traffic /views across multiple blogs (not just one that might have gone viral)



Choosing your own influencer/blogger

- *A good place to start is to define your target audience (just how you would approach researching media outlets)*
- *Commit to trawling through Instagram! Use the Explore tab for trending accounts*
- *Check out accounts that well known influencers follow as they are usually selective. E.g. @doyoutravel follows only 143 accounts*
- Search online: Research “Top NZ influencers” to see if there are any recent online articles listing large accounts
- Look for press coverage about influencers you find
- Look at other destinations/operators Instagram channels – see who they have hosted
- Once you have a list of names go back to the ‘vetting approaches’ list and go from there

Cheating

Cheating is not ok

- If someone has bought their followers, they essentially have no influence

Types of cheating

- Buying followers (google it, it's super easy to buy followers)
- Using an automated program to like photos for them (24/7)
- Being part of a pod

How to spot

- Social Blade: check for big increases in followers (make sure it doesn't coincide with media coverage of them however)
- Notifications tab: influencer x liking content that doesn't fit with their brand
- Pods: comments such as "great photo" generic messages, same people commenting all the time

Approaching

You've chosen the winning digital influencer

- *A professional digital influencer will have a contact email address or their agents or agency in their bio*
- *Use an attention grabbing subject line: "Work Opportunity in Queenstown"*
- *Introduce yourself, your role and the company you work for*
- *Explain the campaign ask them to come back to you if they are interested in talking further*
- *Deliverables and payment, what you will cover, be up front*
- *Have a contract*
- Ask for a media kit (including fees) explain you are researching influencers and want to know more about them, and why you like the look of them
- Include dates at the start to give them a good timeframe- the good ones are on the road a lot!
- Set up a Skype or phone call – so much easier than emailing
- Payment – if they are charging \$600 a day, bear in mind its likely to be a 12 hour day, and then they also edit photos, create videos and engage with their followers so it's really for two days.

Alarm Bells

- If they take too long to get back to you
- If they are rude
- If they are demanding too much for too little in return
- If they have unreasonable expectations (e.g. business class, 5 star accommodation etc)
- “Don’t work with Dickheads or Divas” per Lauren Bath

Pre-arrival and on the ground

- Let the local media know that they are coming
- Don't jam pack the itinerary
- Confirm their itinerary at least a week before they depart

On the ground

- Be flexible – often things go wrong
- Provide them with a local SIM card loaded with lots of data if they have travelled internationally
- Be on call in case something goes wrong
- They might be tired if they have travelled long haul
- Give them time to edit photos, share and engage with their audience.
- Re-share and engage with their content to get your name and account in front of their followers

Measuring

Influencers

- Engagement
- Overall impressions and reach
- New followers to your accounts
- Value - There is a tentative new industry standard of 25c per engagement (like or comment) as a media value (per Lauren Bath). If influencer had 20,000 engagements on their image or post, the media value is \$5,000

Bloggers

- Engagement on posts – comments on blog and comments on the posts shared on their Facebook pages
- Set up tracking links if they are referring traffic to your website or product
- Traffic / views on the blogs
- Ask them a year later for results on the blog - why not?

HAVE FUN!



*feel the
inspiration*