PROTECTING YOUR REPUTATION: THE HOW & WHY OF MANAGING YOUR ONLINE BRAND

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California

2018 Tourism Exchange May 8, 2018



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Our mission: Create desire for the Create desire for the California experience



2017 TRAVEL-RELATED SPENDING \$132.4 bilion



2016 Travel Impacts

	Central Coast	Change	SLO County	<u>Change</u>
Total direct spending	\$8.3B	+2.8%	\$1.6B	+0.8%
Tourism-supported jobs	80,500	+2.9%	17,800	+2.5%
Local tax receipts	\$318M	+6.0%	\$62M	+5.1%
State tax receipts	\$388M	+0.2%	\$72M	-1.4%

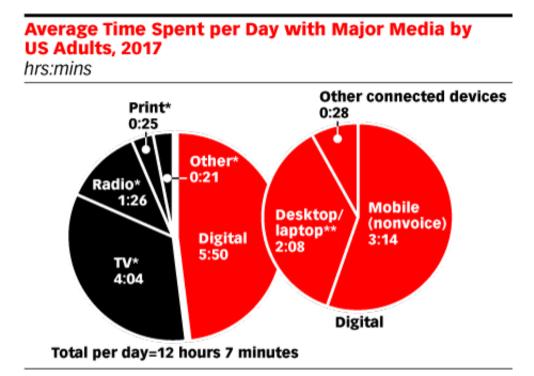
Source: Dean Runyan Associates

So why is online brand management important?

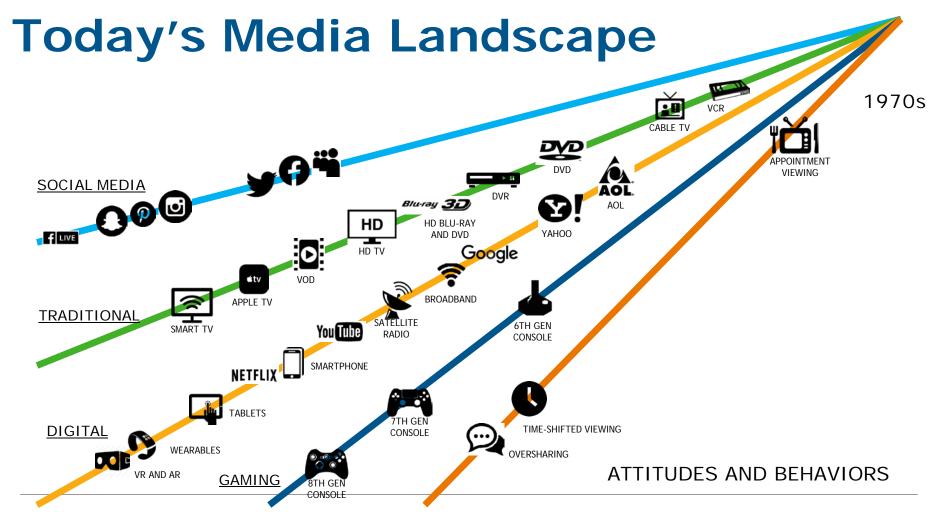


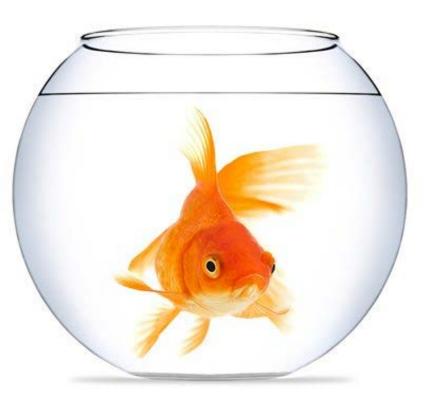
US adults now spend 12 hours and 7 minutes a day consuming media; nearly HALF of which is spent online

Source: eMarketer



And time spent per day online is only predicted to continue to grow.





Today's Content Reality

People spend a majority of each day consuming content — all kinds of content — across a myriad of channels



 In the U.S., 258 million digital users consume 1.5 trillion minutes of content each month

 8.7 billion minutes are spent on digital travel content (+41% YoY)

 Travelers visit an average of 140 travel sites in the 45 days prior to purchase

The average person thumbs through 300 FEET OF CONTENT EVERY DAY

Content creation has increased 65% in the last 5 years

Every Minute:

- 2.4M Instagram posts are liked
- 300 Hours of YouTube video are uploaded
- 86K Hours of Netflix are watched
- 69.4K hours of video are watched on Facebook



Average user decides if they want to watch a piece of content in LESS THAN 3 SECONDS

Google, Siri, Alexa, Cortana: The Rise of Voice Activated Search



What's Next?

Set Goals

- What does success look like to you? For example:
 - Drive sales during slow period
 - Acquire new guests
 - Raise awareness
 - Grow social media audience, email subscribers
 - Earn media coverage/PR

• How will you measure your success?

Develop content for the mobile consumer Consumer attention spans are getting more efficient — looking at a lot of things, quickly, and wanting a payoff

CONTENT BEST PRACTICES:

- Be relevant and useful
- Get to the point quickly
- Attention-grabbing intro
- Convey key/brand messages early
- Develop personalized or niche content when appropriate

Worth Noting: **53% of mobile users will abandon a website** if it takes more than 3 seconds to load; **47% of all site traffic to VisitCalifornia.com** from a mobile device.

Focus on specific content topics & messaging for increased relevance

Content executions should be direct & focused, emphasizing a single topic over multi-topic pieces.

This approach allows brands to go deeper on content, projecting expertise & establishing themselves as a trusted source.

Benefits:

Showcase greater depth of knowledge Easier to define and stay on brand Greater relevance & searchability Better user experience Greater targeting/media control Let audience insights drive content topics/subject matter Data-driven content planning allows brands to create content that is relevant & desired by the target audience

Data sources include:

- Social Listening
- Search Trends
- Popular Content

Design content around audience/market

Refresh content & drive publishing of reviews

- Consumers are using travel review sites to get "authentic", trustworthy peer-topeer feedback on places and experiences they are interested in.
- They prefer to visit and return to sites that offer frequent content updates.
- Reviews published within 90 days are more credible than older reviews – which underscores the importance of refreshing content in order to keep them coming back.

More Tips & Tricks

- Keep your website, listings and online profile up to date.
- Invest the time and team, if necessary, into posting quality content (engaging text, inspiring imagery or video) on a routine basis.
- Don't respond immediately to negative reviews, step back and create a positive response.
- Always continue to build relationships with your audience.

Engaging with Visit California

VisitCalifornia.com



VIEW FULL FORECAST >

MORE IDEAS

Take the epic Highway One drive between San Francisco and Los Angeles to discover secret beaches and soaring cliffs

along Big Sur, stroll a redwood trail, spy a sea otter at the incomparable Monterey Bay Aquarium, and sip Pinot Noir at

sunset in the romantic Santa Ynez Valley.

BIG SUR > MONTEREY & CARMEL > HEARST CASTLE > SAN LUIS OBISPO COUNTY > PINNACLES NATIONAL PARK > SANTA BABBAR >



A Late Obiger to Reggind Point on Highway 1 packs on owful kit into such a short datance. Although you could cover it in under on hour, with beach towns, long stretches of unspolled coastine, and Haarst Castle along the route, who wants to hump?





You'll certainly want to slow down in SLO--that is, the city of Inter Links Hip and historic, it's college and mission town in one, with open space perfect for hiking and mountain biking just a few minutes from a walkable downtown

Wake up with a double expresso made from locally roasted beans and just try to resist the almond croissants of Scool Collins, where the weathered brick wall interior is as pleasing as that first cap of joe. Take a walk through downtown and along trattored Massion Creck before visiting the 1772 where you can strail beneath a shaded grape infort in the sense produce

Or if you're looking for more of a workout, power up with the Breach Colle's Devil's Mess (scrambled eggs, onions, ginoch, and spicy Andraille scalarge among other ingredients) before challenging yourself on the single track.

- 1 VISIT SAN LUIS VISIT SLO CAL 0895203 COUNTY

SPOTLIGHT: SAN LUIS OBIEPO (

Piame Break

With ung, broad sands steps from its Vintage downtown and the ourstanding Edina Valley appellation sust minutes away. Pisma Seach is where wine meets the surf. Pick up a soft-water fahing license, claim rake, and calliptes at such local businesses as Gona Go Fah's, then hit the lisest in standh of the legendary. Rano Son, the largest claim along the California costs. Dg for these deficicals (you must use prove califyers to marks suce claims are the legal limit of 4.5 th inches/11.43 centimeters; smaller ones get returned to the sont). Or leave the clamming to the proti and spoon up stime acclaimed clam chandler at Splash Cofe, a favorite in Pland's funky downtown since 1989. For a space of the local wine country, sample Pinot Naisi made with



This fertile stretch of the California coast, roughly halfway between San Francisco and Las Angeles, has underiable appeal, with buzz-warthy form-to-table restaurants, celebrated wine country, historic sites, and welcoming, low-key communities, each with distinctive charms-not to mention drop-dead gargeous settings. Here, coastal mountains roll into a frothy sea, with wholes spouting offshare. Neak-and-cranny valleys crade forms and ranches, and relaxed tasting rooms invite you to come in and relax. Bright sun mixes with cool fog and sea breezes—great for agricultural, and people too. Shorts are almost year-round attire in the region, especially on students at the compus of California Polytechnic State University (aka Cal Poly), in the hills above the city of San Luis Obispo, also home to a handsome Spanish mission. Beyond the city, adventures and discoveries abound. Look for otters on a guided kayak tour of Morro Bay. Shop for treasures in art galleries in funky-fun Combria, Tour legendary Hearst Castle, dig for clams in Pismo Beach, or sock in mineral springs in the town of Avila



Choose your style: fun, funky, quasint, or artsy

Although they shore a spectrocular 50-mile/80-km stretch of Colifornia's Central Cosit, each of Son Luis Oblapo County's fine make breach towns boasts its own unique identity. Here's a roundup of insider tips and local favorites in each of these unique, edge-of-the-sea communities lianed south to marsh.

ORE RESOURCES





BARRELHOUSE, SAN LUIS OBIS BARRELHOUSE, SAN LUIS OBISPO

Must Watch





History: A two-choir, vintage-style borbershop is a front for an underground speakeosy-therited toproom in downtown SLO, which operand is 2016 as an asteroion of the three year-sid Barrell-scure Brewing Co. in Place Rober. Though it's not an authentic Prohibition bar, its barres date back more than a century. "The building I hadn't been occupied since the early days of the

rollood boom," says Chris Voughn, the brewery's marketing manager. Renovated using most of

Themes

SCROLL TO DISCOVE

Trending



CALIFORNIA DREAM EATER

California Dream Eater visits Sidecar in San Luis Obispo



industry.VisitCalifornia.com



Thank you!





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Q & A

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