

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

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Visit California



Our mission:
Create desire for the
California experience

A scenic view of a turquoise lake with a rocky shoreline and evergreen trees under a clear blue sky. The water is crystal clear, showing the rocky bottom. The sky is a vibrant blue. The text "TOURISM IS BOOMING" is overlaid in large, white, sans-serif capital letters.

**TOURISM
IS BOOMING**



2017 TRAVEL-RELATED SPENDING

\$132.4 billion



TRAVEL MATTERS TO THE CENTRAL COAST

2016 Travel Impacts

	Central Coast	Change	SLO County	Change
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%

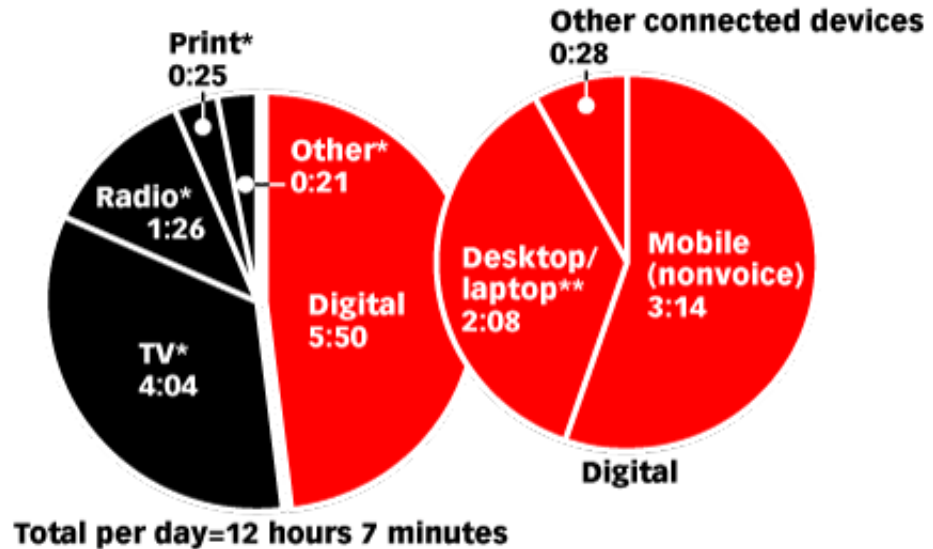
So why is online
brand management
important?

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

Source: eMarketer

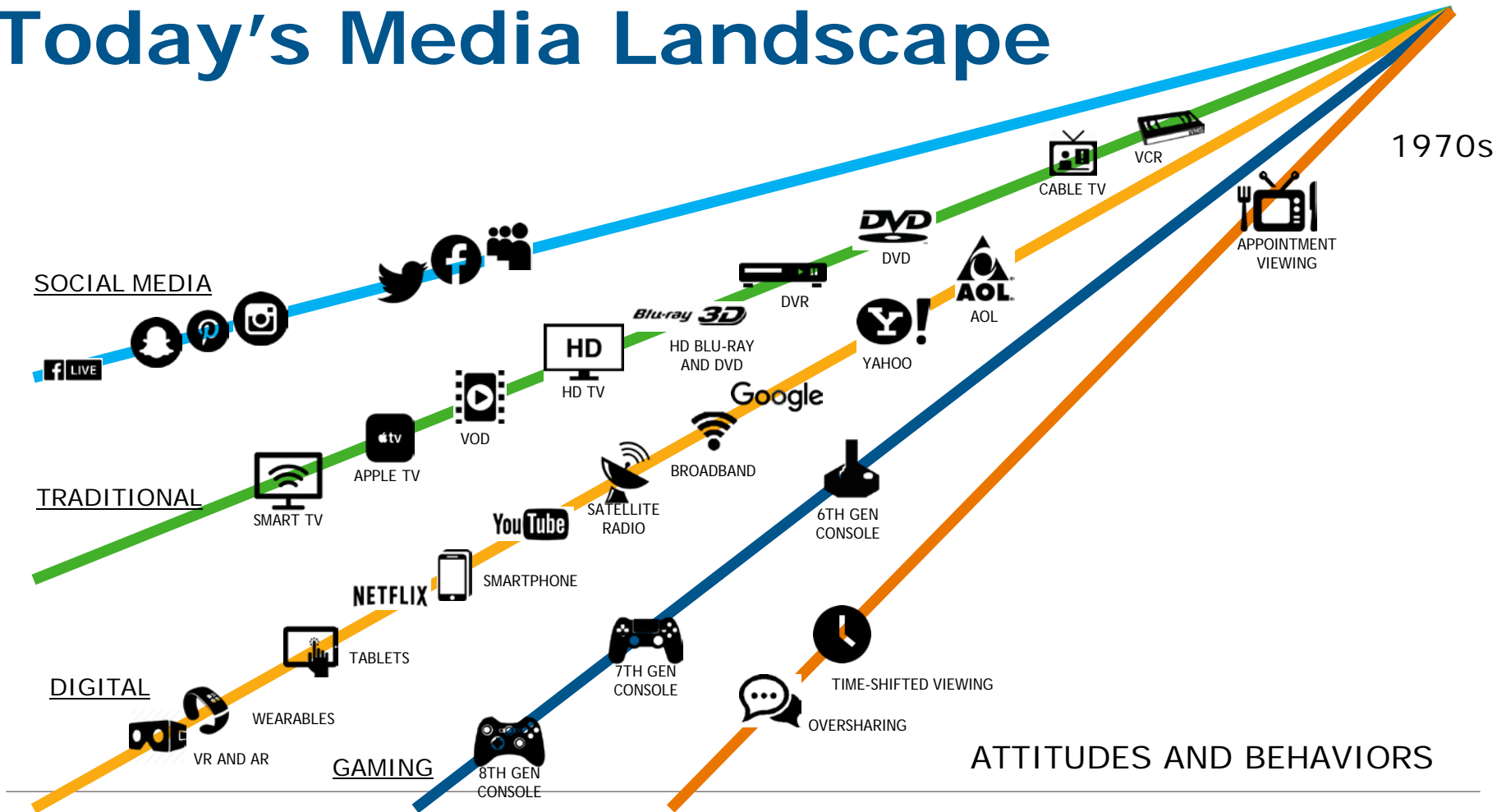
Average Time Spent per Day with Major Media by US Adults, 2017

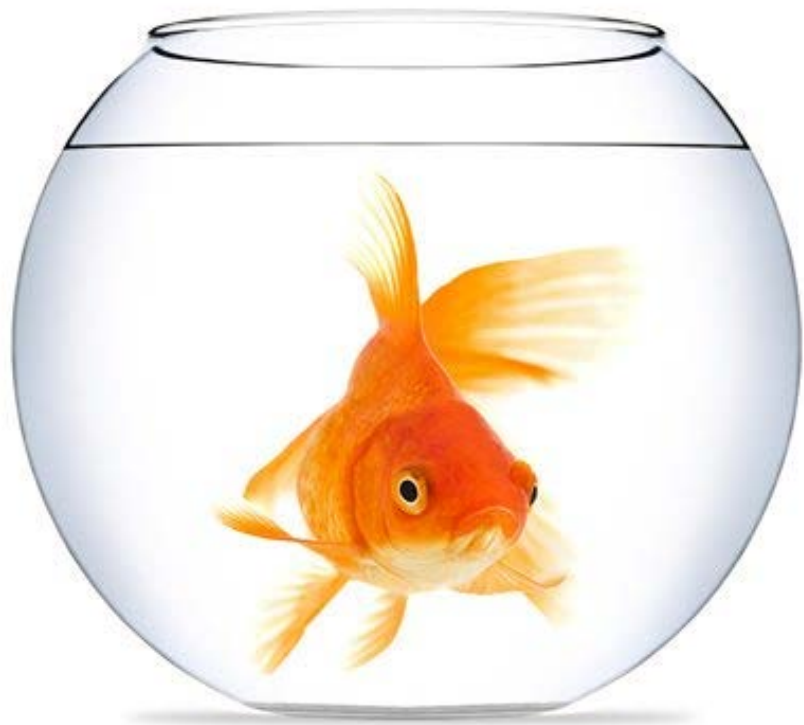
hrs:mins



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

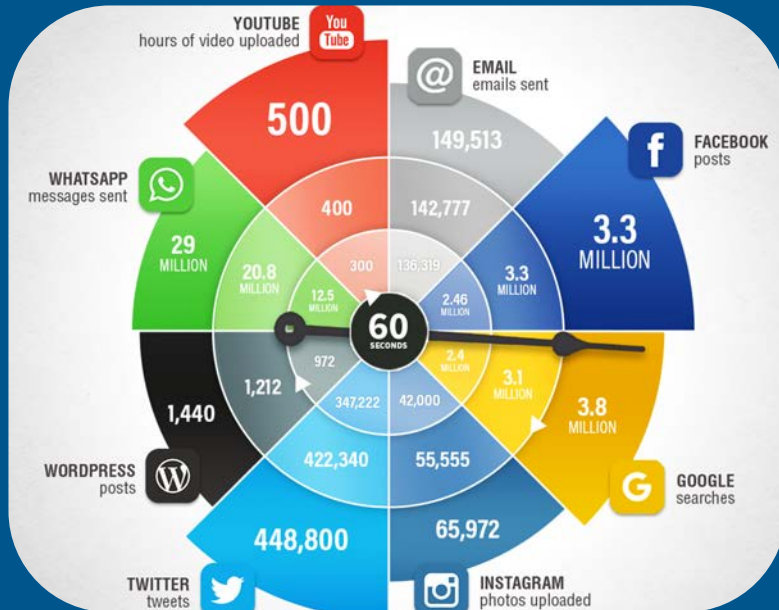
Today's Media Landscape





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-to-peer 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

California
dream
big

Discover the Central Coast

E-NEWSMAP

For the latest on road closures, click [here](#).




DISCOVER THE CENTRAL COAST

SCROLL TO DISCOVER

From the epic grandeur of Big Sur to the Mediterranean-style stretch of Santa Barbara coastline nicknamed "the American Riviera," this region of picturesque hamlets, jagged sea cliffs, and rolling wine country has long attracted—not surprisingly—writers and artists mesmerized by its dreamlike beauty.

Monterey served as California's first capital when the state's first constitution was signed in the coastal city in 1849.

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.



57
APRIL
AVERAGE (F)

MAR - MAY

67° | 46°
High | Low

VIEW FULL FORECAST

MORE IDEAS

BIG SUR

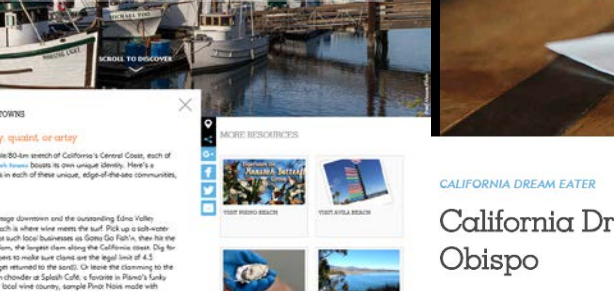
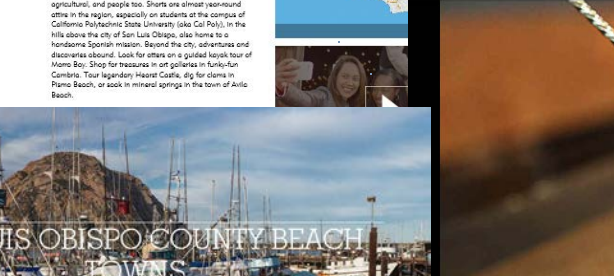
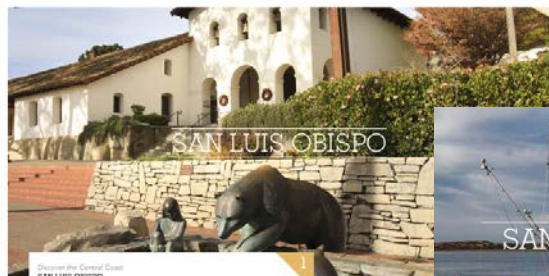
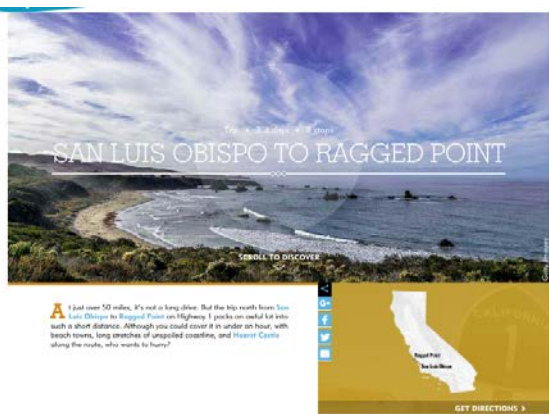
MONTEREY & CARMEL

HEARST CASTLE

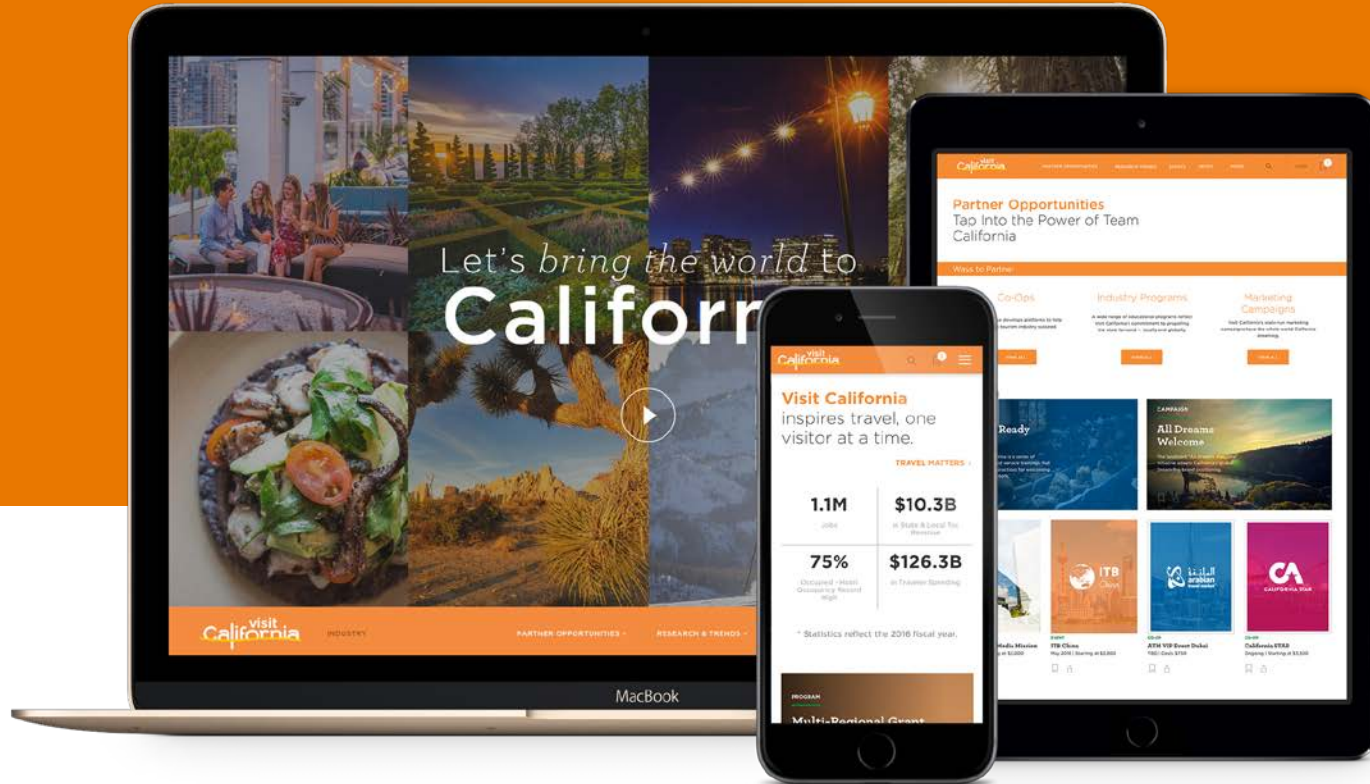
SAN LUIS OBISPO COUNTY

PINNACLES NATIONAL PARK

SANTA BARBARA



industry.VisitCalifornia.com



Thank you!

visit
California



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

Q & A

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