

WITHLOCALS WEBINAR

Boost Your Online Exposure!

You are online!

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Hooray! You have an amazing profile and you are ready to bring in the bookings!

At last, but how can you get yourself out there? There are several channels that you can use to promote your profile. From Social Media to in person networking. Here are some great places to start.

Instagram

Facebook

Contact your network

Reach out to influencers and travel bloggers to have them feature you

We want to help you out! Let's be resourceful together 💪

Instagram!

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Instagram is a great place to start. The travel industry thrives in this visual community because it draws people in with inspiring photos. Travellers use the platform to discover new destinations and plan what they want to do on their next vacation!

Let's talk about how Instagram can **work for you**. Starting with making an account for your host profile and your bio.

Pro tip- make your username memorable, easy, catchy, and represent you and the tours you love to offer

Topics of today

Overview:

- **Instagram**
- making your account + Bio
- optimizing account
- what to post
- photo tips
- caption tips
- stories
- hashtags
- **Growing your audience**
- Connecting with local actors
- Connecting with Influencers
- User generated content

Q&A!

Tip #1: Optimize your account

Optimizing your account.

If you're a newbie to IG or an expert we've got you covered!

As a key player in your local tourism market you need to establish yourself as an expert. Why are you offering your experience? Are you a foodie? Are you passionate about history or food? Let's start with that.

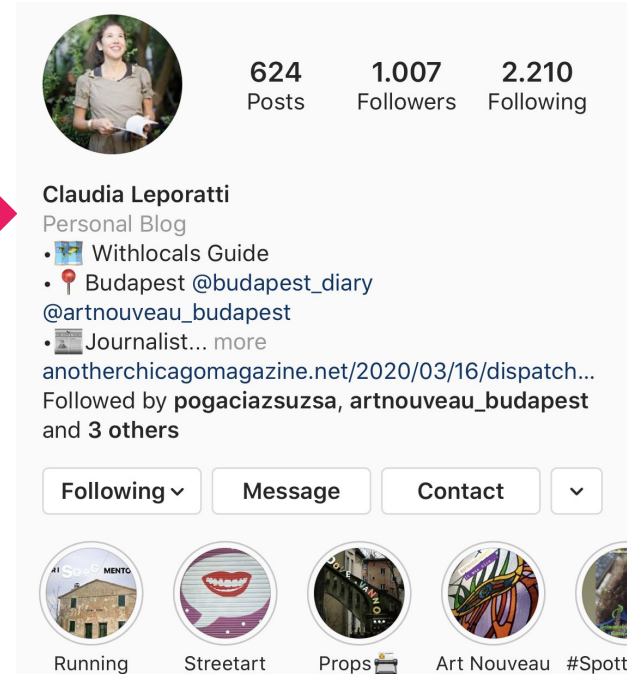
Think of your feed as your local guidebook to your city. Your profile needs to be found by guests looking for an experience based on your expertise and passion. You are the insider and you know what the locals love to do, where and what they love to eat. You know the best secret courtyards and the best non-touristy place to grab a bite. Now is the time to share. Of course you don't want to give it all away! Think of your feed as a sneak peek 😊.

Instagram account and Bio

- Make an account just for your host/experience category
- The best bio is Quickly Understandable
- Make people want to know more about your business
- Call to action and insert your profile link

“Art Nouveau addict. Join me on my walking tour!”

“Architecture nerd. Let me tell you all about Budapest”



What to post!

Before you start posting to your account come up with a strategy of what type of content you will post. You want to have:

- **Consistency** in tone and **Imagery**
- Brand and Style
- Visual identity
- Content that targets future guests and also all travellers to your city

Caption tips:

- Tell stories
- Ask a question at the end
- Be yourself and be personal



Great pictures tell great stories!

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What makes your tour unique? Why should a guest choose to spend their time with you?

Your pictures should:

- **Give a taste** of what the guests they're going to get or do
- **Inspire** and put in the **mood** for their new adventure
- Build **trust** towards the product and concept
- Show your **passion** for your city
- Keep it real, keep it **local & authentic**
- Showcase the traveler-local **connection**

Captions!

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- **Captions.**
 - Engage with your community by asking them questions. Giving them tips
 - End with a question
 - Show behind the scenes
 - Tell stories
 - Share recipes and tips
 - Be yourself! Authentic
 - Tag your guests and be fun or funny



vibha.talati • Following

Dubai Gold Souk



The 2 #sisters were a reminder of my sister days with @swatitoo 🤔🤔 The same kind of bickering that we did. And the younger one took sips from everyone's drink and didn't offer any of her's 😊. #family #vacations are important to lay the foundation of the #future years. It bonds the members outside of the norm. The younger one was nervous walking in the markets as the shopkeepers were calling out to her. She held her sister's and father's hand throughout the market and kept telling me to leave the markets ASAP. Her wish was my command!! That's the advantage of doing #private #tours 🤔 #vibhatalati #withlocals #tourguide #dubai #travelgram #tourists

6w



61 likes

FEBRUARY 16

Add a comment...

Post

Engage with your larger community!

Engage with your Larger Community

- Tag other accounts. Your favorite restaurants if you are a food tour
- Make your own hashtag & use the Withlocals hashtag
- Repost your guests stories + mentions and use fun tags!
- Follow relevant accounts and comment on their feeds
- Use the Withlocals Hashtag



#tips!

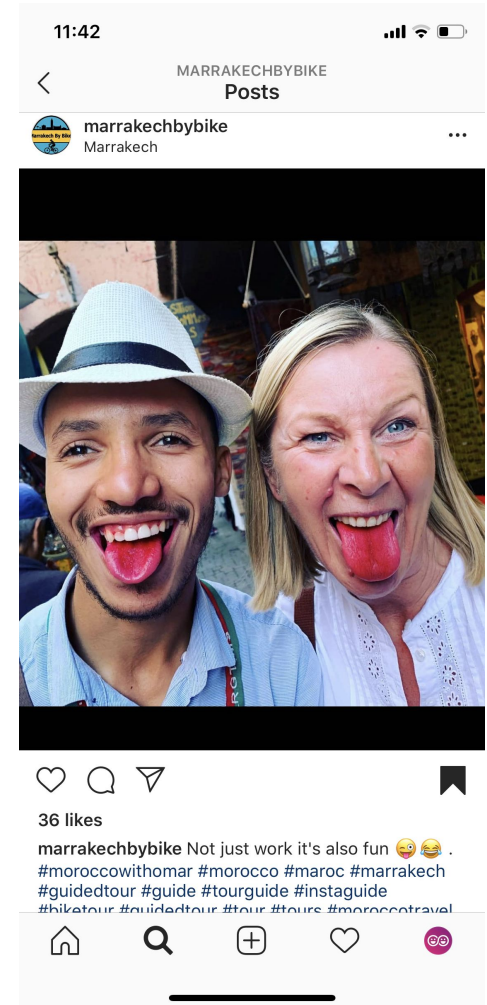
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- Post every 3 days
- Use Hashtags. Identify 10-20 that are used in your city
- Look for hashtags relevant to the experience and the local area. Think neighborhoods, activities etc...
- Pro tips: Save your hashtags in your notes so you can easily copy/paste them
- Use Hashtags for events and things in your city
- Avoid Huge hashtags. Like #Paris

Have Fun & post to IG Stories!

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- Feel free to be playful and have fun with your Insta. If you enjoy it then your followers will feel that
- Post sneak peaks to your stories! You can record yourself talking about your favorite street food or showing your city off. The options are endless
- Use stickers and polls in your Stories
- Stories disappear after 24 hours so it is a great place to experiment



Tip #2: Partner with local actors

Who are the Local Actors?

- Museums
- Tourism offices
- Restaurants/bars/shops
- Various local activities



Tip #3: User generated content

What is UGC?

User-generated content, or UGC for short, is any content that has been created and published by unpaid contributors. Often, those contributors are fans who promote a brand instead of the brand promoting itself.



How to get UGC?

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After each experience you can suggest to your guests to post a picture on their personal Instagram account and to tag you & use your # and #withlocals.

Benefits:

- you appear frequently in the most popular # of your city
- awareness among others like-minded people
- you will have content that you can repost on your own account
- your account can be featured on Withlocals account

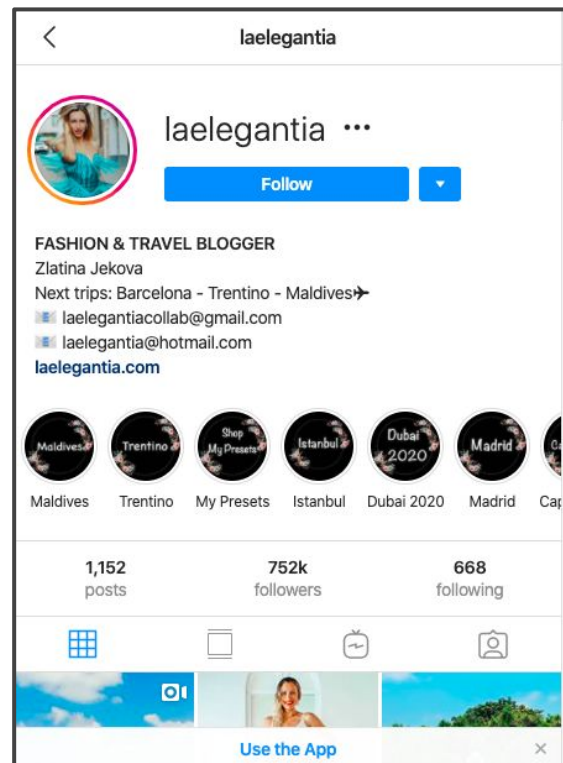
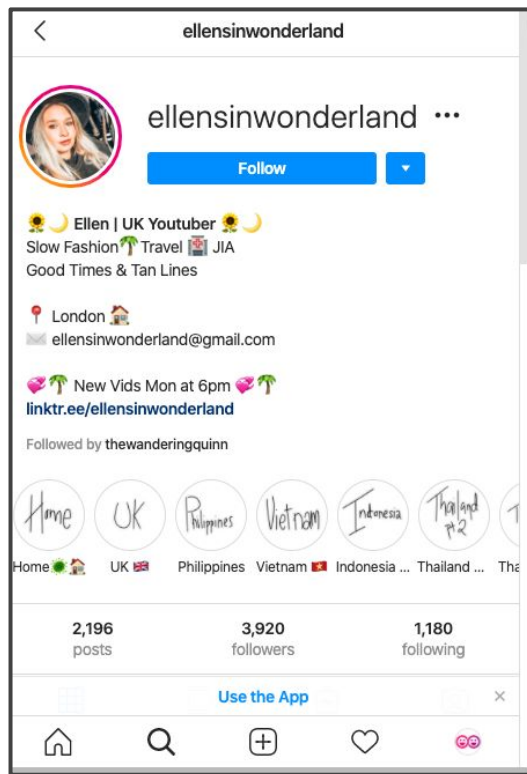
Tip #4: Team up with influencers

Why working with influencers?

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- They increase your exposure & brand awareness
- They create content
- They can start the conversation
- They drive traffic
- They give brands access to their target market

How to choose the right influencer?



How to choose the right influencer?

- Audience match
- Engagement rate
- Brands mentioned in the past 30 days
- Content quality



Type of influencers

3 Types of Social Media Influencers



Micro-influencers

> 1,000

FOLLOWERS



Macro-influencers

> 100,000

FOLLOWERS



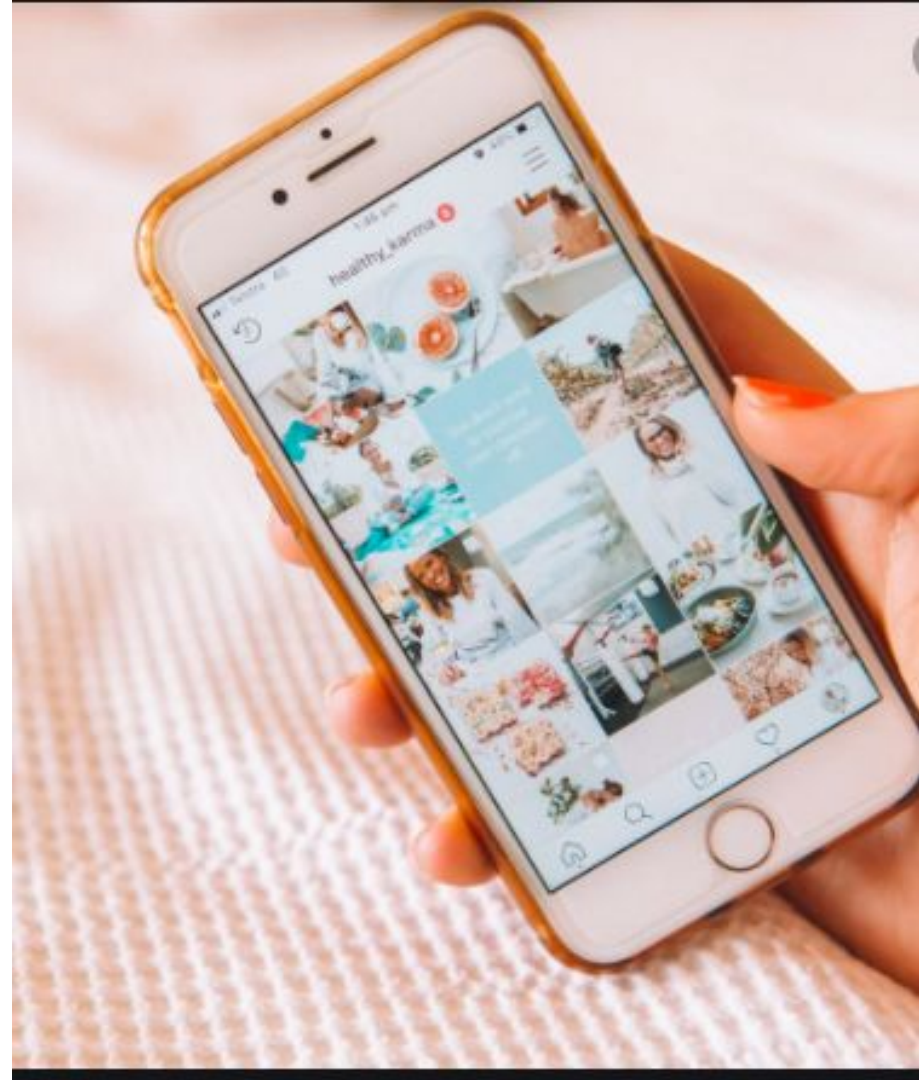
Celebrities

> 1,000,000

FOLLOWERS

How to get their attention?

- Send them a DM/email
- Explain why your experience is unique
- Invite them to enjoy your experience
- Talk about them on your account & tag them



Hey hey

Is there a way can we please
collaborate toghter?



August 28, 2018 7:45 am

Hello I would like to work with
you, I am a tour guide. Thank
you



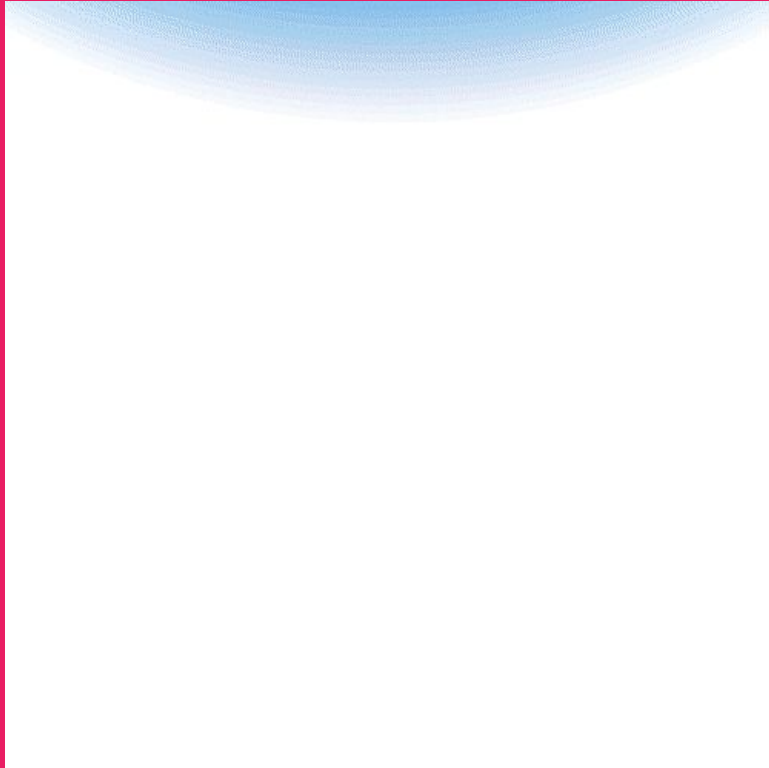


Hey guys! I just found your page today and I love how authentic all of the travel looks. Small, bespoke experiences - it all looks so genuine. I'd love to see some content touching on Melbourne coffee culture - it's certainly make for great photos! Have an awesome day ☺



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Questions???



- Take a few minutes and ask us as questions that popped into your mind.
- Are there more Webinars you would like to join on this topic?

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Thank you for joining!