

## **DIGITAL WORKSHOPS – SOCIAL MEDIA AND SEARCH MARKETING**

### **SOCIAL MEDIA**

#### **Consider the Volume of People on Social Media Networks**

Looking at the Republic of Ireland market alone - The 2019 Mintel Social Media Networking in Ireland Report shows Facebook as the king of the major social networks with an average of 75% of Irish adults logging on regularly. Tourism related businesses also need to consider the growth and impact of Instagram as it is now the second most popular in Ireland with an average of 39% people in Ireland using it.

#### **Key Benefits and Opportunities for Tourism Businesses**

Very strong marketing potential and opportunities for businesses of all sizes to positively promote their brand and engage with people. Other opportunities include:

- Paid Advertising: reaching / targeting particular audience segments easily
- Online Branding: social media is especially important for people researching you online
- Customer Service: using social media as a customer service platform.

#### **Challenges of using social media**

Resourcing impact – demands time resources, knowledge and skills to manage it effectively

#### **Top Tips for Social Media**

- Make Your Content People Centred!
- Remember the importance of great quality content
- Potential for user-generated content marketing and brand engagement
- Consider Social Media Advertising – to laser target audiences

## SEARCH MARKETING

Search Marketing is the process of improving your website's visibility and ranking in search engine results. Search Marketing covers Search Engine Optimisation and Paid Search Advertising.

Search marketing is one of the most important methods of digital marketing given the huge volume of people searching on search engines for a vast range of products and services.

### Paid Search

Paid Search is a very important marketing method for driving larger volumes of highly relevant search traffic to your website. It places paid-for adverts on leading search engines such as Google. The ads are shown when users enter relevant search terms on search engines.

### Search Engine Optimisation

SEO is planned activity that helps improve a website rank higher in the organic (natural) search results for relevant and impactful search terms.

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