Making it Count: Tips for Digital Media on a Budget
What do you want to accomplish from social media?
Welcome to Facebook where stalking is acceptable behavior.
Discover who your audience is
Facebook Insights

The people who like your Page

**Women**
- 78% Your Fans
- 0.281%
- 3%
- 11%
- 20%
- 22%
- 14%
- 7%

**Men**
- 22% Your Fans
- 0.163%
- 2%
- 4%
- 5%
- 5%
- 4%
- 2%
Your current follower audience size is 18,273. That's 1,412 more than the same time 90 days ago. You've gained around 16 new followers per day.
E-mail marketing

Constant Analytics

Analytics for example.com

Site Traffic

<table>
<thead>
<tr>
<th>Traffic Type</th>
<th>Visits</th>
<th>Pageviews</th>
<th>Pages/Visit</th>
<th>Bounce Rate</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>all traffic</td>
<td>8,449</td>
<td>11,381</td>
<td>1.35</td>
<td>76.11%</td>
<td>00:01:37</td>
<td>86.00%</td>
</tr>
<tr>
<td>organic</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
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<tr>
<td>direct</td>
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<td>referral</td>
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<td>feed</td>
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<td>twitter</td>
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<tr>
<td>email</td>
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</tr>
</tbody>
</table>

Jun 11, 2011 - Jul 10, 2011
Where does your audience hang out?
On the hunt...

Search for your audience using keywords and competitor research
<table>
<thead>
<tr>
<th>Response</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giggle like a schoolgirl</td>
<td>17.9%</td>
</tr>
<tr>
<td>Start chanting BILL! BILL! BILL!, fist pumping and all</td>
<td>21.4%</td>
</tr>
<tr>
<td>Ask for an autograph</td>
<td>25.0%</td>
</tr>
<tr>
<td>Ask for a handshake</td>
<td>25.0%</td>
</tr>
<tr>
<td>Other (do share)</td>
<td>28.6%</td>
</tr>
</tbody>
</table>
Take a flavorful journey on the Delaware Brew Bus! 7 seats are available for the February 27th Taste of Delaware tour with stops at Painted Stave Distilling, Fordham and Dominion Brewing & Harvest Ridge Winery. Or find a tour that fits your schedule at http://www.delawarebrewbus.com/
Tom Martin

FAVOR:

Working on my session description for this year’s ESTO Conf -- if you were talking about “driving visitation or growing the number of visitors that visit your destination” ...

How would you phrase it?

Put heads in beds, grow visitor rates, increase visitor counts, or something else? ... See More

4 hours ago - New Orleans, LA
Discover Delaware

Sandy trails lead to afternoons of sun, surf and gentle breeze. A rush of wind renews your spirit while canoeing beneath towering forests. And, formal gardens come alive with color and fragrance. Whether you pursue memories shared by generations before you, or blaze a trail all your own; the experiences you'll uncover in Delaware will bring you back again and again. Begin your journey at www.VisitDelaware.com.
Read more
Instagram

visitdelaware

Official Instagram account for the Delaware Tourism Office. Share and submit Delaware travel photos to the Delaware Tourism Office by using #Delagram!

www.visitdelaware.com

466 posts  2,336 followers  106 following
Periscope
Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Greater Seattle Area | Philanthropy

Current: Bill & Melinda Gates Foundation, Microsoft
Education: Harvard University

Follow
Know Bill?
Connect

www.linkedin.com/in/williamgates

Posts
Published by Bill
See more

3 Myths That Confuse the Debate Over America’s... February 19, 2014
How Much Do We Spend on Foreign Aid? Much Less... January 21, 2014
Good News You Might Have Missed in 2013 December 30, 2013

Background

Summary

Experience
Co-chair
Bill & Melinda Gates Foundation
2000 - Present (14 years)
Don't Wash These Pants: The Skinny on Raw Denim

Raw denim has been around for a while, but this season it made a splash on the runways. Now that spring is upon us, more designers are releasing styles made from the material. Check out how this fashion trend could help out the earth.

What makes raw denim different from all the rest?

“Raw” implies that is hasn't been washed, treated, or distressed, making it a lot stiffer and sturdier than the washed denim most frequently found in stores. Raw denim is typically 100% cotton and can still be made into various shapes and styles. Clothing made from “selvage” fabric is known to last longer because it's produced on a shuttle loom, which creates a tighter weave than the modern looms used for mass-manufactured denim.
E-mail marketing
By the numbers
Message: What comes first?

"The Chicken - or - The Chicken Egg"
Tour operators arriving for the breakfast hosted by the Delaware Tourism Office along with primary co-sponsors, the Dover International Speedway and the Dover Downs Hotel and Casino, and secondary co-sponsor, the Rehoboth Tanger® Outlet Center. The theme for the breakfast was “Delaware Festivals.” For more information on group tours in Delaware, visit http://www.visitdelaware.com/group-tour/. Photo credit: ABA Marketplace/KRR Photography.
What do I talk about?

Ahh...just another day at the beach in Delaware! What do you think...Thrasher's french fries with vinegar or no vinegar?
Making it work...

- Develop one voice
- Align marketing message across all outlets
Making it work...

Social media content calendar

<table>
<thead>
<tr>
<th>Social Media Content Calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>Twitter</td>
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<tr>
<td>LinkedIn</td>
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<tr>
<td>Instagram</td>
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<td>Pinterest</td>
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<td>Email</td>
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<tr>
<td>News Letter</td>
</tr>
<tr>
<td>Youtube</td>
</tr>
</tbody>
</table>
Making it work...

Schedule posts
Making it work...

Crowd source content

Share Your Discoveries using #Delagram
• **Determine what is the ROI?**

• **Focus on what works best**
  • Setup Google Analytics to measure the driver and quantity of leads/sales
What does all of this data mean?
Should I spend money?

25 – 30% of budget for online marketing

Social media
Email marketing
Mobile marketing
Display advertising
Paid search
Video Marketing
Ways to save money...

• Focus on the options that yield results
  • Instead of using several platforms find the money maker!

• Find out what works well and build on it
  • Cast a small net and build the big net for big gains.
  • Make the money count with small targeted campaigns

• Make earned media work for you

• Remarketing

• Landing pages
Find influencers!
Reward the audience
Friendly Competition

YOU CAN STILL DUNK IN THE DARK
Success.
Thank you!

Any questions?

www.visitdelaware.com

Facebook.com/DelawareTourismOffice  @DelawareTourism