

Making the most of Facebook for Coach Tourism

cariadmarketing.com



Learning Outcomes

- How to configure your Company Page correctly to ensure it is optimised and can be found in Facebook Search, recommended and tagged by others
- An introduction to Facebook Manager
- What, When, Where and How to post
- How to engage with past/current customers and keep them entertained and converted to brand ambassadors
- How to attract new customers
- How to measure success
- Pulling it all together to have a successful Facebook Company Page with a clear plan of action





Before we start

- The Facebook mission is “Give people the power to share and make the world more open and connected”
- 2.5 billion users every month
- No two businesses are alike
- Tell your story on any device
- $\frac{2}{3}$ of Facebook users across all countries surveyed say they visit the Page of local business at least one a week
- We live in a mobile first world



Some home truths

- You don't have to be the best. Just be connected to your audience
- It's not all about the number of Followers or Likes
- Large numbers of likes don't guarantee a profitable business
- Facebook has an algorithm (just like Google)
- Followers or 'Likers' are unlikely to see every post
- Sharing an inside view of your business is not a waste of time
- Facebook Ads can be expensive when not planned well
- Followers don't want perfection - they want real
- Every brand has SOMETHING to post about
- Everyone likes to buy. No-one wants to be sold to.



Psychology of the Facebook user

- The “Like” is a way to give positive feedback or to connect with things you care about on Facebook. You can like content that your friends post to give them feedback or like a Page that you want to connect with on Facebook
 - It’s a quick and easy nod
 - To affirm something about ourselves
 - To express virtual empathy.
 - Because it’s practical - get something in return
- The comment - you have something to say
- The post status updates - you share what you feel
- Feeling connected
- The “share”
 - Valuable and entertaining content to community
 - Define self
 - Grow and nourish relationships
 - Self-fulfillment
 - Get the word out about causes

Configuring your Page



Facebook page anatomy

The screenshot shows the Facebook profile for 'Shearings Holidays' (@shearings). The cover photo is a scenic view of a lake with a boat, featuring the text 'OUT NOW! Featuring over 200 tours' and 'SUPERB UK BREAKS Featuring: Former Bay and Coast & Country Hotels'. Below the cover photo are buttons for 'Follow', 'Share', 'Save', and 'Send Message'. The left sidebar contains navigation options: Home, Photos, Videos, Posts, Community, About, and a 'Create a Page' button. The main content area is divided into sections: 'Photos' with a 'SELF DRIVE Breaks' advertisement for £99 pp, 'Community' with 148,024 likes and 145,253 followers, 'About' with location information (Canklow Meadows, Rotherham) and contact details, and 'Videos'.

- Logo
- Impactful cover graphic or video
- Tag/handle/page name
- Tabs
- Call to action (message, website, call etc)
- Photo stream
- Community
 - Invite your friends
 - Likes
 - Follows
 - People in common
 - Check ins
- About

The Facebook algorithm starts with relevance. It is not all about popularity.



CTA - Coach
Tourism Association
@coachtourismassociation

Home

About

Photos

Reviews

Events

Posts

Groups

Community

Create a Page



Like Following Share ...

Visit group

Send Message

Upcoming events

Share Events

CTA - Coach Tourism Association does not have any upcoming events.

Past events

NOV 25	CTA Christmas social and networking event 25 Nov 2018–26 Nov 2018 · 16 guests	The Cairn Hotel Harrogate
NOV 5	World Travel Market 5 Nov 2018–7 Nov 2018 · 12 guests	CTA - Coach Tourism Associ...
JUL 29	CTA Summer BBQ 29 Jul 2018–30 Jul 2018 · 9 guests	CTA - Coach Tourism Associ...
FEB 25	2018 CTA Conference at The Imperial Hotel, ... 25 Feb 2018–27 Feb 2018 · 31 guests	The Imperial Hotel Blackpool Blackpool
NOV 26	CTA Christmas social and networking event 26 Nov 2017–27 Nov 2017 · 11 guests	Cheshunt Marriott Hotel Broxbourne

Cool features

- Events
- Shop
- Services
- Jobs
- Stories
 - Easiest on mobile
 - Go to your Page and tap your profile picture
 - Tap Create Story
 - Select a photo or video
 - Edit text
 - Tap done
- Messaging

Messaging

Conversational commerce has transformed the travel industry and demonstrates why developing engaging messaging experiences is more important than ever in a time of crisis.

- Messaging is immensely popular
- Messaging is intuitive
- Messaging is immediate
- Messaging allows for communication at scale
 - Use automated answers for FAQs
- Messaging enables personalised engagement



Facebook Manager

Holistic Facebook Page Management portal:-

- Users (People and Partners)
 - Schedule posts
- Pages
 - Schedule posts
- Ad Accounts
- Instagram accounts
- Data sources
 - Catalogues
 - Pixels
 - Custom conversions
- Brand safety
 - Domains
 - Block lists
- Payments
- Security
























<https://business.facebook.com/>

Page visibility	Page published	Edit
Visitor posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and story sharing	Post sharing to stories is on	Edit
Audience optimisation for posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging ability	Other people can tag photos posted on my Page.	Edit
Others tagging this Page	People and other Pages can tag my Page.	Edit
Country restrictions	Page is visible to everyone.	Edit
Age restrictions	Page is shown to everyone.	Edit
Page moderation	No words are being blocked from the Page.	Edit
Profanity filter	Set to medium	Edit
Similar Page suggestions	Choose whether your Page is recommended to others	Edit
Page updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in multiple languages	Ability to write posts in multiple languages is turned off	Edit
Translate automatically	Your posts may show translations automatically for people who read other languages.	Edit
Comment ranking	Most relevant comments are shown for my Page by default.	Edit
Content distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

Update your General Settings

- Check your page is published
- Visitor Posts
- Posts and story sharing
- Audience optimisation for posts
- Messages
- Tagging ability
- Others tagging this page
- Country restrictions
- Age restrictions
- Page moderation
- Profanity filter
- Similar Page suggestions
- Page updates
- Post in multiple languages
- Translate automatically
- Comment ranking

To make these updates click on 'Edit Page Info' > General

 General
 Page Info
 Messaging
 Templates and tabs
 Event ticketing
 Notifications
 Advanced messaging
 Facebook badges
 Page roles
 People and other Pages
 Preferred Page Audience
 issue, electoral or political ads
 Branded content 
 Instagram
 WhatsApp
 Featured
 Crossposting
 Page Support Inbox
 Payments
 Page management history

Key areas to update

- Description
- Categories
- Phone number
- Website
- Email address
- Location & Service Area
- Opening hours (special hours for COVID-19)
- Temporary Service Changes
- Link to Privacy Policy on website

To make these updates click on Settings > Page Info

Also, don't forget...

- Check you are using all of your tabs (Templates & Tabs)
- Ensure you have enabled ratings and reviews
- Turn on Facebook Badges
- Link to Instagram page

Posting on Facebook





Planning

- Plan your posts
- Have monthly basics
- Use topic clusters
 - Brand/s
 - Community
 - Destinations
 - CSR
 - Coaches
- Plan monthly strategic posts
- Have a handy list of who to engage with
- Define your buyer personas
- Define your tone of voice
- Include your primary keyword list

Be prepared to be tactical on a daily basis.

FREE TOOL: Facebook for Coach Operators Playbook



Which format to use

Variety is the spice of life...

- Text only
- Images
- Videos
- Carousel
- GIFs
- Infographic (split across Carousel)
- Live
- Graphics

And don't forget Pinned posts



What shall I post this month?

In addition to service/product based posts

- Address sales objections such as
 - Safety and trust
 - Availability
 - Cost / affordability
- Inspiration - content that drives desire
 - Locations
 - Events
 - Attractions
- Dispel myths
 - “Only older people go on coaches”
 - “Coaches can’t cater for my needs”
 - “Takes too long to get there”
- Behind the scenes
 - Cleaning regimes
 - Planning
- Bring the brand to life
 - Staff
 - Thank yous
 - Surprising job necessity

When

Post when your fans are online

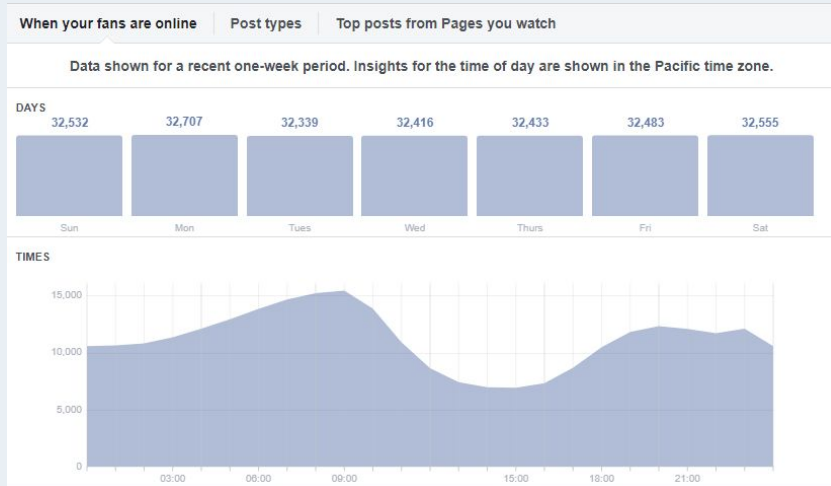
- More > Insights > Posts

Use a scheduling tool

Trial different times of day and build up some insight

Remember, once you have posted it may be a few hours before your audience will see your post.

The algorithm works based on the way each user uses Facebook NOT the way the Company Page uses it.





Why

- Build relationships with audience and customers
 - Brand Ambassadors
 - Repeat business
 - Impulse purchases
 - Community
- Attract new customers
 - Lead nurturing
 - Educate
 - Inform
 - Overcome buying objections
 - Create desire
- Showcase your brand and service offering
- PR / crisis management
- Listen to what others are saying about you
- Your customers expect it
- Your competitors are doing it!

Keeping your audience engaged



Engagement

Engage your audience

- Teach, entertain, inform or inspire
- Get to know your audience
- Keep it short
- Focus on quality
- Use (great) images
- Make a video or broadcast live
- Ask a question
- Respond to fans
- Run a Poll
- Post at the right time

LIKES

COMMENTS

SHARES

Engage WITH your target audience

- Groups
- Pages
- Influencers



Attracting new customers





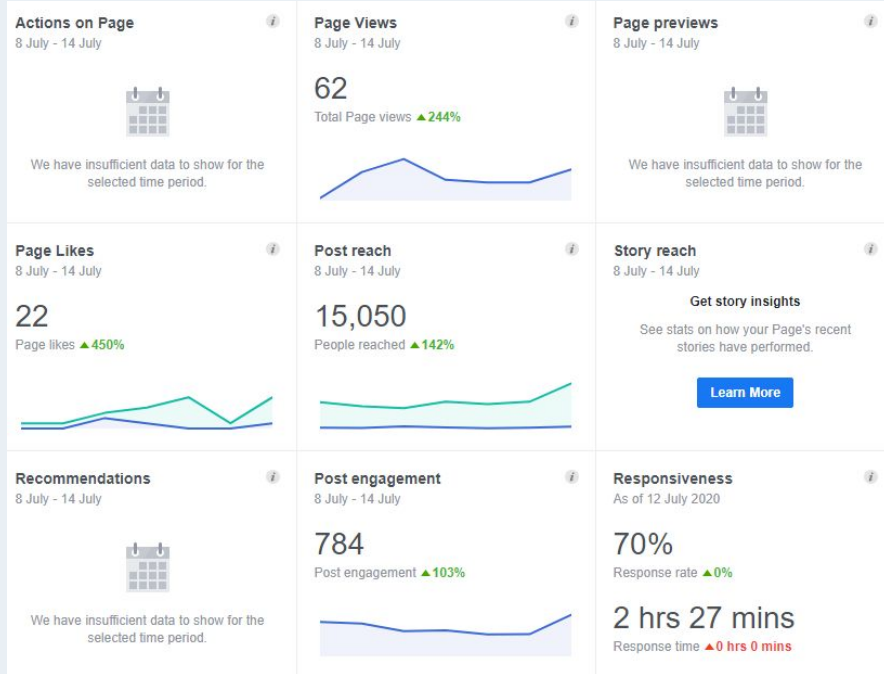
Join my cohort

There are lots of different ways to expand your fan base:-

- Encourage customers to
 - Like and follow your page (online and offline)
 - Post about their experience
 - Leave a review
 - 'Check in' at your business or on a tour
- Partner with other brands or local organisations
 - Travel Trade
 - Local community
 - Charities
- Expand the reach of your posts
 - Tag (and be tagged)
 - Ads
- Plugins on your website
 - Follow button
 - Share button
- Being social
 - Like other pages
 - Outreach to influencers
 - Engage your staff

Measuring success





Core metrics

Key indicators of whether your campaign is working...

Native platform (Insights tab)

- Page Views
- Page Likes (new)
- Post reach
- Post engagement
- Video views
- Enquiries / Orders

Your website

- Track all of your social traffic with Facebook Pixel
- To measure lead gen/sales - Facebook Events Manager
- Make sure you are tracking phone calls, web forms, email clicks

Third Party software

- Comprehensive reporting
- Lifetime engagements and post link clicks
- Best performing posts
- Competitors
- Compare channels

Start your plan of action





Your new Playbook

Update your profile

- Get the backend of your Facebook Page up to date
- Add a new Cover Graphic
- Add a COVID:19 update

Plan your content

- Use your new tool

Schedule where possible

- Either on the native platform or third party software

Check messages regularly

- Either on the native platform or third party
- Reply to comments

Get involved

Ask customers for reviews

Invite staff to Like page (and invite their friends)

Engage with others

- Regularly



Bonus tips

Repurpose your content

- Use the same image on different channels with different messages

Beware of the H#####G

- Don't overuse

Build image banks

- Take multiple images from different perspectives at the same time and then spread the content out

Keep the text to a minimum on images

- Doesn't display well on mobile
- Not as easy to read

Use your content to build trust with your audience

- Nurture along their buying journey

Content that gets likes and comments is one thing but content that builds demand and gets you SALES is another.



Lastly ..

Facebook Resources

<https://www.facebook.com/business/pages>

Scheduling

<https://sproutsocial.com/>

<https://later.com/>

<https://signuptoday.hootsuite.com/>

<https://buffer.com/>

Creating graphics

<https://www.canva.com/>

<https://spark.adobe.com/make/social-media-graphics/>



Thank you!

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