Instagram Playbook

for Coach Operators

July 2020

CARIAD MARKETING

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Welcome

I don't need to tell you that 2020 has been an extraordinary year presenting extraordinary challenges.

As business starts to return to whatever is the new normal, it is essential to plan ahead for all of your marketing communications including social media.

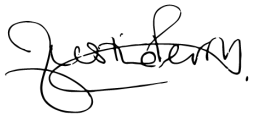
Now more than ever, consumers have turned to technology in order to communicate. Even grandparents have learned new skills during lockdown in order to keep connected with their family and friends. Whoever thought that former technophobes would become Silver Surfers overnight and are now competent using tools such as Instagram, Facebook, Whats App, Zoom and Facetime?

Hopefully, having participated in the training today you have been inspired to connect to your customers and potential customers via Facebook.

You will have learned that to be successful on social media, you don't need to be the most popular. You don't need to have the most followers or likes. But you do need to show up and engage.

I hope this Playbook is the start of the momentum for marketing your business on Instagram. The enclosed templates are ideas that can be used in whatever format suits you (Excel, Word etc) all year round to help you stick to your brand's message and concentrate on what is important to you.

Good luck



Managing Director, Cariad Marketing

How to plan a schedule for Instagram

What are my objectives?

Prioritise your objectives, in order of importance, we have started you off with some of the most popular objectives

Objective	**Importance Level**	**Objective**	**Importance Level**
New customer enquiries		Bookings	
Brand awareness		Website traffic	
Connect with customers		Inspire with new ideas	
Reassure (safety, trust etc)		Support local community	
add more		add more	
add more		add more	
add more		add more	
add more		add more	
add more		add more	
add more		add more	
add more		add more	

What are my topic clusters?

Topic clusters are key themes of content which you can continue to add to and grow over time.

We have started you off with some example topic clusters, however you should adapt these to your business.

Brand	**Destinations**	**Events**	**CSR**	**Coaches**	**Accessibility**	**More>>**
Service delivery	London	Newbury Races	COVID:19	Fleet	Facilities	add more
Blogs/News	Liverpool	Hampton Court	Green	Comfort	Assistance	add more
Behind the scenes	Chester	River Cruise	Charity	Safety	add more	add more
Successes	Edinburgh	Kew Gardens	add more	Facilities	add more	add more
Team	Calais	Theatre	add more	add more	add more	add more
add more	add more	add more	add more	add more	add more	add more
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Monthly strategic posts

These are your monthly staples which remind you to switch up your content and keep it varied, interesting yet purposeful and targeted to relate to your topic clusters.

Generally speaking, these are easier when using a tabbed spreadsheet. There are no rights or wrongs (it's whatever works for you) however it should look a little like this:-

AUGUST	**#Posts**	**Post Type**	**Formats**	**CTA**
Safe to travel	4	Post	Photo demonstrating safety measures	Download our free brochure - You are in safe hands
Dispelling the myths...	2	Story	Graphic	Got concerns? Call us for a confidential chat
Forthcoming events	4	Post and IGTV	Graphic or photo	Link to website
Behind the scenes	1	IGTV	Video	n/a
Company News/Blogs	2	Post	Text and image (from article)	Link to website
Inspirational quote	2	Story	GIF or JPG	n/a
Featured destination/event/attraction (x4)	4	Post, Story, IGTV	Carousel, Text and image, Mpg	Link to website in bio
Summer sunshine	3	Story	Video, Image	n/a
Do you remember the time...	2	Post	Re-share a post of a significant event/tour/experience	Book for next year link

Who to follow

Coach Tourism Association		@coachtourism
UK Travelers	With 16.3k followers this UK account has great content	@uk_travelers
Travel+Leisure	Over 5.3m followers stunning use of photography, IGTV and Stories	@travelandleisure
Secret London	Over 882k followers this account has a great variety of content	@secretlondon
Other CTA members		
add more		
add more		
add more		
add more		
add more		
add more		
add more		

#Hashtags

#honkforhope	#coachtour	#coachtours
#coachtourism	#coachtouring	#coachtouroperator
#ontour	#ontournow	#staycation
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