



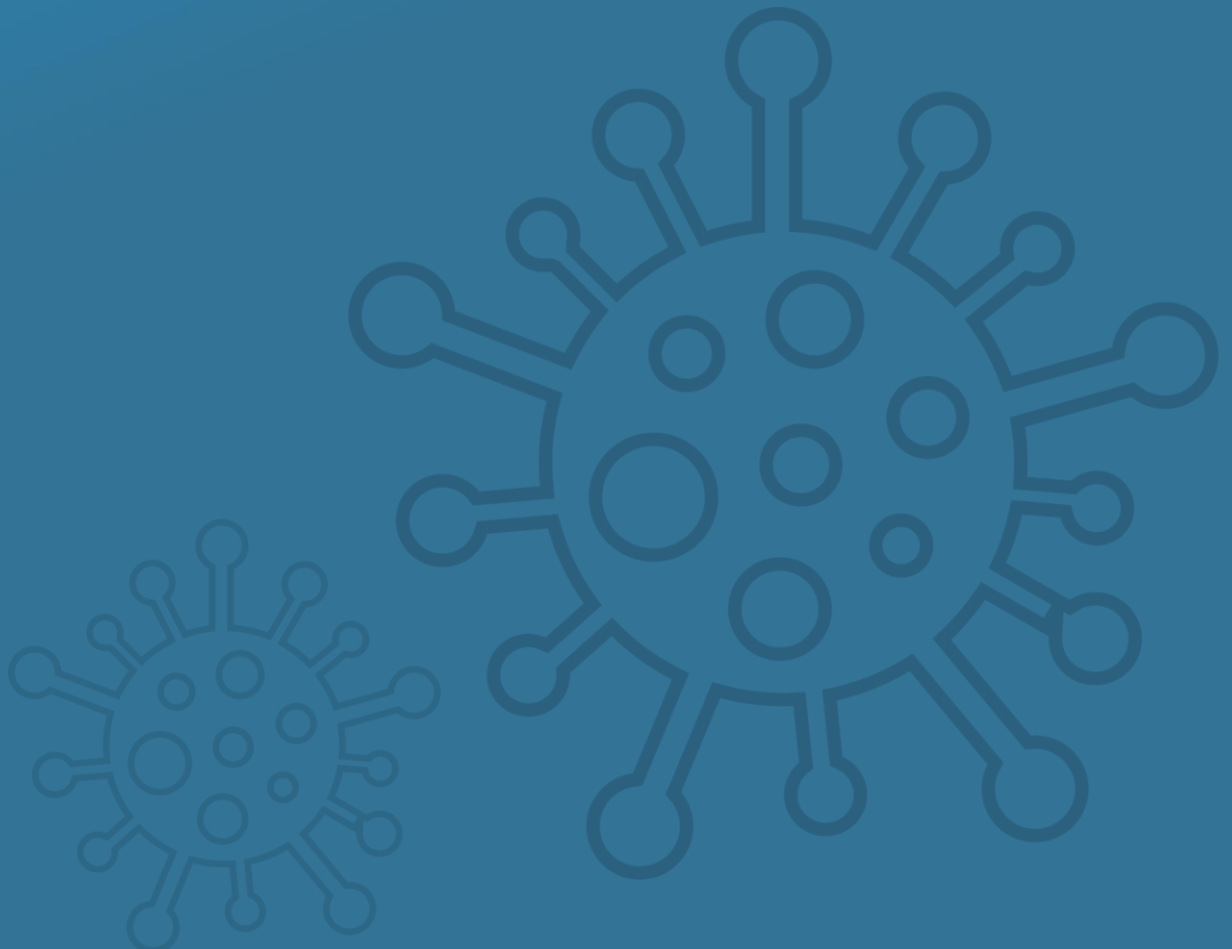
Fáilte Ireland

National Tourism Development Authority

SETTING UP AND RUNNING A SOCIAL MEDIA CAMPAIGN

**COVID-19 SALES & MARKETING FOR RECOVERY
DRIVING DOMESTIC SALES**

Attention | Interest | Desire | Reassure | Action





INTRODUCTION

This document is part of a suite of supports under Boosting Sales with Social Media for driving domestic business.

The document supports **Video 1 (Creating and Planning the Campaign)** and will act as a support to you when creating a social media campaign that drives sales of your offers (includes selling at destination & business level).





Things to consider when planning your social media campaign

Set Clear Goals

Be clear on your overall goal. Go for one goal and don't be tempted to include several because that will distract and confuse. If you have several goals, consider running several campaigns.

Be realistic and include a timeline.

E.g. Overall Goal: To Generate 100 Sales For Our Visitor Attraction (Epic Adventures) by the end of July and total revenue of €5000

Available Budget

Firstly, to note - you must have a budget for social media!

If you think you can share content and achieve your goal without one, you are destined to fail.

Ideally budgets should cover content creation (photography, video editing), content scheduling (apps, time), and paid promotion (ads).

This is not to say your business won't continue to benefit from this campaign beyond your initial goal and the timeframe set to achieve this. So, it's important to keep tracking customers who buy and where they heard about you even after your campaign has run its course!

E.g. Define The Budget: €600 for paid promotion, €300 for videos, €50 for apps

Customer personas

Have you revised your Customer personas since Covid-19? Are you clear on what's on your Customers' minds and what they need to know now? What are the high level messages you can use to break into their awareness? What features of your service will appeal to them? Have you addressed all of their needs in your content planning process? Have you got social proof or testimonials from similar people that you can use alongside your offer and overcome any last minute blockers?

E.g. Who you are targeting? E.g. Families. E.g. 24-34 Couples. E.g. Visiting Friends and Relatives



Target Platforms

What social media platform is most suited for you to reach your persona? Just because you have a large following on Facebook doesn't necessarily mean that your target audience are hanging out there. If you have noticed your engagement rate drop in recent times, this can be a tell tale sign that your audience have moved on to another platform.

Beware of shiny new objects - here's looking at you TikTok!

TikTok is a fun and vibrant place, and is definitely one to watch. But just because journalists are writing articles about it, does not mean that you have to include it in your social media platform mix. Consider yourself off the hook with TikTok... for now.

Right now, businesses are starting to come to TikTok and unless yours is particularly well suited to dance, memes, and lip synching, then you don't have to be there now. Go back to your goal - if you are going to achieve it, you must have an audience and it's unlikely that you already have an audience on TikTok.

E.g. Target Platforms: Instagram and Facebook

Timeframe

Creating content takes time. Planning, creating and scheduling should take up to 1 week to do it right. Allow yourself adequate time to prepare your content. Make sure you get your ad creative approved by Facebook in good time, as there can be delays with this. As soon as you have your ad creative made, upload it to Facebook, wait for approval - you can then set it back to draft until you are ready to launch.

When it comes to running ads on Facebook and Instagram, it takes the algorithm 3 days minimum to discover what works best to help you achieve your ad objective. It's a good idea to build in two sets of 3 days in order to test variables in your ad campaign such as targeting and creative. That's another week.

A good timeframe for your campaign is 5-6 weeks: 2 weeks preparation, 3-4 weeks promotion.

E.g. Timeframe: 16 June - 31 July