



Optimizing your digital marketing platform

Basic
practical
tips

Have a strong online presence:

- A good website is crucial, spend time on your website. Make it easy for the end user with as little clicks as possible. Have up to date information and make your website visual and attractive. Videos and good photography are excellent.
- Include links to other tourism providers on your website and get them to link to your website. Put a link to www.Longford.ie and also to www.discoverireland.ie/irelands-hidden-heartlands
- Make sure you are on google maps and add nice images. Encourage visitors to review your business on google. Check out **My Business** app on google.
- Get your business on Trip Advisor. Again, it is an excellent platform for nice imagery and reviews. If you are on Trip Advisor, encourage visitors to review.

Get active on Social Media

- ▶ Your **facebook** page is often the central hub for your entire social media marketing presence. It is incredibly useful in both reaching new audiences and establishing relationships with current followers.
- ▶ Complete your **facebook profile**, with key information and a good profile picture / logo. This is where potential visitors find out about your business and get a link to your website, opening hours and what your business does. If you don't post frequently enough people will lose interest and move on, too many times and you risk annoying them. We recommend posting 3-5 times per week for most businesses.



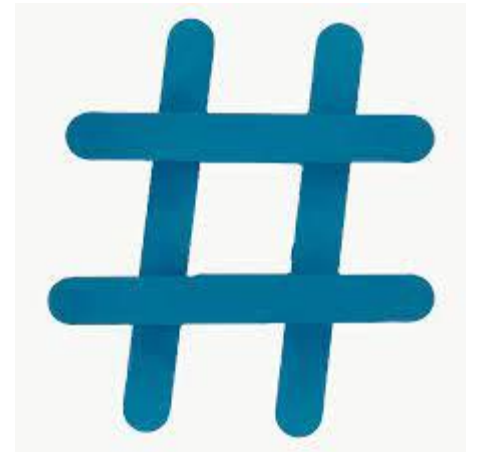
What is a hashtag?

▶ A hashtag is a word or phrase with a hash sign (#) in front of it, used on social media and applications to identify digital content on a specific topic.

E.g. Longford Tourism use #Longford #visitlongford #longfordtourism #irelandshiddenheartlands

If you search for #Longfordtourism online, for example, all posts that were put up with the #longfordtourism will appear.

▶ Pick 2 or 3 hashtags and keep using them, you should also try to use both Longford Tourism and IHH hashtags.



What does it mean to tag someone?

- ▶ A tag allows social media users to engage an individual or a business.
- ▶ Tag another person / page by putting the @sign in front. E.g when writing a post on facebook and you want to tag Longford Tourism - @Longford Tourism, it will then appear in blue. Longford Tourism will then get a notification. This allows the post to reach a bigger audience. The business you tag will hopefully share or like the post.
- ▶ Tag other tourism providers to let them know about your business and keep them informed.



Share your pages & invite friends

- ▶ To share a page on facebook, click on other actions and click share.
- ▶ You can also share a page by writing the address of the page you wish to share into a post.
- ▶ Work together and invite friends to each others pages.



Search Facebook



Joe



Longford County Council

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About

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Great Water St. Longford, Ireland N39 NH56

Create Post

Photo/Video

Check in

PINNED POST

Longford County Council

April 12 at 1:51 PM

- Follow Settings
- Save
- Share
- Suggest Edits
- Unlike As Your Page
- Invite Friends

- ▶ We would strongly recommend you to do a detailed digital marketing course – contact Longford Local Enterprise Office for more information.
- ▶ Use the platforms available to you, social media is a cheap way of advertising. Facebook / Instagram ads are very cheap and you can decide who to reach.

