



TAKEAWAYS AND RESOURCES

SESSION 1: DEVELOPING AN EFFECTIVE AND RESPONSIVE ONLINE PRESENCE

PANELISTS

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WATCH THE FULL SESSION

HIGHLIGHT REEL (COMING SOON)

BUSINESSES SHOULD HAVE A STRATEGY AND A “TAKE CONTROL” MENTALITY

- Hope isn't a marketing strategy. Businesses should build a strategy around what your audience is responding to.
- Digital strategies include optimizing your website (this is critical), having a targeted email campaign, developing your social media, and possibly using paid advertising. Having content that is relevant, appealing, and on-brand can build trust in the target audience.
- Digital tools such as [Facebook Ads Manager](#), [Google Analytics](#), etc. allow businesses to take control. By plugging into these tools, businesses can gain information about their consumers and develop a more effective strategy to re-engage. When you control your data, you can control engagement.

KNOW YOUR AUDIENCE BY UNDERSTANDING YOUR “CONSUMER DATA”

- Digital tools can help businesses identify their audience, such as knowing how consumers found your website and what they did while at your site.
- “Consumer engagement metrics” can show the behavior of consumers who visited your site, including:
 - how much time was spent on your site?
 - how many pages were visited?
 - what were the second and third pages viewed?

NURTURE YOUR AUDIENCE

- Emails are gold! With consumer information and email addresses, messages can be planned that resonate and direct your audience to what they are looking for on your website, blog, etc..
- Any consumer data can and should be secured. This will future-proof your business as privacy policies change.

BE CLEAR AND CONCISE WITH WHAT YOU WANT YOUR AUDIENCE TO DO

- Including directives such as “Click here,” “Watch this,” “Learn more” on your website can help guide consumers to the next step or to get more information.

STAY CURRENT - GOOGLE YOUR BUSINESS!

- Websites should always be current showing hours, services, specials, menus, operations, etc.. Similarly, confirm your business information is listed correctly with other local marketers, state websites, local Travel Bureau, [Yelp](#), etc..
- Every business should create a [Google Business Profile](#), that is “claimed” and editable by you. When customers “google” your business, you want them to find you and get what they are looking for.

STAY ORGANIZED

- It is important to be consistent with your digital content and outreach plan.



CONSIDER QUALITY VERSUS QUANTITY AND RETURN ON INVESTMENT

- Daily postings may not be appropriate for all businesses/audiences. In some cases, “less but better” quality may be a better fit. For example, investing in a video that is authentic and “evergreen” (relevant months in the future) may provide a better return on investment.
- Know what you are good at and what resonates, then prioritize!

TRY TO CARVE OUT A BUDGET FOR DIGITAL MARKETING

- Spending a little money on [Facebook ads](#) can be helpful. Paid social media campaigns may become increasingly more important.

AUTHENTICITY IS REWARDED

- Providing realistic expectations about your business/services/destination, that don’t “over-promise,” will help attract the right clients/customers/partners. Identify your champions to help share your story.

PARTNER UP AND COLLABORATE WITH OTHER BUSINESSES

- Local partnerships are a great way to promote each other’s businesses and broaden each other’s customer base, foster customer loyalty, and build a wider digital footprint.

WEBSITE CONTENT TIME-SAVERS

- Repurpose, retweet, repost content from other trusted websites, then add your twist. As examples, use the weather report, “It’s sunny and warm, and a great time to come visit,” or incorporate the “[National Day Today](#)” in some way to connect with your audience.
- Businesses can post content or event details to “[Now Playing in Utah](#)” for a broader reach.

MANAGE BOTH POSITIVE AND NEGATIVE FEEDBACK

- Bring positive reviews about your business into your content.
- Acknowledge any negative feedback. Don’t panic. Ask to speak off-line if needed.
- How you handle negative criticism is often more important than the initial negative review.

RESOURCES SHARED BY PANELISTS DURING THE SESSION

- [Google Analytics](#)
 - Google will send regular email updates on consumer engagement with your Google listing.
- Custom Audience
 - Custom audiences can be built in any social media platform to identify a typical customer’s journey (e.g. [Google’s ad-targeting option](#)).
- Facebook Business Manager
 - Step 1: [Create a Business Manager](#)
 - Step 2: [Create an Ads Account](#)
 - Step 3: [Create a Website Custom Audience](#) (i.e. an “engagement audience,” captures anyone who has clicked on or “liked” a photo, this is cheap and easy to do)
 - Step 4: [Create Ad Campaigns](#)
 - Facebook Meta Blueprint: [Tutorials & More](#)
- [LinkedIn](#) is an underutilized, promising tool.
- A “[purchase funnel](#)” is a marketing term; a typical customer’s journey towards the purchase of a good or service.



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