



BUSINESS  
EXCELLENCE

## TOURISM EXCELLENCE

### eMarketing

#### Fact Sheet – Hints and Tips

Prepared by **VECCI** for **Tourism Victoria**



TOURISM  
EXCELLENCE



## WEB STRATEGY

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### Key Point

Source: ATDW,  
Tourism e-Kit

### Online Marketing

- Free activities
  - **Social marketing:** taking advantage of free tools such as forums, social platforms such as Facebook, photo and video sharing to promote your business
  - **Search:** appearing in search engine listings is free
  - **Linking strategy:** getting other relevant sites to link to your website does not involve money, but relies on the content provided on your website being relevant to the sites linking to yours. Sourcing links should be part of your search engine optimisation strategy
- Activities attracting cost
  - Search engine marketing, or pay per click (PPC) – results display to the right on a search page (eg Google)
  - Email marketing
  - Having an advertisement in the Yellow Pages online
  - Having a banner advertisement on another site
  - Paying for a link from a travel directory



### Key Point

Source: ATDW,  
Tourism e-Kit

### Web Strategy Costs

|  |                                       |                             |
|--|---------------------------------------|-----------------------------|
| <b>Website &amp;<br/>Content<br/>Management<br/>System</b> | <b>Search engine<br/>optimisation</b> | <b>Online marketing</b>     |
| \$3,000 - \$6,000  | \$1,500 - \$4,000<br>annually         | \$500 - \$1,200<br>annually |

- Your website will be the most important outlay - even though most of the programming software is free, you will still need professional assistance
- Search engine optimisation and online marketing are components, which can attract a one off fee (such as initial keyword research) and then a monthly or bi-monthly maintenance fee (such as monthly search engine optimisation)
- Each component of your marketing strategy can be outsourced to a web professional. However, no one is more suited to write your online content than yourself
- Your product or service can be the best on the market, but if you cannot translate how great it is using words, pictures, videos and audio there is little chance anyone is going to book you
- Your online visitors will only contact you if the content appeals to them. You need to be aware that web development companies will not write your website content – this role is yours

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## WEB STRATEGY (continued)

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Hot Tip

Source: ATDW,  
Tourism e-Kit

### Web Strategy: Timing

|                       |  |
|-----------------------|--|
| <b>Day 1:</b>         | Assess your current level of online-readiness and aim to reach the next level up within 12 months.   |
| <b>Weeks 1 and 2:</b> | Research best practices by familiarising yourself with the tutorials and reading the ones you believe most relevant. Make notes of how you will best address each component of the strategy (web, search engine optimisation, online marketing). |
| <b>Week 3:</b>        | Now that you know what needs to be done to improve your existing strategy, assess the different components of your existing website, and strategy and make a note of how you are currently performing against these.                             |
| <b>Week 4:</b>        | Define a 12-month plan by setting up monthly objectives and tasks that are both manageable and achievable. Start by defining your objectives on a monthly basis and then define the weekly tasks involved.                                       |

#### Key Points:

- Once your plan is set up, you should expect to spend 1-2 hours each week working on the tasks you have set
  - You will also need to review your analytics to see if your efforts are paying off
  - The key success factor is regularity
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Hot Tip

Source: ATDW,  
Tourism e-Kit

#### Tips:

- Your website should be developed in XHTML and table-free CSS. You do not need to understand what XHTML and table-free CSS are but need to ensure your web developer is programming using these languages. If they don't, seek a new one. We recommend you stay away from Flash, as it is not a search engine friendly technology
  - Web developers will sometimes quote you a price for your website based on the number of pages it will have. This is an old practice as you can now easily create a new page yourself using an appropriate content management system.
  - Only the design component can be quoted per page if you want the look and feel of each page to be different
  - Look for a web developer that will provide you with a content management system that will allow you to create new pages yourself
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## WEB STRATEGY (continued)



Hot Tip

Source: ATDW,  
Tourism e-Kit

### Free software:

|  |   |
|--|---|
| Programming languages:   | <ul style="list-style-type: none"> <li>• HTML (<a href="http://en.wikipedia.org/wiki/HTML">http://en.wikipedia.org/wiki/HTML</a>)</li> <li>• CSS (<a href="http://en.wikipedia.org/wiki/Cascading_Style_Sheets">http://en.wikipedia.org/wiki/Cascading_Style_Sheets</a>)</li> <li>• PHP (<a href="http://en.wikipedia.org/wiki/PHP">http://en.wikipedia.org/wiki/PHP</a>)</li> <li>• MySQL databases (<a href="http://en.wikipedia.org/wiki/MySQL">http://en.wikipedia.org/wiki/MySQL</a>)</li> </ul> |
| Open Source content management systems:                            | <ul style="list-style-type: none"> <li>• Joomla! (<a href="http://www.joomla.org">www.joomla.org</a>)</li> <li>• Drupal (<a href="http://drupal.org">http://drupal.org</a>)</li> <li>• CMS Made Simple (<a href="http://www.cmsmadesimple.org">www.cmsmadesimple.org</a>)</li> <li>• WordPress (<a href="http://www.wordpress.org">www.wordpress.org</a>)</li> <li>• SilverStripe (<a href="http://www.silverstripe.com">www.silverstripe.com</a>)</li> </ul>   |
| Photo and video hosting:   | <ul style="list-style-type: none"> <li>• Flickr (<a href="http://www.flickr.com">www.flickr.com</a>)</li> <li>• Photobucket (<a href="http://photobucket.com">http://photobucket.com</a>)</li> <li>• Picasa Web Albums (<a href="http://picasaweb.google.com">http://picasaweb.google.com</a>)</li> <li>• YouTube (<a href="http://www.youtube.com">www.youtube.com</a>)</li> </ul>   |
| Photo editing software for your computer:                          | <ul style="list-style-type: none"> <li>• Gimp (<a href="http://www.gimp.org">www.gimp.org</a>)</li> </ul>   |
| Word processing, spreadsheets, presentations, graphics, databases: | <ul style="list-style-type: none"> <li>• Open Office (<a href="http://www.openoffice.org">www.openoffice.org</a>)</li> </ul>  |

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## FINDING A GOOD WEB PROFESSIONAL

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### Key Point

Source: ATDW,  
Tourism e-Kit

### Working with Web Specialists

- As a small or medium tourism business owner, you cannot solely rely on working with either a graphic designer or a web developer if you want to give your online strategy the best chance of success
- Work with a company that specialises in web design, programming and search engine optimisation
- An online marketer specialising in the tourism industry will know how the online traveller thinks, and the challenges you face as a small business owner. They will have tested best practice, be proficient at helping you source links from relevant travel websites and be able to set up successful campaigns for your business

### Working With an Online Marketer

Online marketers will:

- Assess your existing online strategy and website
- Recommend and work with you to outline your future online strategy
- Work with you and the web designer to achieve a design that a) meets the expectations and needs of your target market b) will be easily programmable by the web developer c) is aesthetically pleasing d) is search engine friendly e) is within your budget
- Work with the web designer and the web developer to smoothly integrate the design into HTML and CSS
- Provide you with tips that will help you write your website's copy.
- Work with you to implement the future online strategy so that your website is not only visible, but also attracts bookings



### Hot Tip

Source: ATDW,  
Tourism e-Kit

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### Differentiating Amateurs from Professionals – Questions to Ask

- What version of HTML do you use?
  - Should be XHTML 1.0 or 1.1
- Do you use tables or table-less CSS?
  - Should be table-less CSS (using tables is an old practice)
- Do you use Flash?
  - If they are very positive about Flash technology and don't warn you of its many search engine restrictions, stay away. Flash is not search engine friendly
- Do you use HTML "Frames"
  - If YES or even the slightest hesitation, stay away as Frames is not a search engine friendly way of programming a website
- How do you make a website SEO friendly? (Use the acronym on purpose instead of Search Engine Optimisation to test if they know its meaning)

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## FINDING A GOOD WEB PROFESSIONAL (continued)

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### Hot Tip

Source: ATDW,  
Tourism e-Kit

### Brief Content

- What:
  - Do you require a website from scratch? Only a search engine strategy? A content management system? Integration with YouTube? Photo gallery?
  - Ask the company you are approaching for testimonials or similar past projects that they have done
- How:
  - How are you planning on working with the web professional, how is your website going to integrate with your traditional marketing strategy, how do you plan on updating your website? How can they help you?
  - How is the company you are approaching planning on working with you? Are there going to be weekly briefings and updates?
- Where:
  - Where is your website going to be hosted? If you already have a domain name, let them know what it is
  - Where does the company recommend your website to be hosted and how much is it going to cost you?
- Who:
  - Who is your target market?
  - Ask the company you are approaching for contacts or references that you can call. Ask who you will be your direct point of contact at the company
- When:
  - When is your deadline?
  - When will the company you are approaching be able to start on your project?
- How much:
  - Specifying a ballpark figure of how much you are prepared to spend on your project will enable your web strategists to provide you with a well-suited and realistic plan

### Key Points:

- Aim to send around 3 briefs via email, and expect a minimum 2-week response time
- Review the proposals you have received. Consider them as if they were job applications
- A personalised, creative, proposal addressing the points discussed in your brief demonstrates the interest and expertise of the company. If you receive a templated, dull proposal outlining what the company does and not responding to your questions, you should source other proposals



### Key Point

## PLANNING FOR A NEW WEBSITE

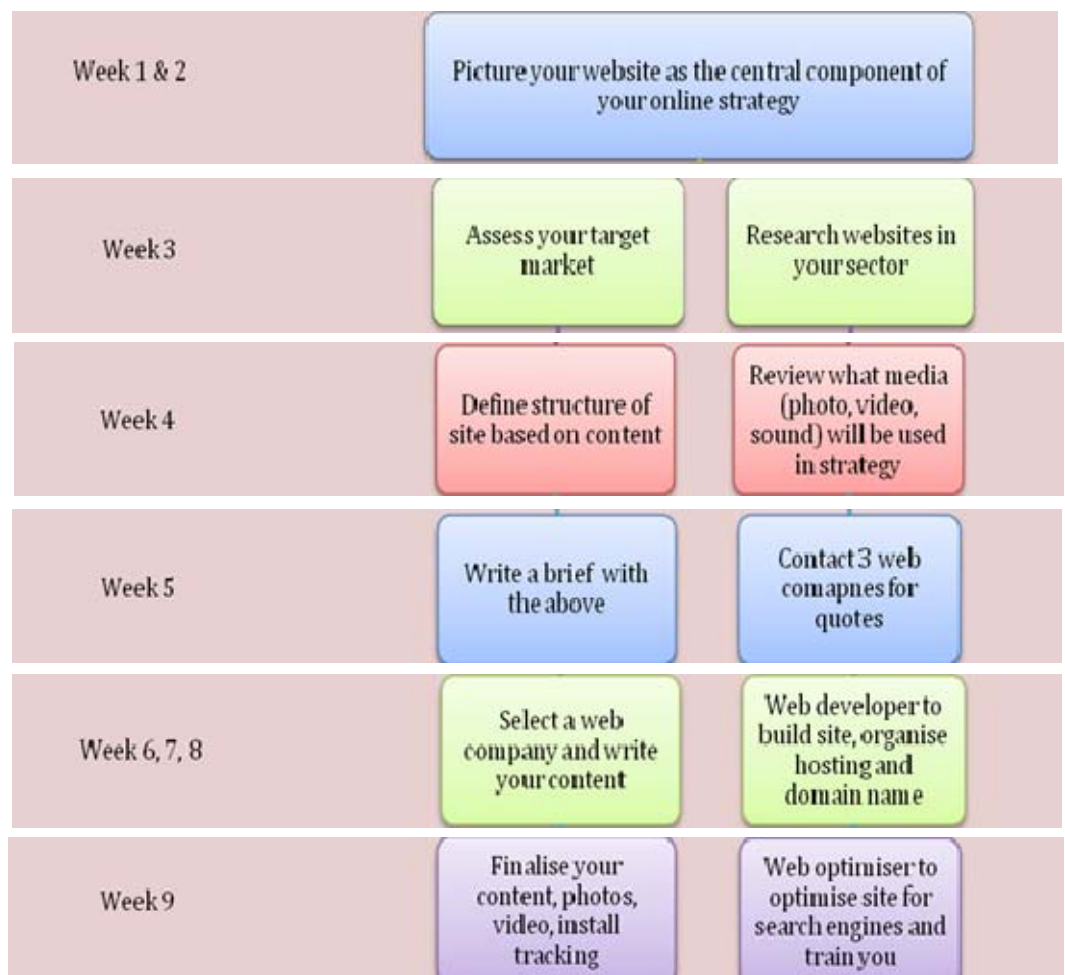


### Key Point

Source:  
ATDW,  
Tourism e-Kit

### Steps to Planning a New Website

- It is important you do not solely rely on a web company to develop your website
- Your site will be your full time, dedicated sales person. It will attract search engines, meet visitors' expectations and convert visits into sales.
- It will "talk" to more people than you will on a daily basis (30-100 on average)
- It is therefore crucial to view it as an integral part of your sales and marketing team, and not as "something on the side that should bring you business"
- It will need to really appeal to visitors and encourage them to buy
- Once your website is up and running, you must continue to review and update the content, monitor your online statistics and manage your search engine optimisation and online marketing strategies



## EMAIL BEST PRACTICE

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### Hot Tip

Source: ATDW,  
Tourism e-Kit

### Email Enquiries

- Research show that travellers shop around via email: when you receive an email there is a good chance that your direct competitors have also received the same email
- Moreover, travellers expect an answer within their working day - time is critical when dealing with emails
- To maintain credibility and potential visitor interest, respond to emails within 24 hours

### Checking Emails

- Check your emails at breakfast, lunch and dinner – to save time, you can create draft emails and edit them for each specific enquiry
- If you cannot respond there and then, make a point of sending an acknowledgement to confirm you received the email and inform the client when you will get back to them
- Book one hour of your time every day (early to mid afternoon is best) to answer all daily emails you haven't yet responded to. If you leave it too late people will look elsewhere. If you can, also try and answer overnight emails first thing in the morning

### Effective Email Responses

- Include the original message as a reference
  - What type of person are you writing to? Use similar language they used. Did they ask for examples? Do they want facts only?
  - Structure your response - aim for a great one instead of a good one. Use headlines and bold important words
  - Have a call-to-action that will entice the sender to act and respond to your email
  - Avoid adding attachments other than PDFs or images as email servers could consider them as spam and block them. Direct the potential client to a document they can download from your website
  - Ensure you answered **all** questions and offered a solution or options to address all concerns the customer might have
  - Ask the sender how they found you. Was it through Google? A link from another website? Word of mouth? Make a list of how everyone found you and use that information to fine-tune your marketing
  - Thank the sender
  - Use an email signature that highlights upcoming events or special deals
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## RESOURCES AND SUPPORT

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### Key Point

*Source: ATDW,  
Tourism e-Kit*

### Australian Tourism Data Warehouse

- Maintaining an online presence for your product/s may be done through your own website, and also by advertising on other tourism websites
- The ATDW is the combined effort of all Australian state and territory tourism offices, as well as Tourism Australia. It operates to provide industry with a national database of tourism products and destinations so that they can be published, promoted and sold on hundreds of websites and other digital media
- The ATDW is the only government recognised nation-wide distribution facility for Australian tourism content
- The database has more than 26,000 listings and 80,000 images that are quality assured and updated daily by state tourism offices to ensure accuracy and relevance to customers
- Once the tourism product listing is submitted to the ATDW national database, it is then published through ATDW distributors who make up online tourism marketers and other digital publishers that promote tourism products and destinations through their websites
- ATDW distributors may also sell the tourism suppliers' inventory (rooms, tours, events, and attractions) online using ATDW's inclusive booking platform, the Tourism Exchange Australia (TXA)
- ATDW distributors include the likes of Google, Webjet, Yahoo!7 and about-australia.com

### Tourism Exchange Australia

- To respond to the demand of travellers who would like to be able to not only read about different tourism experiences but also book them online, the ATDW has set up the Tourism Exchange Australia (TXA)
- The TXA allows multiple booking systems to connect at the same time and sell your inventory (rooms, tours, events, attractions) instantly online through ATDW's many distributors
- This gives you, as the tourism supplier, the opportunity to sell your rooms, tours, events or attractions online through several websites with little effort and without the trouble of phone call or email bookings
- The TXA looks after the transactions for you while bookings are being made through multiple websites

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## RESOURCES AND SUPPORT (continued)

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Hot Tip

Source: ATDW,  
Tourism e-Kit



Be Aware

### Expected Costs and Requirements

- Contact the ATDW representative at your state tourism office to organise for your product to be listed on the ATDW database so that it can be published on ATDW's distributor websites
- Costs vary depending on which state or territory you are based in but the average yearly subscriptions are between \$100.00 and \$200.00
- Complete and submit the forms your state or territory tourism office provides you with. Alternatively, you may be asked to enter your product information via an easy-to-use interface
- Your listing will then be populated into the ATDW's national database
- In order to take advantage of the TXA and sell your products instantly online you need to be listed on the ATDW first
- By following the steps outlined to join ATDW, you will be able to sell your inventory through the ATDW distributors who use the TXA
- Advise the ATDW that you would like to enable the TXA on your listing
- If you want to allow customers to see your availability and rates online you need to firstly ensure your product can be booked online
- This means that you will need to enable your website with an online booking system to allow consumers to book there and then

**Note:** More information on taking advantage of the TXA is available via the ATDW Tourism e-Kit:

- Tutorial 32: Tourism Exchange Australia
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