

EP-4

Scientific Areas: Marketing, Entrepreneurship

Facebook/Instagram Marketing and Tourism

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EXTENDED ABSTRACT

It is certain that Tourism is definitely one of the sectors most affected by the development of Digital Technology. Thus, Tourism, Transport and Catering companies are considered to be pioneers in the use of Digital Marketing and Social Media techniques as well as Online and Smart Advertising.

This paper will elaborate on the following issues regarding the interactivity of Social Media Networks and Tourism Services in Greece and abroad:

- The impact of the transition to the Digital Age in major sectors of the tourism industry such as Tourist accommodation, Transport and Catering
- Increased use of tourist/traveling posts and content on Facebook, Instagram and other Social Networks. Analysis of the above tendency/trend and the methods that can be applied by enterprises and professionals of Tourism to take advantage of it.
- Why Social Media can often provide more effective Online Advertisements than Google in the field of Tourism
- Benefits of Social Media Marketing application by Tourism professionals:
- Development and management of the digital professional image
- Enhancement of the online professional presence and achievement positive reviews.
- Use of Online Targeted Ads to promote products or services
- Time and money management through tailor made ads targeting audiences already interested in these products or services
- Significant increase in number of Online bookings in Accommodation, Transport and Catering
- Local tourism growth

Keywords: digital marketing, tourism, social media, Facebook

FACEBOOK / INSTAGRAM MARKETING & TOURISM

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FACEBOOK / INSTAGRAM MARKETING & TOURISM

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

- Tourism is one of the sectors most affected by the development of Digital Technology



Tourism, Transport and Catering companies are considered to be pioneers in the use of Digital Marketing and Social Media techniques, Online and Smart Advertising

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

- *How Facebook and Instagram have Changed Tourism Marketing?*
 - ✓ Travel research
 - ✓ Rise in Travel Content and Social Sharing
 - ✓ Customer service
 - ✓ Booking

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

○ *How Facebook and Instagram have Changed Tourism Marketing?*

✓ Travel research

I. Rise of online reviews : travelers usually research online to find their future travel destinations and accommodations. When booking their travel, approximately 89% of millennials plan their travel activities based on content posted online by other users

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

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- ✓ Travel research

2. Browsing the Internet for travel tips : Social/artistic sharing platforms, such as Instagram or crowd-sourced reviewing platforms, such as Trip Advisor, offer them access to other travelers' photos, check-ins, ratings etc. This information isn't only easily obtained, it is also real feedback from a person with similar travel options.

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

○ *How Facebook and Instagram have Changed Tourism Marketing?*

✓ Rise in Travel Content and Social Sharing

The Digital Age and Social Media expand people's ability to share these travel experiences with a wider audience than their friends' circle.

Approximately over **97%** of millennials share content such as photos and videos of their travels online, building a peer-to-peer influential network with content that serves to inspire or discourage potential travelers

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

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✓ Rise in Travel Content and Social Sharing :

- Many companies try to take advantage of this rising trend → Online contests, influencer marketing are on the rise, especially on Instagram due to its more Artistic nature.

- **M**ention and hashtag tracking + Brand Promotion → easier than ever for companies to discover potential clients and to approach them accordingly

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

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✓ Customer service:

Social Media = intermediate between customers and entrepreneurs. Social Platforms such as Facebook and Instagram can be a self improvement as well as a marketing tool. Listening to customers voices through Social Media critiques, feedback etc, can help Brands create a useful experience and the most powerful marketing of all: *positive feedback*.

* **A** recommendation or a review on Social Media represents the “Word of Mouth Marketing

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

○ *How Facebook and Instagram have Changed Tourism Marketing?*

✓ Booking :

Social Media and the Digital Age reshaped the whole traveling industry model. The ease of self-service booking in major sectors of the tourism industry, such as Tourist accommodation, Transport and Catering is forcing most businesses to shift towards a more “digital” nature. While the old-fashioned booking is not yet obsolete many hotels and traveling agencies have shifted their target from in-person to digital experiences, as they are adapting to new Digital Market trends

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

- More powerful than Google?
 - ✓ Social Media are really effective in the tourism industry, mainly because people tend to buy from brands they trust. People trust Social Media Brands such as Facebook and Instagram, as they are mainly connected with people's leisure time

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

○ More powerful than Google?

✓ **Google search:**

extremely useful for research purposes. The customer is absolutely aware of the purpose of his online journey and will try to find the best choice among many Google Advertisements

✓ **Customized Advertisement:**

displayed to the user when browsing on Social Media simply “catches the Customer off Guard” or may trigger a spontaneous reaction

FACEBOOK / INSTAGRAM MARKETING AND TOURISM

Social Media have changed the very nature of marketing, especially in the Tourism industry:

✓ Most travelers determine their traveling plans based on businesses' online presence, reviews and Social Media shares.

✓ Online customer service is playing a crucial part in building a positive Brand reputation. The rising importance of Social Media has disrupted traditional tourism marketing models for hotels, restaurants and travel agencies etc.

✓ With the use of tailor-made advertising on Social Media, above companies can approach a wide audience eager to discover all they have to offer