

DIGITAL MARKETING:

WEBSITE, SEO & SOCIAL MEDIA
3RD PARTY SITES & VIRTUAL EXPERIENCES

Part of the Big Up Small Business, Jamaica programme




In partnership with



WEBSITE MARKETING

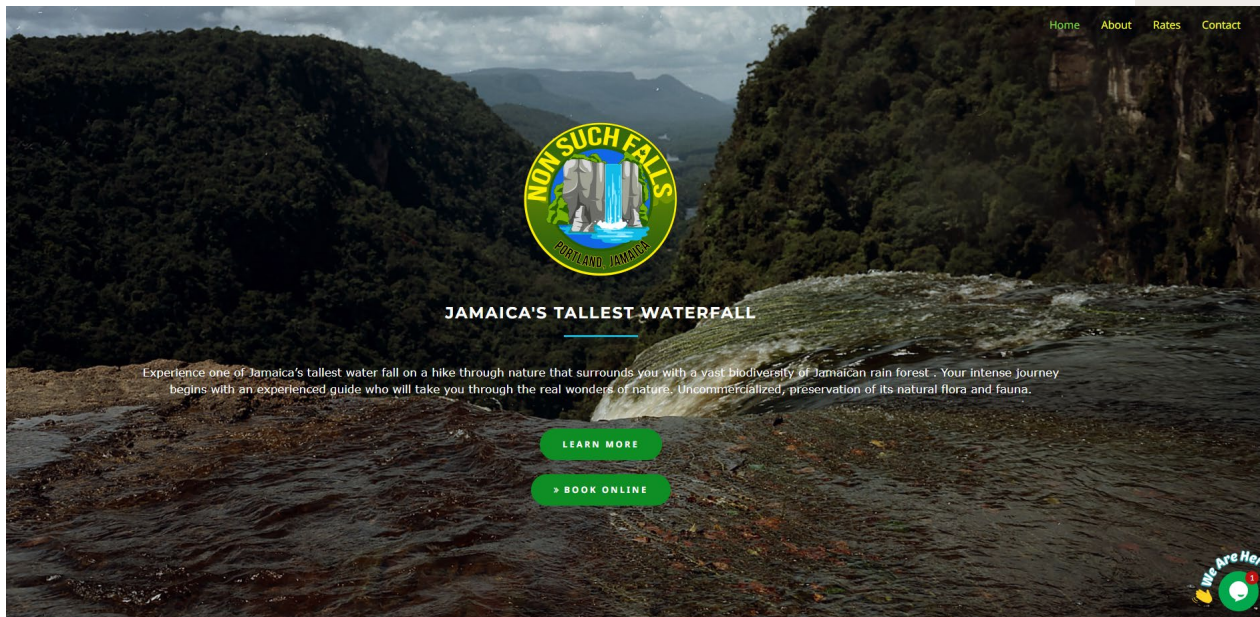
Your website is your best marketing tool and where all your marketing efforts should direct potential customers to.





Your website should reflect the
4 essential elements you need
to promote your business...

1. CLEAR CALL TO ACTION

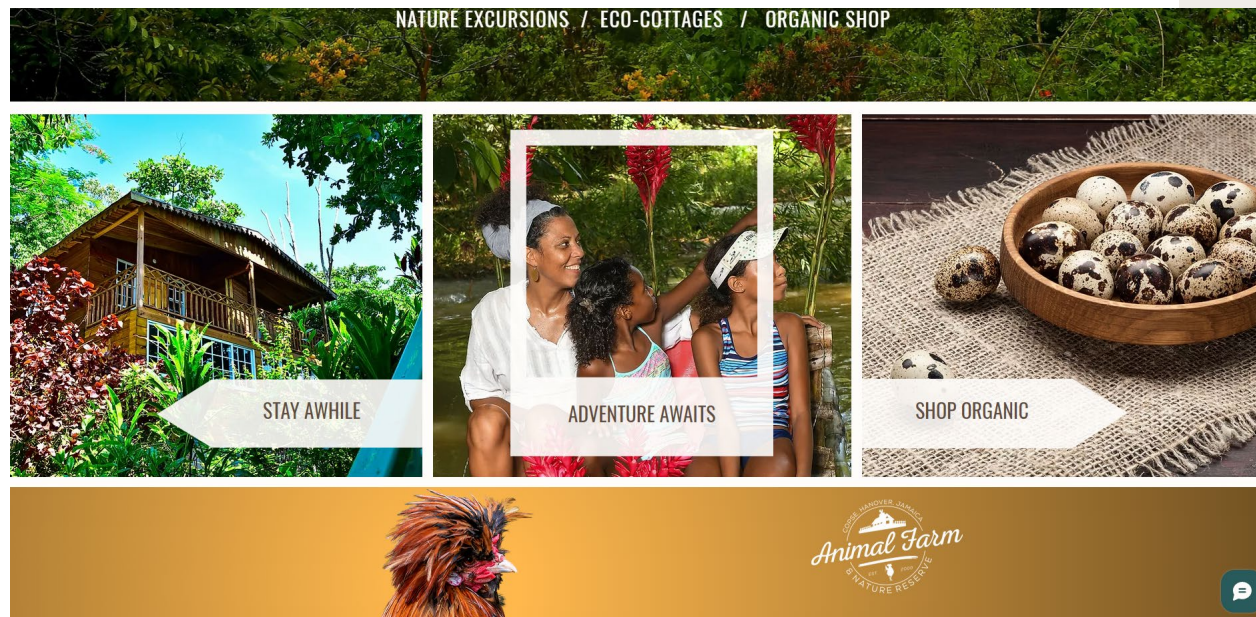


MAKE YOUR GOALS EASY

Make it easy

Help customers to book, get in touch, or find you with prominent calls-to-action. If you want phone calls, display your number prominently, or if you want online bookings, make it clear and easy to book in as few steps as possible.

2. GREAT IMAGERY



EVERYONE RESPONDS TO GREAT IMAGERY

Make your site more engaging and help customers understand what you offer.

Stay sharp

Blurry or badly cropped images look unprofessional. Make sure images are at least 500KB and cropped correctly.

Elevate your photography

A professional photoshoot can elevate your business and give you stand-out. Prepare a brief and plan for the day, ensuring everything looks its best.

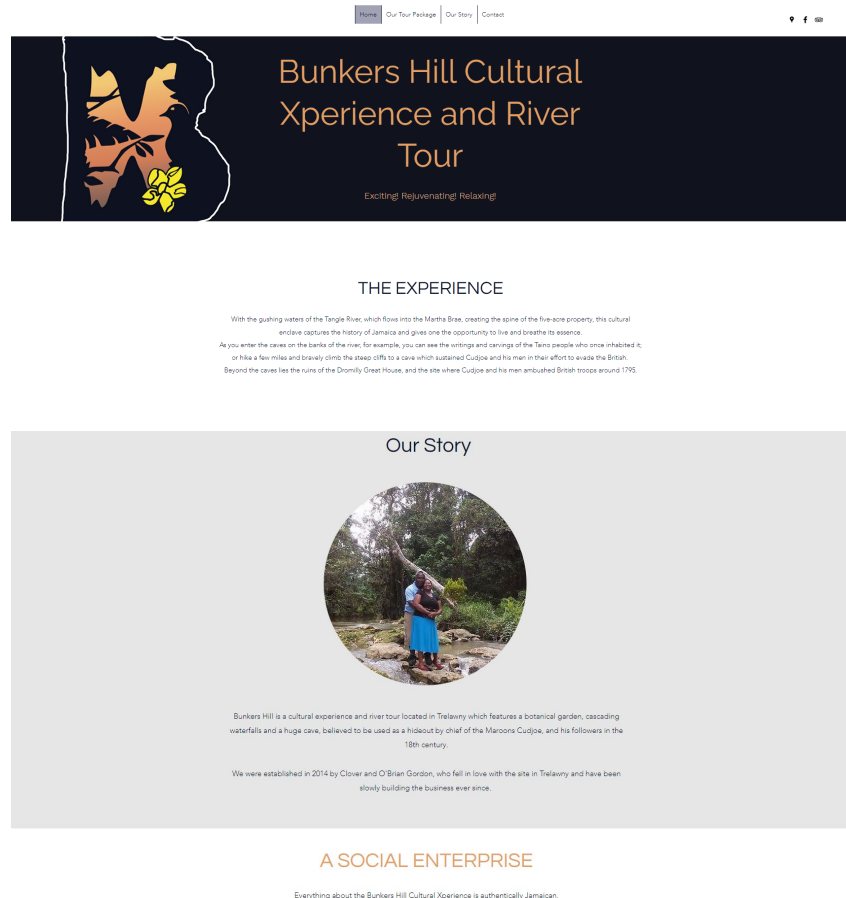
Free content

Ask your customers if you can use images they have taken whilst visiting you. It's great, free, authentic 'user generated content'.

Helpful resources

Great, free imagery is available on websites like unsplash.com, nappy.co and canva.com. Don't forget to request free use of Visit Jamaica images.

3. STRONG BRAND IDENTITY



Be clear and consistent

Don't assume customers will know what you offer. Help customers to quickly and easily understand what you offer and how to purchase it, whilst also presenting your 'brand personality'.

What's your USP?

Make it clear what makes your business unique and different from your competitors — why should they choose you over them?

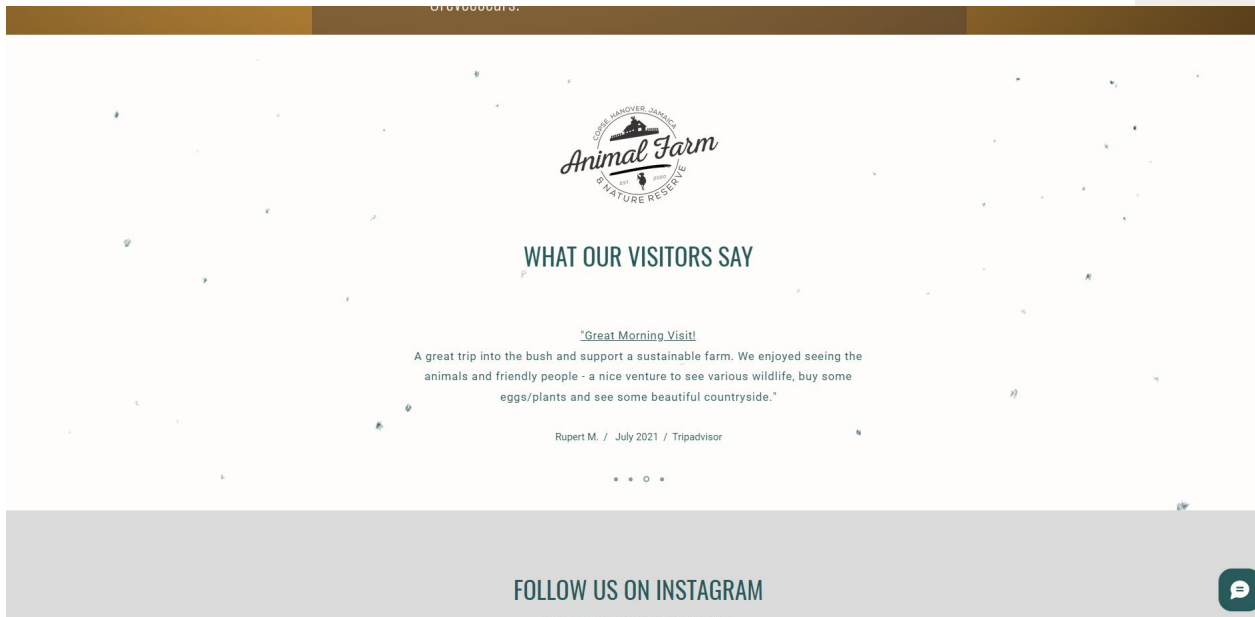
Give your brand a voice

Use language which is appropriate and gives your brand a personality. If you're a warm and welcoming family-run business, make this come across in the tone of voice you use.

Helpful resources

Websites like creativemarket.com offer good value brand templates to help elevate your website and create menus, logos, flyers and more.

4. REVIEWS & TESTIMONIALS



HARNESS THE POWER OF WORD-OF-MOUTH

Take control of your listings on review platforms

Register your free business listings on TripAdvisor and Google. Make sure your information is up-to-date and your best images are displayed.

Encourage reviews

Ask every visitor who has had a positive experience to leave a review on TripAdvisor, Google and Facebook. Make it easy by giving a reminder card or emailing them a link the next day.

Display reviews on your website

Present some of the best and most recent reviews on your website. These endorsements will help give your website visitors the confidence to book. You can link out to the review platform to show authenticity, but be sure the link opens in a new separate browser tab.

OTHER THINGS TO REMEMBER...

Keep it tidy

First impressions count. Your website will often be your brand's first touch-point for potential customers. Keep it clean and tidy, like you would your real shop front.

Keep it fresh

Update your website frequently, especially with any new or important information. (Regularly updating content also contributes to Search Engine Optimisation).

Make sure your site is optimised across devices

Test your site across all devices, including desktop, tablet and smart phone. Be aware even responsive websites can badly crop images.



Consider FAQs and Live Chat

Consider providing helpful answers to your Frequently Asked Questions (FAQs). Most web hosting platforms also offer 'Live Chat' functionality, which enable you to quickly answer questions, helping give visitors the confidence to purchase.

WEBSITE MARKETING

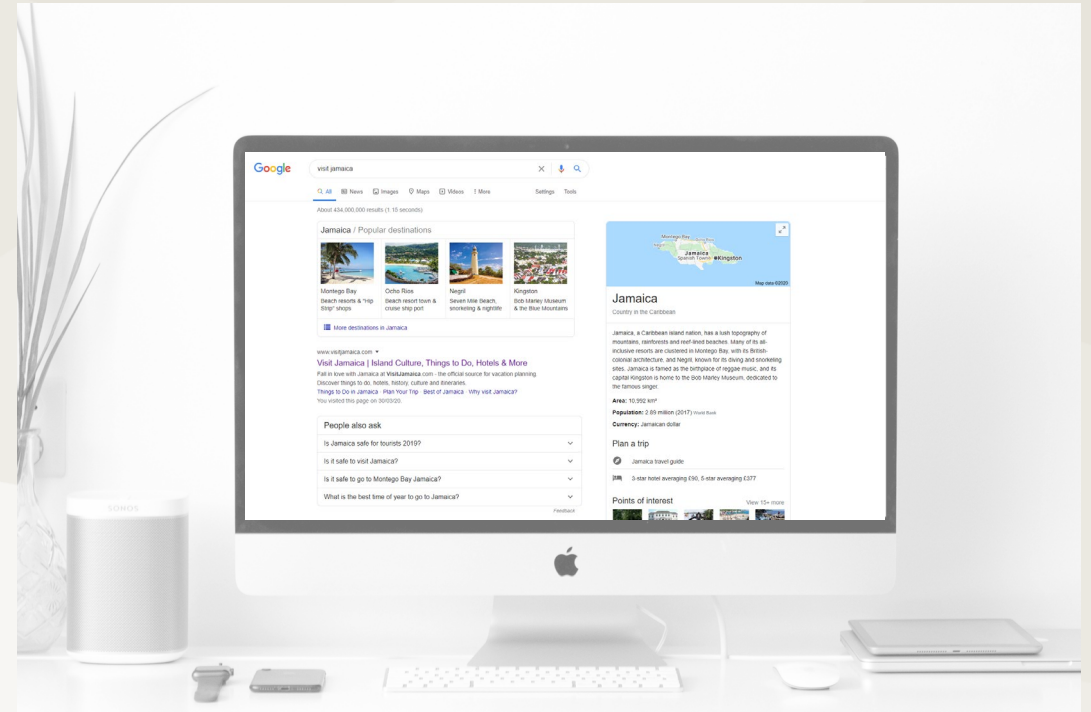
With all 4 essential elements considered, your website will be your greatest marketing asset.

ANY QUESTIONS?



SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimization (SEO) is the practice of enhancing your website's content (both visible and hidden), with the aim of making your website appear higher up the results pages of search engines such as Google and Bing.



SEO helps customers
find your business





TIPS FOR IMPROVING YOUR SEO

Update content regularly

Update your website with regular, relevant content, such as blogs or latest news. Search engines reward websites which receive regular content updates.

Test across all devices

Make sure pages load quickly and display well across all devices. Search engines penalise slow page-load speeds and sites which are not mobile-friendly

Update your Google My Business listing

Keep your GMB listing up to date and encourage Google reviews. Google will recognise this activity and it will contribute to your website SEO.



TIPS FOR IMPROVING YOUR SEO

Drive inbound links

Ask other credible and relevant third-party websites to include a link to your website on theirs. Inbound links are recognised by search engines and are a valuable contributor to SEO.

Create a listing with [Yext.com](https://www.yext.com)

[Yext.com](https://www.yext.com) (a Google My Business Partner) automatically shares your business information across multiple local directories, creating more opportunities for searches to find you.

Keywords & Phrases

HELP SEARCH ENGINES UNDERSTAND WHAT YOUR SITE IS ABOUT

Add clear titles and headers to every page and try to incorporate relevant keywords and phrases into your content. Google and other search engines scan website titles, headers and content to understand what a site is about and when to include it in search results.

How to incorporate keywords & phrases

- 1) Write down 3-5 topics that are most important to your business. For example, “waterfall”, “guided tours” and “nature”.
- 2) Use these topics to create a list of 5-10 keywords and phrases within each topic in the style of a search term. For example, within “waterfall” they could be “Jamaica’s tallest waterfall”, “waterfall trek”, “waterfall experience”, “waterfall in Portland”.
- 3) Try and weave these keywords and phrases through the content across your site, paying extra attention to titles and headers.



TOP TIP

Avoid ‘Keyword Stuffing’

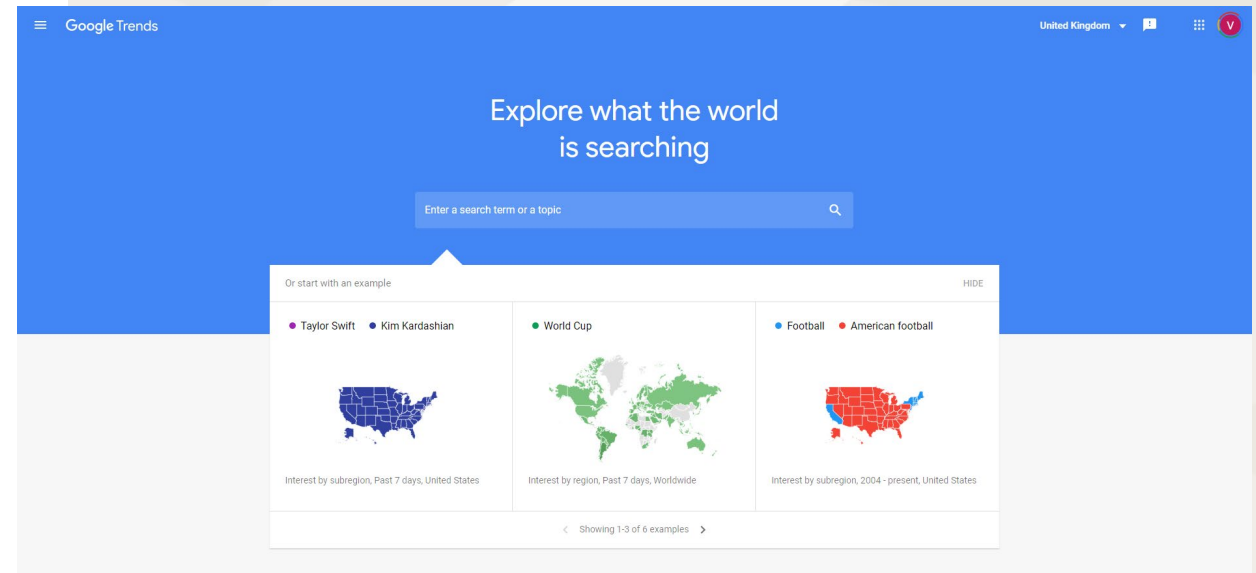
Do not simply paste keywords across your site as this can be penalised by search engines. You must try and use them properly as part of relevant content on each page.

Think like your customers

How would they search to find you online? Try searching and see how you rank.

Google Trends

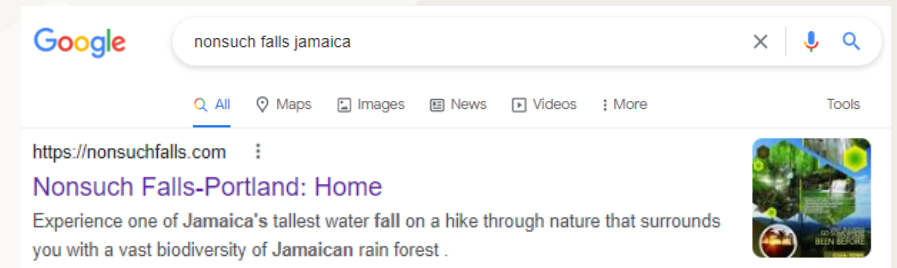
trends.google.com is a great, free tool to test which of your keywords and phrases are used most commonly in searches – these are the ones to focus on. It can also show you at what times of year most people are searching them and where they are from.



META DESCRIPTIONS

Add a 'Meta description' for each page in your website's Content Management System (CMS). These are short 1-2 sentence page descriptions hidden in your website's code but accessible to search engines. They can also display as snippets beneath search engine listings.

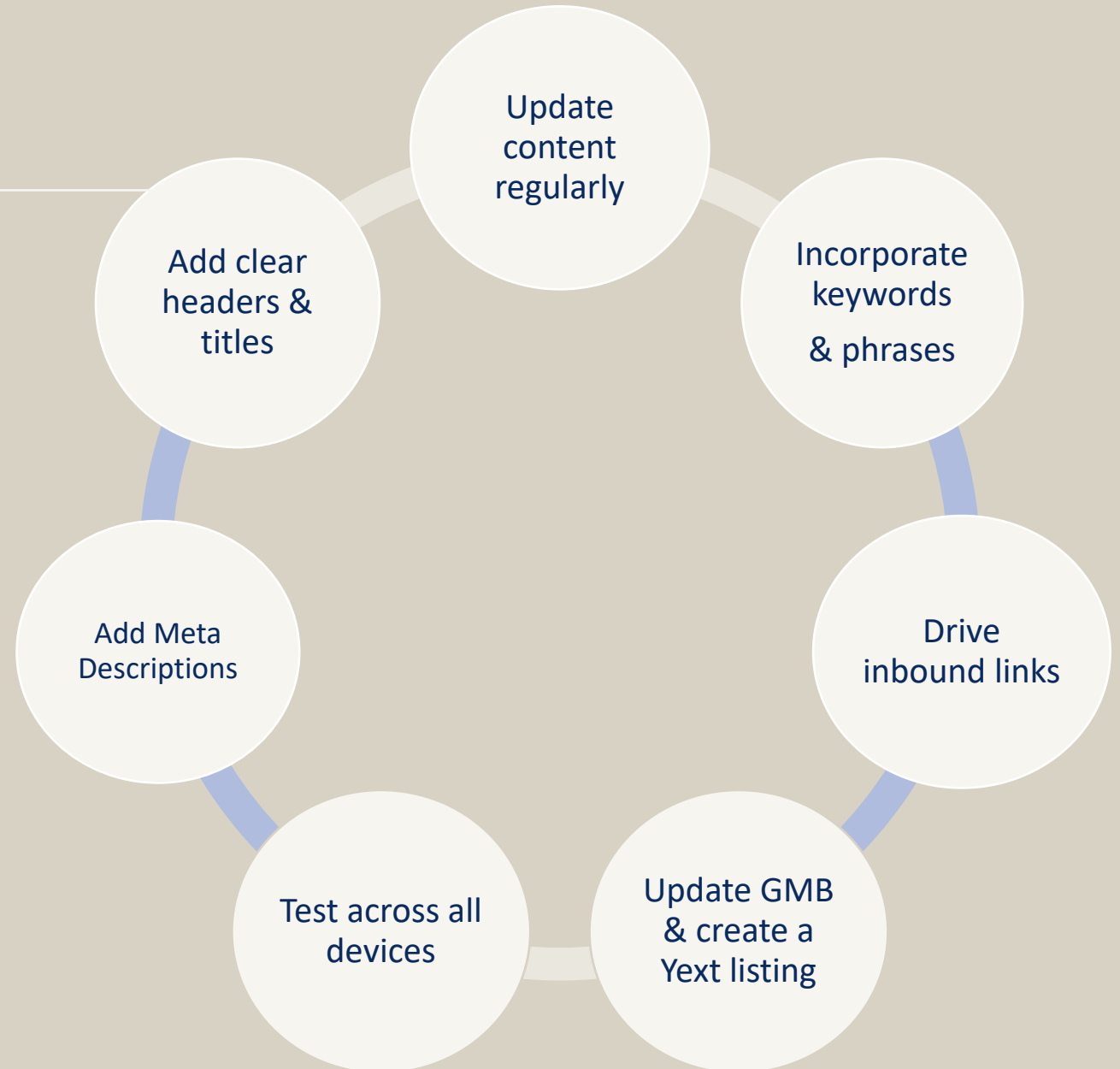
Meta
description



SEARCH ENGINE OPTIMISATION (SEO)

Make your website more easily
searchable...

ANY QUESTIONS?



Measure your Website & SEO with Google Analytics

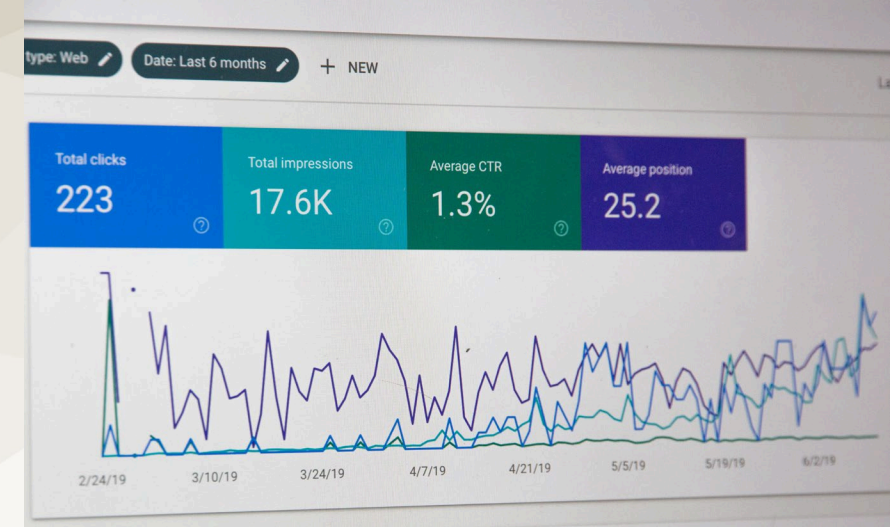
Google Analytics is a great, free tool for measuring how many people visit your website, which pages they spend time on, where they come from, what search terms they used to find you, and much more. Understanding these things is essential in guiding where to focus your marketing efforts.

Start small and simple

Learn about your website visitors within 'Audience', where they come from and what search term they used within 'Acquisition', and which pages they visit most within 'Behaviour'.

To expand your knowledge, Google offer a free course:

Google Analytics for Beginners analytics.google.com/analytics/academy



How to set up Google Analytics

- 1) Sign-in or create a free Google account at myaccount.google.com
- 2) Go to google.com/analytics and click 'Start for Free'
- 3) Follow the instructions to set up a new 'Property' (this is your website)
- 4) Copy the Tracking Code you're provided with
- 5) If your website is hosted by WIX, Squarespace or WordPress they all provide a field for you to paste the Tracking Code into. If your website is hosted elsewhere, provide the code to the host and ask for it to be added.

SOCIAL MEDIA

Done correctly, social media can drive brand awareness, generate direct bookings and become a key revenue channel for your business.



A vibrant tropical beach scene. In the foreground, a large palm tree on the left and another on the right frame the view. The beach is white sand with a few people sitting or standing. The water is a clear, bright turquoise, and the sky is a deep blue. The text "Social Media: more than just a pretty picture" is overlaid in white on the left side of the image.

Social Media: more than
just a pretty picture



Facebook

Facebook is a great platform for **channelling visitors to your website to purchase or get in touch**. Posts on Facebook should be informative and present your latest offers, products, information and have a strong call-to-action. You don't need to post often – a couple of posts each month is fine. If you have news or something important to report, post it here first.

Instagram

Instagram is generally a better platform for **engagement and building awareness of your brand**. Post regularly – at least every few days – and keep the content light, fun and not so sales focussed. Images of customers enjoying your product or services is ideal. Encourage engagement by asking questions or inviting comments as part of your posts. Remember to stay on-brand and try to create a theme for your feed, so the posts complement one another.

Follow the 3-pronged approach to social



1. Compelling content

Schedule targeted posts for the month ahead with a focus on quality, not quantity. You can also add last-minute posts to your schedule, so content feels more 'in the moment'.

2. Community management

Respond promptly to all queries and comments using your brand's tone of voice. Reshare any positive user-generated content (UGC), and proactively engage with relevant pages, including local tourist boards and influencers.

3. Consider Paid Boosts & Advertising

Posts on social media are viewed on average by just 5-10% of your followers. Increase your brand visibility and find your best customers with paid social media advertising. Facebook's extensive targeting capabilities allow you to reach your website visitors, past customers, lookalike audiences, and other highly-targeted customer segments.

A background image showing a portion of a silver laptop on the left and a black smartphone on the right. The smartphone screen displays a lock screen with a cityscape and the time 12:51. A semi-transparent white box is overlaid on the center of the image, containing text.

HELPFUL RESOURCES

The following links offer educational blogs to grow social media marketing knowledge.

sproutsocial.com/insights

business.instagram.com/blog

facebook.com/business

Keys to compelling content

The image

Most social content is viewed on mobile, so vertical or square images perform best. Vertical (portrait) images maximise 'scroll time', making your content harder to ignore.

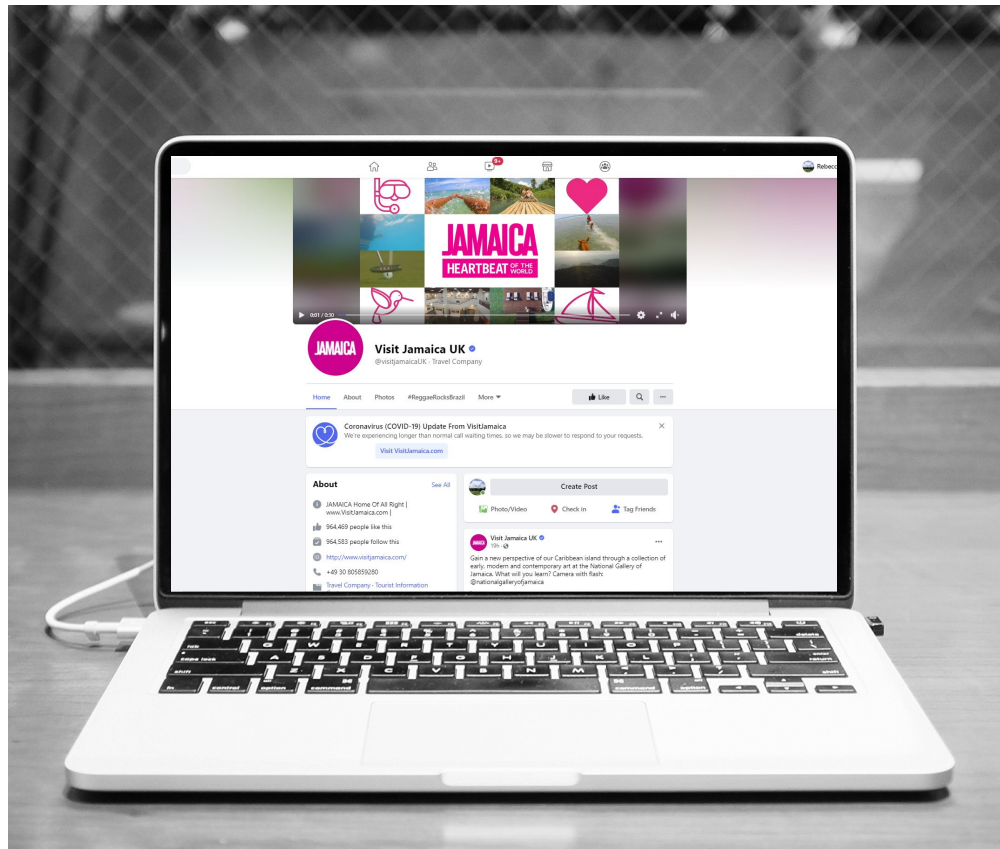
The written content

Keep it short, fun, and creative — and remember that the written content is there to support the image. Encourage comments for maximum engagement and link to your website for further details.

Know your platforms

Not every post will be suitable for every platform. Consider your content and objective. Instagram Stories for example are more sharable, meaning they are effective at reaching beyond your own audience.

How to set up a Facebook page for your business

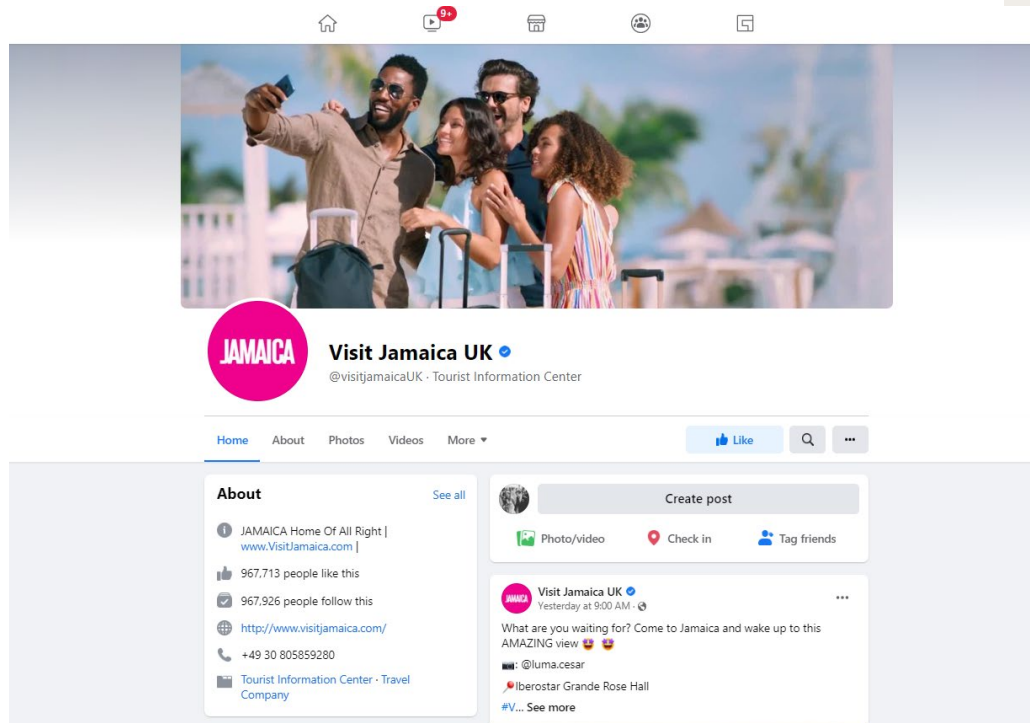


- 1) Sign-in or create a free Facebook personal account at facebook.com.
(Don't worry – your personal account information will not be visible from your business Page.)
- 2) Go to facebook.com/pages/create and select 'Business or Brand'
- 3) Add your business information, images and select your Cover Photo
- 4) Add a Call To Action (CTA) for people to contact you or book your services
- 5) Create your Page's @username, e.g. @BobsTours

To get you off to a good start...

- Add a Cover image that works across all devices
- Add your logo, or a supporting image that works across all devices
- Keep your business information up-to-date
- Add a Call To Action for people to contact you or book your services

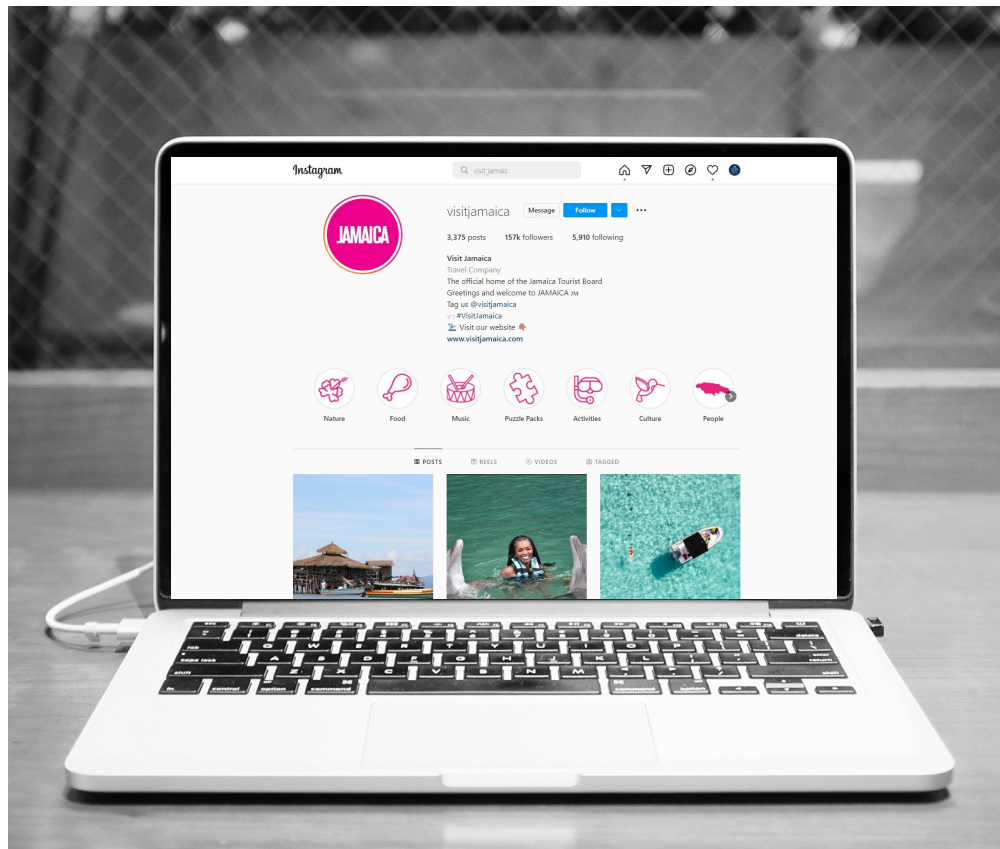
Make the most of your Facebook 'shop window'



CONVERT MORE FACEBOOK USERS

- Invite friends to Like your Page
- Like pages of other local businesses, which will invite them Like you back
- Encourage your customers to Like your page, leave a review on Facebook, and tag your business in any images or video they may post
- Respond promptly to comments and queries
- Make sure your Facebook profile is correctly linked to from your website

How to set up Instagram for your business



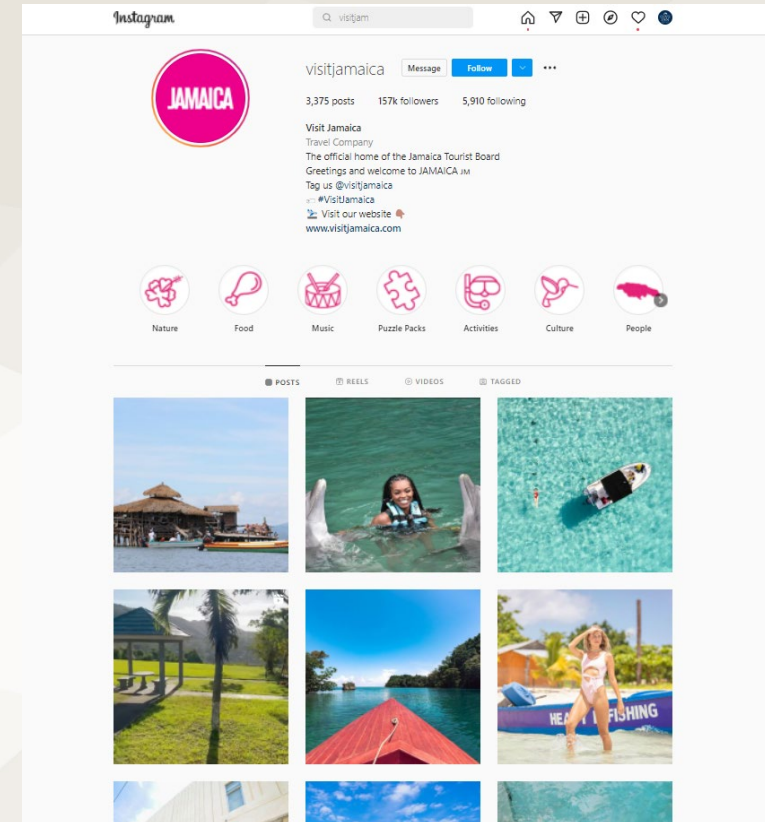
- 1) Download and launch the Instagram app on your mobile device
- 2) Sign up to create a new profile by entering your email or signing up with your Facebook account
- 3) Go to 'Settings' and select 'Switch to Business Account'
- 4) Add a profile image and your business information, including address, opening hours and contact details
- 5) Start posting content and following other similar accounts

To get you off to a good start...

- Add a profile image that works (generally a logo or icon is best)
- Add a short bio description with contact/booking information and weblink
- Follow other local businesses, which will invite them to follow you back
- Encourage your customers to follow you and tag you in content they post
- Respond promptly to comments and queries
- Make sure your Instagram profile is correctly linked to from your website

How to make Instagram click

- Try to post regularly and keep content light, fun, and encourage engagement
- Consider how your posts will appear in isolation and on your profile feed. Try to follow a colour theme, so your feed looks curated and on-brand
- Post Reels (video posts), which Instagram prioritises in its algorithm, meaning it will get more views than a static image post
- Post Stories as a creative and engaging way to highlight your latest message at the top of your followers' feed. Stories can be images or videos and they display for 24 hours only, unless saved as a Highlight
- Create Highlights for your key content topics and design custom on-brand icons to increase engagement.



- [canva.com](https://www.canva.com) is a free website for creating simple videos and designs – perfect for Instagram Stories and customised Highlight icons.
- linktree.com is a free tool for creating a customised content menu, accessible via a single link you can include in your bio.

SOCIAL MEDIA

Much more than just a
pretty picture...

ANY QUESTIONS?



THIRD-PARTY WEBSITES

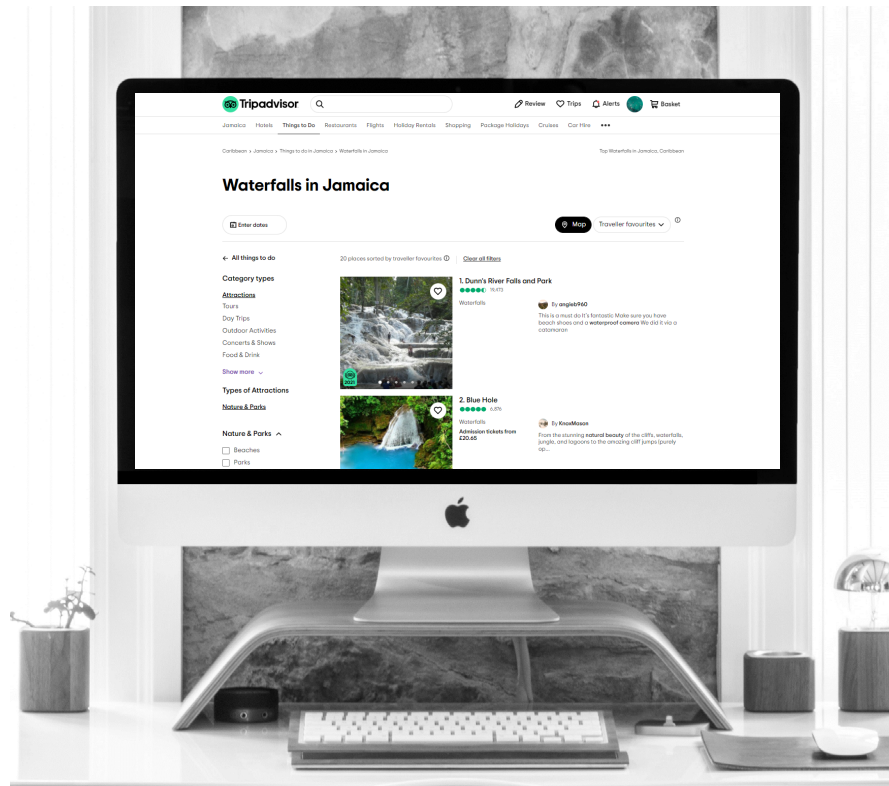
Most travelers decide on a destination first and visit leading review, Online Travel Agent (OTAs), and destination information websites to research before booking and again before arrival. Make sure you're visible so you can be part of their plans.



A vibrant tropical beach scene. In the foreground, a sandy beach is dotted with people sunbathing under colorful umbrellas. A lifeguard stand with a green canopy stands near the water's edge. To the right, a dense line of lush green palm trees frames the scene. The water is a brilliant turquoise, with several people swimming and a blue and yellow inflatable ring floating nearby. In the background, a long, wooden pier extends into the sea, with a few people walking along its length. The overall atmosphere is one of a perfect vacation spot.

Reach a huge audience of
people planning to visit
your destination...

Register and update your business listings



Register / update your business listings and profiles on all relevant third-party platforms, including:

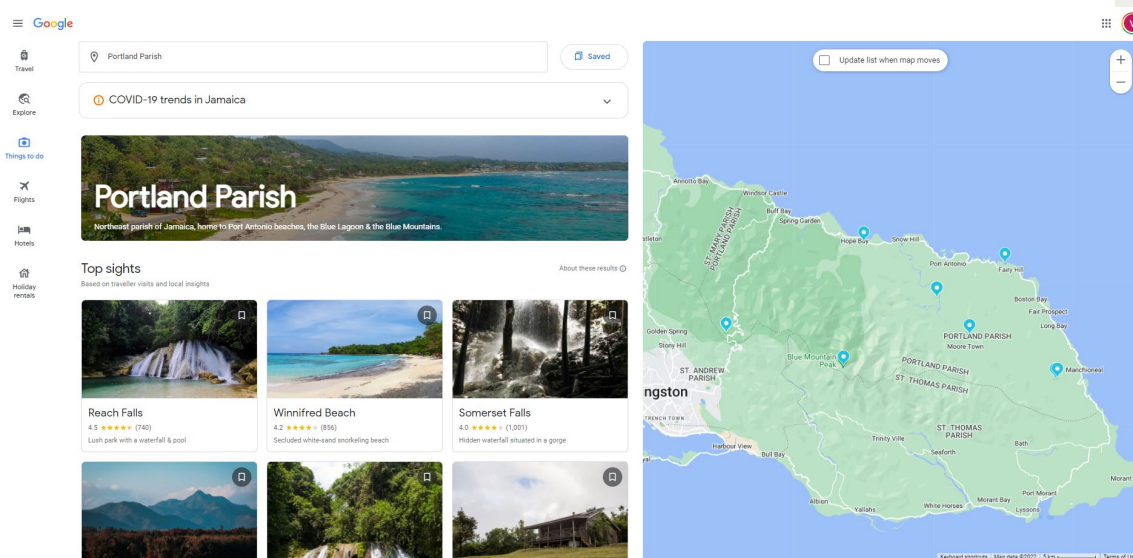
- Tripadvisor
- Google My Business
- VisitJamaica.com

Add your latest business information, a compelling description, your latest offers, any awards, and your best photos and videos.

Find where else you're listed

- Google your business name and see where you appear
- Google relevant searches, for example “Places to eat in Kingston” or “Things to do in...” to find other sites and directories where you could be featured, for example JamaicaExperiences.com
- Find your top referrers within *Acquisition > Referrals* in Google Analytics
- Create a listing with [Yext.com](https://www.yext.com/) (a GMB Partner), which automatically shares your business information across multiple local directories.

How to set up Google My Business

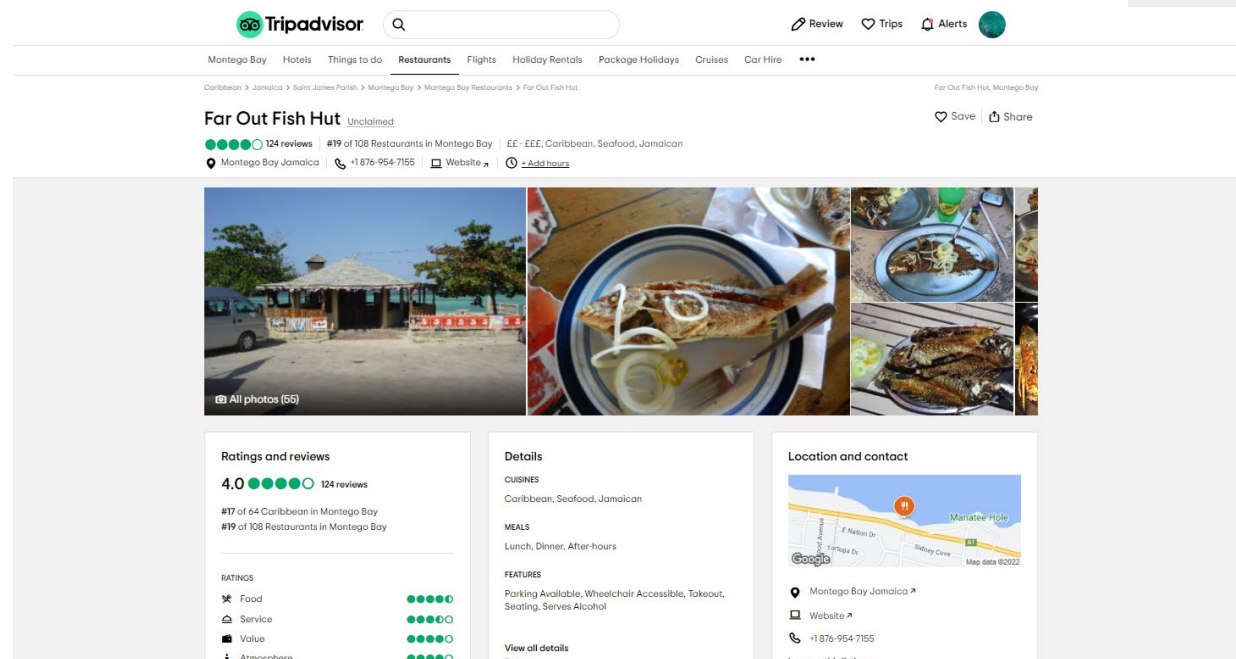


Example search for “Things to do in Portland Jamaica” on Google Travel

- 1) Sign-in or create a free Google account at myaccount.google.com
- 2) Go to google.com/business and click ‘Manage Now’
- 3) Enter your business name, address, category and contact details
- 4) Once registered, GMB will ask you to verify your business.
Typically a postcard will be sent to your business address with a code to enter into your GMB account, or verification can be via phone or email.

Having a Google My Business account will mean your business will be visible when customers search in the Google search engine and in Google Maps. It’s a free way to help customers find you, see your address and opening hours and contact you more easily.

Tripadvisor - the world's most popular travel website

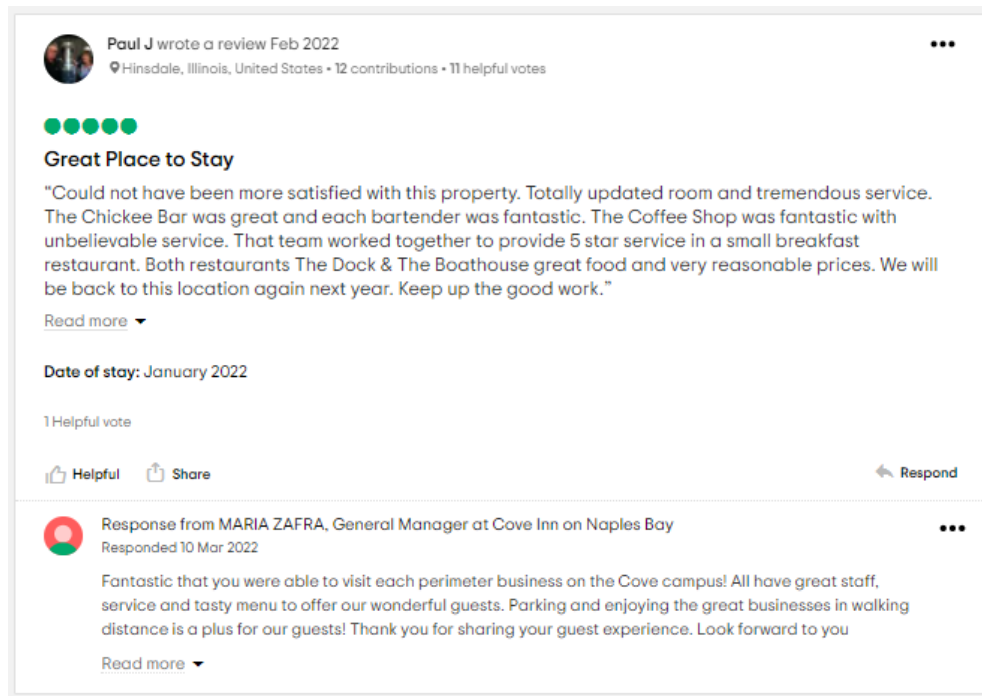


Over 75% of hospitality and travel bookers check Tripadvisor as part of their booking journey.

Register (or 'claim') your listing at tripadvisor.com/owners. Ensure your profile is as up-to-date and enticing as possible, with your best and latest images, compelling description, up-to-date opening times and information, and awards.

Your listing will be replicated across Tripadvisor's growing sub-brand Viator which promotes travel experiences.

Encourage reviews and respond to them



Encourage reviews

Make your team aware of the importance of reviews on Tripadvisor and Google and consider incentivising them to reach targets. You can print review cards to give to customers using Tripadvisor's readymade templates or design your own.

Respond promptly

Acknowledge all reviews, good and bad, with a prompt and personalised response; copied and pasted responses look insincere and lazy.

Maintain your brand identity

In your profile and responses, remember keep to your brand tone of voice and always be professional — especially important when handling negative reviews.

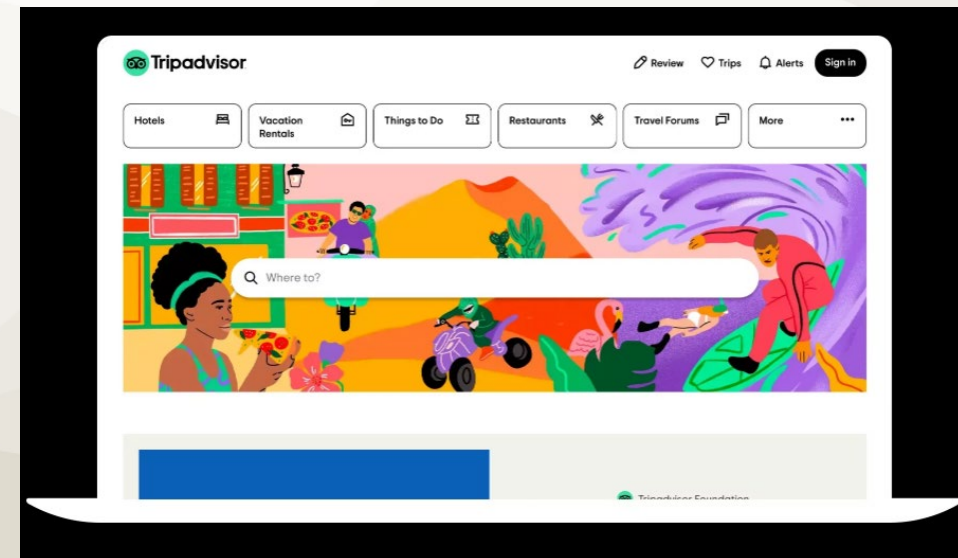
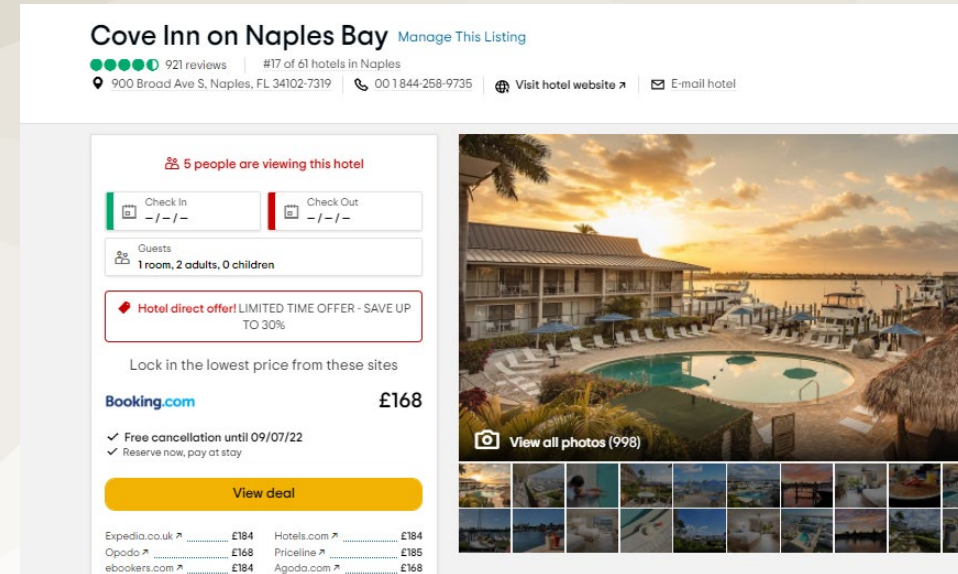
Consider paid opportunities with Tripadvisor

Boost your profile with a premium listing

Tripadvisor offers a Business Advantage Package, which unlocks additional features, including the ability to post a Special Offer, highlight a Favourite Review, create a custom Storyboard, feature Favourite Photos first and more.

Get creative with targeted Display Advertising

Reach travel shoppers who have shown intent to travel to your destination with engaging display ads. You can now set these up yourself using Tripadvisor's user-friendly platform tripadvisoradexpress.com. Simply set your budget, targeting, select or upload an image to create your ad, and away you go.



Create a valuable partnership with your tourist board



Check your listing on **visitjamaica.com** is up-to-date, accurate, and presents your best and latest images.

Make sure you are featured on all the pages and listings that are relevant to your business. If you are not included anywhere you feel you could be, be proactive and reach out to the JTB team to request you're added. (Contact details at **jtbonline.org/contact-us**)

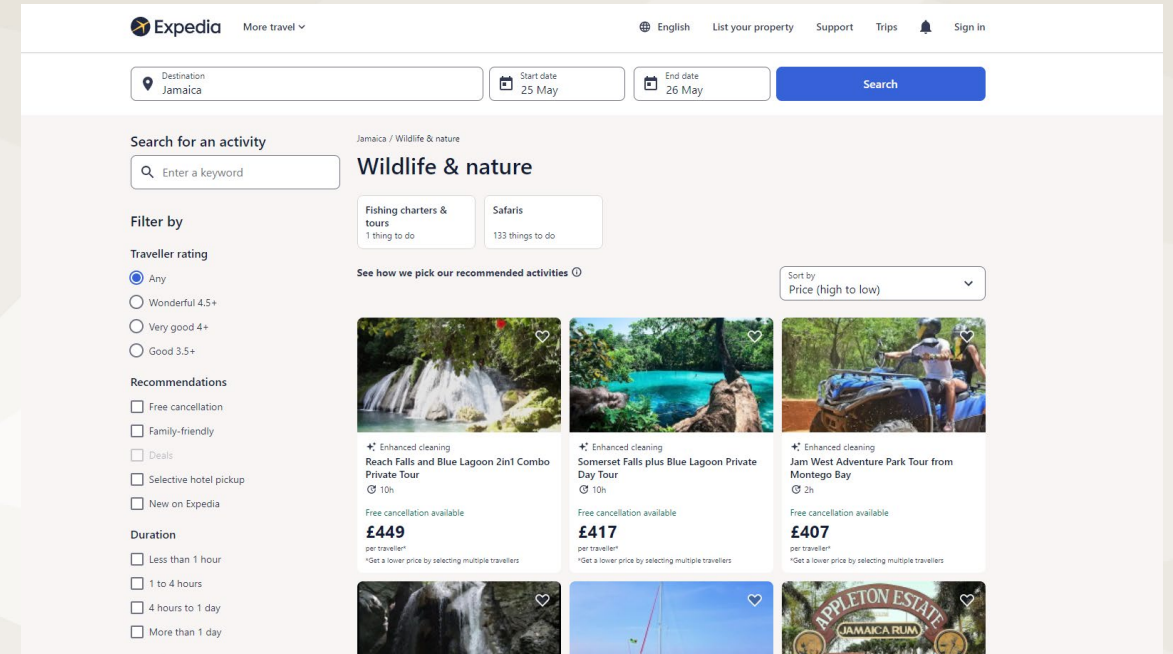
Don't forget the Online Travel Agents (OTAs)

Reach a giant audience of interested travellers, for free!

OTAs like Booking.com and Expedia and their affiliated brand websites have a huge reach and cater for travel experiences as well as accommodations.

Your OTA profile can help drive direct bookings

- It's free to list your attraction but be aware bookings are subject to a commission charge in the region of 15-20%
- Many travellers will use OTAs to find and compare options before booking direct, so having a presence can help boost direct bookings too.
- Consider offering incentives on your website to encourage customers to book direct, for example a free souvenir.



Aim for a 100% Profile Score

Make sure your OTA profiles are optimised with your best images, offers, and up-to-date information. The better your profile 'score', the higher up the listings you will display.

Don't forget the Online Travel Agents (OTAs)



THIRD-PARTY WEBSITES

Take advantage of the world's most popular travel websites

ANY QUESTIONS?



VIRTUAL EXPERIENCES

Virtual events and experiences can be a great way to engage with and entice new customers, maintain an ongoing relationship with existing customers, and provide a potential new revenue stream for your business.



A tropical sunset scene with palm trees in the foreground and the ocean in the background. The sun is low on the horizon, casting a warm orange glow. The text is overlaid on the left side of the image.

Innovate and reach a new
audience with virtual
events and experiences

Which platform is best?

There are many types of virtual event, from webinars and online conferences to hybrid online/in-person events and live streams. There are also many platforms, some paid-for, some free, with a variety of different functionalities.

The widely used platforms we recommend are:

Facebook Live Video

Instagram Live

Youtube Live



- Free, user-friendly, and have ready-made engaged audiences
- Don't require any specialist equipment, simply a smart phone or computer
- Hosting on social platforms will enhance your social media presence and help grow your social following and engagement.

Choose the most appropriate based on your audience and the type of virtual event/experience you're hosting.



- 80% would rather watch a livestream than read a blog post
- 82% would rather watch a livestream than see a social media post
- 67% who watched a livestream later bought a ticket to a similar event

(Source: New York Magazine and Livestream.com)

How to use Facebook Live

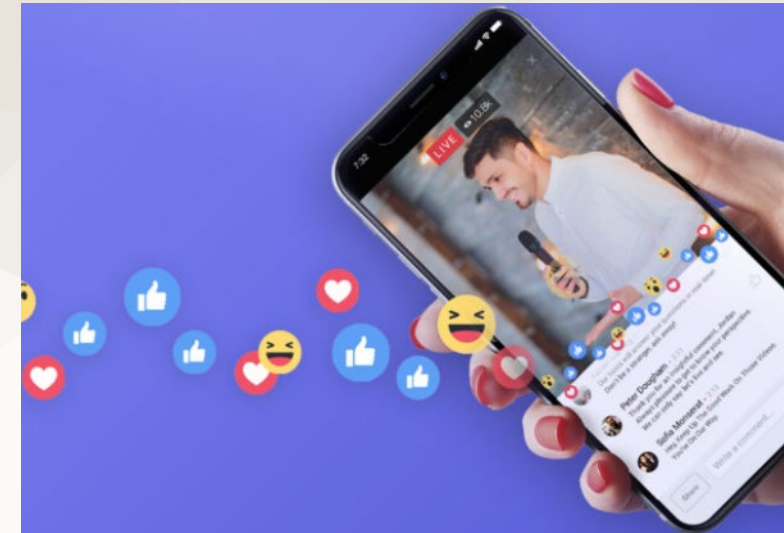


Using the Facebook app on your mobile:

1. Go to your FB business Page
2. Click 'What's on your mind?' or 'Create post'
3. Click 'Live' from the list of options
4. Enter your event Title and Description (you can also tag people or your location here)
5. Click 'Start Live Video' to start
6. Click 'Finish' to stop the livestream.

Using your built-in webcam on your desktop computer:

1. Go to your FB business Page
2. Click the 'Live Video' icon at the top of your newsfeed
3. Choose whether to 'Go Live' now or 'Create a Live Video Event' for later
4. Accept the pop-up request from Facebook to use your mic and camera
5. Select video source 'Webcam'
6. Add your event Title and Description beneath 'Add Post Details' (you can also tag people or your location here)
7. Click 'Go Live' to start
8. Click 'Finish' to stop the livestream



Key Benefits:

- Allows you to test your live stream privately by changing your privacy settings to 'Only Me'. Handy for testing sound, lighting and shot frame.
- Easily post the video direct to your FB Page after, plus allows you to save it to your camera roll on mobile.
- Facebook's algorithm ranks Live video above all other content, so your live stream event is likely to appear at the top of your followers' news feeds.

How to use Instagram Live

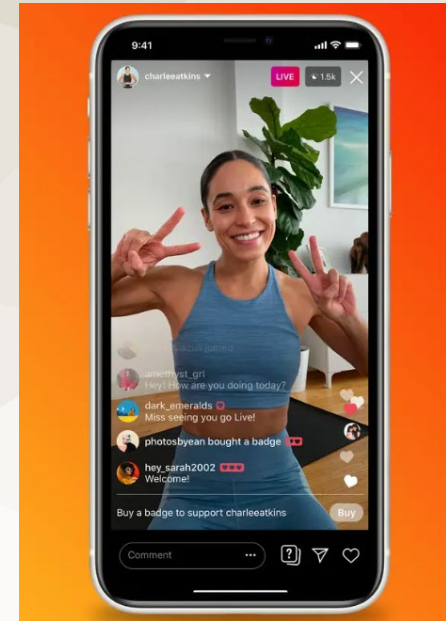


Using the Instagram app on your mobile:

1. Go to your business Instagram profile
2. Click the + icon
3. Swipe through the content options and select 'Live'
4. Click the 'Go Live' recording icon to start
(Instagram will briefly check your phone's internet connection before beginning your live stream broadcast)
5. Click 'X' in the top-right to stop

Key Benefits:

- Option to switch between selfie and regular camera mode
- Ability to share a photo/video from your camera roll during the stream
- Option to add text comments to your stream
- Option to invite other IG users to co-present your live stream
- Viewer number is displayed at the top of your screen and viewer comments and emojis will display as they come in.
- Once your video has ended, you will be able to share it to your Stories, upload it to IGTV, and download it to your camera roll.





How to use Youtube Live

To host a Youtube Live event you must have a verified Youtube Channel. If you don't already have a Youtube Channel, simply sign into your Google account, go to **youtube.com/account** and click Create a Channel. To verify your channel go to **youtube.com/verify** add your phone number and wait to receive a verification code. Youtube Live will be activated 24 hours after verification.

To record a Youtube Live stream event on your desktop webcam:

1. Go to **youtube.com/dashboard**
2. Click the camcorder icon
3. Click 'Go Live' and select 'Webcam'
4. Add your event/experience Title, Description and any privacy settings
5. Click 'More options' to add a description and enable/disable live chat
6. Click 'Next' and take a webcam thumbnail photo
7. Click 'Go Live' to start
8. Click 'End Stream' to stop

Remember to connect your social media accounts to your YouTube channel to make it easier for viewers to share your YouTube Live video

Be aware**

To live stream on mobile via the Youtube App you must have at least 1000 subscribers to your Youtube Channel.



Key Benefits:

- Vast network (2 billion per month) of engaged video content enthusiasts
- Options to interact with viewers in real-time
- Automatically publishes video on your Youtube Channel
- Opportunity to earn income if your videos achieve a high volume of views

Prepare well for the day...

Timing is Key

- Consider your audience and what day / time is convenient for them?
- If you plan to host a series, fix a consistent day / time so it's consistent

Prepare your presentation

- Prepare a script or 'screenplay', even just simple bullet points
- Objective should dictate the content. (If your aim is to promote a specific product/experience, be sure to present its key features and benefits)
- Have clear Call To Actions and repeat them throughout
- Assign roles. Who is presenting? Who is controlling the camera? Who is controlling live chat?



Handy tips for the shoot:

- Test your internet connection (speedtest.net) - ideally 10MB data/minute
- Check your audio and adjust lighting if indoors
- Frame your shot. Ensure nothing distracting or inappropriate in background
- Charge batteries! Stay connected to power if indoors
- Turn off any notifications and ring tones
- Have a drink to hand. Presenting can give you a dry throat!

Keep your audience engaged

- **Say hello!**
Acknowledge audience members as they arrive. Show you appreciate them!
- **Give regular recaps**
Audience members may arrive part-way through, so provide recaps as you go
- **Build anticipation**
Tempt the audience that the best bit is to come... Keep them watching!
- **Use live chat**
Works well for creating engagement and interaction. Just consider you may need someone to help moderate and give responses if you're presenting



Promote it!

Don't just expect people to turn up...

- Give the event an appropriate title (short and specific) and write an enticing description including relevant keywords and hashtags
- Create a Facebook event or Instagram countdown
- Send out email invitations (consider including a calendar invite)
- Promote the event on your website and social channels
- Include the event date/time and streaming link in all promotions!

And Follow-it up...

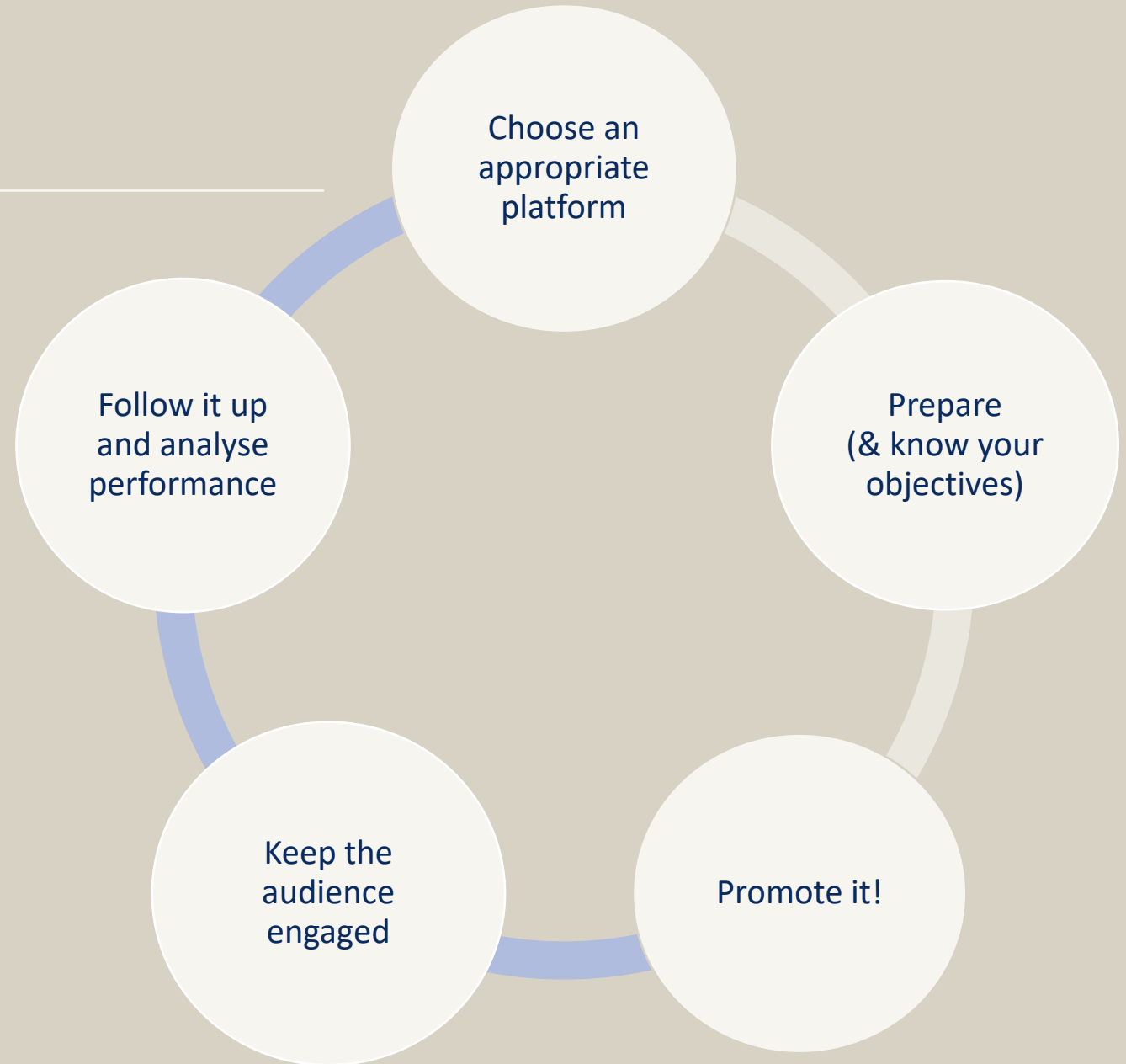
- Post a link to the recording across all your social media
- Include details on here about your next virtual event/experience
- Use snippets of the footage to create teaser Reels and Stories to help promote your next event/experience
- Debrief and analyse performance – what worked, what didn't?
- Record the number of attendees, engagements and follow-up views to track performance and set goals to keep improving!



VIRTUAL EXPERIENCES

Open your business to a
whole new audience

ANY QUESTIONS?



DIGITAL MARKETING:

WEBSITE, SEO & SOCIAL MEDIA
3RD PARTY SITES & VIRTUAL EXPERIENCES

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