

Topic | E-Marketing

Tutorial 24

Bringing People To My Site With E-Marketing

Once your website's content is optimal, it is time to tell the world about your online presence! This tutorial will explain the different ways to drive traffic to your site with e-marketing. The following tutorials will further analyse different e-marketing techniques.

Reading time: 15 minutes

Prerequisite: None



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1. What activities form e-marketing?

E-marketing, often referred to as “online marketing” or “Internet marketing” is the **suite of online activities that you can pursue to promote and improve your business’s online visibility.**

Just like search engine optimisation, e-marketing is crucial as it will give your website all the chances to succeed and bring you business.

E-marketing activities are broad and often overlap, making it difficult to assign them to a single category. However, most of them rely on a solid website to which the consumer will be directed to establish contact with you.

This document will review the following three e-marketing techniques:

- Partnering and clustering
- Media releases
- Banner advertising

The below e-marketing activities will be discussed in separate tutorials:

- Email marketing
- Pay per click (PPC) 101
- Social media for tourism
- Customer reviews and TripAdvisor
- Blogging
- Videos for my website
- Australian Tourism Data Warehouse
- Tourism Exchange Australia

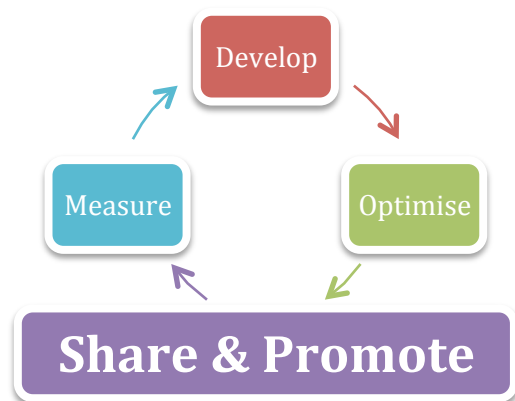
Furthermore, over the past year one has started to use to the term “web content strategy” more often. A content strategy refers to the planning, creation and delivery of useful content. Many of the above listed e-marketing activities (such as blogging, social media) can be organised under a content strategy.

Not all online marketing activities should be conducted concurrently, but relevant ones should be selected and trialled. The main relevant ones are discussed below.

2. Partnering and clustering

Partnering and clustering is crucial to help your tourism region attain high levels of social and economic developments.

Providing your clients with “things to see and do” recommendations is something that you



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probably do a dozen times a day to your clients when they are already here.

Whilst you are here you should also visit such and such winery. They have a great courtesy bus service that will pick you up from our bed and breakfast door at 4pm.

Most of the times, your clients were not previously aware of all the additional experiences your region had to offer. You might have stated a few of these activities on your links page of your website but probably have never thought about integrating them to your content, allowing the visitor to imagine how they could be taking advantage of the region's full offer.

By adding these options into your website's content (not on a separate links page), you are not only showing your target market that you care but you are also participating in the development of your region's online visibility.

People searching for wineries in your area might come across your site and realise that there is a lovely bed and breakfast they could stay at!

a) First step (beginner)

Get rid of your "links page" and incorporate the links information into your page's content. Use hyperlinks to direct the users to your region's webpage and other attractions. Your content management will let you modify your webpages. If you don't have one ask your web developer to install a search engine friendly one.

Within your "Things to see and do page" for instance, add a short paragraph about such and such winery and a link to their site!

Inform your clients that you can arrange everything for them, just ask them to pick and choose and you will bundle it all together for them. Bundling is a better option than pre-determined packages as it empowers the client to mix and match what they really want.

b) Second step (advanced)

Think about teaming up with your key partners in the area and set up a joint, independent blog to which you will each participate and write a weekly post about your region.

THIS WILL BUILD A LOT OF ONLINE CONTENT SEARCH ENGINES WILL FEED ON AND WHICH WILL IN TURN INCREASE YOUR REGION'S VISIBILITY ON THE INTERNET. IT WILL ALSO ATTRACT A LOT OF VISITORS THAT WILL FIND THEIR WAY TO YOUR SITE.

Remember, web 2.0 is the era of 2-way dialogue. By having a blog and encouraging your region's visitor to participate by leaving comments, you are creating credibility.

Blogs are very easy to set up and you do not need hosting. Blogger www.blogger.com offers a free version that will get you up and running in no time.

3. Media releases

A media release can be defined as a way of making an announcement, written as closely as possible to the way in which it will be reported in the media. Releases are a great way of broadcasting a message and directing people to your website. They need to be particularly relevant to time-sensitive communication announcements or response to external events or news.

a) *Handy tips for writing media releases*

- Given the fact that it needs to be written as closely as possible to the way it would be reported in the media, you need to **ensure that you have the medias you are sending your release to in mind when writing it**. This is to ensure that your writing aligns with that publications style of writing.
- In order to first decide what publications you are going to send your media release to, you need to have a firm understanding of **what publications your target market reads** and aim your release at those publications.
- In order for the publications to want to pick up your media release and turn it into an article you will need to ensure your **release embodies a strong news angle and is not simply an advertisement of your organisation**. To ensure your media releases incorporate a strong news angle, when writing your media releases you need to be thinking:
 - Why would a newspaper want to print this or display it online?
 - What is the benefit for the newspaper or magazine and their readers?
 - Does it fit with other stories that they have covered recently?
 - Do you think your media release is something you would want to read if you were reading that publication?

b) *Generating media traffic to my site with media releases*

In essence, if done well a media release can be a cost effective way of generating further website traffic, as it gets you more exposure to your target market for free. You need to remember it's not just an advertisement for your organisation but needs to encompass a strong news angle in order to get published.

You should have a section on your website dedicated to your media releases. Use the heading "newsroom" or "media releases" to better your search engine optimisation. This will create new content that search engines feed on (even if it is in a PDF format search engines will still be able to read it).

If your media release is picked up and published by publications, there is a large chance that the latter will also be distributed electronically. If no, you can then post it online yourself using free online tools such as www.pr.com.

c) *Difference between a media release and an advertisement*

If you have written many press releases and very little have been picked up by newspapers, it could be because your releases are seen by the media as a pure advertisement or plug for your business. Differences between media releases and advertisements are explained below:

Media Release:

- Uncontrolled form of communication. As you are not paying for an amount of space, you are not guaranteed it will get published. If it does get published it is at the mercy of the journalist as to what they include and what they don't include about your organisation.
- The aim of a media release is to be published by a news channel to obtain validation from a third party.
- Incorporates a strong news angle. It is used to generate third party credibility.

For example if you are successful in getting a media release published in the Brisbane Courier Mail and readers see that Courier Mail's Travel Editor, Mike O'Connor endorses this wine tour as a great experience, people may be more inclined to remember the name of that tour.

Advertisement:

- A controlled form of communication that you pay for and can therefore have full control over what is said in the advertisement.
- No news angle needed, as you are simply plugging your organisation.
- May not be as effective in gaining readers' attention, as it is not validated by a third party. People are exposed to hundreds of advertisements every day and therefore may not be remembered by your target market. There is a danger of people dismissing advertisements, as they know organisations can tell them how good their product or service is but how do they know the organisation actually delivers on their promise. **This is where a media release it appropriate; as it provides an endorsement from a third party telling readers the organisation lives up to its promise not the organisation simply giving itself another plug.**

4. Banner advertising

Banner advertising is a form of e-marketing that allows operators to display a clickable advertisement on websites with high traffic. This form of advertising is an excellent manner to increase brand awareness. However, it may not provide a return on investment high enough to justify the expense for the majority of small and medium tourism operators.

With an average click through rate of 0.2 % (only 0.2% of all the people who saw the banner click on it), banner advertising is less effective than other forms of e-marketing.

5. Key learning outcomes

- Gone are the days when you could simply rely on your website to market itself. Your business needs promoting online and this is not only done through your website.
- You need to ensure you have a clear e-marketing strategy to promote your business online. This e-marketing strategy should be defined by your business objectives first and foremost.
- A web content strategy is a sub section of an e-marketing strategy which focuses on planning, creating and delivering content to be shared via online media.

6. Related material

a) *Related tutorials*

- Email marketing
- Pay per click (PPC) 101
- Social media for tourism
- Customer reviews and TripAdvisor
- Blogging for tourism
- Australian Tourism Data Warehouse
- Tourism Exchange Australia
- Video for your website
- Facebook for tourism
- Twitter for tourism
- Flickr and photo hosting websites
- YouTube and video hosting websites