



POCONO MOUNTAINSSM
VISITORS BUREAU

Tourism Day 2017
Social and Digital Marketing

FREE YOU.



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Social Media Marketing

FREE YOU.

Social Media Marketing

Definition:

Social Media marketing is the process of gaining traffic or attention through social media sites



Importance of Social Media

- Content is name of the game, social is a way to keep your content fresh and relevant
- In the past few years Facebook is as important as Paid Search
- Social media is just as important as your website

Best Practices

- Develop a strategic plan
 - This should be either yearly or seasonal
 - Cover all of your social platforms
 - Facebook, Instagram, Twitter, etc.
 - Determine Goals or Conversions Metrics
 - Examples:
 - Drive traffic to your website
 - Grow your consumer database
 - Brand awareness
 - Communication with your customers

Strategic Content Plan

- Create a content calendar
 - This calendar should include all content
 - Social Media across all your platforms
 - Including Posts, Contests, Facebook Live, Instagram Stories, Snap Chat
 - Website Content
 - Newsletter and/or Blog
 - Public Relations
 - Marketing collateral and material
 - Develop a yearly outline with main topics/ideas
 - Plan your content 1 to 2 months out

What to Focus On

- Resources and budget
 - Based on your Strategic Plan
 - Do you have internal resources to manage your social site(s) daily?
 - Determine a budget
 - Budget for an employee or agency
 - Boosting post budget
 - Social Media ad budget

Tools & Resources

- Please remember that the PMVB Social Team and I are available if you have questions
- Read and subscribe to our PMVB bi-weekly member newsletter. Kelly, Social and PR Manager, gives social tips in every one
- Subscribe to blogs and newsletters on Social Media Marketing