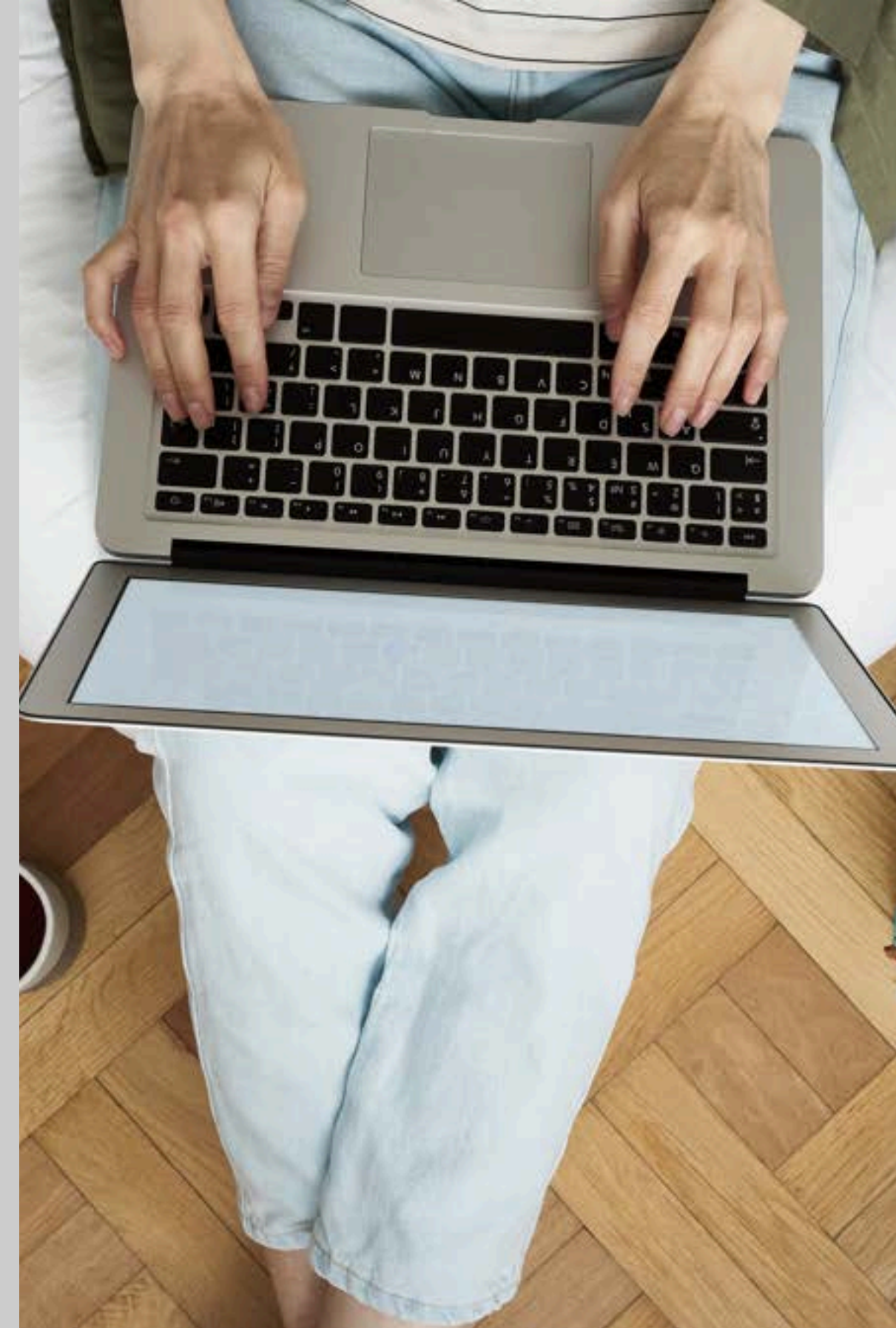




**VRLTA Webinar**

# Navigating Your Presence Online

**June, 18th 2024**



# Speakers



**Tyler Head**

Regional Program Director, Southeast



**Shaylyn Traver**

Social Media Coordinator

# Agenda

- 01** Introduction to Online Presence in 2024
- 02** The Human Experience - Content Leads to Investment
- 03** Word of Mouth in 2024 - Online Reputation Management
- 04** The Road to the Destination - Effective Lead Generation Strategies
- 05** The Destination - Building a Professional Website

# The Human Experience

## Content Leads to Investment



### Exploring the power of storytelling in tourism marketing

Narratives have the power to transform a simple message into a memorable experience. Storytelling in marketing isn't new, but how we craft and distribute stories is constantly evolving.



### Crafting compelling content that resonates with your audience

Use high-quality images and videos to showcase the uniqueness of your destination or service. A breathtaking photo or a captivating video can be the deciding factor that transforms a viewer into a visitor.



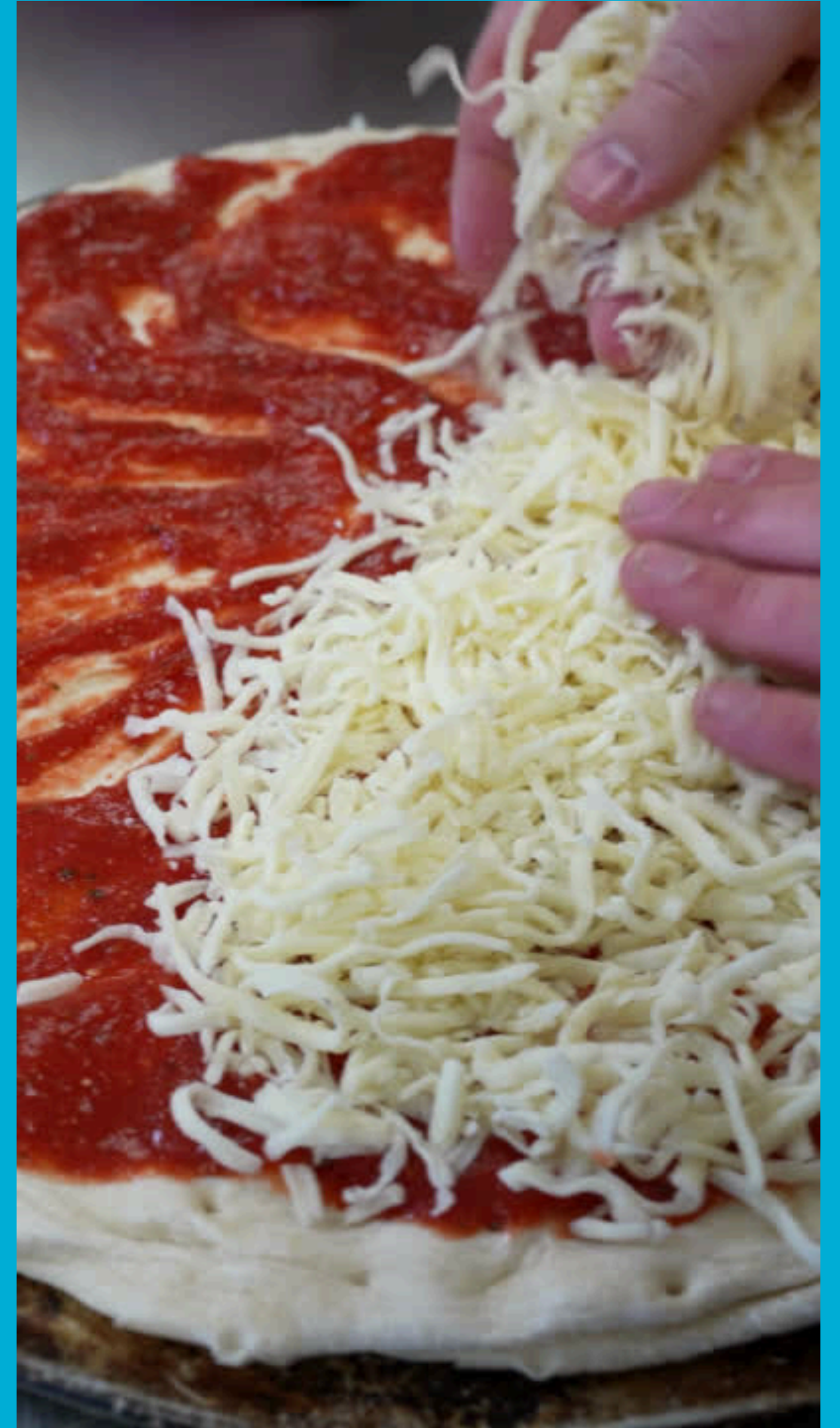
### How authentic experiences drive customer engagement and investment

One of the most effective ways to convey authenticity and build trust with your audience is by getting in front of the camera.



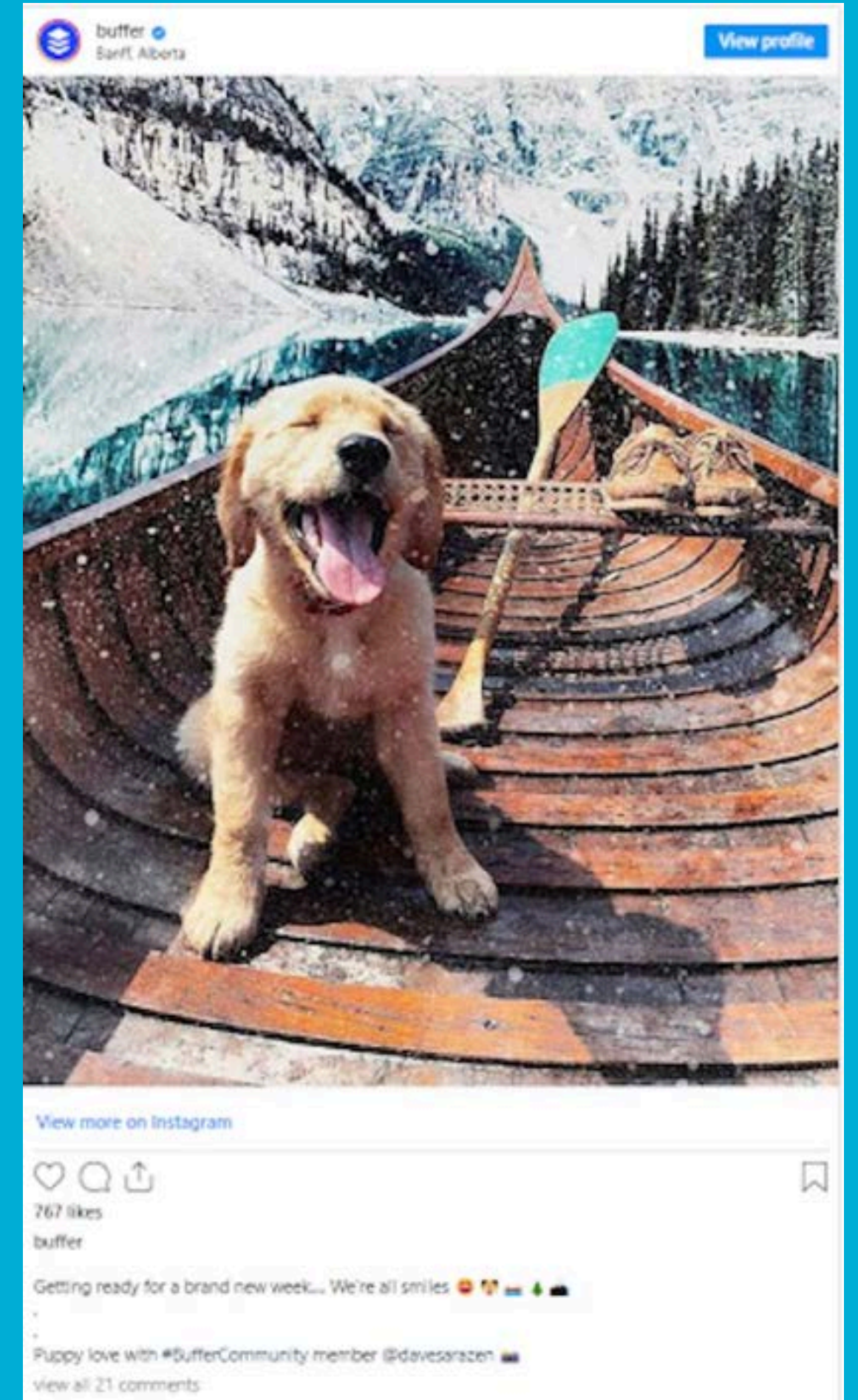
# Examples

BTS content like how a local dish is prepared or a day in the life of a tour guide. These real-life snippets provide an authentic glimpse into what guests can expect, enriching the overall narrative.





# User Generated Content



# Word of Mouth in 2024

## - Online Reputation Management

- The importance of online reputation in the digital age
- Strategies for monitoring and managing your online reputation







# Leveraging positive reviews and addressing negative feedback effectively

## Ask for Video Reviews!

Reach out to satisfied guests or customers following their experience, inviting them to share a quick video recounting their visit or stay. Offer guidelines or prompts to help them capture their thoughts in a way that highlights what makes your brand special.



# The Road to the Destination - Effective Lead Generation Strategies

**01**

EXPLORING THE ROLE OF DIGITAL  
ADVERTISING IN ATTRACTING  
POTENTIAL VISITORS.

**02**

HARNESSING THE POWER OF  
INFLUENCER MARKETING TO REACH  
YOUR TARGET AUDIENCE

**03**

LEVERAGING SOCIAL MEDIA  
PLATFORMS AND ONLINE TRAVEL  
COMMUNITIES FOR LEAD  
GENERATION

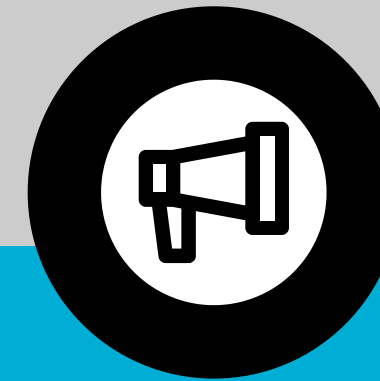
# The Destination - Building a Professional Website



Understanding the importance of a professional website for tourism businesses



Key features and elements to include in your website design



Tips for optimizing your website for user experience and search engines



# Question Session

If you have any  
questions, you are  
welcome to ask

**Thank You...**

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# CONTACT US

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