EXTOR

EXperiential TOurism for sustainable Rural development

LU4: Digital Marketing and E-Commerce

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Lesson 1: Introduction to Digital Marketing & E-commerce in Rural Tourism

Subunit 1: Introduction

Digital Marketing & E-commerce in Rural Tourism

- Enhancing Visibility & Attraction
  - ✓ Social media (Facebook, Instagram, Twitter) for storytelling & engagement
  - ✓ Websites providing business info, services & booking tools
- Content Marketing for Engagement
  - ✓ Showcasing attractions & cultural heritage
  - ✓ Providing immersive experiences through high-quality content
- Improving Online Visibility
  - ✓ Search Engine Optimization (SEO) to rank higher in search results
  - ✓ Reaching a wider audience and increasing potential visitors
- E-Commerce Integration & Digital Tools
  - ✓ Online booking systems for convenience
  - ✓ Virtual Reality (VR) previews of destinations
  - ✓ Mobile apps for easy access to information & services
- Challenges & Solutions
  - ✓ Challenges: Limited digital infrastructure, lack of training, financial constraints
  - ✓ Solutions: Investment in technology, education, and community collaboration

Key Reasons for a Strong Online Presence

- Increased Visibility and Awareness

- Attracting a Global Audience

- Cost-Effective Marketing

- Enhancing Credibility and Trust

- Facilitating Online Bookings and Payments

- Engaging Customers and Building Loyalty

- Adapting to Changing Consumer Behavior

- Promoting Sustainable and Local Tourism

Lesson 1: Introduction to Digital Marketing & E-commerce in Rural Tourism

Subunit 2: Digital Tools and Platforms

Digital Tools and Platforms

- Search Engine Optimization (SEO) and Google Tools

- Social Media Platforms for Promotion and Engagement

- Online Booking and Accommodation Platforms

- E-commerce and Payment Solutions

- Virtual and Augmented Reality (VR & AR) Experiences

- Online Reputation Management Tools

- Digital Marketing and Email Automation Tools

- Sustainable Tourism and Eco-Friendly Digital Initiatives

Lesson 2: Campaign Design & Execution

Subunit 1: Social Media Marketing
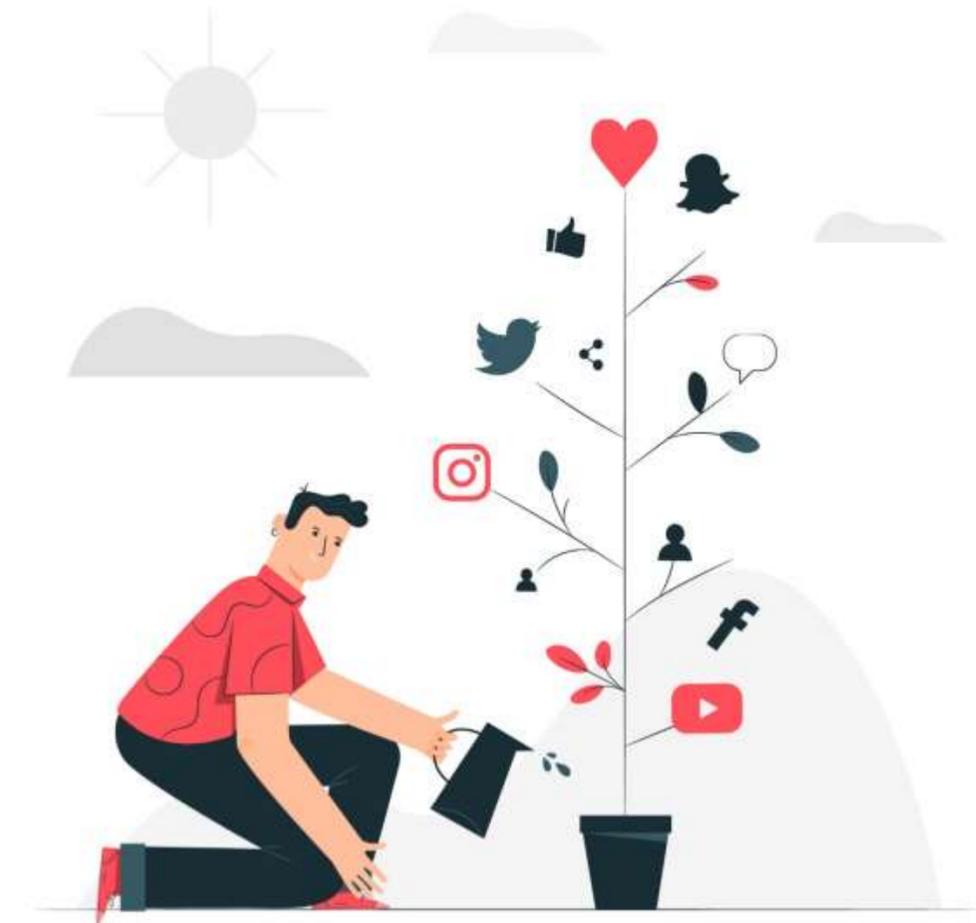
Strategies for Selection of Social Media Channels

- Understand Your Target Audience

- Content Type and Engagement Style

- Consider the Geographic and Cultural Context

- Analyse Engagement Rates and Trends

- Use Cross-Promotion

- Track ROI

Content Creation for Social Media

- Focus on Authentic and Local Experiences

- High-Quality Visuals

- Interactive Elements

- Use Hashtags to Reach the Right Audience

- Geotags: The Pin on the Map

- Highlight Rural Activities & Unique Experiences

- User-Generated Content

- Incorporate Local Food & Traditions

Local Partnerships: Collaborating for the Bigger Picture

- Collaboration for Greater Visibility
  - ✓ Partnering with local businesses, influencers & tourism boards
  - ✓ Mutual promotion through co-hosted events & exclusive packages

- Authentic Promotion & Trust
  - ✓ Influencers & travel bloggers provide credible recommendations
  - ✓ Expands audience reach & boosts engagement

- Leveraging Local Events
  - ✓ Sponsorships, participation & user-generated content (tags/geotags)
  - ✓ Engaging an audience already interested in the region

Lesson 2: Campaign Design & Execution

Subunit 2: Website Optimization

Website Creation

- Clear and Simple Navigation

- Mobile Responsiveness

- Visual Appeal & High-Quality Content

- Effective Calls to Action (CTAs)

- User Reviews and Testimonials

- Integrated Booking and Contact System

- Accessibility

SEO Optimization

- Keyword Research for Rural Tourism

- Optimizing On-Page SEO

- Image and Video Optimization

- Local SEO: Targeting Regional Audiences

- Content Marketing: Building Authority with Valuable Content

- User Experience (UX) and SEO Integration

Lesson 2: Campaign Design & Execution

Subunit 3: E-commerce Integration

E-commerce Optimization

- Choose the Right E-Commerce Platform
- Set Up Booking Functionalities for Accommodations & Experiences
- Enable Real-Time Availability & Instant Booking
- Integrate Secure Payment Systems
- Optimize Pricing Transparency & Packages
- Automate Email Confirmations & Marketing
- Ensure Mobile Responsiveness
- Enhance Credibility with Reviews & Social Proof
- Product Listings (Rural Tourism Products)

Use of Analytics

- Track Website Traffic & Visitor Behavior

- Monitor Online Sales & Bookings

- Measure Campaign Effectiveness & ROI

- Optimize SEO with Google Search Console

Summary of Key Metrics to Track

- Visitor Traffic
  - ✓ Total site traffic
  - ✓ Source of traffic (social media, organic search, paid ads, etc.)
  - ✓ Audience demographics

- Online Sales/Bookings
  - ✓ Conversion rates (site visitors completing bookings)
  - ✓ Product performance (which accommodations, tours, etc., are most popular)
  - ✓ Revenue generated from bookings

- Campaign Effectiveness
  - ✓ CTR, CPC, and ROI for paid campaigns (Google Ads, Facebook Ads)
  - ✓ Email campaign open rates and CTR
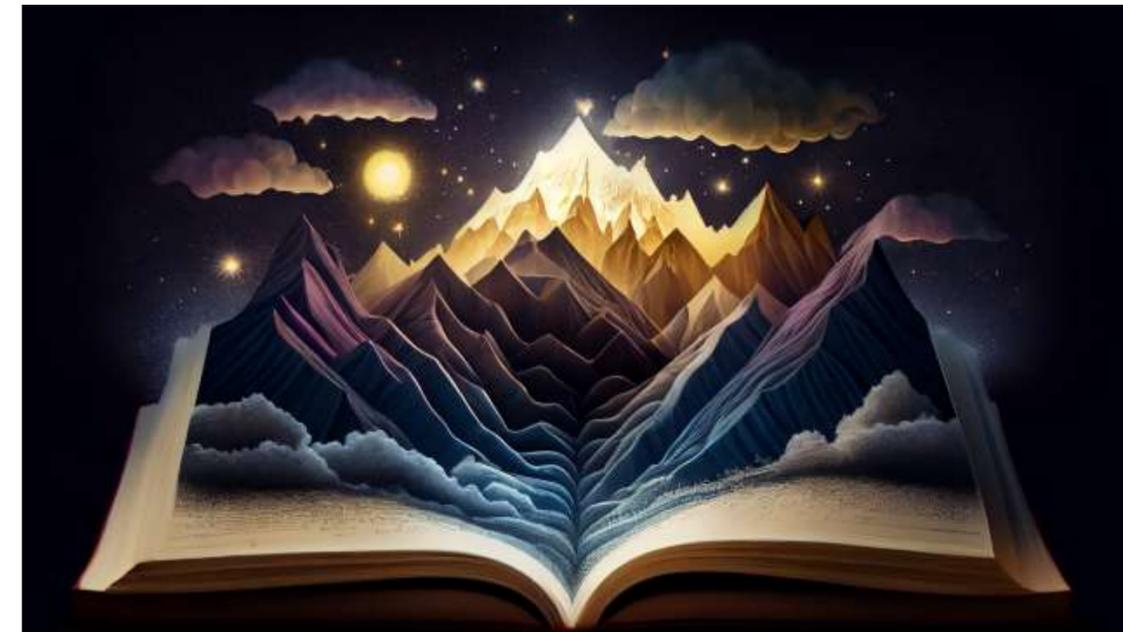 - ✓ Performance of organic and paid search traffic

Lesson 3: Content Optimization Techniques

Subunit 1: Content Creation and Storytelling

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Leverage Storytelling

- Share Authentic Rural Tourism Experiences
- Preserve & Promote Local Traditions
- Use Engaging Multimedia for Storytelling
- User-Generated Content & Social Media Storytelling

Short-Form Content Techniques

- Short-form content: quick, easy to prepare, often intended to capture immediate attention
  - ✓ 1-2 min. for videos
  - ✓ Few sentences for written content
- Platforms suitable for short-form content:
  - ✓ TikTok & Instagram Reels
  - ✓ Twitter
  - ✓ Facebook
  - ✓ LinkedIn
  - ✓ Pinterest

Long-Form Content Techniques

- Long-form content: goes more in-depth
  - ✓ 5 min. for videos
  - ✓ Over 1000 words for written content
- Platforms suitable for long-form content:
  - ✓ YouTube
  - ✓ Blogs
  - ✓ Facebook (Long-Form Posts)
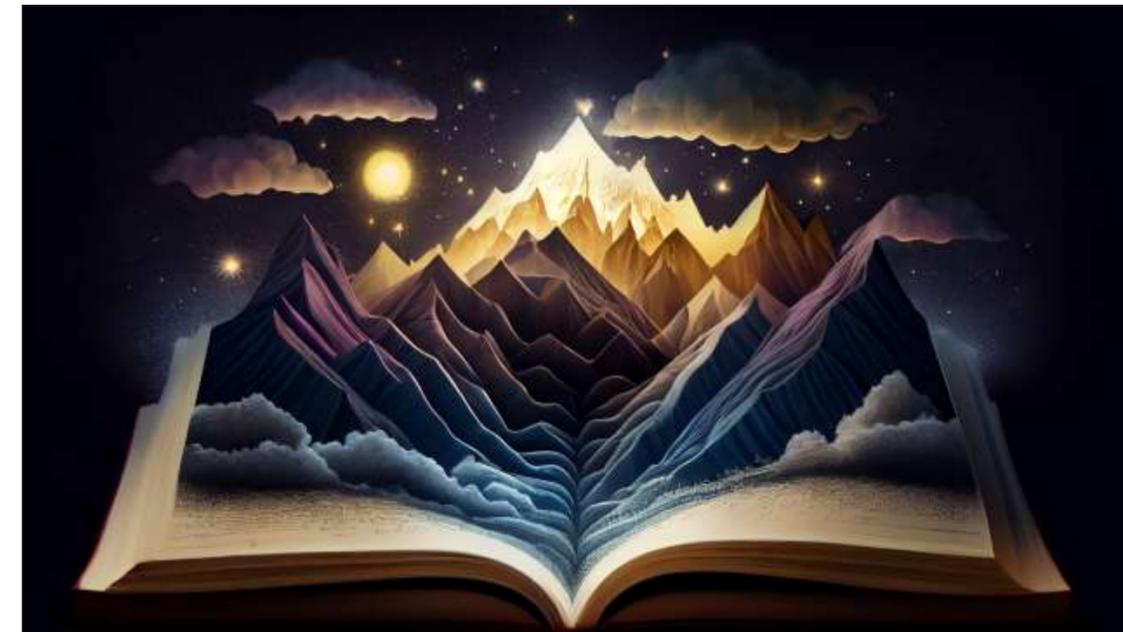 - ✓ LinkedIn (Long-Form Posts & Articles)

Lesson 3: Content Optimization Techniques

Subunit 2: Visual Optimization

Tools for Visual Optimization

- Canva
- Piktochart
- Mapbox
- Google My Maps
- Visme
- Roadtrippers
- Adobe Spark
- Mapme
- Tripline

Lesson 4: Sustainable Practices in Digital Marketing

Subunit 1: Sustainable Digital Marketing

Sustainable Digital Marketing in Tourism

- Promoting Eco-Friendly Tourism
  - ✓ Highlighting green accommodations, activities & transport
  - ✓ Showcasing sustainability efforts (e.g., eco-packaging, energy-saving practices)

- Engaging with Local Communities
  - ✓ Co-creating content & promoting local businesses
  - ✓ Supporting cultural preservation & responsible tourism
  - ✓ Enhancing visitor experience through cultural exchange

- Aligning with Sustainable Development Goals (SDGs)
  - ✓ SDG 8 (Decent Work & Economic Growth): Job creation & business support
  - ✓ SDG 11 (Sustainable Cities & Communities): Community-led tourism initiatives
  - ✓ SDG 12 (Responsible Consumption & Production): Encouraging sustainable tourism choices
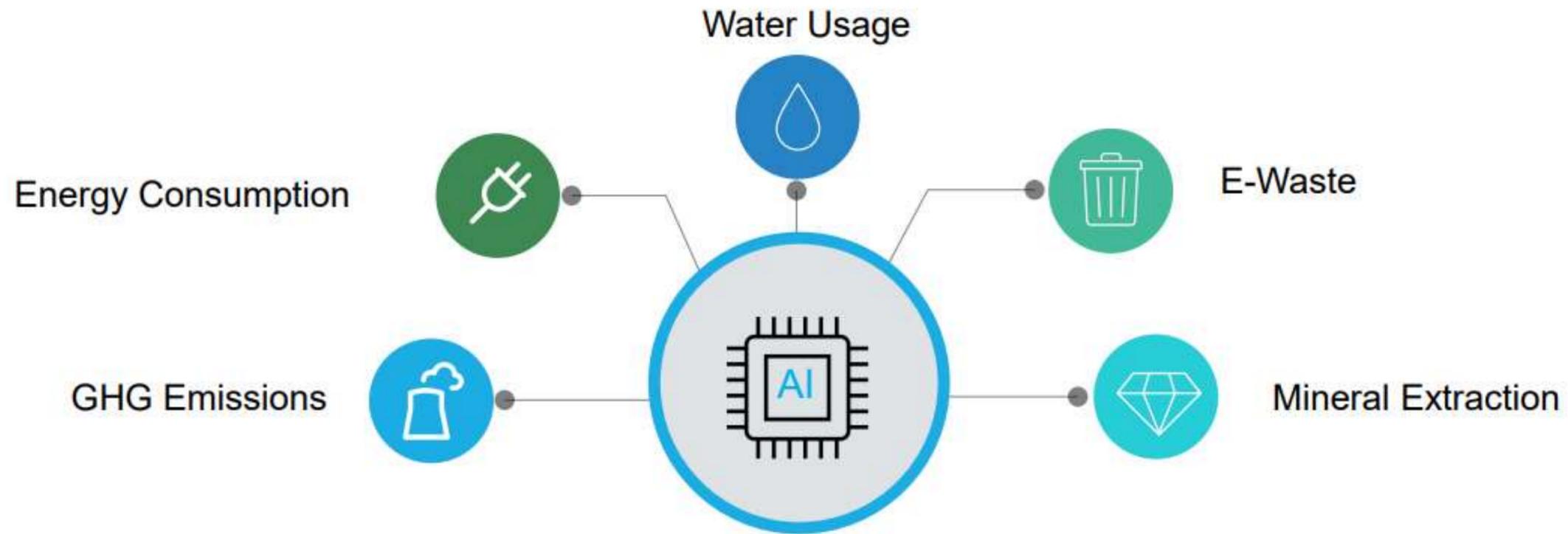 - ✓ SDG 15 (Life on Land): Promoting conservation-focused destinations

Lesson 4: Sustainable Practices in Digital Marketing

Subunit 2: Alternatives to AI in marketing

Direct Environmental Impacts of AI

Direct Environmental Impacts of AI (Koroleva, 2024)

Key Approaches for AI Alternatives

- Traditional Rule-Based Automation

- Human-Curated Content & SEO

- Manual Data Analysis & Insights

- Traditional A/B Testing

- Human-Powered Customer Support

- Direct User Research & Surveys

- Hand-Crafted Ad Targeting & Media Buying

- Traditional PR & Influencer Marketing

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THANK YOU!