

Social Media Training for Travel

12 May 2021



Agenda

10:00 Welcome from the trainer

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice and Travel Gossip**

10:05 Introduction

- Social media today – the rise in the use of social media due to COVID-19
- How has the social media landscape changed during the pandemic?
- The latest trends that you can't ignore
- Social media's role ahead of, and during, travel restart

10:20 The three steps to successful social media: step one – perfect posts

- Promoting consumer confidence in travel during this time
- What organic content works and why?
- Optimising your content for each platform
- The sales journey of the travel customer – different platforms promote different behaviour

11:00 Screen break

11:15 Expert session: using your content to build consumer confidence

- Creating consumer confidence and authenticity
- What content to use and when
- Working with social media influencers

Sola Thomson, Head of Marketing and Partnerships, **Lotus**

11:35 Interactive exercise: creating the perfect post

In groups, review real social media posts and feed back your thoughts.

12:05 Lunch break

12:50 Industry case study: making the most of Instagram as a travel business

- Identifying what makes a campaign stand out on Instagram
- Where does Instagram fit in with wider marketing campaigns?
- Aligning audience interest with brand messaging
- Measuring the success of a campaign on Instagram

Milly Youngman, Social Media Marketing Manager, **Exodus Travels**

13:10 Step two: eye-catching ads – from inspiration to planning

- Social media advertising
- Targeting options and transitioning
- Advert formats
- Tracking performance and generating ROI
- Doing more with less (ad spend)

13:45 Screen break

14:00 Using social media on the road to recovery

- Customer service – what do people expect and why is social media an important service tool during this time?
- Engagement and creating an online community
- Wider social media issues and opportunities

Led by: Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice and Travel Gossip**

Milly Youngman, Social Media Marketing Manager, **Exodus Travels**

Jess Pitman, Marketing Manager, **Discover Adventure**
Kate Holroyd, Director, **Strawberry Holidays UK**

14:30 Step three: powerful follow-up

- Generating and qualifying leads
- Transitioning from brand awareness to sales conversions
- Which platforms work best for selling to travel customers?
- Top tips to ensure you generate great ROI

15:10 Interactive exercise: what have we learned?

Take part in a quiz to test your learnings from the day.

15:30 Close

Contributor



Trainer



Bruce Martin is the Managing Director of Ginger Juice, an award-winning social media agency specialising in travel, tourism and hospitality. Ginger Juice delivers social media strategies, community management and smart social advertising services for a wide range of businesses including tourist boards, tour operators, hotels and attractions. Bruce provides down-to-

earth social media training workshops for travel businesses and is a regular speaker at events around the world. Bruce is also the Co-Founder of 'Travel Gossip', the UK's largest and most active online community for the travel industry which has recently launched Travel Gossip News, a new daily news service for the travel industry. Bruce has over 20 years' travel industry experience; previously working within travel agent eLearning, recruitment and tour operations.

Social Media Training for Travel

12 May 2021



About the training

ABTA's introductory-level training has been designed specifically for the travel industry. The live training course, held online and led by social media expert Bruce Martin, will deliver practical guidance on how to make the most of social media during the travel restart. Benefit from the latest insights, practical tools and industry case studies and take part in interactive sessions to put your learnings into practice.

45% of travellers are researching trips right now and 37% of are planning to spend more on travel than they were in 2020*. Are you ready to take advantage of this pent-up demand once travel restarts?

Now is the time to put a strategy in place to transition from 'inspirational dreaming' to content that generates leads and converts bookings. Attend this updated training day to ensure you are equipped with the skills you need to create effective content and stand out against your competitors.

Get practical advice on advertising, selling, content creation and measuring the ROI on a variety of channels including Facebook, Twitter, LinkedIn and Instagram. Gain a deeper understanding of these platforms and how best to use them to achieve your goals. Find out how to provide great customer service via social media and how to effectively deal with complaints and feedback.

Get inspiration from travel businesses and understand how they use social media, what has worked for them over the past year and what their future plans are.

*GWI, Feb 2021

Benefits of attending

- Participate in **practical and interactive exercises, designed to encourage audience participation.**
- Ensure you are equipped with the skills to **take advantage of the demand ahead of the restart of travel.**
- Take away best practice on **lead generation and conversion, advertising and selling.**
- **Listen to industry case studies** – discover how other travel businesses use their social channels and what works best.
- Check you are up to date with the **latest trends, techniques and platforms.**
- Discover **how to create effective and engaging content** on social media.

Prices

ABTA Member/Partner **£125 plus VAT**
Non Member* **£175 plus VAT**

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Who should attend?

This seminar is for those working in leisure travel, primarily tour operators, travel agents and tourist boards including:

- Marketing, product and sales teams
- Digital marketing and social media teams
- Senior management from small businesses.

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

REGISTER NOW!

For information on sponsorship opportunities please contact **Matt Turton** on **07766 517 611** or email **mturton@abta.co.uk**