

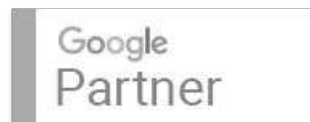
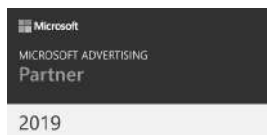


West Sussex Tourism Symposium

March 2022

Who we are

- Our team are experts in their field, combining passion, innovation and experience to consistently deliver great results
- Data shapes the stories we tell. Data gives stories credibility, and stories bring the numbers to life, resulting in a compelling and authentic narrative that has a real impact on the audience
- We work in an agile manner (explained later) and provide full visibility on activity and progress
- 30 day contracts



Some of our tourism clients



**EXPERIENCE
WEST SUSSEX**



sussex
TOP ATTRACTIONS



Royal Botanic Gardens **Kew**

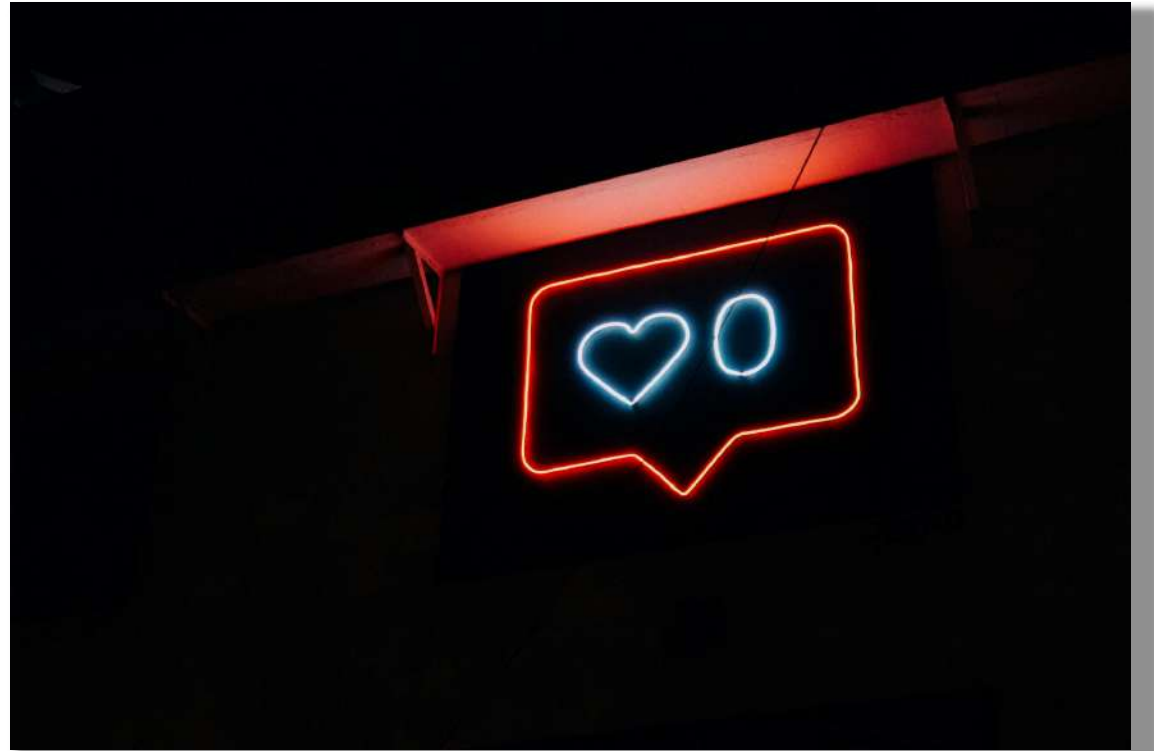


virgin atlantic 



Questions

- Why do you want to use social media to communicate with your audience?
- Who is your target audience?
- What are you going to share?
- Where are you going share?
- When are you going share?



Why?

- According to the 2021 Sprout Social Index™, the most common goals for companies using social media are increasing brand awareness (58%) and increasing community engagement (41%). Whether you want to build a larger following or a more active community, taking the time to define your social goals is the first step to reaching them.



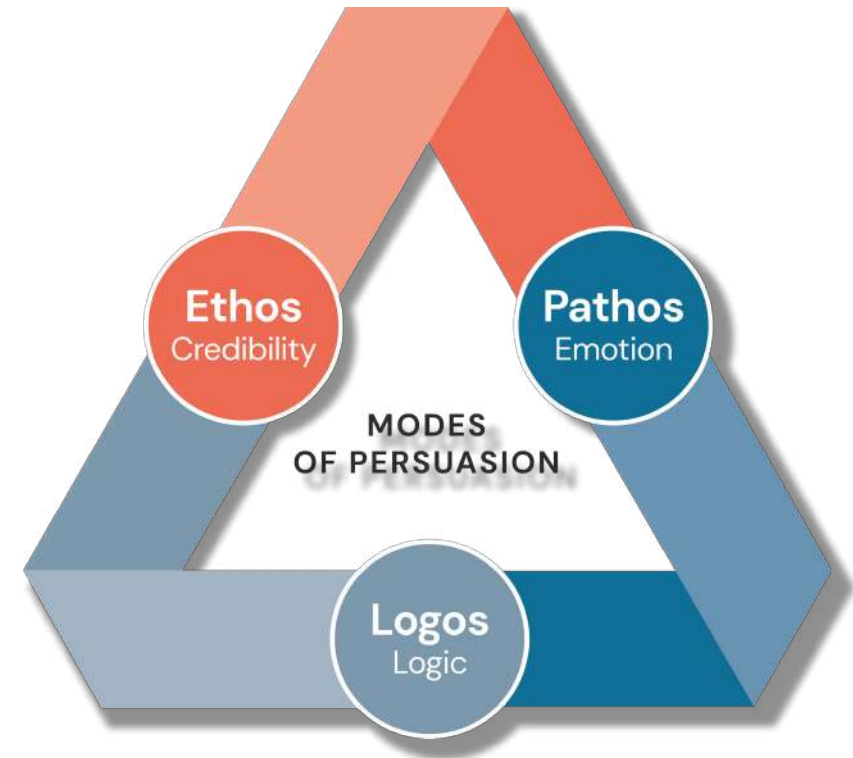
Where is my audience?

Baby boomers have an average of 4.6 social media accounts

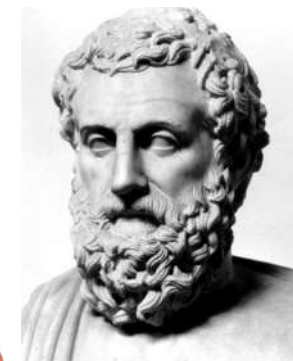


What are you going to share?

- The top social networks among Millennials and Gen Z are Instagram and YouTube, signalling the strength of bold, eye-popping content that oozes with personality.
- Women vastly outnumber men on Pinterest, which is noted to boast the highest average order value.
- LinkedIn's user base is well-educated, making it a hub for in-depth, industry-specific content that might be more niche than what you see on Facebook or Twitter.
- Don't spread yourself too thin. Instead, focus on networks where your core audience is already active.



What are you going to share?



Dialogue

Décor

Melody

Spectacle

Theme

Plot

Character

What are you going to share?



What are you going to share?

Types of content marketers say are most valuable for social goals



Video



Images



Text-based posts



Stories



Live video

What are you going to share?

Pre-purchase:

- Research and emotional response

Part-purchase:

- Trip planning

Product use:

- Up selling

Post-travel:

- Customers are now enthusiastic about your brand, emotionally involved and this is the best time to encourage them to endorse you. People love sharing their holiday experiences, ask them directly when they leave if they will give you a review, connect with them online, and thank them for any content they post about your business.

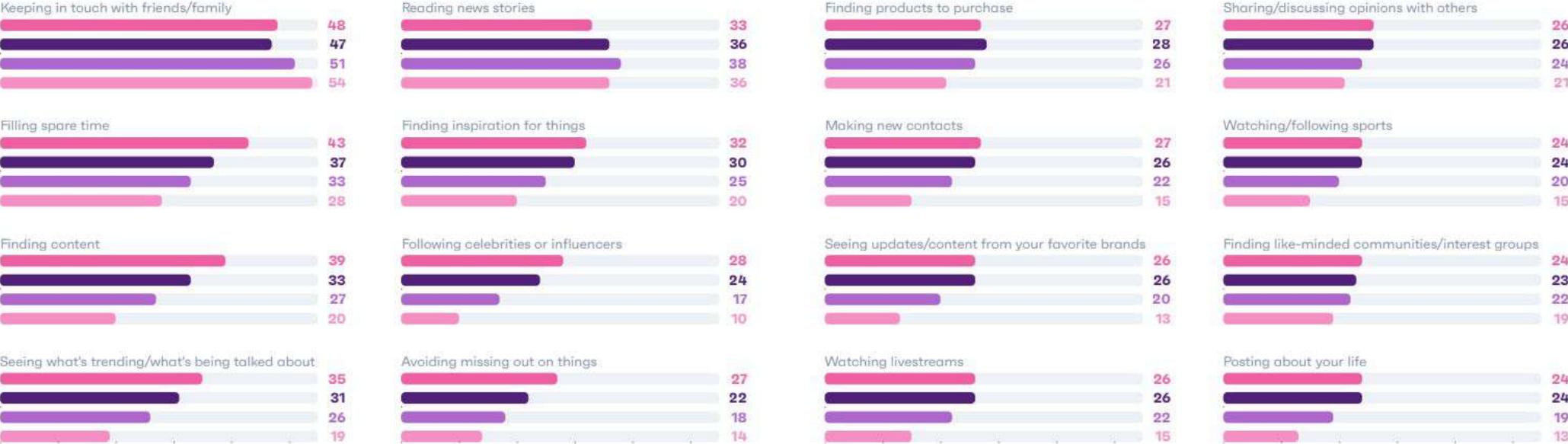


What are you going to share?

Connecting is still at the heart of social media

% of social media users in each generation who say the following are the main reasons they use social media


● Gen Z ● Millennials ● Gen X ● Baby boomers



Make a community



Embrace failings

 **PetrosC56** wrote a review May 2018
45 contributions • 14 helpful votes Follow

★★★★★ Hotel's Favorite

Comfort on the River

"I recently stayed at the Stamford Plaza in Brisbane's CBD. I was very fortunate in being able to upgrade to a junior suite. The suites are on the corner of the hotel, giving window views on both corners, giving stunning views up and down the river. The suite was large, well appointed and comfortable. I dined in the Pav Bar, a very well priced pub food type bar. I also dined in the associated Japanese restaurant, had wonderful bento box. Staff were very friendly and helpful and I would happily stay there again. For a five star accommodation it was reasonable value for a suite."

Read less ▲

Date of stay: May 2018
Trip type: Traveled on business
Room Tip: If you want to splash out, upgrade to a suite on the corner of the hotel.
See more room tips

★★★★★ Value ★★★★★ Rooms
★★★★★ Service

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

1 Helpful vote

Helpful Repost Share

Response from TimothyBuckton, General Manager at Stamford Plaza Brisbane
Responded 1 week ago

Thank you for your feedback, happy to hear your stay with us was very enjoyable.

Your feedback is important to us, as it helps us to improve in areas of need.

Once again thank you and we look forward to welcoming you back to Stamford Plaza Brisbane again soon.

Regards
Michael Eibrink Jansen
Hotel Manager



It's just a big clock?

Review of Big Ben



I don't understand all the hype with this clock. It is literally just a clock. It's going to be a digital one in thirty years anyway.



Contact us

Email: hello@foxbear.co.uk

Phone: 01273 208913

Unit A, Level 8 South, New England House

New England Street, Brighton, BN1 4GH

www.foxbear.co.uk