

# Online Marketing Strategy on Social Media- The visitgreece approach

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# Greek National Tourism Organisation's core business

- ✓ GNTO was established in 1952 as a state entity responsible for tourism development and tourism marketing
- ✓ Since August 2014 GNTO is responsible for tourism marketing as well as the Nation's Brand Identity
- ✓ Designs and implements an annual marketing plan effective in terms of targeting, coverage, ROIs, increase of Greece's share in markets, higher conversion rate through personalised communication
- ✓ Runs with excellent results the internationally awarded [www.visitgreece.gr](http://www.visitgreece.gr) GNTO webpage

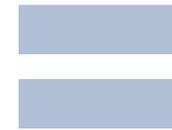
# In the Digital era

**New technologies are changing visitors' information**

Traditional  
content  
marketing



Online  
marketing  
channels

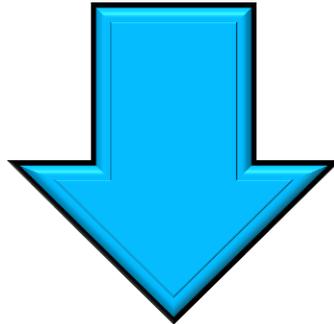


Web  
content  
marketing

Social Networks



# How we use these technology changes to meet travelers' needs?



By being present in **every stage** of their **travel** ... to actually **TRAVEL** with them

# The 5 Stages of Travel

*From Dreaming to Booking to Sharing*



Dreaming



Sharing

Planning



Experiencing

Booking



# Visit Greece

- ✓ [www.visitgreece.gr](http://www.visitgreece.gr) is Greece's official tourism website.
- ✓ Operated in-house by Visit Greece team, at the Directorate of Market Research and Advertising of the Greek National Tourism Organisation.
- ✓ [visitgreece.gr](http://visitgreece.gr) is the brand umbrella of GNTO, flagship of GNTO's online communication.

[visitgreece.gr](http://visitgreece.gr)

Unique users:  
**2.187.603**



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# Visit Greece in the Social Media

- ✓ Since 2010, GNTO self-manages Visit Greece accounts in all popular social media (Facebook, Twitter, Google+, Instagram, Youtube, Pinterest, Flickr, Foursquare)
- ✓ GNTO implements its marketing strategy across all of the above social media platforms, with respect to the needs of each platform's unique audience.

# Social Networks

*it's all about sharing*



## Communication Objectives

Contribute to the implementation of the tourism strategy

Highlight the real image / identity of Greece

Promote real experiences to authentic destinations in Greece

Unveil less known Greece



**679 K**  
**likes / People**  
**Reach**  
*(Unique user per month-average)*  
**9.860.832**



TWEETS 23K FOLLOWING 1,775 FOLLOWERS 50.4K FAVORITES 14.1K LISTS 1

### Visit Greece

@VisitGreecegr  
The Official twitter account of the Greek National Tourism Organisation. #Travel Ideas, events, guides, answers & more about #Greece. Tweets by the web team.

Greece  
visitgreece.gr  
Joined September 2010  
939 Photos and videos

Tweets Tweets & replies Photos & videos

Visit Greece @VisitGreecegr · 1h  
A lifetime experience! #Cyclades #Greece #ttot ow.ly/Mta0a ow.ly/i/5NlcU

Visit Greece @VisitGreecegr · 4h  
Sailing through the #Cyclades! #Greece #ttot ow.ly/Mt9Y4 ow.ly/i/5Nliaz

New to T

Sign up now to get your own personalized timeline!

Trends on

#FIFA  
#ReplaceIDS  
#QueensSpee  
Tony Blair  
Hard Knocks

Visit Greece @VisitGreecegr Follow

Feta an award-winning #Greek cheese! #gastronomy #toto ow.ly/MdE2J ow.ly/i/6ifmB



View on web

RETWEETS 5 FAVORITES 12

1:30 AM - 27 May 2015

ken wenman @WenmanKen · 29m  
@VisitGreecegr Now, Visit Greece, you emailed us feta cheese! Would you guys be willing to email some freshly cooked calamari?

New to Twitter?  
Sign up now to get your own personalized timeline!

Sign up

© 2015 Twitter About Help Ads Info

1.100 more followers / month - average

67 K followers  
15.000 visits of Visit Greece profile /  
6.000 mention



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**visitgreecegr**  
1 week ago  
What more could someone ask for summer vaco, #Snorkeling in the crystal clear waters of #Koufonisi, #Island! #Visitgreece #cyclades

noora\_mareena, menininstam, tatyaroshuk and 1,436 others like this.

anthony @jaderae19 @zaccooley @arissa\_marie\_s  
k\_laelizbeth I'm going to teach you how to swim this summer @katca75  
zalklee Ugh can we? @kellykh\_  
offlesamuels @clairitypaldos @kattypaldos  
janelliebean14 @mos33e  
mihalog Wow!!! Blue crystal waters♥♥♥  
a\_yasmine @may\_all snorkeling!!

Leave a comment...



photini\_hadjiarou @demec3  
turisterna First!  
unsettleddestination Wow such a nice shot!  
\_kajmak @bozesvasta  
catherine\_in\_paris Love Thessaloniki so much! Been there twice and still want to go back !!  
danila\_kontra\_ania Beautiful. En linhi!

Leave a comment...



## 155 K followers

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- ✓ **12.049 subscribers**
- ✓ **15.148.457 views**





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Profil

**GREECE**

Visit Greece

www.visitgreece.gr

[+1 Folgen](#)

2.259.927 Follower | 55.565.398 Aufrufe

Info **Beiträge** Foto Bewertungen

**Visit Greece** Öffentlich geteilt · 16.02

Tinos World Music Festival returns to the picturesque island of Tinos (Cyclades) for another magical journey that focuses this time on the lute. This year's festival takes place on May 29, 30 and 31, 2015.

In den eigenen Kreisen 1.332 Personen

Yannis Grammatikos



- **2.926.000**  
**followers**  
- **120.000.000**  
**views**

ertungen

eigenen Kreisen 1.332 Personen

Yannis Grammatikos

Vašek M.

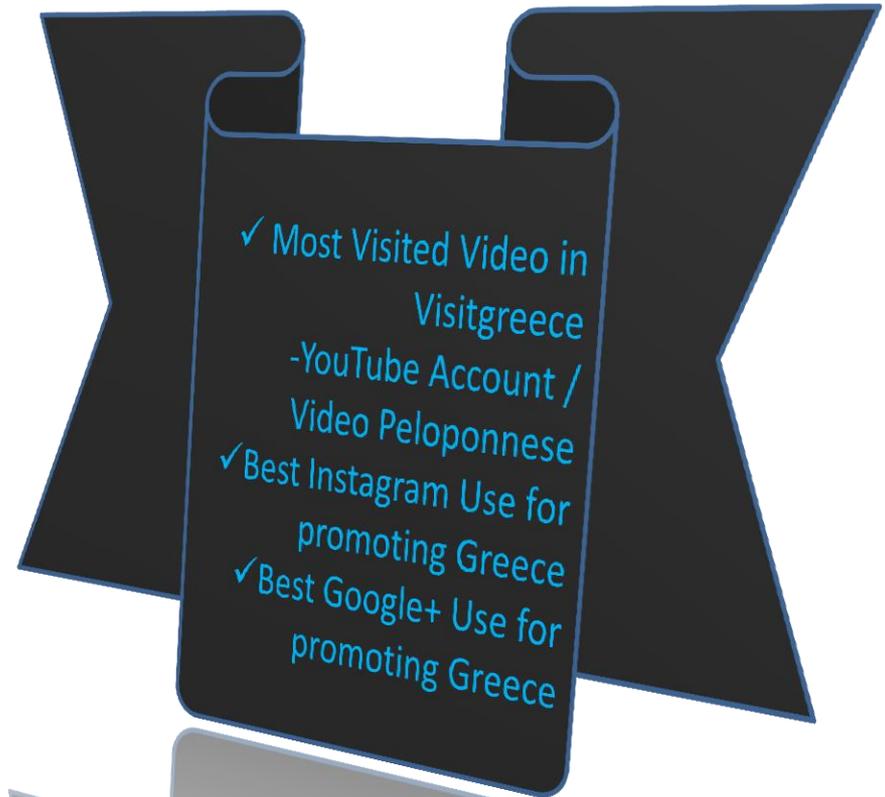
Nick Kyparissas

In Kreisen von anderen 2.259.927 Personen

that focuses this time on the lute. This year's festival takes place on May 29, 30 and 31, 2015.

The lute, closely related to tanbur, lavta, saz and oud, is considered the milestone of a centuries-long musical tradition deeply rooted in the cultures of the Mediterranean and beyond. Playing a leading or accompanying role, the lute is an inextricable part of the identity of different musical genres that developed in those regions to the extent that sometimes it stands as a cultural symbol.

The 3rd Tinos World Music Festival features lute

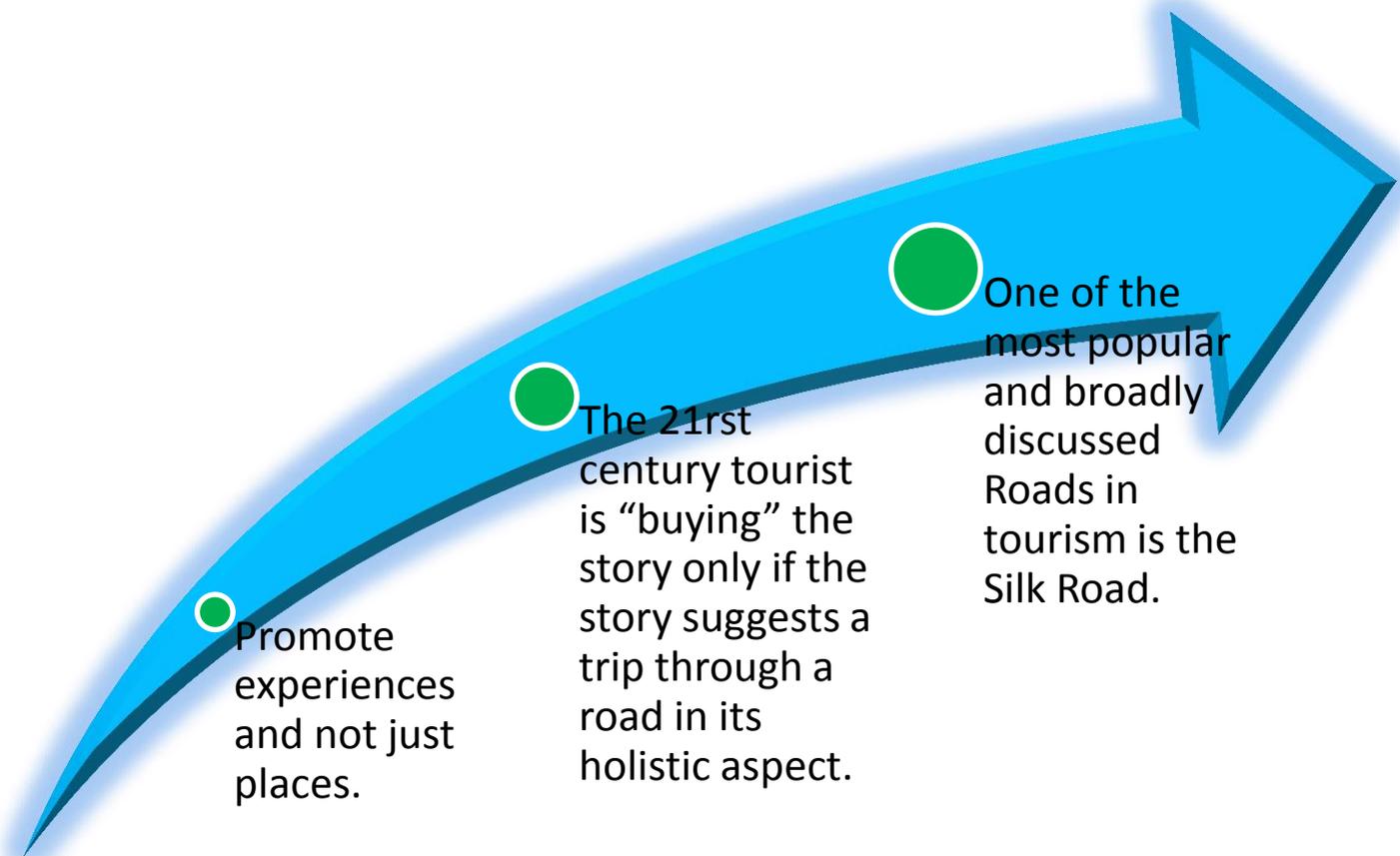


# Silk Road in Greece

Our country is passing the marine Silk Road from the port of Piraeus and ends in Venice. From Piraeus, rail continued the distribution of goods to the rest of Europe. The land Silk Road is passing through northern Greece (i.e. Soufli).

For our country the new Silk Road will be a golden opportunity for the development of a long-term development strategy, which can improve economic and strategic position of Greece for centuries. The benefit will be multiplied if our country used the Silk Road to attract tourists both from China and from the countries involved in the Silk Road.

# Silk Road in Greece



Promote experiences and not just places.

The 21st century tourist is “buying” the story only if the story suggests a trip through a road in its holistic aspect.

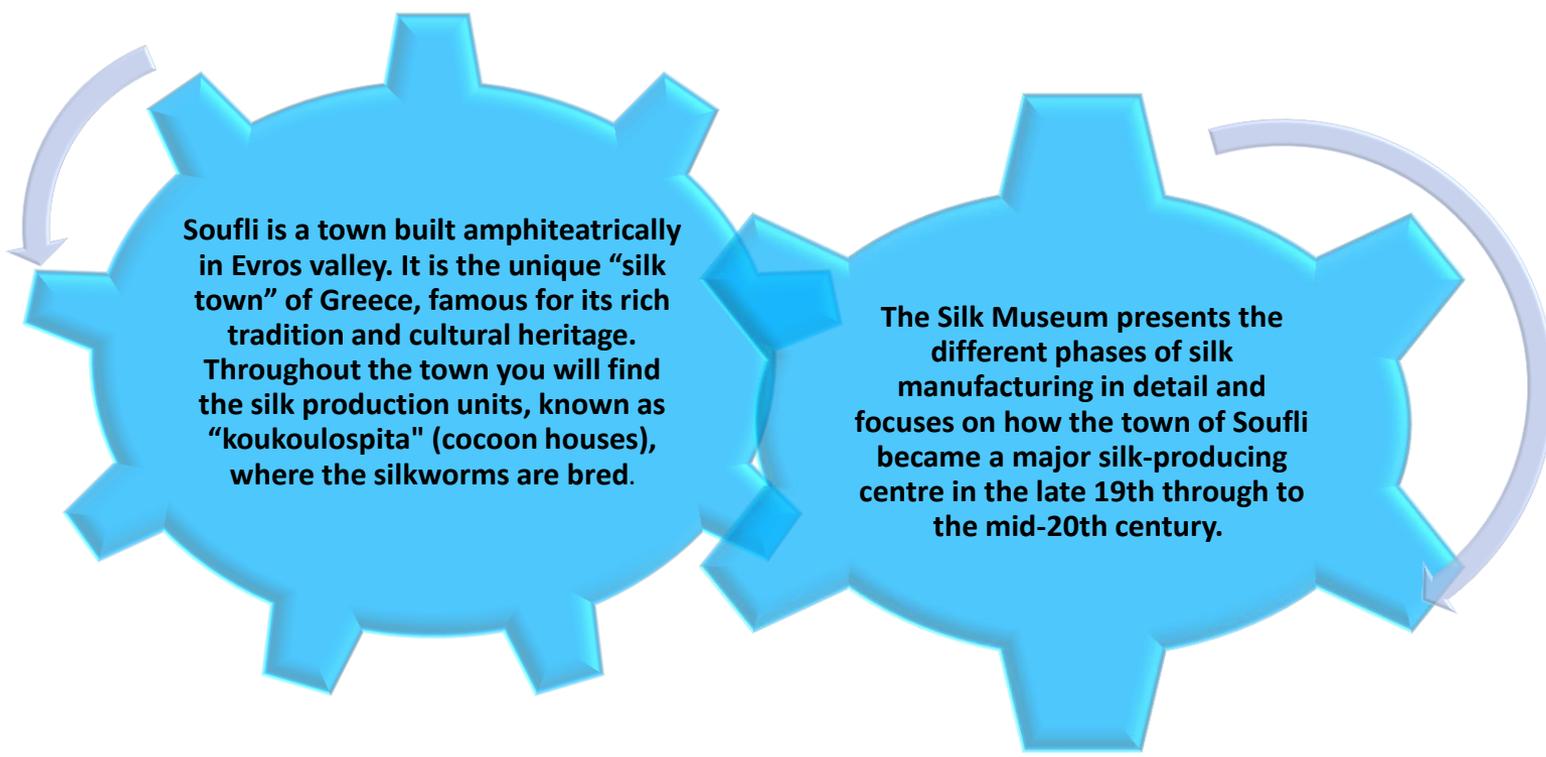
One of the most popular and broadly discussed Roads in tourism is the Silk Road.

# Greece could be a part of this universal narrative...

There are some historical facts that could provide us the basic materials of a myth. Visitgreece could deploy that myth in series and together with other participating countries we could create a monumental story-telling depicting the hot points of the planet earth.

Provide a step by step picture of how this wide – ranging project will be implemented

## Soufli: a major silk-producing centre in Greece



**Soufli is a town built amphiteatrically in Evros valley. It is the unique “silk town” of Greece, famous for its rich tradition and cultural heritage. Throughout the town you will find the silk production units, known as “koukoulospita” (cocoon houses), where the silkworms are bred.**

**The Silk Museum presents the different phases of silk manufacturing in detail and focuses on how the town of Soufli became a major silk-producing centre in the late 19th through to the mid-20th century.**

## Sustainable Tourism

- ❖ Profound knowledge of the destination
- ❖ Continuous improvement of infrastructure
- ❖ A common spirit for tourism
- ❖ Protection of tourism pores
- ❖ Refresh the tourist offer by adding new values



Follow Greece everywhere



**Thank you  
for your attention!**

Contact us:  
[info@visitgreece.gr](mailto:info@visitgreece.gr)