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 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 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 is the brand umbrella of GNTO, flagship of GNTO’s online communication.
Unique users: 2,187,603
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*

- YouTube
- Instagram
- Newsletter
- Facebook
- Google+
- Flickr
- Foursquare

Videos
Photos
Travel Tips
Experiences

Follow Greece everywhere!
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
1.100 more followers / month - average

67 K followers
15.000 visits of Visit Greece profile /
6.000 mention
155 K followers
✓ 12,049 subscribers
✓ 15,148,457 views
- 2,926,000 followers
- 120,000,000 views
Social media AWARDS

08.11.2016
US ELECTIONS DAY. SOCIAL MEDIA AWARDS DAY.

GYLES BRANDRETH

✓ Most Visited Video in Visitgreece - YouTube Account / Video Peloponnese
✓ Best Instagram Use for promoting Greece
✓ Best Google+ Use for promoting Greece

Follow Greece everywhere!
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 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
Thank you for your attention!

Contact us: info@visitgreece.gr