

2022/10/08

65TH UNWTO REGIONAL COMMISSION FOR AFRICA

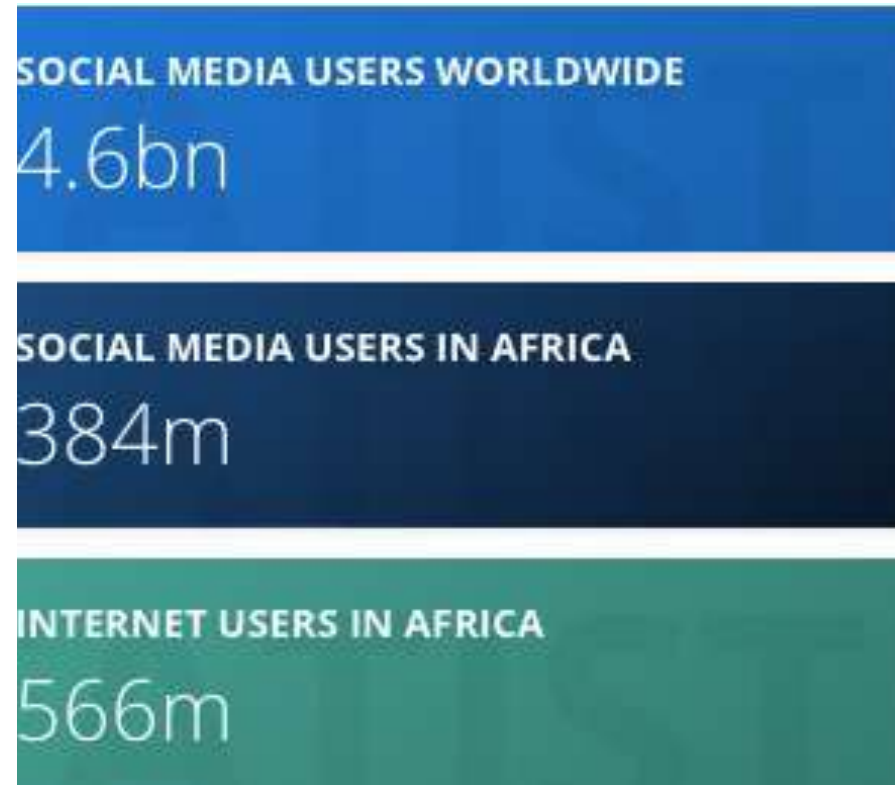
SYMPOSIUM ON
INNOVATION AND DIGITAL MARKETING
Arusha, United Republic of Tanzania
5 to 7 October 2022



SOME OF CLIENTS & PARTNERS



Social Media Users In Africa

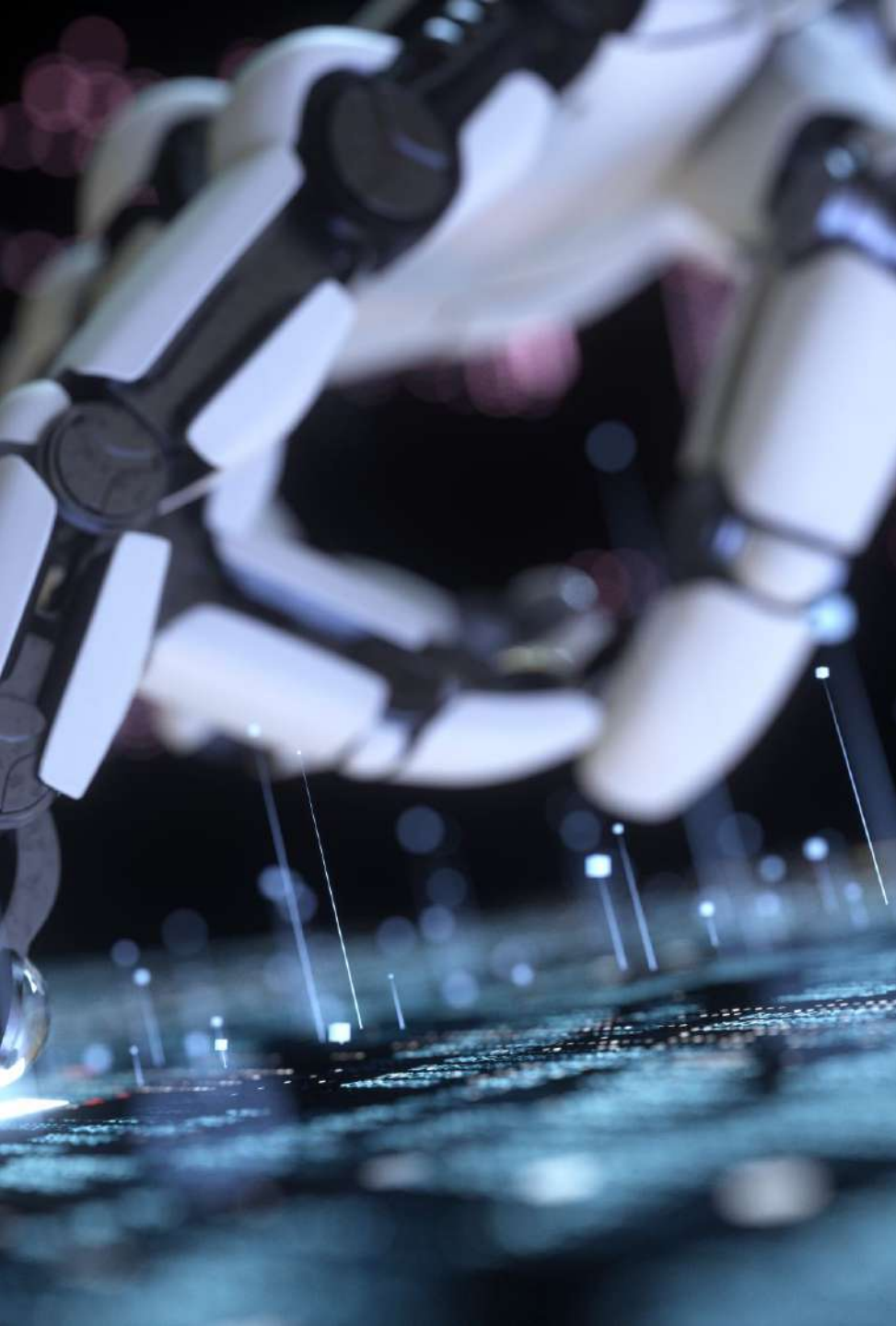


TRADITIONAL MARKETING

VS

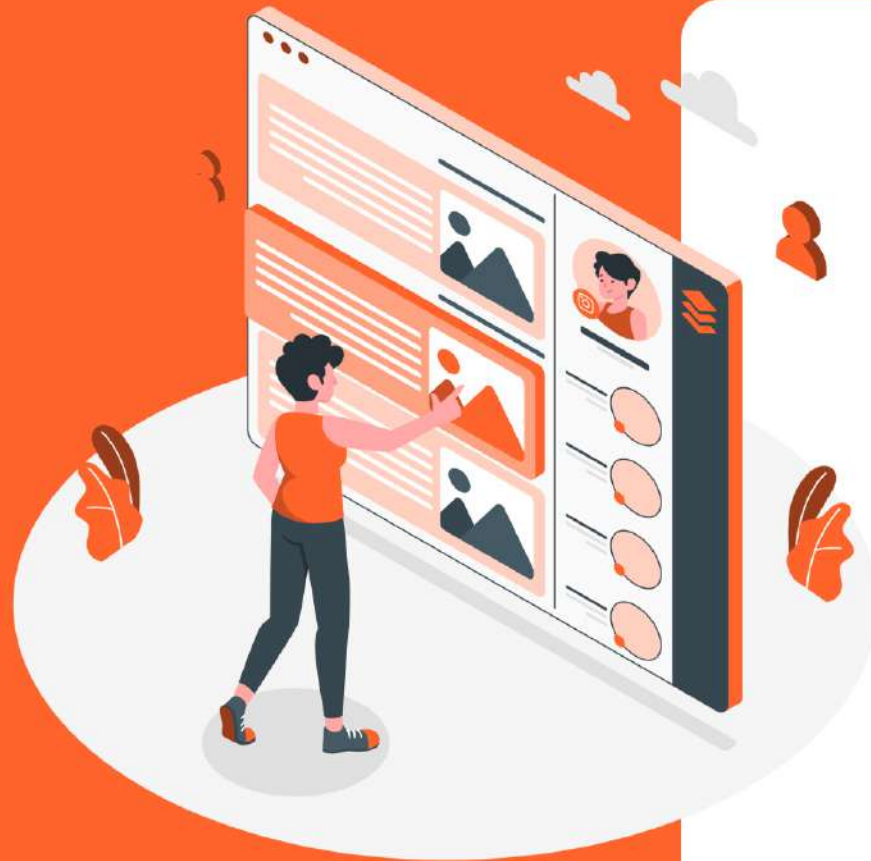
DIGITAL MARKETING





Digital transformation

- Artificial intelligence
- Recognition Technology
- Chatbots
- Mobile Integration
- Chatbots & Artificial Intelligence (AI)
- Personalisation
- Internet of Things (IoT)
- Virtual Reality (VR) & Augmented Reality (AR)
- Contactless payment
- Metaverse Marketing



Digital Marketing Vs Traditional Marketing: Why Not Both!

JAN
2022

TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



23.7
HOURS / MONTH

02: FACEBOOK



19.6
HOURS / MONTH

03: WHATSAPP



18.6
HOURS / MONTH

04: INSTAGRAM



11.2
HOURS / MONTH

05: TIKTOK



19.6
HOURS / MONTH

06: FACEBOOK MESSENGER



3.0
HOURS / MONTH

07: TWITTER



5.1
HOURS / MONTH

08: TELEGRAM



3.0
HOURS / MONTH

09: LINE



11.6
HOURS / MONTH

10: SNAPCHAT



3.0
HOURS / MONTH

105

SOURCE: APP ANNIE. SEE [STATEOFMOBILE2022.COM](https://stateofmobile2022.com) FOR MORE DETAILS. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. DOES NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN.

we
are
social

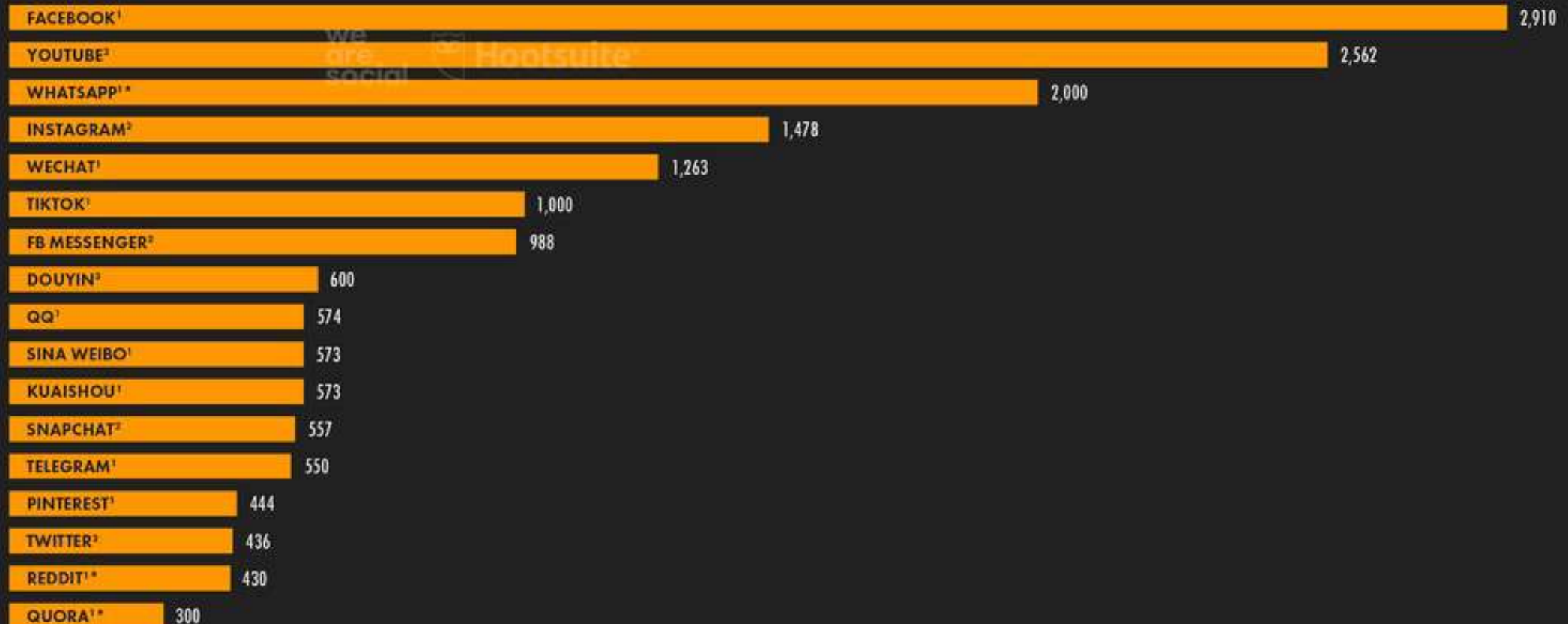


Hootsuite

JAN
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THE WORLD'S MOST-USED SOCIAL PLATFORMS

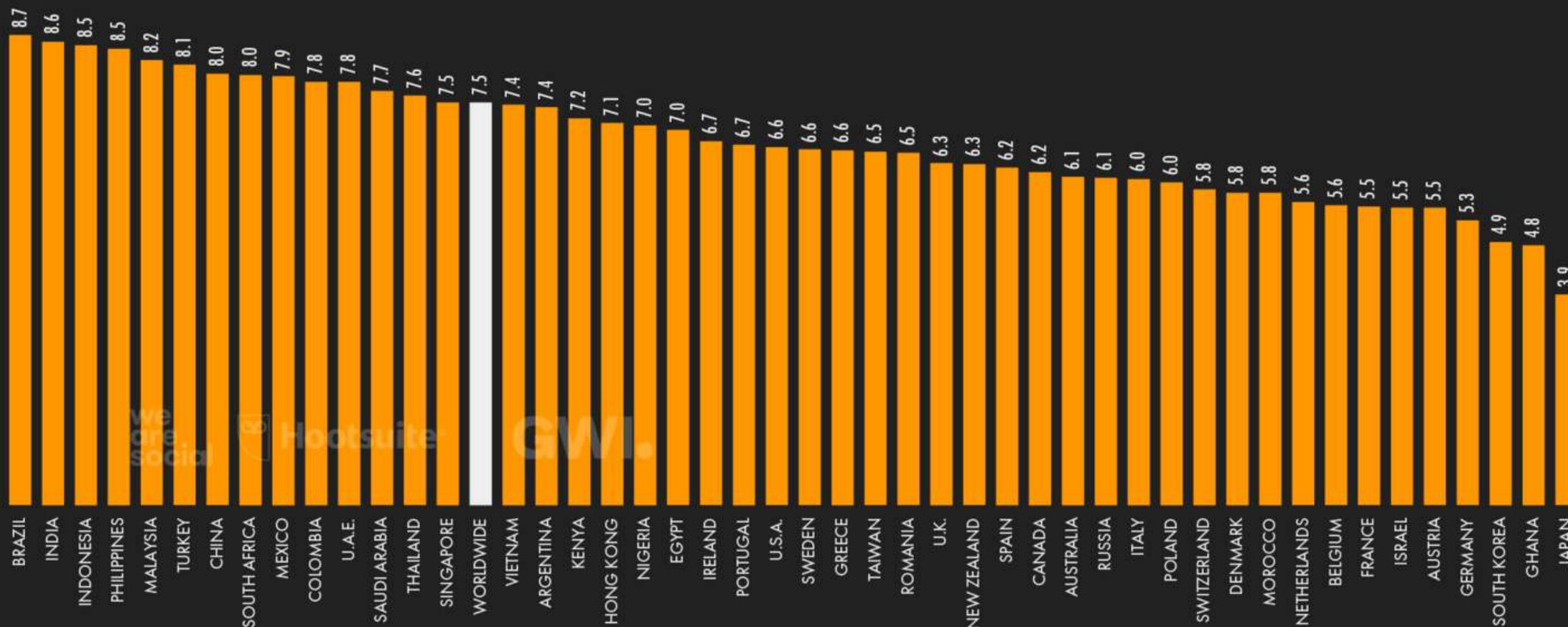
RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



JAN
2022

AVERAGE NUMBER OF SOCIAL PLATFORMS USED

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS THAT INTERNET USERS AGED 16 TO 64 USE ACTIVELY EACH MONTH



Digital marketing and travel

- The bounce back in travel means it is time to help tourists choose YOUR destination for one of their three trips.
- [Statista](#) found that in 2019 travel and tourism marketers spent 6.09 billion USD on digital advertising.
- That dropped down to 2.99 billion USD in 2020. However, for 2022, it is estimated that spending will increase to 4.05 billion USD.
- While still not at the rate of 2019, digital marketing for the travel and tourism industry is making a comeback.
- The bounce back in travel means it is time to help tourists choose YOUR destination for one of their three trips.
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Digital Marketing Strategy Pathway

Define and profile your business

Define goal and specific objective

SWOT Analysis

Value Propositions

Guest Persona

Competitors Profile

Marketing Mix

Specific Objectives and metrics

Budget

The road Map



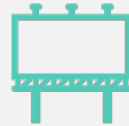
Defining company profile

- Your mission and vision statements.
- Values and principles
- Brief descriptions of your products and services.
- A brief history of the company and your growth expectations.
- Details of core team
- Any awards or media recognition received.

Smart objectives



Conversion/sales: That is commercial success.



Consideration: That is evaluating if the product or brand meets your needs.



Awareness: This is about audience reach



Retention: This enables you to establish customer engagement.



GROUP DISCUSSIONS

STRENGTHS

Internal factors that you can control, like your team, resources, and location.

WEAKNESSES

SWOT analysis

Uncontrollable external factors that come and go randomly, leaving you with no other choice but to react and adapt — such as travel trends, economic downturns, and your competitor landscape.

OPPORTUNITIES

THREAT

Identify your value proposition



Features

Distinctiveness
&
Desirable attributes



Benefits

What's in it for the client?



Value

Value for money



GROUP DISCUSSIONS

Create a guest persona



Don't to appeal to everyone, you'll wind up appealing to no one, if you.



That's probably one of the biggest [tourism branding](#) mistakes.



Instead, go after 20-35% of people most likely to enjoy your experiences.



That way, you can be more effective with your targeting because you'll understand what makes them tick, or better yet, what makes them book.



How do you go about doing that? Create a guest persona!

What's a guest persona?

A guest persona is a detailed description of a fictional character that represents your ideal guest.

It answers who they are, where they're from, what matters to them, and where they hang out online.

Thinking of them as a real person before check-in will make it so much easier to craft personalized marketing messages, they won't be able to resist. Plus, you'll know the best way to reach them. No more unanswered ads!

To create a guest persona using common demographics like age, gender, geolocation, and language, interests and hobbies, lifestyle, and online spending behaviour



GROUP DISCUSSIONS

Alice

Persona #1



Name:

Solo Travel Sarah

Age:

28

Gender:

Female

Location:

Canada

Family/marital status:

Single

Income level:

\$35,000 - \$50,000

Bio

Sarah is a digital nomad who loves to explore the world, slowly. She settles in a place for a month or two before moving on so that she can get a sense of what it's like to be a local while making genuine connections. She also has a small travel blog.

Interests and hobbies:

Travel, vegan food, surfing, yoga, free diving, sailing, marine conservation, salsa dancing

Where they spend most of their time online:

Instagram, Facebook, Pinterest

What they want out of an experience:

An outdoor experience where they can relax, enjoy the scenery, and possibly meet someone new

Biggest fears and objections:

Looking like a tourist and being the only single person in a tour group full of families

Overall motivation for booking:

The opportunity to take Instagram-worthy shots on a beautifully-designed board and come back to a free pina colada at the tiki bar where she can hopefully meet another solo traveler or better yet, a cute surfer

How they prefer to book - online, over the phone, in-person:

Mobile booking or in-person



Create a competitor profile

Know who your rivals are

- Create a profile for your top three competitors
- Know their value proposition
- Know the experiences they offer and what they charge
- Know who their target audience appears to be
- Know their unique features and benefits they highlight
- Know their overall rating on review sites, along with what their guests say about them
- Know the social media channels they dominate and the type of content they post
- Know what distribution channels they rely on



Pinpoint goals, metrics and activities

Goal	Metrics	Activities
Increase website traffic 40% by the end of the year from getting 1000 visitors per month.	Number of users	Start a blog
Get 2,000 real, targeted Instagram followers leading up to the start of peak season in June	Number of Instagram followers	Run an Instagram contest
Double our mailing list by the end of Q1 from offering an irresistible lead magnet	Number of subscribers	Launch a destination guide
Generate 500 qualified leads from targeted Facebook lead ads by the end of Q2.	Number of leads	Offer an incentive



GROUP DISCUSSIONS

The roadmap

1. Set up the blog on your website
2. Develop a content strategy
3. Research topic and keyword opportunities (SEO/SEM)
4. Create an editorial calendar

Activity	Q1 Tasks	Q2 Tasks	Q3 Tasks	Q4 Tasks
Start a blog	<ul style="list-style-type: none">- Set up blog on website- Develop a content strategy- Research topic opportunities- Create an editorial calendar	<ul style="list-style-type: none">- Write one post per week- Create a library of images- Add a newsletter sign-up CTA- Optimize internal links	<ul style="list-style-type: none">- Write long-form pillar pages- Develop a backlink strategy- Pitch a guest post- Promote with Facebook Ads	<ul style="list-style-type: none">- Expand topic clusters- Create relevant lead magnets- Run a content audit- Update on-page SEO



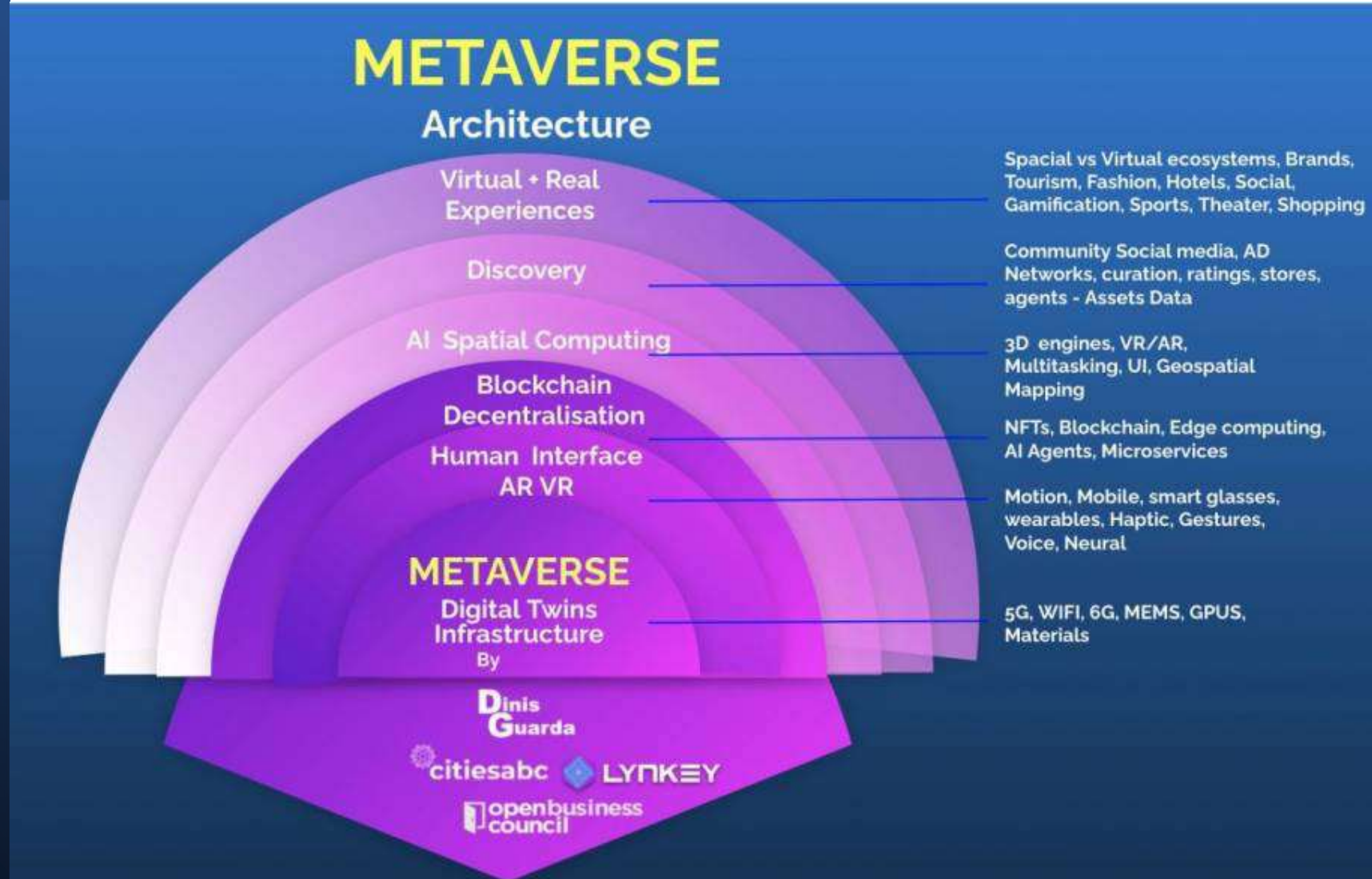
KPIs

- **PPC and SEO** - when used as conversion channels, can be measured in sales or leads delivered
- **Email and Mobile Apps** - when used as customer retention channels can be measured in customer retention, repeat use, engagement, leads and sales
- **Display and Social media** - when used as awareness channels can be measured in reach and engagement
- **Conversion** - CPA and CPL for conversion channels
- **CPA** - New versus returning users and increased sales or conversions for customer retention channels

The trends

The metaverse is the next big technology platform, attracting online game makers, social networks and other technology leaders to capture a slice of what we calculate to be a nearly \$800 billion market opportunity.

Metaverse incorporates technology like augmented reality (AR), virtual reality (VR), Internet of Things (IoT), 5G, artificial intelligence (AI), and blockchain.



Metaverse Vs virtual reality

- Essentially, the defining trait of the metaverse is the creation of an interactive virtual world, so while virtual reality plays a role, it is not a necessity.
- For example, interactive virtual worlds can also be created and explored through video games, interactive video content, augmented reality and other similar technology.
- A good way to understand this distinction is to think of virtual reality as just one possible technology that can facilitate metaverse tourism offerings.
- Virtual Reality, and the Tourism and Hospitality Metaverse - Although the two technologies are not entirely synonymous, the metaverse goes hand-in-hand with the idea of virtual reality, and metaverse tourism opportunities are largely expected to focus on virtual experiences. However, VR is impacting other areas too, including virtual booking engines or interfaces.

<https://youtu.be/U9MsTzMwRpo>

Metaverse Marketing

- The concept of the metaverse refers to the creation of virtual worlds, which are centred around social connections.
- This can take many forms, from virtual reality experiences, where users are placed in a digitally transformed environment, to augmented reality overlays of the real world, or even through video games.
- The concept of the metaverse is also associated with users having control over a digital avatar, which is then used to communicate with others who are active in the metaverse. Aside from its social component, businesses are.
- Metaverse tourism opportunities continue to emerge, and as user adoption increases, it is likely that the metaverse will play a larger role in the tourism industry, enhancing communication and the customer or guest experience

Key Success Factors to digital transformation





Where to go from here?

- Just remember that your marketing strategy isn't set in stone since anything can happen to derail your plans — as we learned the hard way in 2020.
- So check in with your marketing strategy from time to time to make any necessary adjustments.



GROUP DISCUSSIONS



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I thank you