

Outdoor Activity Tourism Toolkit - **Tools**

Master your tools



Do more online.

90%

of us use the internet to research our visit.

Promoting your business online should be your marketing priority.

1. Update your website weekly; write some local news on it, write a diary (called a blog) and link those pieces of content to other websites. Write about something that's current and relevant.
2. Put more pictures on your website and when you do make sure the picture file name describes what's happening in the image and is saved with your business name so that search engines can find it e.g. Okehampton_B&B_walking_boots_by_fire.jpeg
3. Start a Facebook Page for your business and put links to it from all your printed and digital marketing.
4. Encourage your visitors to 'check-in' on their own Facebook profile so their friends can see where they are.
5. Start a Twitter account and start telling us what's different about your place.
6. Use Instagram on your smartphone to quickly take, improve and share digital pictures across your social media.
7. Create Pinterest boards to show your business and what's in the local area.
8. Create short videos (Vine is good for doing this) showcasing your business and the local area and put them on YouTube.
9. Get visitors email addresses and keep in touch with them through an newsletter like Mailchimp.
10. Install the south west outdoor activity widget on your website and you'll have the perfect digital solution for your visitors. Go to www.swoutdoormap.weebly.com

What's the magic solution for creating memorable digital content? - *The Rule of Thirds!*

1 interesting stuff that's not just about you

2 personal stuff about you and your life

3 content promoting your business

and remember; link all your digital marketing. It's called the 'web' for a reason.