

~ SOCIAL MEDIA PLAYBOOK ~

HOW TO INCREASE CLIENT ENGAGEMENT

Social media is a complex world to navigate, so we rounded up five more tips from our social media colleagues to help you secure a stronger following and offer up informative and entertaining content.

The first step to creating a positive reputation online is to just show up! So once you've created your business profile and have a foundational understanding of what you should post, the next step is to strategically think about what type of content you should integrate and the purpose behind it. It's crucial to stay present, which means posting frequently (at least three times a week on each platform), but with frequent posting, you may find yourself running out of content ideas. See below for some creative thought starters!

1

SHOW YOUR WORTH

When you're thinking about what content you're going to post, don't forget to show your worth and the success you've had with clients. Post positive and enthusiastic testimonials. Share success stories, like how you got your clients out of an unforeseen travel nightmare. Paint a picture for your followers of what it looks like to work with you and let them dream of what their trips in paradise could be like (when planned by you)!



2

PEPPER IN PERSONAL CONTENT

While it's important to offer up content related to your business, it's always nice for followers to see who you are and learn more about you. Working with a travel agent is a very personal experience, so show your followers your personality and the face behind your brand. Try to ensure that the personal content you post is relatable to this specific audience, though (e.g., family vacation photos, your own personal travel hacks, and more).

3

GIVE A GLIMPSE BEHIND-THE-SCENES

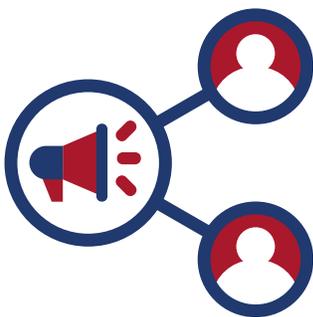
Think about what you can offer as a travel agent that most of the world can't see. Did you visit a brand new resort or experience a new travel service, like when the Sunshine Flyer just launched? Give your followers a behind-the-scenes look; as humans, we are naturally drawn to this type of exclusive content. Of course, make sure it's appropriate to share publicly.



4

CONSIDER PAID ADVERTISEMENTS

If your goal is to grow your following and expand your clientele, it's smart to consider paid social media ads. Nowadays, unfortunately, social media platforms like Instagram and Facebook have made it harder to be seen unless you pay to play. Your ongoing content should be strong, but a paid ad can be served up to a specific audience demographic with a guaranteed number of views. This expands your reach to a very targeted audience.



5

ENGAGE, ENGAGE, ENGAGE

While each tip we have shared is important, engaging with your followers or potential followers is one of the most important! Engaging with others has extreme benefits, not only related to the inner workings of the social media algorithms, but also, with your people! If you engage with them (e.g., comment back, like their posts, respond quickly to direct messages, etc.), they're more likely to stick around and interact with you in the future. In a very saturated place, your content is more likely to be served up to them as well.



An easy way to sort your thoughts and think strategically about your future content is to create a content calendar for the month ahead. While it may seem overwhelming to brainstorm a month's worth of content, it'll save you a lot of time and effort throughout the month. You don't need to have your content in pristine condition for the content calendar, and you can focus on high-level ideas, such as "sharing positive client testimonials." By preparing ahead of time, it's easier to stay up-to-date with your posts and it requires less effort in real time (AKA, will help you focus on planning someone's dream vacation). Happy posting!