

# ~ FIVE TIPS ~

## TO ENGAGE CLIENTS ON SOCIAL MEDIA

Have you ever scrolled through your Instagram or Facebook feed and dreamt of being on that beautiful, sandy beach or wanted your very own family picture in front of Cinderella's Castle? Of course you have, and that's probably what motivates you to do what you do as a travel agent!

As you know, social media is a powerful, influential tool, and when used correctly, it can help you grow your business and expand your clientele. We know, however, that the world of social media can be downright overwhelming. Just as you make traveling a lot simpler for your clients, we want to make social media marketing a little easier for you. Thanks to the social media experts who support our brand, we've gathered our top tips to strengthen your social media presence, so you can feel good about your content and connect with potential and existing clients in a powerful way—whether you're a veteran or just beginning.

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### CREATE BUSINESS-ONLY PROFILES

First things first, create business-specific social media accounts. How you speak to your audience is key when your goal is to expand your business; therefore, you need to make sure your social media content serves your clear, specific niche. You don't want to confuse your followers and offer up content that's not relevant to them and counter why they're following you. For example, if someone visits your profile to check out the latest travel promotions, yet only sees content of your dog, they are less likely to stay engaged. It's ideal to create a business-only profile, so the content you post on these profiles can be targeted to your travel clientele.



2

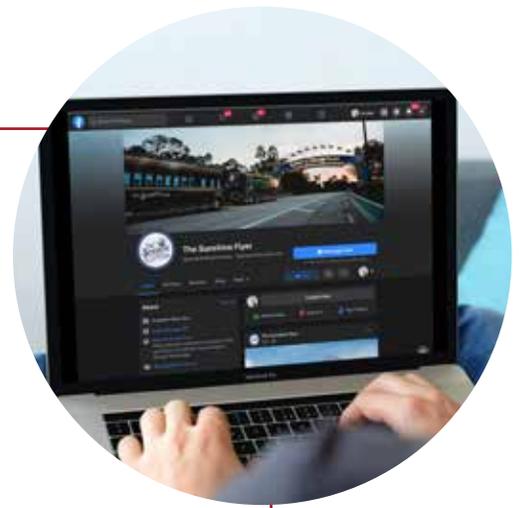
### KEEP A COHESIVE AND CONSISTENT LOOK

Maintaining cohesivity and consistency with the content you post will, in a way, represent your own personalized, digital brand on social media. Your followers will become familiar with the imagery and the details you provide in your captions, and likely come back for more—creating what every travel agent dreams of, loyalty!

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## BE INFORMATIVE AND EDUCATIONAL

Your beautiful, high-quality imagery should always be accompanied by content that offers value. Whether it be travel tips, the latest promotions or behind-the-scenes looks, your followers should gain new knowledge or be entertained by your content. When your followers are mindlessly scrolling through their feeds, you want to give them a reason to stop. It starts with an appealing image and a hook, followed by an informative caption.



4

## INTEGRATE SHORT-FORM VIDEO CONTENT

Video is all the rage right now. All social media platforms are prioritizing video content within their algorithms. This means, if you use video, Instagram and Facebook are more likely to serve up your content to your followers. Video content is also seen by non-followers, too, so you can expand your reach beyond just those who follow you. Short-form video can be created using a variety of different mobile apps or simply right inside your TikTok or Instagram accounts, and should be anywhere from 7 to 30 seconds long. Remember, the average human attention span today is only 8.25 seconds. Creating video content is very intimidating to a lot of people, so here's a handy link to help you start. In the end, just have fun with it!



5

## INCLUDE A CALL-TO-ACTION

Not every post requires a call-to-action; however, it's smart to integrate CTAs throughout some posts. For example, if you're posting about a new promotion but there are too many details to include in a caption, tell followers to click the link in your bio to learn more and be sure to include an easy-to-navigate linktr.ee in your profile for a seamless customer experience; or if you're polling your followers on a travel preference, prompt them to answer in the comments or better yet, in your stories. You can also invite them to direct message you with specific questions, etc. This increases engagement from your followers, which has a plethora of benefits.

**BOOK NOW!**

We hope you find these tips helpful. We know social media is a crucial part of any marketing strategy in today's travel world. It's a rewarding and fulfilling place to be if you do it with purpose. Be sure you have fun with it, give yourself grace and make it what you want!