



Social Media in Travel

14 March 2018

DoubleTree by Hilton Hotel Glasgow Central, 36 Cambridge St, Glasgow G2 3HN

09:45 **Registration, tea and coffee**

10:10 **Welcome from the trainer**

- Audience introductions

Bruce Martin, Managing Director, Social Media Consultant and Travel Specialist, **Ginger Juice**

10:20 **Introduction to social media**

- What is social
- Latest trends
- Facebook's newsfeed changes
- Mobile

10:50 **The three steps to successful social media**

Step one: perfect posts

- Essential 'housekeeping'
- How to create perfect posts
- Where to find content
- What organic content works and why
- Learn the best times to post are
- Vital video tips

11:40 **Tea and coffee break**

12:00 **Breakout group activity – which is the best offer post and why?**

In groups, critique real social posts

12:20 **Step two: eye-catching ads**

- Social media advertising
- Targeting options
- Advert formats
- Management and analysis

13:00 **Case study: Skyscanner**

Jon Thorne, Senior User Satisfaction Manager, Global, **Skyscanner**

Jen Rankine, Social Media Manager, UK, **Skyscanner**

13:30 **Lunch**



14:00 **Step three: powerful follow-up**

- Turn hot leads into sales
- Top tips to ensure you generate great ROI

14:15 **Tracking social media performance**

- How to measure social media ROI
- Which stats are important?
- What does success look like?
- The hidden benefits of social
- Reporting tips

14:40 **Other social channels**

- Twitter, Instagram, LinkedIn and Snapchat

14:55 **Tea and coffee break**

15:15 **Case study: Marketing Edinburgh**

- How our social media channels are used
- Edinburgh's 101 objects campaign

Emma Bathgate, Digital Marketing Manager, **Marketing Edinburgh**

15:45 **Social media and customer service**

- What customer service do people expect via social media?
- Managing feedback and complaints

16:00 **Future trends**

- What's happening now and what's coming up?

16:15 **Close of seminar**

About the trainer



Bruce Martin is the Managing Director of Ginger Juice, an award-winning social media agency specialising in travel, tourism and hospitality. Ginger Juice delivers social media strategies, community management and smart social advertising services for a wide range of businesses including tourist boards, tour operators, hotels and attractions. Bruce Martin has over 20 years' travel industry experience; previously working within travel agent eLearning, recruitment and tour operations. Bruce provides down-to-earth social media training workshops for travel businesses and is a regular speaker at events around the world.

Bruce is also the co-founder of 'Travel Gossip', the UK's largest and most active online community for the travel industry.

[Register now](#)



Social Media in Travel

14 March 2018

DoubleTree by Hilton Hotel Glasgow Central, 36 Cambridge St, Glasgow G2 3HN

ABTA's practical one-day social media seminar has been designed specifically for tour operators and travel agents. The day will deliver **comprehensive guidance on the opportunities and challenges of social media for travel.**

Get practical advice on **advertising, selling, creating content and measuring the ROI** on a variety of channels including Facebook, Twitter, LinkedIn, Instagram and Snapchat.

This training course will include the very latest news and advice regarding Facebook's recent big announcement concerning newsfeeds and what you can do about it.

Smart travel businesses are increasingly turning to social media advertising to help them **build credibility and generate enquiries.** This seminar will help you to understand how to harness the power of social advertising to help you sell more and delegates will benefit from **updated guidance, practical activities and industry case studies.**

Hear **expert speakers** discuss topics such as **how to track social media metrics** to improve performance, **building brand loyalty** and the art of **selling on social.** There will be a focus on **future digital marketing trends** and the impact these could have on travel.

Sessions include

- How social media is changing the travel industry – **top trends and platforms**
- Get the latest news on **Facebook's big newsfeed changes** and how it affects you
- How to **measure social media ROI**
- **Content best practice** – how to create posts, where to find content, ways to influence your customers
- The **three steps** to successful social media
- How to **turn hot leads into sales**
- **Building brand loyalty** – customer service via social media, managing feedback, including complaints
- **Future trends** – digital marketing trends and impact on travel

Benefits of attending

- Small groups designed to encourage **audience participation**
- Benefit from **practical activities, group work and industry case studies**
- Check you are up to date with the **latest trends, techniques and platforms**
- Gain **top tips** to build your brands
- Take away **best practice on advertising, selling and content creation**
- Learn how others are making the most of **engagement opportunities** and interactions

Who should attend?

This seminar is for those working in leisure travel, primarily tour operators and travel agents including:

- Marketing and product teams
- Digital marketing and social media teams
- Directors and senior managers from small businesses.

Prices

- **ABTA Member/ABTA Partner rate: £225 plus VAT**
- **Non-Member rate: £345 plus VAT**

Group booking discounts

- **Book three places and get 50% off the third place**
- **Book five places and get the fifth place free**

(This discount will be applied automatically when you book online.)

[Register now](#)