

# The ultimate summer paid media playbook for tourism

Digital plays a starring role in creating and converting demand from the kiwi traveller. For tourism businesses, a tactical, clever approach to paid media is key to driving engagement and direct bookings this summer. Here are our top tips on achieving maximum return on investment, no matter your budget.

## 1. Identify your audience

We know the summer of 21/22 is going to largely be domestic-only travellers. Before you plan any paid media activity, ensure you know exactly who your audience is. Local, drive or fly zone? Families, couples or silver surfers? Outdoor-lovers or city slickers? Household income? Read up on kiwi consumer insights and behaviour – the more info you have, the stronger your advertising will be.

## 2. Ensure consistent messaging

There's nothing worse than clicking on an ad and landing on a web page that is completely unrelated. Ensure there is consistency of messaging between your ad creative, copy and landing experience, ideally above the fold.

## 3. Know and own your brand voice

What makes you different from similar tourism offerings? Why should somebody choose your product over others? Know your unique brand proposition, and own it throughout the customer journey.

## 4. Stand out from everyone else

There will be a lot of noise this summer, and your creative will make all the difference as to how well your offering stands out from other brands. How can you push the boat out with exciting and unique angles? From visuals that really connect with New Zealanders to copywriting that makes kiwis sit up and take notice, your creative needs to really WOW.

## 5. Know what to run at different alert levels

Levels 3 and 4 should bring a focus on high-funnel, dreaming content. Competition during these times tends to be low, so you'll get great bang for buck. Levels 1 and 2 is all about bookings and conversion, and should be when your mid and low-funnel activity comes in to play.

Paid media is an integral part of your digital toolkit, and you don't need a huge budget to see results. Create a game plan, come up with clever creative and make the most of domestic booking behaviour this summer.

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## 6. Right platform + right ad type = Ultimate cut-through

Use the 'travel decision making funnel' to plan your paid media activity. Trying to tell millennial kiwis about a new product you know they'll love? Run short bumper video ads via YouTube. Wanting to lock in summer bookings with a discount code? Facebook retargeting ads – with a static image - is your best friend.

## 7. Know the numbers and expected return on investment

Accurate conversion tracking is the be-all and end-all of paid media success. Using Google Tag Manager, ensure you have E-Commerce and conversion tracking set up across Analytics, Google Ads and Facebook. If this is overwhelming, pay somebody who can. When it comes to budgets, work on a minimum ROI of 1:6, provided that you're including low-funnel activity in your game plan (retargeting or Google Ads – Search). EG, \$3k \*should\* yield \$18k or more in transaction value, provided you're following best practice across the board.

## 8. Don't wait till the last minute

Digital is one of the most agile and dynamic marketing platforms – but that doesn't mean you should do things last-minute. Create a plan based on your target audiences, value proposition, products and booking periods; match activity with the travel decision making funnel and put dates next to your outputs. BUT – make sure you stay flexible.

