

The RTO Campaign Maximizer

Regional Tourism Organisations are one of the biggest advocates for your destination, helping to create demand and drive preference for your wider regional offering. Right now, their role has never been more important: Increased funding and additional resources mean RTO campaigns are primed to make a significant impact on where kiwis choose to holiday this summer.

Supercharge your marketing with our tips on using leveraging campaign activity from your Regional Tourism Organisation.

1. Get in the know

All RTO's work differently, and have different funding models. Some are owned by local council while others are part of an Economic Development Agency – and these are things all have a bearing on how consumer marketing is handled. Take the time to know how your RTO functions.

2. Stay one step ahead

Once you know how your RTO works, take the time to get across their consumer marketing plans. What does their marketing calendar look like, and what theme(s) are they promoting? Take time to understand the platforms being used to activate their campaigns, and the consumer insights they are utilising for their marketing creative.

3. Align yourself

Get involved! Reach out to your RTO and ask where the opportunities lie for involvement. Could you provide a prize as part of a competition, or put a package together with other operators? Take note of any social media hashtags or incentives, and find out if your business can feature in their EDM.

4. Put your best foot forward

Images and moving footage are expensive to shoot, and RTO's often look to their operators to provide visuals. Making sure your RTO has been given all of your best images and footage means you have the best chance of featuring in their campaign creative, or on landing pages.

When it comes to your RTO, you'll get out what you put in. By taking the time to understand their consumer marketing plans and getting actively involved, you're maximising the chances of seeing bookings from RTO campaign work.

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5. Know the value

Do you know how to measure the amount of users your RTO is sending to your website? Log in to Google Analytics, then click on Acquisition – Overview in the left-hand menu. From there, select 'Referral'. See the sites that are referring people to your website, and whether or not these users are converting.

6. Take advantage

When somebody comes to your website via your RTO, how are you capturing their interest? Your website is your shopfront. Make sure your value proposition speaks to a domestic audience – you may be offering a local's deal, or a specific package that suits kiwi families.

7. Finish the conversion

When someone comes to your website via your RTO, there's a strong chance they are planning a holiday in your region – but they're unlikely to be ready to purchase. Potential visitors take between two and five visits (on average) before they are ready to book.

Stay top of mind by running a small retargeting campaign, which shows ads to people who have already been to your site but haven't converted yet. Retargeting campaigns then drive people back to your site to convert.

