



Social Media Marketing Package – from R279 per month

Social Media continues to grow in importance as the search engines take these sites into consideration and establishments are able to grow their network and increase their exposure. Even small Bed & Breakfasts, Guest Houses, Self Catering Accommodation and Boutique Hotels that take advantage of this trend are seeing significant benefits in terms of online placement and occupancy.

What is included in the Package?

- **Facebook Fan Page** with customized “About Us” & “Book Now” tab, image gallery and customized profile image (logo).
- **Twitter** Account with customized background design and profile image.
- **Video** from still images with titles and background music and make the video available on **YouTube** as well as on your own website.
- **Photo** album on **Flickr** with keyword rich titles, descriptions and keyword tags.
- **Social bookmarking** tool for your website to allow visitors easy access to their favorite bookmarking sites.
- **E-mail newsletter** template based on the look & feel of your website.

How will we promote your social network and website?

- We’ll write every month one article about your establishment, location, upcoming events and other relevant topics and submit your article to a network of **article submission** services, post it on your Facebook page and on your blog (if you don’t have one, we’ll create one for you for a small set-up fee) and we’ll “tweet” about your article on your Twitter profile to let all your followers now about the article. Twice a year, we’ll send a **newsletter** to your existing client base. And, of course, we will provide you with ongoing support with any questions you might have regarding your social network.

What are the benefits?

- Get one-way back links to your website which increases your website’s Page Rank and popularity in Search Results.
- Drive more traffic to your website through keyword rich content promoting your establishment as well as nearby attractions and events.
- Built your repeat business by keeping in touch and make it easy for guests who stayed with you to share their experience and recommend your establishment.
- Build your brand through a multi-channel marketing strategy and stay on top of your competition.

How do I get started?

Simply sign up online at www.tourismmarketing.co.za or call us on 021 556 3469 or send an e-mail to info@tourismmarketing.co.za.

Any questions?

We look forward to hear from you!