

octave
digital

SOCIAL MEDIA CONTENT MANAGEMENT SERVICE FOR TOURISM



Service Overview

Octave Digital enable tourism organisations to significantly improve their success on key digital and social media platforms. Through our expert experience in digital and social media, our clients benefit quickly from:

- The regular production and posting of quality social media content
- A significant increase in the marketing reach of social content
- Efficiencies gained from outsourcing social media posting
- A real boost in engagement with local people and stakeholders

Organisations and businesses we've worked with include:

- Monaghan County Council
- Monaghan Tourism
- LUAS (Transdev Ireland)
- Institute of Public Administration
- Weightwatchers
- Wicklow County Council



IMPORTANCE OF DIGITAL AND SOCIAL MEDIA FOR TOURISM

Social media use has increased massively across the globe and now plays a major part in people's day to day media use. In Ireland, Facebook and Instagram use has grown hugely in the past five years being used by 65% and 30% of the population respectively, with daily time on Facebook totalling over 45 minutes per day!

For the travel, tourism and hospitality sector the fast-changing media landscape presents particular challenges and opportunities.

Challenges

- Huge Decline in Print Readership and Advertising

There's no doubt the main media casualty in the past decade has been print media titles, which have witnessed very steady declines in readership. For regional and local newspapers and titles across UK & Ireland, the declines in readership and sales have been huge and irreversible.

- Marketing Effectively In a Fast-Changing Media Environment

The modern media and marketing landscape has not only changed rapidly, but continues to evolve at such a pace that most businesses and organisations have very outdated marketing strategies. Given the complexity of the modern media environment from Social Media Advertising to Search Engines and Video Content, it's not surprising that many marketing approaches are limited in their effectiveness.



IMPORTANCE OF DIGITAL AND SOCIAL MEDIA FOR TOURISM

Opportunities and Solutions

- Modernising Your Marketing to Reach and Engage Online

For smart and progressive tourism organisations, there are very real opportunities to capitalise on the huge increase on digital media usage. Social media networks, especially Facebook and Instagram, are perfect networks for tourism organisations to showcase what they have to offer in a fun and exciting way - primarily through stories that utilise great photography and video.

- Outsourcing Social Media to Expert Marketers

Marketing effectively in the new media environment requires a high level of experience and practical skills. We strongly believe that tourism organisations should outsource digital and social media marketing to experienced marketing professionals if they don't have the expert skills in-house.



Our Service

Social Media Management Service

Our social media management service ensures you benefit from professional, creative content and a more effective social media presence based on:

The core areas of our service are:

- Development and posting of content across core networks: Facebook, Instagram and Twitter
- Facebook Advertising to increase the reach and impact of major stories and the relevant Facebook Page likes
- Engagement with tourism stakeholders

Social Media Content Planning

A tailored social media plan covering a three-month period detailing:

- The priority stories and initiatives
- Facebook and Instagram advertising
- Quality, engaging content: photos and videos

Social Media Community Growth

Targeted Facebook and Instagram Ads to raise the profile and following for your tourism brand.

It's nearly time for the Harvest Time Blues Festival!
From 1-3 Sept, Monaghan Town plays proud host to some of the finest American rhythm and blues artists including Lucky Peterson, The Jeff Jensen Band, Sugaray Rayford as well as local blues act The Grainne Duffy Band. A really great weekend of music, craic and entertainment. Check out the ful... See more



Facebook Ads to Support Major Activity/Campaigns

Facebook Ads are a really great way to promote major initiatives and events as it's possible to micro-target your audience according to geo-geographic area (by City / Town or County area) and different demographics (e.g parents) or intent (e.g people who like your page, enjoy country music). We will create an average of four Facebook advertising campaigns each month to promote major tourism related stories and events. Each Facebook campaign will consist of the following:

- Preparing photo and image content (creating collages, resizing)
- Writing Advert copy
- Campaign set up and targeting
- Payment to Facebook
- Reporting on advert metrics

Organic Social Media Content Development and Posting

Octave Digital will develop organic social media content for your tourism social media accounts. We will identify news stories and events and repurpose into social media content and manage the posting process, based on the following areas:

- The priority stories and initiatives
- Facebook and Instagram advertising
- Quality, engaging content: photos and videos



Case Study: Monaghan Tourism



Monaghan Tourism significantly grows social media reach, following and engagement through content marketing and engagement activity.

Key Successes and Overview

From July 2017-December 2018, Octave Digital delivered a social media content marketing and engagement service for Monaghan Tourism, that achieved the following results:

- 40% increase in Facebook Page followers (4921-6881)
- 30% increase in organic content reach July 2017-Dec 2018
- Regular post reach of +10,000 on key Facebook posts for tourism events
- Highly significant increase in Facebook engagement on key events (likes, comments and shares)

Client Brief

Due to a lack of resources and in-house expertise, Monaghan Tourism required a digital agency to manage the content and posting for its summer tourism 2017 campaign. Octave Digital were selected after demonstrating significant experience of tourism marketing and expertise in social media. Octave Digital was initially appointed to deliver a three-month social media content development and support programme.



Case Study: Monaghan Tourism

Campaign Delivery

Octave Digital began by conducting an audit of the existing Monaghan Tourism social activity including reviewing content, tone of voice, frequency of posts, engagement with followers on Facebook and Twitter to identify what was working well and what could work better. We quickly devised an approach based on:

- Raising the quality of social media posts
- Utilising the power of Facebook Advertising
- Improving the emphasis on great quality imagery from across the County.
- User generated content on the Monaghan Tourism Instagram page

Raising the quality of social media posts

We used our skills in copywriting and content presentation to improve the quality of social media posts, placing a particular emphasis on:

- Appropriate tone of voice
- Quality imagery



Case Study: Monaghan Tourism

Utilising the power of Facebook Advertising

Highly effective use of Facebook advertising was deployed, concentrating on the primary tourism stories and events in each month, with a particular emphasis on major music festivals, cultural shows and food events. Our knowledge and practical experience of Facebook Advertising resulted in a steady stream of quality stories promoted across the County. We were also able to micro-target surrounding areas (South Armagh, Tyrone, Leitrim and Cavan) in order to increase awareness of tourism events in Monaghan.

Example: #MyMonaghan Videos Promotion Summer 2018

In 2018 Monaghan Tourism commissioned of a series of eight high quality engaging videos celebrating the best of Monaghan Tourism. The subsequent Facebook Advertising campaign by Octave Digital gained a very significant level of exposure for the content. The exercise resulted in excess of 73,000 views with excellent levels of feedback and engagement.



Monaghan Tourism added a new video: **#MyMonaghan Land of the Giants!**
Posted by Julie Sherlock
26 July 2018 · 🌐

In the fourth of our #MyMonaghan videos, Paul Bond introduces us to Roddy the Giant who overlooks the lake at Rossmore Park.

At 30 ft high, Roddy (full name Roddy Dendron) can be seen from space! At least that's the brief that was given to Clontibret engineer Benny Magen... [See more](#)



👍❤️👏 150 28 comments 138 shares 10.4k views

User Generated Content on Instagram:

We harnessed the power of Monaghan county pride to create and promote local content that followers would react positively by liking, sharing and commenting on.



Client Recommendation

“ Octave Digital provide a professional and highly valued social media service that has enabled Monaghan Tourism to promote the county much more effectively.

Paul and Julie possess an expert understanding of social media networks together with a solid understanding of how to promote tourism stories online.

I'm delighted to say that since July 2017 they have successfully improved our social media reach and engagement among key audiences and I would very much recommend the Octave Digital social media management service. ”

Dympna Condra

Tourism Officer, Monaghan Tourism



Meet the Team

Paul McGarrity

Director



Paul McGarrity is a digital marketing consultant with over eighteen years experience in the UK and Ireland marketing sector and is Director of Octave Digital. Paul helps clients understand, adopt and utilise digital and social media marketing and focuses on consultancy advice, campaigns and training.

He has successfully worked with a range of tourism, travel and hospitality clients including Monaghan Tourism, Northern Ireland Tourist Board and The Travel Department. His specialisms are Social Media Strategy and Management, Digital Marketing and Social Media Advertising.

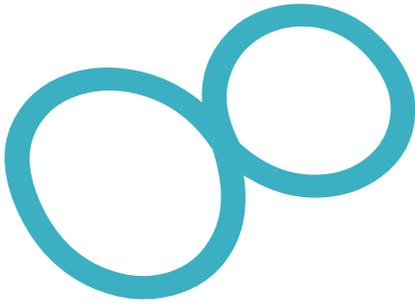
Julie Sherlock

Social Media Manager

Julie Sherlock has over seventeen years experience in Communications. Beginning her career in agency, she delivered on several consumer PR accounts including Tesco and Red Bull as well as B2B for Intertrade Ireland and Deloitte.

Julie has spent six years managing media relations and corporate responsibility for the multi award winning Translink (public transport) communications team. Her specialisms are copywriting, crisis communications and social media strategy and management.





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Contact Us

To find out more about how we can help bring your social and digital marketing to the next level, contact Paul McGarrity via the details below:

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