

Mastering Facebook as a Travel Agent

www.skybirdtravel.com

1-888-SKY-BIRD (759-2473)

cs@skybirdtravel.com

Your Global Partner



How to Grow Business on Facebook

WHY & HOW should you use Facebook to promote your business??

Trends are always changing. Keeping up with them may seem daunting...

This presentation will show you how to use Facebook as a tool to maximize your visibility, and **gain clients**.



Why use Facebook?

Pew research states that 72% of adult internet users have Facebook.



Why use Facebook?

Brand Awareness – AKA your business

- Travel agents should have a recognizable brand just like any major corporation.
- Having a personal brand forms a bond of trust with clients.
- If someone is going to pay thousands of dollars for a vacation, they need to know they can trust you.



Why use Facebook?

Facebook – The New Word of Mouth

- A Facebook Page for your business gives your customers an opportunity to leave reviews.
- Reviews are crucial in the digital age.
 - **Roughly 85% of consumers read online reviews¹**
- Plus, clients who have a positive experience with you can share their experience online

1. <https://www.shopify.com/retail/119916611-how-online-reviews-impact-local-seo-and-why-they-matter-to-your-bottom-line>
2. <https://www.linkedin.com/pulse/how-travel-agencies-can-increase-website-traffic-using-goswami>



Why use Facebook?

You Can Potentially Reach Billions of Customers

- According to zephoria.com, Facebook has around 1.79 billion monthly active users. ¹

1. <https://zephoria.com/top-15-valuable-facebook-statistics/>



How to Use Facebook

It's Time - Start or Upgrade Your FB Page

First Things First

- Create a “page” on via your new or existing FB account.
 - Here's a link on [how to start a Facebook page](#).

Why Make a Separate Business Page?

- You want to keep your professional and personal life separate.
- Business pages can give you important insights.



How to Use Facebook

Branding – Design Your Page

- Use high quality images for the banner (the large image located at the top of your page.)



You want customers to feel compelled to visit the destinations showcased.



How to Use Facebook

Branding – Design Your Page

- Profile picture
 - Considering creating a logo for your brand
 - Or again, high quality images



How to Use Facebook

Strategy – Grow Your Social Presence

- The more likes you have, the more reputable you seem.
- Invite friends & clients to “like” your page.
- Complete your “About” form.
 - Write a few lines about who you are and how long you’ve been in the travel industry
 - Also, your location so locals contact you.



How to Use Facebook

Strategy – Grow Your Social Presence

Utilize Paid Post

- Paid post greatly increase the likelihood of the right people finding your content.
- You can specifically target demographics.
- To learn how to set up a “paid post” click [here](#).



How to Use Facebook

Strategy – What Should You Post?

Variety of posts will make your Facebook more interesting

- Post relevant and useful articles your clients might find helpful and interesting.
- Travel deals and links back to your website.
- GIFs
- Photos and videos

Photos and videos have shown to receive higher levels of engagement.¹



How to Use Facebook

Put yourself in the consumer's shoes.

Does this inspire you??



What do you want to see when you visit a company's page?

What triggers you to act?

It's probably a similar answer as your potential customers.



How to Use Facebook

Strategy – What Should You Post?

Pin important posts

- Facebook gives you the option to “pin” a post so that it will always appear at the top of your timeline.
 - This is useful for advertising ongoing deals.
- Keep posts to 250 characters or fewer



How to Use Facebook

Strategy - Interacting With Customers

- Facebook, like social media in general, is a two-way conversation
- Engage with customers who like, comment, or share your posts



How to Use Facebook

Finally - Set Up a Budget For Advertising

Facebook ads let you pay as you go

- Use insights to determine when, how often, and who you should target.
- Think of it like fishing: some people will be attracted to different things than others.
You just need to learn what bait to use.

