



Switzerland.
get natural.



Switzerland.
get natural.

SOCIAL MEDIA – How to Use it Correctly & Efficiently.

Swiss Ski School Training, Bern
October 2017

Agenda.

1. Social Media @ ST – Overview – 10 Min
2. ST Winter Campaign 2017/18 – 10 Min
3. Social Media Marketing: Setting the Stage – 10 Min
4. 8 Steps to Successful Social Media Marketing – 30 Min
5. Questions – 30 Min.



Schweiz.
ganz natürlich.

Social Media @ Switzerland Tourismus:

A Sneak Peak into our Daily Business

Randa, Wallis © Schweiz Tourismus

Some Figures about ST's Social Media.



2m



230k



200k



20k

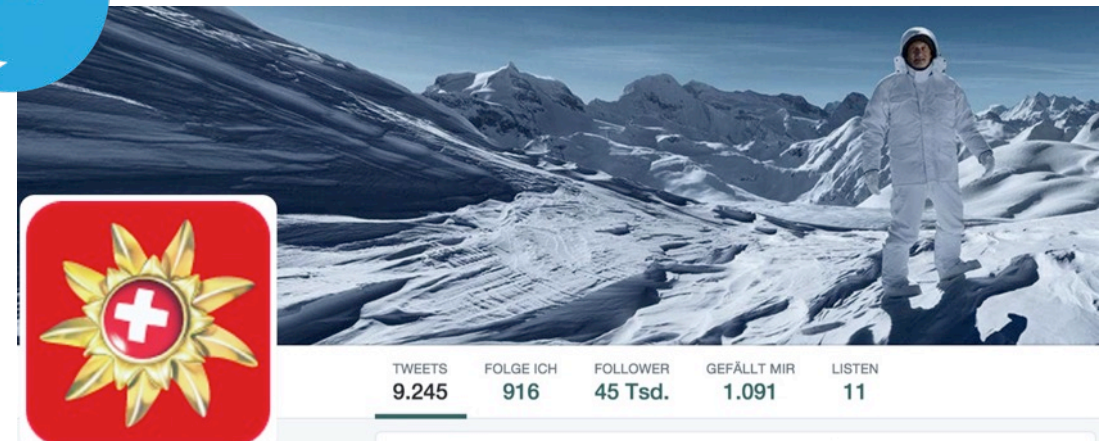
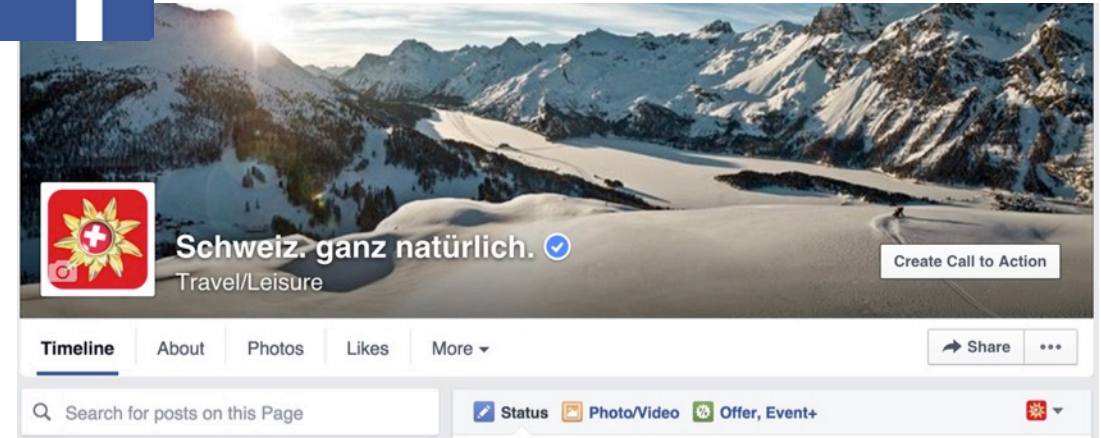
- Total 2.7 Mio. Followers



Switzerland.
get natural.

Facebook und Twitter.

- Several posts and tweets per day.
- ST ZH publishes in 4 languages.
- Important channels to promote campaigns, offers and links.
- Biggest fan group for ST.
- High importance for markets.
- Main platform for advertising efforts



Instagram.



Switzerland.
get natural.

- The most rapid growing platform.
- Main source for #INLOVEwithSWITZERLAND-content.
- Stimulates dialog and easy content distribution
- Fast development, suitable for professional profiles.



How is the Winter Going to Be?

Winter Campaign 2017/18



Schweiz.
ganz natürlich.

Zermatt © Zermatt Tourismus/Vitor Cortes

Clip.



Focus Segment: Snow Sports Enthusiast.



Switzerland.
get natural.

The Snow Sports Enthusiast is thrilled about the versatile offers in the Swiss ski resorts: on-/off-piste, cross country slopes, cosy mountain restaurants and great snow conditions.

Needs

- Convenience (ski pass, equipment, transportation, etc.)
- Speed, adrenaline, feeling of freedom and at the same time safety
- Sporting challenge
- Pristine snowscape and powder snow
- Enjoyment, good food

Unique experiences

- Size of skiable area, varied, long, high-quality slopes with snow guarantee
- Excellent accommodation with ski-in ski-out option
- Spectacular mountain and winter panorama
- Modern mountain railway infrastructure
- Authentic and cosy mountain inns
- High-quality and friendly ski schools



1. Skier/Snowboarder

Beginner, returners, pleasure and sporty skiers

2. Free Rider

Looks for thrills and untouched powder snow

3. Cross-country Skier

Relaxed, slow paced or sporty cross-country skier



Switzerland.
get natural.

Campaign objectives.

- Emotionalising the Swiss winter and market positioning of Switzerland as the original winter sport and winter holiday destination, with its mountain and nature experiences, as well as its wide and diversified range of offers.
- By means of a Precision and Content Marketing Plan, we will reach the different winter segments and communities. We will inspire potential visitors through individual and authentic content with a focus on digital channels.



Switzerland.
get natural.

4-wheel drive of ST.

Promotion



- Magazine
- TVC
- Inserts

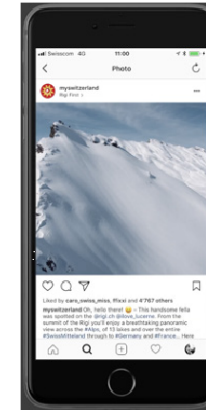


KMM

- Media stories
- Media/ Influencer trips
- Media conferences:
7. Nov 2017, ZH

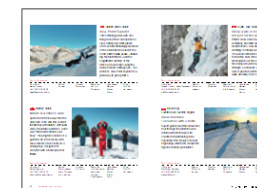


eMarketing



- Social Media
- Social/ Nativ Ads
- Newsletter
- MySwitzerland.com

KAM



- Cooperation with TOs
- Trade
- Market cooperations
- Offers



Switzerland.
get natural.

Upgrade your Winter auf Social Media.

Pre Season

Ziel: Create Awareness for the Winter



November 2017

Dream
SoMe only



erster Schneefall

Ziel: Awareness &
Official Beginning of the Winter Season



Dream
SoMe / MyS.com

Main Season

Ziel: Specific Offers



April 2018

Dream / Plan
SoMe / MyS.com

Social Media Marketing: Setting the Stage



Schweiz.
ganz natürlich.

Social Media History.



▪ 1971



▪ 1989



▪ 1993



▪ 1996



▪ 2002



▪ 2004



▪ 2005



▪ 2006



▪ 2010



▪ 2011



Switzerland.
get natural.

Social Media Characteristics*.

Social Media is a communication channel – not a marketing tool

Benefits.

- | | |
|--------------------------------------|------------|
| 1. Information platform | → Newsfeed |
| 2. Motivation / inspiration platform | → Like |
| 3. Discussion / dialogue platform | → Comment |
| 4. Viral effects | → Share |

Drawbacks.

1. Short-livedness
2. Competition
3. Flood of information

** Peter Erni / Brain & Heart Communication*

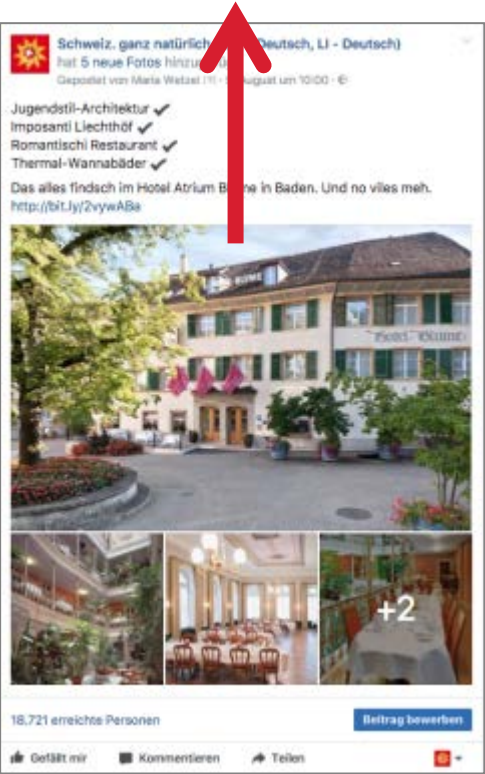


Switzerland.
get natural.

Social Media Coverage.

OWNED

Community



PAID

Advertising



EARNED

Multiplication (Likes, comments, shares)





Switzerland.
get natural.

Social Media Channels & Use.

- Social network users globally: 2.3 billion. people
- Social network users Switzerland: 3.9 million
- Biggest social networks globally (monthly users):
 - Facebook 1.8 billion
 - Instagram 500 million
 - Twitter 317 million
- Usage per day (CH):
 - Facebook: 42 min
 - Instagram: 21 min
 - Twitter: 17 min
- Social network usage by companies in Switzerland:
88 %

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3





Switzerland.
get natural.

What does that mean in concrete terms?

1. Your guests use Social Media...
2. your potential guests likewise...
3. ... and your competition too
4. Social Media = Direct line to (potential) customers

In other words:

So the question is not **whether** you should invest in Social Media, but **how** you can get the best use out of the channels.

Who in this Room...

8 Steps to Successful Social Media Marketing



Schweiz.
ganz natürlich.

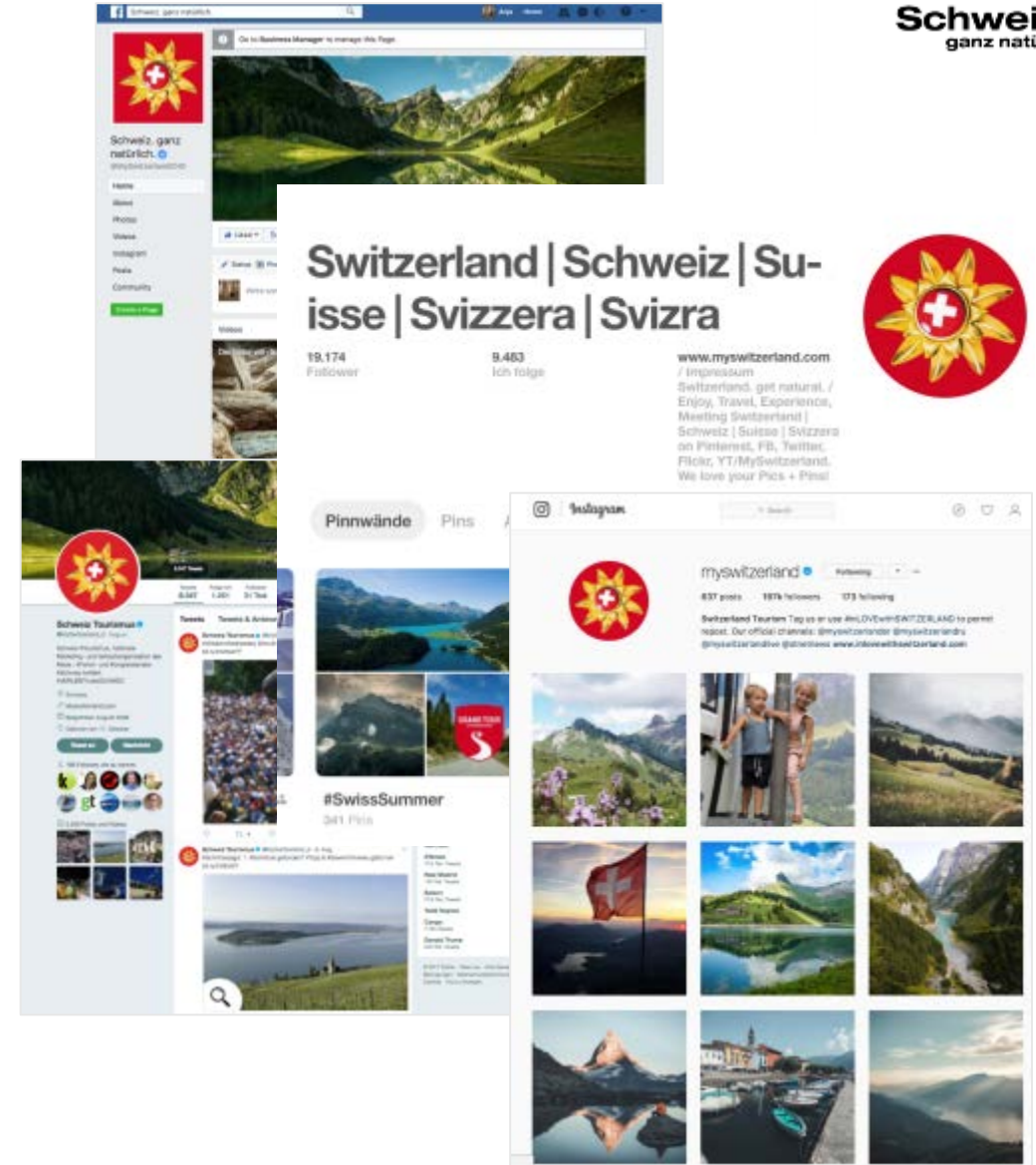
Step 1/8: Choice of platforms.



Schweiz.
ganz natürlich.

What Social Media channel is suitable for my target group?:

- **Single vs. multi-channel strategy**
- What do I post and when?





Schweiz.
ganz natürlich.

Step 1/8: Choice of platforms Facebook.

Benefits.

- Biggest social network with the widest coverage
- The all-rounder among social platforms
- Simple user interface & clear target group definition
-> Language settings / interests
- Customer interaction
- Different formats = Varied design
(Classic posts, promotions, live videos, events, target registrations, etc.)

Drawbacks.

- Care and maintenance
- Time & resources
- Competition / monetisation
- Multiplier effect ≠ pos.

Communication goals.

- Brand notoriety / image
- Inspiration
- Lead generation
- Customer dialogue
- Rating platform





Schweiz.
ganz natürlich.

Step 1/8: Choice of platforms

Instagram.

Benefits.

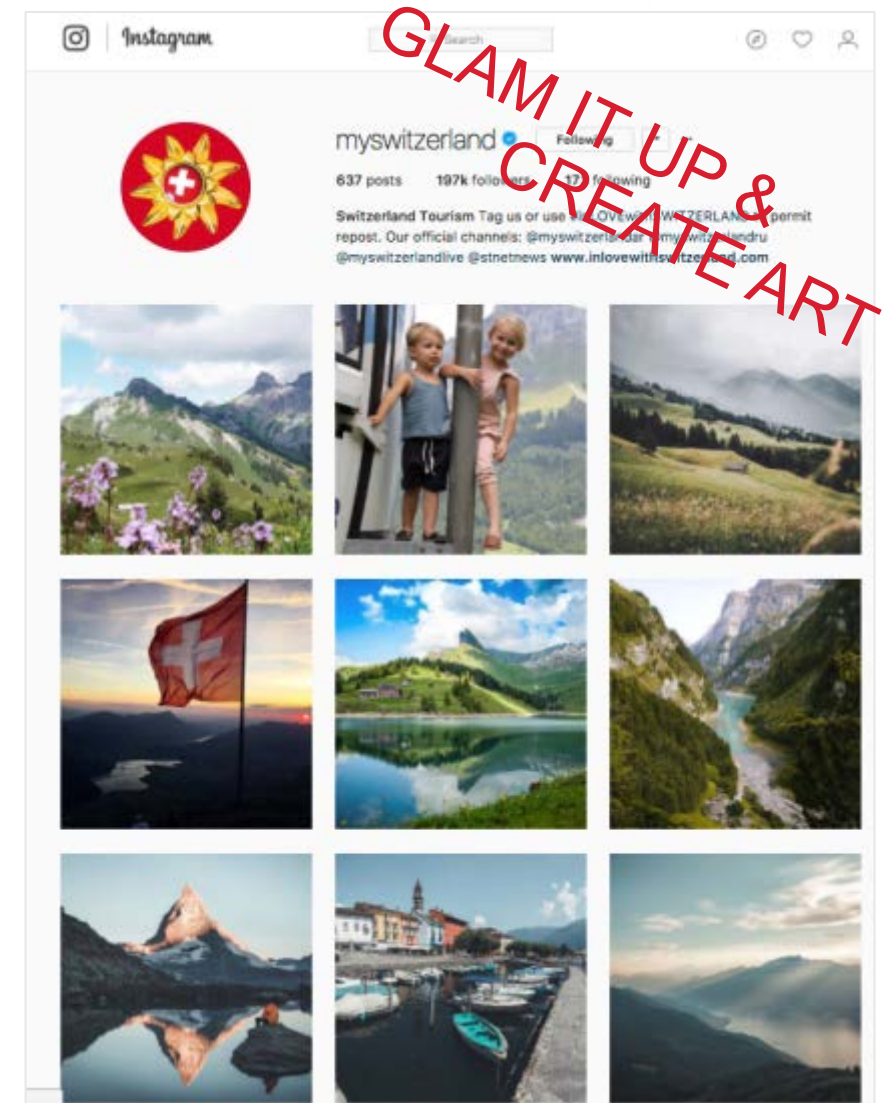
- Fastest-growing community
- Visual language (Visually appealing content = traffic on website)
- Real-time communication
- Instagram Stories for picture stories (24-hour overview):
- Hashtag function makes images easier to find

Drawbacks.

- Mobile platform
- Language settings
- Linking not possible

Communication goals.

- Mobile and young generation
- Traffic on website
- Brand notoriety / image
- Inspiration
- UGC



Step 1/8: Choice of platforms

Twitter.

LISTEN

Benefits.

- Currency / fast dissemination
- Customer service (micro-blogging service)

Drawbacks.

- Character limit
- Language settings
- Number of tweets per day
- Half-life

Communication goals.

- Customer service
- Image build-up / PR
- Inspiration
- UGC



Step 2/8: Formats.

Content must fit the platform:

- Facebook: Storytelling via photos, (live) videos, events, customer reviews, etc.
- Instagram: authentic, high-quality photos / videos → UGC
- Instagram Stories: picture stories (events, trainings etc.)
- Twitter: short & sweet, informative
- Prepare content correctly for each platform (no automatic sharing)

Tip:

- Texts: From information to inspiration (short & sweet)
- Images: High-quality image material (post-editing)
- Links: Shorten (bitly, ow.ly etc)
- Bio: Informative bio incl. link to website
- Tags: Tag partner & destination (Geotags)
- Facebook: Post in multiple languages.



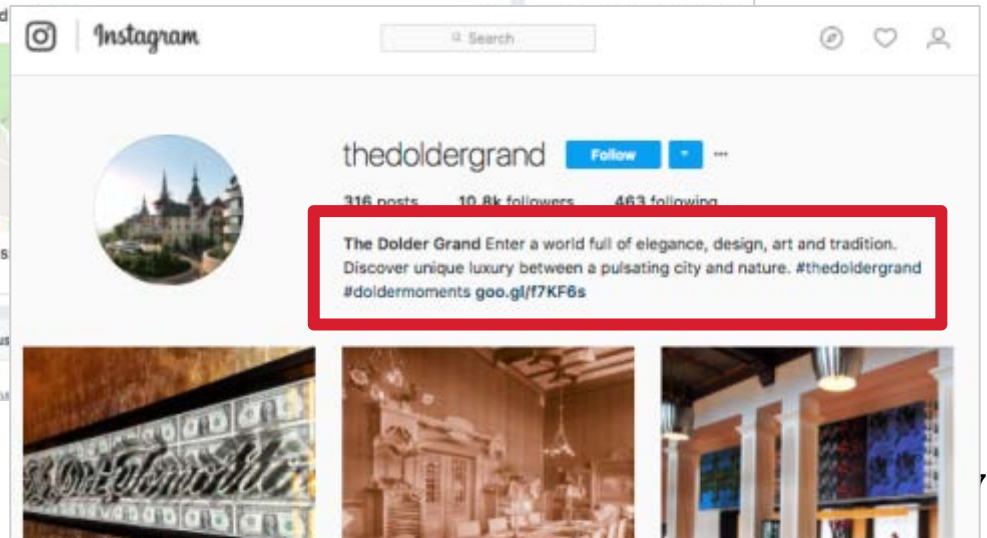
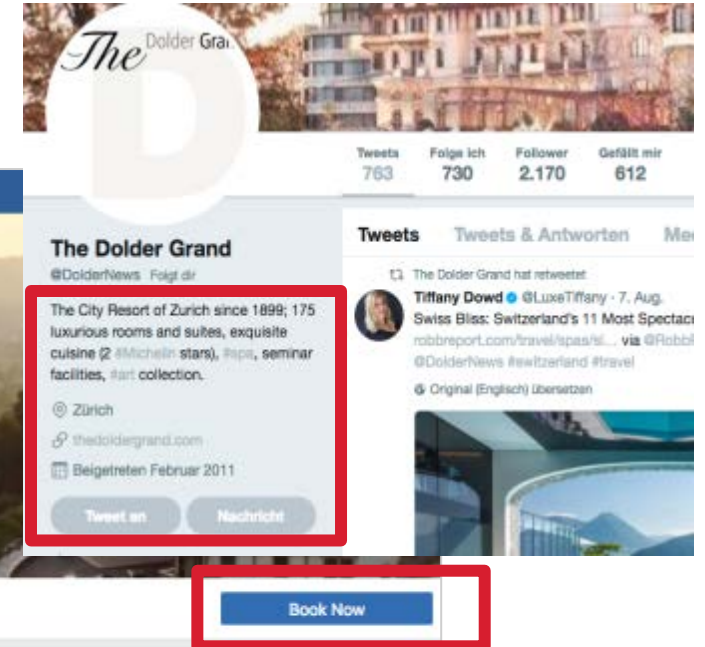
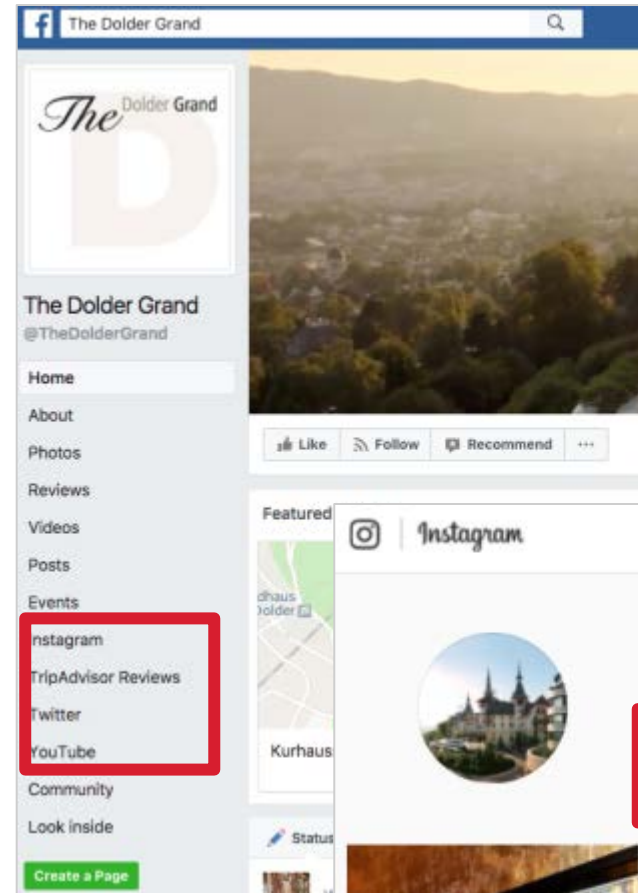
Step 2/8: Formats.



Schweiz.
ganz natürlich.

- Adjust content to platform

- Prepare platforms correctly



Step 3/8: User-Generated Content.

What is User-Generated Content (UCG)?

Users show what they **experience, feel, think** and share it in the social networks With their friends and followers.

And with you!

Benefits of user-generated content:

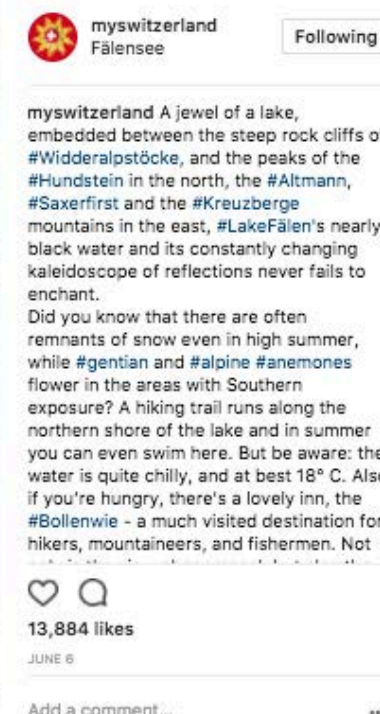
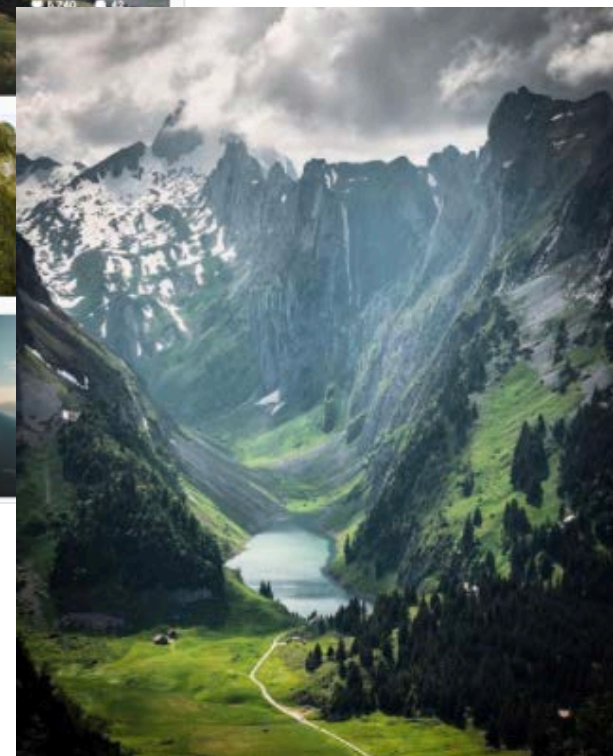
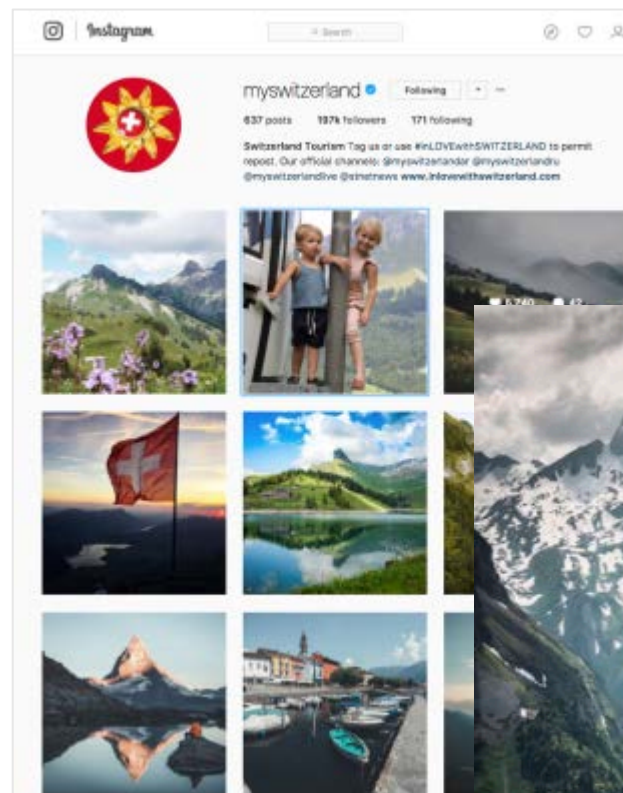
- Authentic and credible
- Customer loyalty
- Coverage, brand notoriety, image
- Identification with the company
- Cost-effective content
- Enrichment with dedicated content

Attention:

- Legal aspects -> Indicate copyright & tag users



Step 3/8: User-Generated Content @ ST.



Step 4/8: The Hashtag.

What is a hashtag and what it is used for and where?

Instagram and Twitter users in particular "tag" their content using hashtags. Hashtags are **key terms** that put the post in context in terms of content and so make it easy **to find**.

E.g.: In all formats Switzerland Tourism has the main hashtag **#inLOVEwithSWITZERLAND**, and provides "digital travellers" with a tool to tag their stories.

A tool for us to find their content!

- Create a hashtag & communicate your hashtag across all platforms (i.e. not only Social Media, but also e.g. in the newsletter, e-mail signature etc.)
- A tool for finding UGC.
- Instagram: Post 5-10 meaningful hashtags in comment
- Twitter: Hashtag key words in the text (without spaces, no special characters)
- Facebook: do not use hashtags



■ www.inlovewithswitzerland.com/de/all

Step 4/8: The Hashtag.



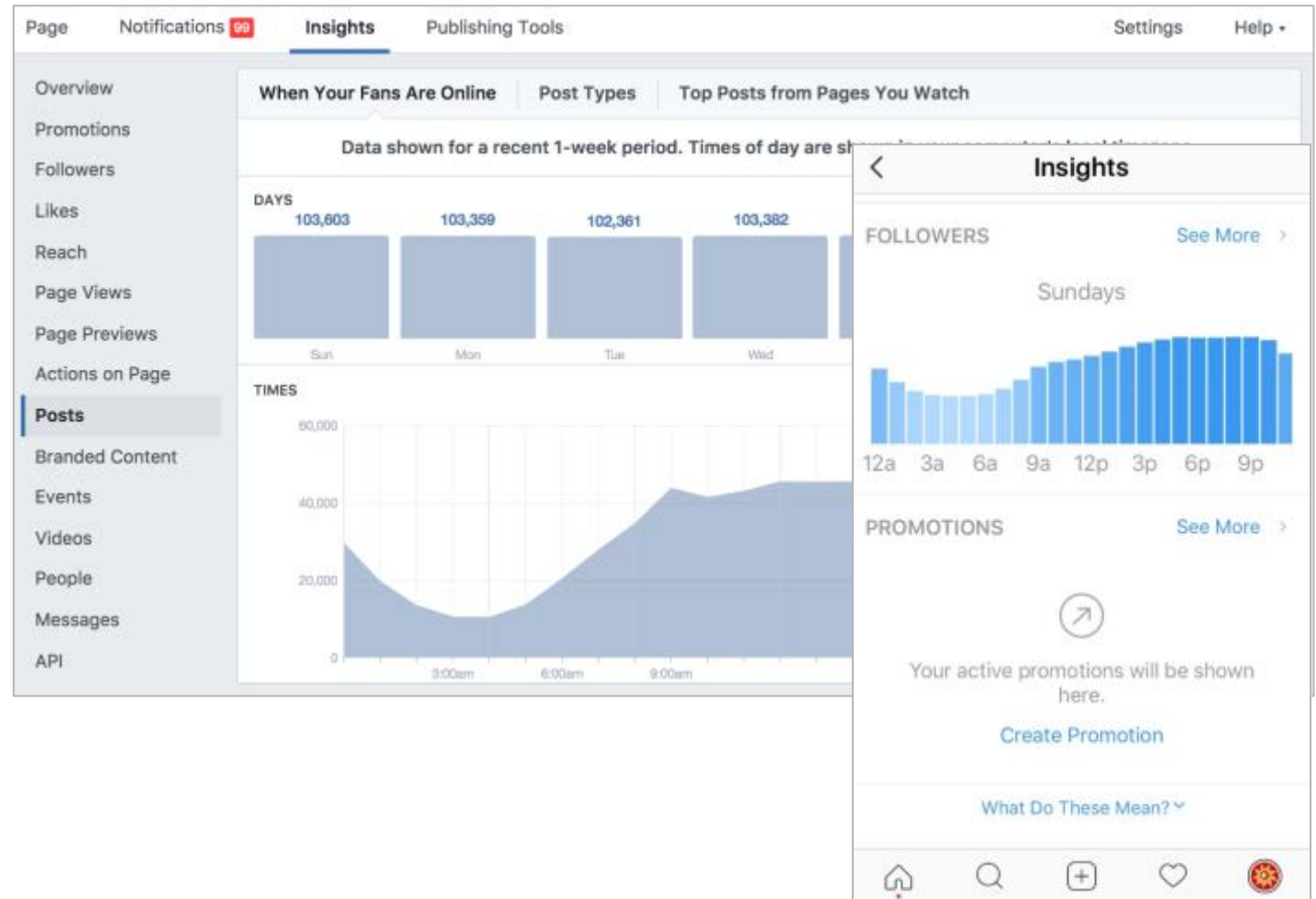


Schweiz.
ganz natürlich.

Step 5/8: Scheduling.

When are your followers online?

-> Schedule your posts accordingly





Schweiz.
ganz natürlich.

Step 6/8: Influencers.

80% of people use social networks and content sharing sites for leisure and travel inspiration – Google Travel Study, 2014

Recommendations from people I know' (78%) and 'consumer opinions posted online' (63%) are the top two ad formats acted upon by European consumers – Nielsen's 2015 'Global Trust in Advertising' study



Step 7/8: Do not just talk about yourself.

Show your region, mention local activities, events etc.



Step 8/8: Listen.

Social Media = Opportunity to talk directly to the customer .

Active Community Managementt

- Respond, like, retweet
- Show appreciation

What are users saying about you?



In summary.

1. Choice of platforms.
2. Formats.
3. User-Generated Content.
4. The Hashtag.
5. Scheduling.
6. Influencers.
7. Do not talk about yourself.
8. Listen.

3. And Now?



Switzerland.
get natural.



And now?

... we are the user too!

1. Plan the content (own stories, insider tips, etc.)
- 2. Use hashtag(s)**
3. Let us take part in your adventures and everyday life
- 4. Use hashtag(s)**
5. Inform ST Schweiz proactively about news, events and projects
- 6. Use hashtag(s)**
7. Be the ambassador for our Swiss winter and Swiss snow

Questions?



socialmedia@switzerland.com

Vielen Dank.



Schweiz.
ganz natürlich.