NOW & HOW: PROTECTING THE FUTURE OF YOUR DESTINATION
THE WORLD HAS COMPLETELY CHANGED

COVID-19 has brought monumental changes in every aspect of consumer life. From everyday habits to long-lasting hobbies, people have found themselves forced to change the way they spend their time and money and adjust to the new normal.

HOW HAS THE WORLD CHANGED?
Uncertainty is at an all-time high
There is more division than ever before (politically, socially, between governments etc.)

HOW HAVE CONSUMERS CHANGED?
Health and safety are now a top concern
Purchasing behavior has shifted to online for most categories
Social media consumption has increased to record levels

HOW HAS MARKETING CHANGED?
COVID-19 has accelerated the shift to digital and social marketing
Flexibility is now a key requirement for all marketing plans
Marketing needs to be laser-focused as consumers are looking for content that is specific and relevant to them
WELCOME TO A NEW NORMAL

The new consumer
Consumers have fundamentally changed during their time at home — behaviors that will likely stick with them long past the immediate threat of COVID. Travel and hotel stays are at new lows, and consumers have a new concern around safety when visiting a place not their home. And economic uncertainty is forcing consumers to change their purchasing behaviors across all verticals.

The new marketing
Budgets will be smaller, your audience will think differently, and the digital sphere will continue changing at a rapid pace. Marketers will need to be more strategic and nimble than ever before, putting social and digital at the forefront to continue driving the bookings needed now.

“WE ARE [NOW] SOCIALLY-LED AND BRAND-INSPIRED — AND WE WON’T GO BACK.”

- CAROLINE BETETA, CEO OF VISIT CALIFORNIA MAY 19, 2020
THE PANDEMIC JUMP-STARTED A NEW DIGITAL ERA, MAKING BOTH DIGITAL AND SOCIAL MORE IMPORTANT THAN EVER.

66% OF CONSUMERS EXPECT THEIR SOCIAL MEDIA CONSUMPTION TO INCREASE DURING COVID

U.S. ONLINE SALES HAVE INCREASED 49% YEAR OVER YEAR (APRIL 2019 VS APRIL 2020)

USERS ARE BROWSING 53% MORE ON FACEBOOK AND 32% MORE ON INSTAGRAM
HERE ARE SEVEN CRITICAL THINGS YOU NEED TO IMPLEMENT NOW

... OR RISK GETTING LEFT BEHIND
1. SOCIAL MEDIA STRATEGY

WHAT IS IT?
A social media strategy is the roadmap to achieve your business goals. This foundation is crucial to reach the right consumers with the right message in current times.

WHY DOES IT MATTER?
The world around us and your audience has completely changed, and your old social media strategy and goals will no longer apply in a post-pandemic world. If you don't have a solid, strategic approach, you won't reach the right people, won't be able to stay relevant and — most importantly — won't convert the visitors you need now.

HOW DOES IT WORK?
Your brand's current tactics and presence on social are evaluated alongside platform best practices, including messaging types, prioritized content and posting cadence based on your audience size.

Get in touch if you need a social strategy that will drive visitation to your destination this summer: hello@sparkloftmedia.com

CASE STUDY
For one DMO client, re-evaluating their goals and creating a cohesive social strategy led to a YoY increase of link clicks by 1,718% (comparing February 2020 to February 2019).
2. SOCIAL LISTENING

WHAT IS IT?
Social listening is a process that uncovers deep insights into what consumers feel, think and expect from brands using social media data.

WHY DOES IT MATTER?
Your customers think differently now. Social listening can help you to understand them as you make decisions about when to begin marketing again, who to market to, and what messages are most important. Through these social insights, marketers can track consumer shifts to ensure that what they’re offering is relevant and timely.

HOW DOES IT WORK?
Custom listening queries aggregate sentiment across social platforms, blogs and forums to provide audience insights and tactical recommendations for strategy, messaging and more.

Get in touch if you need social listening that will help identify the right messaging for your audience: hello@sparkloftmedia.com

CASE STUDY
Through social listening, we’ve identified audiences that are more likely to travel, and uncovered that one of these audiences this audience is 11x more likely to skew Republican.
3. HYPER-TARGETED CONVERSION CAMPAIGN

WHAT IS IT?
A strategic method to ensure you market to consumers that are ready to make a purchasing decision now.

WHY DOES IT MATTER?
Marketing budgets have been cut, while the need to convert is greater than ever. Travel and tourism brands need the right campaigns to make sure they are focused on people ready to book so they can maximize their marketing ROI.

HOW DOES IT WORK?
The right conversion campaigns profile your ideal target audience and layer interest targeting with digital indicators that tell us when a user is more likely to book. A phased approach makes sure you’re moving audiences down the funnel and hitting all potential visitors at any point in the booking process.

Get in touch if you need a custom conversion campaign that gets audiences closer to booking: hello@sparkloftmedia.com

CASE STUDY
For a post-COVID recovery campaign Sparkloft used a proprietary database that cross-references regions with COVID cases, household income, travel spend and other affinities to identify the consumers most likely to book travel first.
4. RE-IMAGINED CREATIVE

WHAT IS IT?
Updating your creative and content to ensure it resonates with consumer's new needs, priorities and interests.

WHY DOES IT MATTER?
The digital consumer has changed and is online now more than ever. The creative you've used before is now likely outdated or irrelevant. You'll need to revamp to be sensitive to new considerations like social distancing and safety messaging. But, as more brands move to the same new messaging, you'll need to make sure you stand out and don't fall into the “sea of sameness” of many DMO brands (top right image).

HOW DOES IT WORK?
Content has to be optimized for each platform, tailored to your specific audience, and sensitive to the new era we're in. It's also crucial to be able to work with existing content and re-frame existing assets to create something that's equally as new and engaging.

Get in touch if you need custom content that stands out and makes an impact online: hello@sparkloftmedia.com

CASE STUDY
We've worked with a client to create inspirational static, animated and video content during COVID, creating 75 new pieces without any additional shoots or production.
WHAT IS IT?
Custom community management responses and strategies to moderate increasingly political and divisive conversations on your social channels.

WHY DOES IT MATTER?
Consumers now have completely new questions, concerns and opinions in regards to travel, and addressing these is crucial to your brand perception. Managing your audience’s comments and interactions will only get more challenging as social users get increasingly more divisive — whether it’s between locals and visitors, political sides, etc.

HOW DOES IT WORK?
The most prepared brands have a combination of proactive and reactive community management strategies to foster engagement and quality customer service with your audience, including pre-scripted responses, UGC strategies and more.

Get in touch if you need moderation packages to manage your online communities with ease: hello@sparkloftmedia.com

CASE STUDY
We recently worked with a DMO client to create an always-on guideline hosting tactfully-crafted responses addressing travel FAQs, dispelling many potentially negative conversations on the client’s social channels.
WHAT IS IT?
Maintain existing customer relationships, elevate your content marketing efforts and refocus your sales team’s skills now in order to survive in a new B2B landscape.

WHY DOES IT MATTER?
With business travel paused and conferences canceled, maintaining existing relationships is a challenge. Without the ability to meet in person, the social and digital tools at your disposal are more important than ever before. Now is the time to sharpen your skills and strategies to maintain relationships for the long-run.

HOW DOES IT WORK?
Brands need to master digital communication tools across sales, marketing and events, including elevating virtual events, developing your sales team’s social selling skills, and creating content that grabs your audience’s attention.

Get in touch if you need a strategy that is proven to build B2B and sales relationships: hello@sparkloftmedia.com

CASE STUDY
For a client in the meetings industry we created a content program for social that invited meeting planners to explore more about the destination, resulting in 93% interaction with paid media.
WHAT IS IT?
A crisis management strategy can prepare you for the unexpected — from the second wave of COVID to hurricane season to political unrest from an upcoming election.

WHY DOES IT MATTER?
The messaging and advertising you put out right now will be under more scrutiny than ever before, especially across social platforms. A strategic crisis plan for social media will allow you to respond quickly to a variety of scenarios and deliver relevant content to the right audiences while mitigating potential negative backlash.

HOW DOES IT WORK?
Crisis communication framework combines appropriate content, paid distribution, and community management techniques, including tiered response protocols, FAQ copywriting, sample creative and more.

Get in touch if you need a foolproof crisis communications strategy to prepare your brand for anything: hello@sparkloftmedia.com

CASE STUDY
Our crisis framework and guidance helped several clients find the right point in time and the right tone to speak as a brand about the Black Lives Matter movement.
ARE YOU READY FOR THE FUTURE?

GET IN TOUCH AT HELLO@SPARKLOFTMEDIA.COM

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