

Trends in Digital Marketing

What's New and Exciting

Presented by:

VERB

bdc



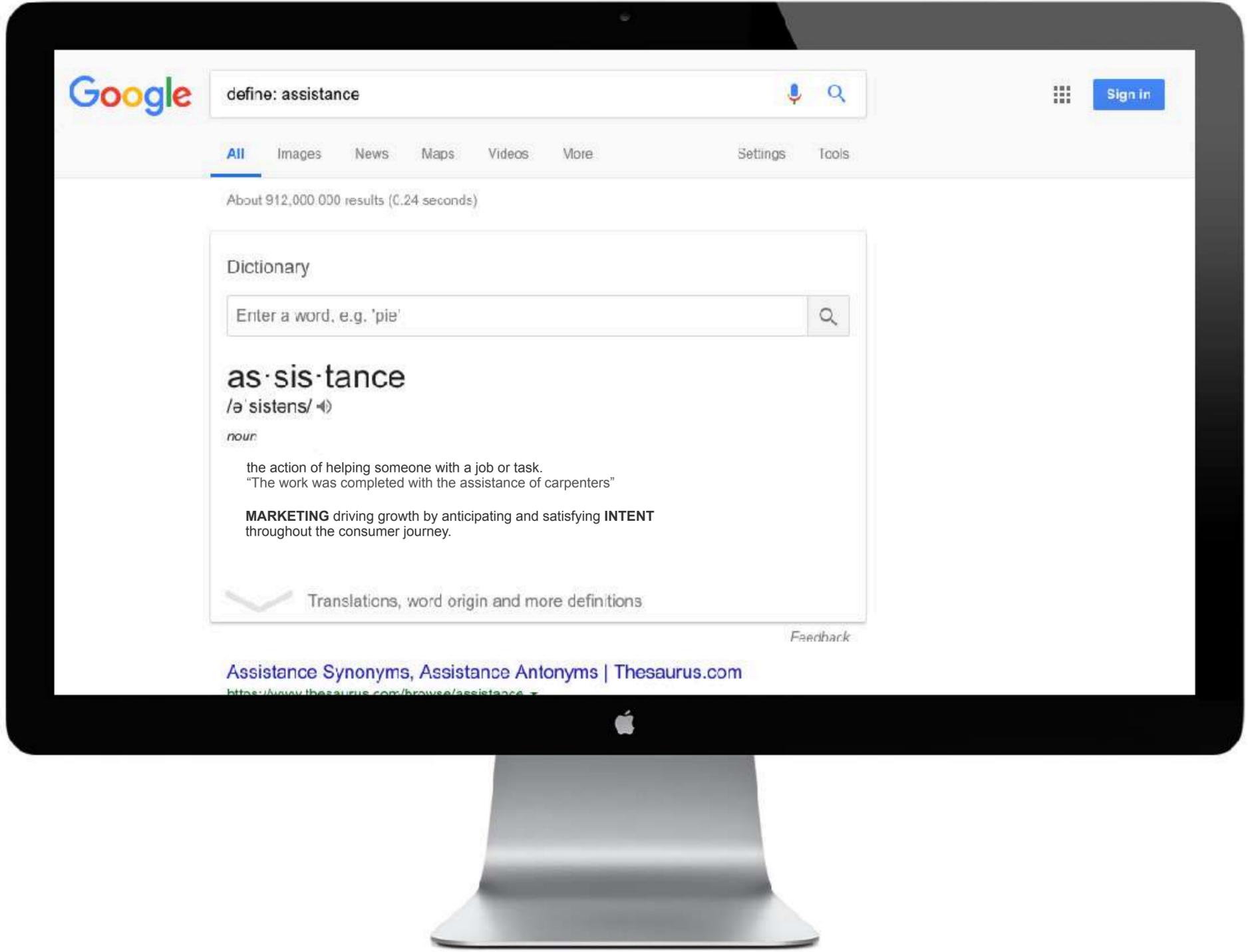


Predictive Intelligence
The 'Always On' Mentality
The Shopping Experience
Search
Brand Journalism
Influencers
Video
Being Authentic
Micro Moments
The Design of Everything



Preface

The Age of Assistance



Google

define: assistance



Sign in

All Images News Maps Videos More Settings Tools

About 912,000,000 results (0.24 seconds)

Dictionary

Enter a word, e.g. 'pie'

as·sis·tance

/əˈsɪstəns/

noun

the action of helping someone with a job or task.
"The work was completed with the assistance of carpenters"

MARKETING driving growth by anticipating and satisfying **INTENT** throughout the consumer journey.

Translations, word origin and more definitions

Feedback

Assistance Synonyms, Assistance Antonyms | Thesaurus.com

<https://www.thesaurus.com/browse/assistance>

DISCOVER

Lure me into the category with high-value, trustworthy content that sparks my interest and desire.

EDUCATE

Establish and maintain my desire by providing convincing, yet fact-based information on your offerings.

PERSUADE

Give me confidence to purchase by providing decision-making tools with a clear call-to-action to drive me to the conversion funnel.

BUY

Reassure me that I made the right decision by letting me build and configure my vacation the way I want through online booking, quote request or customized itinerary building.

SUPPORT

Provide me with relevant information about my vacation and make planning easy for me prior to my getaway with the brand.

ENGAGE

Interact with me during the travel experience to further engage me with the brand, and encourage me to share my experience throughout my vacation.

REMEMBER

Remember me after my vacation. Understand my communication preferences, product category interests, and incentives that might encourage me to take another holiday with the brand.



CONVERSION

Consideration / Pre-Planning

Web, Email, Social, Video, Long Form Content, UGC, Call Centre, Planning Tools, Contests, Blog, etc.

Purchase

Point of Action Helpers, Preferences, Lead Generation Options, Click to Call, Live Chat

Post-Purchase

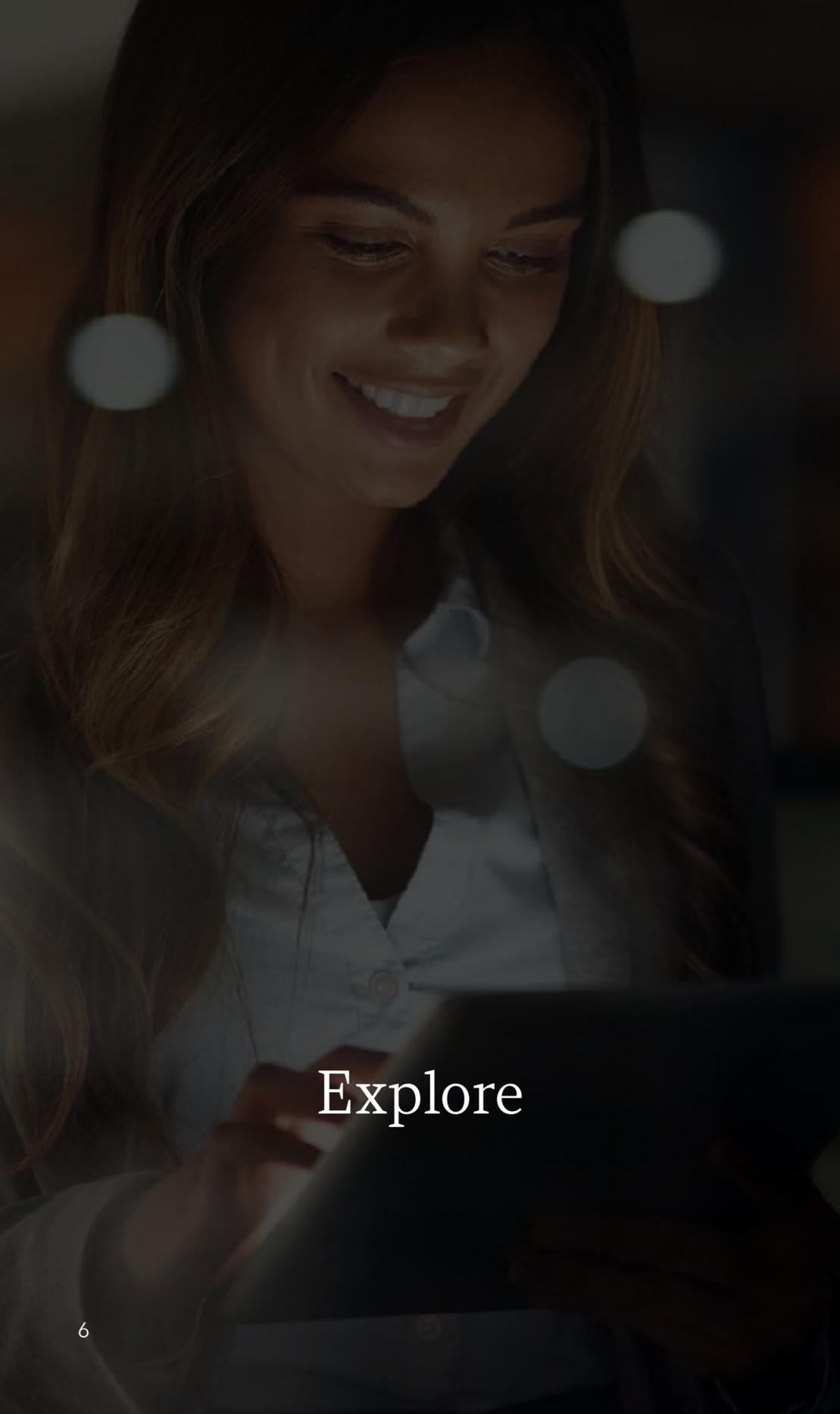
Personalized Email, Mobile App, Planning Content, Help Video, FAQs

Vacation / Trip

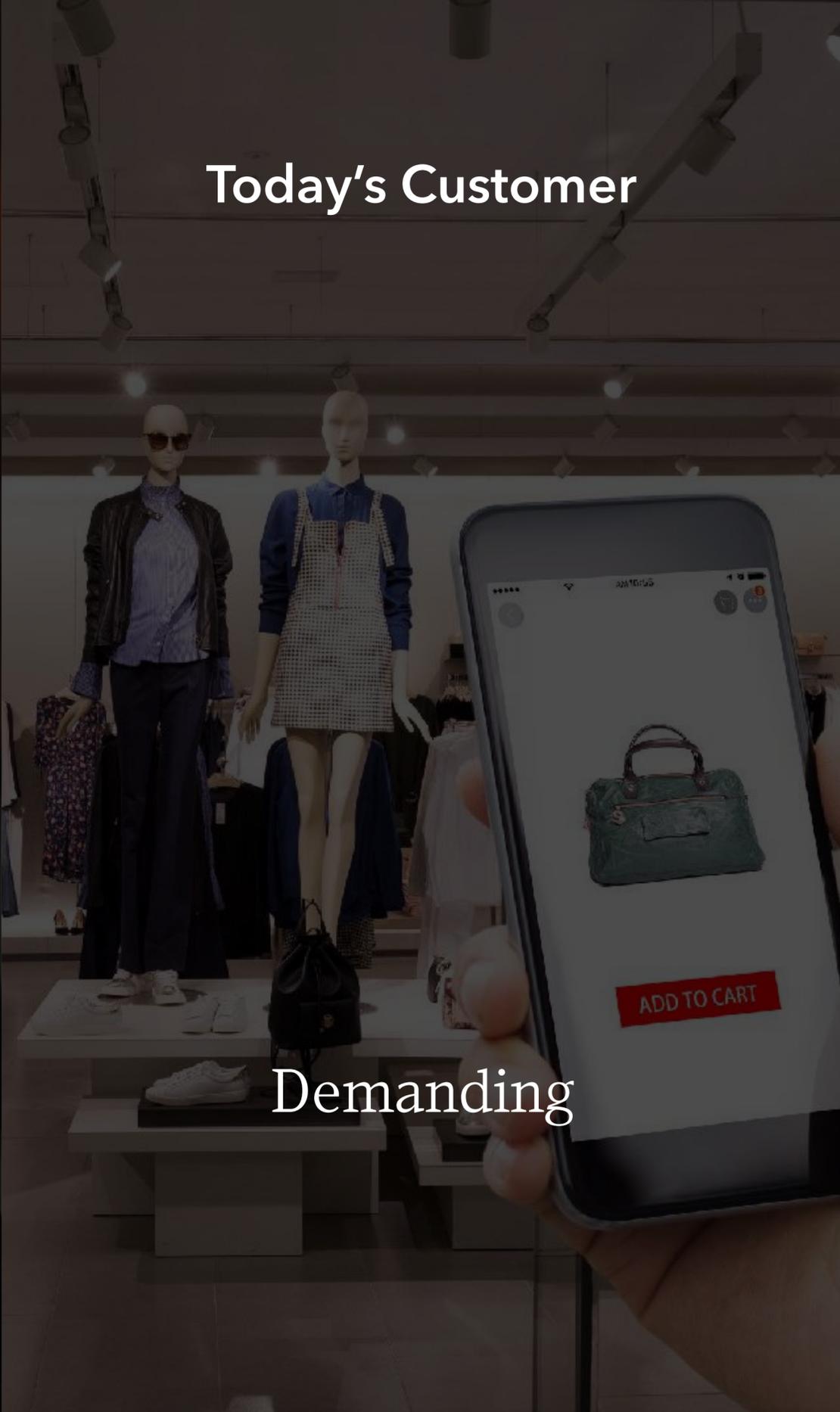
Mobile App, UGC, Virtual Concierge, Twitter Mirror

Post-Vacation

Personalized Emails, Bounce Back Offers, Video, etc.

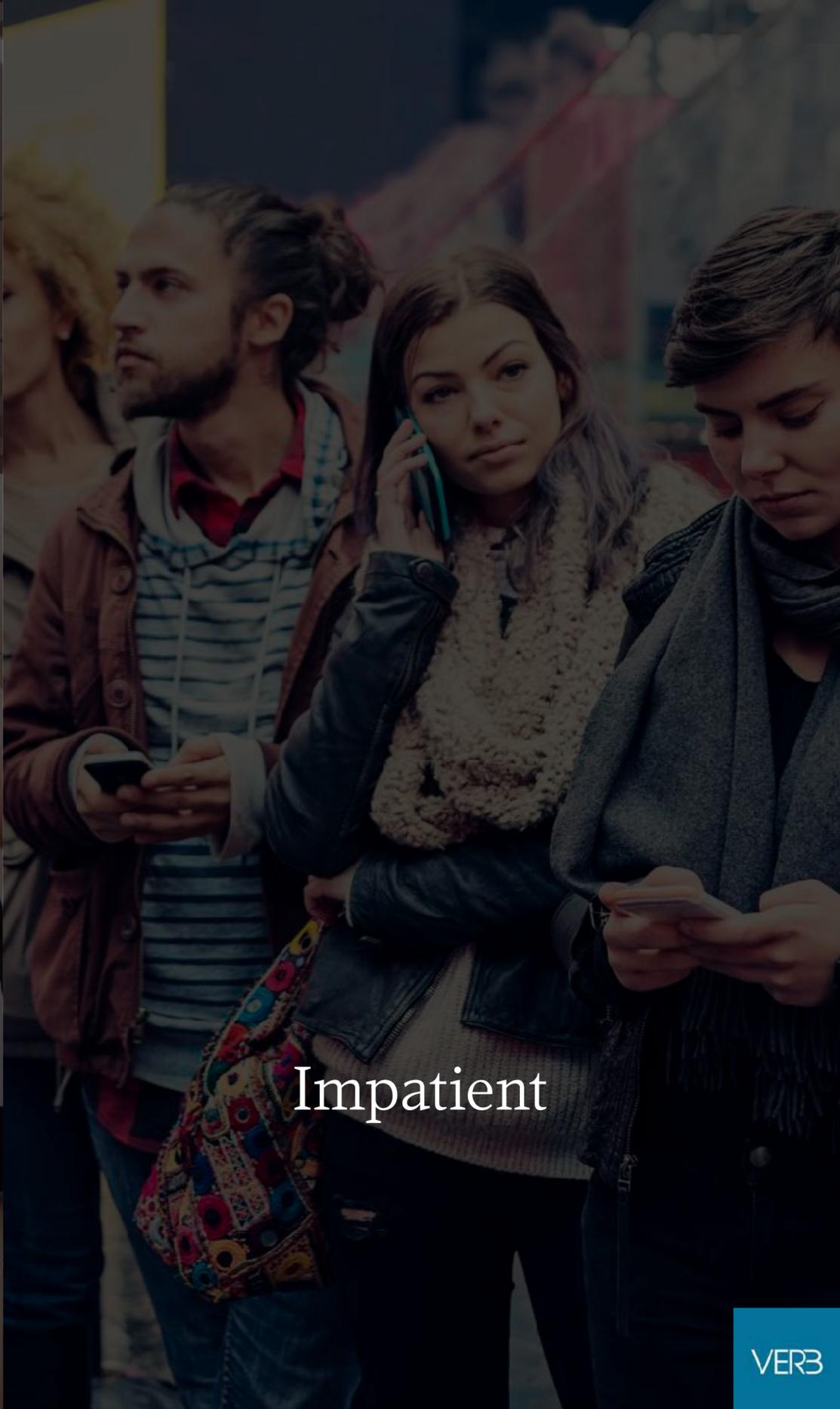


Explore



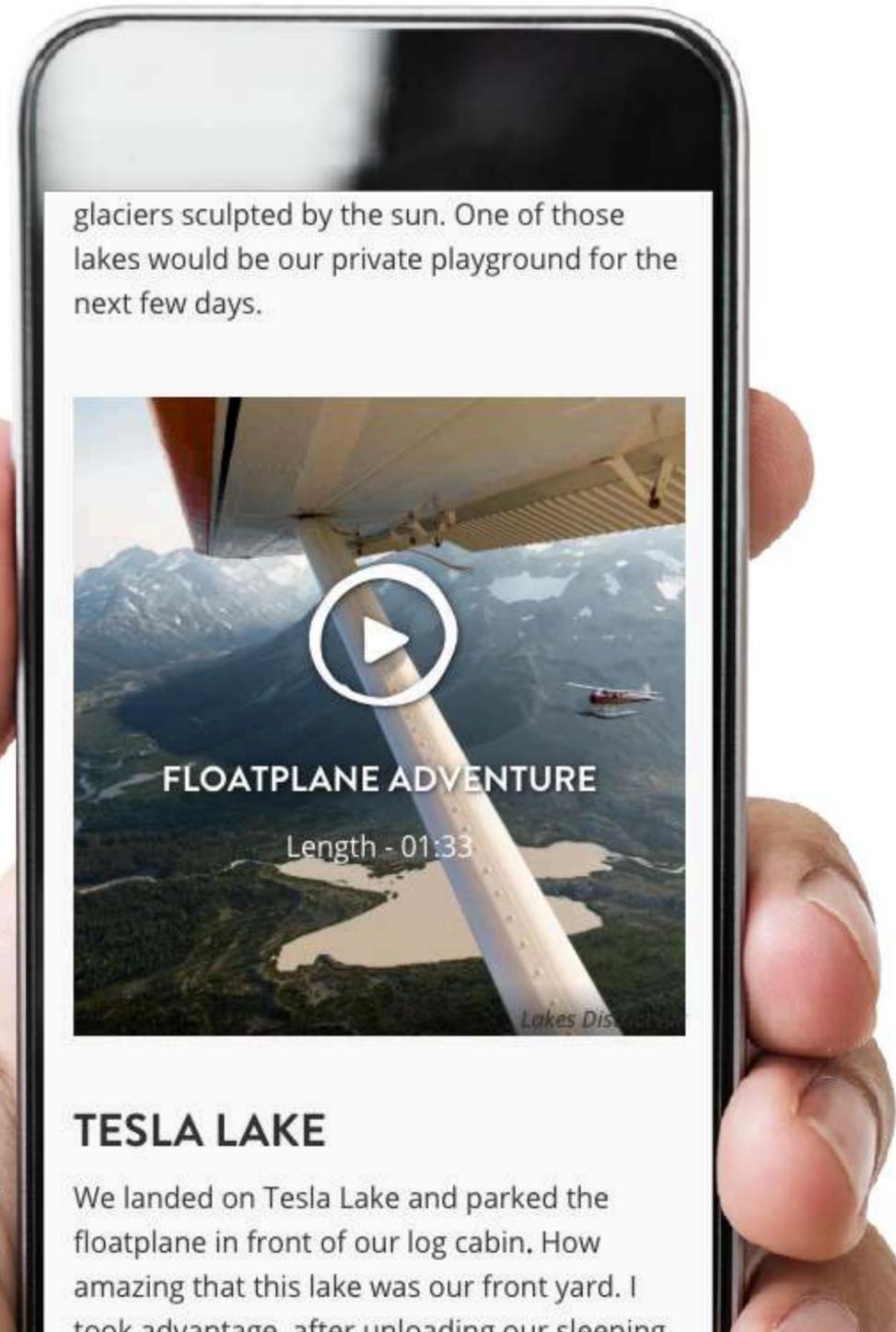
Today's Customer

Demanding



Impatient

Explore = Anticipate Their Needs



600%

Increase in mobile watch time of travel related diaries and vlogs in the past 2 years.

Customers are getting ideas for their vacations and travel by reading what others are doing, and more importantly, what destinations and businesses can offer.

Consumption of aspirational content to plan their own unique experience based on what they like.

Demand = Be Relevant

The new word for demand is 'Near me'.

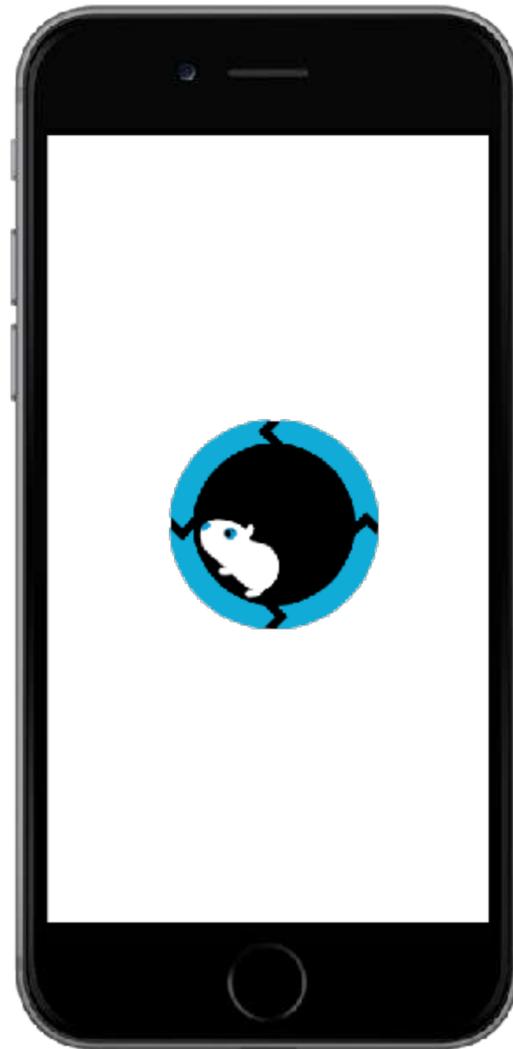
"Near me" mobile searches that contain a variant of "can I buy" or "to buy" have grown over **500%** over the last two years.

"Near me" is no longer just about finding a specific place. It's now about finding a specific thing, in a specific area, and in a specific period of time.

The challenge for marketers is to make sure you're giving people the **right data and right answers** they're looking for as quickly as possible.



Impatient = Be As Fast as Possible



79%

of consumers who are dissatisfied with site speed are less likely to be a repeat customer.

A 1 second delay in site speed results in a **7% drop** in conversion rate.

Mobile users expect sites to load in under 4 seconds; desktop users expect 2 seconds.

Speed online is directly related to service.

A photograph of an orca leaping from the water, captured in a dark, moody setting. The orca is the central focus, its black and white body arched as it moves through the air. The water below is dark with some white foam from the splash. The background is a vast, dark expanse of water meeting a dark, overcast sky. The overall tone is somber and dramatic.

Predictive Intelligence

Predictive Intelligence is a method of delivering experiences unique to each individual. It enables marketers to observe customer behaviour, and with every action taken, build a profile of customer preferences.

RELATED STORIES

READ MORE STORIES



CROSS-COUNTRY SKIING

SKI NORTHERN BC THIS WINTER

For a dusting of powder and charm.



SKIING & SNOWBOARDING

SKI ROAD TRIP—THE POWDER HIGHWAY

10 days / 1300 km (808 mi)

Visit eight ski resorts on this road trip through the Kootenay Rockies.



MOTORCYCLE ROAD TRIP: MOUNTAINS, RAINFOREST, AND THE INSIDE PASSAGE

10 days / 3000 km (1864 mi)

A new rider's journey on iconic BC highways.



HELI-SKIING & CAT-SKIING

SKI IN BC: ONE STEP WILDER

A Californian shares her love of skiing in BC.

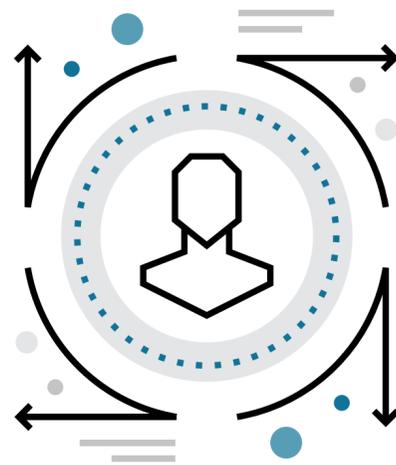


THINGS TO DO

VANCOUVER ISLAND WILDLIFE: WHAT TO SEE WHEN

From whales to birds, here's what wildlife to spot at different times of the year on Vancouver Island.

Predictive Intelligence technology works by following a three step process:
Analysis, Interpretation and Response.



The technology collects and analyzes online behavioural data, building an anonymous profile.



Sophisticated algorithms make decisions and recommendations based on observations of current users.

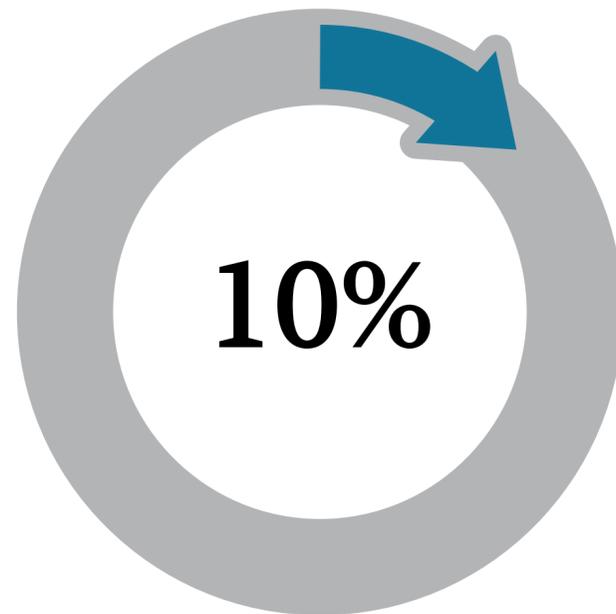


Based on past observations, personalized content is delivered in real time to current users.

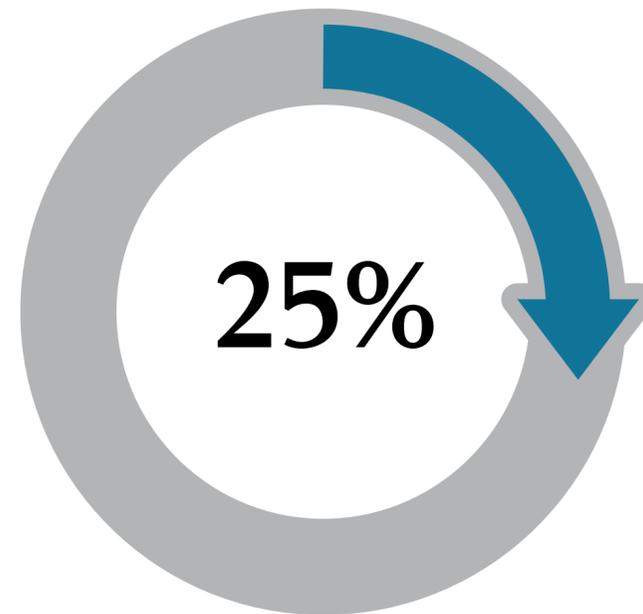
Predictive Intelligence is not trying to cannibalize existing tools; instead, it helps these tools to perform at their highest level.



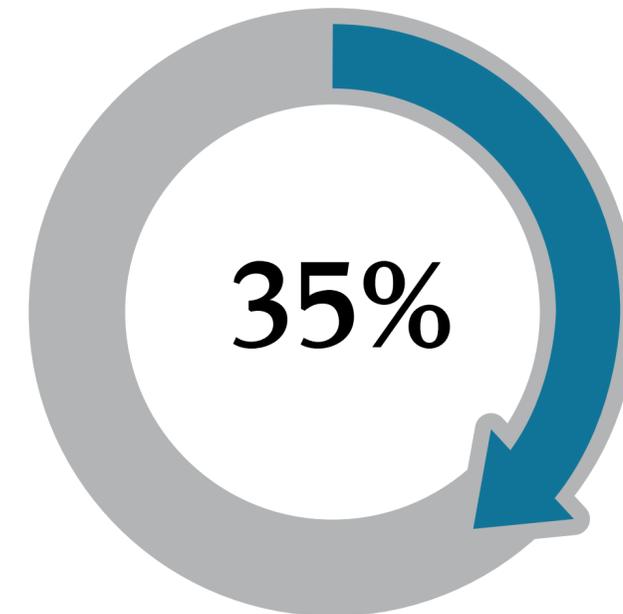
Best of all, Predictive Intelligence is proven to drive key business results. With every interaction, the algorithms 'get smarter,' providing even greater opportunities for 1-to-1 personalization for each individual.



Benchmark surveys show it lifts website revenue by 10 percent.



Email conversion rates by 25 percent.



Email click through rates by 35 percent.

A person in a teal jacket stands on a rocky shore, looking up at a large waterfall cascading down a mossy cliff. The scene is dark and atmospheric, with the waterfall's white water contrasting against the dark rocks and foliage. The person is positioned on the right side of the frame, providing a sense of scale to the massive waterfall.

The
'Always On'
Mentality



What Does 'Always on' Really Mean?

It is a way to create leverage through marketing with regular communication when it is most relevant, rather than only communicating while there are marketing dollars to burn (campaigns).

Think of it as less "burst" marketing and more of a sustained drip.

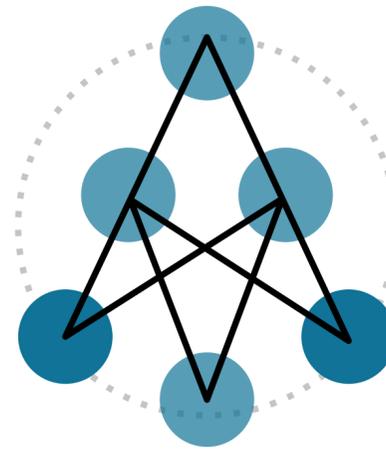
Making The Switch To 'Always On'

Several factors inhibit the transformation to always-on.



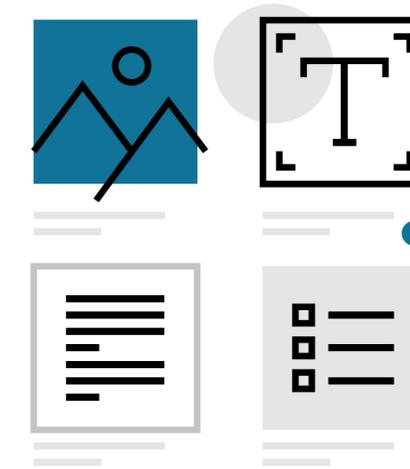
Usable Data

The problem generally doesn't lie in the existence of data. It lies with the existence of usable data. In most organizations that data isn't readily available.



Supporting Architecture

Technically speaking, an always-on model requires connected systems to learn about individual behaviours and apply the knowledge.



Content Marketing

Always-on marketing models require content—and lots of it. This extra content volume has significant impact on internal marketing processes, and can be overwhelming.

Focus on “The Little Strategy.”

Brands are built as a collection of very small experiences. As marketers, we need to shift our thinking to be focused on “little strategy.”

The idea is that we stop emphasizing brand presence as a whole, and start thinking about all of the little interactions that collectively create a brand.

Focusing and perfecting each of these little interactions lead to the brand presence that most strategies try and create.



Create the Connective Tissue.

On a small scale, start thinking about interaction data that you can take from one channel (e.g., mobile) and apply to a different channel (e.g., in-store).

Small ideas will help you understand the scale for always-on marketing and provide the context to make the implications less intimidating.

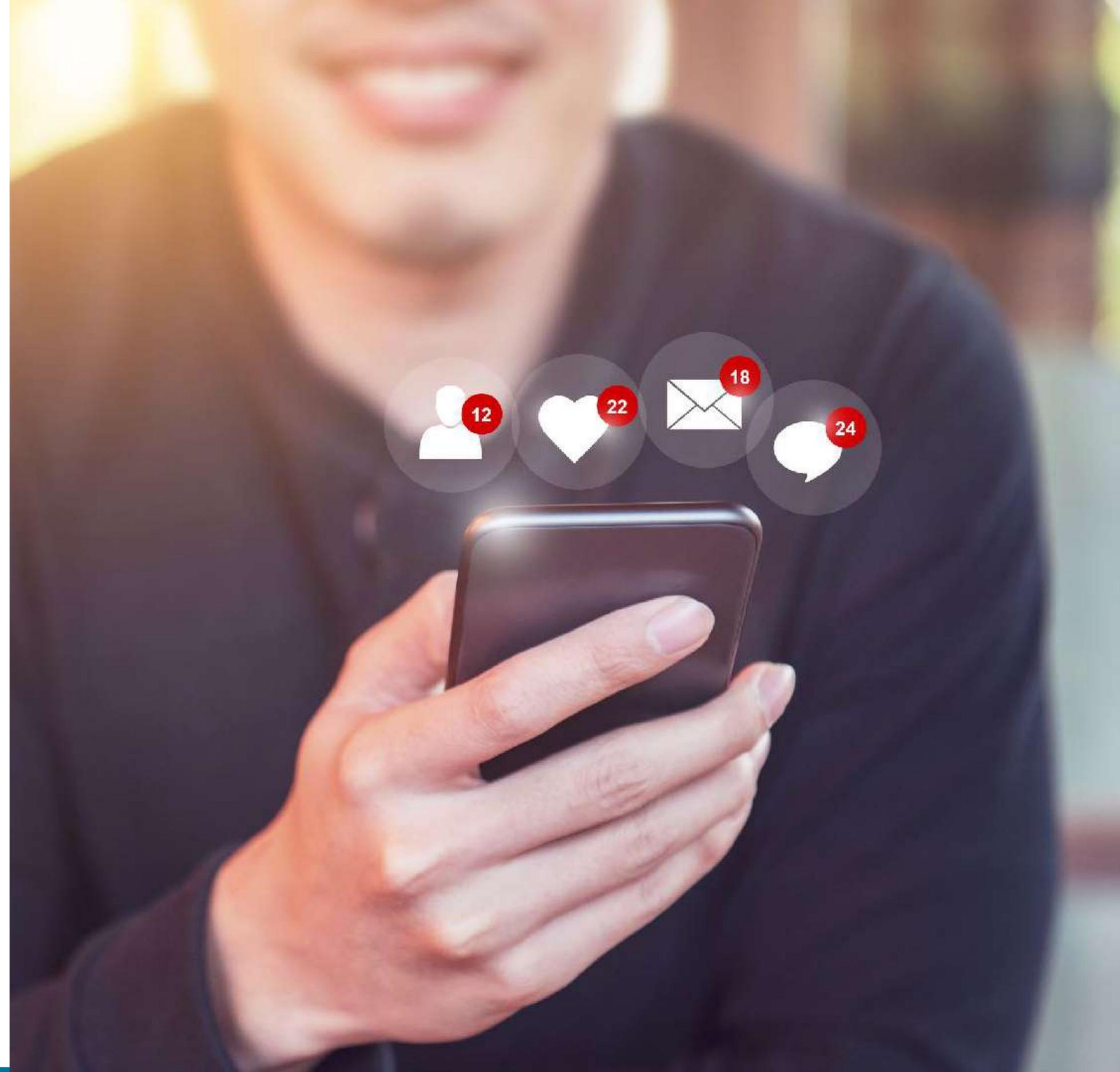


Plan for Longevity.

Understand that an always-on model is no longer linear.

Different consumers have different expectations, and as mentioned above, the key is to meet those expectations in a relevant way.

Always-on takes what was once a perishable, campaign-based relationship and helps to extend it. Use ideas that have worked in the past while continually producing new content to maintain interest and appeal.

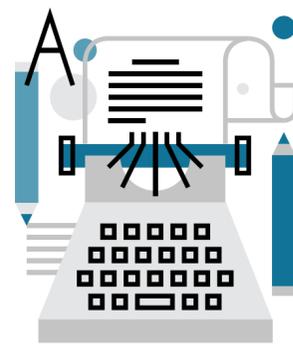


The 'Always On' Cycle



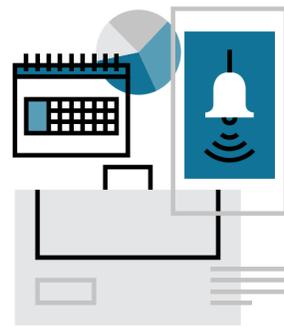
Research

Identify the big opportunities that your competitors don't know about yet by studying social media habits, search trends, and human behaviour.



Content Creation

Long and microform content is developed, aimed at hitting the target's sweet spot—prepared just the way the like it.



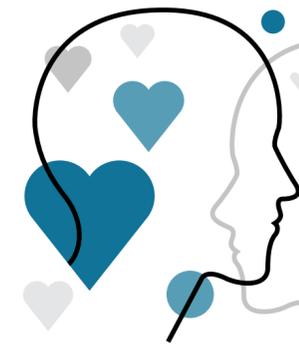
Publish

Content is published across multiple channels based on our audience profiles. It's then optimized and / or promoted.



Influence

Key influencers are targeted for content distribution beyond your own walls.



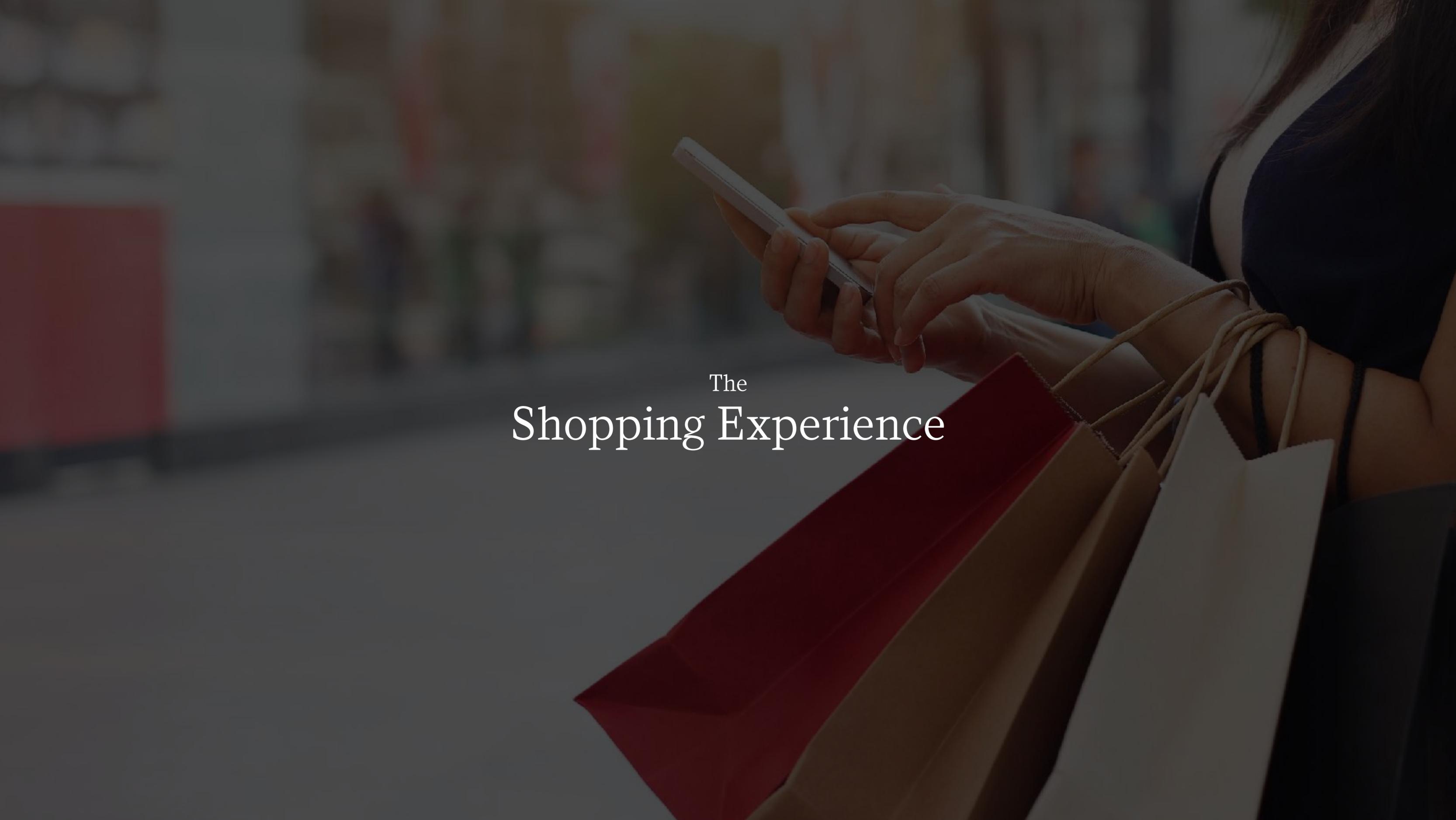
Loyalty Building

Audiences find your content through their trusted channels and self-identify as leads.



Measure and Improve

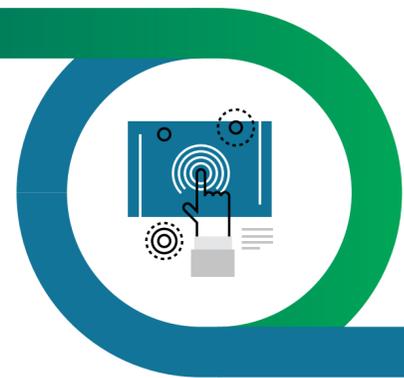
Iterative analysis and reporting ensures that all tactics are performing effectively.

A woman is shown from the chest down, holding a smartphone in her right hand and several shopping bags in her left. The bags are in shades of red, brown, and white. She is wearing a dark blue top. The background is a blurred outdoor setting, possibly a street or market. The entire image has a dark, semi-transparent overlay.

The
Shopping Experience

The Path-To-Purchase Is Being Influenced

Consumers Seek Out and Rely on Influencer-Generated Content (IGC) and User-Generated Content (UGC) at Each Touchpoint, Accelerating Intent to Buy at Every Stage of the Path-to-Purchase



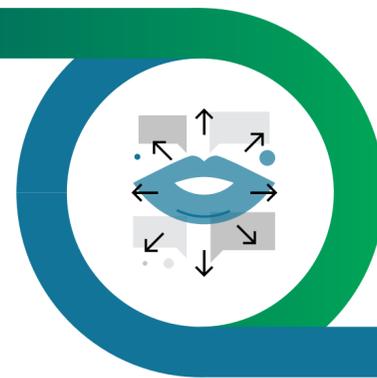
Discover

74% of consumers are more likely to explore recommended products.



Research

81% of consumers will perform some kind of online research before making a purchase decision.



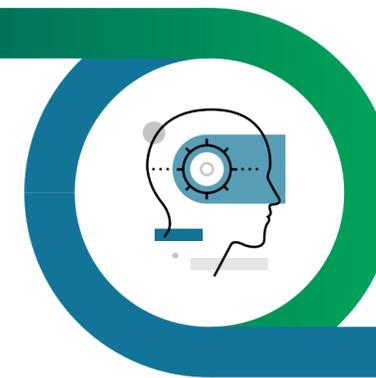
Influence

49% of consumers will rely on the recommendation of an influencer when making a purchase decision.



Review

81% of US adults read what other people post about products.



Decide

82% of consumers will use their phones when in a store to help inform their decision to purchase.

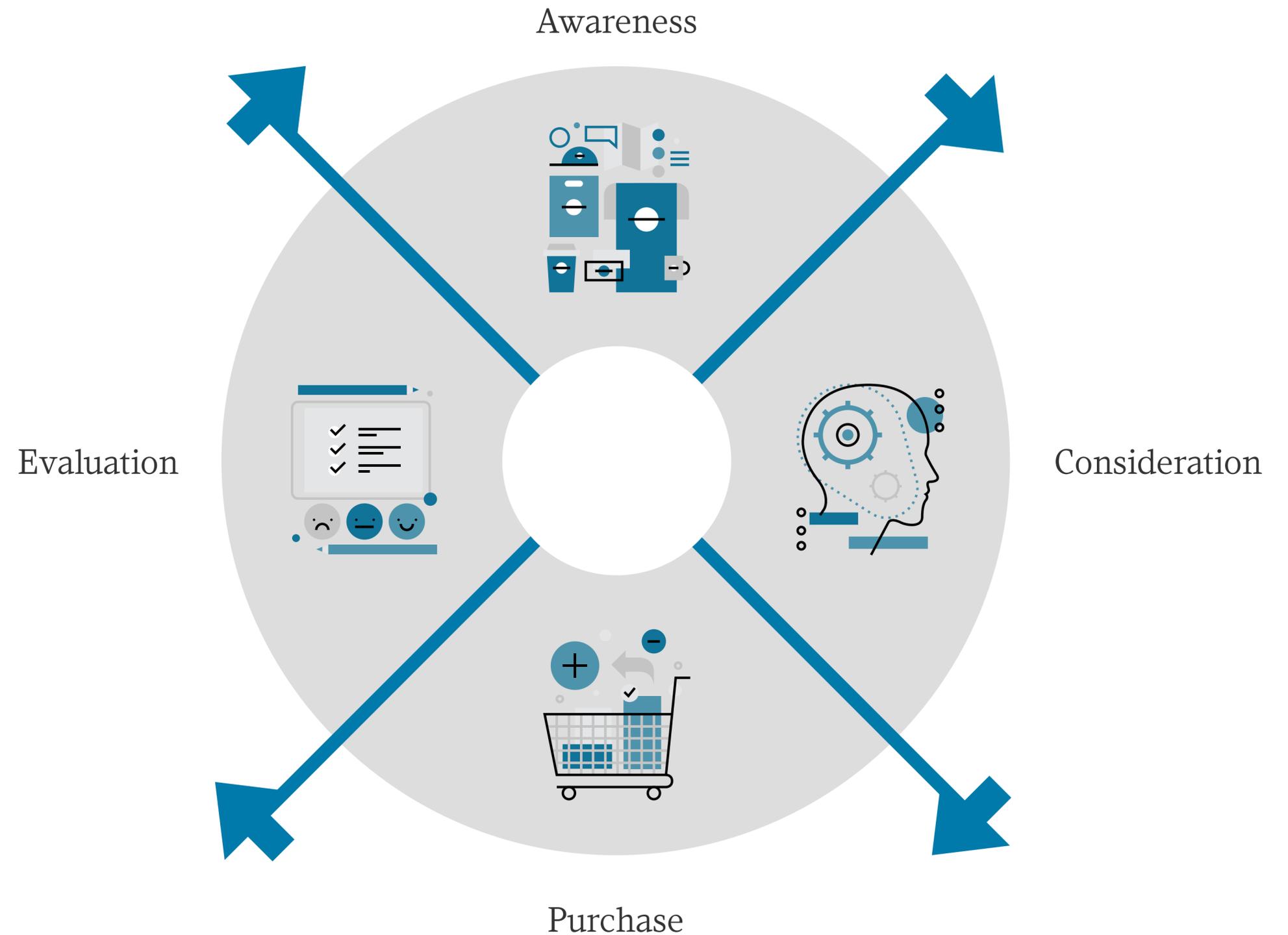


Purchase

10 - 15% lift in sales when there are increases in reviews and product rating.

The Path-To-Purchase Is Getting Shorter

Consumers are not only making purchase decisions faster, but are also condensing customer journey stages to mere moments.



How Do We Streamline the Path to Conversion?

INCREASE DESIRE
→ Persuasion



Creating an Integrated Shopping Experience

Integrated Shopping is the future (and in some places the current) face of retail.

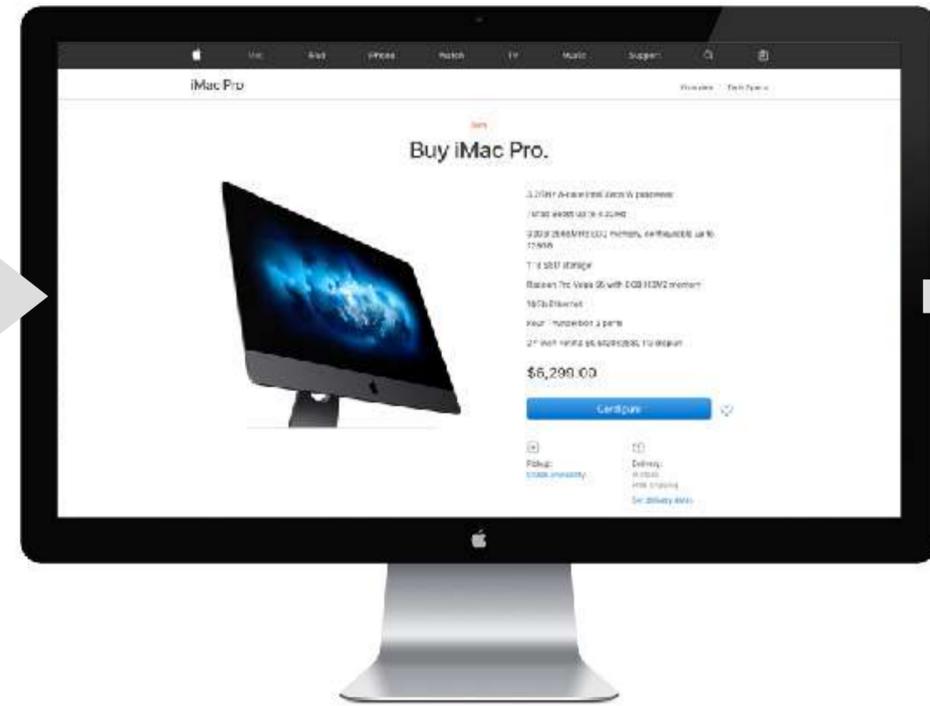
Retailers that combine bricks-and-mortar stores with online and mobile sales will find success reaching and engaging customers.



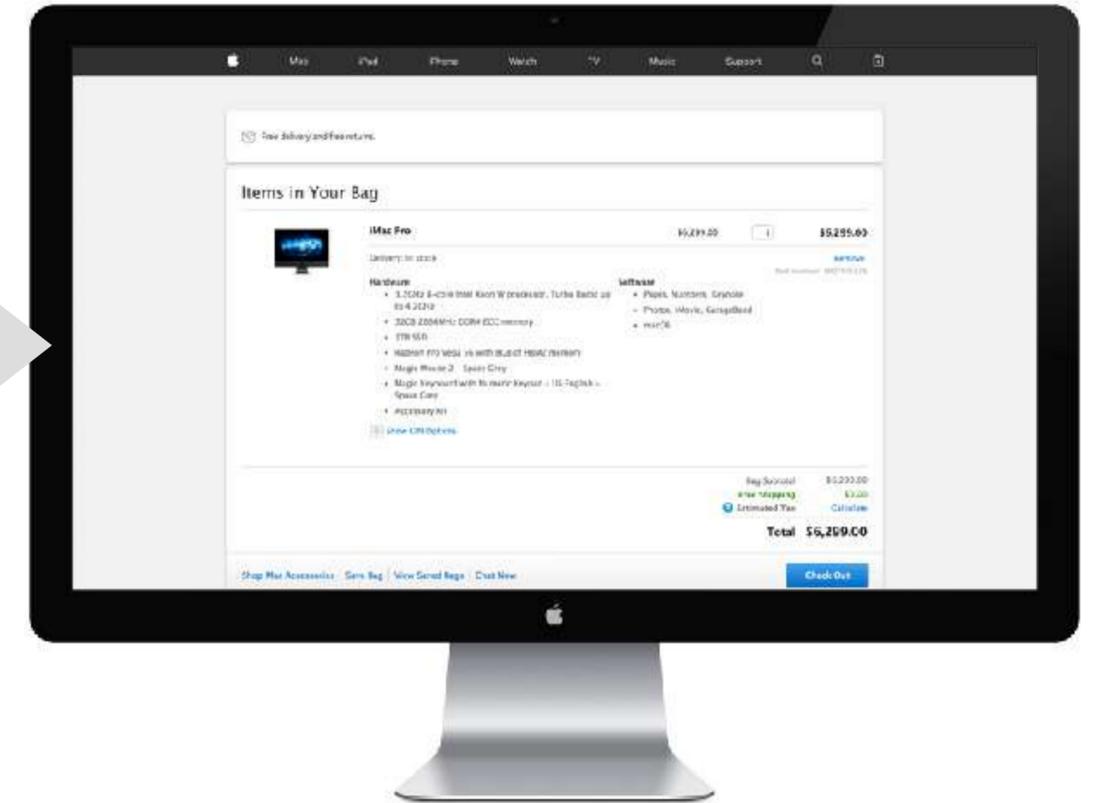
A Unified Path-To-Purchase



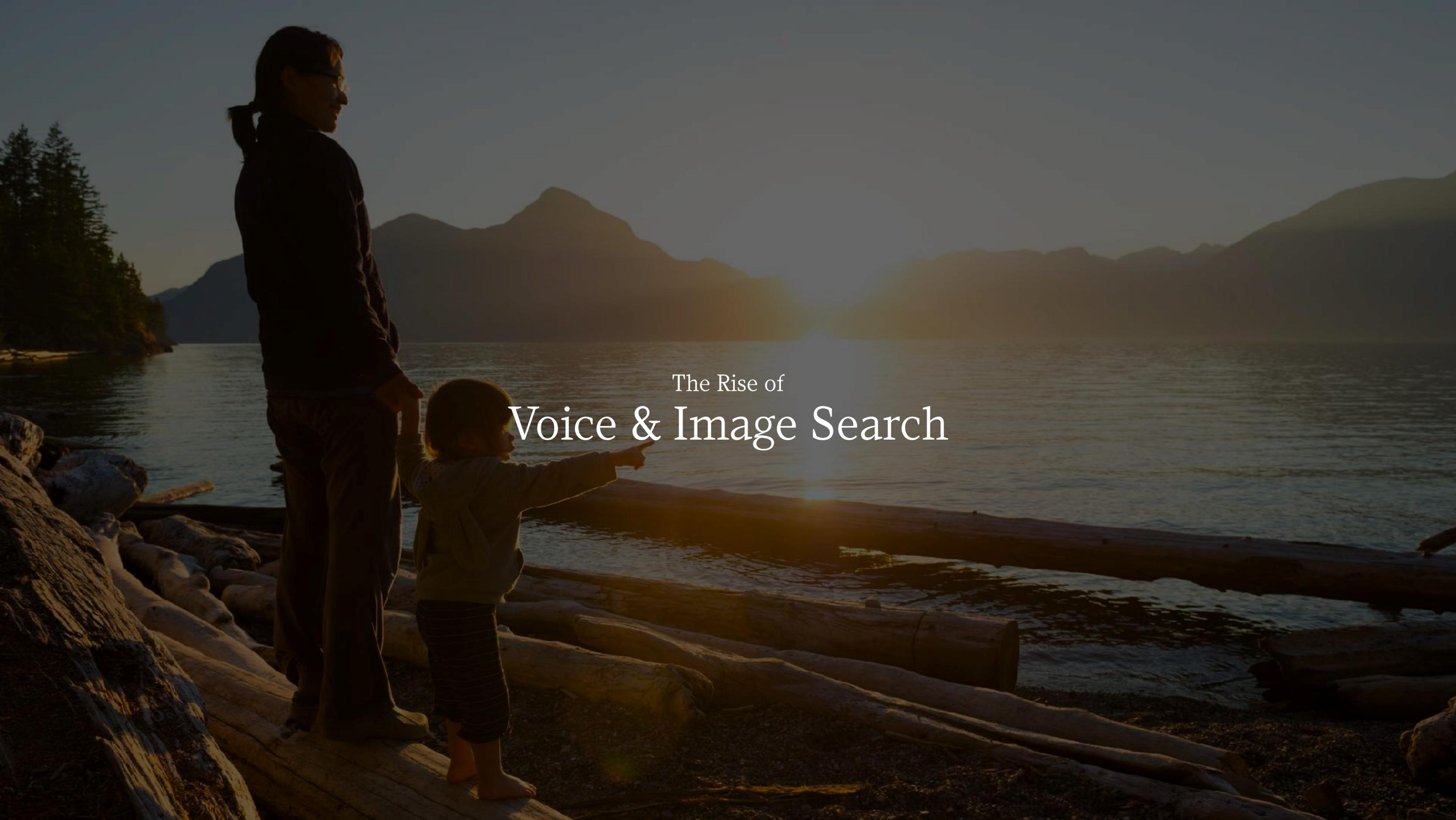
Explore



Shop



Purchase

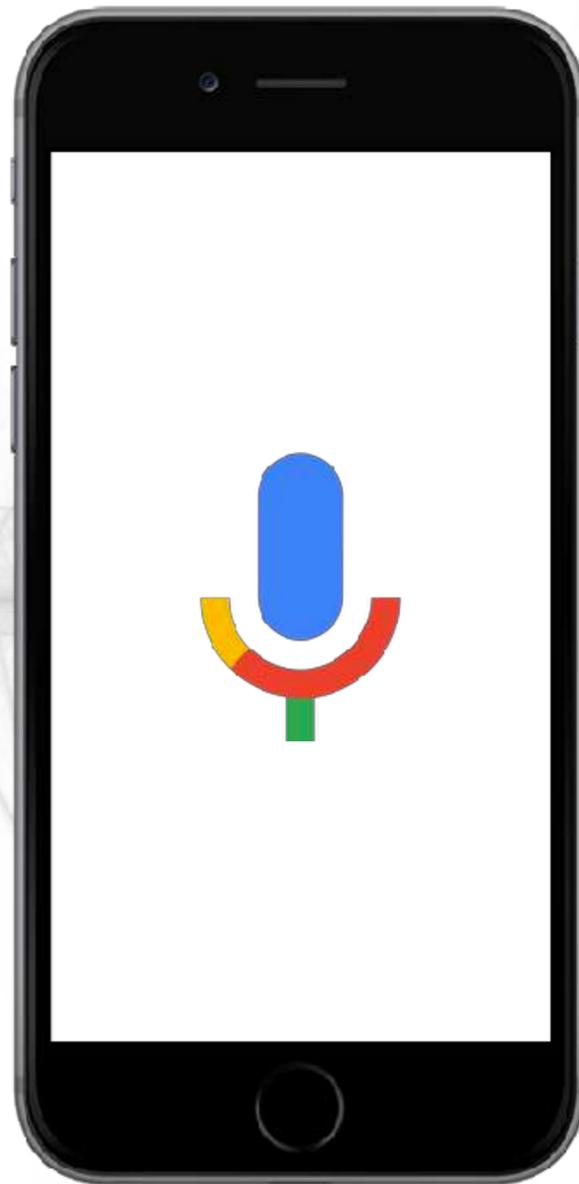
A woman and a young child are standing on a large log on a beach. The woman is on the left, looking towards the right. The child is on the right, pointing towards the water. The background features a calm lake, distant mountains, and a sunset sky. The scene is bathed in the warm, golden light of the setting sun.

The Rise of
Voice & Image Search

Voice Search at home
is Geo-specific and
often Non-Branded.



Voice Search Is Becoming the New Normal

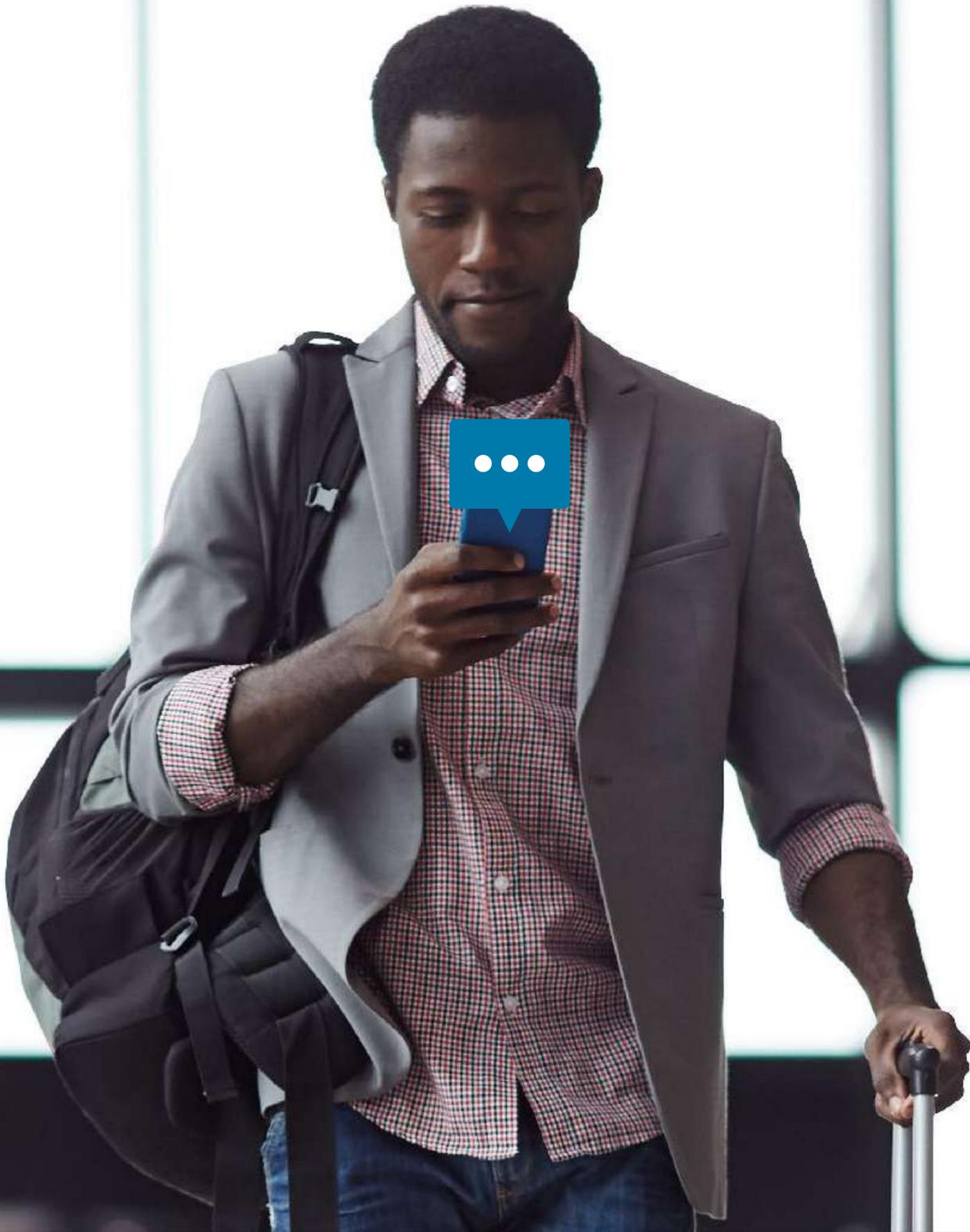


Studies from Alpine.AI show that voice searches average **1 billion per month** as of the beginning of January 2018.

A 2018 study from BrightLocal found that **58% of consumers** have used voice search to find local business in the past year, while **46% of people using voice search daily** look for local business.

A 2016 study by Gartner predicts that **30% of all browsing** sessions will be done with voice by 2020. This number is expected to climb.

Speech will take over typing and texting because it is **3x as fast** with **20% fewer errors**



Bot. Let's look for a ticket

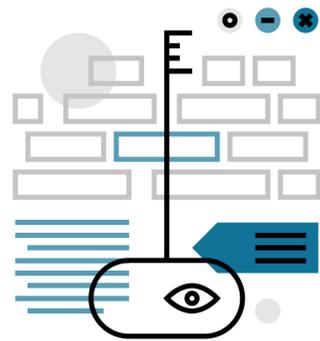


From: New York (Any)
To: Seattle (SEA)
Departing: November 22, 2018
Returning: December 02, 2018
Passengers: 1 Adult

Here are the best five (5) results based on price and availability

See all Results

Being Prepared for the Voice Revolution



Long-Tail Keywords

What questions are they likely to be asking?

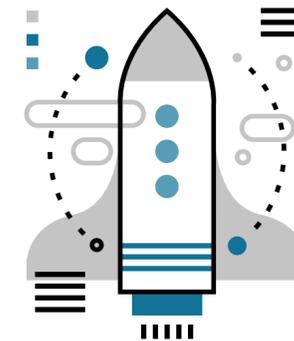
Think of the difference between a phrase like “Mexican restaurant” and a more specific, less broadly applicable phrase like “gluten-free vegan restaurant.”



Invest in local SEO & ensure accuracy

Confirm that all of your information on Google My Business is correct, as well as all other listings.

Include landmarks or popular places around your business location in your local pages. Add location pages to your website.



Improve Your Site Speed and be Secure

Improving your site speed helps ensure that search engines like Google and Bing (whose results power Alexa answers) will index your content properly.

70.4% of Google Home result pages are secured with HTTPS. If your site isn't secured, it is something to address.

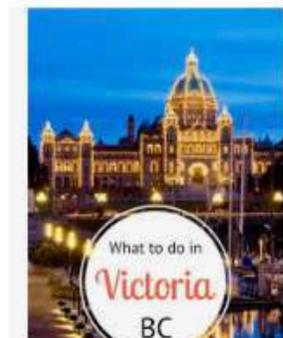


Reputation plays a big role.

This goes hand-in-hand with the ‘always on’ strategy mentioned earlier.

Responding to a negative review within 24 hours increases the likelihood that a reviewer will improve their rating. Voice search takes into account negative reviews with a positive outcome.

- vancouver island
- canada
- british columbia
- things
- mornington peninsula
- westjet
- butchart gardens
- westjet magazine
- victoria falls
- kids
- victoria british
- places
- christmas
- tripadvisor
- inner harbour



Insiders Guide - What to D...
ytravelblog.com



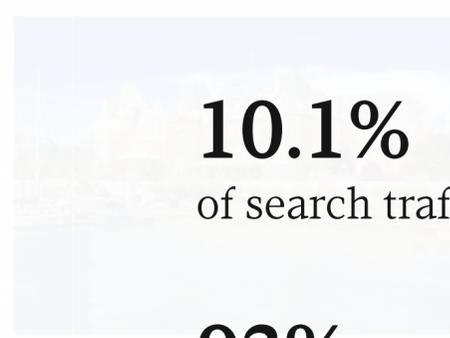
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where.ca



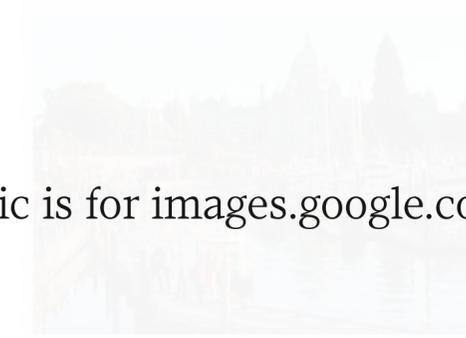
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tripadvisor.ca



THE 15 BEST THINGS TO DO IN VICTORIA BC FOR ONE DAY
tripad



VICTORIA BRITISH COLUMBIA CANADA



WHAT TO DO IN VICTORIA BC IN ONE DAY

10.1%
of search traffic is for images.google.com.

93%
of consumers consider visuals to be the key deciding factor in a purchasing decision

63%
of users that click on an image in image search will then visit the website

35%
of image search users scroll - meaning they are searching visually



Victoria, British Columbia, Canada
twomonkeystravelgroup.com



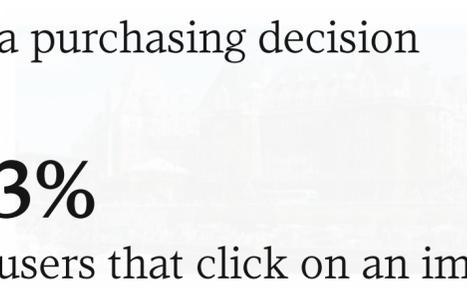
Things to Do in Victoria BC - Victori...
destination360.com



Victoria this February ...
tourismvictoria.com



Top 5 Things to Do in Victoria, British Columbia



Things to do in Victoria, BC | Canada



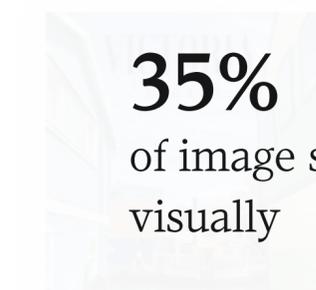
Victoria Travel Advice ...
viator.com



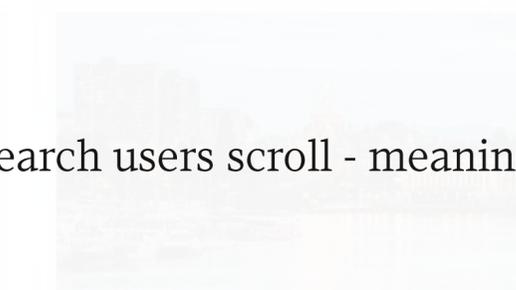
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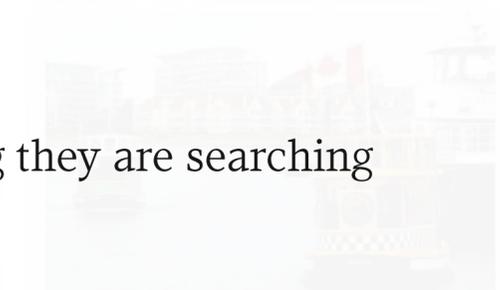
Victoria BC Canada, visitor information ...
citylifesuites.com



Things to do in Victoria B.C. | destination360.com



Victoria, BC ...
www.victoriabritishcolumbia.com



Top 10 Things to Do in Victoria BC for ...
destination360.com



canada | Drop image here | victoria falls | victoria british | attractions | places | vancouver island | tripadvisor | inner harbour | activities | butchart gardens



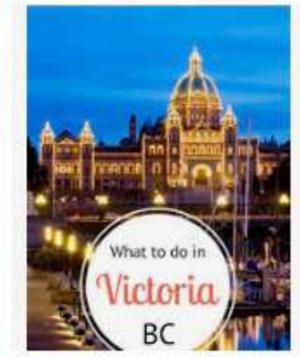
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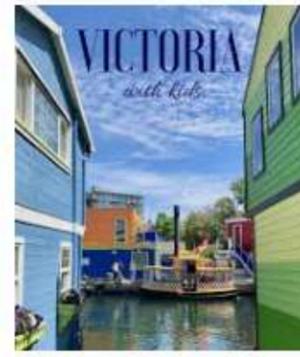
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Insiders Guide - What to D...
ytravelblog.com



Things to do in Victoria B...
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Victoria Tour ...
hirevancouvertours.com



Summer Bucket List: Things To Do in ...
chatterblock.com



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Things to Do in Victoria BC - Victoria ...
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Victoria Canada - Destinations - WestJet Magazine

WestJet Magazine
Victoria

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Related images:



Why Use Images in Search?



To Get Better Rankings

Google prioritize the image blocks in the SERP, going from position three to position two or even one in most countries. Optimized images rank higher in Google, thus giving you an edge.



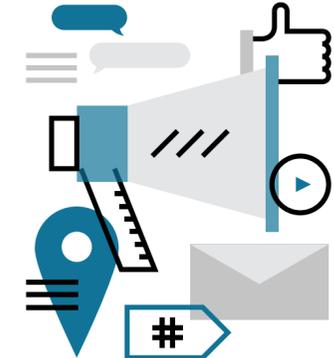
To Generate Traffic

Once your images are optimized, you will generate more traffic over time. In fact, **60% of consumers** are more likely to click on a business whose images appear in search results.



To Boost Your Sales Online

According to Social Media Marketing Blogger Jeff Bullas, on an e-commerce site, **67% of consumers** say the quality of a product image is “very important” in selecting and purchasing a product.



To Have Social Media Content Ready

It’s well-known that images are easier to consume, and generate more social media engagement (shares, likes, and comments), than posts without a visual! Once you’ve created great images, re-use them.

A person is walking away from the camera on a wide, sandy beach at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The ocean waves are visible in the distance, and the sky is a mix of orange and blue. In the foreground, there are large, dark, wet rocks. The text "Brand Journalism" is overlaid in the center of the image in a white, serif font.

Brand Journalism

Successful Brand Journalism Is About Great Storytelling

Instantly recognizable

Universal value proposition

Help drive culture

Transcend the product

Emotional connection

Content Can Change the Narrative

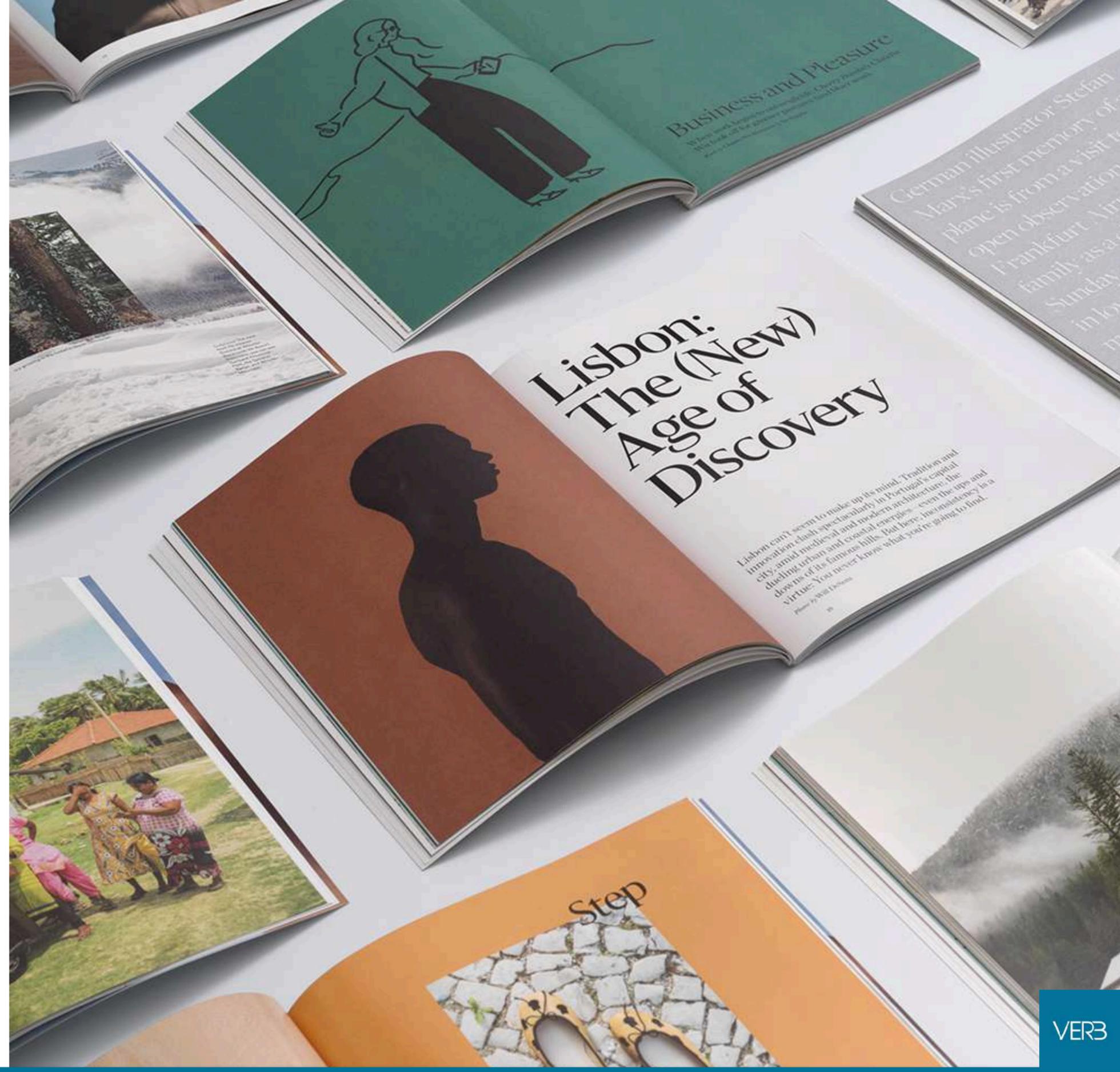
“Narrative change” is a hot communication buzzword right now. But, it should be used as a tool to help build support and create change.

A good **brand narrative** helps you create brand experiences that change the way people feel about your brand based on the emotional rewards of your promise, and the way you strive to make people feel in every interaction.

Imagery

Great Storytellers Boost Brand Awareness

Away Bag publishes **HERE** magazine, it's written to reflect the way people actually travel, with stories worth sharing—for travelers, by travelers.



Always Keep in Mind



Think Outside the Box

Expand your content scope beyond marketing to include other topics of interest for your audience. Focus on adding value, not making a sale.



Emphasize Engagement

Digital marketing involves creating a dialogue between brand and consumer. Content should never feel like a one-sided conversation.



Mix and Match Content

Try mixing up existing content to include pieces of brand journalism with product demonstrations and customer reviews.



Build Trust

Anything that feels too branded or marketing-focused will come across as biased and untrustworthy. Do research and avoid putting amateur or unfounded opinions into the writing.

A woman with dark hair, wearing a red and white plaid shirt, light-colored pants, and brown boots, is sitting on a dark rock. She is holding a camera with a large lens up to her eye, taking a photograph. The background features a rocky coastline with waves crashing against the shore. In the distance, there is a dense forest of tall evergreen trees on a hillside, and mountains are visible under a clear sky. The word "Influencers" is written in white serif font across the middle of the image.

Influencers



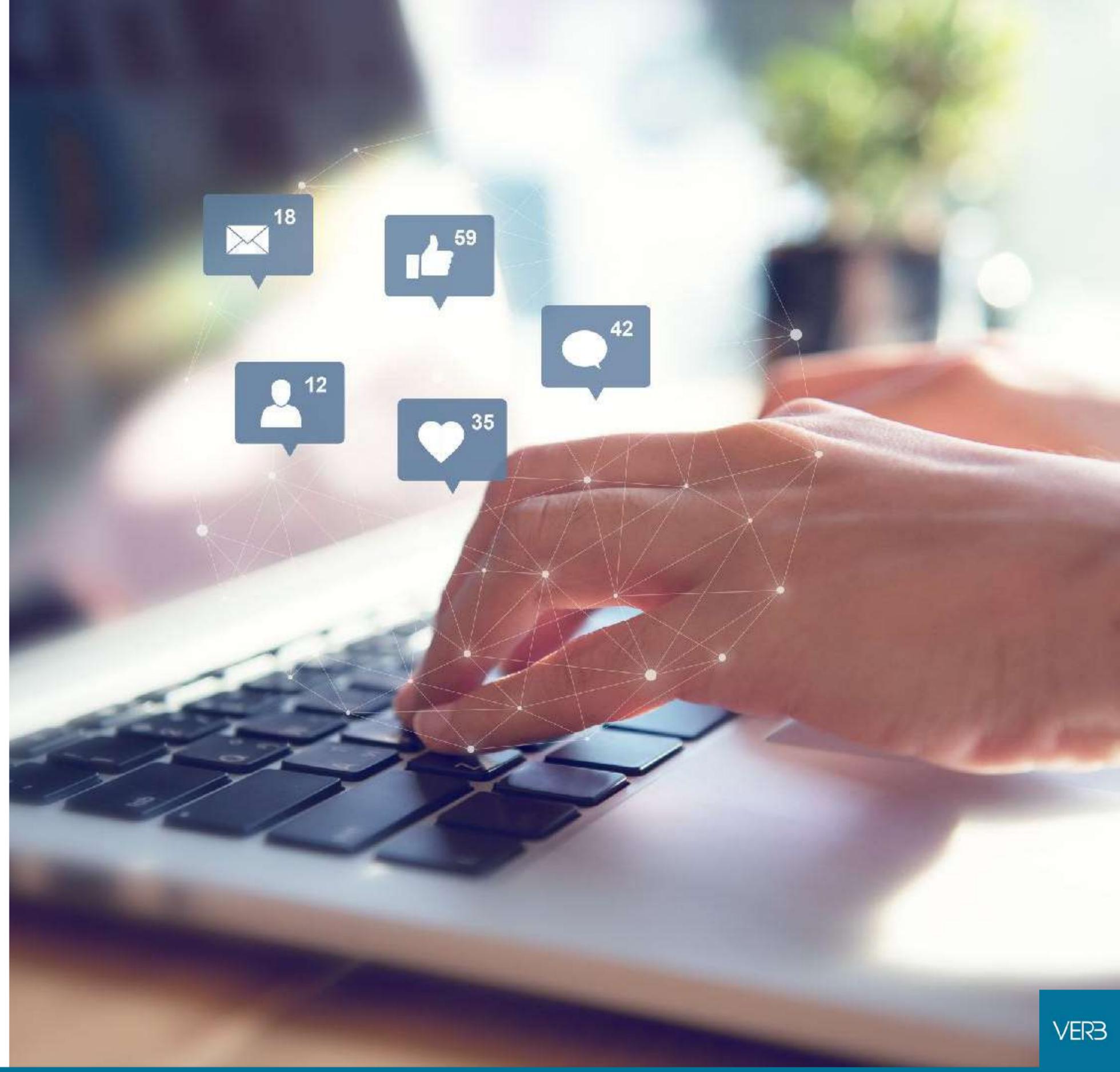
An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with the audience.

Influencers usually fall into one of the following categories:

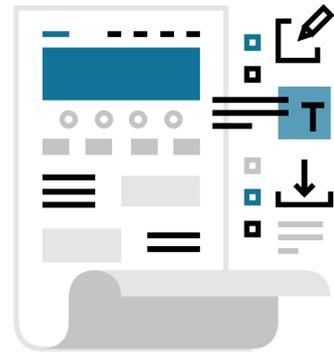
1. Celebrities
2. Industry Experts and Thought Leaders
3. Bloggers and Content Creators
4. Micro Influencers

Influencer Checklist

- ✓ Does the partnership fit the strategy?
- ✓ Are they a good fit for the brand?
- ✓ Strong engagement rate?
- ✓ Quality engagement?
- ✓ Strong follower count?
- ✓ High quality images?
- ✓ Strong writing skills?
- ✓ Have they worked with brands before?



Additional Considerations



Do they have an active, **quality** blog?



Do they have a **newsletter/** subscriber list?



Are they skilled at **Instagram** Stories?



Do they have a **YouTube channel** with quality content?

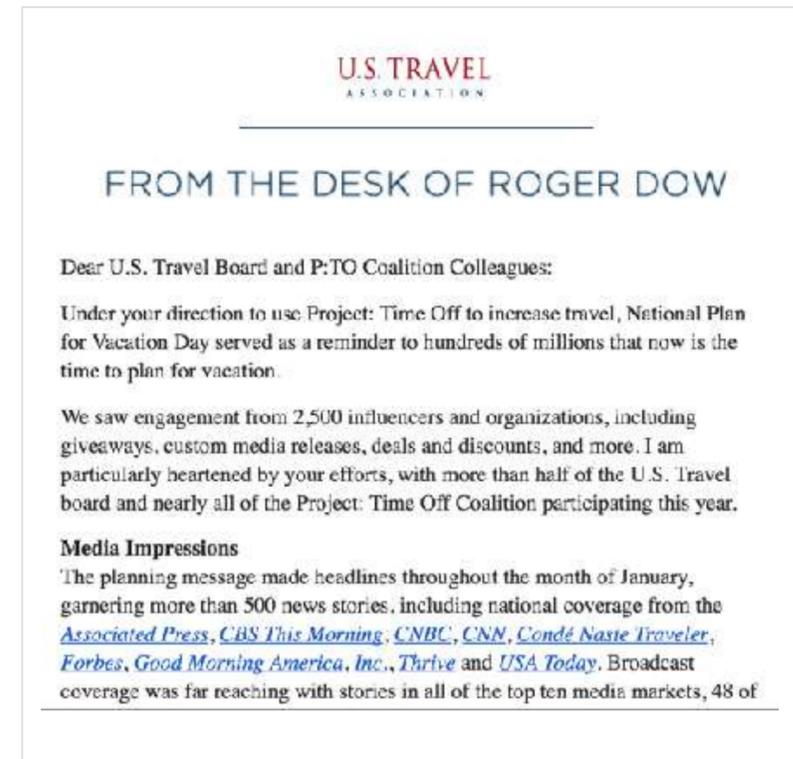


Do they have traditional **media** connections to leverage?

How Do You Leverage The Influencer?

A key component of the ongoing content strategy will focus on how to aggregate the content your influencers produce.

Influencer marketing gives you a unique way to build brand authenticity and connect with a wider group of individuals who fall directly in line with your ideal buyer personas.



YouTube CA Search

0:17 / 0:49

Experience Kissimmee, Florida (Default)
Published by HeyOrca [?] · January 30 at 9:05am · 🌐

Are you taking your vacation days this year? For National #PlanForVacation Day, Instagram's Doctor Mike shares just why Kissimmee vacations are so good for you. 🤙 <http://kissimmee/LetsGo>

'Vacations Are Good for You' with
387 views

exp
9 A.M. EST for some BIG news.
••• #SomethingIsComing #CantWait #ItsGonnaBeAwesome

experiencekissimmee #ExperienceKissimmee #Kissimmee #MyKissimmee #Instatravel #travel #wanderlust #traveladdict #seetheworld #centralflorida #florida #InstaDisney #Disneylife #Disneygramers #fun #happy #DiscoverAmerica #RoadTripUSA #igers_orlando #igers_kissimmee #roamflorida #vacation #wildflorida #bewild #slothie #sloth samhaught Can't wait! wildfloridairboats Sloths are the new black! eryl.martin @_sharonmartin msvidabohe So what's the big announcement?

189 like
3 DAYS AGO
Add a comment

34,640 people reached

22K Views

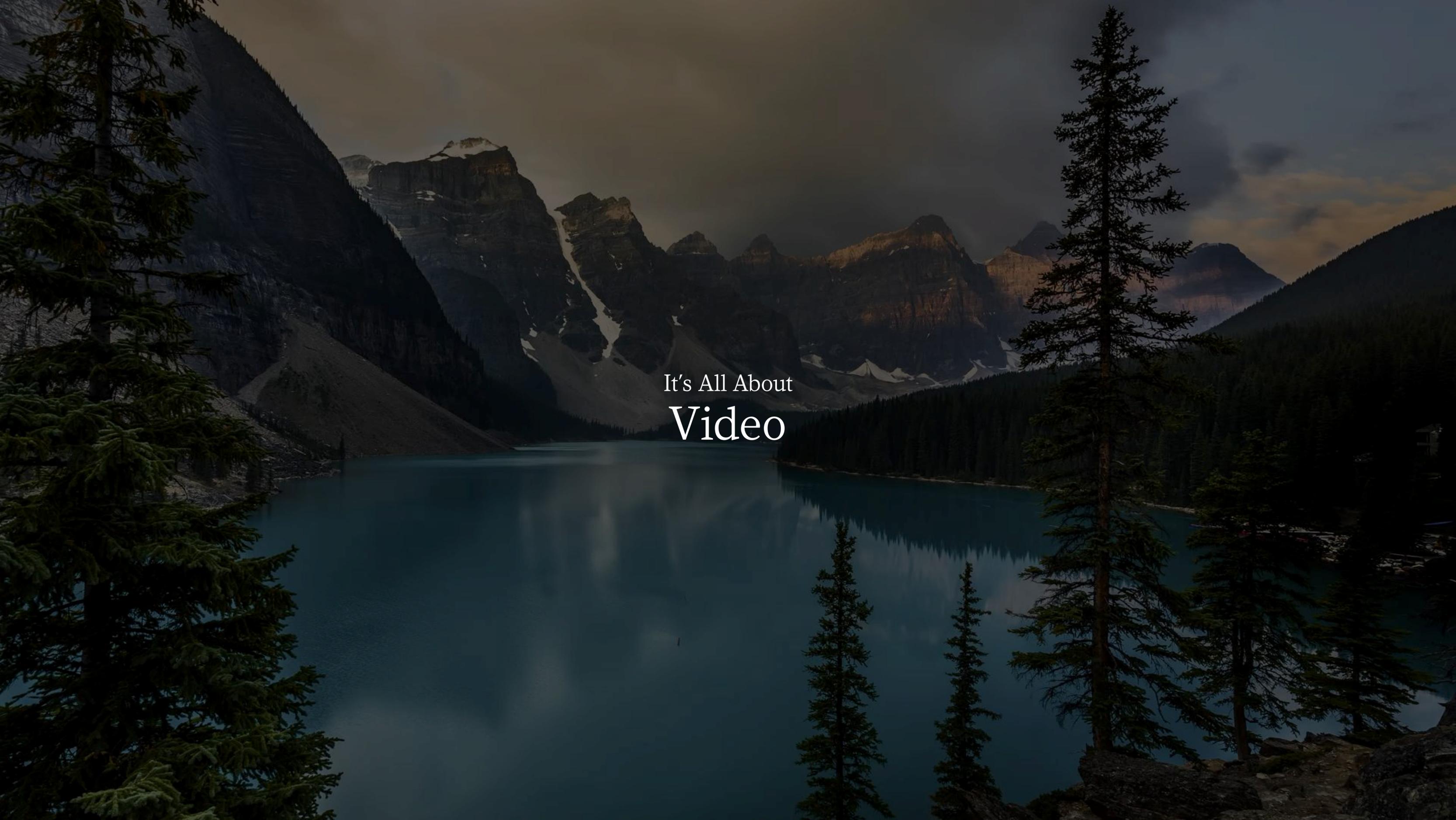
Like Comment Share

59

26 Shares

Instagram looked like a travel magazine with all the great #PlanForVacation content, totaling 1,100 posts with more than 435,000 likes/views. The top post came from Experience Kissimmee's partnership with Doctor Mike, followed by Discover LA and Pure Michigan.





It's All About
Video

#1 By 2019, global consumer Internet video traffic will account *for 80%* of all consumer Internet traffic

(Source: SmallBizTrends)

#2 Facebook generates **8 billion video** views on average per day

(Source: Social Media Today)

#3 YouTube reports mobile video consumption rises **100%** every year

(Source: Hubspot)

#4 **55%** of people watch videos online every day

(Source: Digital Information World)

#5 **92%** of mobile video consumers share videos with others

(Source: RendrFx)

#6 **90% of users** say that product videos are helpful in the decision process

(Source: Hubspot)

#7 Social video generates **1200% more shares** than text and images combined

(Source: SmallBizTrends)

#8 Video posts on Facebook have **135% greater organic reach** than photo posts

(Source: Social Media Today)

#9 Including a video on a landing page can *increase conversion rates by 80%*

(Source: Unbounce)

#10 After watching a video, **64% of users** are more likely to buy a product online

(Source: Hubspot)

#11 Companies using video enjoy **41% more** web traffic from search than non-users

(Source: SmallBizTrends)

#12 **59%** of senior executives agree if text and video are available on the same topic on the same page, they prefer to watch video

(Source: Digital Information

#13 People spend **3 times longer** watching a live social video compared to one that has been prerecorded

(Source: Social Media Today)

#14 Video in an email leads to **200-300% increase** in click-through rates

(Source: Hubspot)

#15 Top three most effective types of video content: Customer testimonials (**51%**); Tutorial videos (**50%**); Demonstration videos (**49%**)

(Source: Curata)

#16 A whopping **80% of users recall a video ad** they viewed in the past 30 days

(Source: Hubspot)

#17 **67%** of marketers found video marketing somewhat successful

(Source: Digital Information World)

Branded Instagram Videos



followmeto • Follow
Luxor Temple

followmeto Have you ever been in Egypt?!!
#followmeto with @natalysmann

Load more comments

glauciamartinamelo Have you ever been in Brazil? 🇧🇷👉👈

onetropicalbanana Check out and follow my travel account, share with us the most beautiful places you have visited!! 🌍👉👈

lukaslevir Sdv

lukaslevir Sdv

m_neverstop Wow!

m_neverstop AMAZING! ❤️🔥

remarthinss Sdv

itzelmrh @elizabethcaro

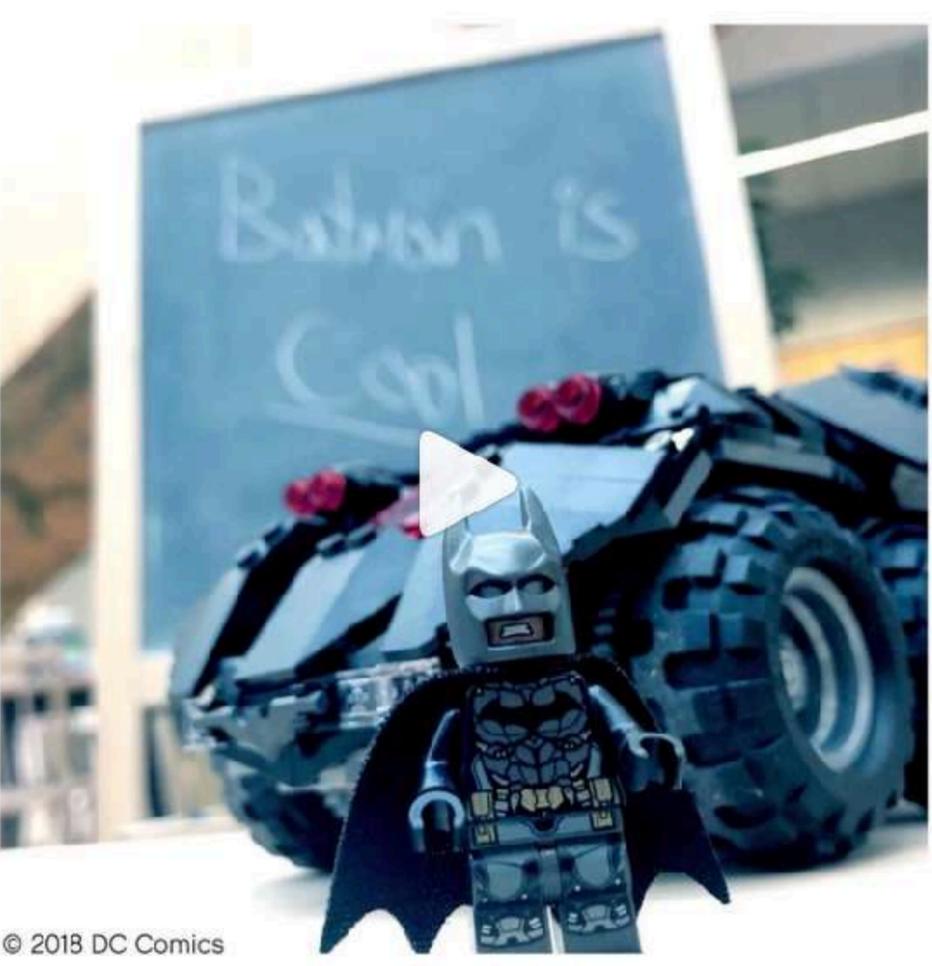
marine_fcw Wow 🤩🤩🤩

anastasia_travel_it So beautiful 🤩🤩

101,348 views

MAY 4

Add a comment...



LEGO lego • Follow

lego Celebrating the hero that's super smart, super brave, and (of course!) super cool. Happy #BatmanDay! #LEGODC #Batman @DCComics

Load more comments

arjun.ogale 🙌

achderheiko Happy Sunday My dears 🤗❤️👉👈

ca_alegria Who has a 9 pack? Of course BATMAN!!!! 🤩

wood_art_engineering Excellent 🙌

wood_art_engineering H🙌
Please see my page in the "construction of woodworking and decorative engineering"

lil_frankie_it Done ✓ @lego

antoniojunha_heira66 One of my

100,353 views

SEPTEMBER 15

Add a comment...

© 2018 DC Comics

Snapchat Videos & Stories



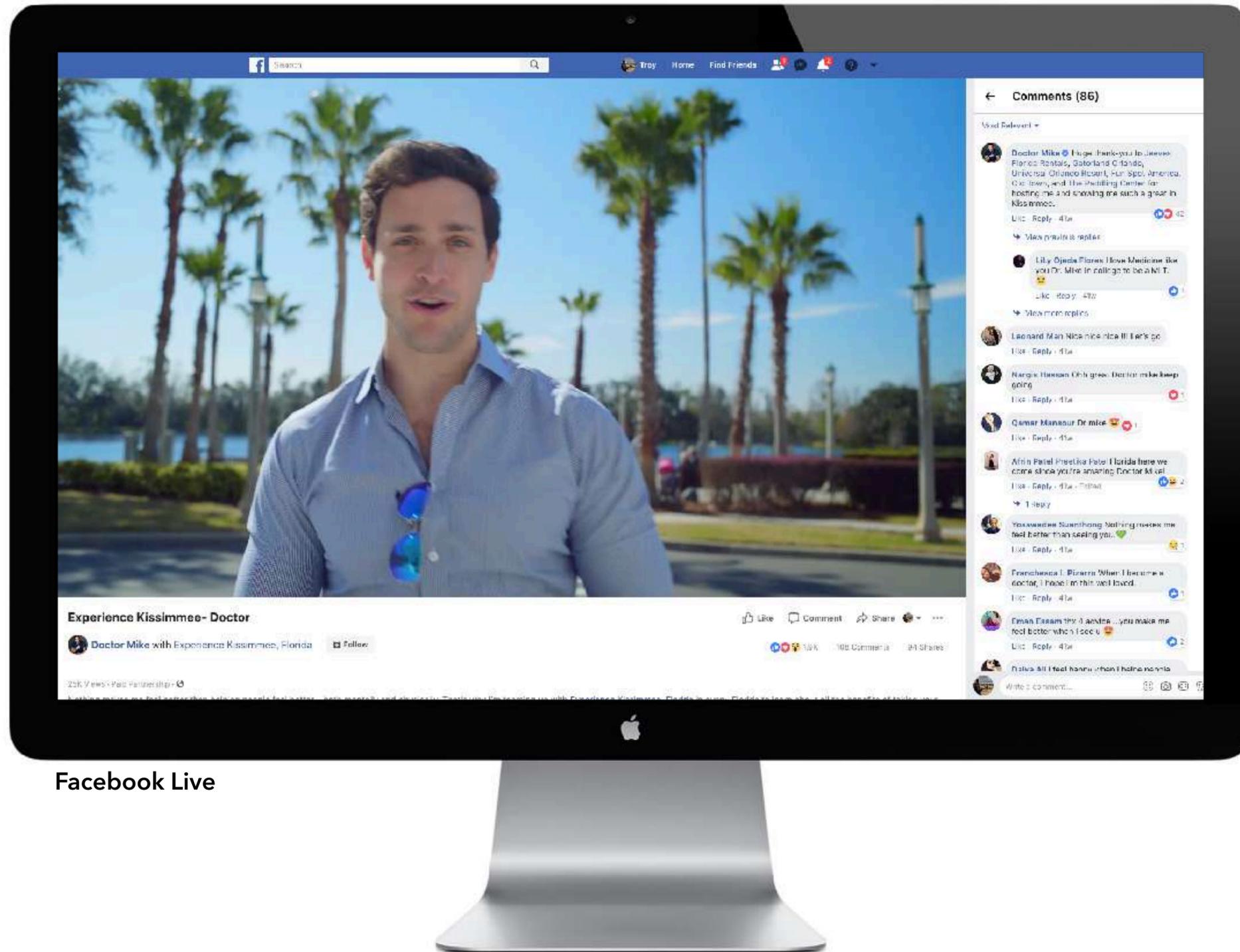
WWF - #LastSelfie - 10 Second Rule Snapchat



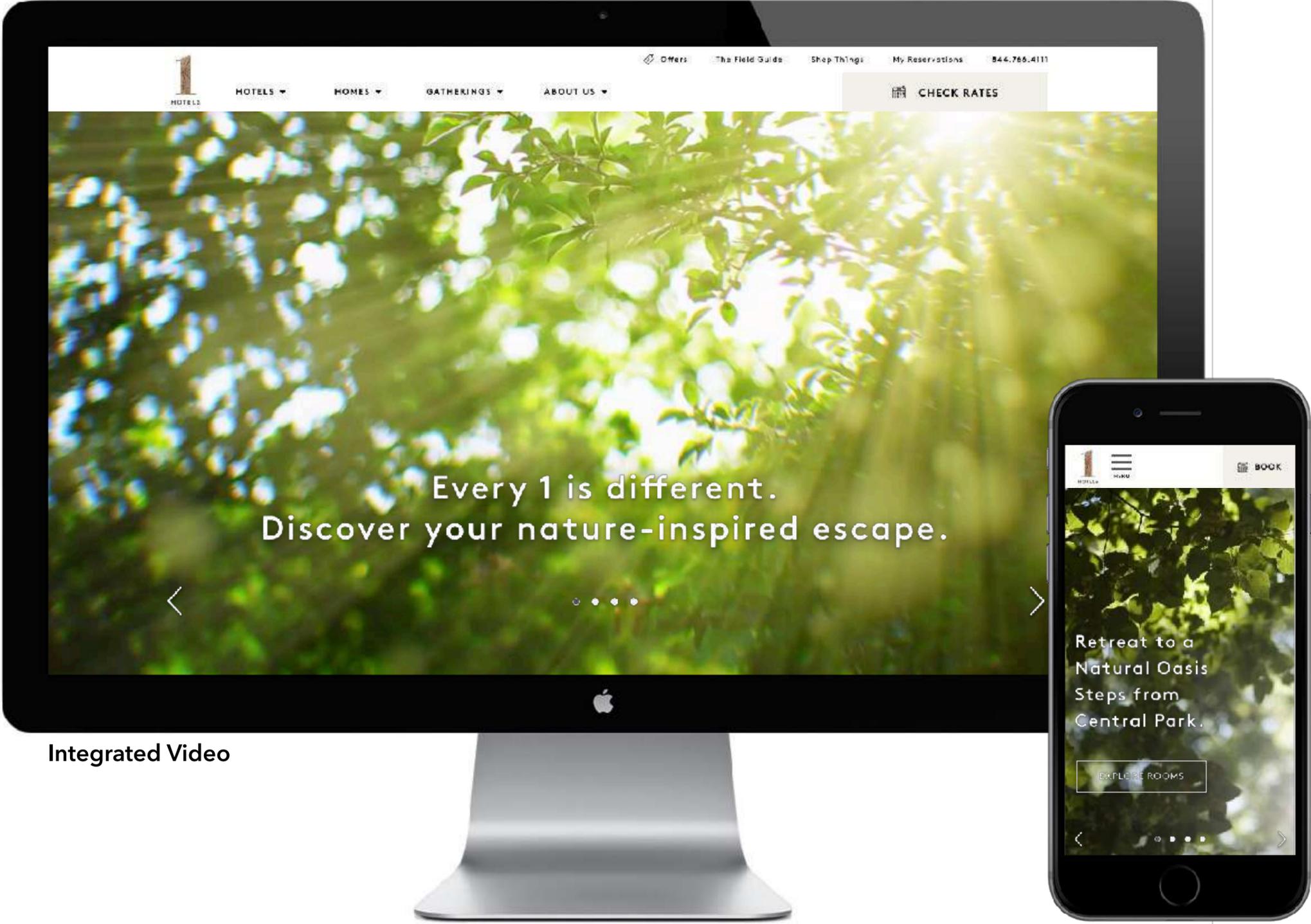
Stranger Things - Enter Upside-Down World



Taco Bell - Cinco de Mayo - Taco Face Lense



Facebook Live



Integrated Video

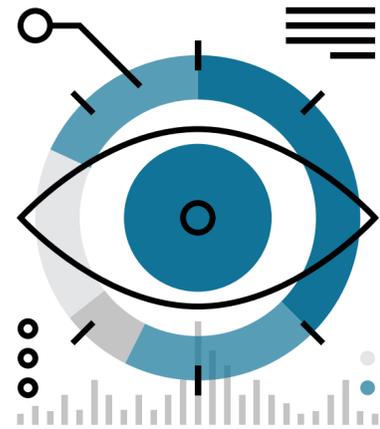


The Art of
Being Authentic

For marketers, being authentic means demonstrating a brand's values, credibility and ethics. This is critical to gaining consumer confidence—and loyalty.

But the idea of thinking about *how* your brand will be authentic seems counter to the point, right? Being genuine doesn't happen by accident. It's not forced, but rather cultivated. It should be natural, but operationalized across the brand.

Develop and Deliver a Truly Authentic Brand



Be honest. But more importantly, be self-aware.

Understanding your organization from the inside out is one of the most important aspects of developing an authentic brand.



Go beyond demographics.

Don't assume you understand your audience just because you know their demographic profile. Uncovering deeper audience insights is critical to developing a brand strategy that has the power to truly connect.



Don't shy away from flaws.

There are always opportunities for improvement, innovation and growth. Don't pretend you have it all figured out – especially if you don't.



Revisit, refine, evolve.

We live in a world that is rapidly changing. New technologies are constantly emerging, and consumers have information at their fingertips. Literally. The way your customers interact with your brand will continue to shift and change.

Be Transparent

If your brand falls into a category that aches for transparency — comply and tell all. Customers will instantaneously trust your brand as a whole and its products over your competitors.

When Avis was struggling to keep up with the No. 1 brand in the car rental category, Hertz; it decided to embrace its second-place status.

The perfect example of being honest and authentic was the Avis' "We Try Harder" campaign.



Avis can't afford not to be nice.

Or not give you a new car like a lively, super-torque Ford, or not know a pastrami-on-rye place in Duluth.
Why?
When you're not the biggest in rent a cars, you have to try harder.
We do. We're only No.2.

Avis can't afford to make you wait.



Avis is only No.2 in rent a cars. So why go with us?



We try harder. (When you're not the biggest, you have to.)
We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.
Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.
Why?
Because we can't afford to take you for granted. Go with us next time. The line at our counter is shorter.

Avis needs you. You don't need Avis. Avis never forgets this.



We're still a little hungry. We're only No.2 in rent a cars. Customers aren't a dime a dozen to us.
Sometimes, when business is too good, they get the short end of the stick. They're treated like customers are. Wouldn't you like the novel experience of going up to a counter and not feeling like you're bothering? Try it.

VERB

Authenticity With Your Customers

Rather than shouting in a crowded marketplace; participate in a dialogue.

Rather than generate transactions; build relationships.

Rather than exploiting a market for your own benefit; serve those who share your passion — for your mutual benefit.



Authenticity is not something to be conquered, but a continuous process. Examine what works—and what doesn't work.

Being honest, insightful, realistic, and open to change will enable you to develop and deliver an authentic brand that truly connects with internal and external audiences.

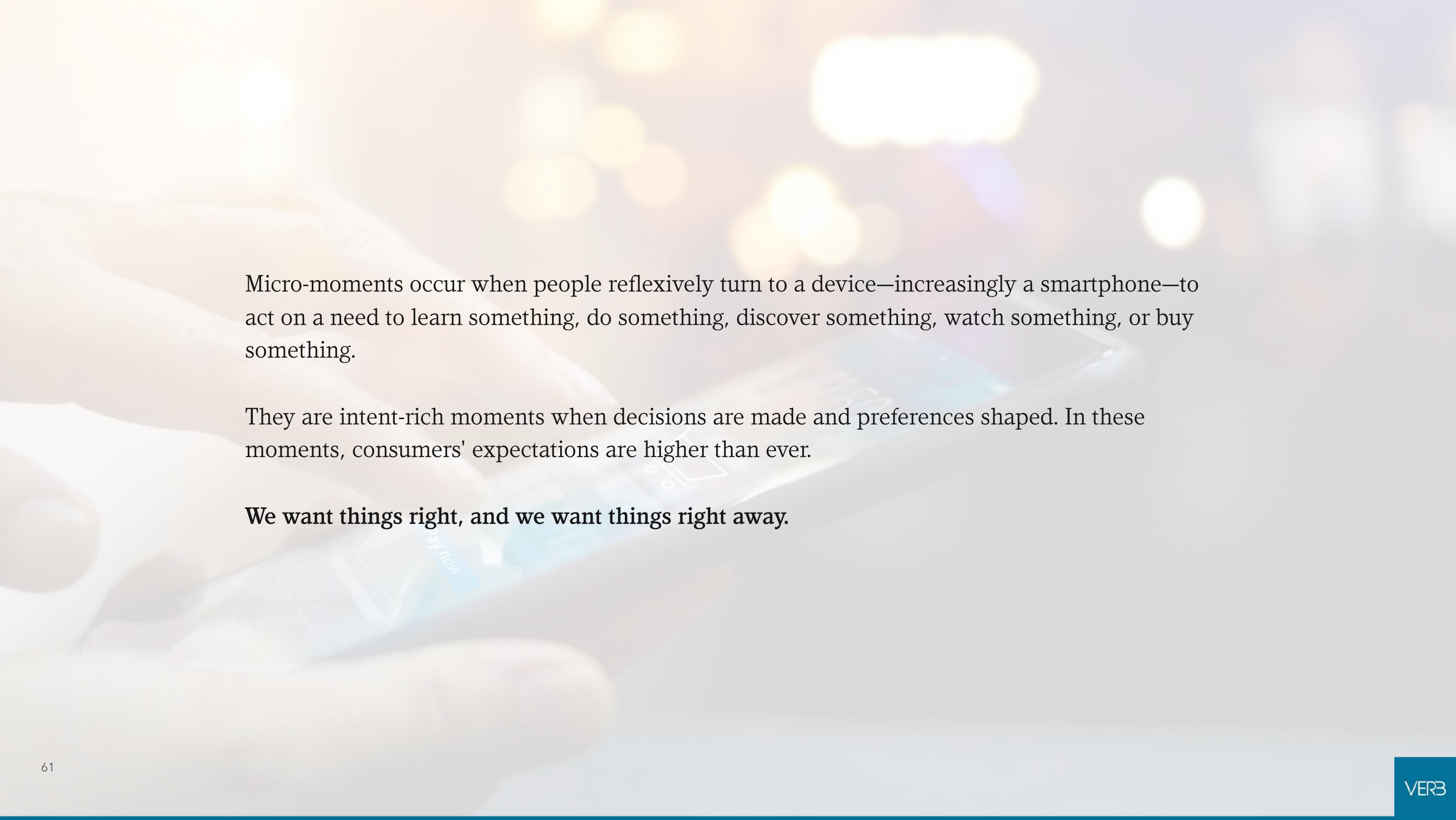
Consider your brand a work in progress — even if you think you've got it figured out.





Micro-Moments

in the Customer Journey



Micro-moments occur when people reflexively turn to a device—increasingly a smartphone—to act on a need to learn something, do something, discover something, watch something, or buy something.

They are intent-rich moments when decisions are made and preferences shaped. In these moments, consumers' expectations are higher than ever.

We want things right, and we want things right away.

I-want-to-get-away moments:

a.k.a. "dreaming moments" that happen when people are exploring destination options and ideas with no firm plans. Why the product will improve their life. At this stage, people are looking for inspiration.



Time-to-make-a-plan moments:

a.k.a. "planning moments" that happen when people have chosen a destination or a product. They're looking for the right dates, the right flight, the right place to stay, locations, or all the things they'll do while away.



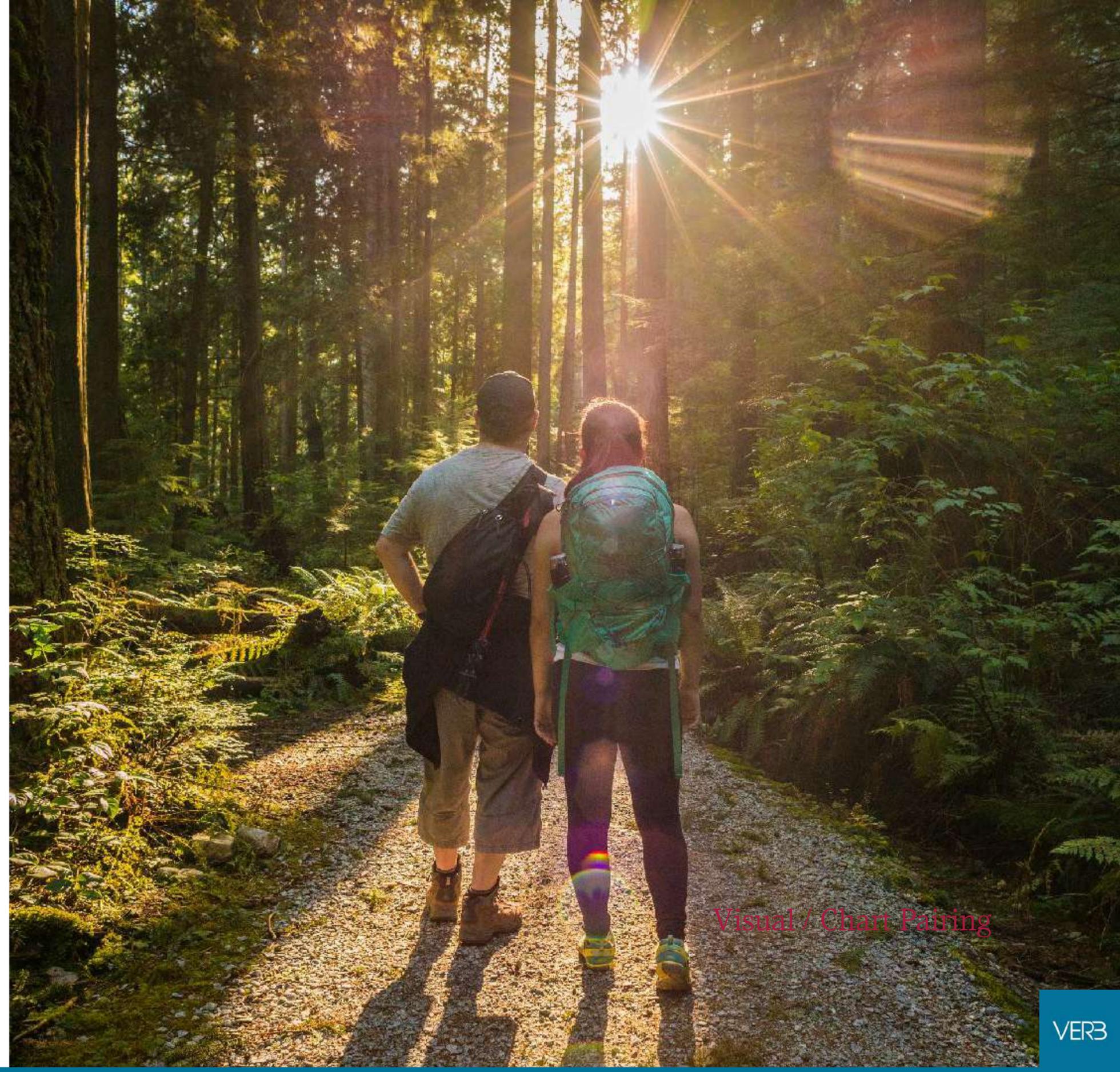
Let's-book-it-moments:

a.k.a. "purchasing moments" that happen when the research is done, and people are ready to book their tickets, reserve their rooms or buy a product.

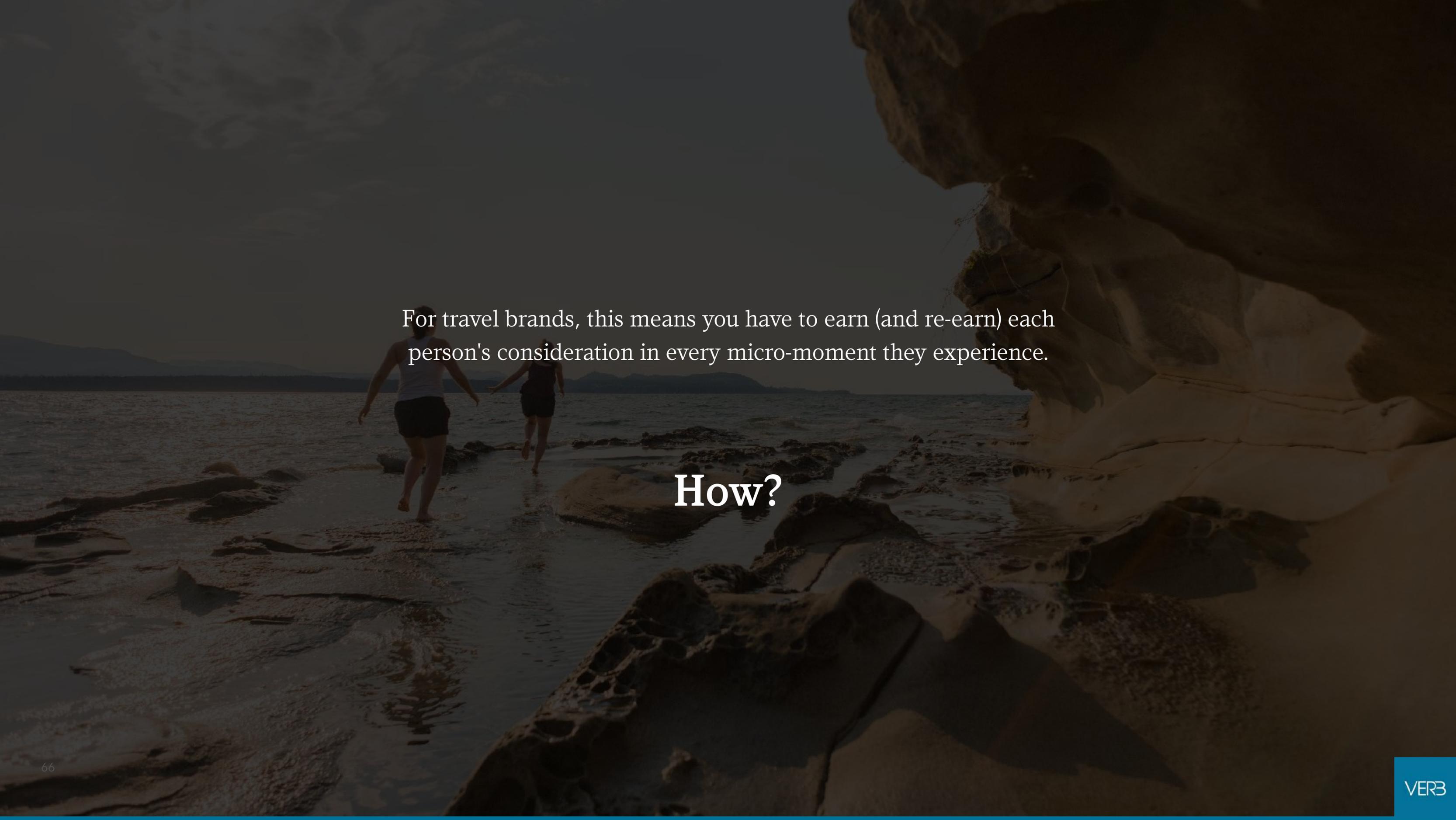


Can't-wait-to-explore moments:

a.k.a. "experiencing moments" that happen when the trip is underway or they are using their product. Especially Traveler's - they are ready to live the trip they've been dreaming about—and share it with others.

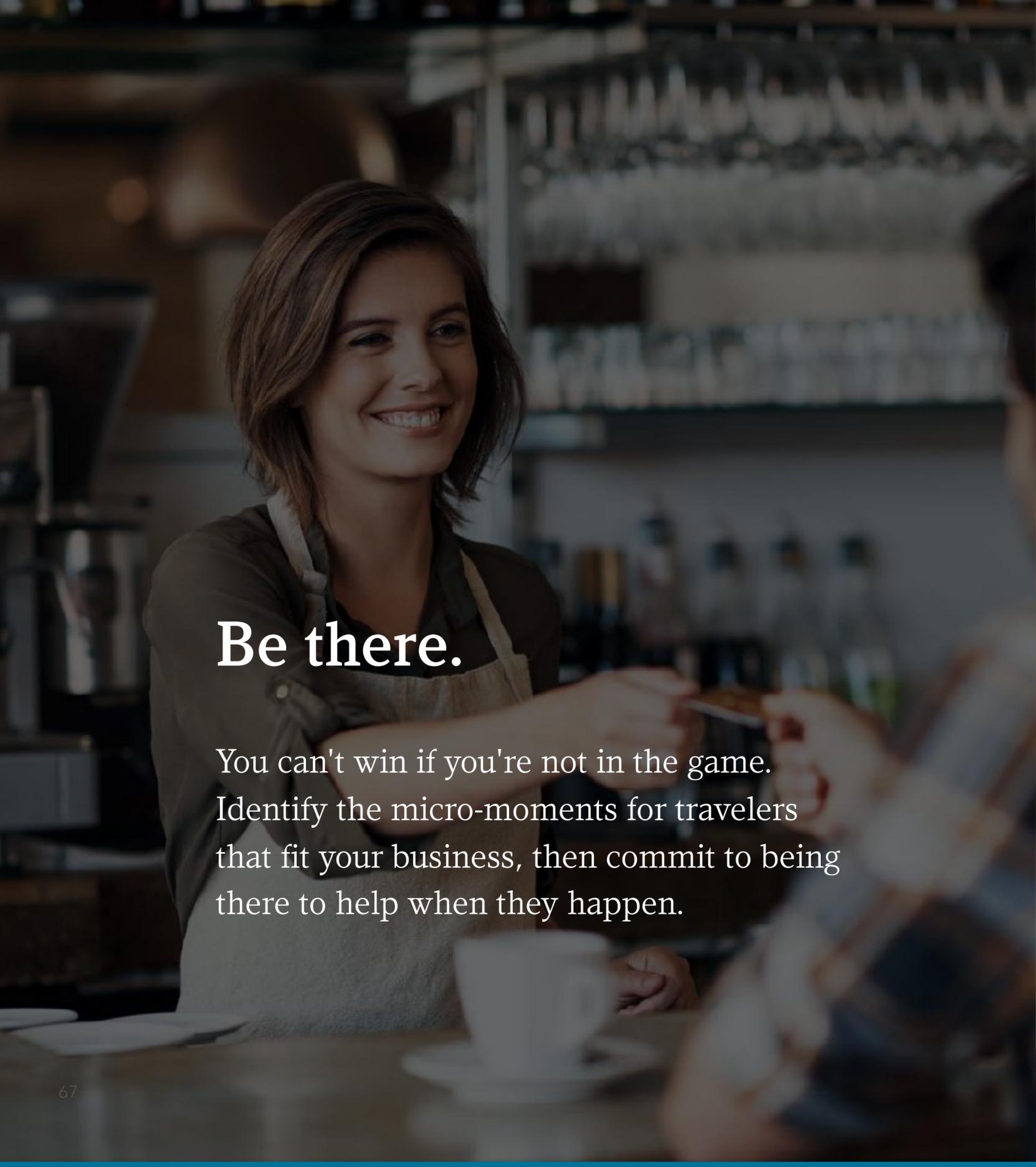


Visual / Chart Pairing



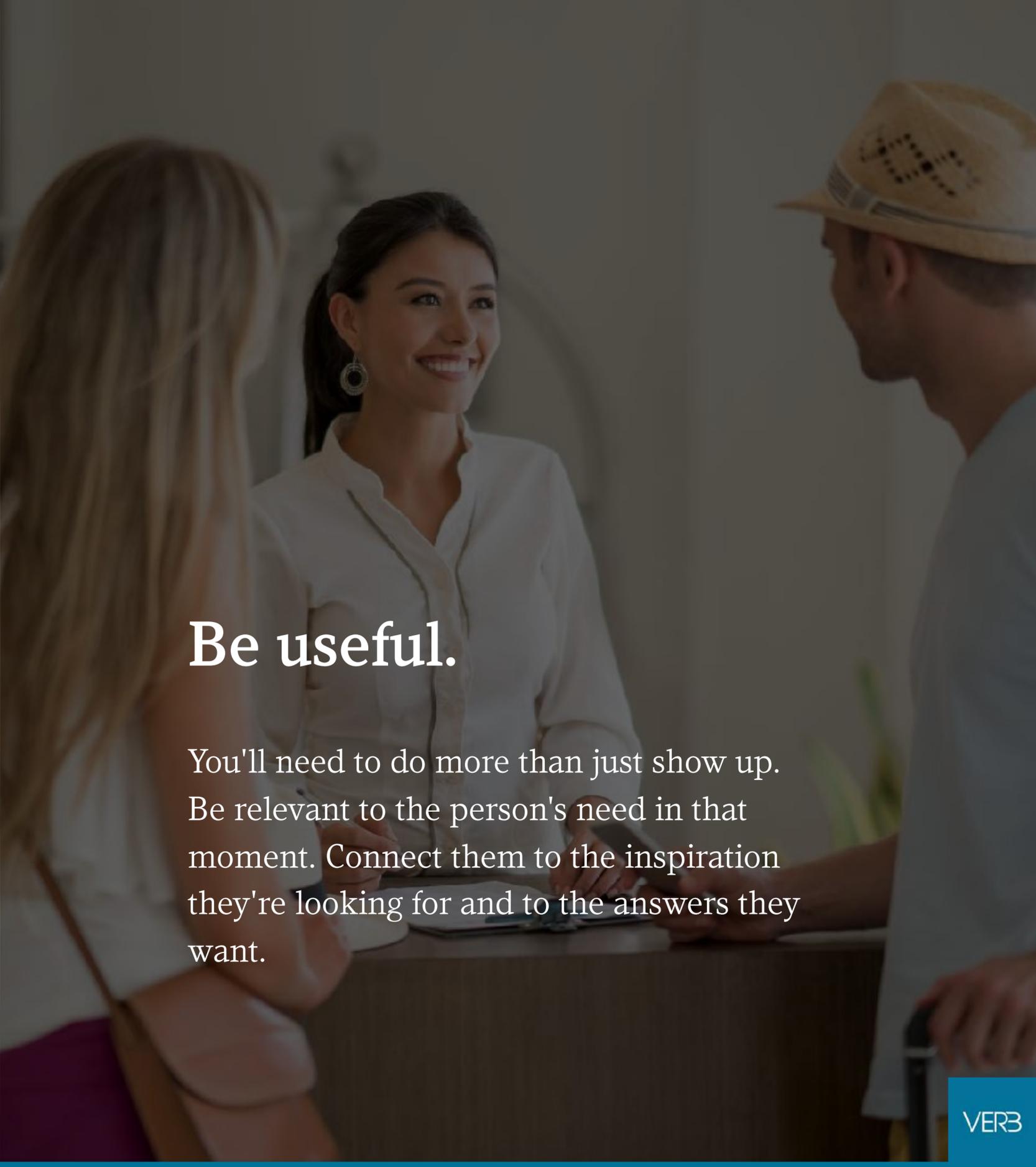
For travel brands, this means you have to earn (and re-earn) each person's consideration in every micro-moment they experience.

How?

A woman with brown hair, wearing a dark long-sleeved shirt and a light-colored apron, is smiling warmly. She is standing behind a counter in what appears to be a cafe or bakery, with shelves of bread and pastries visible in the background. She is handing a small card or receipt to a customer whose hands are visible in the foreground.

Be there.

You can't win if you're not in the game. Identify the micro-moments for travelers that fit your business, then commit to being there to help when they happen.

A woman with dark hair pulled back, wearing a white button-down shirt and large hoop earrings, is smiling and talking to a man. The man is wearing a light-colored shirt and a straw hat. They are standing at a counter, possibly in a travel agency or a service center. The woman is holding a pen and looking at a document on the counter.

Be useful.

You'll need to do more than just show up. Be relevant to the person's need in that moment. Connect them to the inspiration they're looking for and to the answers they want.



The Design
of Everything

Design Drives Conversion

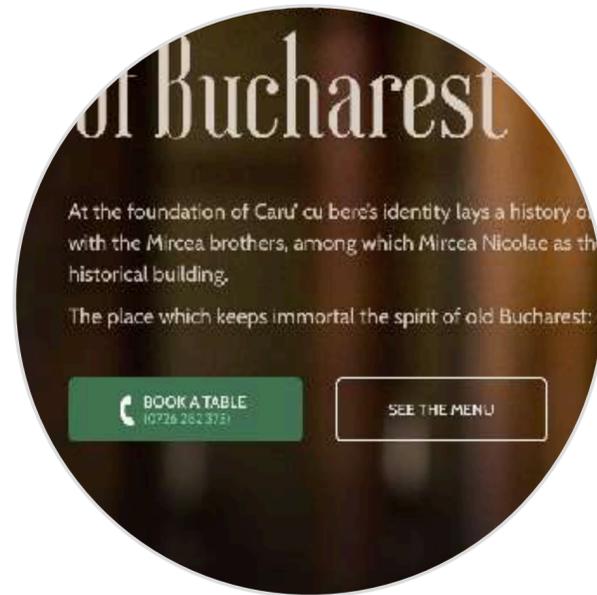
The central questions for every business:

- How do we create engagement with the customer?
- How do I *convert* that engagement to my desired outcome?
- How does a call to action become a sale?
- How does an experience with design translate to brand loyalty?

The feel of your business, in the eyes of the customer, is often exclusively dependent on your design.



Four Key Principals in Design Marketing



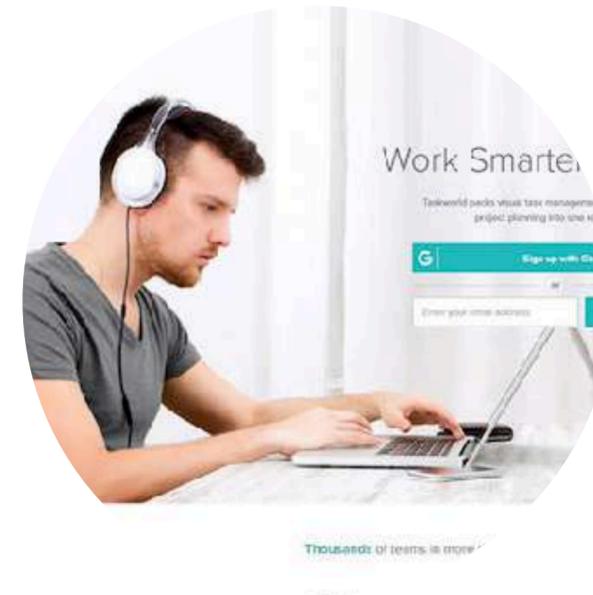
Encapsulation

Like the wrapping paper we use to draw someone's attention to their present; the idea is to make it clear to the visitor that the content is important to them.



Contrast

Make everything stand out using contrast. White on black. Green on red. Check out any colour wheel and remember - opposites attract.



Directional Cues

Use arrows to highlight attention to specific areas or triangulate to create a focal point. Use the line of sight in photos to point out the call to action.



White Space

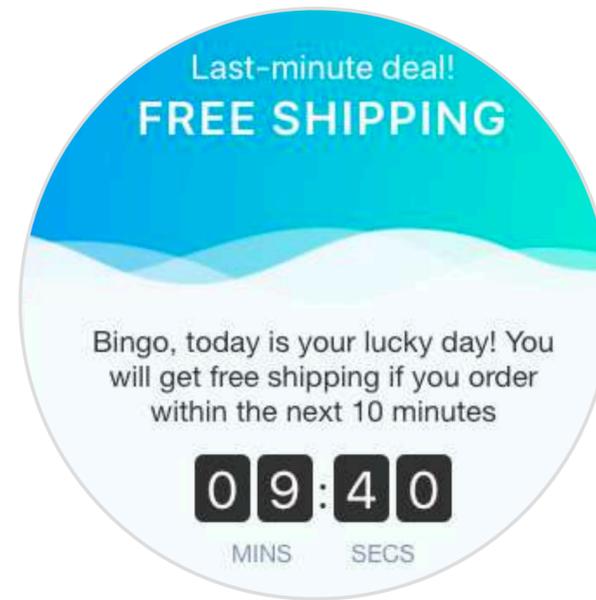
More white space = less cluttered designs. This makes it easier for the viewer to decide where to take action. Communication of a single key message is also easier.

Three Key Design Marketing Ideas



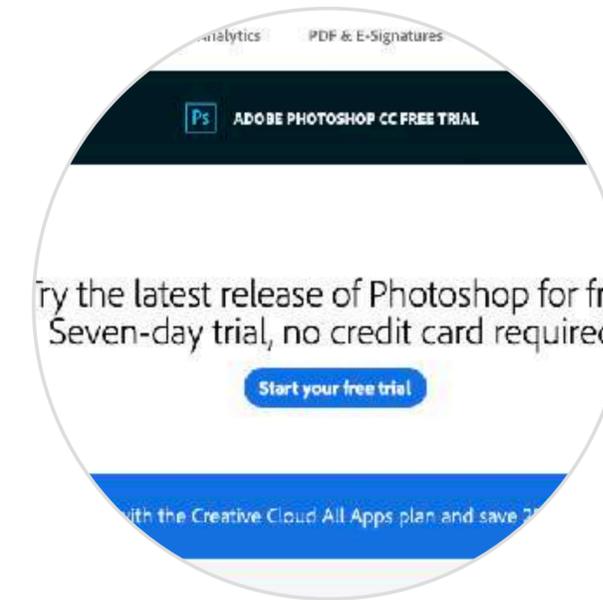
Social Proof

Simply put, this is feedback on how other customers and visitors have felt about your products and services. It can be in the form of star ratings or full testimonials.



Urgency and Scarcity

If you want people to take action; you have to give them a reason to do so. Psychology says that you can drive people to action by limiting their decision making time.



Try Before You Buy

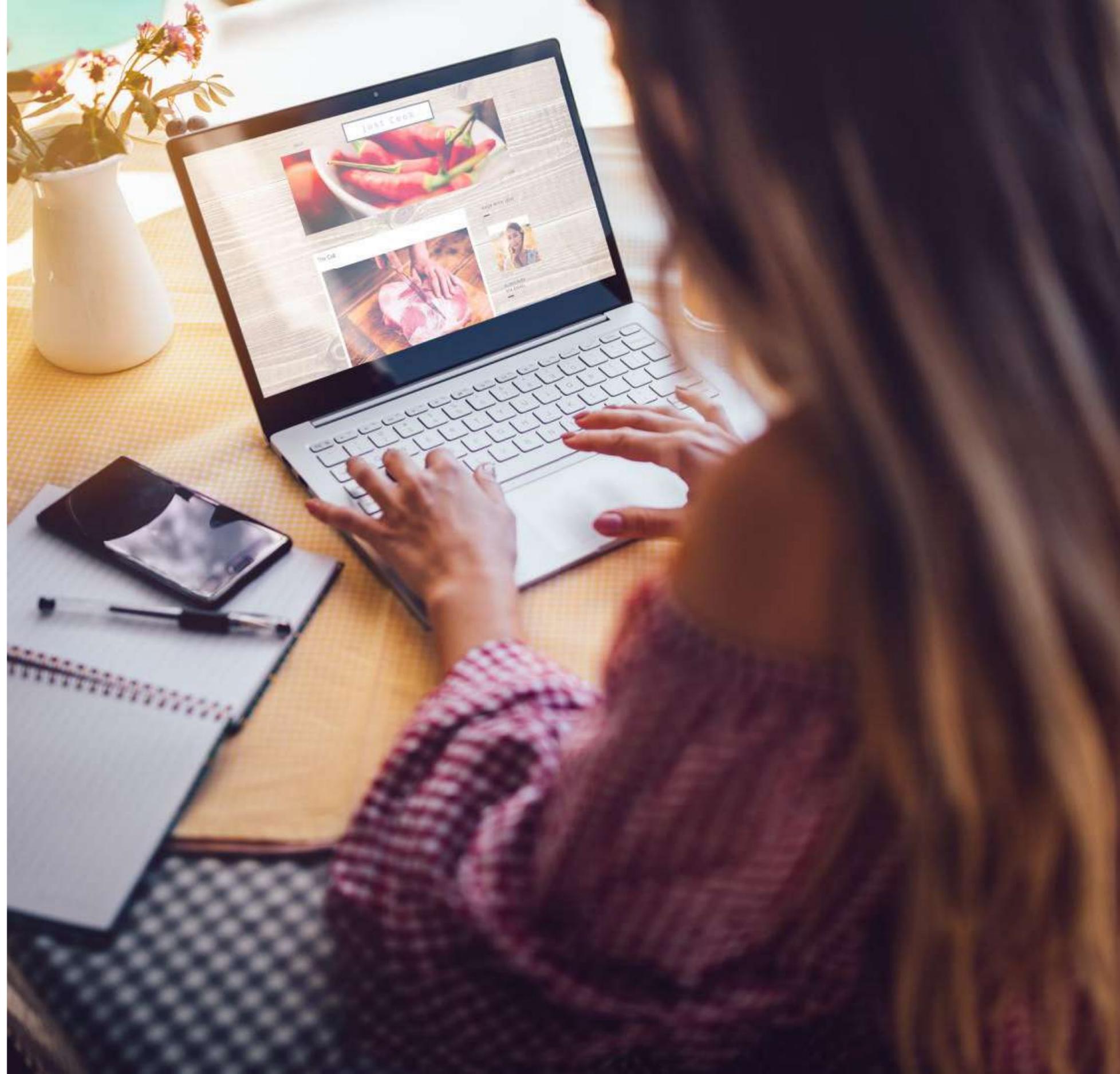
It provides customers with reassurance that your product is worth their investment. Even when that investment is only an e-mail address.

Design Makes Your Product Visible

Marketing is the conversation. Branding is the personality. Design is the connection point.

Eye catching, elegant, and persuasive design is what separates successful marketing from everything bombarding your customers in the digital space.

With social media being a dominant force in how products are marketed, the most shared items on every platform rely heavily on design to be engaging.



Kissimmee

Three Ways to Experience Eco-Tourism in Kissimmee

By Air • By Water • By Land

Kissimmee offers the pleasures of the Everglades and the go easy to fly. Take a scenic tour of the wetlands and see the birds in flight. You'll see the birds in flight and the birds in flight. You'll see the birds in flight and the birds in flight.



By Air

For Air Balloons (1000+ Balloons) and Zip Line (1000+ Zip Lines)



By Water

Boat (1000+ Boats) and Kayak (1000+ Kayaks)



UNIVERSAL'S ISLANDS OF ADVENTURE®

KEY LIME PIE

Thinking of The Incredible Hulk Coaster® has us turning green!

SEAWORLD® ORLANDO

BLUEBERRY PIE

See every shade of ocean blue, and keep an eye out for the "Blue Friday" sale—a twist on Black Friday.

DISNEY'S ANIMAL KINGDOM WALT DISNEY WORLD® RESORT

CHOCOLATE CREAM PIE

It's sweet to get over your fear of flying on the Avatar Flight of Passage ride. It's just as if the clouds look like cream and the earth like chocolate!

GATORLAND

SHEPHERD'S PIE

With all these carnivorous creatures to feed, you need savory meat. We like to pretend the peas are tiny yaks. (Using rhyming)



Book Your Journey to Greece

Explore Further

LEARN MORE

HOW TO CRAFT A Mojito

The mojito originates from Cuba, although—like the Cuban sandwich—Haitians continue to debate the specifics of its creation.

To make your own mojito, muddle half an ounce of fresh lime juice, one teaspoon of sugar, and three sprigs of mint in a Collins glass. Add ice, then two ounces of white rum and top with club soda.

HILTON HEAD ISLAND

South Carolina Just Right

Feb. 18 - 24, 2019

How to Enjoy a Shell-ticious Raw Oyster

Tasting Tips

Keep it fresh: Purchase freshness above all else. Don't freeze it. Don't eat it. Don't eat it. Don't eat it.

The "R" rule: You may have heard of the "R" rule. This myth has been debunked. This myth has been debunked.

Common Japanese Phrases

| English | Hawaiian | Japanese |
|-----------|------------|-------------|
| Hi! | Aloha! | Konnichiwa! |
| Goodbye | Aloha! | Sayonara! |
| Thank You | Mahalo! | Arigato! |
| Excuse Me | Excuse Me! | Sumimasen! |

Travel Tips and Etiquette

- Never leave chopsticks upright in a bowl. This is the symbol of a funeral.
- Never drink with chopsticks, or use one to pick up or spear food.
- Never pass food from your chopsticks to another person's chopsticks. This is also associated with funerals.
- It is common and not considered impolite to slurp when eating noodles.
- Tip your waiter. It's not a bad idea.
- It is polite to bow slightly when meeting or saying goodbye.

CRUISING TO Japan

Language: Japanese

Currency: Yen (JPY)

Best Time to Go: Spring and Fall

Average Weather: Spring 60-75°F, Fall 65-80°F

Popular Cruise Ports

Common Japanese Phrases

| English | Hawaiian | Japanese |
|-----------|------------|-------------|
| Hi! | Aloha! | Konnichiwa! |
| Goodbye | Aloha! | Sayonara! |
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HILTON HEAD ISLAND

South Carolina

#LOWCOUNTRYLIFE

WWW.HILTONHEADISLAND.ORG



Dolphins are extremely social animals.

They work together to find food, raise young, and are generally playful. They also travel in groups, known as pods, in shallow waters. Pods are usually groups of 10 or fewer dolphins. Every so often, "superpods" of dolphins (occasionally females) can contain over 1,000 members! Dolphins live and travel in pods to help protect the young and to make finding food easier.

Dolphins navigate with echolocation!

Yes, they "see" without! The unique technique works when dolphins emit sound waves through the water by making high-frequency clicking sounds. The sound waves bounce off of objects nearby to create an echo. Dolphins use the form of echoes that hit the dolphin's rough skin, size, shape, and location of other objects in the water.

CONCH

noun, [kɑŋk] /kɑŋk/

Conch is a large sea snail. It's the shell of the snail. Conch is a large sea snail. It's the shell of the snail.

WORLD'S BEST AWARDS 2017

TRAVEL LEISURE

EXPLORE OUR IMMERSIVE City Stay Experiences.

SCROLL TO BEGIN

GoBe

Experience Everywhere

Top 5 Places to Visit This November

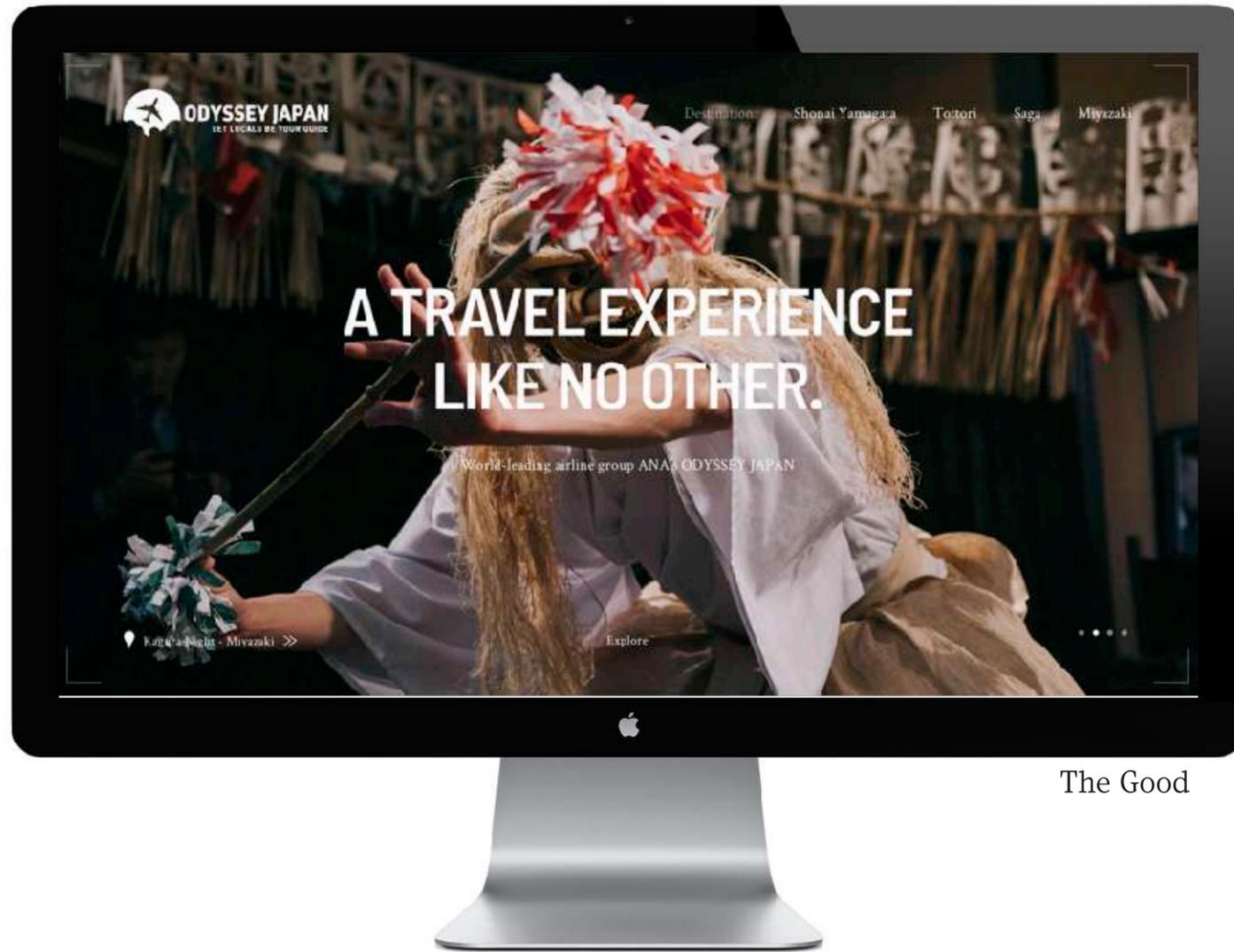
Design Elevates Your Brand

Simply put: your customers can recognize the difference between good and bad design.

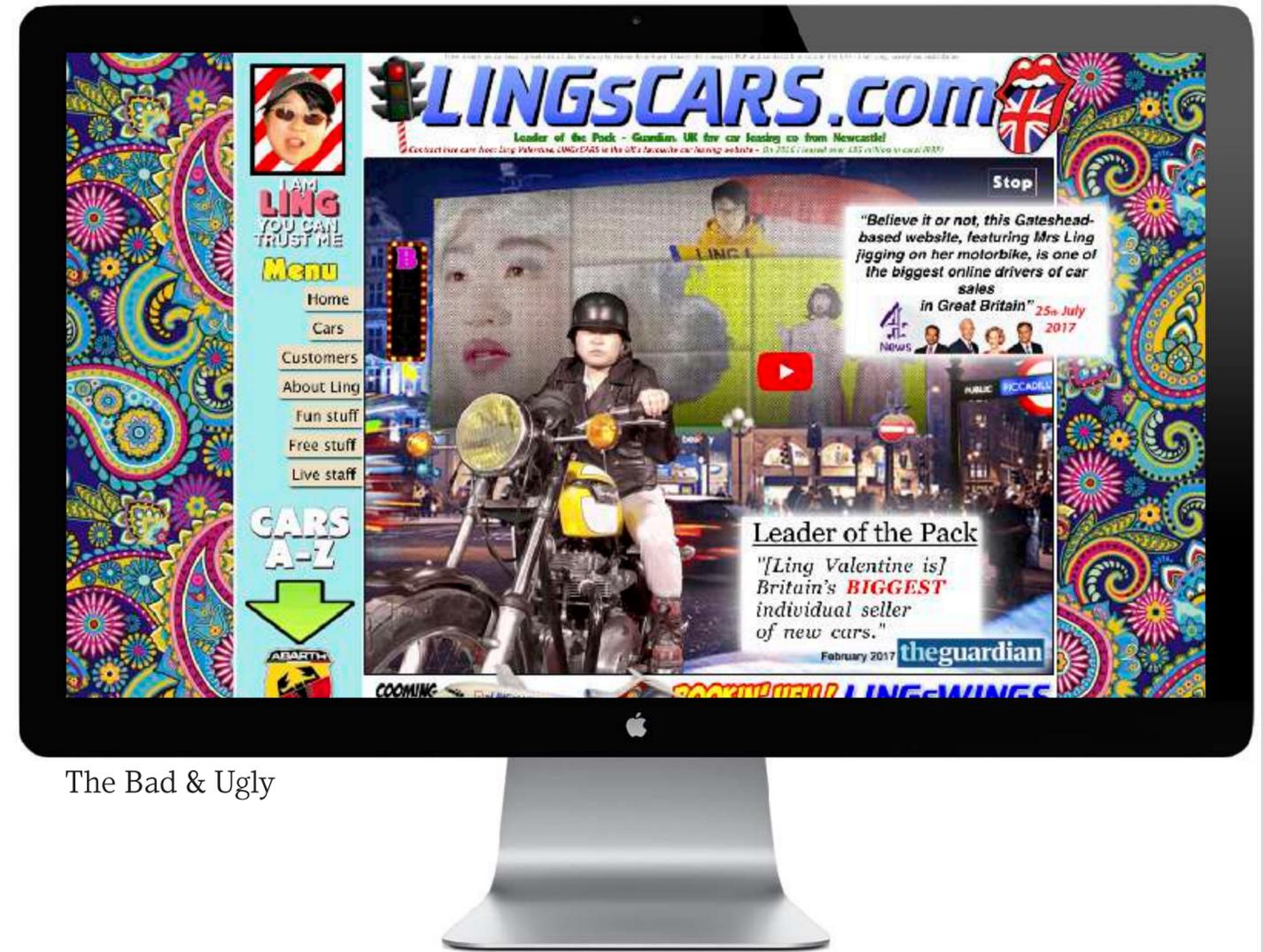
Professional, clean, compelling design immediately communicates the value of your business or product to a prospective customer. It creates confidence. It spurs a dialogue. It draws a customer in and guides them along an experience.

Ultimately, it is often an integral part in communicating with that voice in the back of your customer's head saying... *yes, I should invest in these people.*

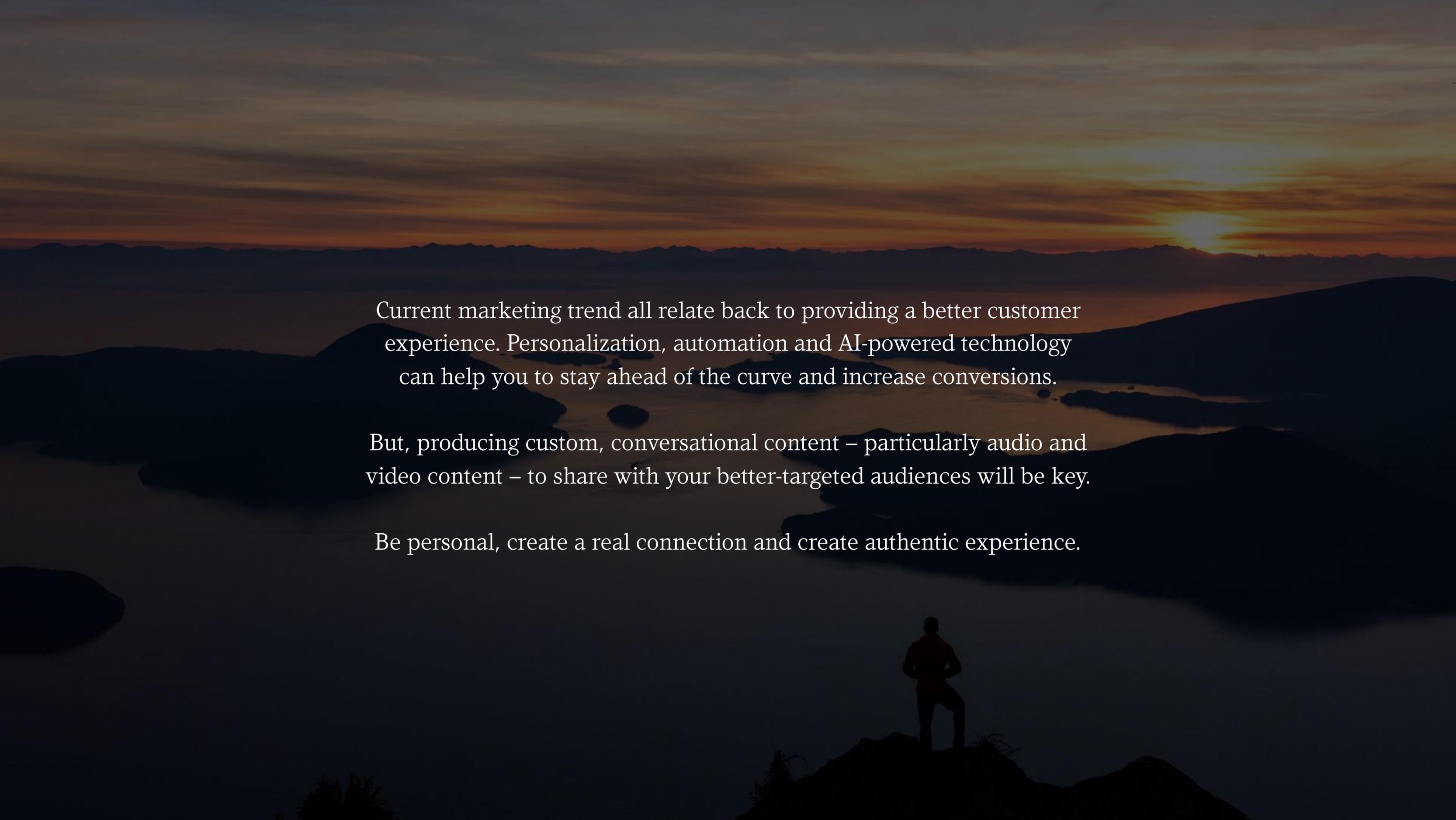
Most humans experience the world with their eyes before they engage any other sense. It is for this reason alone that first impressions can often make or break the acquisition of a new customer or client and why you must remove design and branding from the back burner.



The Good



The Bad & Ugly



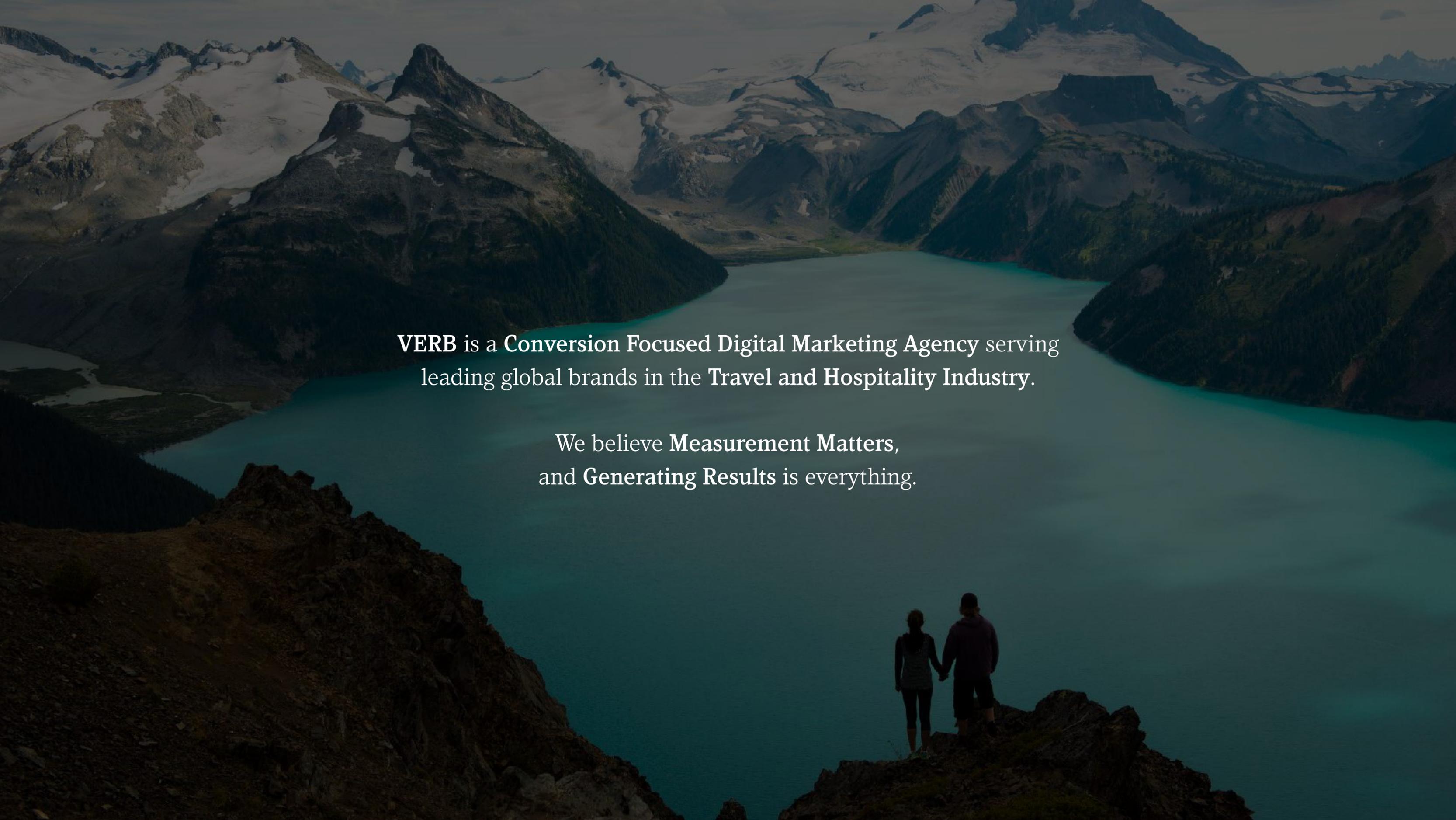
Current marketing trend all relate back to providing a better customer experience. Personalization, automation and AI-powered technology can help you to stay ahead of the curve and increase conversions.

But, producing custom, conversational content – particularly audio and video content – to share with your better-targeted audiences will be key.

Be personal, create a real connection and create authentic experience.

A person stands on a rocky peak with a tree, overlooking a valley with birds in the sky. The scene is misty and atmospheric, with a blue square containing the word 'VERB' overlaid on the image.

VERB



VERB is a **Conversion Focused Digital Marketing Agency** serving leading global brands in the **Travel and Hospitality Industry**.

We believe **Measurement Matters**,
and **Generating Results** is everything.

Founded
2004

Employees
142

Locations
2 Halifax, NS (AST)
Victoria, BC (PST)

Hospitality Focus
100%



| | | | | | | | | |
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Thank You.

VERB

bdc 

www.verbinteractive.com