

The background is a scenic photograph of a rugged coastal cliff. The cliff face is steep and covered in patches of green grass and brownish-yellow vegetation. At the base of the cliff, a blue body of water is visible, with white foam from waves crashing against the rocks. A wooden viewing platform with a metal railing is built into the cliff edge, and a few people are standing on it, looking out at the sea. The lighting suggests it might be late afternoon or early morning, with a warm, golden glow.

Digital Visitor

Game, Set and Match

# TTI/ETOA Spring Conference

# Understanding customers



# In this session

3 ways you can use social media to understand customer preference and taste;

1. What do they want?
2. How do they want it?
3. What they want from you?

# Digital Visitor



01

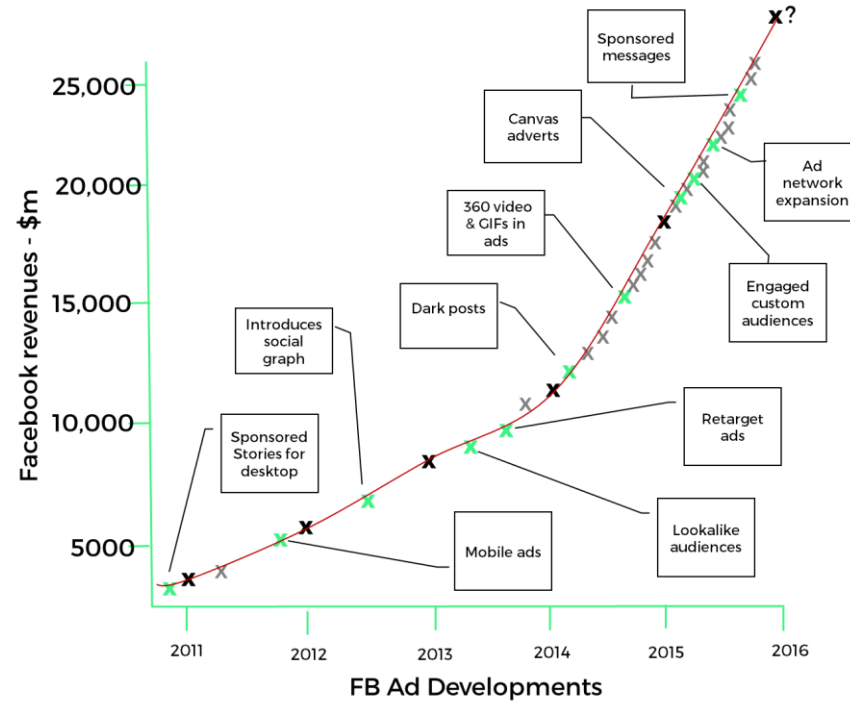
# What they want



# Social advertising

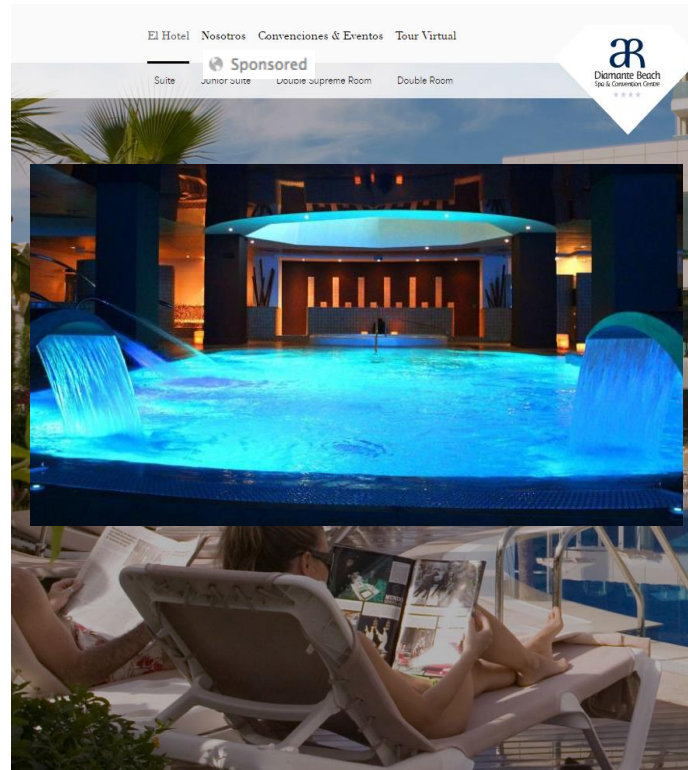
We don't see Facebook as  
a social network...













## Audience

- 2 x children under 4
- Like
- Champneys
- Other Spa hotels
- Alicante
- Easyjet
- Live within 25m of Hub airport





## Hotel AR Diamante Beach

19 September · 🌐

A spa break with young kids? Let them run free in our complimentary creche whilst you relax! Click here for our winter offers:



### Best family holiday destinations for young children

We all know how incredibly special family holidays are and how magical the memories that you get to relive over and over in the years to come. However, when you are travelling with young children there are a number of factors you need to consider.

[HTTPS://WWW.AR-HOTELS.COM/EN-GB/BLOG/BEST-FAMILY-H...](https://www.ar-hotels.com/en-gb/blog/best-family-h...)

👍 Like

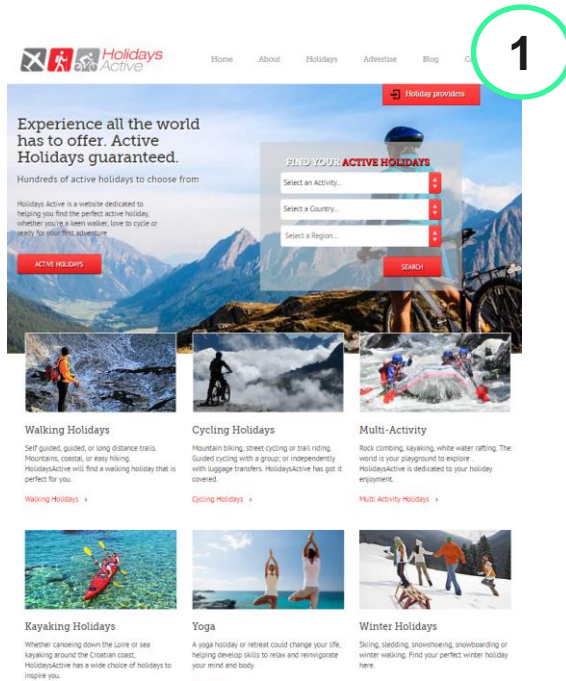
💬 Comment

➦ Share

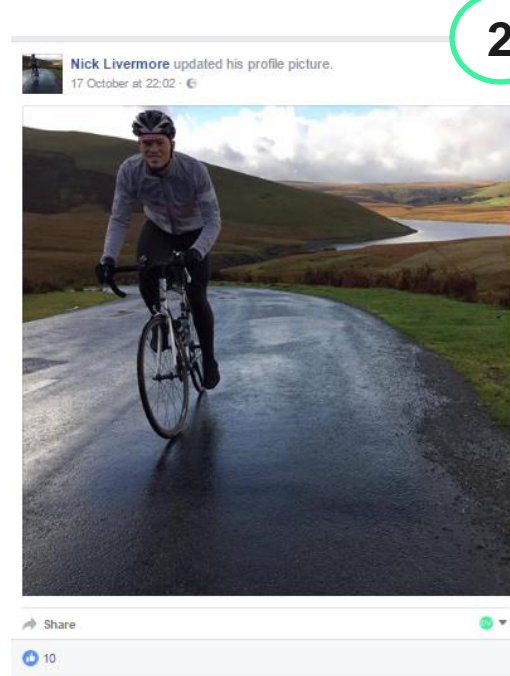


👍❤️ 65

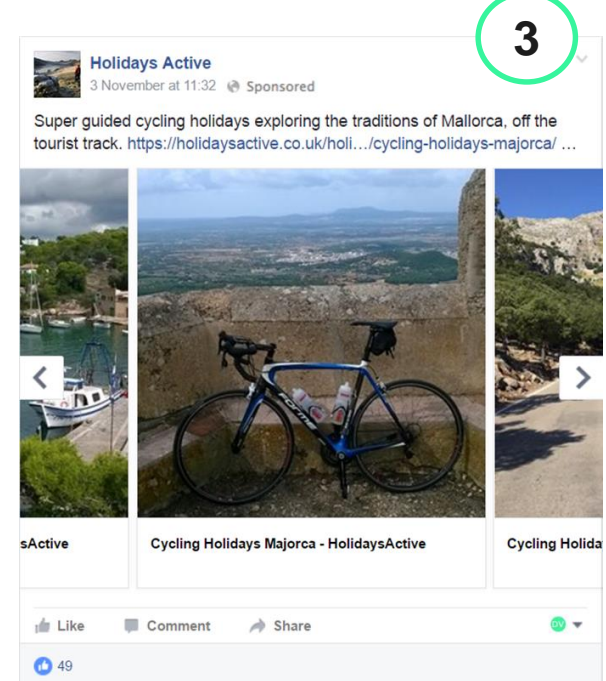




Seasonal cycling holidays



Audience: UK 25-35 men  
Interests: Spain, Team Sky, Pinarello bikes, Rapha clothing  
Location: UK

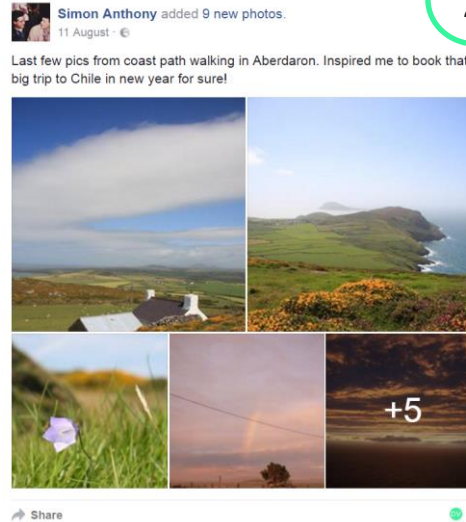


Holiday offer  
Carousel advert





Adventure holidays in South America



Audience: Couples 45+ families  
Interests: S America, walking, nature, Berghaus, North Face, Ellis Brigham  
Location: UK



Family adventure holiday offer  
Website click ad  
Conversion tracking  
Retargeting



02

# How they want it

# Rich content

Taste isn't about what you show future customers; it's about how

- 75% traffic mobile
- Video
- Up to 85% watch without sound

## 03

# What they want from you

# Personalisation

- Creative data capture campaigns
- Educate your audiences
- Understand their tastes
- Follow-up with personalised emails
- Retarget with nurture content

Question 1

How do you prefer to travel?

On A Private Tour

In Small Groups

In Large Groups

Question 2

What's your favourite thing to do in a new country?

Sample Local Food & Drink

See Nature & Wildlife

Explore the Heritage & Culture

Question 3

Which destination would you most like to visit?

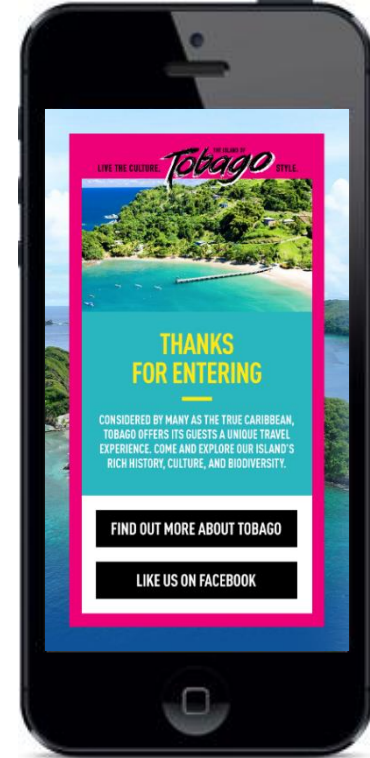
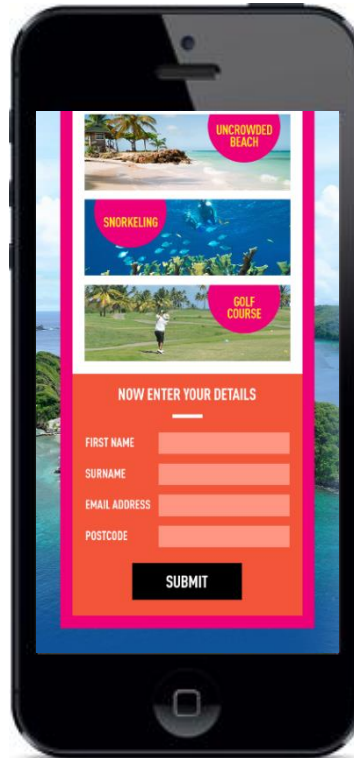
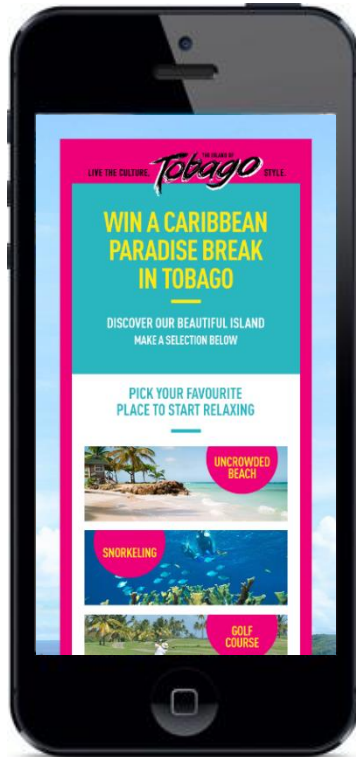
Peru

Colombia

Patagonia



# Personalisation





# Take home thoughts

1. Social provides not only insight, but unparalleled targeted broadcasting opportunities.
2. Its not just about what you show, but how you show it.
3. Capturing further insights about how what your customers want from you, can be the start of a highly personalised relationship.



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**Thanks for your time.**

Anthony Rawlins

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