



Workshop #1: Digital Marketing Essentials

Grampians Wimmera Mallee Tourism

Attendee Resource Booklet

Presented by **The Social Connection**

Prepared for

***Grampians
Wimmera Mallee***
Tourism

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Section 1: SEO, SEM & Social Media

What is SEO?

Search Engine Optimisation = free ways to improve how your site appears on Google.

What is SEM?

Search Engine Marketing = paid ads to appear at the top of Google search results.

Why it matters:

- Helps the right people find your business online
- Turns browsers into bookers

How it connects to social media:

- Social content drives traffic to your site
- Google rewards consistent, useful content
- Use keywords, hashtags, and links across all your platforms

Let's do a quick SEO health check:

A quick checklist to help boost your discoverability online — even through your social media channels!

- **Bio includes searchable keywords:** e.g. *“Family-friendly B&B in Halls Gap” or “Best hikes in Grampians”*
- **Captions include relevant search terms:** *Not just “What a view!” — describe what, where, and why.*
- **Using relevant hashtags (but not overloading):** *Think specific and local: #VisitGrampians #Grampians #GrampiansWine*
- **Website is linked in bio:** *Is it clickable and up to date?*

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- **Alt text added to images (where possible):** *Tip: Instagram allows you to write image descriptions.*
- **Consistency across profiles:** *Same business name, logo, and keywords across FB, IG, GMB, etc.*

Ticked off most of these? You're already on your way to stronger visibility — without spending a cent!

Section 2: Choosing the Right Platforms

The Basics

- You don't have to be everywhere. Be where your people are.
- Think about your **audience**, **content strengths**, and **capacity**.
- It's better to show up consistently on one or two platforms than half-heartedly on five.

Platform Quick Guide

Facebook – Locals, community updates, events

Instagram – Food, wine, experiences, Reels

TikTok – Younger travellers, personality

YouTube – Tours, how-tos, in-depth videos

LinkedIn – B2B, grants, industry updates

Pinterest – Weddings, bucket list inspiration

Google – Discovery, SEO, website traffic

Activity: Platform Health Check

Take a moment to reflect on each platform your business is currently on. For each, jot down:
Ask yourself:

- **Who am I talking to on this platform?** (e.g. Locals, tourists, industry peers, other businesses?)

Platform	Audience

- **What type of content performs best?** (e.g. Reels, behind-the-scenes, promos, user-generated content?)

Platform	Best Performing Content

- **Am I consistent here?** (Posting regularly, engaging with comments/messages?)

Platform	Consistency

- **Do I actually enjoy creating for this platform?** (If not, why? Time, confidence, results?)

Platform	Enjoyment Level (From 0 - 10)

- What's one thing I could do better or more strategically on this platform?

Platform	Area to improve

Section 3: Track What Matters – Build Your Social Tracking Plan

Why it's important:

- Clarifies what success looks like for *your* business
- Helps you measure impact, not just popularity
- Keeps your strategy focused and realistic

Your Social Tracking Plan should include:

- Platform(s)
- Goal
- Metrics to track
- Frequency
- Where you'll track it

Activity: My Social Tracking Plan

Platform(s)	Goal	Metrics to Track	Frequency	Tracking Tool

Section 4: Social Media Basics – Engage, Don't Just Post

The 4 Content Pillars

Inspire – Beautiful imagery, moments, experiences

Educate – Tips, facts, local insights

Entertain – Personality, humour, relatability

Convert – Clear info on how to book, visit, or buy

Posting Tips:

- Start with 2-3 posts per week
- Use captions that tell a story
- Include a clear CTA (Call-to-Action)
- Use relevant hashtags
- Don't just post - reply, comment, and connect

Activity: Content Pillars Brainstorm

Pillar	Example Post Idea
Inspire	E.g. "Sunset view from our vineyard"
Educate	E.g. "Top 3 things to pack for your Ararat wine tour"
Entertain	E.g. "Behind-the-scenes bloopers while prepping rooms"
Convert	E.g. "Book your winter weekend now – limited spaces!"

Now, complete your own

Pillar	Post Idea

Define Your Brand Voice & Tone:

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Your Brand Voice: Think of your business like a person. What's its personality? (Tick 2–3 that apply or add your own)

- Friendly
- Professional
- Quirky
- Empowering
- Playful
- Honest
- Luxe
- Down-to-earth
- Bold
- Approachable

[Your Own Words]: _____

Your Brand Tone:

How would your tone shift in different scenarios? Jot a quick example for each.

- **Instagram Post (promotion or light-hearted):**

“ _____ ”

- **Customer Service Message (email or DM reply):**

“ _____ ”

Why It Matters to You:

What do you want your audience to feel when they interact with your business?

Section 5: Start Measuring Results – Intro to Analytics

Key Metrics to Watch

Reach – How many people saw your content

Engagement – Likes, comments, shares, saves

Profile Visits – Who clicked into your page

Website Clicks – Who took action

Top Performing Posts – Which posts resonated most

Where to Find Analytics:

- **Instagram:** Profile > Menu > Insights
- **Facebook:** Meta Business Suite > Insights
- **Google Business:** Google Profile > Performance tab
- **TikTok:** Creator Tools > Analytics
- **YouTube:** YouTube Studio > Analytics

Activity: Analytics Quick Start Checklist

Tick off what you've done (or aim to do this month):

- Switched to a Business or Creator profile on Instagram
- Opened Insights and reviewed top 3 posts
- Noted what worked and why
- Checked Google Business Profile search views
- Chosen one stat to track monthly