



Workshop #2: Advanced Digital Marketing Strategies

Grampians Wimmera Mallee Tourism
Attendee Resource Booklet
Presented by **The Social Connection**

Prepared for

***Grampians
Wimmera Mallee***
Tourism

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IG: @the_social_connection_media

Section 1: Create Engaging Content

Why You Need a Strategy:

- Saves time and energy
- Builds brand trust and familiarity
- Keeps your content goal-focused

Your 3-Part Framework

1. Audience-First Thinking

- Who are they?
- What do they need from you?
- Where are they in their journey?

2. Content Pillars + Formats

- Choose 3 - 5 pillars (e.g. Local tips, Team, Experience, Offers)
- Mix formats: Reels, Stories, Carousels, Blogs, Lives

3. Call-to-Action on Every Post

- Tag, comment, click, save, book, DM — give people a next step

Activity: Map Your Content Funnel

Funnel Stage	Example Post Idea	Format
Awareness	"Best sunrise spots in Grampians"	Reel
Consideration	"Packing list for our wine tour"	Carousel
Conversion	"Only 3 spots left this weekend – book now!"	Static post

Write further examples for your business.

Activity: Content Scoring Checklist

Before posting, ask yourself:

- Does this align with a business goal?
- Is it clear who this content is for?
- Does it include a call to action?
- Does the tone reflect our brand?

Section 2: Connect with your Audience

Why Storytelling Works:

- Builds trust
- Creates emotional resonance
- Makes your content memorable
- Shows your human side

Elements of a Good Story:

- A moment (big or small)
- A feeling or reflection
- A message your audience can connect with
- Your authentic voice

Story Starter Prompts:

- “The first time we...”
- “We always know it’s winter when...”
- “This behind-the-scenes moment made us laugh...”
- “One of our favourite questions from a guest is...”

Activity: Voice & Story Snapshot

Now that you’ve defined your brand’s voice and tone ...

Let’s apply it across different types of content and platforms so your audience gets a *consistent experience* no matter where they find you.

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

Choose ONE piece of upcoming content and write a short caption in your brand’s voice.

Try one of the following:

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- Promote an upcoming offer
- Share a customer story or testimonial
- Announce your opening hours over a public holiday
- Introduce yourself or a team member

Your Caption:

Now, answer these prompts:

- What tone did you use? (e.g. fun, warm, confident, sincere)
→

- Does this align with the voice you defined in Workshop #1?
→ YES / NO – Why or why not?

- Could your audience instantly tell this post is from *you* (without your name/logo)?
→ If not, what could you tweak?

Activity: Brand Voice in Action

Find one of your most recent captions on social media, and can you tweak this now to match the tone and voice you have said you'd like to create?

Rewritten in Your Brand Voice:

Section 3: Harness the Power of your Customers

What is UGC?

Content created *by* your customers, *about* your business.

Studies show UGC drives 2.4x higher engagement than branded content and increases conversions by up to 29% when used on landing pages.

Why It Works:

- Builds trust
- Showcases real people enjoying your offering
- Boosts reach with little extra effort
- Great for repurposing

Tourism-Specific Examples:

- Guest videos at your venue
- Photos tagged in your Stories
- Reviews with specific shout-outs
- Reels shared on their personal account

Activity: UGC Planning Grid

UGC Source	Where to Find It	How You'll Use It	Permission? (Y/N)
E.g. Tagged photo	Instagram → tagged posts	Repost to Story + Reviews	✅ DM for approval
E.g. Google review	Google Business Profile	Carousel of quotes	✅ Public post

Section 4: Get the most out of Paid Advertising

Paid Ads That Work

Why Use Paid Ads:

- Increase reach
- Drive traffic
- Promote offers or events
- Compete in busy seasons

Know Before You Launch:

- Your audience:
- Your objective:
- Your message and creative:
- Your CTA:

Choose your objective based on your funnel stage:

- **Awareness** = Reach or Video Views
- **Consideration** = Website Traffic or Engagement
- **Conversion** = Leads, Messages, Website Purchases

Activity: Build a Simple Paid Campaign Plan

Campaign Goal	Audience (Who)	Content (What)	Budget (How much?)	CTA (Action?)
e.g. Bookings	Travellers in VIC	Testimonial Reel	\$50 over 5 days	"Book Now"

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Meta Ads Learning Phase:

The period where Meta tests and learns how best to deliver your ad. Happens after publishing or making major edits.

- Needs ~50 optimisation events per ad set to exit the phase.

How long does it last?

- Typically 3–5 days
- Avoid editing ads during this time — changes reset the phase!

After the Learning Phase: What's Next?

Is the Ad performing well?

- Let it keep running
- Clone it and test new audience or creative
- Scale budget slowly (10–20% at a time)

Not performing?

- Review metrics (CTR, CPC, engagement)
- Adjust ONE variable (audience OR creative)
- Launch a new ad set

Pro Tips:

- Always run ads at least 4–5 days
- Don't make frequent edits mid-campaign
- Test one variable at a time to understand results clearly