

How to use your Web Site to SNAG new Social Media Fans!



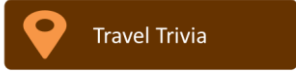
Catherine Heeg & Steve Trebon
CUSTOMIZED MANAGEMENT SOLUTIONS | 403 726 0171
ADVAIA | (386) 951-5547

Website & Social Strategy 101

January 2021

Email Signature Lines

- WIIFT
- Inspire
- Grab Attention
- Brand Awareness
- Invite People to your social sites



Powerful Email Signature Lines

- Grab the latest travel tips about _____ (insert your theme of the week). Follow me on **Facebook!**
- Are you interested in the latest travel tips, Follow me on **Twitter!**
- Imagine finding a site that offers information on new destinations as well as travel savvy tips? 'Like' my **Facebook page** and you'll have access to photos, videos and information on the hottest destinations to plan your next trip.
- Inspire your travel planning! 'Like' my **Facebook page** to learn more about unique destinations that will relax and rejuvenate you.



<https://youtu.be/bpBF8wqCq9Q>

<https://youtu.be/4LcIOE-qUO8>

Go Stress-Free! Let us do the work for you!

Know you need social media? No time? Here's the solution.

Don't waste any more time. We're ready to do your social posting for you! Here's what we do for you:

Hot News! We've got video for YOU!

- **Post directly** to your social sites on your behalf
- **Bonus: 1 weekly post** directing readers to your **Signature Travel Network branded content**
- **Bonus: 1 weekly short video post (provided for Advaia Platinum packages)**
- **We do the Work!**

SIGNATURE
TRAVEL NETWORK

ADVAIA
ADVANCED INTERNET APPLICATIONS

CUSTOMIZED
MANAGEMENT SOLUTIONS

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- Research, write, create & post.
- Posts focus on destinations, hot trends and the newest travel topics.
- This helps you engage your clients.
- Choose from **6 niche markets** so your clients see what matters
- We post **graphics, quotes and travel tips that we create (now video too!)**
- **You have advance notice** of upcoming **themes** so you can [plan your marketing](#)
- **Save you time!**
- We'll **build or renovate** your Facebook, Twitter, or LinkedIn sites/s
- **NEW! Build or renovate** [Instagram & Pinterest.](#)
- We **post directly** to Facebook and Twitter
- You'll have *peace of mind* knowing you have a [set number of weekly posts.](#)
- You'll have **consistency of posts** that fit **your niche market**
- You also get social marketing **tips and trends**
- [Post directly onto your social sites for YOU.](#)



It's [peace of mind for you!](#)

Many tourism pros and industry leaders find they don't have the time or talent to allocate to develop their social media marketing platforms. The fact is that while social media marketing is an indisputable leader in awareness, engagement and opportunity, many don't understand the strategy or the ways to incorporate this key element into their business plan.

*Customized Management Solutions can help. Strategy, Design, Implementation, Analysis, Consultation. We'll **build your social sites.** That's not all....we'll also [post directly to your sites for you!](#) All this for a reasonable investment.*

*Need some help building or tweaking your strategy? We can work together on a **coaching** basis to create or update your marketing strategy and integrate your social & traditional marketing.*

Appendix

Knowledge Base	September Webinar: https://www.advaia.com/support/kb/view/?id=1108 October Webinar: https://www.advaia.com/support/kb/view/?id=1111 November Webinar: https://www.advaia.com/support/kb/view/?id=1112
Industry Resources	
Social Marketing for travel pros	Catherine Heeg Customized Management Solutions www.cmsspeaking.com
Web Design	Steve Trebon Advaia www.advaia.com
Private Facebook Group: Web & Social Marketing for Advaia Clients	Private Facebook Group: https://www.facebook.com/groups/2428104907486857

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My weekly social marketing themes	My email signature messages