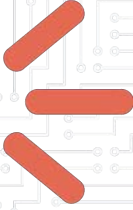


FAREHARBOR

SPARK 

Explore. Connect. Ignite.

Your Digital Presence: A New Decade of Content, Trust, and Engagement

Workshop by FareHarbor

October 19, 2020



What Is Your Digital Presence?



The Importance of Online Presence



**First Impression to
New Customers**



**Most Valuable
Sales Tool**



**Placement in Front
of Right Market**



**Boosts Credible
Reputation**

Your Online Presence



1

High Quality Visual Assets

2

Effective Content

3

Accurate Business Information



POLL:

How Much Time Do You Spend Researching A Business Prior to Visiting?

None

I show up and wing it!

Minimal

Scan the business for important information.

Medium

Get the basics and might read the reviews, check out the photos, or a few pages.

Extensively

I dive in, read reviews, view images, and understand the business/activity.



High Quality Visual Assets





The Positive Impact of High Quality Visual Assets



55%

Social

Want to see more **video content** from the brands they support.

60%

Local Search

Say local search results with **good images** capture their attention and push them toward a decision.²

75%

Website

Admit to making judgments on a company's credibility based on the company's **website design**.



How & Where to Implement Visual Assets

Before You Start:

Who is your **target audience**?

What is **the story** you are telling?

Where will you **produce/film** your content?

What **equipment** do you have?

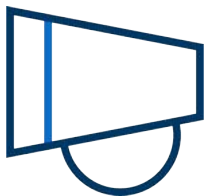
Pro-Tip: If you're shooting on a smartphone, flip your phone horizontally for the best viewing experience. Video shot vertically will result in not being able to watch your video at full size on monitor or TV screen.



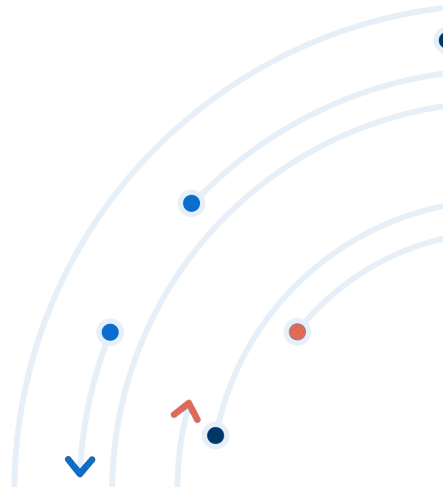


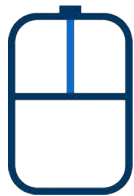
Images with a **unique perspective of even everyday moments** capture attention. Look for lighting and composition opportunities to be creative.



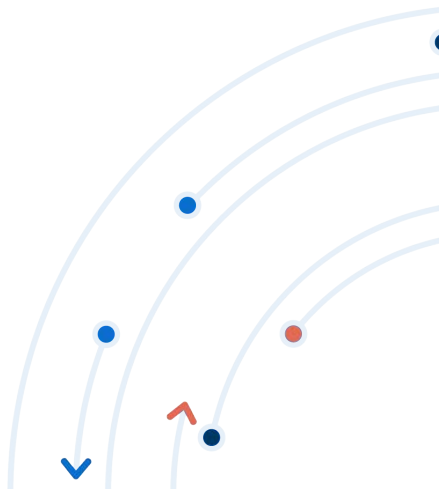


Use **storytelling images** to keep your content interesting. Make use of **angles**: close-up, full body and wide angle.





Capture the **highest quality** media you can, output your media to the **optimal recommendations** for the platform you are using to publish.



Historic Denver's Molly Brown House Museum *Virtual TourScape*



Level Up with Content that Engages

- **360° photography & video** based experiences
- **Optimize** your use of displayed and discovered information
- Free or monetized online, mobile, **VR, guided tour** platform onsite



POLL:

How Confident Are You in Producing Your Own High Quality Content?

Very Confident

I am ready to do this now.

Optimistic

I will give it a try. I have a smartphone.

No Way!

I am going to hire an expert.



Effective Content





Evergreen Content **Stays Fresh**

- Remains factually accurate
- Holds the interest of your target audience
- If formatted properly, grows traffic over time



Explore Aialik Glacier in Kenai Fjords National Park from Seward, Alaska



Kayak Adventures was the first company to run the Aialik Glacier Day Trip over 10 years ago! This amazing Aialik Glacier kayaking tour allows you to explore more of the coastline, gives you a greater opportunity for wildlife viewing, and allows you to travel further away from Seward into Alaska's great wilderness.

Explore and paddle near Aialik Glacier, the park's largest and most actively calving tidewater glacier. If you want a taste of the pristine Alaskan fjords, Kenai Fjords National Park kayaking is the best way to immerse yourself in these immaculate inlets.

During our travels to Aialik Bay, look for local wildlife like whales, sea lions, harbor seals, mountain goats, and more. Once in the fjords, don't be startled by huge chunks of ice plummeting into the sea from the Aialik Glacier. We might even glimpse a black bear or two wandering nearby.

Aialik Glacier kayaking is the perfect opportunity to witness the marvels of the Alaskan wilderness. Reserve your kayaking trip online today.

Storytelling **Creates Connection**

- Highlight what makes you different
- Get specific, get descriptive
- Build trust in your brand





The Nice Guy Tours Commitment

Nice Guy Tours is committed to delivering a healthy and safe environment during all of our tours. Like all businesses that have “reopened,” we have adjusted our operations to fit within the times in which we live since COVID-19 has fundamentally changed so much.

For starters, your tour guide will be wearing a face-covering/mask and practice social distancing. He will ask the same of guests. (If you are taking the tour with someone, it is your choice whether to social distance from each other.) All of the individual stops on the tour have their own social distancing protocols in place and Nice Guy Tours has ensured they adhere to the proper guidelines.

Your tour guide will put you at ease and advise you regarding how best to navigate the New York City streets and what each respective stop’s social distancing requirements are. Most of all, we just want you to feel safe, stay healthy, enjoy the tour, and go home full and happy. See you soon!

Tell your COVID Story...Then SHOW your COVID Story



CTAs Drive Conversion Rates

- Direct to **take a single action**
- Make customer **journey easier**
- Multi-channel, multipurpose **engagement tool**



RESERVE YOUR SEATS



CHOOSE MY CRUISE



Call to Action (CTA)

Where Should You Use a CTA?

- Website
- Email Campaigns
- Social Media
- Google Ads & PPC Advertising

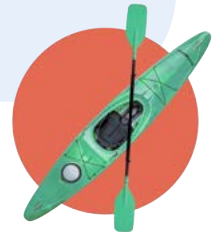


Pro-Tip: First-person CTAs result in a 90% increase in clicks!



Beyond “Book My Tour”

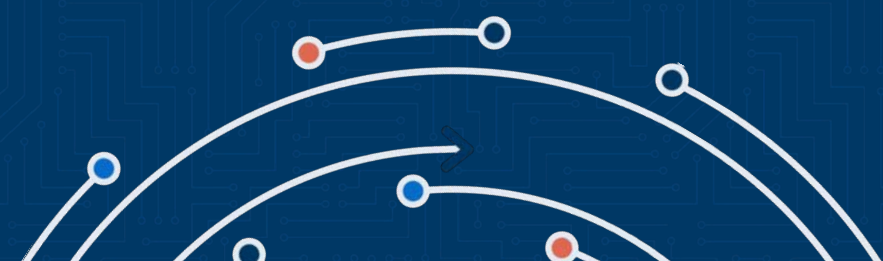
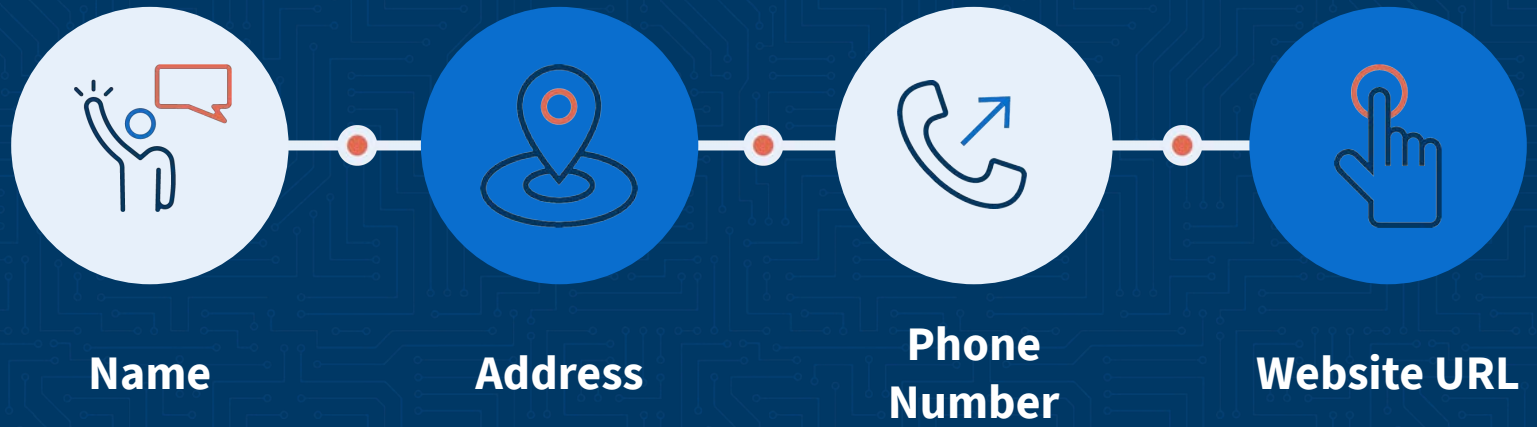
- Discover Our Tours
- Explore All Tours
- Plan a Kayaking Adventure
- Experience a Sunset Cruise
- Ride an ATV With Us
- Choose Your Adventure



Accurate Business Information 



Citations: NAPW Information



POLL:

How Many of the Following Google My Business Elements Have You Updated in the Last 3 Months?

**Business
Hours**

Pictures

**Questions
& Answers**

**Social Media
Links**



Google My Business

Google My Business: The business listing that displays your company's information across various Google features and platforms, including:

- Location
- Contact Information
- User Reviews
- COVID- 19 Update From Business



Lighthouse Parasail

Website Directions Save

5.0 ★★★★★ 45 Google reviews

Parasailing ride service in Corolla, North Carolina


Address: 1118 Corolla Village Rd, Corolla, NC 27927

Hours: Open 24 hours ▾

Phone: (252) 722-3669

[Suggest an edit](#) · [Own this business?](#)

COVID-19 updates from business

 Lighthouse Parasail
on Google

Hi guys! Just a quick update on our **Covid19** protocol. Yes, we are taking this seriously! Parasailing in Corolla NC is one of the best family activities on the Outer Banks, but we want to do is safely with this years' circumstances. In response to **Covid19**, we have moved to online waivers only...

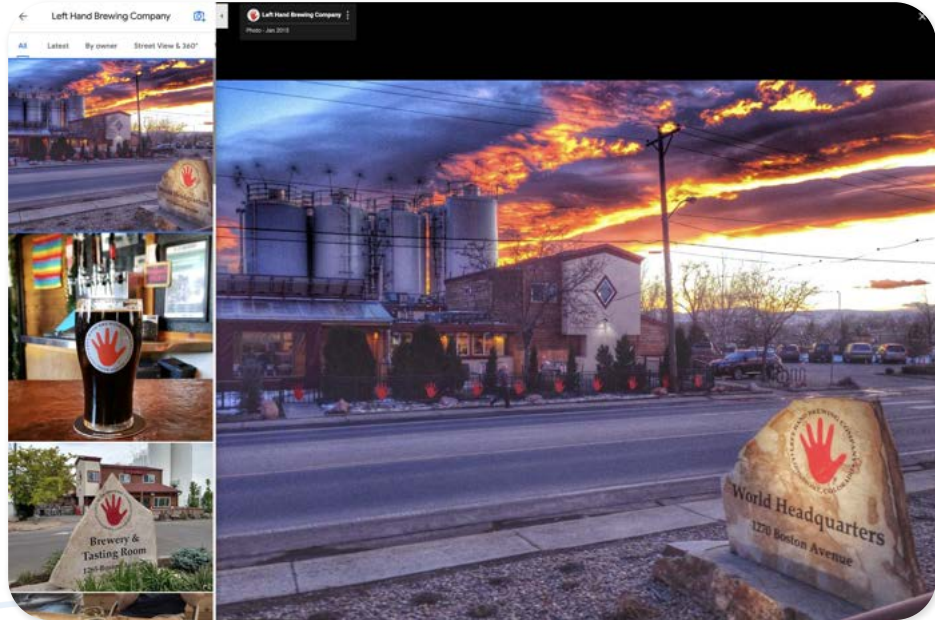
Jun 8, 2020

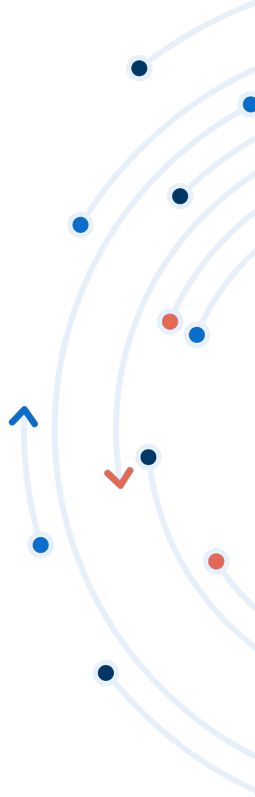
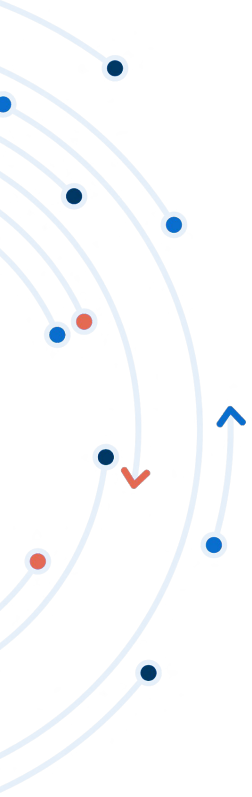
[Call now](#)

Google My Business Photo Best Practice

My Business Photos: The business Listing that displays your company's information across various Google features and platforms, including:

- Exterior/Interior Photo
- Product Photos
- Updated Regularly
- 'By Owner' tab
- '360°' tab







Best Practices During COVID-19

- **Don't throw** out your entire plan
- Revisit your **content goals**
- Be **authentic**
- **Focus** on positive words
- **Strive** for a balance between light and respectful
- **Imagery:** show photos of employees wearing masks, new check-in process/location, display how you are taking extra precautions, etc.



Thank You 

ECLIPTIC
IMAGERY

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303-241-8082

