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FAREHARBOR
webinars



Enhance Your Marketing With Canva and Goal Setting



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Today's Agenda

**Design &
Canva**

**Content Goals
& Campaigns**

**Marketing
Calendar**



Principles of Design & Canva Basics



Good Rules of Thumb For Design

Branding

Keep color choices, images, and fonts consistent with the brand you have curated.



Colors

Colors should match the colors on your logo and website. Ensure the colors you are using do not make the font too hard to read.



Spacing

Spacing allows for the audience to follow a clear path through your material and allows for easier dissemination of information.



How to format it

- Make your main message the center of attention.
- Ensure that your text is easy to read.
- Images and text don't need to be centered.
- White space doesn't have to be white space.



Contrast with white.

8.90 : 1 – PASS

Contrast with black.

2.23 : 1 – FAIL



Canva

This online publishing tool was launched in 2013

Used for:

- Social media graphics
- Presentations
- Posters
- Documents

Benefits:

- Always free (but you can pay for Canva Pro!)
- Has thousands of templates for you to use
- Easy to use and great online tutorials



[Source: Canva]



Client Examples

Follow Up Email



Instagram Ad



Facebook Ad



Tips and Tricks: Headings

H1

PARTY BOAT CHARTER

Boat & Yacht Party Rentals in Miami, FL

H2

 [VIEW ALL CHARTERS](#)



Tips and Tricks: Don't Word Dump

Types of Firepits

December 21st, 2012

Firepits can create a beautiful ambiance for your backyard. Firepits can be created in just about every area of your home; however backyard firepits are the most common. No matter what climate you live in your home will be able to benefit from a firepit.

Now you might be asking yourself how is a firepit built and do I need to set in on anything? The perfect addition to any firepit is a fire pit table. Fire pit tables can be made in different materials and patterns which will enable you to effortlessly blend your firepit and fire pit table in with your backyard landscape.

A very common type of fire pit table is the oriflammé fire pit table. The major benefits of these fire pit tables and the reason that they have become so popular is because they are lightweight, portable, and completely original. These tables are made in the USA and you can get your very own, one of a kind fire pit table! A major benefit of these tables is that they are easy to assemble, most will take approximately ten minutes to put together and the assembly process does not require any tools.

Another popular option for fire pit tables are wood burning fire tables. These tend to be smaller tables, much as you would have end tables next to your couch in the family room. These are small fire pit tables that are generally made out wrought iron. Wood burning fire pit tables are a great way to keep your back patio warm in those cooler months.

Fire pit tables also have another great function that can add some interesting décor to your backyard or front yard. The smaller fire pit tables are commonly used to enhance the beauty of their gardens and landscaping. A firepit and a fire pit table can make a grand impression on guests and can really liven up your homes garden.

Types of Firepits

Firepits are great for all areas of your home but are most common in the backyard and are great for any climate.

Some people like to also have a firepit table installed to more seamlessly blend their new firepit into their home.

The most common firepit table is

Tips and Tricks: Make it Accessible!

Text Color

Can you read this?

Or

Can you read this?

Never put text on yellow either!



Alt Text



[Source: [ahrefs.com](https://www.ahrefs.com)]

Accessibility is important because not only can it widen your customer base, but it also helps your SEO and makes a huge difference for those potential customers who do need that extra help.

Aligning Content & Goals



What is the Goal?

Defining your overall goal will help guide who and where your audience is and what type of content to create.

Content can be used to:

1. Build brand awareness
2. Establish authority
3. Educate customers
4. Reach different audiences

Content Strategy Overview

1. Set a Goal: Increase bookings
2. Define your audience
3. Plan your content
4. Bring it all Together
5. Review and Optimize

By aligning the various custom formats using Canva, you can reach a larger audience by planning a multi-channel campaign!



Poll

What marketing channels are you currently using?

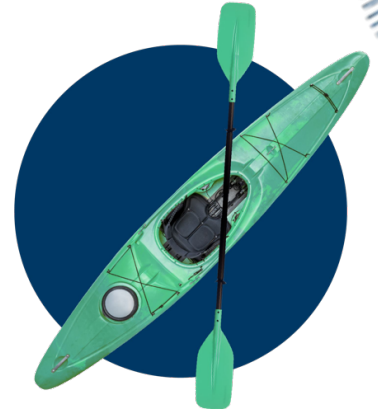
- Social Media (Facebook, Instagram, TikTok)
- Email
- Print
- Website (Blogs)
- Local (Affiliates)
- Paid Ads, Search (SEM, SEO)
- Events



Poll

**How many marketing channels
are you currently using?**

- 0
- 1-2
- 3-4
- 5+



Multi-Channel Marketing

maximizes your reach and engagement by distributing content with a similar message across several platforms. These include both paid and unpaid channels like email, social or paid ads

What is Multi-Channel Marketing?

Bring it all together! Take advantage of free planning software

- Hootsuite
- Buffer
- Social Pilot
- Canva (premium)
- Calendar (simple)



Plan Your Campaign

Ask the right Questions!

Who is the target audience?

Where do they spend the most time?

When will you publish your content?

What is your call to action?



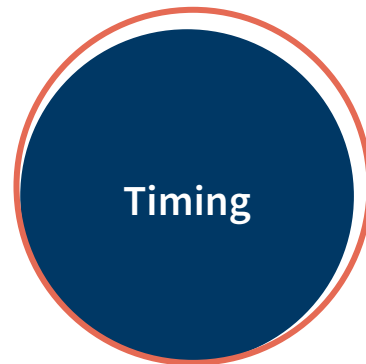
Measure Your Success



Segment your email list, diversify your messages



Leading indicators: conversions can include follower count, page views, conversion rates and more!



Test, update and relaunch!



Tip: Optimize your performance with A/B Testing

A Leading Example: VRBO

Goal

1. Gain more exposure
2. Targets different niches
3. Diversify sources of traffic

Why it worked?

1. The use of different channels allowed VRBO to reach customers where they are so they can book from various devices
2. The use of unique content built both brand awareness and authority with their client base
3. Targeted messages and optimization increased their conversion rates



Vrbo Sponsored

Vacay the easy way. Staying closer to home means less travel time and more family time!

House in Eidelweiss Village
4 BR, 3 BA, Sleeps 12, avg/ni...
\$275 avg / night

Book Now

Cabin in Bartle
4 BR, 3 BA, Sleep...

Create (and Follow!) a Marketing Calendar



Poll

Do you currently use a content/marketing calendar?

- Yes, and I follow it exactly!
- Yes, but it could use improvement.
- No, but I plan to!
- I have never considered using one.



Why You Should Use a Marketing Calendar

- Plan and organize your marketing projects in one place.
- See at a glance when content is due and when it will be published.
- Keep track of who is responsible for each project and task.



MARKETING CAMPAIGN CALENDAR

JANUARY

MONTH	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE						
DAY	SUN	MON	TUESDAY	WEDNES	THURSDAY	FRIDAY						
DATE	ACTIVITY	CAMPAIGN TITLE	DESCRIPTION	ACTOR	PERSONS RESPONSIBLE	STATUS	DATE TO EXPIRE	CATEGORY	CHANNEL	PLATFORM	MEASUREMENTS OF SUCCESS	COMMENTS
1										Blog Post		
2										Infographic		
3										Podcast		
4										Event		
5										Webinar		
6										Twitter		
7										LinkedIn		
8										Facebook		
9										YouTube		
10										Instagram		
11										Google Ads		
12										Display		
13										Search		
14										Video		
15										Native		
16										Retargeting		
17										Remarketing		
18										CRM		
19										Analytics		
20										Reporting		
21										Compliance		
22										Legal		
23										Security		
24										IT		
25										HR		
26										Finance		
27										Operations		
28										Marketing		
29										Sales		
30										Customer		
31										Support		

Additional notes for the month

Bonus: Create better content!



What Goes on a Marketing Calendar?

Elements to Include

- Topic/message
- Working document
- Visuals
- Formats/categories
- Current status
- Teammates Involved
- Call to action
- Publish date

Potential Categories

- Marketing campaigns
- Blog posts
- Social media posts
- Emails
- Website updates
- Other marketing initiatives



Tip: We recommend a **centralized marketing calendar** with all projects

Marketing Calendar Templates & Creation

[[INSERT MONTH + YEAR]]							KEY:
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Holiday Campaign
		New Product Launching		Holiday SlideShare Holiday Blog Post			Ebook Webinar
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		Blog Post SlideShare
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Product Launch Experiment
		Social Media Ebook Social Media Blog Post					Other
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

(Source: HubSpot)

- Google Sheets or Excel
- Free online templates (+ Canva!)
- Project management softwares



Marketing Calendar Example

Jan 1 - Jan 14

Today 2 weeks 1 2 3 4 5 6 7 8 9 10 11 12 13 14

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Social - Happy New Year	2	3 Etl - Happy New Year	4	5 Social - Coming Soon - Etlx Rel...	6	7
8	9 Blog - 10 Things To Do in Nure...	10	11 Social - Customer Review	12	13 Etl - Tour openings this weekend!	14

Marketing Calendar Example

The screenshot displays a marketing calendar record for "Social - Coming Soon". The record details include:

- Name:** Social - Coming Soon
- Notes:** 1/3/23 - LG working on copy. Announce new experience coming soon.
- Attachments:** A graphic titled "COMING SOON" with the subtitle "Elio Zlatosky Q&A".
- Publish Date:** 1/5/2023
- Articles:** + Add record
- Assigned:** ESza Radzka

The right-hand side of the interface shows an "Activity" log with the following entries:

- is following this.
- You have 1 year of revision history.
- You made edits to this record.
- You edited this record 12 min. ago.
- You edited this record 12 min. ago.
- You commented: **Ready for review** (highlighted by a red arrow).

At the bottom of the activity log, there is a text input field labeled "Leave a comment".



Lead Time & Content Planning

Plan content in advance

- Key themes for the month, quarter, year.
- Meet with stakeholders and team members.

Determine schedule & publish date

- Base content creation on publish date.
- Build schedule working back from that date.

Execute on content creation

- Checkpoints throughout the process for multiple drafts and iterations.
- Publish/Send!



Refreshing & Updating Content

Plan for Updates

- Make updates a regular part of the marketing calendar process.
- When you create a piece of content, set a date to update it in the future on the calendar.



Utilize Evergreen Content

- Create evergreen content to be worked into marketing calendar.



Refresh Your Online Presence

- Website content audit for blogs, landing pages, etc.
- Social media “about” sections / bios
- Instagram story highlights

Thank you!





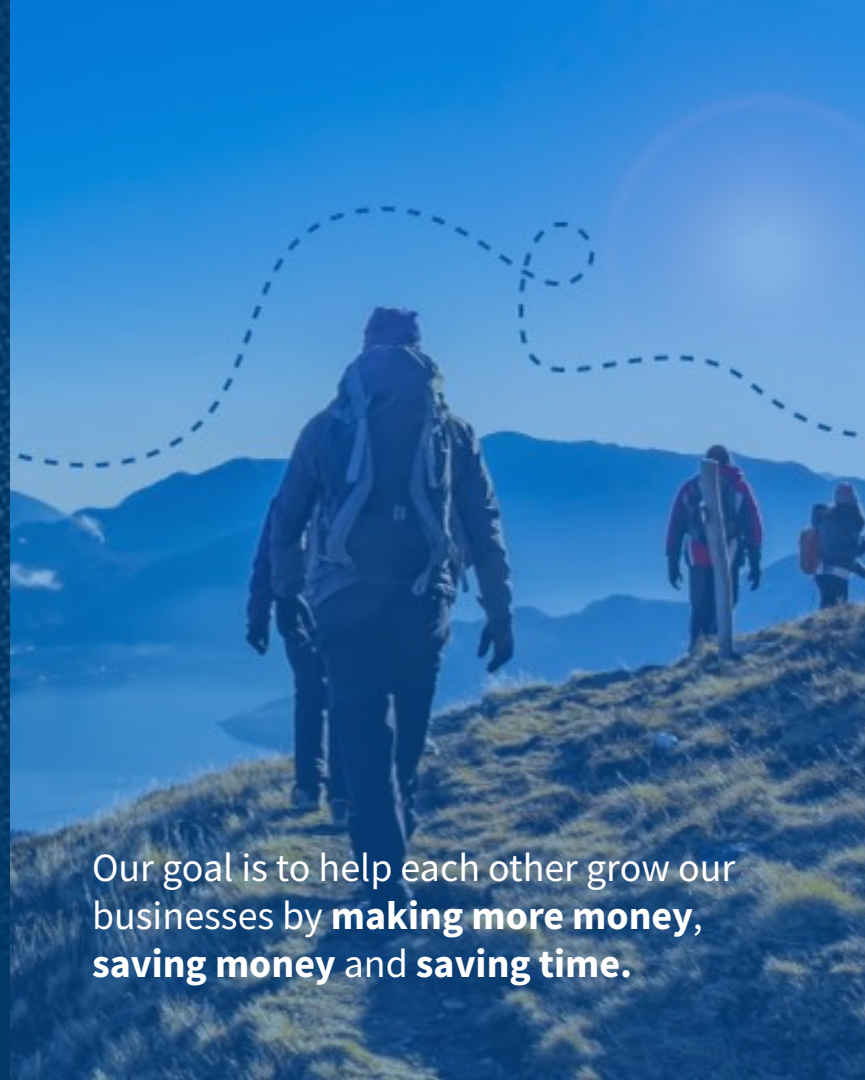
FAREHARBOR

community

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To get you started, here are a few to follow up this webinar:

- [Boost Your Website's SEO with a Content Audit](#)
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- [Branding 101: Building A Smart, Effective Brand for Your Tour or Activity Business](#)

