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FAREHARBOR
webinars



A Guide To Expanding Your Social Media Presence with TikTok

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Denver, CO



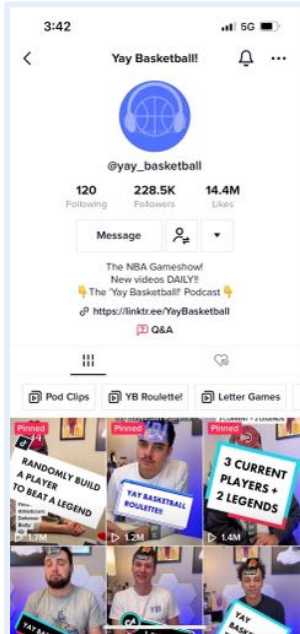
Kyle Charles

Account Manager

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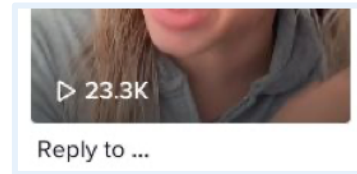
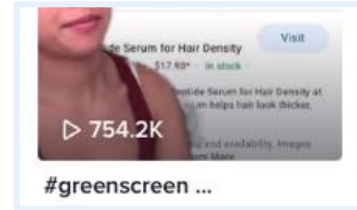


Our Experience with TikTok



Kyle

- Helped to grow our basketball account to over 250k followers in a year
- Averaging about 80k views per video, 2 posts per day
- As a user, I recently relocated to Denver and use it to find local dining, tours, and activities



Rebekah

- Posting since 2020
- Consistent “viral” content with an active following
- Extensive first-person use of the app as well as training in SEO, content making, and growth on the platform

Today's Agenda

What is
TikTok?

And why should it
matter to my
business?

Growing
Your Local
Presence

Through creating
content, SEO, and
utilizing
influencers.

Goals and
Strategies

What is effective
and how should I
measure success?

Live Client
Examples

What TikTok for
your business could
look like!



So...What is TikTok?



Poll

**How Many of You Have Used
Tiktok?**



Then vs Now

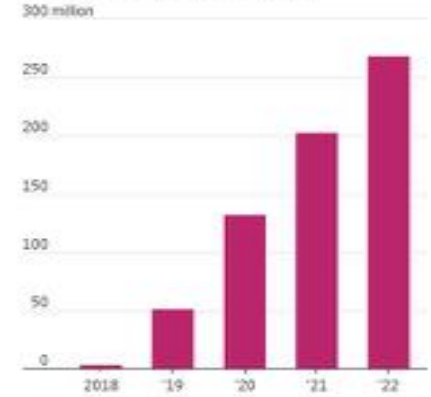


Then

- ByteDance Ltd. acquired the rising app Musical.ly in 2018
- Angled toward teens and younger adults



TikTok cumulative installs from the App Store and Google Play in the U.S.



Note: Data as of the end of October for each year.
Source: SensorTower

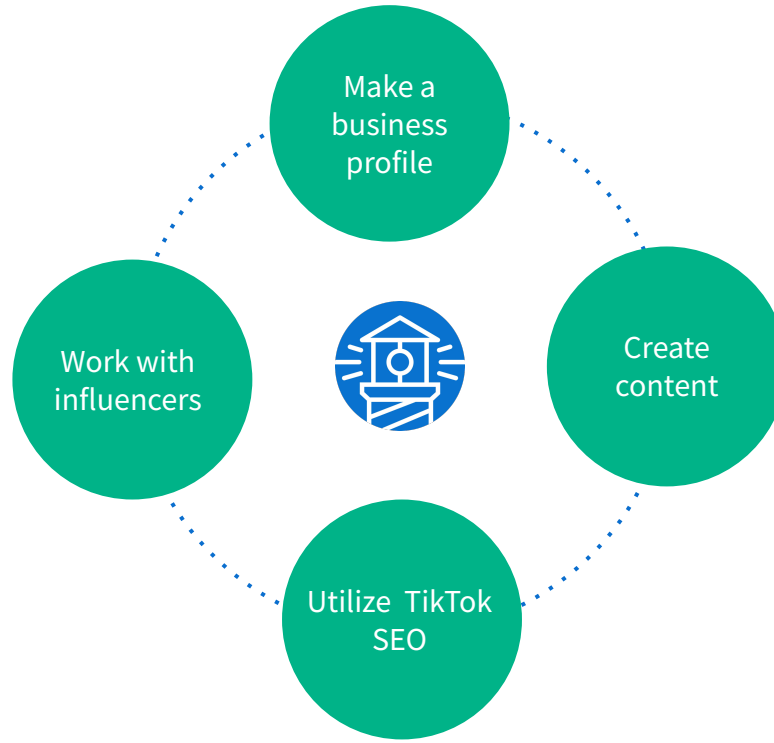
Now

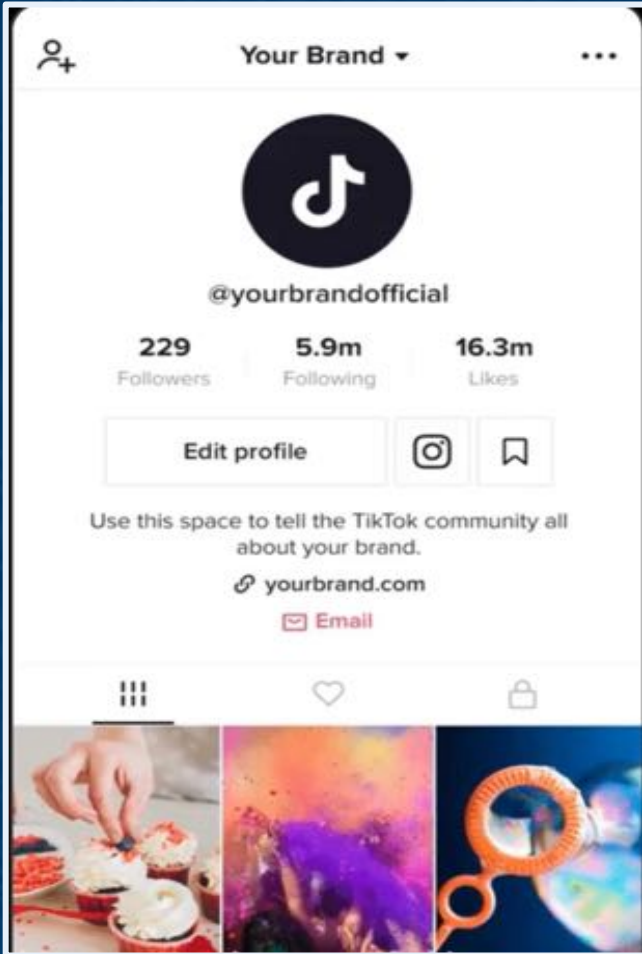
- “Ordinary” people going viral
- US users average 47 minutes on the app per day (Insider Intelligence, 2023)
- Brands flooding to the app for ad space and collaborations

Growing Your Local Presence



Where Do I Start?





How to create a business account:

- **Click "..."** on the top right of the Profile page
- **Go to** Settings & Privacy
- **Click** Manage account
- **Select** Switch to Business Account



duolingo ✓

Duolingo

Follow

163 Following **5.9M** Followers **120.4M** Likes

Free language education for the world.
just an owl tryna vibe 🦉

🔗 www.duolingo.com/math



chipotle ✓

Chipotle

Follow

193 Following **2.1M** Followers **50.3M** Likes

Cultivate a better world.

🔗 chipotle.com | 📱 [apps.apple.com/us/app/chip...](https://apps.apple.com/us/app/chipotle)

About business accounts:

- **Benefits:** real-time metrics, audience insights, content guides, call-to-action buttons, hyperlink in bio
- Free, and can switch to personal at any time
- **Examples of business accounts:**
 - [Duo Lingo](#)
 - [Chipotle](#)

Creating Content

- As you start creating content, it's important to understand

TikTok's users and your customers:

- What am I selling?
- Who are my customers
- What is my brand?

Age Group	Proportion of TikTok Users	
	Female	Male
18-24 years	23.8%	17.9%
25-34 years	17.1%	13.9%
35-44 years	7.2%	6.1%
45-54 years	3.7%	3%
55+ years	2.4%	1.7%

Source: DataReportal

- Pay attention to trends, including:
 - Sounds
 - Hashtags
 - Challenges
 - Tutorials
 - “Fun things to do in _____”





When FareHarbor's US
Director meets our new
CEO



Demographics Data from Google Analytics

Age	Acquisition			Behavior			Conversions ▼ Conversion			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate	
	3,108 <small>% of Total: 11.04% (22,276)</small>	3,076 <small>% of Total: 10.93% (22,043)</small>	4,322 <small>% of Total: 12.74% (33,932)</small>	53.86% <small>Avg for View: 57.53% (22,572)</small>	3.18 <small>Avg for View: 2.82 (22,587)</small>	00:02:11 <small>Avg for View: 00:02:01 (22,587)</small>	148 <small>% of Total: 11.15% (2,227)</small>	\$19,315.94 <small>% of Total: 10.94% (\$175,808.87)</small>	3.42% <small>Avg for View: 3.31% (2,587)</small>	
<input checked="" type="checkbox"/> 1. 25-34	818 (26.32%)	802 (26.11%)	1,125 (26.04%)	52.48%	3.14	00:02:11	40 (27.69%)	\$1,215.02 (27.69%)	3.56%	
<input checked="" type="checkbox"/> 2. 35-44	887 (28.56%)	796 (25.89%)	1,126 (26.05%)	54.71%	3.35	00:02:21	42 (28.38%)	\$1,252.38 (28.38%)	3.73%	
<input checked="" type="checkbox"/> 3. 45-54	539 (17.34%)	533 (17.34%)	734 (16.98%)	55.91%	3.33	00:02:07	18 (12.16%)	\$1,567.34 (12.16%)	2.40%	
<input checked="" type="checkbox"/> 4. 55-64	533 (17.34%)	519 (16.84%)	744 (17.21%)	52.55%	3.24	00:02:21	35 (23.65%)	\$4,282.06 (23.65%)	4.17%	
<input checked="" type="checkbox"/> 5. 65-74	309 (9.94%)	300 (9.69%)	423 (9.79%)	55.79%	2.79	00:01:56	8 (5.41%)	\$1,104.98 (5.41%)	1.89%	
<input checked="" type="checkbox"/> 6. 75+	125 (4.02%)	125 (4.02%)	170 (3.93%)	63.52%	2.42	00:01:18	9 (6.08%)	\$1,831.46 (6.08%)	5.29%	

Observations

- 18-34 year olds made up nearly 45% of web traffic
- Younger customers are not converting as well
- Older customers are converting well above average

Considerations

- Feature young people enjoying your activity
- Use a younger narrator in your videos or work with a younger influencer
- Cross-post to other social channels that will reach an older audience



TikTok SEO

Optimize your content to rank higher when users are searching within the app.

Why Focus On SEO?

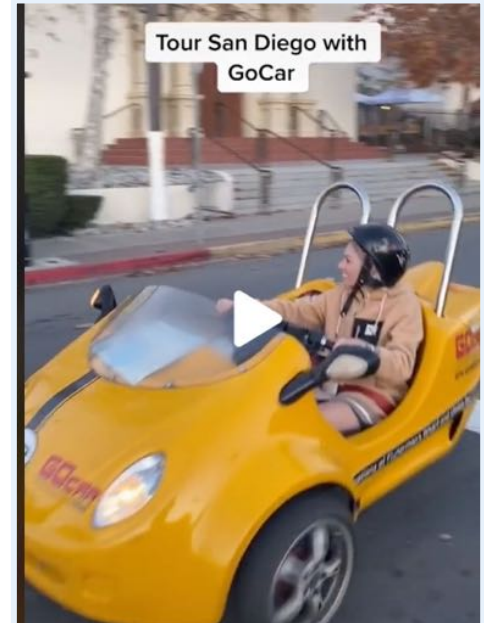
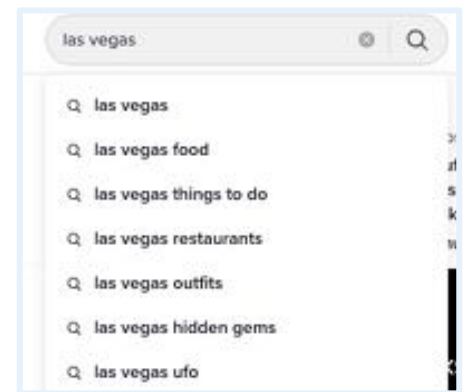
- 40% of young people primarily use TikTok and Instagram for search.
- Searches are much more interactive and digestible than a regular search on Google.
- Gives users the power to “crowdsource” their recommendations, which adds legitimacy to the search results
- The app is currently testing out a “local content feed”, so users can find businesses and events near them.



SEO How-Tos



- Search keywords that are relevant to your business and look at the most popular search terms
- Use the auto-generated captions feature
- Effective text listed **ON** video
- Have an onscreen “hook” in the first 3 seconds that also includes your keyword.
- The first statement you have in the description should be that same word
- Long tail keywords should be in the description



Utilizing Travel Influencers



Benefits for tour & activity operators

- Massive time-saving potential
- Cheaper than traditional online advertising
- Shortcut to reaching your target audience

Finding the right match

- Curate your own For You Page
- CreatorMarketplace.Tiktok.Com
- Find influencers that match your brand or align with your audience
- Use your best judgment - look at follower count, views, likes, etc.. You can also reach out to other operators

Goals and Strategies





Measuring success

01. Custom Field Answers
02. Campaign Codes
03. Booking Reports

Custom Field Answers



Things to do in Dublin: Donut
Tour Edition...

 dublinfooddi...

▷ 112.4K



Taste test some of Boston's most
popular donuts on this tour in th...

 mydietistrash

▷ 12.1K

Custom Field Answers		
Value	Use Count	
No dropdown option selected	0	
Yelp	1	
TripAdvisor / Viator	69	
Google	152	
Facebook	8	
Instagram	5	
Friend	22	
Word of mouth	57	
Other	32	
Airbnb	154	
Expedia	1	
Get Your Guide	4	
Press	17	
13 values	522	

Campaign Codes



1 of 1 code	Uses	Maximum Uses	Edit
Delphideal	6473	Unlimited	Edit »

Booking Reports



Imagine a place in #texas where you can wake up with #giraffe...

txvacation

▶ 31.2M

Item	# of Bookings	# of Pax
Conservation Ambassador Tour	39	97
Gift Card	1	1
2 items	40	98

Item	# of Bookings	# of Pax
Conservation Ambassador Tour	194	551
Gift Card	3	5
2 items	197	556

Live Client Examples



Live Clients

Success from FH Clients

Longneck Manor

- Working with an influencer
- Boosting their own channel
- Future growth

Oceanic Expeditions

- Boosting their own channel
- HD Content
- Hashtags and Keywords
- 2.8M Likes



Longneck Manor

Following and Viewership

- Influencer visits and the post goes viral - 36M views and counting
- Immediate growth in their own socials
- Re-use video content by cross-posting to Instagram - 25k+ followers



Sales Growth

- Overnight sales growth - Jan vs Feb 2022
- Leveraging the increased interest into more sales of higher priced activities
- All this growth allowed them to continue expanding what they offer



Item	# of Bookings	# of Pax
Conservation Ambassador Tour	39	97
Gift Card	1	1
2 items	40	98

Jan. 22 Booking Report

Item	# of Bookings	# of Pax
Conservation Ambassador Tour	194	551
Gift Card	3	5
2 items	197	556

Feb. 22 Booking Report

Oceanic Expeditions

Following and Viewership

- Started With ~5k Views
- Now consistently “viral”
- Posting captivating content
- Comments on @mentioned videos



Sales Growth

- More than doubled their bookings since their videos gained traction on Instagram Reels & Tiktok

Bookings	
Item	# of Bookings
All Day Whale Watching Tour	1
Extended Killer Whale Focused Expedition	2
Gift Card	1
Whale Watching Tour	14
4 items	18

Bookings	
Item	# of Bookings
All Day Whale Watching Tour	2
Extended Killer Whale Focused Expedition	4
Private Whale Watching Tour	1
Whale Watching Tour	36
4 items	43



Thank you!



resources



Have you checked out Compass recently?

Login to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

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

- [Getting Started with TikTok for Tour Operators](#)
- [How to Use TikTok to Increase Brand Awareness](#)

FareHarbor Support

Please contact our **24/7 Support** if you have any questions pertaining to your dashboard!

Email: support@fareharbor.com

Phone: (855)495-5551

Help Docs

Fareharbor **help docs** can be found on your dashboard in the dropdown menu!



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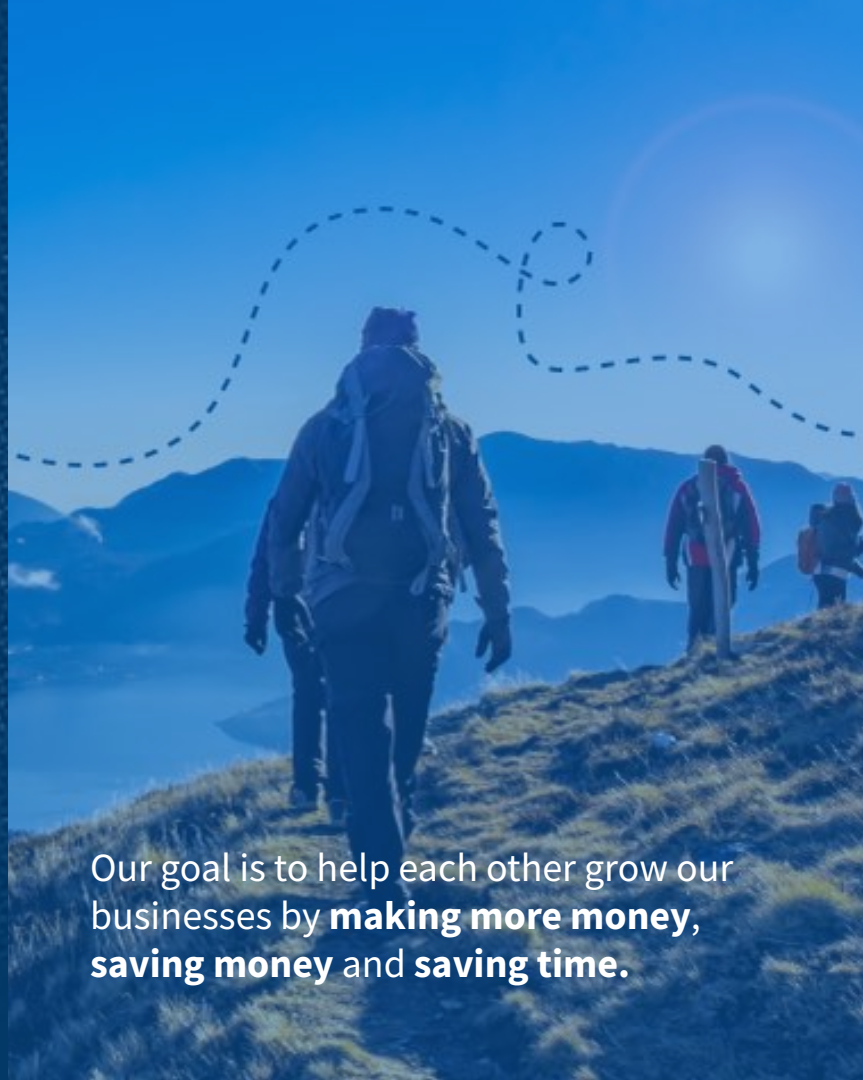
community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at **[Fareharbor.com/community](https://www.fareharbor.com/community)**

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.

Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.



Q&A

