

FAREHARBOR

SPARK 

Explore. Connect. Ignite.

# From Scrolling to Booking

Exploring Social Media Marketing  
and Short-Form Video





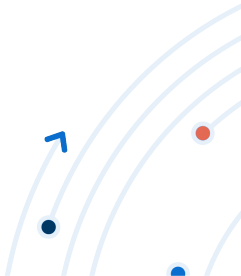
## Rebekah Costley

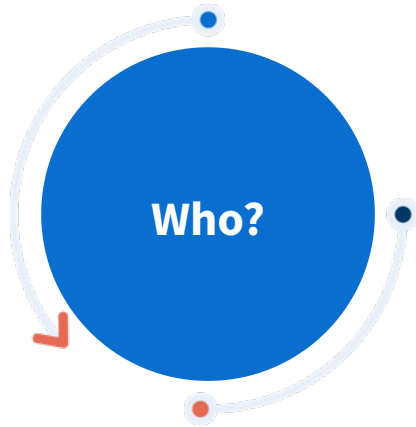
Enterprise Account Manager, FareHarbor



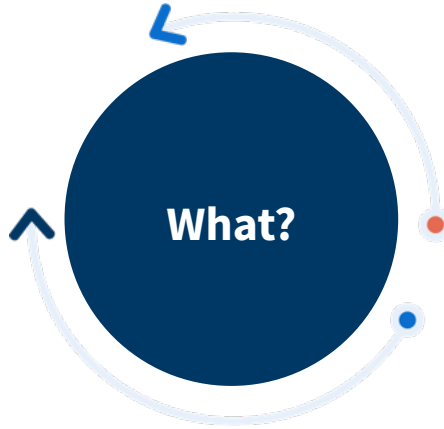
## Tristen Johns

Digital Marketing Strategist, FareHarbor

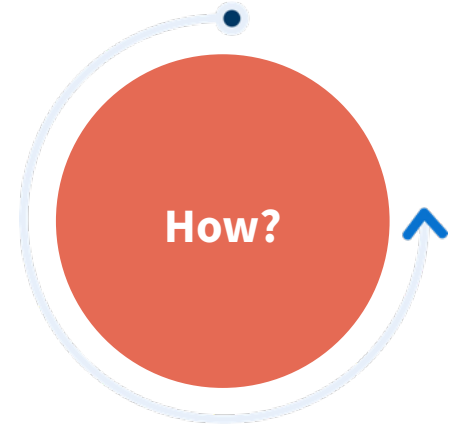




**Targeting Your Target Audience: Knowing What Platforms to Focus On**



**Creating Experience-Driven Media Across Pertinent Social Media Platforms**



**Data-Driven Strategies For Content Creation With Proven Live Client Testimonials**





## Value for Operators

- 58% said they have purchased a travel product or made a booking after seeing it on TikTok
- 36.5% use social media for travel inspiration or ideas
- Travel industry ad budgets grew by 36% in 2022, YoY

(TikTok, 2022)



# Myth Busting

**1**

**“My target demographic(s) aren’t on Facebook/Instagram/TikTok.”**

**2**

**“I need a full-time employee and spend lots of \$\$\$ to be successful on social media.”**

**3**

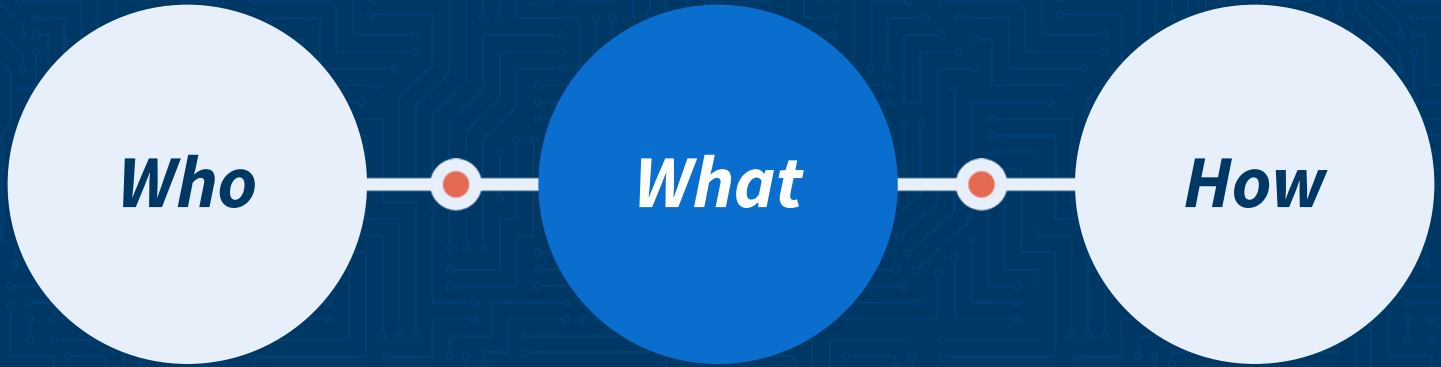
**“Short-form video is a trend that will fade.”**



# Identifying Your Target Audience



# Understanding Your Audience



**Who is connecting with your content? What do they have in common?**

**What are your followers looking for?**

**How are your competitors targeting their audiences?**





The image features the TikTok logo in white, centered on a blue background with a subtle circuit board pattern. The logo consists of a stylized musical note icon followed by the word "TikTok" in a bold, sans-serif font.



# The Value of TikTok

**62%**

of travel shoppers say they went to TikTok to research or learn more about new products, services, or brands (TikTok, 2021)

**34%**

of travelers were influenced by TikTok in 2022 (Skift, 2023)

**28%**

of users have visited an attraction (waterpark, amusement park, aquarium, museum, historical site, etc.) they saw on TikTok (PR News Wire, 2023)





1.4M



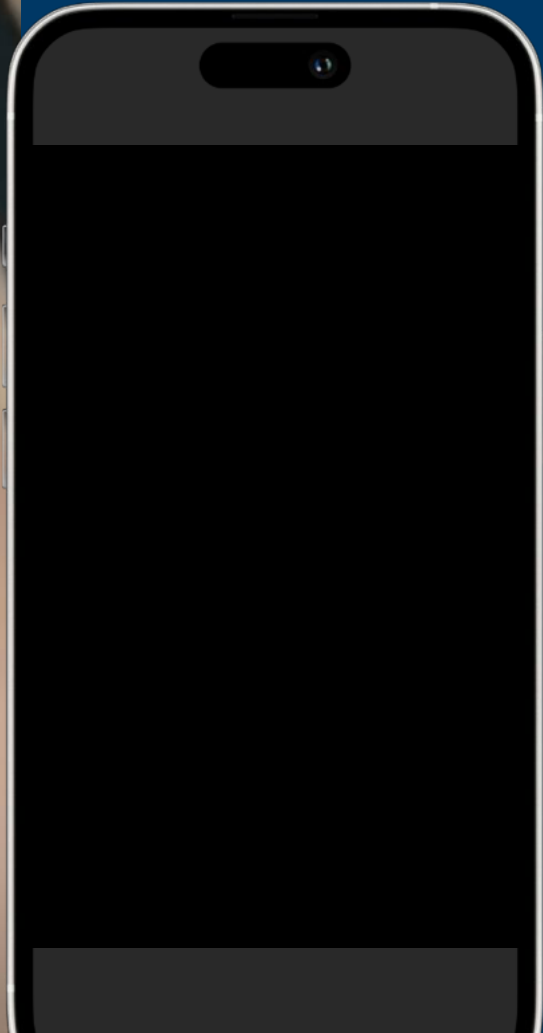
35.3K



120.4K



65.7K



## Sea The City



+22,000 followers in 9 months



Influencer Focus: “...Videos are thorough, and the content is made really well. I want an influencer to have a different angle on it, to be informative, to have followers who care about them.”



“Follow ‘Things To Do’ concepts, or itinerary based content, and voice overs. What are we doing in New York today? And how can we incorporate our product?”





15.4K



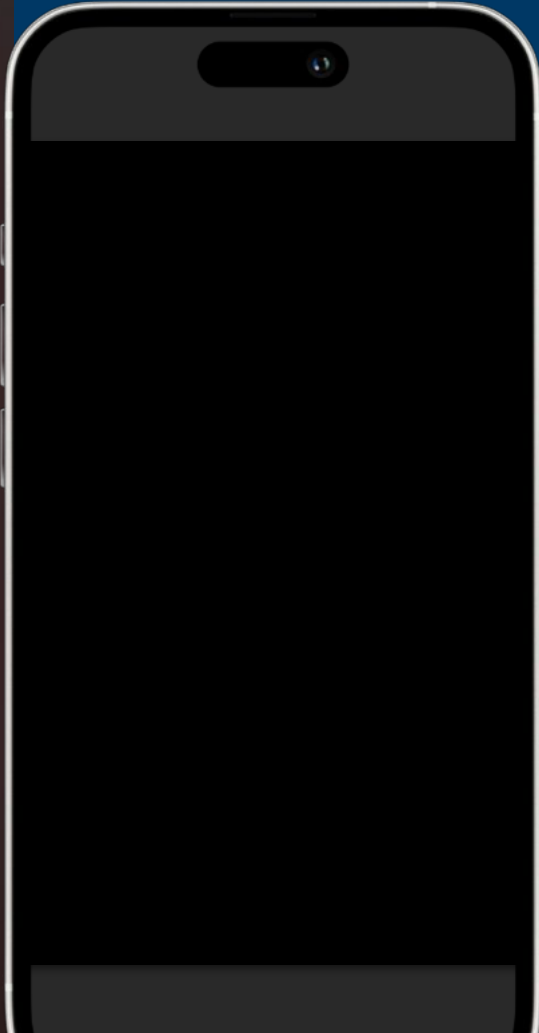
73



3078



2395



## Wick and Pour



Over 70% of all bookings come directly from IG + TikTok



“We are answering the commonly asked question “What should I do today in NY?” with ‘Wick and Pour!’ as the answer.”



“We focus on highlighting a few key aspects about their shop like it’s super cute decor, amazingly friendly staff and it being an AAPI small owned business!”

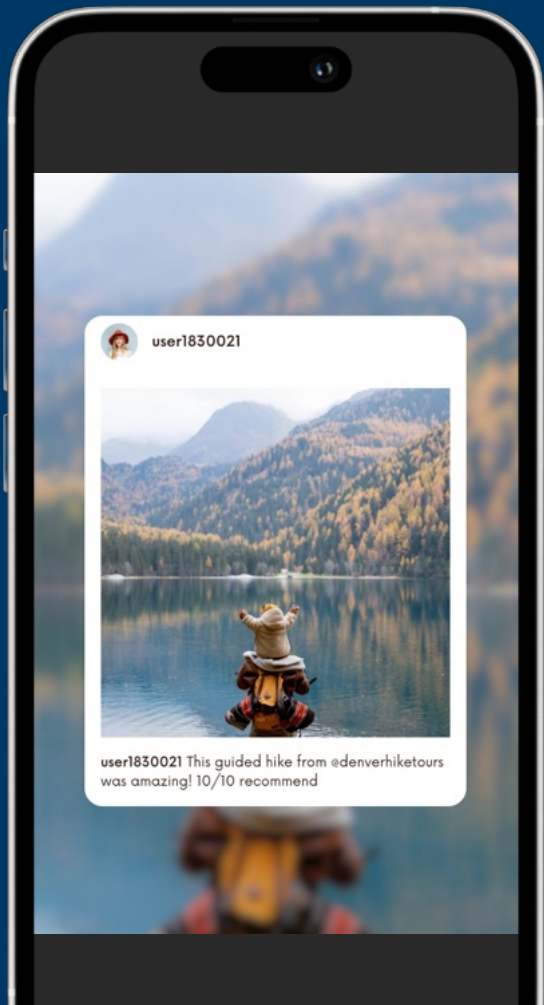


# Instagram



REELS





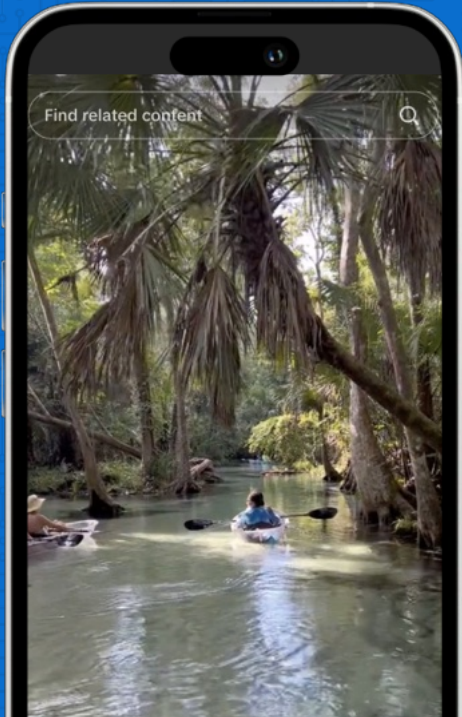
**One  
Million+**

Every *week*, 1M+  
travel-related  
hashtags are searched on  
Instagram

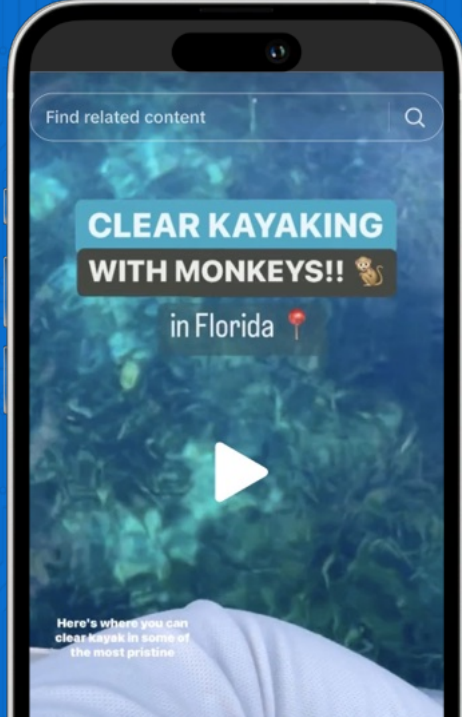
(PR Newswire, 2022)



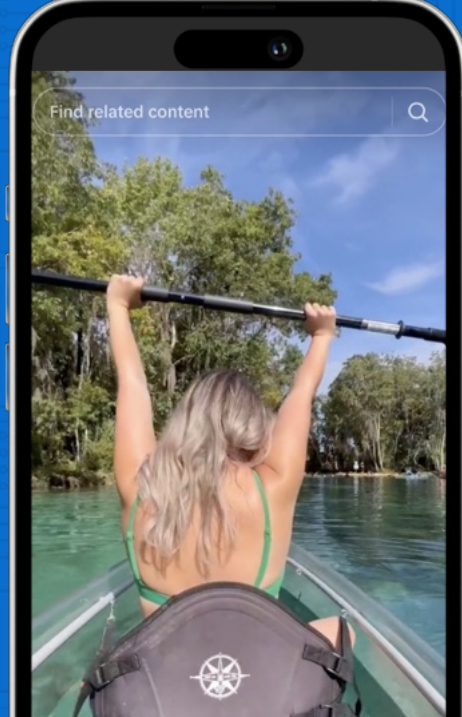
# UGC: User Generated Content



1640 594 384



85.1K 20.3K 13.9K



51.5K 16.5K 8157

A Facebook post for the page "Get Up And Go Kayaking". The post features a video thumbnail showing two people kayaking on a river. Below the video are two circular icons: one with the Facebook logo and one with the Instagram logo. The post title is "Get Up And Go Kayaking". Below the title, it shows "104,150 Facebook followers" and "63,626 Instagram followers", each with a right-pointing chevron icon.

**Get Up And Go Kayaking**

104,150 Facebook followers > 63,626 Instagram followers >

A Facebook comment from Justin Buzzi. The comment text reads: "Thanks 🙌🙌🙌 we simply share all of our IG Reels to FB Reels as well. We've been doing 3x Reels per day for almost a year now but Facebook Reels organic reach increase substantially back in December/January and has been steady ever since. The biggest thing is simply POSTING often. We do 3-10 second clips, easy posts. Our follower count has gone up about 40,000 since Jan 1 of this year." Below the text are the words "Like Reply 7w" and a small icon showing 8 likes.

**Justin Buzzi** ✓

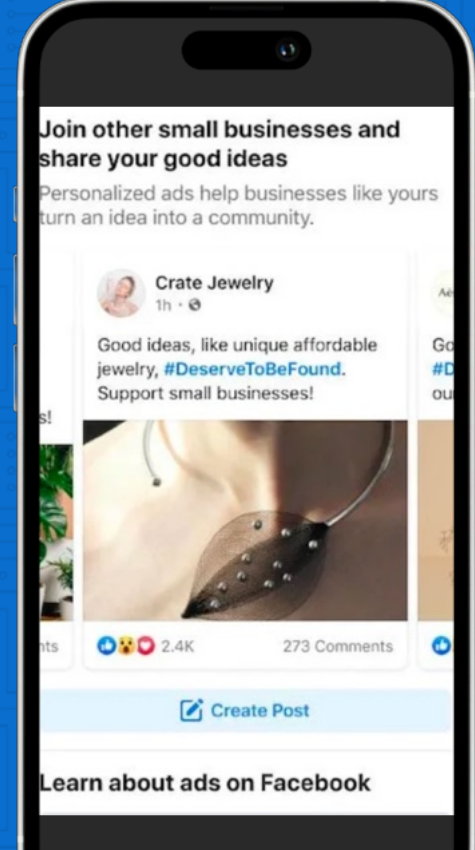
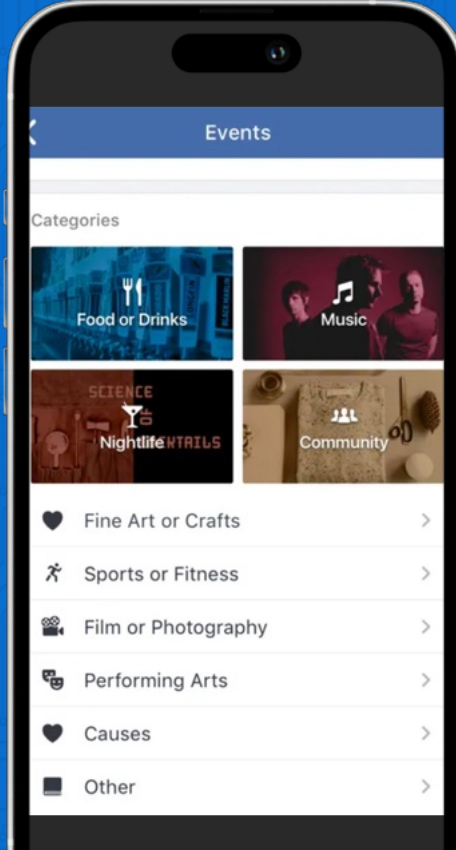
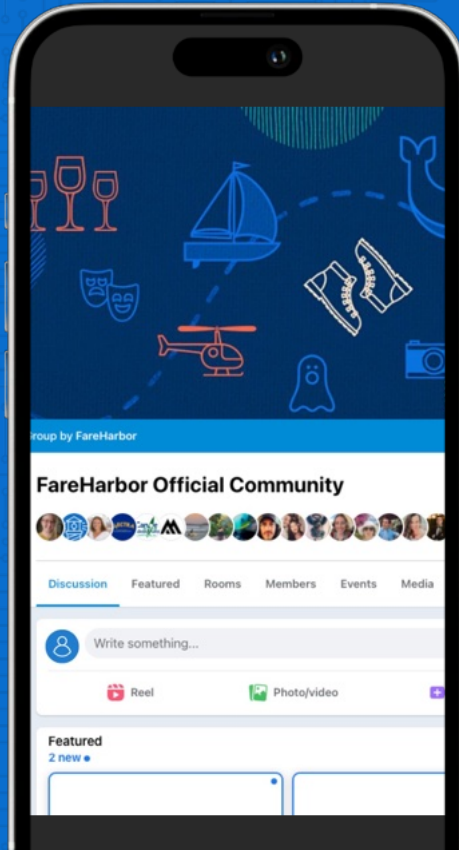
Thanks 🙌🙌🙌 we simply share all of our IG Reels to FB Reels as well. We've been doing 3x Reels per day for almost a year now but Facebook Reels organic reach increase substantially back in December/January and has been steady ever since. The biggest thing is simply POSTING often. We do 3-10 second clips, easy posts. Our follower count has gone up about 40,000 since Jan 1 of this year.

Like Reply 7w 8







# facebook





# Audience Targeting


### Create a Saved Audience

Audience Name  


Custom Audiences    
[Exclude](#) | [Create New](#) ▼


Locations 


 **United States**

  ▼ |  [Browse](#)

Add Locations in Bulk

Age   ▼ -  ▼

Gender 

Languages 



# Campaign Types

## Website Traffic & Brand Awareness

**Create New Campaign** Use Existing Campaign ✕

**Buying Type**

Auction ▾

**Choose a Campaign Objective**

[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input checked="" type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	



# Content Types



# Content Types

**1**

**Itinerary “Things To Do”**

**2**

**Behind The Scenes**

**3**

**Commercial/Sponsored Content**



# 3 Ways to Tailor Your Content To Be A Tool For Customers' Vacation Planning



1

**Location Tagging**

2

**Timely & Targeted Verbal Communication  
with On-Screen Text**

3

**Effective Hashtags & Captioning**





## How to Post

- Publishing platforms:
  - Hootsuite, Sprout Social, HubSpot
- Cross-posting
- Video editing:
  - Natively within Tiktok/Instagram
  - CapCut





## Metrics

- “Vanity” metrics vs. impactful
- Likes & Follows
- Click-Through Rate (CTR)
- Engagement Rate





# Ref Tags

## Book Buttons & Embeds

Add a calendar, item grid, or book button to your website

How to add FareHarbor to your website \*

### 1 Choose widget type

- Embedded calendar
- Embedded grid of items
- Book button or link

Label

Book online now

Tags

TAG

**[?]** Categorize this button for conversion tracking

Open to [Specific flow](#) Specific item Specific availability

Flow

Your default flow

Start on search by date view **[?]**

### 2 Options

Include item description and images

Advanced settings

Online ref

REFTAG

Custom tag or label given to bookings made through this integration

Return to URL

**[?]** Where to bring the user when they click 'Leave Checkout' in an offsite (simple fallback) page

- Hide closed and call to book availabilities
- [?]** Use simplified page design when unable to Lightframe
- [?]** Kiosk mode
- [?]** Disable Lightframe

### 3 Copy this code for your site

Choose your code type below to copy and paste into your page:

Simple HTML [Link](#) JavaScript  
WordPress shortcode

```
https://demo.fareharbor.com/embeds/boo  
k/goldennuggets/?but=on-  
tags=TAG&ref=REFTAG&full-items=yes
```

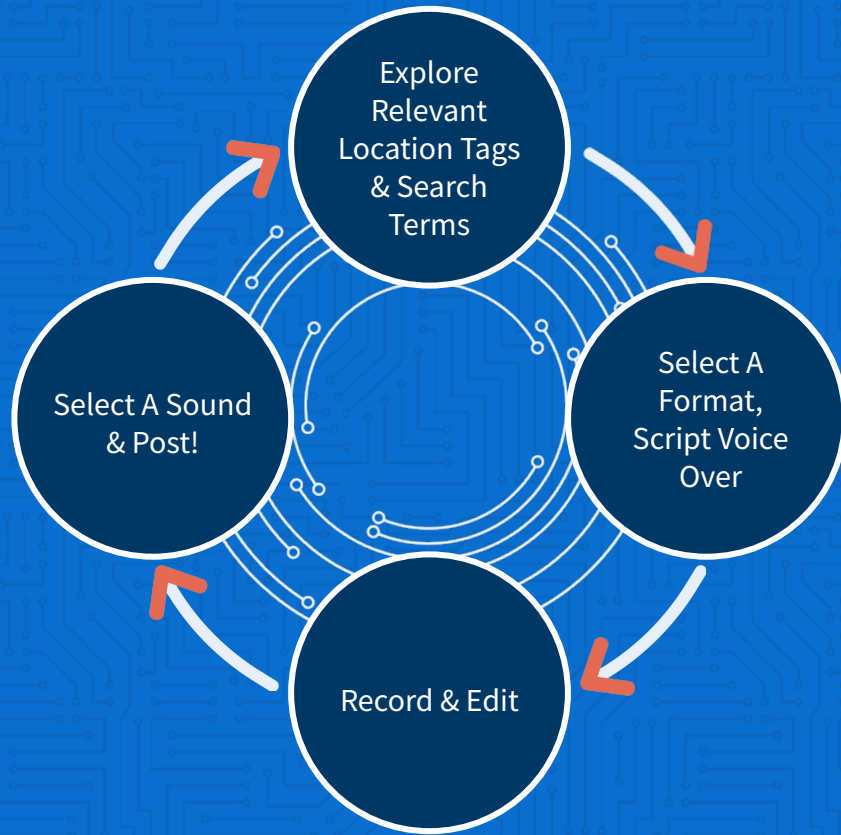
### 4 Lightframe API required

**Once per page:** Copy the code below and paste it right above your page's closing `</body>` tag. This is required for the Lightframe booking overlay to function. [Learn more](#).

```
<!-- FareHarbor Lightframe API - do  
not remove - see:  
https://fareharbor.com/help/website/  
resources/lightframe-api/ -->  
<script
```

**[?]** Automatically convert all valid FareHarbor links to Lightframe links





**So, how easy is it?**



# What's Next?



GROWTH  
Powered by FareHarbor



**Thank You** 

