



MORAY SPEYSIDE GOLF

- Plan for 2019 –

Summary

On the 21st November 2018, Moray Speyside Golf members met to discuss the progress of the short-term plan, and to agree upon a plan of future activities for 2019.

After an overview of progress to date, an in-depth discussion was had regarding possible options moving forward. After reviewing the costs involved and the possible benefits that could be achieved from these activities, the following plan of action has been developed.

Update on Activities to Date

On the 20th April 2018 Moray Speyside Tourism produced a Marketing Plan for Moray Speyside Golf that outlined the proposed actions for implementation to achieve the following objective:

- To increase visitor numbers by 10% over two years targeting the following markets:
 - Neighbouring Regions
 - The rest of the UK
 - International (matched to MST markets)

The partners in attendance at the meeting discussed the plan and it was agreed that a short-term plan would be developed based on the prioritisation of the actions outlined in the marketing plan. The main piece of work identified was the development of a website and set up of social media channels.

Website

A website has been developed as agreed: www.morayspeysidegolf.com

The main landing page outlines the value proposition of the golf offering as well as the area itself. Each member has their own page that gives a brief overview of the club, a picture gallery, location map, address, and contact links to email, web and social. Members were informed that any content they may have can be added to this page, such as videos etc.

Content

As discussed, there will be opportunity to have the Professionals etc. from each participating club write a blog which can be put onto this page and a link sent to those that sign up for email updates. This provides a call to action that will give a greater understanding of consumer engagement on the site. It was agreed that initial blogs will be provided by MST contacts, these will be sent out for approval before being published.

The members have been asked to forward on any content they may have that would be suitable for web/social, and to tag the social pages in any of their own posts. Lists of all upcoming events for 2019 were also requested.

Social Media

Moray Speyside Tourism have developed a Social Media Strategy and content plan that outline what it is Moray Speyside Golf are trying to achieve, who the target customers are and the content that will be used to engage with these customers.

This has been done by:

- Creating measurable objectives
- Analysing the main competitors
- Identifying the appropriate channels based on the target audience
- Recognising appropriate tactics to engage with the identified audience.

The Social Media Strategy is attached as **Appendix A**. Both a Facebook and Twitter account have been set up as these were identified as the most appropriate channels.

Planned Activities for 2019

After some discussion at the recent meeting, and further research done on the discussed options, the following activities have been proposed:

- The creation of targeted Facebook ads (Targeting the identified key markets)
- The creation of a downloadable Guide to Moray Speyside Golf (sponsored by local businesses and accommodation providers)
- The creation of a Moray Speyside Golf Pass with link to purchase on the website.
- Short promotional videos to be created
- Attendance at the Visit Scotland Expo in April
- Arrange press trips throughout the year
- Social Media Engagement/ coverage of key events.
- The creation of 360 videos.

After a discussion with PSP Media, it was highlighted that regional golf clusters would not be permitted to attend Scottish Golf Tourism Week 2019, and that each club would be charged £2000 to attend. As this is outside of our allocated budget of £4000 per year, it was felt that the above planned activities would generate greater benefits whilst remaining within budget.

It is advised that the creation of the videos (both 360 & promotional) and the downloadable guide be completed before April, this will then provide promotional material to take to VS Expo and pass on to Travel Trade.

Conversations with key accommodation providers is ongoing, providing opportunity to develop suggested itineraries. These itineraries will then give the travel trade an idea of the type of packages that are available within Moray.

As the Social Media Strategy outlines, the ongoing social activities will aim to increase awareness, knowledge, and engagement of Moray Speyside Golf, whilst growing the network of destination advocates for Moray Speyside Golf as a key golf destination.

Appendix A



Moray Speyside Golf Social Media Strategy

November 2018





Executive Summary

This two-year social media strategy has been created for the Moray Speyside Golf initiative, to inform and provide strategic direction in regards to how we engage with consumers and trade across our Social Media platforms.

In order to provide strategic direction Social Media Objectives have been set that align with the objectives set within the Moray Speyside Golf Strategy.

All Social Media activity will be measured to demonstrate the effectiveness of the tactics used and to establish if these objectives are being met.

Key Objectives

The aim of Moray Speyside Golf, as laid out in the MSG Strategy 2018, are to increase visitor numbers by 10% over 2 years by targeting the following markets:

- Neighbouring Regions
- Rest of the UK
- International (matched to MST markets)

In order to help achieve this aim, the following key objectives have been set:

- To increase awareness and knowledge of Moray Speyside Golf (reach, impressions and views).
- To increase engagement (likes, shares, re-tweets and comments).
- To create planned and creative content.
- To grow the network of destination advocates (B2B) for Moray Speyside Golf as a key golf destination.

Current Social Media Use

At present, MSG do not have established social platforms and as such initial activity will be working to build a larger following by engaging with local clubs, professionals and key influencers within the golf scene.



Competitor Analysis

In terms of golf destinations, the main competitors for Moray Speyside Golf seem to be Golf Aberdeenshire and Golf Highland. Although, as the “Home of Golf” every region in Scotland is a potential competitor.

Golf Aberdeenshire only operate a Twitter page dedicated to golf, and golf posts appear on their Visit Aberdeenshire pages across other platforms. Their Twitter page has a following of 1556 and their content is a mix of original and user generated. They do incorporate added value by highlighting things to do off the course as well as general golf tips and information.

Golf Highland have both Facebook and Twitter pages with a following of 116 on FB and 682 on Twitter. Their content consists of mainly user generated posts from partnering clubs and very little added value to their followers.

Both pages seemed to post an average of 5 times per week and engagement was high across Twitter for both.

The results of this competitor analysis have highlighted potential opportunities for the MSG Social Media plan, this will be taken forward when planning activities.



Target Market

- Predominately Male. However, 18% of European and 19% of Scottish visitors are Female.
- 70% of golf tourists to Scotland originate from the UK and Ireland and 30% from overseas
- It has been agreed by partners to target 2 main customer groups:
 - ⇒ Social golfer - Most often like to take golfing breaks with groups of friends, where socialising and sharing time with them is as important as the golf experience
 - ⇒ Holiday golfer - Most often like to take golfing breaks as part of a holiday, which includes other activities and may be taken with family and friends who are not golfers
- Cover most age demographic groups, however, 75% are over 45
- USA dominate the current International market at 30% with Germany and Sweden following at 14%.

Market Behaviour

- Potential visitors rely on word of mouth from Friends, Golf Professionals, Magazines and Review Sites when researching golf breaks.
- Tour operators are considered the most important source for researching golf breaks
- Social sites such as Facebook, Twitter, YouTube and Trip Advisor were used by more than 75% of visitors in 2016 when researching their golf break.

Strategy/Plan



Due to the analysis of the main competitors and the identified target markets, it has been identified that in order to best achieve the objectives set, the social strategy will follow “The Rule of Thirds” by ensuring:

- 1/3 of posts promote the product or service
- 1/3 of posts encourage interaction with others
- 1/3 of posts add value by sharing industry news and tips we believe our followers could benefit from



This should encourage interaction and sharing, which in turn should increase our reach.



A content calendar will be produced which will be planned and populated on a monthly basis after an analysis of performance has been carried out for the previous month. Although a planned and creative methodology has been identified, MSG will still adopt a fairly agile approach to ensure we are reactive to changing trends and events. The following platforms have been identified as the most appropriate:

- Facebook— @morayspeysidegolf
- Twitter—@golfmoray





Tactics

- A monthly blog that gives an insight into the partnering clubs—overview of course/tips on how to tackle challenging holes.
- A “What's On” blog aimed at consumers that details key events for the month ahead
- Use of Keyword hashtags to extend our reach
- Using more links to drive traffic to the website (blogs, products/services)
- The use of targeted paid posts to extend our reach in international markets
- Encourage followers to share pictures with us by way of hashtags
- Engage with followers by liking their posts and retweeting .
- Identify key Influencers in the area and follow their platforms
- Retweet and share any content related to Moray Speyside Golf, things to do in the area and key industry news.
- Initiate conversations on twitter to engage with Businesses and develop brand identity.
- Use Facebook live from events .

Listening Protocols

Social media monitoring will be used to ensure we can find great content, provide great customer service, and keep an eye on what our competitors are doing.

This will be done through Twitter lists, hashtags, mentions, and topic searches.

This will be done on a weekly basis when overviewing the content plan for the week ahead.

It is advised that if any negative comments/posts are made then an apology is offered for their negative experience and they be asked to contact the organisation through private mail/phone/email so that it can be resolved.



Reporting

An analysis of performance across all channels will be carried out on a monthly basis to determine the success of campaigns and inform the content for the month ahead. This will be measured against the previous month's baseline to ensure the objectives are being met.

The following will be used to measure performance:

- Hootsuite
- Facebook Insights
- Twitter Insights
- Google Analytics
- Keyword Planner
- Connections Made

