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 with-in 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