

INSTAGRAM STRATEGY GUIDE

Australia's Tourism & Hospitality Industry

An Instagram Guide for Australia's
Tourism & Hospitality Industry

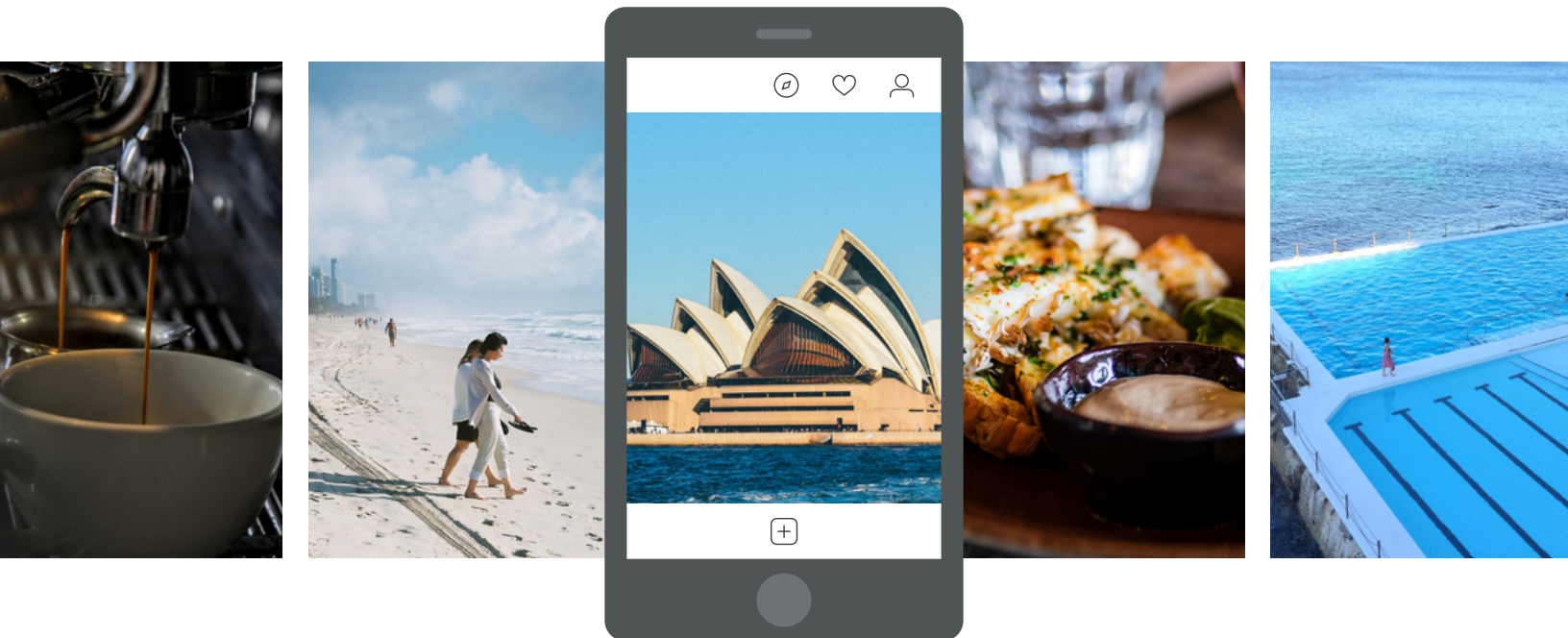


Instagram Strategy Guide

Australia's Tourism & Hospitality Industry

With [600 million monthly active users](#) and [58 times higher engagement than Facebook](#) (and 120 times higher than Twitter) for popular brands, Instagram provides unique opportunities for organisations to engage with customers at each step of the customer journey.

In this guide, we explore key steps in developing and implementing best practice Instagram strategy.

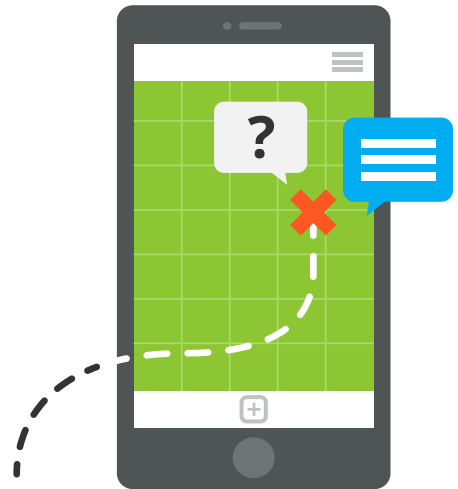


From photos to videos, hashtags and locations, Instagram provides discovery, engagement, and commerce opportunities for all tourism and hospitality organisations.



1 Develop your strategy

Using any social network aimlessly can lead to wasted resources and a low return on investment—and Instagram is no exception. Having a strategy in place will help you define what you want to achieve, so you can better target and attract new followers relevant to your business.



Whether you're starting from scratch or adjusting your current Instagram efforts, there are three elements for building a solid Instagram strategy.

1. Research your competitors

Analysing what your competitors are doing on Instagram will show you:

- What a realistic following looks like for businesses in your niche or industry
- The type of content other businesses in your niche or industry post—and whether or not it's working
- The frequency at which your audience will expect you to post content
- How other businesses are engaging with your ideal audience

PRO TIP:

Set up a Business Account on Instagram

With over 600 million active users, it is crucial for your Instagram account to be recognised as an official channel for your business. Making your account on Instagram a Business Account allows you to gain access to insights about your posts and followers, as well as add information about your company like business hours, location and phone number. This is activated within your account settings.

2. Decide what story you're going to tell

No matter what industry you're in, you need to have a story that is tailored to a highly visual social network like Instagram. A compelling narrative in your content will give it a sense of purpose and can inspire content from your current community, making your Instagram account more attractive to new followers.

A few ideas on how to get started:

- Satisfy curiosity by showing followers how your product is made
- Share the perspective of an employee to humanize your brand
- Position your brand in an aspirational way by showcasing the lifestyle or achievements of your customers

You don't have to limit your Instagram strategy to only one of these groups. Most successful brands will tell all of these stories at once in different ways and perhaps across different social channels.

3. Set goals to measure your success

Since your Instagram strategy will only be as effective as the goals it was designed to achieve, you need to know what you're aiming for. We suggest setting goals for Instagram that align with your overall marketing and business strategy—whether that's brand awareness, driving traffic to your website, customer engagement, or driving sales.

2 Give your channel more visibility



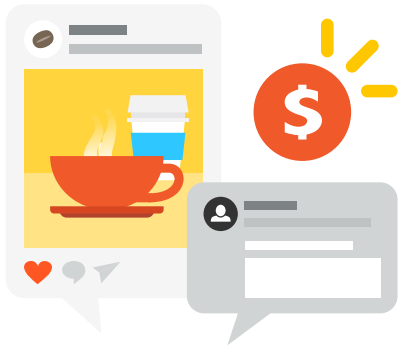
If you're struggling to attract new followers on Instagram, a simple (yet often overlooked) solution is to make it easier for people to find you.

How to increase the ways that people can discover your account:

Announce your Instagram account to your followers on Facebook, Twitter, Pinterest, or any other social network you've already built a following on. Consider boosting these posts with paid advertising to ensure that more of your followers make it to your Instagram account. Link to your Instagram account on your website, in your email signature, and in newsletters so that more people in contact with your brand online can find you on social media. Use [relevant hashtags](#) to help your content appear in searches. Embed your Instagram photos in your blog posts.

3

Create good Instagram content to grow your Instagram following



The better your Instagram content is, the more likely you are to get more Instagram followers. Posting photos that are blurry, branded inconsistently, or simply not interesting provides no incentive for people to follow you.

Here are some guidelines for improving your Instagram content strategy.

Find the best time to post

The most effective way of determining the [best time to post on Instagram](#) is by testing how your photos perform at different times of day. If you notice that photos you post in the mornings are consistently earning you more likes, comments, or followers than those posted in the afternoon or evening, then adjust your content schedule accordingly.

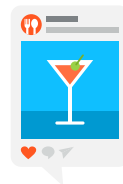
Use the insight you have about your customers to help guide your paid strategy. For example, if your customers are typically people who work full-time jobs, chances are they won't be checking Instagram between 9:00 -11:00 a.m. as often as they would be first thing in the morning, at lunchtime, or after work.

Post consistently

There's no magic number for how often you should be posting to Instagram. With 75% of top brands globally posting at least once a week, the primary goal is to ensure your

content appears in the feeds of your followers so they can interact with them.

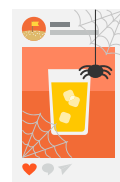
Your followers want to see content from you—after all, that's why they followed you in the first place. Don't leave them hanging by posting on an inconsistent basis.



Less than 20% of Australian hotels, bars and restaurants are publishing content daily on Instagram.



65% of brands analysed are publishing content less than once a week.



25% of Australian hotels, bars and restaurants on Instagram are not actively publishing or engaging with users on the platform.

Source: The Connected Consumer: Rethinking the social customer journey in Australia's hospitality and tourism industry. Hootsuite, 2017.

Use hashtags

Including [relevant hashtags](#) in your captions will help your posts appear to people who may not already be following you, but are searching for photos related to your brand.

The DOs & DON'Ts of using hashtags on Instagram

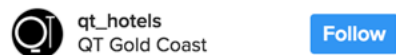
DO: Find and use what's relevant for your brand

Use the Trendspottr for Instagram app in Hootsuite to search for the most popular hashtags related to your product, service, or industry. Then, set up a stream in Hootsuite to monitor content posted with those hashtags.

DO: Create your own hashtag

Come up with your own hashtag that your audience will want to get on board with. QT Hotels use the hashtag [#QTLife](#) as part of their social marketing strategy, which their audience also uses to document their travels and stay at the hotel. This not only creates a strong sense of community, it exposes the brand to new potential followers and customers and provides a great source of content for QT Hotels to reshare across the platform.

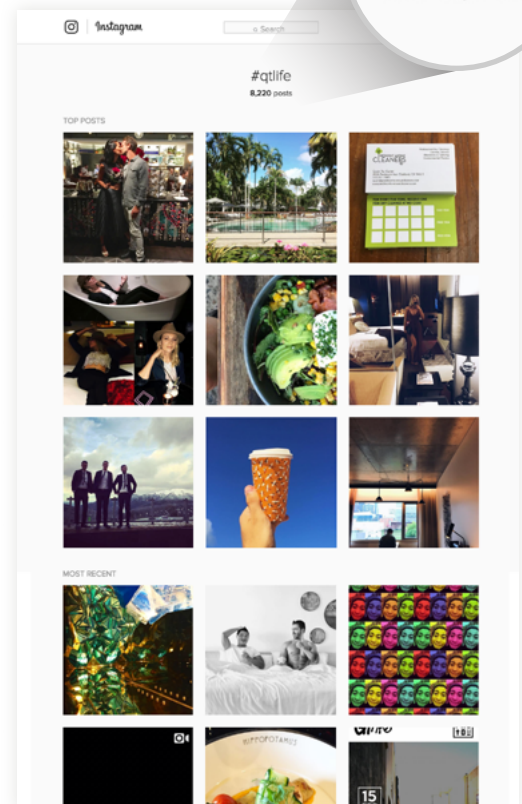
#qtlife
8,220 posts



285 likes 4w

qt_hotels Monday never looked so good 🍷📸 @shaunbirley #qtlife
shaunbirley Could have said it better 😊
crystalblueyachtcharters Fresh
encantaevents Wow 🤩
briannapearl 🍷
eatwelltraveleverywhere Pretty nice!
paulkellydesign Amazing! 🍷
30vs30 These hotels are amazing
@kmritchi ^^^
kmritchi @30vs30 ❤️
mish.hughes 🍷

♡ Add a comment... ⋮



DON'T: Go overboard

Although using hashtags are an effective way to getting new followers on Instagram, using too many of them can be distracting for your audience and dilute your message.

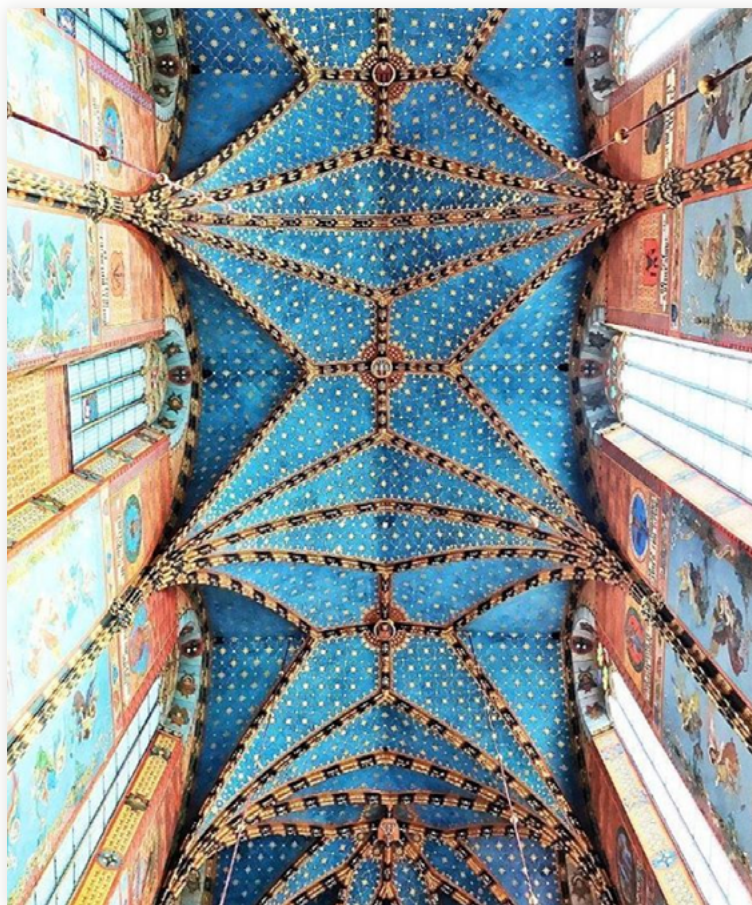
DON'T: Use hashtag gimmicks

Using hashtags such as #likeforlike, #tagsforlikes, or #followme may help you see a temporary increase in new followers, but they may be only be spammers or people only interested in being followed back—neither of which will help you build a meaningful, engaged community on Instagram. Instead, as Instagram recommends, focus on using hashtags specific to your photo, product, or business.

Make use of captions and participate in conversations

Although Instagram is a highly visual platform, your photo captions play a big role in helping you get more Instagram followers. As we explain in our [guide to writing great captions that drive engagement](#), there are important things to consider when adding captions to your post:

- Ask questions. This will encourage your audience to leave a comment with their answer, and this type of engagement will help make your account visible to more people. In this example, Winners showcases their products while engaging their community, encouraging them to leave a comment on the photo.



flightcentreau

Follow

989 likes

12w

flightcentreau Always remember to look up 🙌 What's your favourite ceiling you've seen travelling?

#ihavethisthingwithceilings with @framboisejam at St Mary's Basilica, Krakow, Poland #openmyworld

adingattamimi_photography Fantastic shot 🙌 @framboisejam

gemmamf @drody91

mbkevents What a view! 🙌

sunnyriver 🙌

missellie_b Sistine Chapel was awe inspiring for me ❤️

ariannetraveljournal 🌸🌸🌸

1zbest1 Wow.... beautiful 🙌

mkh08 @karoooooski

jessicastevensfitness great!! 🙌🙌

karoooooski @mkh08 amazing

♡ Add a comment...

...

- Tag users. Tag other Instagram users featured in your photos either in your caption or by using Instagram's tagging functionality. As noted by [Simply Measured](#), posts that mention other users in the caption average 37 percent higher engagement. Likewise, encourage your followers to tag their friends in the comments if applicable. For example: "Tag someone you know who needs a vacation!" This can help expose your Instagram account to a larger network of people.



Posts that @mention other users in the caption average **37%** higher engagement.

Source: Hootsuite, The Connected Consumer: Rethinking the social customer journey in Australia's hospitality and tourism industry. March, 2017.



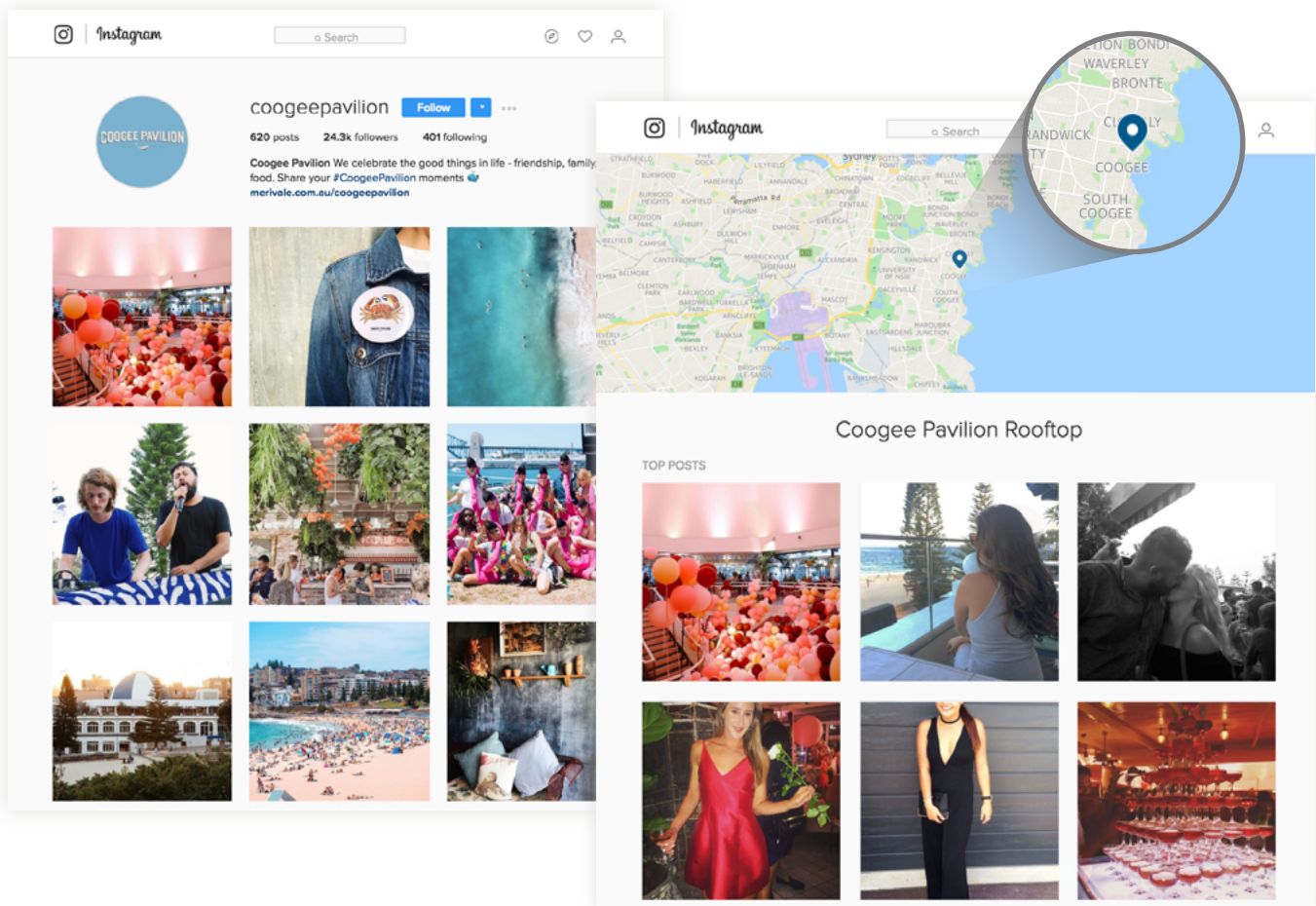
- Tag your location, and engage with visitors. Hotels, bars, and restaurants all operate from a physical location, providing a great opportunity for brands to engage with customers and build their Instagram presence. Make sure you tag your photos with that location and encourage your customers to do the same.



4.5x more Australians location tag a hotel, bar or restaurant than mention it when publishing content on Instagram.

Source: Hootsuite, The Connected Consumer: Rethinking the social customer journey in Australia's hospitality and tourism industry. March, 2017.

Users can then click on that location and see all the photos posted from your location, which can help expose your brand (and Instagram account) to more people. [1-in-2](#) Instagram users use the platform to research brand products. (Source: Facebook IQ: When Conversations lead to commerce. December, 2016). Searching for the Coogee Pavilion location, for example, displays the most recent posts tagged by customers at that location.



Get creative with video

Instagram is the perfect place to [take advantage of video](#), a trend that is only continuing to grow and dominate social media. The brands that are leading the pack when it comes to Instagram video are attracting new followers through user-generated content, fun and innovative videos that showcase their products, DIY tips, tutorials, and content that piques (and satisfies) curiosity.

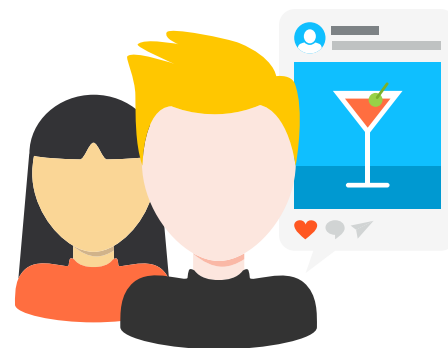
Tell your story with 'stories'

Stories on Instagram is a feature that lets users share all the moments of your day, not just the ones you want to keep on your brand's profile. For hospitality and tourism brands, this will allow you to share events, activities or adventures - from your, or your customer's perspective - with your followers in real-time. As you share multiple photos and videos, they appear together in a slideshow format.

4

Identify potential followers, content, and influencers

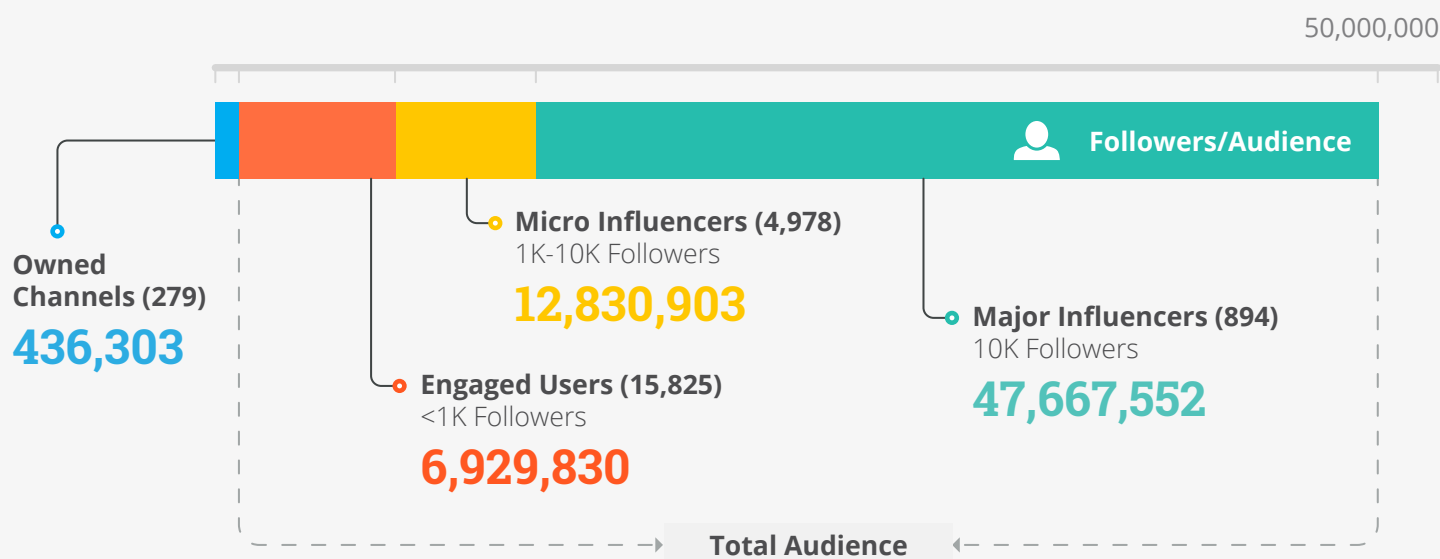
Find potential new Instagram followers by following them first, and then get involved by liking, commenting, and sharing their content—many people will often return the favor. Set up Instagram search streams in Hootsuite to find, monitor, and engage with users.



User-generated content is one of the most powerful tactics in a brand's arsenal, and Instagram is one of the best platforms for brand to discover it. User-generated content (UGC) is [20% more influential](#) on purchase than any other kind of media. If you find someone who is posting relevant content, leave a comment and ask if you can share the photo on your company's account. Make sure you give credit to the individual who posted it originally.

How large an audience could hotels, bars, and restaurants be reaching?

On average, Australian hotels, bars, and restaurants who publish content, and do not engage with their audience or influencers are limiting themselves to less than **9.5%** of their potential audience on Instagram.



Source: Hootsuite, *The Connected Consumer: Rethinking the social customer journey in Australia's hospitality and tourism industry*. March, 2017.

When evaluating influencers, it's tempting to focus on reach and popularity. But a better path is to evaluate influencers based on their ability to influence how a customer makes a purchase decision. The [Geopiq for Instagram app in Hootsuite](#) allows you to discover and monitor users and influencers that are location tagging or posting around your bar, hotel, or restaurant.

Once you find the influencers you want to partner with, you'll need to get on their social radar.



An Australian hotel, bar or restaurant is location tagged or mentioned on Instagram every **28 seconds**

Source: Hootsuite, The Connected Consumer: Rethinking the social customer journey in Australia's hospitality and tourism industry. March, 2017.

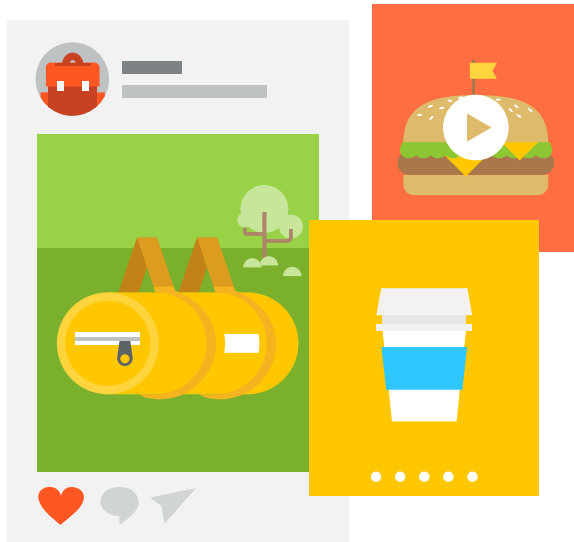
Select Search Location

Move the marker on the map and then click **Find** to display popular Instagram locations.

Find

- 📍 Bourke Street, Melbourne
- 📍 Melbourne's GPO
- 📍 Melbourne, Australia
- 📍 H&M
- 📍 City of Melbourne
- 📍 Emporium Melbourne
- 📍 Schnitz
- 📍 Brother Baba Budan
- 📍 Ca de Vin
- 📍 Federal Coffee Palace
- 📍 Fitzroy Park, Melbourne , Au...
- 📍 Feel the Love Styling
- 📍 Mama's Buoi
- 📍 Kill them all
- 📍 One Click PhotoBooth
- 📍 Panda Thursdays
- 📍 Manchester Press
- 📍 Taxi Kitchen
- 📍 Mural Hall Myer
- 📍 Мельбурн

5 Instagram Advertising



Instagram allows almost anyone to purchase sponsored posts within the platform, using online ad-buying tools that are offered by official Instagram partners. This means you can now log onto one of these third-party sites to create, target, and place ads on Instagram in a self-serve style.

In a study done by [Nielsen Brand Effect](#) of more than 400 Instagram advertising campaigns, ad recall from sponsored posts was shown to be 2.8 times higher than other online advertising.

Types of Instagram ads

There are three main types of Instagram ads to choose from. Whether your goal is to build brand awareness, get more website visits, or increase reservations at your hotel or restaurant, Instagram can help you access a huge, engaged audience.

1. Instagram photo ads

With photo ads, businesses can tell their story and feature products through visually engaging imagery. Market your brand to a broad audience or just the customers in your hometown with guaranteed impressions.

2. Instagram video ads

You can make Instagram video ads up to 60-seconds long, but according to data from Wista, the first 30 seconds of a social video is what matters most. If you can hook your audience in that timeframe, they are more likely to stick around and engage.

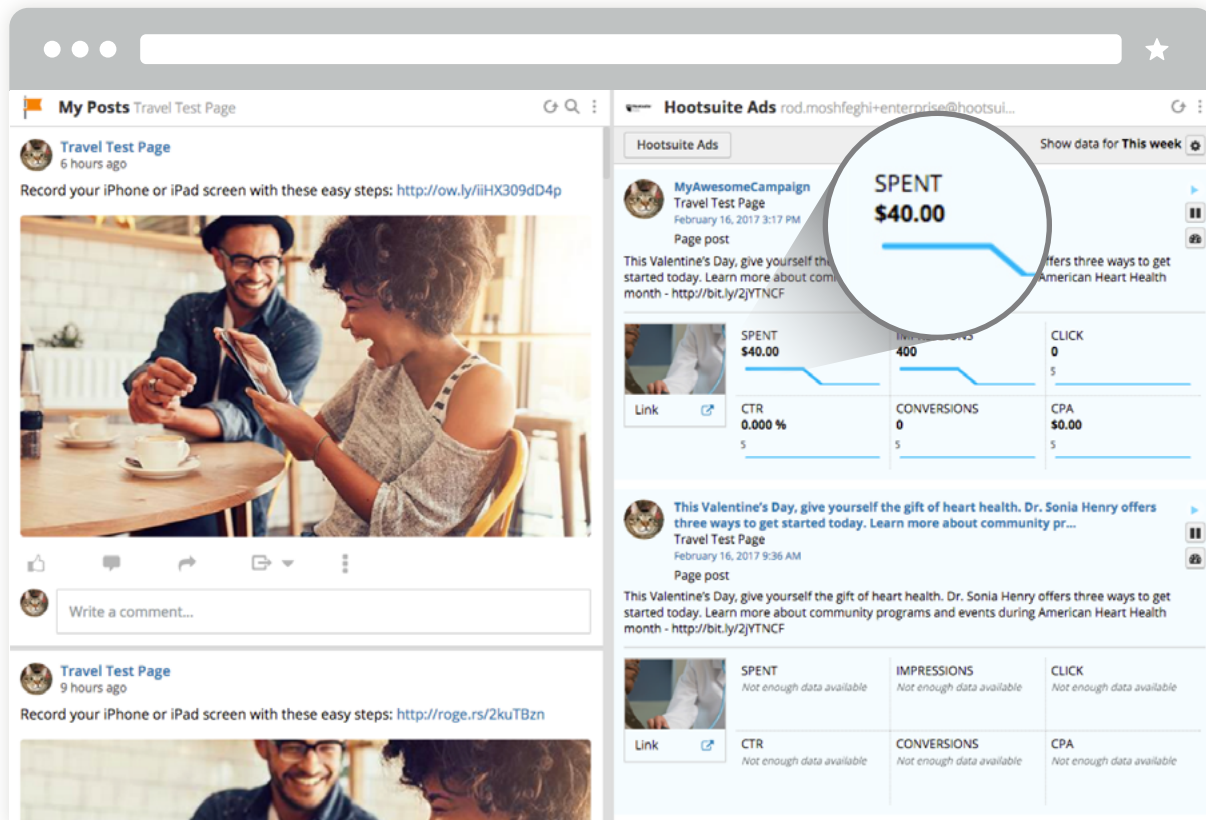
3. Instagram carousel ads

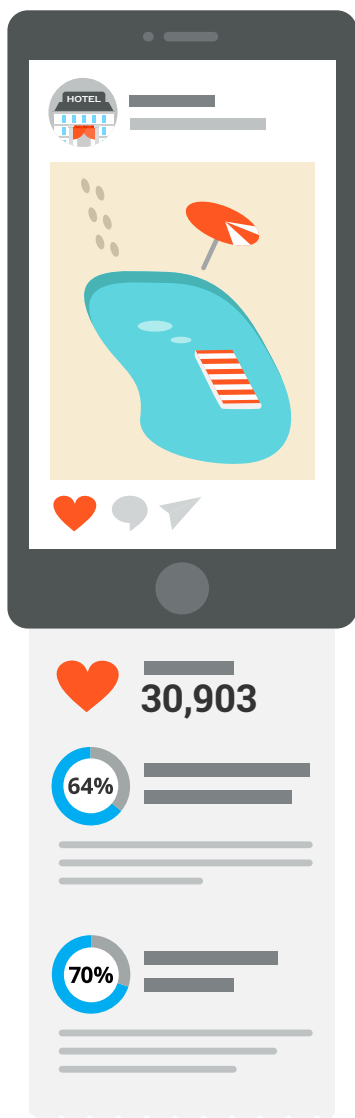
With carousel ads, Instagram users can swipe to see additional images and a call-to-action button takes them to a website to learn more. Carousel ads are like the digital version of the multi-page print campaigns of yesteryear. Unlike print ads, carousel ads offer the added benefit of taking people to a website to learn more.

PRO TIP:

Optimise your Ad campaigns

Hootsuite Ads lets users easily create and test hundreds of Instagram ads in minutes, not hours. Get higher conversions through granular control over placement, timing, and custom audiences. The solution allows users to continually improve the return on social advertising with customised tactical and strategic reviews of your social advertising campaigns by Hootsuite social ads experts. Learn more [here](#).





6 Measure and analyse your Instagram results

Teams put a lot of time and effort into Instagram strategy, and want to see where these efforts are paying off. This will let you reflect on what tactics and content work for you, and then you can use this information to plan future campaigns.

A recent study by Altimeter revealed that many organisations avoid focusing on social media because of an inability to tie social media to business outcomes and unreliable data (source: www.slideshare.net/Altimeter/the-social-media-roi-cookbook) The ability to analyse the performance of your Instagram activity is linked directly to the data you are able to capture.

The setting of business goals and calculating your social media ROI is not going to be a one-time event, but rather an ever-changing and evolving process. Ensuring your social media ROI gives your organization a valuable insight for not only measuring the success of past campaigns, but in planning for the future.

Once you've established your social media goals, you'll need to identify and implement the solutions and processes required to measure the Return On Investment (ROI) of your Instagram activity. This may involve adding tracking codes to URLs, building custom landing pages, and more.

How Hootsuite helps brands get the most from Instagram



1. Schedule Instagram content with Hootsuite.

You can schedule photos and videos and manage multiple Instagram accounts within the Hootsuite platform. Save time by scheduling batch posts.

2. Save time with team work.

Securely set up team workflows for assignments and approvals, along with the ability to create multiple search streams for quick monitoring. Use streams in Hootsuite to monitor your brand's Instagram content. It's easy to assign different messages—such as routing customer service posts on Instagram to your support team. This saves time and offers a secure way to share access with team members.

3. Bring employees and influencers into your brand's story.

Team permissions make it easy to allow influencers, employees, and external agencies to contribute content. They submit Instagram content. Your brand team approves for publishing.

4. Do even more with Hootsuite's Ecosystem.

Our app integrations give you more ways to use Instagram right from the Hootsuite platform. Use Geopiq to identify influencers, content and conversations related to your brand, industry, or campaign. With geo-located search features, tourism and hospitality brands are able to find local customers and fans at events, concerts, or in your local area.

5. Give customers one unified experience.

From employees capturing moments at a live event to a brand manager approving content at your head office, it's simple to scale your Instagram activities and ensure consistency across teams, external agencies, and contributors.

6. Reach new customers through social advertising.

Hootsuite offers a the largest social advertising ecosystem of any social media management platform, enabling customers to plan, launch and optimise social advertising campaigns that drive business results.

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite is the most widely used platform for managing social media, loved by over 15+ million people around the globe and trusted by more than 800 of the Fortune 1000.

Hootsuite Enterprise empowers organisations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organisations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organisations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organisations pioneer the social media landscape and accelerate their success through product training, group training and tailored organisational training, as well as security and compliance services.

Request a custom demo today by visiting enterprise.hootsuite.com

Trusted by over 800 of the Fortune 1000

