



EMPOWERMENT OF TOURISM
MARKETING
IN RURAL AREAS

Video Course Transcript
English



EP. 1 – General Notions

This is the 21st century, a century that marked the dawn of a new digital era. New ways of sharing and obtaining information, of working, collaborating, shopping, and educating have emerged and changed not only the rules of the market but also the rules of society.

Social media is not a new concept as its roots can be traced back to the 1990s. Nonetheless, the velocity of its evolution peaked in the 21st century as Social Media became an integrated part of almost everyone's life.

Let's take a quick peek at some of the pivotal moments of what once was „the future” – Social Media.

1997 - marks the birth of one of the first social media platforms: sixdegrees.com. The platform allowed the user to set up a profile, create a list of connections and send messages within networks.

2000 - amihotornot.com was a platform rumored to have influenced modern day social networks such as Youtube and Facebook. The platform invited users to submit pictures of themselves so other users could rate their attractiveness.

In 2002, we met Friendster, a platform originally designed as a dating site allowed users to create a profile, include “status updates” and reveal their mood. Messaging “friends of friends of friends” was also a functionality.

In 2003, One of the most notorious social media “ancestors”, My space dot com, became the go to platform for millions of internet savvy teens. The public profile allowed for pictures, music and videos, and their visibility was not restricted to platform users. Myspace reached its peak in 2005, when it had over 24 million users before its popularity dropped drastically.

Also in 2003, Facemash was born from the mind of the now notorious Harvard alumni, Mr. Mark Zuckerberg, as a spin-off of the already mentioned HotoNot. The following year, in 2004, The Facebook sees the dawn of day, registering the millionth user within the year. Nonetheless, the platform stayed closed circuit until 2006, when it opened its registration to everyone, thus becoming a global network.

2005 was without doubt THE year for social media as a tidal of social media platforms emerged:

LinkedIn – with a more professional approach targeting the business community

Photobucket and Flickr – photo sharing platforms

WordPress – the now omnipresent blogging platform

Reddit – the notorious news aggregator currently one of the most utilized forums

And last but not least Youtube

In 2006, we met Twitter. Initially conceived as a text messaging tool for sending updates between friends.

2006 also marks the year of the first paid, or premium packages for social media platforms. The pioneer? LinkedIn and its Jobs and Subscriptions features... the platform's first paid packages.

2007 is the year that brought us Tumblr, a platform described as a mix between Youtube, Wordpress and Twitter. The platform allowed the sharing of pictures, videos and text, as well as resharing of friend's content. Tumblr alongside Twitter became the faces of what we now call microblogging – the sharing of small elements of content.

2007 also brought us the monumental hashtag, a useful way to group content, and a vernacular for expressing anything from ideas, to emotions, to social issues, political views, and anything in between!

Fast forward to 2009, the year we witnessed the birth of the location-based platform Foursquare – one of the first of its kind that allowed users to check-in and comment on the particularities of a location!

In 2010, Mike Krieger (co-founder) shares a heavily filtered shot of a marina, on the new platform Instagram. And the rest is history! 2010 is also the year when Pinterest became the new lifestyle “magazine”. The place EVERYONE turned to for inspiration!

In 2011, this platform first launched under the name of Picaboo, and tapped into a “disappearing message” feature! This was the beginning of the now rebranded platform: Snapchat!

While we have listed a brief history of the birth of some of the most notorious social media platforms, it is of utmost importance to note that each of these platforms constantly upgrade and release new features and functions, such as: live broadcasting, filters, stickers, polls, highlights, purchase buttons and so on and so forth!

Since sixdegrees.com and its debut in 1997, the world of social media platforms has been developing at a very fast pace, and continues to do so daily! The multitude of social platforms, and their complex and varied specifics and features, create the environment for an almost unlimited exchange of information, in both synchronous and asynchronous fashions! Add the portable smart devices to the mix, and you get an unrestricted circulation of information that knows no geographical borders or temporal limits!!!

Episode 2 –What is social media marketing and why is it important for my business?

Social Media Marketing refers to the use of computer-based technologies that facilitate the sharing of information through virtual networks and communities, with the purpose of marketing products and services; building communities of customers and prospects, and directing or redirecting them towards your business.

Social Media platforms allow your business to engage with existing customers, and make sure their satisfaction level regarding your products and services is high. They also allow you to reach new potential consumers, and turn them into buyers!

An important aspect of social media platforms is the fact that most of them have integrated analytics tools that enable you to constantly evaluate the success rate of your strategies and actions!

If your business operates nowadays, it is most probable that establishing a digital presence for it represents a step in the right direction when it comes to awareness, growth, and implicitly revenue.

One of the most important particularities of social media is represented by visibility and the fact that it allows communication to be quick, efficient (if done properly) and in real time.

For your business, this translates as the means to connect directly to those interested in your products and services, and nurture their journey towards becoming loyal customers.

When you look at digitalization from a marketing angle, no matter how big or small your business is, the ubiquitous influence of social media is being felt in all the markets thus making it an essential marketing channel for any business.

Key take-aways:

- Social media marketing uses social media and social networks to market a company's products and services.
- Social media and social networks allow companies to engage with existing customers and reach new ones as they promote not only products or services, but also their culture, mission, or tone.
- Most of the Social Media Marketing strategies are executed on notorious platforms such as Facebook, Instagram, LinkedIn, Twitter, etc.

Episode 3 - What are the advantages of Social Media for your business?

1. Brand Awareness

Social media and its multitude of platforms allow you to broadcast your brand and your story to an extremely wide array of potential customers. When it comes to tourism – particularly in rural areas – most businesses can be cataloged as “hidden gems” as they don't belong to big chains that have huge teams coordinating their promotional campaigns. In this sense, using social media platforms will give your business a degree of visibility that was once possible only for the big players in the industry, thus allowing you to make your brand known across the world.

2. Leads

Sharing valuable and appropriate content across social media platforms is known to attract interest and spark meaningful conversations with potential customers. When an individual engages with your content, they show interest for your products and services and that qualifies them as a lead. The right follow-up actions can turn that lead into a paying customer.

3. Nurture relationships

The communication component of social platforms allows you to easily address your customer's opinions, suggestions, and complaints. By doing this, you build credibility and nurture the relationship with your customers with the end goal of turning them into loyal and repeated consumers of your products and services as well as brand advocates.

For rural tourism, maximizing the communication aspect is extremely important as the niche itself stands for bespoke experiences where customers get to know every aspect of your brand and business, where clients should not be seen as "Room 407" but rather "Mr. and Mrs. Jones".

4. Social Listening

Social media platforms allow you to learn in real time how your products and services are perceived and evaluated. While back in the days feedback involved focus groups and complex evaluations, nowadays "listening" to what your customers have to say gives you a myriad of information regarding how others view and experience your brand. Listen carefully, take note of the candid feedback, improve the weaker areas, and do more of what your customers love and appreciate.

5. Measure your efforts

A great characteristic of most social media platforms is the fact that they have built in analytics functionalities that you can and must consult in order to properly adjust your strategy. By doing this regularly, you can increase the efficiency of your social media marketing execution and therefore create premises for constant business growth.

6. Build a community

This aspect of social media platforms can become a very important asset especially for businesses operating in the rural tourism sector. As this is a niche, it is highly probable that people who have an interest in it will gather and exchange ideas, reviews, appreciations and of course recommendations. With social media you can be an active part of these communities that are prone to consuming your products and services and participate in all the meaningful conversations.

7. Increase website traffic

A good social media strategy can easily translate to increased website traffic. Consistent website traffic can translate into an improved quality and quantity of inbound traffic and this becomes exponential as being found online becomes easier and faster.

Key take-aways:

- Humanizing your business - social media allows you to interact with users as a friendly and approachable persona that they can get to know and trust.
- Increasing brand awareness - social media platforms are visual in nature. This creates the ideal premises for you to build and solidify your visual identity and make your brand's visual cues easily recognizable.
- Building communities and relationships - when done right, communication with your audience can be extremely valuable for networking, gathering feedback and even testing new product ideas with a community that is already familiar with your brand.
- Driving traffic - you can bring more people to your website by using tools such as call to action buttons, links in your profile and posts and ads. More visitors mean more chances to convert to customers.
- Generating leads - while website traffic is very important, leads and conversions can also happen directly on the platforms. A lot of them have shopping features (Facebook, Instagram, etc.), appointment booking capabilities that can be used to convert. Additional functions such as direct messaging or call to action buttons placed directly on your profile can also help you generate and convert leads.

Episode 4 – How it works

Social media has changed the way we function as a society, the way we connect with one another, and most definitely the way we research products and services and the way we make purchases. It is needless to say that this impact didn't go unnoticed by businesses worldwide that took a massive interest in having a digital presence as social media platforms and websites have proved to have the ability to influence and even change consumer behavior. Therefore, it became obvious that from a business point of view, there is a world of opportunity in the realm of hashtags, comments and likes.

The user friendliness of social platforms has made them tools that can be utilized by almost anyone, regardless of their digital literacy. Nonetheless, effectiveness is mostly obtained if a proper strategy is developed, and key tactics deployed.

In a summarized approach, social media marketing gravitates around a series of key pillars:

1. Developing a strategy – this is the step in which you determine your goals as a business, identify the social media platforms that are mostly suitable for your target market and create a sketch for the type of content that you will be sharing.

2. Planning and posting – this is the step in which you plan more specifically what your content will look like – will you share videos, photos? How much text will accompany the visual materials? Etc. – and of course when will they be put out for everyone to see? Once these tactics are determined and the materials are produced, your content is ready to be posted.
3. Listening and engaging – this is the step in which you monitor the audience’s reaction. What are they saying about your posts? How is your brand perceived? Are there any aspects that require action on your end? Make sure you engage with your audience, answer their questions, thank them for appreciations and of course apologize for inconveniences and do your best to remedy what caused them.
4. Analyzing and adjusting – One important step of the social media marketing cycle is taking a look at the analytics data. How many people are seeing your posts? What kind of content gets more engagement? Are there posts that bring more leads and conversions? Are people re-sharing your content thus broadening your reach? Getting answers to these questions will help you make proper adjustments therefore increasing the efficiency of your social media marketing execution.
5. Advertising – last but not least, an important step is represented by paid advertising – specifically this means purchasing ads on social media platforms with the purpose of promoting and further developing a brand. While paid ads are not a mandatory step, considering investing in this is recommended as it can widely broaden your brand’s reach.

Episode 5 – Digital marketing strategy in a nutshell

In our previous episode we mentioned a few of the key pillars that social media marketing relies on. As mentioned, the first step is the development of a strategy. When developing your social media marketing plan, you need to make sure that it is sustainable and that it has a positive impact on your business.

In order to create a social media strategy that fulfills these goals, a few steps must be thoroughly completed:

1. Research your target market - buyer persona and audience
2. Determine the social platforms where your target market lives
3. Determine your key metrics and performance indicators
4. Research and get to know your competitors
5. Design blueprints for content that is unique, relevant, and engaging
6. Properly organize the schedule for publishing

Let’s take a closer look at these steps so you can begin applying them as soon as possible.

Step 1 - Research your target market - buyer persona and audience

This means you need to think and identify who are your buyers, what are their needs and interests so you can address them accordingly. Think about the people you are trying to talk to and classify them. For example, if you are running a B&B situated in an area that offers wildlife sighting – make sure you classify them as “wildlife aficionados”. If you operate in an area abundant in historical landmarks and relics, make sure you have your audience catalogued as “history aficionados” etc.

A buyer persona is not just about interests, there are other important aspects you need to consider such as age group, civil status, education level, etc.

By identifying these categories, you will be able to determine what content will attract the type of followers and customers you hope to gain.

Think about it this way: It would be pointless to market your mountain biking/ horseback riding to people over the age of 65. In spite of their interest in nature and outdoor activities, they might not be the most suitable to purchase these experiences. Just as a mud wrapping arthritis treatment might not be the first thing a person aged 20-25 might purchase.

Step 2 - Determine the social platforms you will market on

It is important to point out from the get-go that there is no right or wrong answer when choosing the platforms you are going to share content on. But being present on the platforms where your target audience spends most of their time is definitely an advantage. In example, marketing for pimple removing products (teenage demographics) on LinkedIn will probably not yield the same return as doing so on Snapchat.

For this step, it is important to have an overview of at least the main social media platforms which is something we will learn in the following episodes.

Step 3 - Determine your key metrics and performance indicators

Vanity may make us all relax at the thought that we are doing a great job with our social media marketing execution, but it is important to identify the data that is actually relevant to your set goals. The following breakdown tells you some of the metrics that you should consider:

Reach - the number of unique users who saw your post. How much of your content actually reaches users' feeds?

Clicks - the number of clicks on your content or account. Tracking this is essential to understand what drives curiosity or encourages people to engage or even buy.

Engagement - the number of social interactions divided by the number of impressions. This metric can help you understand how well your audience perceives you and their willingness to interact.

Hashtag performance – which hashtags are associated with your brand/ products/services? Which are the most used? – Understanding this can help you shape the future content you will be sharing

Sentiment – this is the part where you measure the way the audience reacts to your content, your brand, your hashtag, etc. What sentiment does your content trigger? How do they feel about your brand? Understanding this can shed a light on if and how you should adjust your tone, behavior and even company values and culture.

Step 4 - Research and get to know your competitors

Looking into what your competition does will help you understand who they are and what they are doing that works as well as what isn't so good. This can help you better understand what the expectations and standards in your industry are and also help you discover opportunities. For example, you might discover that your competitors are highly active on Facebook but not as much on Instagram and this can point your focus towards those platforms where your target market exists but the audience is underserved rather than fighting over "attention" on a platform that is already dominated by a competitor.

Step 5 - Design blueprints for content that is unique, relevant and engaging

The content you share and associate with must stand out, be relevant, and provide the audience with a good reason to engage. The blueprints for your content should be designed factoring in elements such as competition, audience behavior, likes and needs, uniqueness and relevance, features of the platform used (live broadcast/ filters/ etc.) trending and relevant hashtags, etc.

Step 6 - Properly organize the schedule for publishing

While your content can be shared one by one, it is highly recommended that you organize a schedule for your posts and automatize the process. There are a variety of tools such as SproutSocial, HubSpot, Hootsuite, etc that can help you schedule your posts in advance and some of them even have a post engagement and interaction monitoring feature. While automatizing this is not a mandatory action, having a consistent and constant posting schedule is.

Episode 6 – Analyzing impact and results

As mentioned in episode 3, analyzing and adjusting constitute one of the key pillars of your business's digital life. Social media metrics are data that allows you to measure the performance of your posts and the impact on the audience. While there are a variety of native and hybrid metrics that can be analyzed, here is a list of some of the most meaningful ones:

- Engagement – this metric is fairly comprehensive and includes clicks, comments, likes, and replies on your social media posts as well as platform specific metrics such as saved posts for Instagram or pinned posts on Pinterest.
- Reach – this metric refers to the number of users who have seen content associated with your page
- Followers – this metric refers to the number of users who have made an option of following your page and see your content in their feeds regularly
- Impressions – this metric refers to the number of times a post from your page is seen (regardless of engagement)
- Video views – this metric applies to the social platforms with video capabilities and refers to the number of views your video posts get
- Profile visits – this metric refers to the number of users who have visited your page
- Mentions – this metric refers to the number of times your brand (page) has been mentioned by others in their posts/comments
- Tags – this metric refers to when a user adds your brand (the name of your page/profile) or your hashtag to another post
- Reposts – this metric shows you the number of times other users share pieces of your content on their profiles.
- Shares – this metric measures the number of times users share your posts within their personal networks.

It is important to know that it is normal for these metrics to fluctuate to some extent. Whenever you are not satisfied with them, it is important to take an in depth look at the social media execution and adjust it in order to improve them.

While all of the above metrics are important, depending on the stage your business is in, some of them need more focus.

Here is a quick look at these:

- If you are new on the digital scene you need to focus on building awareness. The main metrics to focus on are Reach, Impressions and audience growth.

- If you are in the growth phase, you will want to focus on building trust. The key metrics for this are likes, saves, comments and direct messages
- If you have an established digital presence, your focus should be nurturing relationships and retaining customers. The key metrics for this are likes, saves, comments and direct messages.
- Regardless of the stage you are in, if you are launching a service or product, you should be focused on selling and the key metric for this is the clickthrough rate.

Now that we have explored the general aspects of social media marketing and the specifics of building a strategy, in the next episodes we will be exploring some of the most popular social media platforms and we will be learning how to establish a digital presence for each of them.

Episode 7 – Social Media Platforms overview

The array of available social media platforms is very wide. With so many options to choose from, it is important to understand the main elements of each one of them.

Here are the most used social media networks:

Facebook - the largest and most established network offering both organic and paid opportunities

Instagram - launched 12 years ago, this platform is sought after for sharing visually compelling content as well as for its ecommerce integrations

TikTok - this platform has become synonymous with short form videos. Starting its ascension to popularity in 2020, it looks like there is no slowing down and marketers deem it one of the top community building platforms

Youtube - According to information provided by HootSuite, this platform is the second most visited website in the world. With this kind of exposure there is no wonder that marketers deem it the best platform for building a community.

LinkedIn - this platform could be described as social networking for professionals. It works well in B2B endeavors and for building industry specific networks.

Pinterest - this platform allows its users to build visual storyboards and share and get inspiration on a variety of aspects from traveling to cooking, camping or redecorating a house. As around 80% of weekly users state that they have discovered new products on the platform, this can serve as a great choice for allowing audience to discover your brand.

Twitter - while both types of content are frequently shared, this is a platform that gravitates around words more than around visuals. Since its early days of allowing posts of 140 characters or less, the platform now offers a variety of tools such as Twitter Moments, Twitter Communities and Twitter Spaces.

Snapchat - this is a platform that is well known for its "disappearing message" feature as well as the face filters that are available when creating content from within the app.

Episode 8 – Facebook

Main Characteristics:

Users: 2.9 B active users on a monthly basis - Worldwide

Largest age group: 25-34

Audience:

Generation X (born 1965-1980),

Millennials (born 1981-1996)

Industry Impact: B2C

Setting up a facebook page for your business.

What you need when you create a page:

- **A personal Facebook profile:** To create a Page, you need a profile. Information from your personal Facebook profile won't appear on your Facebook Page unless you share it there

Creating the page:

1. Open your Facebook profile.

2. At the top of the homepage, click the Pages icon and click Create New Page.
3. Name your Page.
4. Select a category for your Page. The category you choose will provide unique features for your business.
5. Enter business information, such as address and contact information. - To get the most out of your Page, add details about your company or organization, such as: address, areas serviced, email, phone number, website, hours, story, images and more. Have this information ready to go when you create your Page.
6. Select Create Page.

7. Start by giving your Page a profile picture and a cover photo to represent your business.
 - Add a profile photo to your Page.
 - Add a cover photo to your Page.
8. When you have completed the steps, select Save to go to your new Page.

Congratulations! You are now ready for your first Facebook post!

Episode 9 – Instagram

Main Characteristics:

Users: 1 B active users on a monthly basis - Worldwide

Largest age group: 18-24, 25-34

Audience:

Generation Z (born 1997-2012),

Millennials (born 1981-1996)

Industry Impact: B2C, B2B

Setting up a business account on Instagram

What you need when you create a page:

A personal Instagram profile: To create a business account, you'll need to have an existing personal Instagram account.

Setting up your business account:

1. Go to your Instagram profile and tap the menu icon in the top-right corner.
2. Tap Settings.
3. Tap Account.
4. Tap Switch to business account.
5. Pick a category that best describes your business, then select Business.

6. You're all set – you've got an Instagram business account. Now complete your profile using the tips below:

*Profile photo - We recommend using your business's logo or a graphic symbol. Your image will be cropped into a circle and appear as a small 150 x 150 pixel icon.

*Account name - Choose an account name, ideally your business name, that's easily tied to your brand. Keep it short. The limit for usernames is 30 characters.

*Bio - Create a short description of your business. You can include relevant hashtags to make your business more discoverable or add emojis to describe it visually.

*Website and contact options - Help people get in touch with your business by adding your website, email, phone number and location.

7. Tap Done.

You are now ready for your first Instagram post!

Episode 10 - Twitter

Main Characteristics:

Users: 396 Million active users on a monthly basis - Worldwide

Largest age group: 18 - 29

Audience:

Millennials (born 1981-1996)

Gen Z (born 1997- 2012)

Industry Impact: B2C, B2B

Setting up a business account on Twitter

1. Sign Up to Twitter - Go to twitter.com and click "Sign Up". Add the name of your business, phone number or email address, and date of birth
2. Customise your experience – Twitter will prompt you with some options. Select what best fits your needs
3. Click "Next" and update your information if you need to.
4. Click "Sign Up" and Twitter will ask you to verify your account by phone or email

5. Once you've verified your account, create a password that is at least 6 characters long.
6. Choose a profile picture; your company logo is a perfect option.
7. Add your company description in your profile bio – you have 160 characters to do so
8. Update your Twitter business profile. Click „Edit profile” and add a cover photo and your company website
9. Once you are done editing, click the "save" button

You are now ready for your first Tweet!

Episode 11 - Pinterest

Main Characteristics:

Users: 367 Million active users on a monthly basis – Worldwide

Largest age group: 25-34

Audience: Millennials (born 1981-1996)

Industry Impact: B2C

Setting up a business account on Pinterest

1. Go to pinterest.com
2. From the top-right of your screen, click Sign up
3. Click „Create a business account”
4. Enter your Email, Create a password and enter your Age
5. Click Create account
6. Fill out the fields to Build your profile, then click Next
7. Fill out the fields to Describe your business, then click Next
8. Select if you want to run ads, then click Next
9. Select where you'd like to start or click the x icon to go to your new Pinterest business account

You are now ready to create your first board and start pinning.

Episode 12 – Snapchat

Main Characteristics:

Users: 347 Million active users on a monthly basis - Worldwide

Largest age group: 13-17, 25-34

Audience: Gen Z (born 1997- 2012)

Millennials (born 1981-1996)

Industry Impact: B2C

Setting up a business account on Snapchat

What you need when you create a page:

A personal Snapchat profile: In order to create a Snapchat business account, you first have to have a personal Snapchat account.

Creating your page

1. Log in to your personal Snapchat account
2. Navigate to Snapchat Ads and enter your business information - Go to ads.snapchat.com and enter:
Business Name
Business Email
Your Name
3. Share where you do business as well as your business phone number. Click Next.

You are now ready to start engaging your Snapchat audience.

Episode 13 - TikTok

Main Characteristics:

Users: 1 B active users on a monthly basis - Worldwide

Largest age group: 18-24, 25-34

Audience: Generation Z (born 1997-2012),

Millennials (born 1981-1996)

Industry Impact: B2C

Setting up a business account on TikTok

What you need when you create a page:

A personal TikTok account: In order to create a TikTok business profile, you first have to have a personal one.

Creating your page:

1. Go to your TikTok account
2. Tap the three dots in the upper right corner, then Manage Account.
3. Tap Switch To Pro Account and choose between Business or Creator.
4. Pick the category that best describes your brand and tap Next.
5. Add a website and email address to your profile.

You are now ready to start using your TikTok Business Account!

Episode 14 – Youtube

Main Characteristics:

Users: 2 B active users on a monthly basis - Worldwide

Largest age group: 18-24, 25-34

Audience: Millennials (born 1981-1996)

Industry Impact: B2C, B2B

Setting up a business channel on Youtube

What you need when you create your business channel:

Before you can get started on YouTube, you're going to need a Google account.

Setting up your business channel:

1. While logged in to your Google account on your computer, go to YouTube.com.
2. Click on your profile/avatar in the upper right, then select "My Channel" from the drop-down
3. Click "Use a business or other name" which will lead you to a screen where you can enter your brand's name.
4. From your channel dashboard, click "Customize channel."
5. Now Click the „Branding" tab
6. Add a profile picture - this is how YouTube users will identify the creator of a video when browsing video content. Use a picture with dimensions of at least 98 x 98 pixels.
7. Add a Channel banner: a large banner displayed at the top of your channel page, is a big opportunity to convey your brand to your viewers. YouTube recommends using an image that's at least 2048 x 1152 px.
8. Add a Video Watermark: displayed at the bottom right of every video you post. Use a logo that best represents you, sized at 150 x 150 px.
9. Fill out your channel description in the „About" section – add a few short paragraphs about who you are and what you do. Make sure to list your company website, your email address and any other ways people can get in touch with you

Your Youtube profile is now ready for action, you can upload your first video and start publishing!

Main Characteristics:

Users: 810 Million active users on a monthly basis - Worldwide

Largest age group: 25-34

Audience: Baby boomers (born 1946 - 1964)

Generation X (born 1965-1980) Millennials (born 1981-1996)

Industry Impact: B2B

Setting up a company page on LinkedIn

What you need when you create your company page:

Before you create a Company Page, you must have a LinkedIn account.

Creating your company page:

1. Go to your LinkedIn profile
2. Click the Work icon in the top right corner of your LinkedIn homepage.
3. Scroll down and click Create a Company Page
4. Select the Page type you'd like to create from the following options:
 - Company – Small/ medium-Large
 - Showcase page
 - Educational institution
5. Fill in your details. - Your logo and tagline will serve as the first impression most LinkedIn users will have of you
6. Check the verification box to confirm you have the right to act on behalf of that company in the creation of the page.
7. Click the Create page button.
8. Scroll down and click the Edit Page button.
9. Fill out all the fields in this additional information area.
 - Fill out the Overview section - describe your organization's mission and purpose
 - Fill out information about your company - Input your company website and location, and select your industry and company size.
 - Add a branded cover image - The current dimensions for this space are 1128 px by 191px.

Your LinkedIn Business page is now ready!

Episode 16 – Content inspiration

Now that you learned how to set up business accounts on some of the most popular social media platforms, it's time to start making your digital presence noticed with engaging and valuable posts.

A good theme for your first posts could be the story of your business. Share your history, your values, what makes you different, etc. It's always a good idea to connect with your audience through honesty and authenticity.

In case you need some inspiration, this episode contains a series of ideas and suggestions that you can use for your content.

Whether you offer accommodation, you are a restaurateur, an artisan, or you offer any other product or service, it is important to share with your audience the details of your business. Consider elements such as:

- Rooms
- Lobby
- Restaurant/ food
- Bar
- Amenities
- Landscape
- Surroundings
- Wildlife
- Team

When you tell the story of your business, make sure the information you provide also expands to cultural heritage elements of the area such as:

- Architecture
- Art
- Artisan Commerce
- Cuisine
- Customs
- History
- Geography
- People

Think about also sharing functional elements for your audience to use and enjoy. Here are a few ideas of such content:

- Local travel guides
- What to pack
- Getting around indications

Now that we explored a few ideas for subjects you could approach, let`s look at some visual inspiration:

Room photography

Amenities

Restaurant

Team

Cuisine

Artisan

Time lapse videos

Aerial photography or videography