Escape2

**Supporting the Development of Thematic Rural Tourism Strategies
Module 8 - Digitalisation and Being Commercially Available Online**

Focus on Rural Tourism SMEs in Europe

www.escape2project.org

Training Course
How to be Commercially Available Online

Digitalisation and Being Commercially Available Online

This module aims to present digitalization, digitization and digital transformation, clarify the differences between these terms and demonstrate to rural tourism entrepreneurs how to implement these technologies in current and future SME businesses.

This module demonstrates what is digitalization, digitization and digital transformation and through the case studies shows how to implement digitalization in the agrotourism business and what are the advantages of them.

Successful long-term sustainable entrepreneur businesses and SMEs require knowledge about the marketing and business potential of certain collaborative tools and the use of social media in different phases of their entrepreneurship.

What can be found inside?

01 **Digitalization** - definition and principles

02 **Digital** marketing

03 **Collaborative** tools in bussines

04 How to became **online** with your clients and bussines communities during COVID and after

Learning Outcomes

- **Knowledge:** Students define basic terms related to digitalization, digitization and digital transformation. They understand the principles of digital marketing and in terms of promotion, as a way to overcome challenges such as remoteness.

- **Skills:** Students are able to implement principles of digitalisation in the agrotourism businesses and effectively use digital marketing tools for supporting their bussines. They use collaboration and social media, to provide an interactive experience, monitor leads or potential clients, get feedback on their products/services and find a supportive entrepreneurial community.

- **Social competence:** Student's awareness of the importance of digital technologies in their business and customer behavior in a digitalized environment.

https://desira2020.eu/2021/07/02/article-digitalisation-rural-areas-cost/

01

Introduction into digital marketing

The relevance of the digital marketing

Every minute…

- **400** hours of video uploaded on YouTube
- **216 000** photos posted to Instagram
- **2 083 333** minutes used on Skype calls
- **347 222** Tweets posted
- **1 389** Uber rides taken
- **142 361 111** Emails sent and received
- **50 200** Mobile apps downloaded
- **2,4 million** Google searchers made

1. **Read more** https://digitalmarketinginstitute.com/blog/the-next-big-digital-marketing-trends
2. **Ideas for digital marketing –** https://influencermarketinghub.com/digital-marketing-trends/
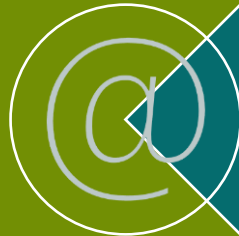
The online opportunity

Today's world is a digital world, with nearly half the world online. With so many people using the internet, it makes sense for a business to tap into digital.

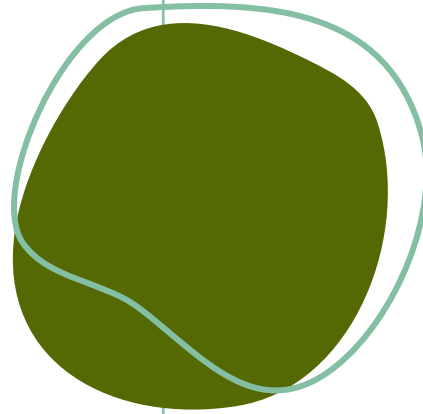72% of consumers spend most of their time on websites in their own languages

67% of online shoppers abandon carts because a site does not support local payment methods

60% of consumers have stopped doing business with a brand due to a single poor customer service experience

❖ Within the 3 years more **than half of the world has been connected**

Why to focuse on digital marketing

7.5 Bn

3.6 Bn

---- Global Population ----

---- Internet Population ----

8 Bn

> 4.1 Bn

2017

2020
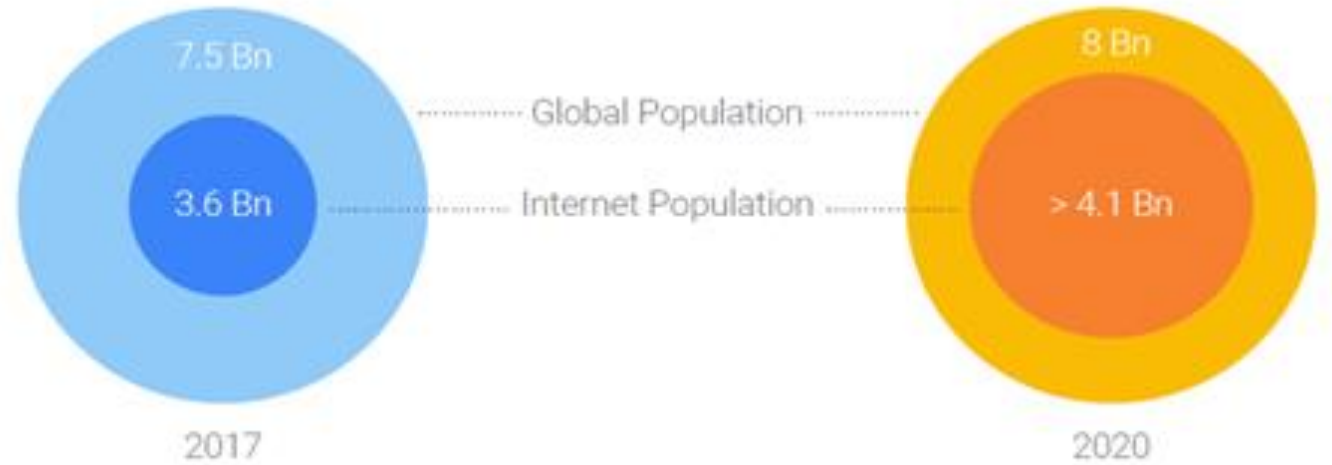
02

What is Digital Marketing

Definition of Digital marketing

The marketing of products or services using digital channels to reach consumers.

The key objective is to promote brands through various forms of digital media.

1. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes **mobile phones** (both SMS and MMS), **social media marketing**, display **advertising**, **search engine marketing,** and any other form of digital media.

2. Most experts believe that 'digital' **is not just yet another channel for marketing**. It requires a **new approach** to marketing and a new understanding of customer behavior.

Advantage of digital marketing

Accurate measuring - You can:
- ❑ **measure** and **target** on customers by age, gender, country, language, interests, behavior, etc.
- ❑ **track** site traffic through advertising
- ❑ **evaluate** which ads are successful, which sales channels are effective, how many times your user visits your site before „buying" something, what goods and services are interested, and lots of other factors,…

Accurate targeting
- ❑ the **advantage is particularly noticeable** when advertised on Google search or Google display network
- ❑ **allows to reach people** in the final phase of the buying process
- ❑ the **user already knows** that the item wants and just looks for where they are

Advantage of digital marketing

Availability for all:

❏ advertised on Google search or Google display network

❏ Allow to reach people in the final phase of the buying process

❏ the user already knows that the item wants and just looks for where...

Immediate results

❏ do not need to wait for preparation/printing/ distribution/sales and you see how your marketing strategy works and you can fix it at any time

❏ budgets for individual ad campaigns, you can specify exactly how much will be invested and in what period. For ads, you specify a maximum cost-per-click.

❏ Failed ads can be paused immediately to move the money to the most successful ones. Changing your ad settings will take effect immediately.

Advantage of digital marketing

Interactivity:

❑ online marketing directly refers to where the service/product is available

❑ the ability to communicate (FAQ, discussions, social networks), ratings...

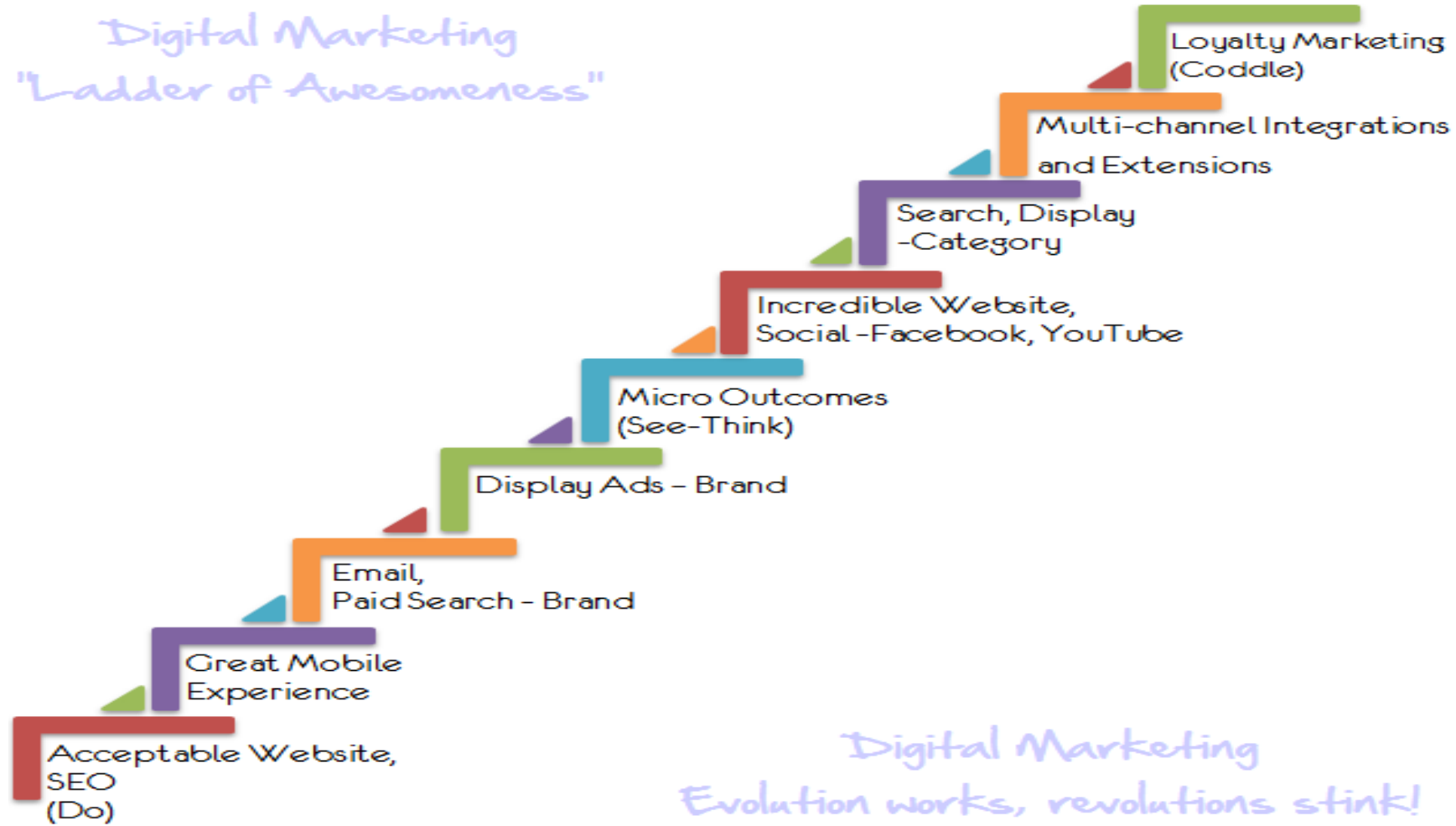## 24/7 marketing

❑ Internet marketing reduces cost and runs around the clock

❑ your marketing campaigns run for 24 hours a day, 7 days a week

03

Systematic steps for developing an effective online marketing strategy

How to do effective online marketing?

Digital Marketing
"Ladder of Awesomeness"

Loyalty Marketing
(Coddle)

Multi-channel Integrations
and Extensions

Search, Display
-Category

Incredible Website,
Social -Facebook, YouTube

Micro Outcomes
(See-Think)

Display Ads – Brand

Email,
Paid Search - Brand

Great Mobile
Experience

Acceptable Website,
SEO
(Do)

Digital Marketing
Evolution works, revolutions stink!

https://www.kaushik.net/avinash/digital-attribution-ladder-of-awesomeness/

Step by step to success in online marketing

❑ The very first thing you want to do is **create an acceptable website**. One that reflects the customer expectations of 2018 . During this stage you should also invest a lot in the Search Engine Optimization. You will have great content, in a good experience, and focus on getting free traffic (A good example is https://3lobit.sk/)

❑ **Focus on the mobile experience**. Because more and more people have a mobile phone and the number of mobile searches is still growing. Definitely now do not do paid search. Do not run to display ads. Now that you have build a decent foundation and are getting a decent amount of free traffic you know what is working and what is not, you are ready to move to step three.

❑ Start investing in your **email marketing strategy** for extending relationships, and your paid search strategy for brand terms. Email allows you to start building a owned audience that you can start relying on. People typing phrases with your brand and your specific social enterprise terms are looking for you, make sure you show up and capture the traffic you deserve.

Step by step to success in online marketing

❑ Step four is **focusing on expanding your reach to new relevant audiences**. The cool part about display advertising is that we can build our brands cost effectively, introduce our services to a new audience, and create demand based on a number of intent signals . Based on what people read, what sites they've visited, their demographic and psychographic signals and so much more. Don't go all crazy with display ads, just focus on your brand, products and services. Learn, get better, try some more. The site is now working well across platforms, we are starting to get a lot of free and some paid traffic, we are optimizing for conversions and task completion rate, time to move to step five.

❑ Less than two percent of people on your website will complete the macro-outcome (conversion). **Having a robust cluster of micro-outcomes** allows you to deliver something of value to the other 98% and establish a relationship with them (and get some economic value in exchange!).

Step by step to success in online marketing

❑ Start investing in creating the world's most beautiful, functional, brand-enhancing, customer joy inducing website! You have content, you have traffic, you have micro-outcomes. Now is also the right time to start **investing in Facebook and YouTube**. The world's greatest social media strategy:

- o Entertain Me
- o Inform Me
- o Provide Utility

❑ Step seven is **to build out an incredible targeting Search and Display strategy**. The result will be an even larger owned audience. You'll have complete spectrum of coverage, being there from understanding customer intent at the earliest stages and converting that into demand for what you have to offer.

Step by step to success in online marketing

❏ We really kick things up multiple notches when it comes to **creating a truly fantastic multi-channel execution engine**. There is a lot of difficult work to be done (systems, processes, integrations, optimizations). Now is the time to undertake that work. Not in step three. Definitely not in step one. Now.

❏ Focus on getting better at **loyalty marketing**. Definition of loyalty marketing is to create unique content and to execute targeted marketing for those people/business entities. Have a completely separate and focused set of people and work to deliver joy and delight to these entities. It is the only recipe for long term sustainable success.
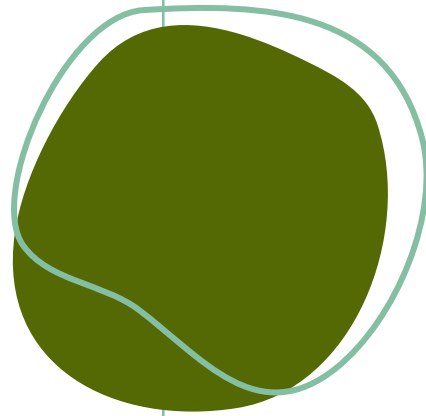
04

Website

How to became online with your clients and bussines communities during COVID and after

Before you start with creating your own website you should:

❖ Define the **purpose and goals of your site**. It is a simple information site for news, a community space for visitors to interact

❖ Define your **target audience**. Who is your target audience and what is important to them? Think like your visitor when you are visualizing your website. What do they want and what do they need from your website?

❖ Think about the **design and functionality**. Your website should bed consistent with your other branding materials. Consider the reason you are using certain colors and fonts

How to make an accessible website

Choose the right platform

❑ If you want to build a good, mobile friendly and functional website quickly, you'll need to choose a platform (also known as content management system = CMS).

❑ CMS is a user-friendly platform for building websites and managing your own online content without typing a complicated HTML code.

❑ There are 3 most popular free CMS: 1. Wordpress (55%), 2. Joomla (20%) and 3. Drupal (11%).

Get a domain and web hosting

❑ In order to get set up your websites, you're going to need a domain name (a web address like yoursitename.com) and hosting (a service that connects your site to the internet).

❑ The CMS platform itself is free, but a domain name and hosting will cost you around 3-5 € a month.

How to make an accessible website

Set up and customize your site

❑ Initial CMS installation a and customization. But this just a beginning, to have an acceptable website with a relevant content is never-ending story...

Acceptable website

❑ be fast (page speed)

❑ be mobile friendly / responsive (easy readable on mobile devices)

❑ be trustworthy, credible, user friendly with very good user experience comfort and design

❑ have a relevant and updated content

How to make an accessible website

Web page speed

❑ The speed in which web pages are downloaded and displayed on the user's web browser is crucial!!!

❑ Most of webpages of private companies are to „heavy" (the average size in 2017 was 3MB).

❑ The world in 2022 is faster and we are more and more impatient.

Mobile friendly website

❑ 66% of internet users use for browsing the internet a smartphone

❑ mobile presentation needs to be more or equally compared to desktop computer

How to make an accessible website

Web trustworthy

❑ Having a strong design makes a huge difference
❑ Add a hint of personality to your website
❑ Make sure your website is up-to-date
❑ Use secure badges to display that your website is safe
❑ Show that you're active online
❑ Make it easy for anyone to contact you
❑ Put a visible short trustworthy messages on all your pages

Website content

❑ Content is the backbone of any drive to interact with your readers or customers.

❑ It is the most important opportunity you have to impress the reader with your knowledge, expertise or ethos.
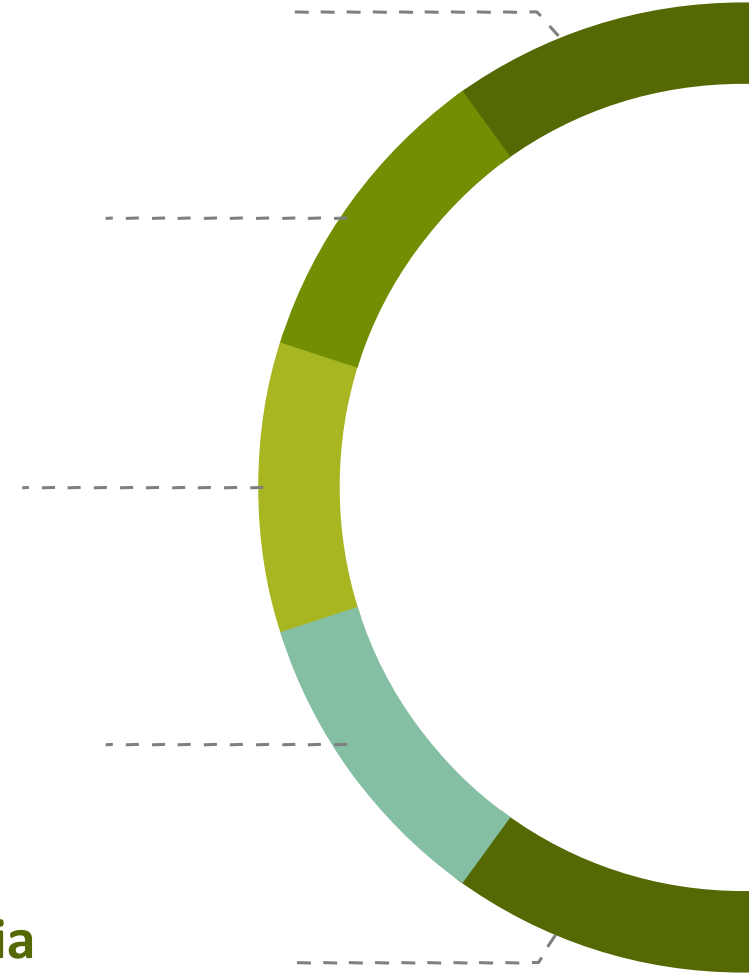
How to build/increase traffic to your website?

Visits from search engines

Email marketing

Advertising/external websites

Social media

04

Email marketing

How to became online with your clients and bussines communities during COVID and after

How to start with email marketing in 10 steps

1. **Choose an email marketing service provider**
   If you're serious about email marketing, don´t use your email client (Outlook, Gmail). You need to work with an email marketing service provider ([Mailchimp](), [Mailjet](), etc.). Working with a provider is the only way your business can effectively deliver messages to large groups of contacts. You'll also benefit from professional email templates, tools to help you grow and manage your email list, and tracking features that show you who is opening and engaging with your messages.

2. **Gather contacts for your email list**
   Probably your enterprice have some existing contacts to start an email list. Think of the people you already have a relationship with. Even if you're building an email list completely from scratch, don't get discouraged. Start by putting a paper sign-up sheet near your register, adding an online sign-up form to your website, and encouraging your social media followers to sign up. **Don´t buy any of email database, in addition to being illegal, e-mail services like Gmail will mark you as a spammer and will block all your emails**.

How to start with email marketing in 10 steps

3. **Organize and manage your mailing list database**
   If possible, organize your contacts into separate lists based on what you know about them. That way you can send out targeted email based on their specific interests.

4. **Set up your welcome email**
   Your welcome email is the first message your new email subscribers receive from you. It´s important because it serves as your first impression and reach people at a time when they're highly engaged with your social enterprise. Start with a warm greeting, provide an overview of what they can expect to receive from you in the future, and offer them something useful right away. Once set up, your welcome email will send to all new contacts automatically.

How to start with email marketing in 10 steps

5. **Create a reusable email template**
   This is the fun part! Even if you're not a designer, you can send beautifully-designed professional emails that look good on any device. Usually email marketing service providers offer many of templates as a benefit for you.

6. **Create the content**
   You can use the same content you prepare for your webpage, but remember, it should be only „the invitation" to visit your web page to know more. Try to make it in these 3 sections:
   1. *What are you offering? — Headline*
   2. *How will it help the reader? — Message body*
   3. *What should they do next? — Call to action*

How to start with email marketing in 10 steps

7. **Spend time on subject lines**
   Your email subject line is one of the most important lines of text in your whole email. Why? Your subscribers see your subject line even before they open your message. Make a good impression and people won't be able to resist opening. You can draw attention by asking a compelling question, including a deadline for urgency, or just teasing your message. Your subject line should be short and snappy — around 40 characters.

8. **Preview and test before you send**
   Maybe you forget to add in an important link or make an embarrassing spelling mistake right in the subject line. Unfortunately, there's no Back button with email, so always remember to send yourself or a staff member a Test Email before sending out to your entire list.

How to start with email marketing in 10 steps

9. **Send your email (at the best time)**
   When you're ready to send out an email, timing is an important factor to consider. Every audience is different and the best time to send will differ based on who's on your email list. Many of providers have STO feature (sending time optimization), so to each user the system schedules the time of sending differently based on history when he usually opens your emails.

10. **Track your results**
    If you want to see real results from your email marketing, you need a strong understanding of how each email performs so you can make improvements and learn more about your subscribers.
    Spending a few minutes in your email reports will tell you valuable information like who opened your email, who clicked on specific links, and what information was the most interesting to your readers.
    While it's important to know how engaging your messages are, make sure you're tracking actions that happen beyond your emails. How many clicks to your donation page are translating into real donations? What is the total amount of funds raised from a single email?

04

Social Media

How to became online with your clients and bussines communities during COVID and after

Social Media

Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks (using internet)

Social media = core networking tool and an essential part of the marketing mix of a modern social enterprise

Social media strategy

Time
Make sure that in your enterprise you (or your dedicated person) has time for social media communication.
This is not something you do in a 5 minute time slot during your lunch break.
Or you can use a special agency for creating the content and taking care of your social media profiles.

Define what do you do

Set a goal

Find influencers and communities

Define your audience

Social media strategy

Money
Be sure you´ll need budget for social media.
You may need advertising to achieve your target audience, additional costs for graphic art, pictures, translations, etc.
This is also the base for your calculation.

05 Turn what you do into a simple message

06 Plan your content

07 Choose the right channels, tools and distribution

08 Prepare for conversations

Social media strategy

DOs	DO NOTs
• **Do** post relevant content • **Do** post content from third parties • **Do** share your company's successes • **Do** interact with your follower	• **Don't** forget to post • **Don't** be too wordy • **Don't** forget to use visuals • **Don't** be afraid to have fun!

Additional Resources & Reading

https://factory.dev/blog/digitalization-business-growth

https://www.sciencedirect.com/science/article/pii/S0019850119300999

https://www.techtarget.com/searchcio/tip/Top-10-digital-transformation-benefits-for-business

https://www.sciencesphere.org/ijispm/archive/ijispm-050104.pdf

https://www.researchgate.net/publication/324238228_The_Digitalisation_of_Rural_Entrepreneurship

https://www.sciencedirect.com/science/article/pii/S0743016717312615

https://www.truqcapp.com/digitization-vs-digitalization-differences-definitions-and-examples/

http://libs.mfknukim.mk.ua/bitstream/123456789/1621/1/870-881.pdf

https://www.linkedin.com/pulse/implementing-digital-marketing-agribusiness-scope-abhinandan-mandal/

https://www.netguru.com/blog/digitization-and-digitalization

https://www.yokogawa.com/library/resources/white-papers/the-differences-between-digitization-digitalization-and-digital-transformation-in-manufacturing/

https://www.verizon.com/business/small-business-essentials/resources/are-you-taking-full-advantage-of-the-benefits-social/

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https://www.facebook.com/escape2project

www.escape2project.org

Module 8 Complete
Well Done!

Next is Module 9
Accessibility and Inclusiveness