

# Improve your digital marketing skills

Generate more leads and bookings by improving your digital marketing skills with the help of Tourism Tribe.

This program has been designed to equip the region's tourism operators with digital and traditional marketing knowledge and resources.

- ✓ Program and case studies specific to the Riverina Murray region
- ✓ Resources relevant to the Riverina Murray, NSW and Australian tourism industry network
- ✓ Webinar content based on survey results from 22 councils in the Riverina Murray region.

## Choose your preferred package.

### Webinar Package

**\$199**

12 months access

- Free access to all live and recorded webinars
- + TOURISM TRIBE MEMBERSHIP  
On demand online training:
  - Tutorials & support forums
  - Expert panel discussions
  - Community of inspiring and like-minded members

### Premium Package

**\$449**

12 months access

- One on one coaching session
- Digital business assessment
- Step by step action plan
- Free access to all live and recorded webinars
- + TOURISM TRIBE MEMBERSHIP  
On demand online training:
  - Tutorials & support forums
  - Expert panel discussions
  - Community of inspiring and like-minded members

### Pay As You Go Package

**\$119**

12 months access

- Purchase recorded webinars (pay as you go: \$20 per webinar)
- + TOURISM TRIBE MEMBERSHIP  
On demand online training:
  - Tutorials & support forums
  - Expert panel discussions
  - Community of inspiring and like-minded members

To sign up, visit  
[www.tourismtribe.com/rm](http://www.tourismtribe.com/rm)

#### FOR MORE INFORMATION CONTACT

Email: [help@tourismtribe.com](mailto:help@tourismtribe.com)  
Phone: +61 (0)7 3103 7994



Destination  
Riverina Murray NSW



# PROGRAM DETAILS

## 6 LIVE WEBINAR-STYLE TRAINING SESSIONS



Covering topics such as key Google must-knows, managing your online reputation (not just with TripAdvisor!), Facebook & Instagram and what the recent changes mean for your business, reviewing your own website for increased conversions, an introduction to email automation, distribution strategies that work well with OTAs and packaging as well as measuring and planning with Google Analytics!

- **Webinar #1 – Getting started on your marketing strategy.**  
(Wed Jun 20, 2018 12:00 noon, replay available)
- **Webinar #2 – Creating engaging content anytime.**  
(Wed Jul 4, 2018 12:00 noon, replay available)
- **Webinar #3 – Attracting your target market to your website and converting them.**  
(Wed Jul 18, 2018 12:00 noon, replay available.)
- **Webinar #4 – Best practice tourism websites.**  
(Wed Aug 1, 2018 12:00 noon, replay available)
- **Webinar #5 – Facebook and Instagram – how to get a return on investment.**  
(Wed Aug 15, 2018 12:00 noon, replay available)
- **Webinar #6 – Manage your online reputation and collaborate to grow your business and destination.**  
(Wed Aug 29, 2018 12:00 noon, replay available)



### ONE YEAR SUPPORT

Get the support you need at your fingertips thanks to your membership with the award-winning Tourism Tribe, an online community connecting tourism operators, industry and digital experts in a supported learning environment.

## OPTIONAL (PREMIUM PACKAGE ONLY)



### DETAILED REPORT CARD OF YOUR ONLINE PRESENCE

The full report (which includes a scorecard) is based on how your customers perceive your business. You will be able to follow step by step recommendations to improve different areas of your digital marketing.



### 90 MINUTE ONE-ON-ONE COACHING

With a fully trained digital strategist that will be able to answer your questions on the spot!

### TESTIMONIAL

#### What Melissa said about the Tourism Tribe:

“Great online community, incredibly helpful support team and so many different online tools. I had a one-on-one coaching session with Fabienne and I have so many new ideas that I am looking forward to implementing. She made things that I was feeling unsure about seem easy!”

*Melissa Husband - Wayoutback Safaris*



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