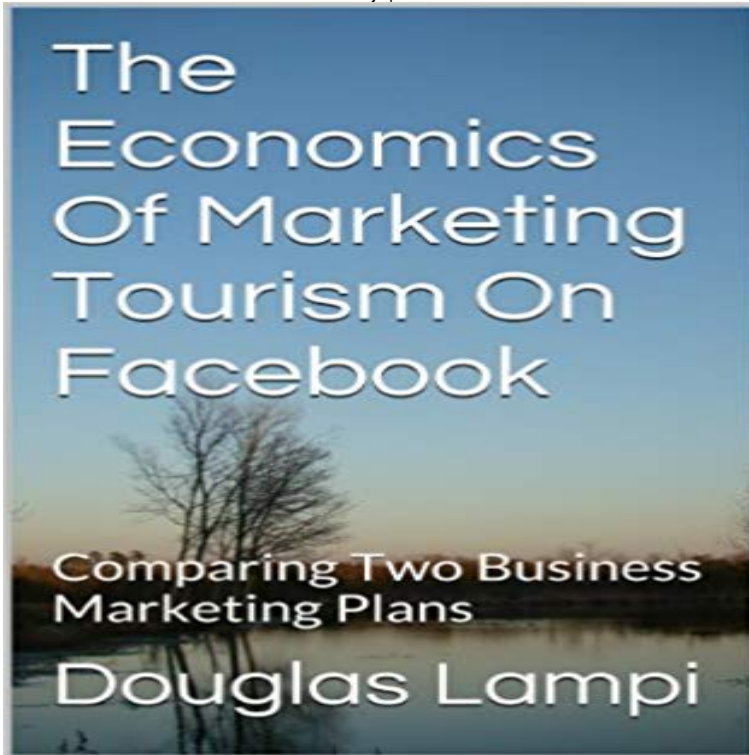


# The Economics Of Marketing Tourism On Facebook: Comparing Two Business Marketing Plans



Your lodge website, brochures and sport shows - and perhaps even your entire marketing budget - may not be the biggest influence to travelers who are searching for a place to book their next fishing or hunting vacation. You know how everyone is talking about the power of Social Media, yet few can provide a Marketing Plan with specific numbers, and a simple way to get consistent results? This book solves that problem. This book provides numbers to demonstrate the power of social media marketing by comparing the potential reach of a Traditional Marketing Plan with sport shows and printed brochures, against the potential reach of an online Social Media Marketing Plan. Both the Traditional Offline method of marketing, and the Online Content Marketing Plans are valid and useful marketing strategies for a seasonal Tourism Lodge or Resort, yet one Marketing Plan is an advertising cost, while the other is an asset investment. With social media and content marketing, you can create a quantifiable asset for your your business and achieve dramatically improved reach and exposure - for less cost! Marketing estimates and business projections generate numbers based on assumptions and industry averages. These estimates provide a useful point of reference to help business owners compare the effectiveness of different marketing strategies. You will gain perspective by comparing the benefits of each plan as we calculate specific numbers for estimated reach. We review these two Marketing Plans for a sample tourism business, and provide a number of simple action plans, so you can begin to map a strategy that complements the way you already do business. You will learn the value of creating online marketing assets that will continue to provide your business with new contacts and leads over the long-term.

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