



**COMPASSMEDIA**

**DIGITAL SUMMIT | SOCIAL MEDIA STRATEGY &  
ADVERTISING**  
APRIL 20, 2023



**NICOLE ABBOTT-  
PERETZ**

Director of Digital  
Marketing



**STEPHANIE MAY**

Content Director

# AGENDA

TOP SOCIAL MEDIA PLATFORMS

**SHORT-FORM VIDEO CONTENT**

INSTANT EXPERIENCES PAGE

**CONTENT & BOOSTING  
STRATEGIES**

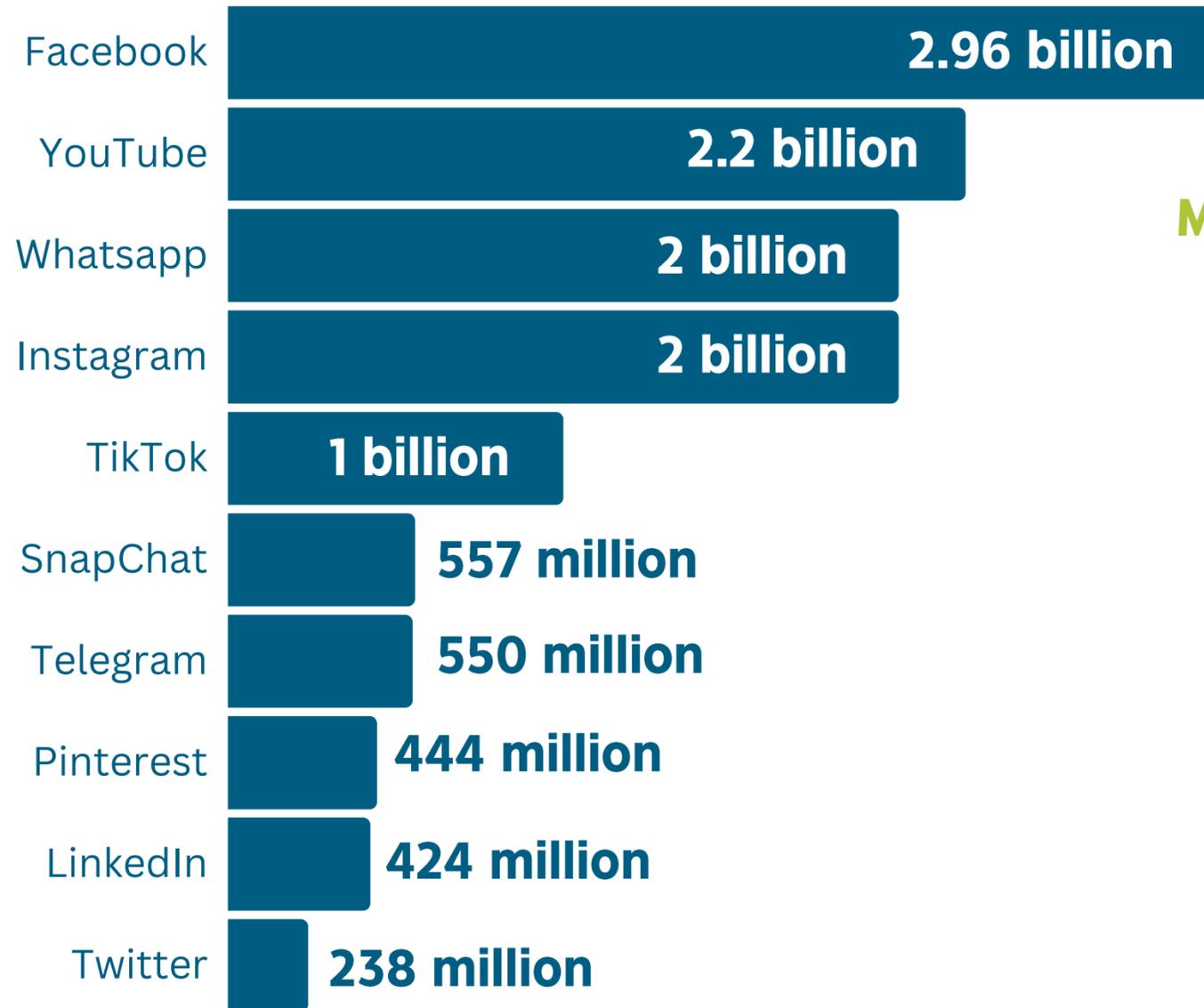
CUSTOM & LOOKALIKE AUDIENCES

**COMPASSMEDIA**

**LET'S  
GET  
SOCIAL!**

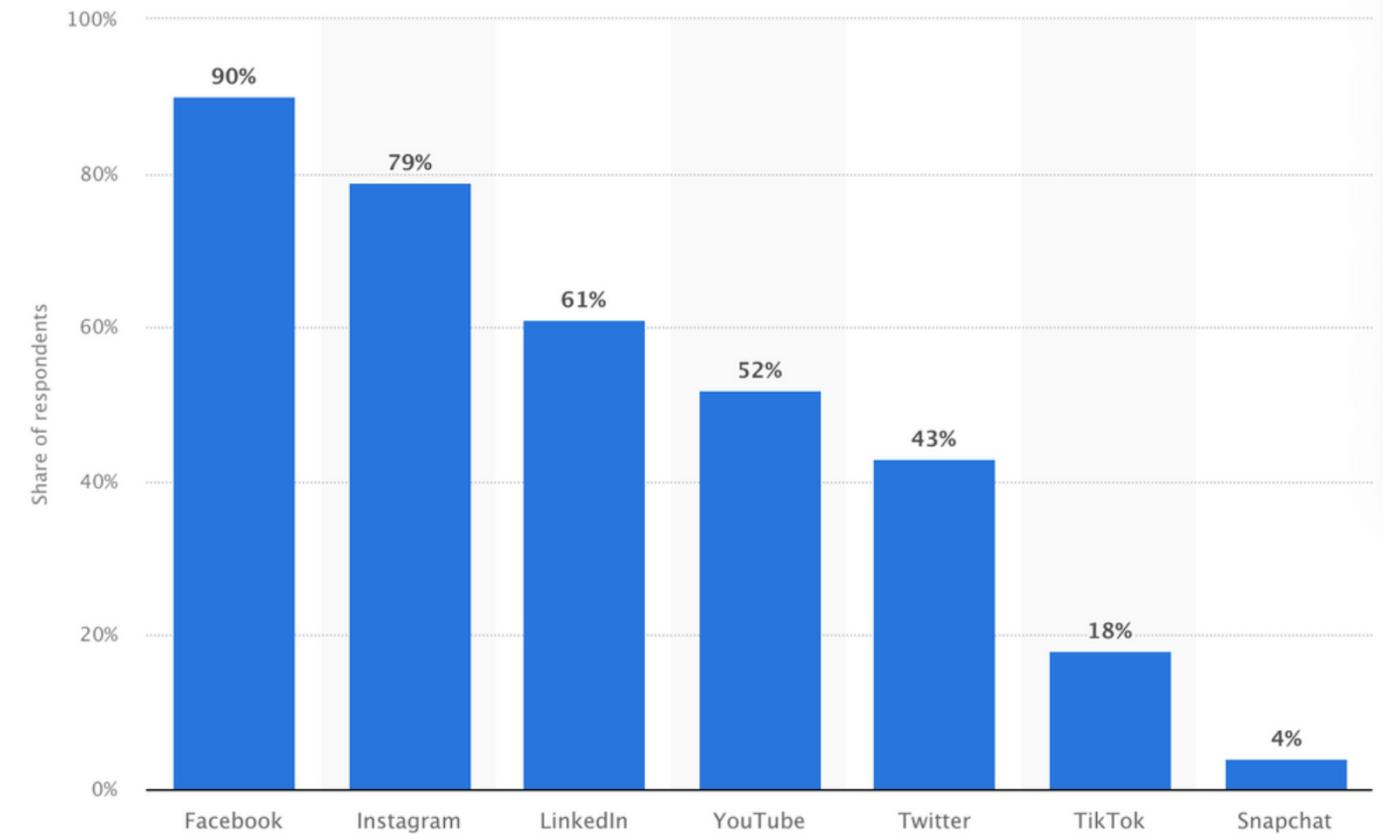


# MOST POPULAR SOCIAL MEDIA PLATFORMS



Monthly Active Users

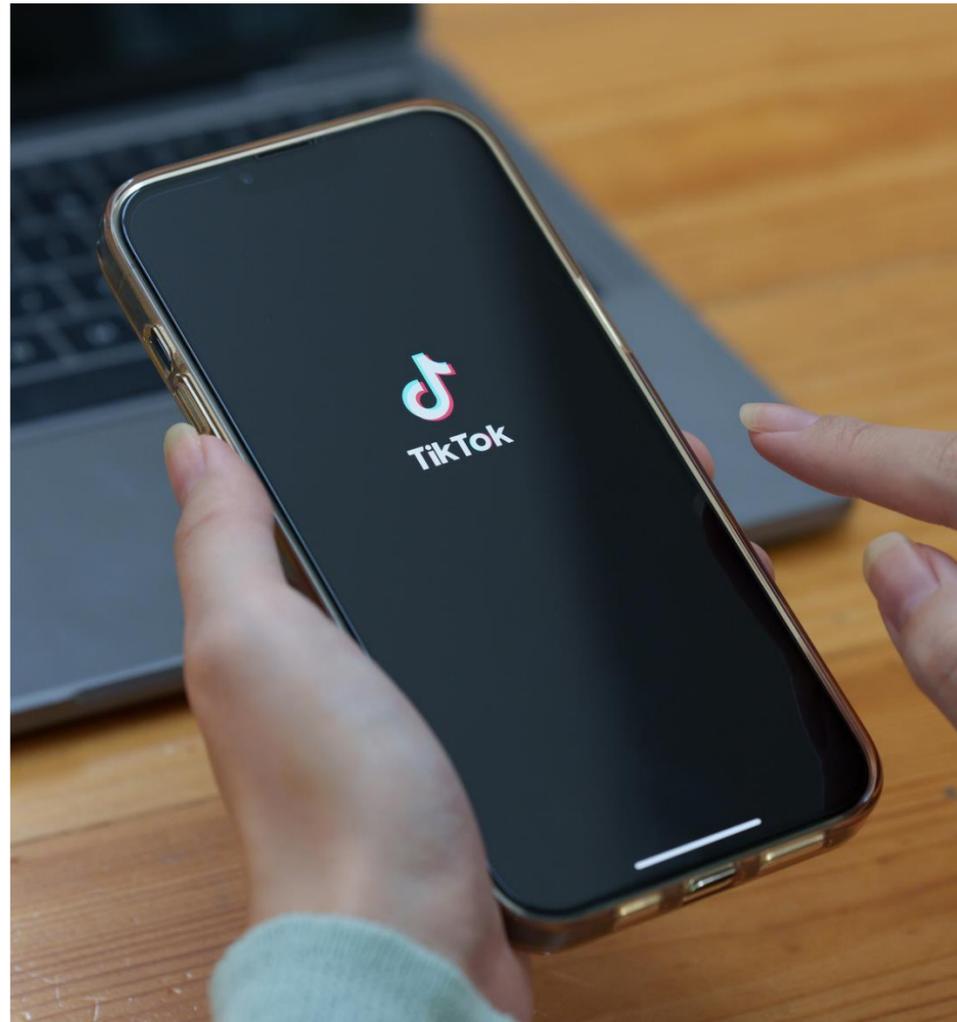
## Most Popular Social Media Platforms for Marketers



						
PEOPLE	25-65+ Boomers	18-34 Millennials	25-49 Educated /Wealthy	46-55 Professionals	10-39 Female (60%)	15-35 Male (54%)
EMOTIONS	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Overwhelmed</li> <li>• Guilty</li> <li>• Curious</li> <li>• Self-conscious</li> <li>• Connected</li> <li>• Entertained</li> <li>• Isolated</li> <li>• Lonely</li> </ul>	<ul style="list-style-type: none"> <li>• Inspired</li> <li>• Entertained</li> <li>• Adventurous</li> <li>• Smart</li> <li>• Flirtacious</li> <li>• Self-conscious</li> <li>• Creative</li> <li>• Playful</li> <li>• Attractive</li> </ul>	<ul style="list-style-type: none"> <li>• Anxious</li> <li>• Isolated</li> <li>• Overwhelmed</li> <li>• Informed</li> <li>• Flirtacious</li> <li>• Lonely</li> <li>• Self-conscious</li> <li>• Guilty</li> <li>• Depressed</li> </ul>	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Smart</li> <li>• Inspired</li> <li>• Celebratory</li> <li>• Connected</li> <li>• Motivated</li> </ul>	<ul style="list-style-type: none"> <li>• Funny</li> <li>• Creative</li> <li>• Informed</li> <li>• Motivated</li> <li>• Practical</li> </ul>	<ul style="list-style-type: none"> <li>• Informed</li> <li>• Entertained</li> <li>• Funny</li> <li>• Curious</li> <li>• Playful</li> </ul>
WEAKNESS	Weak organic reach	High Ad Costs	See Emotions	Reporting & custom audience	Reporting & See News	Video Production

						
STRATEGIES	<ul style="list-style-type: none"> <li>• Local Marketing</li> <li>• Advertising</li> <li>• Building relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic engagement</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Ads targeting males</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic engagement</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• SEO</li> <li>• Ads targeting below 35</li> </ul>
CONTENT	Images, Vertical Videos	Images, Vertical Videos	Text, Images	Images, Videos	Vertical Videos	Videos, Vertical Videos

# The Future of TikTok?



Ad spend on TikTok in the US grew 6% month over month in March - despite a potential national ban of the platform.

**It grew more than 30% year over year.**

The travel & tourism industry bumped up its ad spend on the platform more than 300% compared to Q1 of last year.

# YouTube, But Shorter!

This screenshot shows the YouTube channel page for 'Visit Alabama Beaches'. At the top, there is a search bar and a 'Sign in' button. Below this is a banner image of a beach with the text 'Gulf Shores & Orange Beach'. The channel's profile picture is a circular logo with the text 'GULF SHORES & ORANGE BEACH TOURISM'. The channel name is 'Visit Alabama Beaches', with the handle '@TheBeachIsCalling', 1.91K subscribers, and 553 videos. A 'Subscribe' button is visible. Below the channel information are navigation tabs for HOME, VIDEOS, SHORTS, LIVE, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The main content area displays a grid of video thumbnails with titles such as 'Parasailing in Gulf Shores & Orange...', 'Family Fun: Beachin' It in Gulf Shores, AL', 'Snorkeling in Gulf Shores & Orange...', 'The Perfect Gulf Shores Alabama Beach Sunset', 'A Beach Sunset in #OrangeBeach...', and 'Winter Beach Vacation in Orange Beach...'.

This screenshot shows the YouTube Shorts feed. At the top, there are filter buttons for 'All', 'From Jules Acree', 'Related', and 'Recently uploaded'. The 'Shorts' section features two video thumbnails: one titled 'pov: you finished your lunch break & i...' with 14K views, and another titled 'a sunday reset | #resetwithme' with 11K views. Below the shorts are 'Products you might like' recommendations, including cameras and lenses.

This screenshot shows a YouTube Short video player. The video title is 'Parasailing in Gulf Shores & Orange Beach, AL | The Ultimate Paragliding Adventure'. The channel name is '@TheBeachIsCalling' with a 'Subscribe' button. The video has 25 likes, 0 dislikes, and 0 comments. The player includes a 'Share' button, a 'Remix' button, and an 'Original Sound' option. The bottom navigation bar shows 'Home', 'Shorts', 'Subscriptions', and 'Library'.

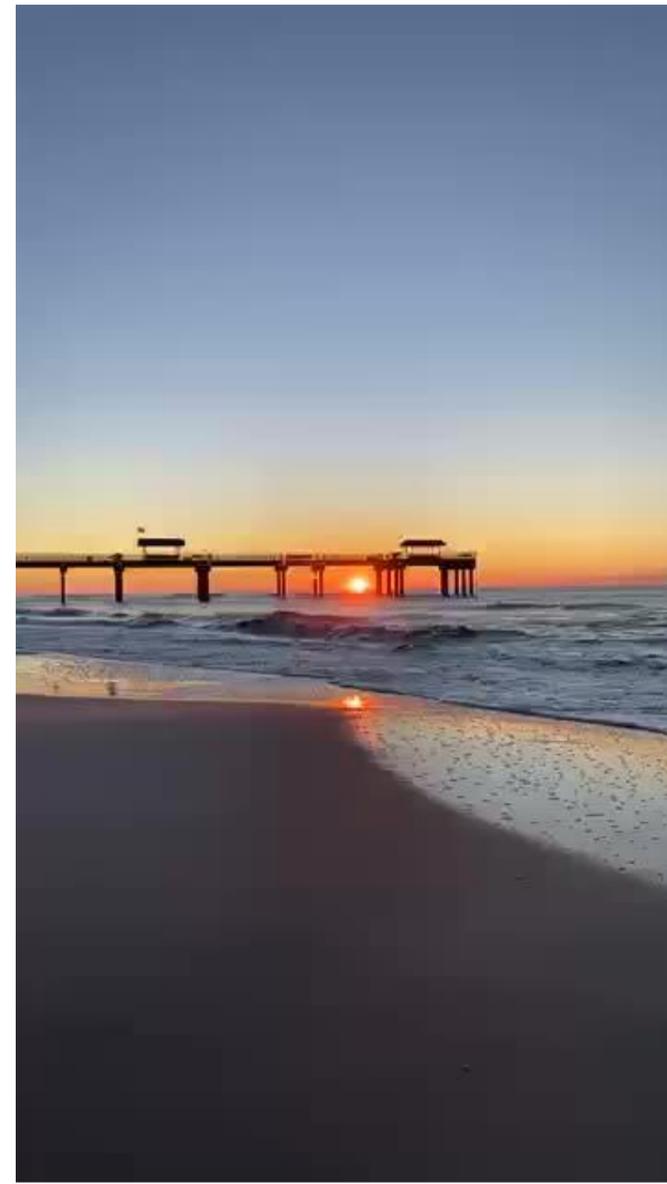


# SHORT-FORM VERTICAL VIDEOS



# Short Form Videos

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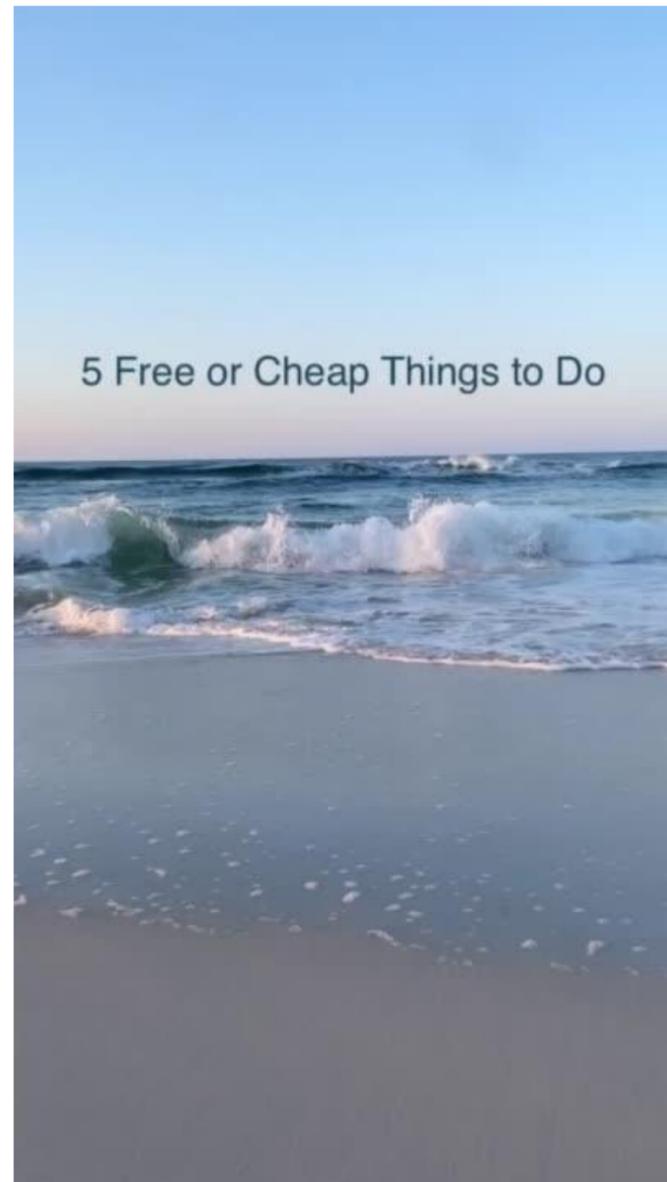
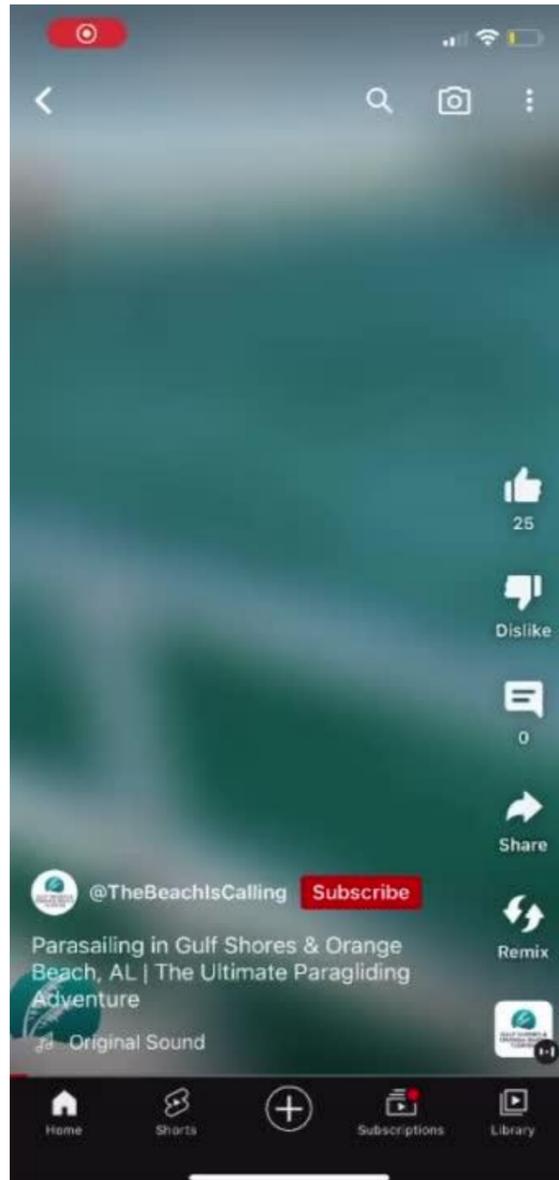
Tell a visually-engaging story in under 60 seconds.

**9X more likely to engage than any other type of content.**

You can build videos on Instagram, TikTok or using 3rd party apps, like Vimeo.

# Short Form Video Tips

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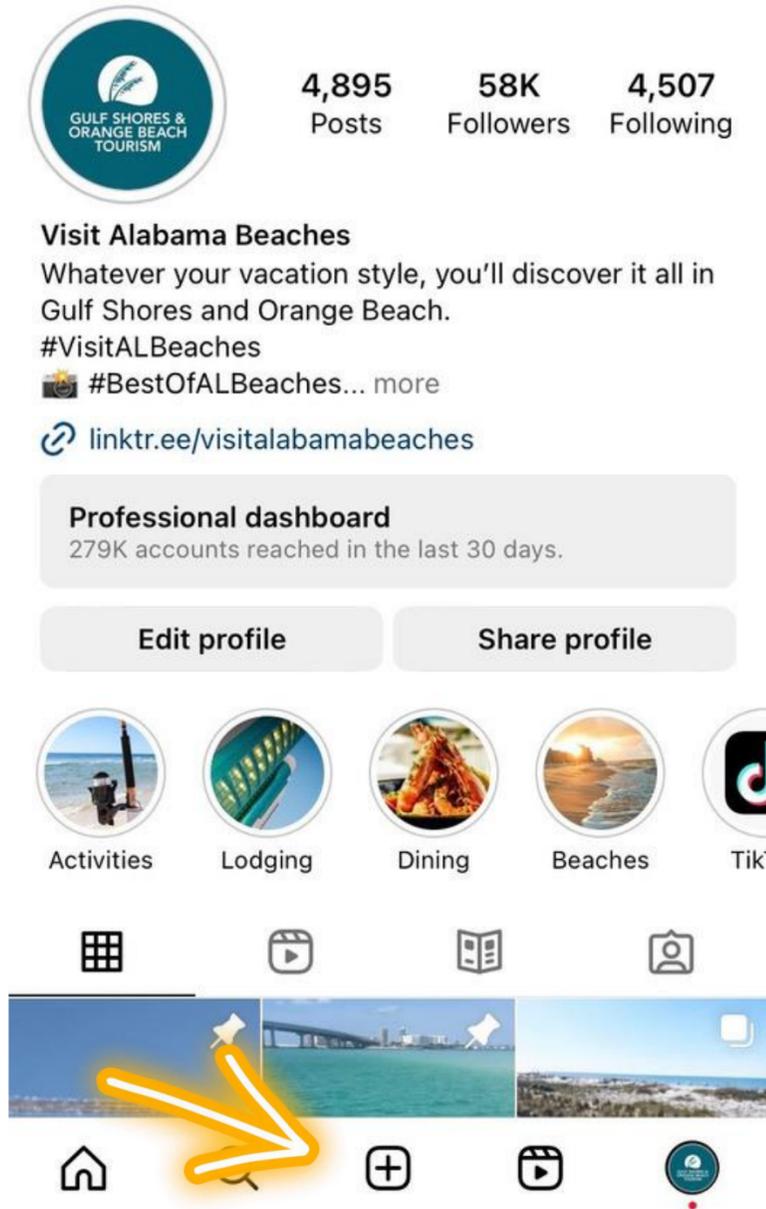
15-30 second videos are the most engaging.

**Optimize your video captions/hashtags for SEO.**

Listicles continue to engage!

**Note that music available to business accounts is limited.**

# Creating Reels on Instagram



**GULF SHORES & ORANGE BEACH TOURISM**

4,895 Posts   58K Followers   4,507 Following

**Visit Alabama Beaches**  
Whatever your vacation style, you'll discover it all in Gulf Shores and Orange Beach.  
#VisitALBeaches  
#BestOfALBeaches... more  
[linktr.ee/visitalabamabeaches](https://linktr.ee/visitalabamabeaches)

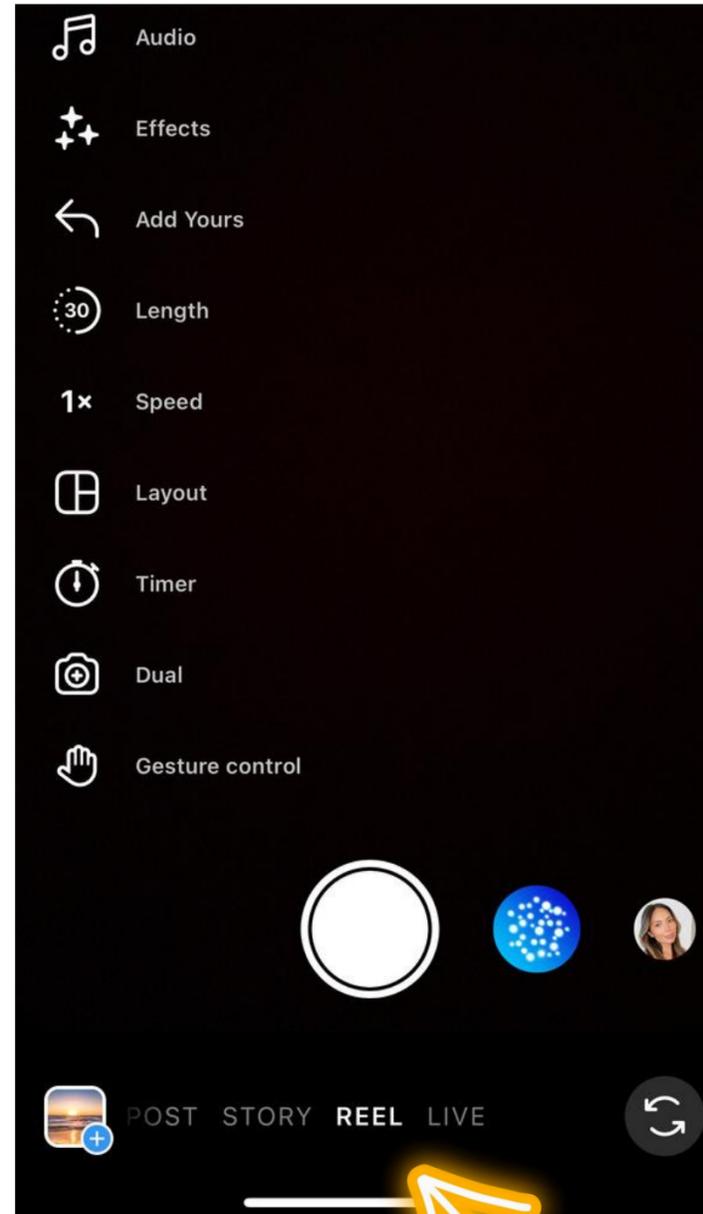
**Professional dashboard**  
279K accounts reached in the last 30 days.

[Edit profile](#)   [Share profile](#)

Activities   Lodging   Dining   Beaches   Tik

Home   Search   **+**   Reels   Profile

*Note: A yellow arrow points to the '+' icon in the bottom navigation bar.*



- Audio
- Effects
- Add Yours
- Length (30)
- Speed (1x)
- Layout
- Timer
- Dual
- Gesture control

POST   STORY   **REEL**   LIVE

*Note: A yellow arrow points to the 'REEL' option in the bottom navigation bar.*



Explore audio  
Tap to browse

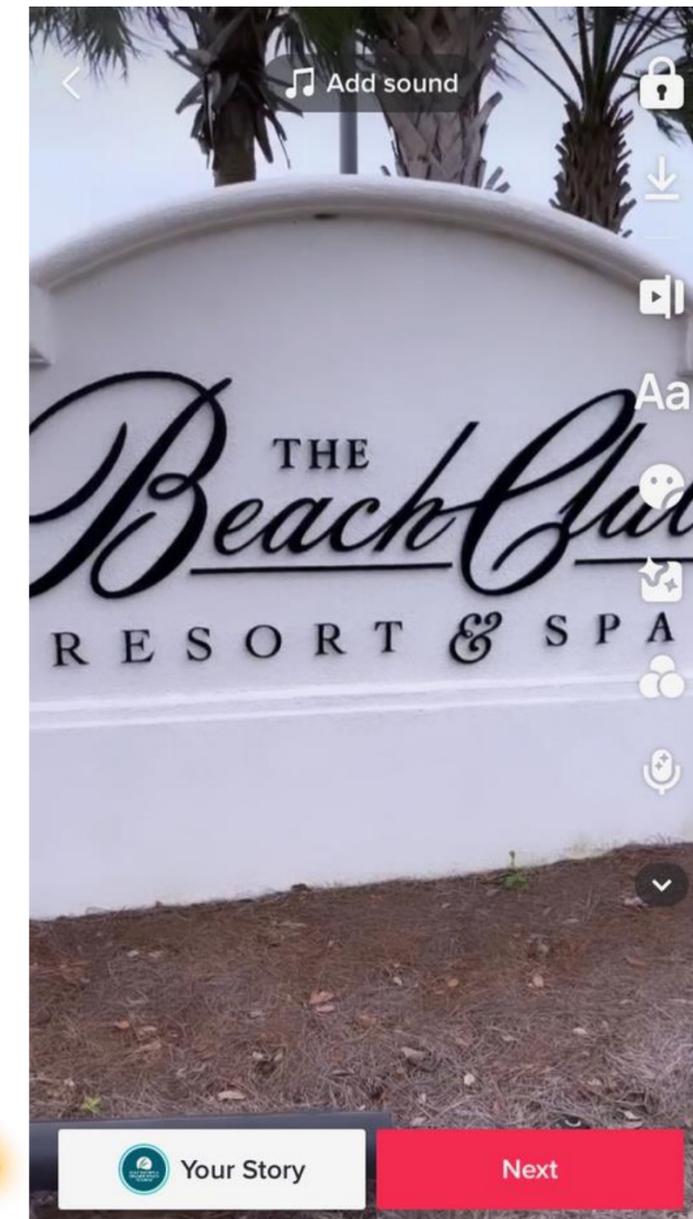
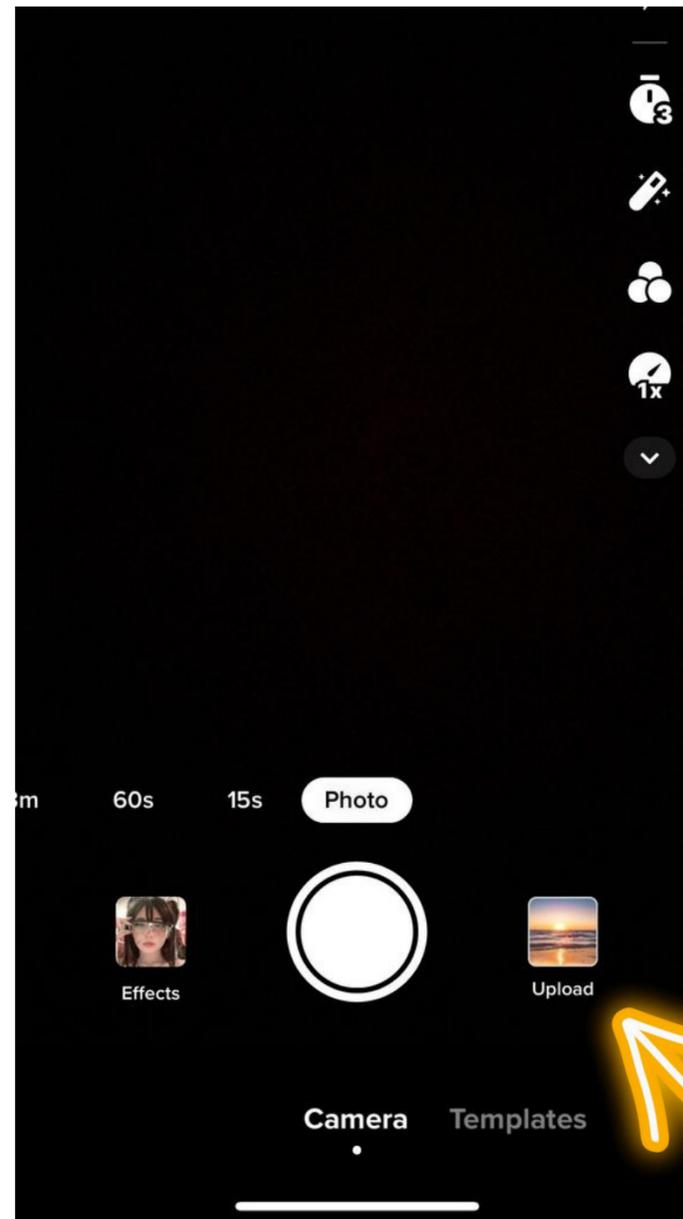
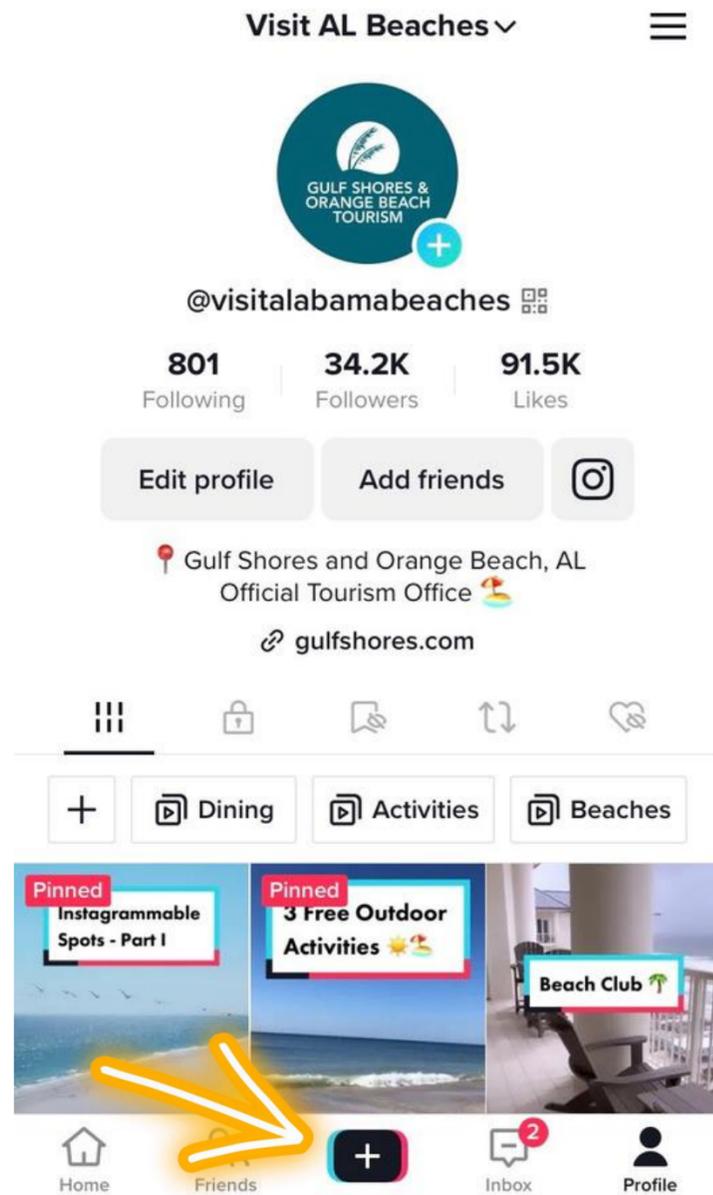
**THE Beach Club**  
RESORT & SPA

0:38

[Edit clips](#)   [Next >](#)



# Creating Videos on TikTok



# INSTANT EXPERIENCES



# What Is It?

A full-screen experience that opens after someone taps your ad on a mobile device.

You can create an Instant Experience to visually highlight your brand or products and services.



On land or on the water, Gulf Shores and Orange Beach provide plenty of ways to enjoy your vacation. Visit the zoo. Take a hike. Take a cruise.



View Digital Vacation Guide



Visit Alabama's Beaches

Head to the white-sand beaches of Gulf Shores and Orange Beach for a spring family vacation to remember!



Book Your Stay

ads.tiktok.com





On land or on the water, Gulf Shores and Orange Beach provide plenty of ways to enjoy your vacation. Visit the zoo. Take a hike. Take a cruise.



[View Digital Vacation Guide](#)



## Vacation Guide & Brochures

Scroll down and fill out the form to order your copy of the 2023 Gulf Shores & Orange Beach Vacation Guide. Please be sure to include your contact details and to click each of the desired publications and other collateral you wish to receive.

Once you submit your request, you can expect to receive your materials in two weeks. Please note: C...  
Vacation Guide is included with each order unless...  
unselected. *E-mail addresses will not be sold. See our*



### Visit Alabama's Beaches

Head to the white-sand beaches of Gulf Shores and Orange Beach for a spring family vacation to remember!



[Book Your Stay](#)

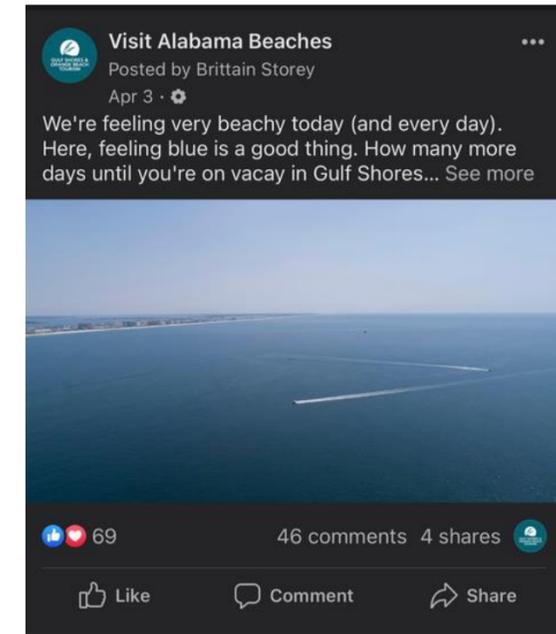
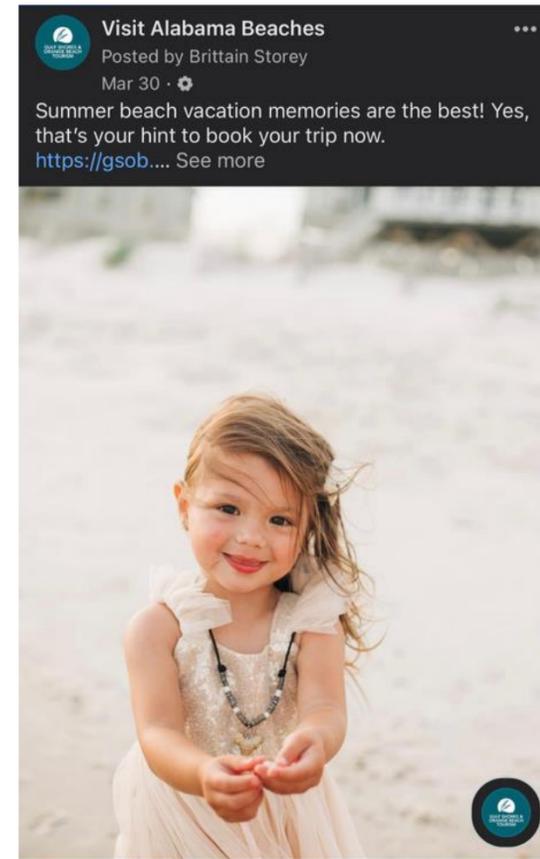
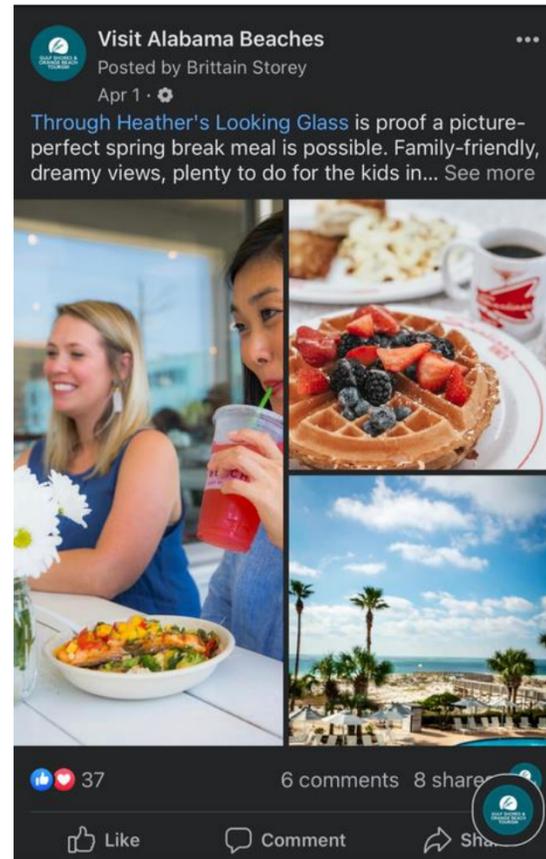
ads.tiktok.com



**CONTENT THAT  
(GETS) CLICKS!**



# #1 Goal - Make Users STOP Scrolling



Think mobile-first when choosing content!  
Adding text or graphics cuts down on engagement (and reach).

# They Stopped Scrolling. Now What?

People are 5X more likely to read the HEADLINE vs CAPTION.

Keep it short, but specific and engaging.

**HEADLINE** →

Visit Alabama Beaches  
Sponsored · 🌟

Ready for a vacay mood booster? Visit Gulf Shores and Orange Beach this June!

gulfshores.com  
**Visit Alabama Beaches this June!** [Learn more](#)

Like Comment Share

← **CAPTION**

- Ask a question
- Fun facts
- Tutorials
- Keep it conversational

# Stories for Facebook, Instagram & Messenger



Share new products / menu items / offers / sales.  
Don't post too many in a day.  
If you have more than 10K followers, you can (and should) link to your website.



# Boosting Strategies



- **Vacation rentals, real estate, insurance, or employment-related posts need to choose a “special category” for the boost to be approved.**
- **Posts about alcohol need to be targeted to 21+ audience.**

**Visit Alabama Beaches**  
Published by Brittain Storey · 3d · ⚙️

When it comes to views, sandy toes and salty air, Gulf Shores and Orange Beach aren't too shabby. We are, however, pretty crabby. In a good way! Find everyone's favorite local crustacean during your vacation: <https://gsob.co/3JJibHu> 🦀



**11,866** People reached    **158** Engagements    **—** Distribution score    **Boost post**

68    7 comments    10 shares

- **Choose your goal. Don't choose "Automatic".**
- **Location is key for a local business.**
- **Pay attention to the audience size based on your budget.**

**Goal** [X]

What results would you like from this ad?

- Automatic**  
Let Facebook select the most relevant goal based on your settings.
- Get more messages**  
Show your ad to people who are likely to send you a message on Facebook, WhatsApp, or Instagram.
- Get more engagement**  
Show your ad to people who are likely to react, comment and share.
- Get more leads**  
Use a form to collect contact information from potential customers.
- Get more website visitors**  
Show your ad to people who are likely to click on a URL in it.
- Get more calls**  
Show your ad to people who are likely to call your business.

Cancel Save

**Audience** ⓘ

Who should see your ad?

People you choose through targeting

**Audience details** ⓘ

Location - living in: United States: Gulf Shores (+10 mi) Alabama  
Age: 18 - 65+

People in your local area

Create new

**Duration** ⓘ

Days: 7 [−] [+]    End date: Apr 24, 2023

**Total budget** ⓘ

Estimated 152 - 438 Accounts Center accounts reached per day

**\$ 14.00** ⓘ

\$1.00 [Slider] \$1,000.00

# Pro Social Media Content Tips

- Create a content calendar.
- Schedule content in advance.
- Batch content creation.
- Reuse engaging content.
- Optimize your captions!  
#locationpins  
#hashtags

The image displays two screenshots from the Meta Business Suite interface. The top screenshot shows a 'Scheduled' view of posts, listing titles, scheduled dates, and privacy settings. The bottom screenshot shows a 'Planner' view for April 2023, featuring a calendar grid with scheduled posts and their respective times.

**Meta Business Suite - Scheduled Posts**

Title	Date scheduled	Privacy	Status
Goodnight, Gulf Shores. Goodnight, Or...	Wed May 31, 7:30am	Public	Boost unavailable
Sunsets along the Alabama Beaches n...	Fri May 26, 8:15pm	Public	Boost unavailable
Happy Mother's Day! 🌸 How are you c...	Sun May 14, 11:05am	Public	Boost unavailable
Padding into the sunset? 🌅 Yes, please.	Wed May 10, 8:20pm	Public	Boost unavailable

**Meta Business Suite - Planner (April 2023)**

Plan your marketing calendar by creating, scheduling, and managing your content.

Week: Sun 16, **Mon 17**, Tue 18, Wed 19, Thu 20, Fri 21, Sat 22

Content type: all | Shared to: all

**Moments**

Apr 2023  
2 upcoming moments

- Fri, Apr 21  
**Eid al-Fitr**  
1 post · 1 story
- Sat, Apr 22  
**Earth Day**  
2 Posts · 2 Stories

# CUSTOM & LOOKALIKE AUDIENCES



## Custom Audience

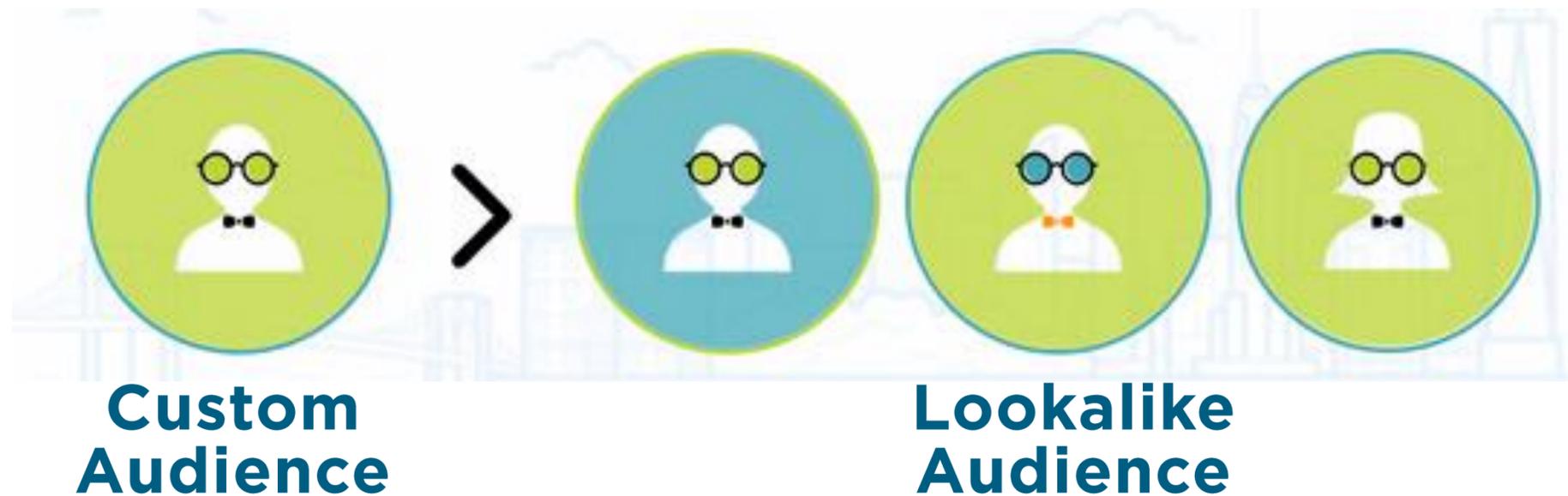
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An audience made up of people who have already shown interest in your business.

## Lookalike Audience

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An audience made up of people who are similar to (or "look like") the people in a custom audience.



# How Do You Create a Custom Audience?

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## Your Sources:

- **Website (requires pixel)**
- **Customer List**
- **App Activity**
- **Offline Activity**

## Meta Sources:

- **Facebook Page**
- **Instagram Account**
- **Events**
- **Lead Form**
- **Video**
- **Shopping**
- **Instant Experience**

# Custom Audiences from Email Lists

	A	B	C	D	E	F	G	H	I	J	K
1	First Name	Last Name	Company Name	Address	City	County	State	Zip	Phone1	Phone2	Email
2	James	Butt	Benton, John B Jr	6649 N Blue Gum St	New Orleans	Orleans	LA	70116	504-621-892	504-845-1427	jbutt@gmail.com
3	Josephine	Darakjy	Chanay, Jeffrey A Esq	4 B Blue Ridge Blvd	Brighton	Livingston	MI	48116	810-292-938	810-374-9840	josephine_darakjy@darakjy.org
4	Art	Venere	Chemel, James L	8 W Cerritos Ave	Bridgeport	Gloucester	NJ	8014	856-636-874	856-264-4130	art@venere.org
5	Lenna	Paprocki	Feltz Printing	639 Main St	Anchorage	Anchorage	AK	99501	907-385-441	907-921-2010	lpaprocki@hotmail.com
6	Donette	Foller	Printing Dimensions	34 Center St	Hamilton	Butler	OH	45011	513-570-189	513-549-4561	donette.foller@cox.net
7	Simona	Morasca	Chapman, Ross E	3 McAuley Dr	Ashland	Ashland	OH	44805	419-503-248	419-800-6759	simona@morasca.com
8	Mitsue	Tollner	Morlong Associate	7 Eads St	Chicago	Cook	IL	60632	773-573-691	773-924-8565	mitsue_tollner@yahoo.com

Providing Facebook multiple data points to match a person helps create a larger custom audience.

## Using Custom Audiences

- Create as many audiences as possible with your customer data
  - Converters and Non-Converters
  - Website Visitors
  - Engaged Facebook audiences
- Save your money!
  - Exclude people who visited the confirmation page
  - Upload a list of converters to exclude from campaigns
- Keep Your Audiences Up to Date

## What is a Custom Audience Good For?

**REMARKETING!**  
**Retention & Loyalty**

## What is a Lookalike Audience Good For?

Finding people who are  
similar to your most  
valuable audiences!



## Takeaways

- Facebook is still #1 for social advertising.
- **The Future of TikTok is uncertain but you can pivot to Instagram Reels and YouTube Shorts.**
- Vertical, Short-Form Videos don't break the bank since they can be created directly on your phone.
- **Instant Experiences are a way to engage social media users without them having to leave the platform.**
- Re-engage your website visitors and email subscribers by using your 1st party data (emails and remarketing from your pixel).

THANK  
you



GULF SHORES &  
ORANGE BEACH  
TOURISM



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