



Expert Tips to grow your group sales

By Group Tour Media, publisher of *Group Tour* and *Student Group Tour* magazines

Use SOCIAL MEDIA to reach tour operators where they hang out online.

Catherine Heeg's social media checklist for building your relationships with tour operators.

After a social connection is made:*

- Start a closed Facebook group just for Tour Operators .
 - Move all your Facebook “friends” who are tour operators into this group.
 - Inspire conversations.
 - Post relevant content that draws members to your web portal.
- Join conversations on Facebook and LinkedIn groups that are frequented by tour operators.
- Collect all tour operator email addresses into a CSV [comma separated values file] then upload as a Custom Audience on your Facebook ad account.
 - Target your industry-specific ads to this custom audience.
 - Consider running “dark ads” for industry. These ads don’t show on your timeline, but are shown to your custom audience.
 - Create an e-blast with a embed video of interest for your custom audience.
- Start a live-streaming video series just for tour operators.
 - Consider Facebook Live, Blab or Periscope.
 - Highlight tours, “A day in the life”, and/or “On the road” adventures with your company.
- Partner with other suppliers to create an entire package and jointly promote it to both lists of tour operators.

Build *relationships* for success with tour operators!



Catherine Heeg is a social media trailblazer for the travel, hospitality and tourism industry. Connect with her at www.cmsspeaking.com.

*Last month's Expert Tips covered Heeg's social media strategies for *before* a trade show, sales mission or conference.