

What We Will Cover Today

Travel Consideration Ads

Advanced targeting strategy to reach people who are planning a vacation.

Refresher: Targeting Strategies for Reaching the “New Tourist”

Understanding the options for geotargeting on Facebook and Instagram

Live Brainstorming and Strategy Session for Attendees

We will break down opportunities and challenges for class attendees to help with paid social strategy

Trip Consideration Ads

- 68% of millennials found ideas for their most recent trip on Facebook, and the same is true for 60% of millennials on Instagram.
- Trip consideration ads are designed to help travel advertisers reach people who have expressed intent to travel, but have not yet decided where to go or booked their trip.
- It's a good option for travel organizations that don't sell specific inventory, like destination marketing organizations. Trip Consideration is also a simple starting point for new advertisers and quick set-up for limited run campaigns, like promotions.
- Optimized for potential travelers. Expand your reach to people who show general travel intent and intent to go to a specific destination, even if they haven't visited your website.
- Refine your existing audience: You can combine this feature with other audience targeting.
- Trip Consideration can be optimized for:
Web Traffic, Engagement, Video Views, Lead Generation, Messages, or Website Conversions.

More On Trip Consideration Ads

Requirements

- You must have a pixel installed on your website with specific parameters that will vary depending on your business (hotel, flight, destination etc). Facebook provides detailed instructions for a developer or someone familiar with installing pixels.
- This optimization is only available to travel advertisers. If you are not a travel advertiser or are not correctly labeled as a travel advertiser in your ad account, you will need to contact your Facebook sales representative to get added. If you do not have a sales representative, a marketing agency can often help contact Facebook on your behalf.

Suggestions: Catalogs (more details on the next slide)

- A catalog is NOT required, but would be encouraged. Facebook has a special category (similar to an eCommerce inventory) for Flight Catalogs, Hotel Catalogs, and Destination Catalogs.

These catalogs can be fairly simple to set up, to fairly complicated, depending on the website platform you use. The catalogs draw dynamically straight from the content on your website. They are especially useful in retargeting ads, where someone has already visited your website and you want to show them again what they were looking at, plus other similar content.

What is a Catalog Anyway?

Types of Travel Catalogs

- Hotel retargeting
- Flight to hotel cross-sell
- Flight retargeting
- **Destination retargeting**

To complete some types of destination ads, you will also need to create and populate a catalog.

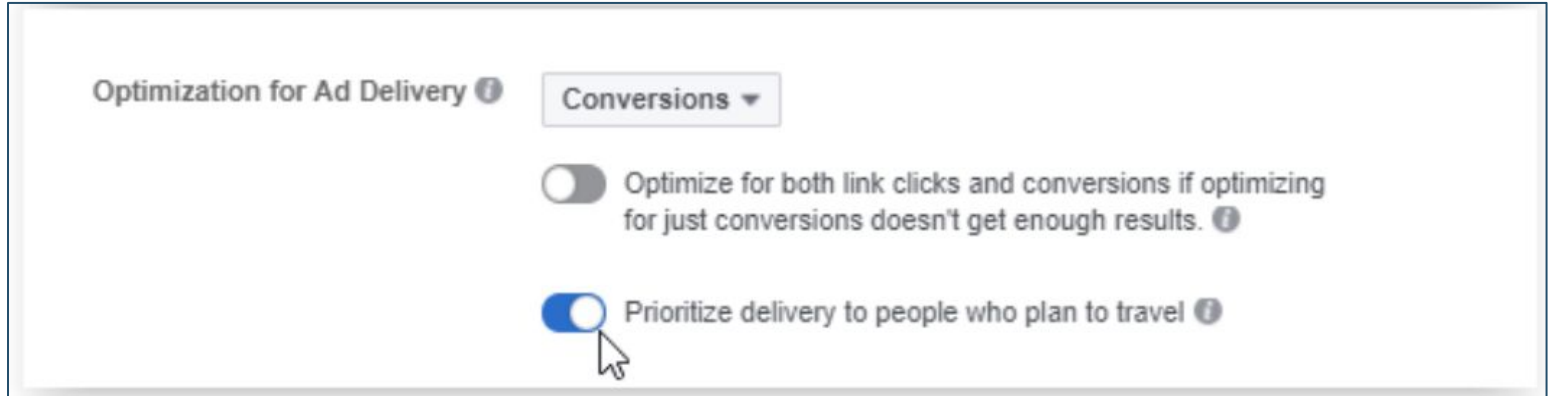
A catalog is a file that contains your inventory data.

There are different ways to set up a destination catalog:

- If you are a developer: visit Facebook for Developers for API documentation.
- If you are an advertiser, you can:
 - Set up a catalog manually in Catalog Manager.
Note: Facebook recommends that you add items manually if you have fewer than 50 items
 - Use the steps below to set up a catalog by uploading a destination feed in Catalog Manager.

Trip Consideration Ads - Audiences

Once you have been approved as a Travel Advertiser, you will see the following optimization option when you set up your ads in Ads Manager:



Once you are approved as a Travel Advertiser, you will also see new options when setting up your audiences- allowing you to choose a broad audience or a retargeting audience. You can still add additional parameters to this such as age and gender.

Trip Consideration Ads- Audiences

Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

Use info from your pixel or app to create a retargeting audience.

Define a broad audience and let Facebook optimize who sees your products.

Though not required, it is strongly recommended to run travel ads to a retargeting audience who has visited your website while you are running travel ads to broad audiences. When you do this, traffic being driven by the travel ads broad audiences campaign will be “caught” by retargeting ads from the travel ads retargeting campaigns which will help drive conversions.

Trip Consideration Ads Success Story



Leading up to summertime, Rover wanted to find people who were planning trips and would need pet-care services. For us, Facebook is an important advertising platform, and the Facebook trip consideration feature allowed us to unlock that exact customer segment. By leveraging travel intent across our campaigns and pinpointing those people, we were able to scale efficiently and acquire new customers.

Matthew Mayback

Growth Marketing Manager, [Rover](#)



Their Goal: Rover wanted a way to grow its customer base by reaching potential travelers who might need pet-care services while they are away from home.

Their Results: The pet-care services company used Facebook trip consideration in a campaign to cost-effectively reach 3x more potential travelers and gain new customers, increasing customer acquisition by 2.5X.

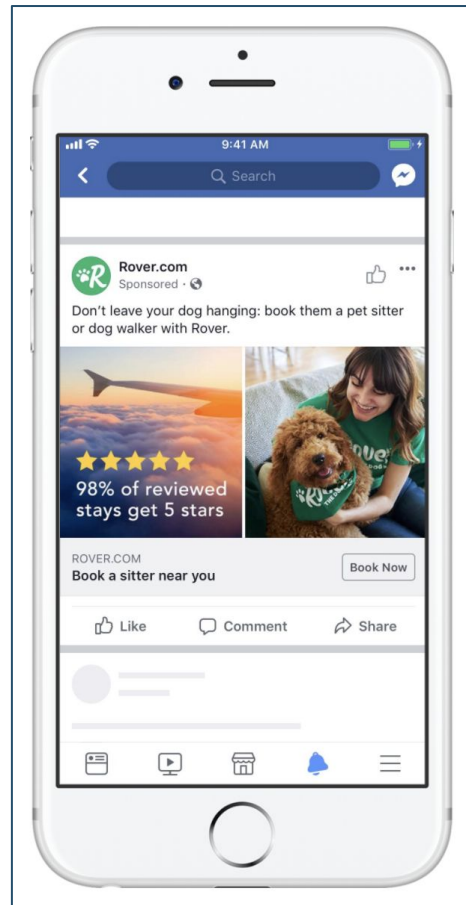
Trip Consideration Ads Success Story

How They Did It

To start its campaign, Rover built a series of Facebook photo ads and ran them in Facebook News Feed and Instagram feed. The creative featured happy-looking dogs with messaging such as “Passport? Suitcase? Dog sitter? Try a 5-star Rover sitter near you!” as well as forlorn-looking dogs with messaging such as “Are you going somewhere?” Each ad had a “Book Now” call to action button that linked to the company website where people could reserve their desired pet-care services.

Rover then served the ads to US adults aged 22–64 (excluding current customers), as well as to those with an interest in dogs.

The dog care service network then chose to optimize ad delivery to people who plan to travel.



Revisiting Targeting the New Tourist

When creating an audience and choosing locations, Facebook will, by default, choose “**people living in or recently in this location**”. However, if you click on the drop down arrow, you can customize this to choose only:

- People living in this location - Locals, regardless of where they are currently
- People recently in this location - Recent visitors
- People traveling in this location - Non-locals currently visiting (tourists)

Choosing the right option can help you target tourists who are currently here to visit your area, or people who were recently here with incentives to return.

Audience Targeting by Location

Create a Saved Audience ✕

Audience Name

Custom Audiences

Exclude | [Create New](#) ▾

Locations

- People living in or recently in this location ▾
 - ✓ People living in or recently in this location ⓘ
 - People living in this location ⓘ
 - People recently in this location ⓘ
 - People traveling in this location ⓘ

ADD LOCATIONS IN BULK

Age
 ▾ ▾

Gender

Languages

Potential Audience:
Potential Reach: 230,000,000 people ⓘ

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Audience Targeting by Location

Once you decide who you are trying to target (recent visitors, locals, or current tourists), you can choose the actual location.

You can do this using:

- Zip codes
- States
- Countries
- Names of towns
- Counties

You can even do a bulk upload of multiple locations. If you choose to target by town, it allows you to choose how large of a radius around that town you would like to reach (between 10-50 miles).

Audience Targeting by Location

Create a Saved Audience

Custom Audiences

Add a previously created Custom or Lookalike Audience

Exclude | Create New

Locations

People living in or recently in this location

United States

United States

Include | Type to add more locations | Browse

You can type in specific countries, state/regions, cities, postal codes, addresses, DMAs or congressional districts.
You can also add worldwide or global regions. Learn more

Drop Pin

Add Locations in Bulk

Create a Saved Audience

Locations

People living in or recently in this location

United States

Asheville, North Carolina + 25mi

Include | Type to add more locations | Browse

Current city only

✓ Cities within radius

10 50 25 mi

Drop Pin

Add Locations in Bulk

Audience Targeting by Location

Something many people do not know is that you can also exclude certain locations. For example, if you want to reach all of the state of North Carolina, but you do not want to spend your ad dollars on Charlotte, you can choose to target North Carolina but exclude Charlotte.

The screenshot displays the 'Create a Saved Audience' interface. At the top, it says 'Create a Saved Audience'. Below that, the 'Locations' section is active, showing a dropdown menu with 'People living in or recently in this location'. The map shows the United States with a blue pin on North Carolina. Below the map, there is a list of locations: 'North Carolina' (checked) and 'Charlotte, North Carolina + 25mi' (unchecked). A 'Browse' button is visible. The map shows a shaded region covering most of North Carolina, with a red 'X' pin over Charlotte, indicating it is excluded. Other cities like Raleigh, Knoxville, Atlanta, Columbia, and Wilmington are also visible. A 'Drop Pin' button is at the bottom right of the map.

Tips for Efficient and Effective Social

- User Generated Content
- Local Community Contributors: Photographers, blog writers
- Graphic and Visual Assets: Focus on photography and video first
- What to Share: Focus on aspirational experiences
- Link Back: Always try to link back to your site, which requires relevant content to match the social promotion

Brainstorm

I'm happy to help with any of the following:

- 1. Audience and targeting strategies*
- 2. Tactics for creating more engaging social content*
- 3. Understanding social ad budgeting and planning*
- 4. Campaign strategy*
- 5. Deciding which social media platform to advertise on*
- 6. Any other questions related to social media for tourism*

Q + A

DIY

TOURiSM

MARKETING
WORKSHOP