



Introduction to
**Digital Marketing for
Tourism Operators in
Uganda**

Facilitator's guide



Session: Housekeeping (rules)

Steps:

- Split participants into 4 - 5 groups and discuss the house rules to guide the training. Each group should come up with at least five most important rules. Participants can include topics ranging from timekeeping to respecting each other's opinions, from telephone use to active participation.
- Afterward, discuss the rules, and feel free to make suggestions if you feel some topics are not covered.
- Then ask all the participants to put their signatures on the piece of paper, to show their commitment. Also, make sure to add your signature and hang the list on the wall. (Please note that this is optional as long as all participants are agreed the rules.)
- **Remember to:**
 - Provide Wi-Fi login
 - State times for coffee breaks and lunch
 - Encourage participants to ask questions and participate



Course Modules

- **Module 1** Digital marketing foundations
- **Module 2** Brands for Digital success
- **Module 3** Digital marketing toolkit: Your website
- **Module 4** Digital Marketing toolkit: Social media marketing
- **Module 5** – Digital Marketing toolkit: SEO and Blogging
- **Module 6** – Digital marketing toolkit: Reviews and online Booking platforms (OTAs)
- **Module 7** Digital marketing toolkit: Email marketing
- **Module 8** Practical Technical Skills (Using technologies like zoom)

Before you start, you need:

- Flipcharts, sticky notes, and writing equipment
- Projector and slides
- Various documents that go alongside this module
- Certificates of participation (which the trainer will create)



Purpose of this training

- Gain a deeper understanding of the opportunities and benefits of digital marketing for tourism products
- A deeper look into why successful Digital Marketing starts with the customer (the traveller)



What participants will learn

- **Knowledge**
 - ☑ Understanding of the relevance and opportunities of Digital Marketing in tourism
 - ☑ Understanding the customer journey in digital marketing
- **Skills**
 - ☑ Being able to build an online marketing persona for market segment(s)
 - ☑ How to use a branding checklist to create or improve your brand identity

Module 1

Why is digital marketing so important for tourism brands?



Discussion:

“Have the participants in pairs.” Then ask the participants to turn and talk with their partner and share answers to:

- Why is digital marketing so important for tourism brands?

Discuss two or three of the participants’ answers. Next, go over the data pertaining to digital marketing—the significance of online advertising.

Examine the slide on digital marketing channels.

Present the marketing persona profiles slides and then walk participants through each step of the customer journey. Ask participants to create a marketing persona profile using the format below after reading about various persona types.

- Identity (nationality, age & relationships)
- How long in advance should they book?
- Desired travel experiences
- Worries and concerns when traveling
- Persona summary and marketing channel

NB:

Try to get at least two points per column and summarize that information in the last column.

20 minutes should be allotted for comments and sharing. Each group will now choose a presenter to introduce their characters. After the group sharing, take advantage of the questions to elaborate on learning.

Reference CBI Digital Marketing Slides Mod 1-4, pages: 5 to 32

Module 2

Branding your business

Present the concept of a brand to the participants and show slides with examples. Make sure that participants thoroughly examine the essential components of brands, messaging and how they convey it.

Next, go over the significance of branding and the components of a strong brand, including a brand check list.

After that, assign them a task that involves building a brand for use in digital marketing initiatives. To begin, they will choose a brand personality by:

- Select ten words that best define their company from a list (the list should be displayed on the slides).
- After reducing the list to four words, they will choose font styles, colours, and images that go well with the words selected.

Participants will use 15 minutes sharing and 3 minutes for feedback.

Energizer: Come up with an energizer for the group or request an interactive group energiser from a volunteer. To promote active participation in the training, it should be a quick and enjoyable exercise.

Reference CBI Digital Marketing Slides Mod 1-4, pages: 33 to 60

Module 3

Digital Marketing Toolkit: Your Website

In this module, participants will gain a deeper understanding about the purpose of having a website, and what the standards are for having a professional website in the current age.

Ask participants to strategically think about their own website content and structure, rather than simply replicating what others are doing.



Think, pair, and share (3 minutes)

Ask participants to turn and talk to their partner about the following:

- A website: what is it?
- What makes a website crucial for a travel and hospitality company?
- When a customer visits a website, what do they want to find?



Group activity (10 minutes)

Ask participants to spend 3 minutes studying each of the following websites in groups and list the main characteristics they notice.

- What is available on the website?
- What kind of feel do they present?

Then share slides on websites and the importance to tourism brands.

Discuss: When a customer visits a website, what do they want to find?



Group assignment:

Using the same personas, come up with an effective homepage concept. Include the following:

- Which message and image(s) will you use?
- What other information will you include on your home and why?
- What other specific instructions will you give to the person building your website, to ensure that you comply with the latest best practices?

Participants will use 15 minutes to practice and 3 minutes for sharing.

Reference CBI Digital Marketing Slides Mod 1-4, pages: 61 to 89

Module 4

Social Media: Facebook, Instagram, and YouTube



Invite participants to talk about their social media marketing experiences.

- To what extent have they been effective with social media marketing?
- What difficulties have they faced?
- Why is social media important?
- How to set up a Facebook check-in
- What information about your brand would your target audience want to see on Facebook?



Group Assignment:

Creating and posting impactful social media content.

Using the same persona as Assignment 1, post a social media update.

- Discuss the structure, and message of a social media update.
- Include: photo(s) / video, message, call to action, hashtags, location, feelings, emojis
- One person from each group does a check-in on Facebook OR an update on Instagram.

Use 15 minutes for the activity and 3 minutes for sharing.

Reference CBI Digital Marketing Slides Mod 1-4, pages: 90 to 128

Closure & graduation (30 min.)

Participants will discuss their learnings and whether their expectations were fulfilled during this session. They should also consider how they will apply what they have learnt and what they will do following the course.

Use the following guiding ideas to help the participants consider what they will do with their learning:

- Will they teach the relevance and opportunities of Digital Marketing in tourism to others
- Will they share how to customer journey in digital marketing to drive booking for their company
- Will they come up with new ideas on how to use a branding checklist to create or improve their company's brand identity

Additionally, the participants should develop a strategy with specific objectives for how they will keep refining the abilities they have gained in this session.

After, all participants will provide concluding remarks in which they discuss their learnings and plans.

Lastly, give out certificates to attendees to wrap up the sessions and adjourn the session.

Say: Now that we have concluded our training it's time for everyone to have fun and enjoy themselves.

Thank you so much for coming!



Contributors:

This curriculum is initiated by CBI, the Centre for the Promotion of Imports from Developing Countries (CBI), part of the Netherlands Enterprise Agency (RVO).

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