



The Easter long weekend is just about here! With the school holidays already underway, businesses in Port Stephens are get busy, busy, busy.

There are a few things that you should do to make sure you are maximising your online exposure over this peak season – to make sure visitors can find you, book you, and tell all their friends about you.

Here are our top 10 tips to get you online ready for Easter:

- 1 Review your website** – is your content up to date, fresh and inviting, is it easy to contact you from the site and do you have responsive design for mobile & tablet devices? While you are at it, review your listings and images on any other site too!
- 2 Deliver an amazing experience** – if you WOW your customers they will want to share about you online. Take some time before the rush to review your processes and procedures so that you don't fall down when it gets busy!
- 3 Make it easy for your customers to share** – Tell them your Facebook address, @twitter and @instagram handle and #hashtags. Show them the best spot to take a picture with an amazing Port Stephens' backdrop, ask them to check-in virtually and tag your business when they post.

- 4 **If you don't ask you don't get** – Reviews are powerful social currency, ask for them. If you've given your customers an amazing experience they'll happily review you on Tripadvisor, Google or a booking site. Give customers the options and let them choose their favourite platform.
- 5 **Show your customers some love** – not only when they are in your business, but also by responding to their reviews. Good or bad it's really important, it shows customers (especially potential ones) that you care. Allocate this task and schedule time each week to do.
- 6 **Check your local search listings** – we are all using our phones to find stuff when we are travelling, can customers find you? Check your Google+ Local, Facebook, TripAdvisor & Destination Port Stephens listings. Make sure your business name, address & phone number is consistent across them all.
- 7 **Work smarter not harder** – you're going to be busy & Facebook will probably be that last thing on your mind. Plan ahead and schedule some content to go up everyday and if you have a spare minute, curate your content by sharing a post from another awesome local operator.
- 8 **Don't tell them if you can show them** – visual content is a winner in the online world, include pictures & videos wherever you can in your social media posts it increases interaction.
- 9 **Build your database** – while you are busy, capture contact information from your customers (name, email address & mobile number) & build your own database which you can use to communicate directly to customers to entice them back when the peak season is over.
- 10 **Have some fun! Easter in Port Stephens is an eggcellent time** – people love the behind the scenes story so share the yumminess with your fans online.

Destination
Port Stephens

Need some help to get all this set up?

Contact info@portstephenstourism.com.au

Source: Lighthouse Tourism