



Med Pearls

Research study

Guidelines on most innovative practices for the promotion and commercialisation of Sustainable Tourist Destinations



Scientific Committee

Francesco Aiello, Francesco Foglia

Author

Open Calabria

Main investigator

Fabio Carbone

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Introduction

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Introduction

This study provides the reader with useful insights, recommendations, and guidelines for the implementation of a Digital Marketing strategy for small and emerging and/or slow tourism destinations

This publication represents a tool which is mainly aimed at:

- public bodies - e.g. Destination Management Organisations (DMOs)
- private organisations, - e.g. Destination Management Companies (DMCs) and/or Incoming Travel Agencies

Recommendations are based on a qualitative research developed involving seven case studies chosen for their uniqueness and creativity in the usage of digital technologies, and considering the characteristics and needs of the ENICBCMED Med Pearls project

The recommendations also aim to support the post-COVID-19 recovery of the tourism sector by sustaining the decision-making process to adopt the best practices for an effective digital marketing

The background features abstract geometric shapes in shades of blue, orange, and grey. On the left, there are vertical bars and small triangles. On the right, there are larger, more complex shapes resembling cubes and prisms.

Section I: Case studies

Contents:

Puglia

Portugal

Galicia

Cape Town

Thailand

The Faroe Islands

Zaytoun

Puglia

The engaging online promotion is based on the use of the official website as main landing platform and completed by the use of different social networks, such as Facebook, Instagram and YouTube.

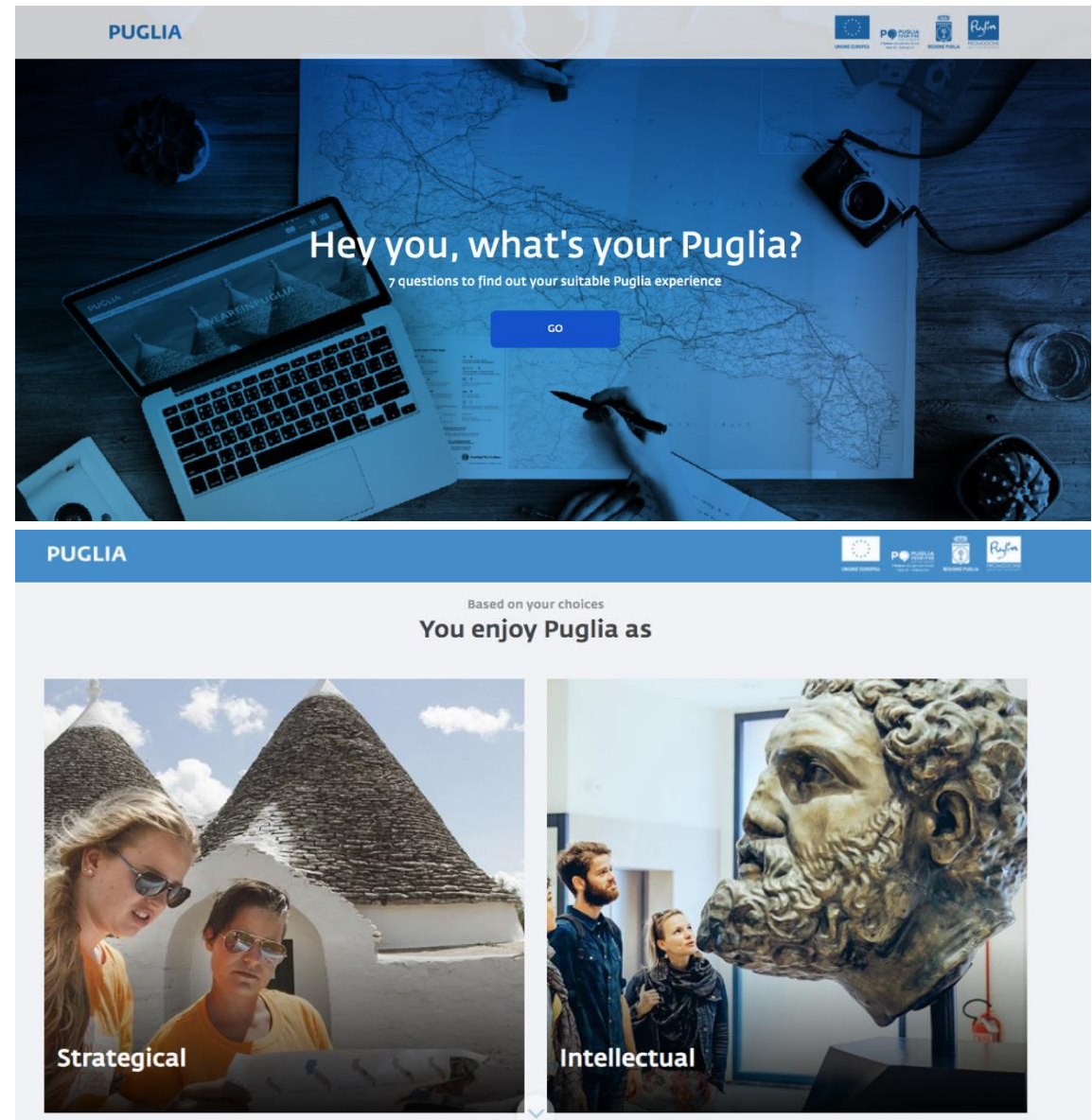
The official website offers a particularly engaging experiences, such as:

- The section “A Day in Casa Puglia”. It provides the users with the opportunity to spend a day in Puglia virtually (<https://www.viaggiareinpuglia.it/espe/212/en/A-Day-in-Casa-Puglia>). The user enters in contact with local artists, museums, local radios, thanks to the link to YouTube channels, podcasts, local radios webpages and Facebook pages
- Massive use of 3D virtual tours
- Digital gamification, that is, “the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals” (Burke, 2014)

PUGLIA

The official tourism portal www.viaggiareinpuglia.it proposes a game/test through which the user, after a series of questions presented in a *Who wants to be a millionaire?* style defines his profile and, based on it, specific locations within the destination are proposed, as well as specific gastronomy, etc.

Gamification is thus one of the practices used to promote and commercialise Puglia region as a tourist destination



Portugal

“Visit Portugal” is the official, institutional web resource for travel and tourism to Portugal, based on an integrated use of different platforms (webpages and social networks)

The institutional commercialisation is based on the stages of the product acquisition process, experience and post-purchase

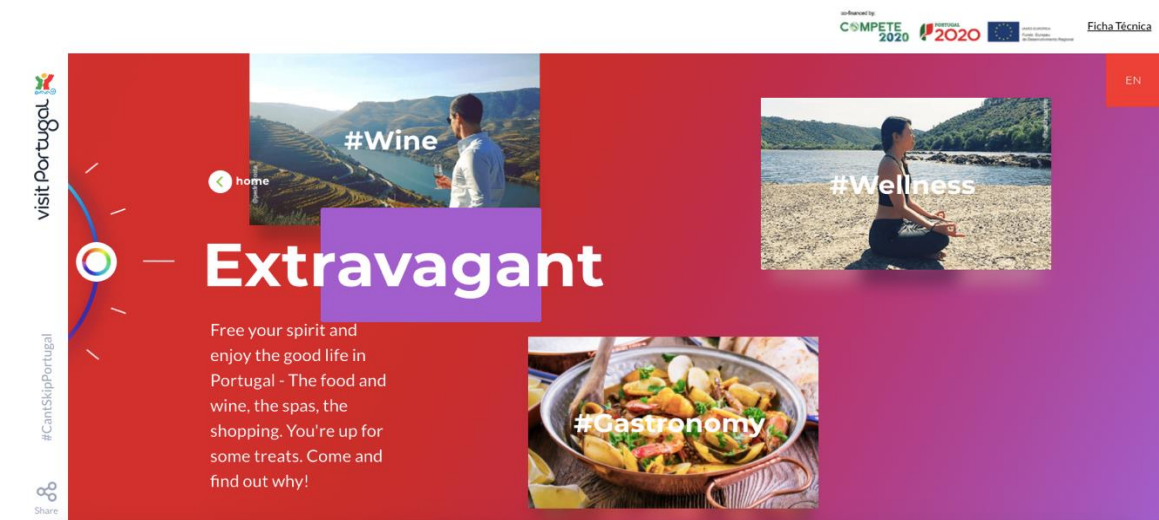
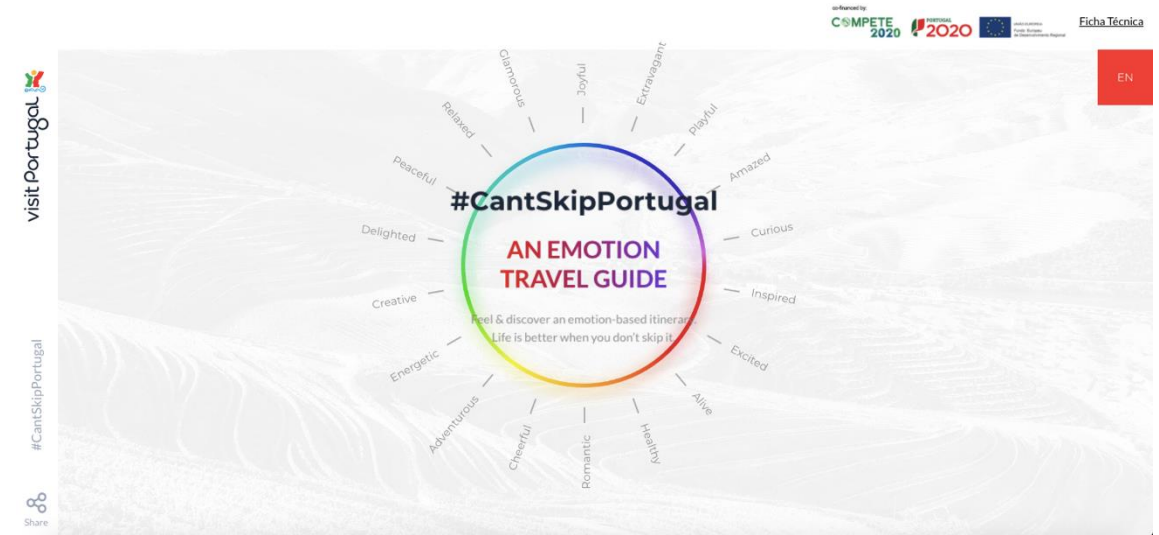
To further reinvigorate the image of the destination (storytelling and value co-creation), the official tourist webpage allows the users to share on the platform pictures, videos and travel diaries

Digital memorabilia - a selection of high-quality images - is available as wallpapers for free download

The campaign #CantSkipPortugal (2017-2020) represents a new way of planning a trip through emotion-based itineraries

PORTUGAL

The 'Emotion-Based Itineraries' section allows the user to select the option corresponding to his/her mood and/or state of mind he/she wants to reach through the travel, and he/she is redirected to a tourist offer in line with the selected feeling



Galicia

Contents are mainly aimed at promoting the authenticity of the destination and are strongly based on storytelling. The overall process reflects the marketing practice of revitalisation, by ‘retargeting, relaunching and reinforcing’ (Billgren, 2020) the existent offerings

Among the practices used to promote the destination online:

- Augmented reality
- High-quality multimedia contents
- 365degrees virtual experiences and
- Gamification

The way to create sales opportunity varies from social media campaigns and revitalisation actions, such as social media contests

- A series of visual "challenges" is proposed to the public mainly via social networks official pages, quizzes to test the knowledge about the culture, lifestyle and traditions of Galicia

GALICIA

The section "MY TRIP" is a comprehensive service that supports the customers during these different stages of the travel experience:

- Preparation of the trip
- During the trip
- After the trip

The screenshot shows the 'My trip' section of the Galicia website. The header is blue with the Galicia logo, the Xunta de Galicia logo, and navigation links: 'THINGS TO DO', 'PLACES TO VISIT', and 'PLAN YOUR TRIP'. A search icon is also present. Below the header, the title 'My trip' is displayed in large, bold letters. To the left, a text block explains that 'My Trip' is a comprehensive service for organizing visits and stays in Galicia, covering planning, during the visit, and afterwards. It also mentions that users can save their data by registering and consult it anywhere and at any time. To the right, there is a login form with fields for 'User *' and 'Password *', a 'forgot my password' link, and an 'Accept' button. At the bottom, there is a navigation bar with three icons and labels: 'PREPARING THE TRIP' (with a suitcase icon), 'DURING THE TRIP' (with a map icon), and 'AFTER THE TRIP' (with a book icon).

galicia the best way XUNTA DE GALICIA THINGS TO DO PLACES TO VISIT PLAN YOUR TRIP

My trip

My Trip is a comprehensive service provided to help you **organize your visit** and stay in Galicia: in the **planning** stage, **during** your visit and **afterwards**.

Remember that in order to be able to **save your stored data, you must register**. By doing this you can consult the data **anywhere and at any time/strong>**.

Then enter your username and password to login

User *:

Password *:

[I forgot my password](#) [Accept](#)

PREPARING THE TRIP **DURING THE TRIP** **AFTER THE TRIP**

Cape Town

Contents centred on a very transparent and community-based strategy and sustainable travel style

Strong presence of the tourism board in social network platforms, namely through the LoveCapeTown social media channels on Facebook, Instagram, Twitter, Pinterest and YouTube

A program of Media Hosting allows influencers, travel journalists and digital nomads to be hosted as guests. The scope is to promote the destination through their channels

CAPE TOWN

Cape Town uses a series of videos with travellers participating in their “pocket-friendly challenge” campaign to promote one of the strategic characteristics defined for the development of a low-budget tourist destination

EPISODE 1: SEA POINT

In the first episode of the Pocket-Friendly Challenge, The Ongenda family meets Hannah, a solo traveller from Ukraine, and together they explore the relaxed, cosmopolitan, and family-friendly Promenade in Sea Point. Watch the amazing day they had for R150 per person!



[DOWNLOAD THE ROUTE MAP](#)

Thailand

The digital marketing, as a strong drive to promote Thailand Tourism, was planned by focusing on the following strategic goals:

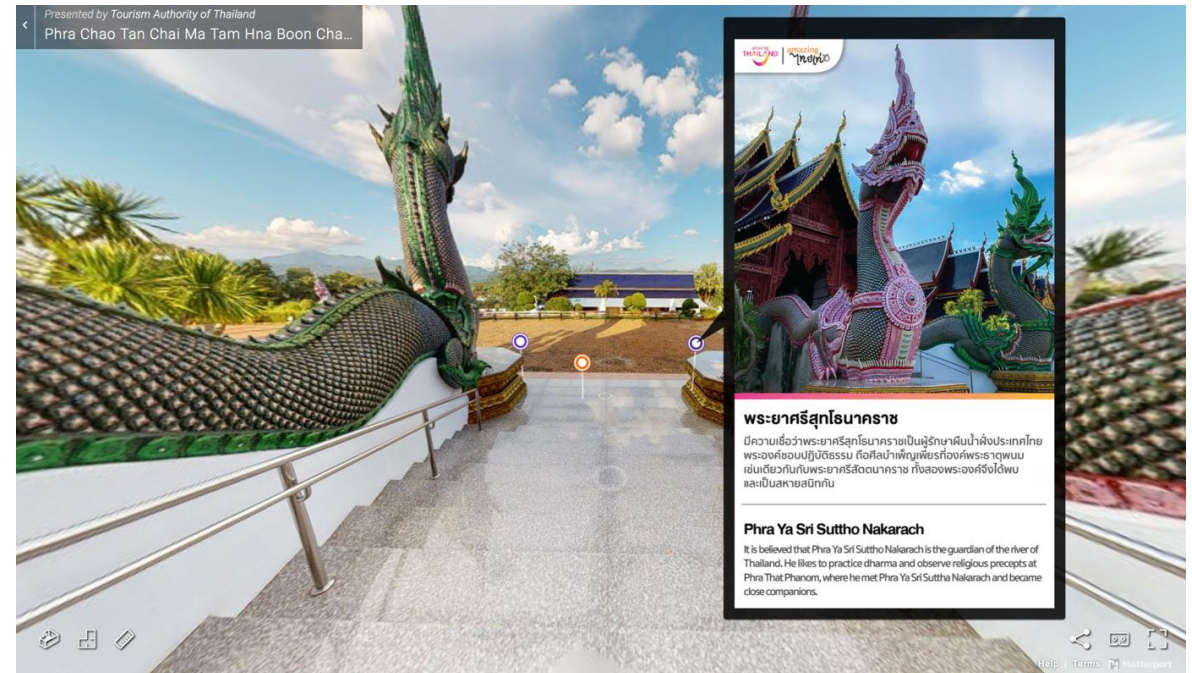
- Raise awareness about the importance and the typologies of cultural and natural heritage existing
- Providing the users with opportunities of online interaction with the local tourist agents
- Support for the travel decision by providing suggestions about the best period of the year to travel and other key information
- Commercialise the tourist products by providing the opportunity to acquire directly products *via* the institutional website or contacting the local providers
- Monitoring the quality of the performance through post purchase evaluation

The campaign GO LOCAL is a video series YouTube campaign that shares the experience of travelers all over Thailand through short 360 degrees scenic films

THAILAND

The Tourism Authority of Thailand (TAT) is strategically partnered with Matterport, which is a virtual reality platform that allows users to virtually explore and navigate panoramic 360-degree views of the top tourist attractions in 4 destinations each from these provinces

- Bangkok
- Chiang Mai
- Surat Thani
- Phuket



The Faroe Islands

Particularly in a time of restriction to travels due to the pandemic, people from all over the world have been logging to the dedicated microsite - <https://www.remote-tourism.com/> - to watch the day's local guide exploring the islands' rugged coastlines, wide-open plains and postcard-perfect villages *via* a live-streaming camera attached to his/her hat (remote tourism and gamification)

The official website is very different from a standard tourism website. Beyond the more traditional link with social networks, the landing page gives the opportunity to access detailed information on the daily life on the island, e.g. by putting the user in contact with local music groups

THE FAROE ISLANDS

The promotion is based on a broad approach to tourist experience as a fashionable experience, and the storytelling is used as a way to create new opportunities of sales through a greater interaction online

 SEE & DO PLAN YOUR STAY WHAT'S ON ABOUT   SITES 

A CONVERSATION WITH A FAROE ISLANDER

Each country has certain stereotypes associated with its people and culture – some true, some false. It's of course impossible to generalize over the traits, beliefs, habits and attitudes of each and every Faroe Islander, but perhaps this fictional conversation between a Faroe Islander and a foreigner can give you a taste of what a “typical” Faroe Islander is like.

Hans (the most common Faroese name) is from the Faroe Islands and Sarah is a visitor from abroad. This is Sarah's first time in the Faroe Islands.



Zaytoun

Zaytoun is a social enterprise and community interest company that commercialises Palestinian products. The aim is to support the resilience and livelihoods of Palestinian farmers

Tourism (in situ and virtual) has now become an important pillar of the project

The promotional strategy is mainly based on:

- Storytelling and awareness
- Engagement and participation
- Purchasing
- Post purchasing

Customer loyalty and digital word of mouth are stimulated by the creation of a community interconnected by an emotional bond with a brand that is heavily related to the local population

ZAYTOUN

In order to materialise the bond between the virtual consumers and the people, Zaytoun has been acting as a local responsible tour operator.

On the webpage it is possible to find offers such as the "Taste of Palestine Culinary Tour" and "Protective presence trip".

On the webpage the section Visit Palestine offers the possibility to share travel experiences

TESTIMONIALS AND REFLECTIONS



If you would like to find out what some of our fellow travellers have to say about the tour please [click here](#).

For further details and enquiries please contact harvest@zaytoun.org or call 0207 832 1351.

Comparative Table

	Puglia	Portugal	Galicia	Cape town	Thailand	The Faroe Islands	Zaytoun
Online and offline promotional channels	Traditional offline channels; wide range of companies' websites; one institutional portal	Traditional offline channels; wide range of companies' websites; one institutional portal	Traditional offline channels; wide range of companies' websites; one institutional portal linked with several social networks	Traditional offline channels; wide range of companies' websites; one institutional portal	Traditional offline channels; wide range of companies' websites; one institutional portal	Traditional offline channels; fair-trade channels; one main portal	Traditional offline channels; fair-trade channels; one main portal
Content identification and analysis	Networks at different scales; storytelling and local stories; authenticity; collaborative practices; combatting seasonality (and COVID-19)	Approach through different phases of the product acquisition process, from the "dream" to post-purchase; memories and travel diaries; storytelling, authenticity; collaborative practices; combatting seasonality (and COVID-19)	Storytelling; authenticity; approach through different phases of the product acquisition process; digital word of mouth; collaborative practices	Approach through responsible travel practices; "pocket-friendly" routes and security and safety measures; combatting seasonality (and COVID-19)	Approach through different phases of the decision-making process, from awareness to post-purchase; virtual onsite tours; online department store; authenticity; "Go Local" video series; combatting seasonality (and COVID-19)	Storytelling; local stories and narrative strongly based on locals; authenticity; collaborative practices; volunteering, gamification	Approach through different phases of the product acquisition process, from the feeling of belonging to the post-purchase experience; storytelling; authenticity; collaborative practices; community-based
Promoters	Public; private; PPP	Public; private; PPP	Public; private; PPP	Public; private; PPP	Public; private; PPP	Public; private; PPP	Private sector
List of practices	Gamification; DMS; digital word of mouth; low-season agenda; co-creation	Social networking and value co-creation; DMS; trip planner system; incentives for domestic tourism	Social networking and value co-creation; DMS; trip planner system (tailor-made travel plans); direct commercialisation of products; gamification	Series of videos and interviews; social networking; DMS; digital word of mouth; co-creation; digital nomads	Social networking and value co-creation; DMS; trip planner system; incentives for domestic tourism; customer satisfaction	On- location coordinators; volunteers camp; remote tourism project (gamification); social networking; value co-creation	Social networking and value co-creation; storytelling; participation; online donations

Section II: Recommendations and guidelines

Recommendations

Social Media Marketing

Gamification

Storytelling

Virtual tours and Remote tourism

Electronic Word of Mouth and value co-creation

Digital nomad and involvement of influencers

Online Travel Planner Systems

Search Engine Marketing

Recommendations on Social Media Marketing

The widespread use of Social Media Marketing (SMM) is one of the main findings from the research
The SMM is a branch of online marketing applied to social networks
Instagram, Facebook, YouTube, Twitter, Pinterest, and Snapchat are the platforms commonly used. Tik Tok is growing rapidly particularly among users under the age of 30

SMM is mainly based on:

- Creation of a space of discussion, where to interact with visitors
- Opportunity to share contents (videos, pictures, memories, etc)
- Challenges and competitions to attract the attention of the users

These practices promote value co-creation by allowing users to actively contribute to constructing the narrative of the brand (storytelling strategy)

Recommendations on Gamification

Gamification is one of the practices increasingly used to attract, engage and promote users and potential customers, and to promote brand loyalty

Gamification is not a practice used only for digital marketing purposes, but it can be used with or without the support of specific technologies, thus also off-line, as a method of the fruition of the tourist destination

You can implement practices of gamification in different ways:

- virtual experiences of monuments and cultural heritage
- remote online travel
- adventures by live broadcast
- immersive map experiences
- augmented reality games

Recommendations on Storytelling

Building storytelling for your destination is an important task that can help to define your identity and communicate it effectively to users and attract new travellers

Storytelling should be effective and suggestive in the case of slow tourism destination, particularly based on authenticity and the involvement of the local community

The engagement with the users is done by promoting an authentic image of the local livelihoods and the tourism sector

Some visual elements are essential to support a narrative:

- Photos: illustrations, landscapes, food, cultural aspects, people
- Videos: live, 360 degrees, interviews with travellers or locals, games, informational, adventure
- Data-driven content: charts or graphs. Makes the explanation or facts easier to comprehend

Recommendations on Virtual tours and Remote tourism

One of the ways to implement the experiential marketing is the Virtual Reality (VR)

It has been used in the travel industry to provide virtual tours

There are several ways to offer a virtual experience, from a simple 360-degree image, to the creation of apps that can be downloaded

Becoming a mass marketing tool, the possibility to experience a destination through a virtual tour has gained relevance due to the COVID19-related travel restrictions

Google Earth VR is undoubtedly the most famous and interesting VR application

Recommendations on Electronic Word of Mouth and value co-creation

The eWOM indicates the Electronic Word of Mouth, that is the electronic version of the traditional Word of Mouth

The main features of the eWOM are:

- interaction often occurs between people who do not know each other
- interaction may be anonymous
- online reviews can reach all people who have access to Internet
- the content may be particularly detailed as it reflects the opinion of more than one person in written form

eWOM can be achieved through:

- the use of hashtags
- encouraging travellers to share videos, pictures and travel diaries, in order to leave other users a positive message about the destination (value co-creation)
- make systematic use of the social network
- encouraging on-site travellers to leave positive feedback

Recommendations on the involvement of influencers and digital nomads

The high relational potential (influencers) and a consolidated reputation deriving from the high degree of interest and knowledge of a certain topic or type of product (digital nomads) validates products' authoritativeness, generating confidence among followers

DMOs (or DMCs) commonly pay the influencer/digital nomad to actively promote the destination using their own channel(s)

As for digital nomads, it is necessary to promote the destination as an ideal place for digital nomads, in order to attract them in the place

Interviews, videos, images and other contents related to the presence of the influencer in the destination must be presented and shared through several platforms

Recommendations on Online Travel Planner Systems

An Online Trip Planner System (OTPS) offers users the opportunity to select the attractions, activities and favourite offerings found on the site. Based on a selection, the user can then decide to plan (and possibly purchase) a totally tailor-made trip

The OTPs are associated with a page that promotes the destination

While navigating the webpage, the user indicates his/her favourite routes, attractions, hotels, etc.

Preferences are saved in a user's personal account previously created. Finally, the customer uses his/her own selection to plan his/her travel and eventually purchase it directly online

Recommendations on Search Engine Marketing

To appear among the first results in the list provided by a search engine for a given search query, a company can choose two methods:

- Search Engine Advertising (SEA)
- Search Engine Optimisation (SEO)

SEA is a paid service and guarantees immediate visibility

SEO, a free service, is based on a search engine's algorithm that displays a search query in a ranking according to the popularity of the webpages

A site needs to be attractive, clear, engaging and easily accessible, and capable of promoting new visits from the same users and from other web resources (back-linking)



Section II: Factsheets



Action 1 – Social Media Marketing

Description	This practice increases the brand's visibility and engages directly with the potential consumer through visuals, competitions and giveaways, as well as valuable insights and information, or sharing updates and the latest news on the following platforms: Instagram, Facebook, YouTube, Twitter, Pinterest, Snapchat. Tik Tok is growing rapidly and is particularly recommended for those who want to reach users under the age of 30. A well-managed SMM could represent great support for the SEM (see specific fact sheet), by increasing the popularity of the main website
How it works	<p>The first step to implement the SMM is to perform an audit and to gather some important information, such as:</p> <ul style="list-style-type: none"> • Which social networks bring more value? • What kind of content do competitors post? • What is the best style in which to communicate? • What types of content are posted by our company on different channels? How frequently? • How would the SMM strategy be monitored? . <p>Once the SMM is launched:</p> <ul style="list-style-type: none"> • Consider creating and always sharing videos, photos and multimedia with high technical quality, in order to guarantee a good experience for the users. • Be consistent with the message spread among the different platforms • Engage users with games, competitions, and campaigns. • Use hashtags to stimulate online word-of-mouth and promote the role of brand ambassador among users • Consider to manage paid partnerships with influencers and digital nomads (see Fact Sheet 6) • Boost the shared content with paid promotions and ads
Budget	Implementation costs can vary considerably
Timing	Variable, according to the strategy.

Action 2 - Gamification

Description	<p>Gamification is the use of game design elements in contexts other than the game to achieve a certain goal, such as to entertain, motivate, engage and sell. Tourism marketing campaigns based on (or supported by) the practice of gamification guarantee a particularly high level of interaction. It has the power to develop people's motivation and behaviour in a ludic way.</p>
How it works	<ul style="list-style-type: none">• Quite often, the support of a specialised company or consultancy is required. Consider contacting some of them to mutually define steps, costs and a possible schedule.• Study the motivations and psychological profile of your target audience.• Integrate a user-centred design by identifying the player's interests, social boundaries, and competencies• Always remember that fun is the key to the gamification experience.• Define the best game components and to share your message and at the same time to engage your users.• Define the rewards.• Focus on game dynamics and aesthetics, which is the interaction facility creating the game's experience, enabling the value co-creation between the traveller and the brand.
Budget	<p>Medium to high</p> <p>Using gamification practices to attract audiences and boost their interaction online with the brand/destination/product is more expensive than other practices. This is due to the programming work that is necessary to develop specific games.</p>
Timing	<p>The creation of the software to play online may be relatively short, but the timing of this practice depends on the use you make of it. For instance, it can be limited in time if associated with a specific marketing campaign.</p>

Action 3 - Storytelling

Description	Storytelling conveys and interprets experiences or stories in a way that engages the potential consumer you are sharing the experience with. Every destination or brand has a story to tell about what makes it the most attractive, from culture and livelihoods to people, food, nature, adventure or activities. The story should convey value and meaning to the listener to engage his/her emotions and dreams.
How it works	<ul style="list-style-type: none">• Identify the type of story and theme based on audience and campaign topic.• Choose the storyteller character to be genuine with a unique perspective.• A campaign could involve the local community, or local guides. It could be in the form of eWOM through a digital influencer (a photographer, blogger, YouTuber, journalist) or sharing by local guides or travellers themselves.• Select the means of storytelling through interviews, series or tours presented with visuals such as videos or photos with a narrative caption, or gamification on mobile apps.
Budget	Low to high The use of specialists for advice/consultancy, as well as the media used and their quality, increases the cost of the activity.
Timing	N/A

Action 4 – Virtual Tours and Remote Tourism

Description	<p>The use of technology such as VR and other mixed systems based on digital technologies and human interaction, represents a stimulating way of promoting a tourist destination. Particularly now, with the absence of travellers as a result of the COVID19 pandemic, DMCs, DMOs, tourism agencies and hotels have turned to VR to keep the interest of potential, future visitors. Virtual tours are essential elements to create enthusiasm in potential customers towards tourism products and provide inspiration for future real-world travel.</p>
How it works	<ul style="list-style-type: none">• Select the appropriate technology to use (VR, augmented reality, mixed methods, other innovative methods).• Define the content to be promoted.• Design and develop the digital tool.• Promote the tool online.
Budget	<p>Medium to high This practice's costs are mainly related to the use of digital technologies and highly specialised human resources</p>
Timing	<p>N/A</p>

Action 5 – Digital Word of Mouth and Value co-creation

Description	<p>"Electronic word-of-mouth communication (eWOM) is any positive or negative statement made by potential, actual or former customers about a product or a company which is made available to multiples of people and/or institutions and is spread on the internet." (Cheung and Thadani, 2015: 329)</p> <p>eWOM is a key advertising asset and metric of the awareness variable of the consumer acquisition process. It consist of user-generated content that helps build a sustainable relationship with the traveller. It can impact and target other potential consumers and increase the visibility and credibility of the brand.</p>
How it works	<ul style="list-style-type: none">• Involve bloggers, influencers and partner brands and motivate them to promote a brand/destination in their own pages and profiles directly.• Stimulate previous travellers to share their experiences either by the use of hashtags or page tags on their social media channels, via travel diaries and multimedia content.• Motivate travellers to publish their reviews via meta-sites such as TripAdvisor and Expedia.
Budget	<p>Low to medium</p> <p>The budget for this practice can be considered negligible, as the platform to stimulate positive feedbacks are accessible for free. But if you want to rely on digital marketers or brand consultants to maximise the results, the cost depends on the fees required for consulting.</p>
Timing	N/A

Action 6 - Influencers and Digital Nomads

Description	Persons who, being decisive in the influence of public opinion (influencers) or a specific community (digital nomads), are personally involved in the promotion of the destination. The high relational potential (influencers) and a consolidated reputation deriving from the high degree of interest and knowledge of a certain topic or type of product (digital nomads) validates a products' authoritativeness, generating confidence on the part of its followers.
How it works	<ul style="list-style-type: none"> • Identify the influencer in line with the target whom you want to attract to the destination. • There are different types of influencers (for instance, depending on the number of followers in their social networks, or on the real capacity to influence the market). Choose carefully the right one who suits you and your objectives. • Invites influencers and/or digital nomads (photographers, bloggers, YouTubers, journalists, and others) to learn about the destination, offering a period of stay (that eventually could be longer for digital nomads). • DMOs (or DMCs) commonly pay the influencer/digital nomad to actively promote the destination using their own channel. The amount of compensation varies and depends on the potential audience and the modalities of promotion, ranging from supplying a free t-shirt with the name of the destination to a more consistent campaign to present the destination. • Make and share online interviews, series and tours presented with visuals such as videos or photos of the influencer's experience.
Budget	<p>Medium to high</p> <p>The more famous the influencer, the higher the cost required. Less expensive will be the presence of digital nomads. As for digital nomads, in contrast, no budget is needed (unless you want to create specific incentives for these figures to encourage their presence), but it is necessary to promote the destination as an ideal place for digital nomads, in order to attract them to the place.</p>
Timing	Variable, depending on the marketing strategy

Action 7 - Online Trip Planner System

Description	An Online Trip Planner System (OTPS) is an online system associated with the main website. It offers the users the opportunity to select the attractions, activities and favourite offerings found on the site of reference. Based on its selection, which remains registered in a personal account previously created, the user can then decide to plan (and possibly purchase) a totally tailor-made tip.
How it works	<ul style="list-style-type: none">• The OTPS is a system associated with a page that promotes the destination• Each component of the offering displayed on the page is associated with an icon• By clicking on the icon, the user chooses to select a specific offer• User preference are saved in a personal account previously created• The user can finally use this selection to plan his/her own travel and eventually purchase it directly online
Budget	Medium The cost of this practice is mainly related to the specialised human resources for the creation and maintenance of the online system
Timing	N/A

Action 8 - Search Engine Marketing

Description	<p>Search engine marketing (SEM) is the complex of web marketing activities aimed at bringing targeted traffic to a website, increasing its visibility on search engines (Google, Yahoo, etc.). In recent years, such engines have taken on mediators' role between companies and users and have replaced, or otherwise integrated, traditional means such as newspapers, TV, word of mouth, and specialised magazines. The vast majority of users and potential buyers search, analyse and compare products and prices online using search engines. For this reason, the integration of the SEM with the traditional web marketing guarantees not only the mere online presence but also a boosted visibility.</p>
How it works	<p>To appear among the first results in the list provided by a search engine for a given search query, a company can choose two methods</p> <ul style="list-style-type: none">• the Search engine advertising (SEA)• the Search engine optimisation (SEO) <p>SEA is a paid service and guarantees immediate visibility. At the same time, the SEO is based on a search engine's algorithm that displays a search query in a ranking according to the popularity of the webpages. In this case, a site needs to be attractive, clear, engaging and easily accessible, and capable of promoting new visits from the same users from other web resources (back-linking).</p>
Budget	<p>The budget for this practice may vary depending on the tool chosen (SEA or SEO). However, it is important to note that even if an organisation opts for the SEO, the need could emerge for collaboration with specialists who can be entrusted with creating a particularly effective page. In this case, although the SEO service is free, the specialised work has a cost.</p>
Timing	<p>Variable, according to the digital marketing strategy (albeit six-month time is considered the minimum according to studies).</p>

Abstract geometric shapes in the top-left corner, including a tall grey rectangle, a blue parallelogram, an orange triangle, a grey cube, and a white triangle.

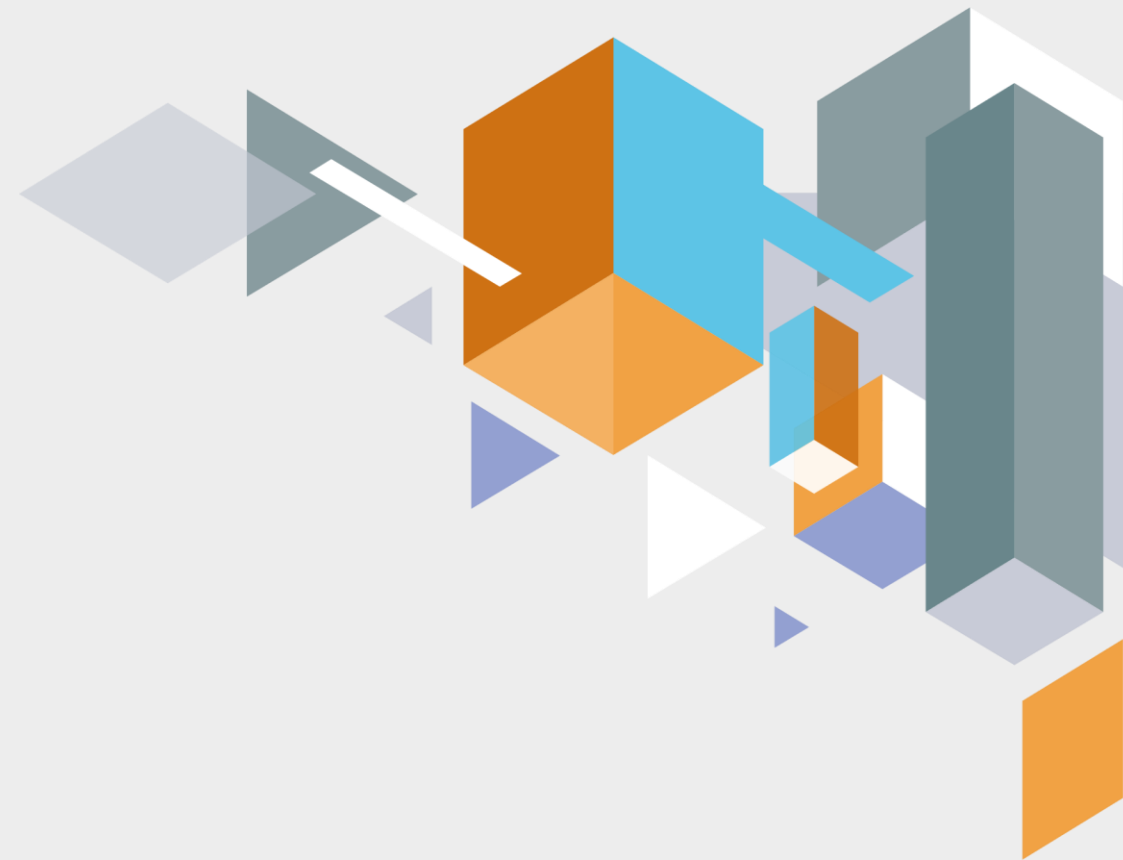
Conclusion

Conclusion

The history of digital marketing is a long road that consists of the use of electronic media such as blogs, social networks, DMO and DMC websites and email marketing with the aim to launch campaigns of products and services. Nowadays some innovative driving strategies are being used, such as the SEO techniques, investing in links sponsored through Google Ads, focusing on social media to reach a wider audience

Digital marketing is thus a strong ally to boost the capacity to commercialise a destination and/or tourist products. In this sense, the case-studies developed throughout this manual help to understand the context in which marketing strategies are successfully implemented

Although the manual is conceived to focus on slow-tourism destination, nevertheless the eight digital marketing strategies presented can be applied successfully in several contexts. We hope that everyone finds this manual a fundamental tool for the future of tourist destinations and for the tourism that will come



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