



TOURISM FOR A BETTER WORLD

Marketing & Promotion for CBTOs

This training tool is designed to provide you as a CBT0 with the essential skills to market and promote your unique experiences, attracting more visitors and building a strong online reputation.

Topic 1: Storytelling for Marketing

Objective: To create engaging content that highlights your community's unique value and experiences.

1. **Find Your Story:** Every community has a story. Identify what makes yours special. Is it a unique tradition, a specific skill passed down through generations, or a breathtaking natural landmark? Your marketing content should be a window into this story.
2. **Use High-Quality Media:** Use photos and videos to bring your story to life. Focus on capturing genuine moments.
 - o **Photos:** Take pictures of people in action (e.g., a guide laughing with a tourist, an artisan at work). Show the emotion and connection of the experience.
 - o **Videos:** Create short, 30-60 second videos for platforms like Instagram Reels and TikTok. These can feature a quick "day in the life" or a tour of a specific location.
3. **Compelling Captions:** Write captions that tell a story. Instead of just stating "Village tour," write: "Meet Mama Rose, who has been weaving baskets for over 40 years. On our tour, she'll share the stories behind each intricate pattern."

Topic 2: Social Media Fundamentals

Objective: To effectively use social media platforms to build a following and engage with potential customers.

1. **Choose Your Platforms:** Focus on platforms that are visual and allow for strong community engagement, such as **Instagram** and **Facebook**.
2. **Optimize Your Profile:** On both platforms, ensure your profile is complete. Use a clear, high-quality profile picture, a short bio that describes your CBTO, and a link to your Equera listing.
3. **Post Regularly:** Aim to post content at least **3-5 times a week**. You don't need new experiences for every post. You can share a "behind the scenes" photo, a customer review, or a beautiful landscape shot.
4. **Engage with Your Audience:** Respond to all comments and messages. Ask questions in your posts to encourage interaction (e.g., "What's the first thing you'd like to try when you visit?").

Topic 3: Online Reputation Management

Objective: To manage reviews and ratings to build a positive reputation and attract more bookings.

1. **Encourage Reviews:** After a trip, thank your guests and politely ask them to leave a review on the Equera platform. You can also direct them to your social media pages to leave a comment or share a post.
2. **Respond to Feedback:**
 - **Positive Reviews:** Always respond with a thank you. Mention something specific from their review to show you read it carefully. For example, "Thank you, Jane, we're so glad you enjoyed the cooking class!"
 - **Negative Reviews:** This is an opportunity to show your professionalism. Respond calmly and professionally. Apologize for their negative experience, explain what you will do to fix the issue, and invite them to reach out to you directly. A positive, problem-solving response can often turn a bad situation into a good one.