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USAID Economic Growth Through
Sustainable Tourism Project

C5 AQABA DIGITAL MARKETING AND COMMUNICATIONS PLAN

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ECONOMIC GROWTH THROUGH SUSTAINABLE TOURISM PROJECT

C5 AQABA DIGITAL MARKETING AND COMMUNICATIONS PLAN

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SUMMARY

The Aqaba Digital Marketing and Communications Plan is a twelve-month online marketing plan designed to support and augment ASEZA's marketing efforts to increase travel to and within Aqaba. The innovative marketing approach is a blend of online advertising, targeted social media campaigns, and website optimization intended to engage and entice potential travelers in a smart and effective way.

GOAL

The goal of the Aqaba Digital Marketing and Communications Plan is to raise awareness of Aqaba as a destination, increase and strengthen website traffic and build a long-term social media audience.

OBJECTIVES

There are five main strategic objectives for the Aqaba Digital Marketing and Communications Plan. The objectives are to:

1. Provide a digital and social media competitive analysis of Aqaba's competing destinations and identify key messages to reach Aqaba's target markets
2. Conduct a keyword analysis to identify and prioritize targeted keywords for search engine optimization and online advertising campaigns
3. Develop ASEZA's strategy and management plans for social media and email marketing
4. Develop digital marketing and communications goals, conversion paths, and key performance indicators and set up reporting dashboards to track social media and marketing efforts
5. Develop a content strategy and editorial calendar to guide content development for ASEZA's website, blog, social media, and e-marketing newsletters based on keyword analysis and target market online personas

CONVERSION PATHS

The goal of any digital marketing and communications plan is to turn potential visitors into actual visitors. In order to do this, it is important to understand the concept of a sales funnel and create a clearly defined method for converting leads into travelers.

Five Stages of Travel Planning

There are five main stages of travel planning that each traveler goes through before, during and after a trip. Reaching travelers during each stage is crucial to properly messaging your destination and ultimately increasing travel to your destination.



Dreaming: The traveler is made aware of the destination and/or tourism product and wants to learn more about it.

Deciding/Planning: The traveler decides that they want to visit the destination, take a tour, or stay in a hotel and begins planning their trip using the Internet.

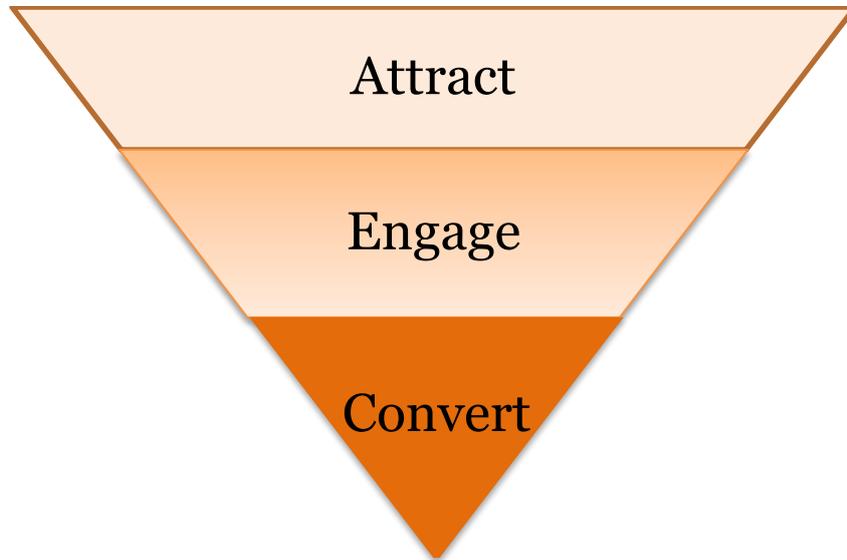
Booking: The traveler books their trip.

Experiencing: The traveler takes their trip.

Sharing: The traveler shares their experience with their friends and family and the travel community usually via social media, a review site or forum.

Marketing Sales Funnel

There are three main components of a destination marketing sales funnel: attracting, engaging and converting. This sales funnel is designed to reach travelers throughout the five stages of travel planning.

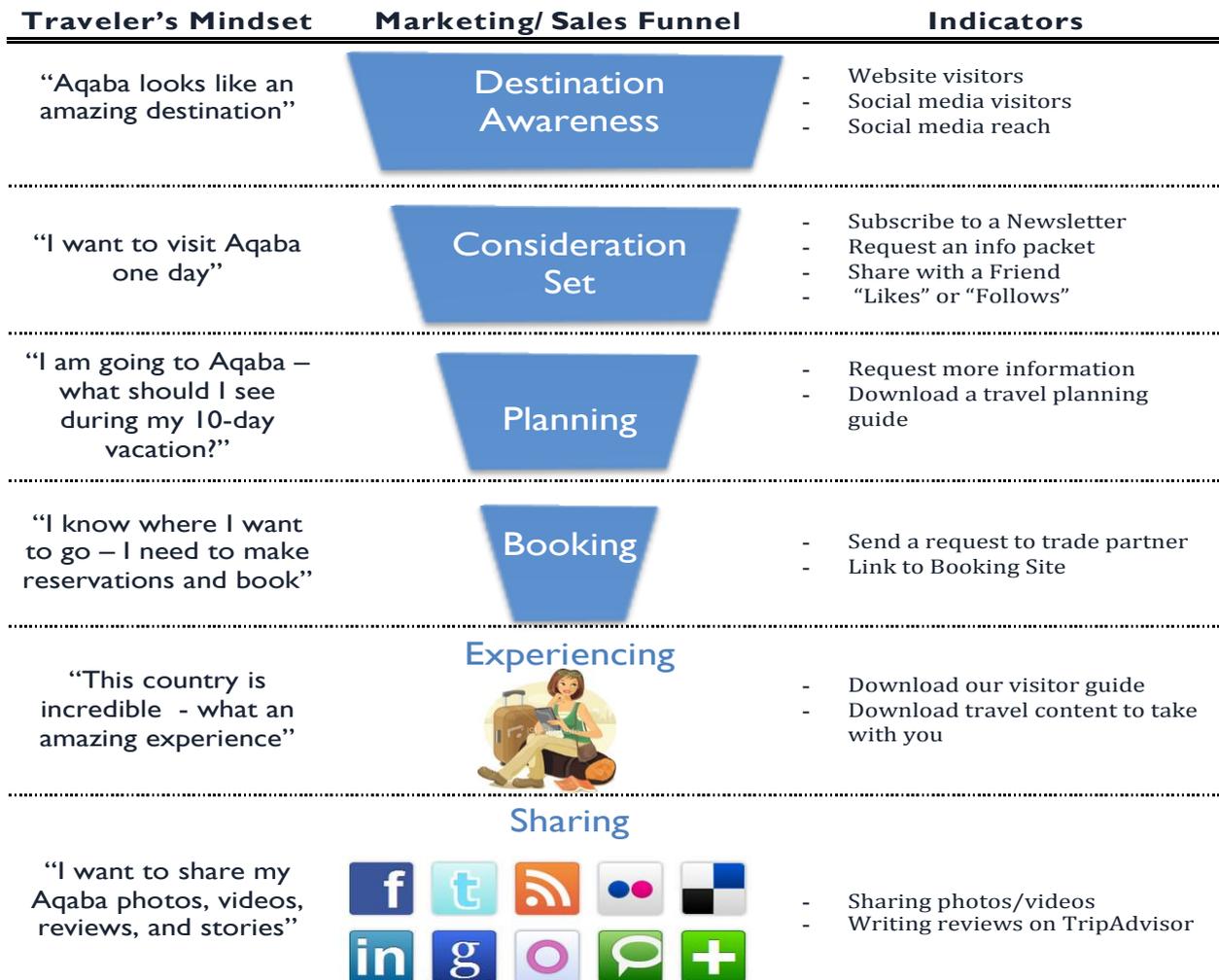


Attract: During the attract stage, visitors are dreaming of potential travel destinations. You'll want to capture their attention at this stage through search engine optimization, social media interaction and successful online advertising.

Engage: Next, as the traveler is preparing to decide and book a trip, it's important to effectively engage them through compelling blog content and targeted newsletters. Providing them with travel planning tools will help them ultimately book a trip at your destination.

Convert: Finally, you can convert leads into visitors and further assist as they experience and share about their travel experience. By setting up platforms for easy sharing, you'll have a rich resource of crowd-sourced information, reviews, photos, etc. about your destination.

Below is a more detailed funnel depicting how the destination captures travelers during each stage of the process and the appropriate indicators used to track success.



COMPETITIVE ANALYSIS

In order to assess Aqaba's strengths and weaknesses as a regional destination, four competitive destinations were analyzed and compared based on the strength of their current digital marketing efforts.

The following competitive destinations were identified and analyzed in relation to Aqaba's current marketing efforts: Eilat, Agadir, Sharm El Sheikh, and Dubai.

The following criteria were used:

- Awareness
 - Searchability (website and social media platforms)
 - Blog
 - Advertising
- Dreaming
 - Availability of strong online content
 - Visual/engaging website
 - Active social media engagement
- Deciding
 - Useful web content
 - Email marketing
- Booking
 - Trade inventories/directory
 - Trade & media components
 - E-commerce functionalities
- Experiencing
 - TripAdvisor/peer reviews
 - User-generated content
 - Mobile Apps or Downloadable Material

Overview

Eilat

- Strong visual brand integrated throughout platforms
- Lively imagery on website, Facebook and G+
- Website
 - Easy to navigate
 - All content available in four languages (EN/HE/RU/FR)
 - Focused mainly on delivering information
 - Minimal engagement or interaction
 - Weak social media integration
 - Travel planner and newsletter help to grab market intelligence
 - No direct e-booking capabilities
 - No media or trade space

Agadir

- Weak online brand – not inspiring visually or consistent in voice
- Weak social media presence outside of Facebook, which is not inspiring or engaging
- Website:
 - Very thorough directory of services and attractions
 - Lacks inspirational messages or calls to action
 - Some timely information available, but no blog
 - Very hard to navigate and find relevant information
 - Only available in French
 - No space for trade or media

Sharm El Sheikh

- No Sharm El Sheikh destination brand
- No official Sharm El Sheikh website or social media presence
- All downloadable content focused on travel to Egypt
- Website contains some specific directories of tour operators, attractions, and accommodations

Dubai

- Strong, consistent visual brand integrated through website and other online platforms
- Comprehensive social media engagement with fresh, interactive content across multiple platforms in multiple languages
- Website
 - Interactive & engaging
 - Online booking platform
 - Downloadable Apps
 - Featured deals & discounts
 - Timely news & updated events calendar

Aqaba

- Website
 - Clean design with clear navigation
 - Strong Brand with some inviting features
 - Could use bigger focus on inspiring images
 - Some functionalities are not currently working and content missing
 - Could benefit from blog, trade and media pages
- Facebook has good content, but could be less “advertorial”. Also should have consistent brand as website. Could benefit from more directionality.
- Other key social media platforms (Twitter, YouTube) non-existent or difficult to find (not linked from website)

Awareness Comparison

	Eilat	Agadir	Sharm	Dubai	Aqaba
Inbound Links (Total Number)	49	35	0	691	339
Indexed Pages (Total Number)	517	1700	0	69,000	14,000
MOZRank (Rank & Points)	5	5	1	6	5
Google Page for "[Destination] Tourism"	1	5	10	1	1
TOTAL RANK	3	4	5	1	2

Dreaming Comparison

	Eilat	Agadir	Sharm	Dubai	Aqaba
Branded Online Videos	1	1	0	40	1
Highly Visual Website	Med	Low	Low	High	Med
Number of Social Media Platforms	1	1	0	4	1
Facebook Activity and Engagement	High	High	Low	High	High
TOTAL RANK	3	4	5	1	2

Deciding Comparison

	Eilat	Agadir	Sharm	Dubai	Aqaba
Easily Navigable Website	Yes	No	--	Yes	Yes
Detailed Attraction Content	High	Low	Low	High	Med
E-Mail Marketing	Yes	Yes	No	No	No
TOTAL RANK	1	4	5	2	3

Booking Comparison

	Eilat	Agadir	Sharm	Dubai	Aqaba
Trade/Attraction Inventory	Yes	Yes	No	Yes	No
Trade & Media Landing Pages	No	No	No	Yes	No
E-Commerce Functionality	No	No	No	Yes	No
TOTAL RANK	2	2	4	1	4

Sharing Comparison

	Eilat	Agadir	Sharm	Dubai	Aqaba
Trip Advisor/Peer Reviews	No	No	No	No	No
User-Generated Content	No	No	No	No	No
Mobile Apps/Downloadable	No	No	No	Yes	No
TOTAL RANK	3	4	5	1	2

TARGET MARKETS

Understanding whom you are targeting will help you properly market your destination.

While traditionally the majority of foreign tourists that visit Aqaba do so as part of a tour of Jordan that commences and ends in Amman, some charter business, particularly from Scandinavia and Eastern Europe, uses Aqaba as a hub destination with extended stays.

Research on international tourism trends, potential lucrative markets, insights and accessing key source markets and segments, shared with industry through Market Profiles, Business Development Training Seminars and Newsletters and can shed light on existing and developing target markets for Aqaba.

The following markets have been identified as key targets for Aqaba as a destination:

United Kingdom

Aqaba should focus on attracting older visitors (age 55+) who have more time and money to invest in traveling. These visitors will go farther, spend more, and stay longer on average than other segments. They are also more likely to invest in quieter destinations with heritage and cultural attractions.

Germany

German travelers value cleanliness and affordability. These informed travelers are highly influenced by travel writing, and are therefore ripe for influence from niche marketing and brand ambassadors.

Russia

Russian travelers are often seeking sun and sand escapes, often staying at high-end or luxury accommodations.

Poland

Similar to Russia, Polish travelers are coming for sun and sand. These budget travelers are less concerned with amenities and more concerned with cost. Highlighting the laid-back, open environment and travel deals will attract this market segment.

France

The French market generally active, adventurous mid- to high-end travelers.

Domestic

Most domestic travelers are looking for week and weekend escapes and particularly fond on water sports, soft adventure, and affordable cuisine.

Buyer Personas

Larger target markets can and should be broken down into individual buyers. Overall travel trends are important, but it's also valuable to identify the more specific potential buyers within each market that should be targeted through your online marketing efforts. These smaller segments within your target markets can be classified as buyer personas. Each target market represents several buyer personas. For the purpose of this report, we've included one sample buyer persona per target market and a specific marketing opportunity and key messages that can be used to reach each target buyer.

UNITED KINGDOM – RETIRED WOMAN

Profile:

This woman is interested in the history and culture of Petra, but wants to take an extended vacation to Jordan. She is looking for a place where she can stay a week or longer to explore the history and culture of the area. She wants a true, authentic Arab community where she can leisurely enjoy the heritage, people, nature, museums, and architecture of a destination. A quiet destination that is friendly, hospitable, and easy to navigate appeals to her. Less spontaneous than other travelers, she is likely to research and book tours and other activities in advance.

Opportunity: SEO-Keywords

She will use the Internet to research her travel options, but wants information that is easily accessible and straightforward. A comprehensive destination website with clear information and sample itineraries would appeal to her. She may seek a travel agent or tour operator to help her book her trip. Primed for keyword and search engine optimization conversion, this traveler would be drawn to the content on a destination website and blog. She could likely use this one comprehensive destination website to plan her entire holiday.

Key Messages:

History, Culture, Ease of use, Leisure, Hospitality

GERMANY – YOUNG ADVENTURE TRAVELER

Profile:

This young German traveler is seeking adventure. He wants a destination where he can enjoy nature, scenery, outdoor activities, and sporting adventures. He is attracted to low-key destinations that are comfortable, open and progressive. He is seeking value – one diverse destination where he can affordably explore multiple activities. He would be interested in Wadi Rum, Red Sea diving, rock climbing, desert trekking, wildlife and sustainability. He also values culture and a sense of community.

How Can You Reach This Visitor: Niche Marketing

Although he is less likely to plan in advance, he will be engaged by interesting travel writing, social media, aspirational photos, and word-of-mouth recommendations from other adventure seekers. Reaching out to and partnering with niche markets, like rock climbing groups or adventure travel bloggers, with curated destination content could help attract this type of foreign visitor. Engaging influencers through niche marketing is an important factor in enticing adventure travelers that are usually well educated on the products within a destination.

Key Messages:

Adventure, Nature, Scenery, Sports, Sustainability, Authenticity

RUSSIA – LUXURY COUPLE

Profile:

This married couple is looking for a weeklong escape to the seaside. They are not particularly price sensitive and respond positively to luxury and quality. They like the option of low-impact excursions (such as boating or city tours), but are not interested in a busy, pre-defined itinerary.

How Can You Reach This Visitor: Digital Advertising

Stunning images of luxurious resorts, exclusive beach recreation, and high-end dining can be used in Google banner images, paid YouTube spots, and social media ads to create a positive association of Aqaba with luxury and relaxation and provide a strong call to action to book with a resort. A focus should be on the aspirational qualities of the destination as a high-end outpost in the Middle East.

Key Messages:

Luxury, Exclusivity, Fine Dining, Spa, Relaxation

POLAND - BUDGET TRAVELER

Profile:

This budget travel is mostly concerned with the bottom line. Although he is seeking a true vacation experience, he isn't willing to sacrifice financially for his holiday. He wants to have fun and get as much out of a destination while paying as little as possible. He isn't as concerned with amenities, but is content to enjoy a no-frills sun and sea vacation. He is seeking a destination that offers freedom to roam in an unpretentious, laid-back environment.

How Can You Reach This Visitor: Social Media

More likely to travel on a whim when prices are right, social media is a huge influence of this traveler. Specials, tour deals, and cheap airfare all appeal to him. Since he is more concerned with price than location or experience, he could easily be persuaded to visit Aqaba through social media if the price is right.

Key Messages:

Affordability, Community, Friendly, Budget options, Beach

FRANCE – ACTIVE BUSINESSMAN

Profile:

For this affluent Frenchman, travel is a priority. He values experience and luxury above all else. With the means & time to travel well, Aqaba would appeal to him as a combination of relaxing beach vacation on the Red Sea and active excursion to the Wadi Rum. Wealthy travelers pursue authenticity, flexibility and a true sense of well-being. They are attracted to destinations that are not overrun with mass market crowds. This traveler prefers active days coupled with indulgent evenings – and the flexibility to adjust however he sees fit.

How Can You Reach This Visitor: Brand Ambassadors

To target this traveler, Aqaba should highlight unique experiences that can't be found in other destinations such as the Bedouin experience of Wadi Rum, sailing the Red Sea, high-end beach resorts, Dead Sea spa treatments and other more exclusive experiences. An emphasis should be placed on high level of service. Word-of-mouth is important. Empowering past visitors to share their experiences among social groups or affinity organizations as unofficial brand ambassadors will help reach this wealthy traveler.

Key Messages:

Luxury, Activity, Unique Adventures, Quality

DOMESTIC – FAMILY ESCAPE

Profile:

More likely to come in the summer months when visitation is traditionally lower in Aqaba, this domestic traveler is focused on affordable relaxation for the family. Ease of travel to and from Aqaba is a main selling point. This family wants a mid-length vacation or weekend getaway that is all about the water and child-friendly activities.

How Can You Reach This Visitor: Co-Op Advertising

The destination can partner with resorts and tour operators to co-brand Aqaba as a family friendly destination in Jordanian channels that are most likely seen by the decision makers: generally mothers. Partnerships can also be created with local travel agencies to promote the destination at a competitive price during the off-season.

Key Messages:

Proximity to attractions, Activities and Packages, Accessibility

CONTENT

Online marketing is driven by *content*. Content is at the heart of everything that informs the target audience about a subject and it is the engagement piece that lures them to action.

Without content there is no message.

The underpinning of all ASEZA activities will be the identification, development, presentation, and distribution of content that is informative and engaging for potential travelers to Aqaba.

A well-planned and executed content management structure is crucial to ensure that relevant, high-quality, engaging content is made available at appropriate times and then disseminated to the appropriate platform.

Content can be categorized several different ways.

- *Static content* is the foundation for online properties such as the website and key informational gateways such as online encyclopedias. Static content is basic, rarely changing information including boilerplate destination descriptions, the destination's history, currency, product descriptions, how-to's, and relevant rules and regulations.
- *Dynamic content* is constantly evolving and is generally driven by what is relevant within a certain time frame. Dynamic content can be news about new attractions, information on deals or sales, and reactions to current trends.

Content can also be generated from a number of places.

As opposed to content created by those specifically responsible for marketing the destination or creating dynamic content, *user-generated content* is created by individuals who are not directly tied to tourism marketing activities, but have an interest in sharing their opinion or stories with others. These could be Jordanian business owners or residents as well as current or previous travelers to the country.

Content can come in several formats: written, images, video, and interactive – these are usually elements within an online platform that allows a user to participate, such as a poll, scrolling map, or online contest.

Content management relies on an active and seamless network of content generators and content “curators” – those that manage the content flow and can edit, reframe, and distribute the content to appropriate audiences.

CONTENT CALENDAR

Through the creation of a comprehensive 12-month content calendar, ASEZA will have the necessary tools and resources to push out relevant, exciting content on a consistent basis.

Overarching monthly themes as well as daily themes and regional focuses will inform ASEZA about the dynamic content that should be posted across social media & blog platforms on a regular basis.

See the Blogging Section on page 17 for the comprehensive content calendar and posting schedule.

WEBSITE

Aqaba's website is an image-rich resource for information about Aqaba, but is not currently optimized to meet the informational needs of potential travelers. Like all forms of marketing, the online world is becoming increasingly crowded. Users are actively trying to narrow their exposure while marketers are trying to broaden their viewership.

Search engines are the intermediaries in this relationship. Google, and other less popular platforms, use specific algorithms to relate the user's search entry to available online content. When a search engine returns results, they are ranked based on relevance according to a number of factors. Understanding these factors and integrating them into online properties and the granular content it holds is a process called *search engine optimization*.

Through the addition of relevant keywords and updated, dynamic content, the Aqaba website will become a flagship marketing tool for Aqaba and a superior destination website, positioning the region positively among its competitors.

SEO

Search Engine Optimization (SEO) is arguably the most important aspect of successful content creation and website management, yet is often overlooked. SEO is the practice of increasing the traffic to a website generated by the results provided to a search engine user.

The goal of ASEZA's SEO activities will be to increase the weight that Google, Bing and Yahoo and other search engines give Aqaba's website in regards to Aqaba-relevant topics (e.g., Red Sea, Wadi Rum, history, culture, adventure). Content is king: accurate, timely, concise and unique content generate higher SEO rankings.

All content that is developed for the Aqaba digital marketing strategy will be optimized to include searchable terms that will drive target audience traffic to Aqaba's website. New content will be created with the end user's search in mind. Existing content will be revised and revamped to strengthen its potential search engine relevance.

KEYWORDS

A list of high priority keywords has been created to be used systematically in your e-marketing strategy. These keywords have been chosen for their relevance to your brand, average monthly searches and competition. By highlighting these keywords in your static website content and blog, search engine traffic will be driven to Aqaba's website.

Jordan	Aqaba
Petra	Aqaba
royal Jordanian	Wadi rum desert
Petra Jordan	Wadi rum weather
Aqaba	Aqaba to Petra
Wadi rum	Aqaba Petra
Wadi	Bedouin camp
Amman Jordan	Petra travel
Amman resorts	Jordan tourist attractions
Royal Jordanian Airlines	Wadi rum resort
Jordanian Airlines	seven wonders Bedouin camp
Aqaba Jordan	Aqaba Jordan
Jordan Petra	Jordan Wadi Rum
Aqaba	Wadi Rum map

Jordan holidays	weather Wadi rum
Tala bay	Dana hotel Jordan
Dead sea Jordan	Petra Wadi rum
visit Jordan	Jordan Red Sea
Wadi Rum Jordan	Aqaba Jordan
Aqaba	Tourism in the Red Sea
Petra in Jordan	Petra to Wadi rum
Amman hotel	Wadi rum climbing
Saraya Aqaba	Weather in Wadi rum
Jordan dead sea	Red Sea information
places to visit in Jordan	Aqaba

SOCIAL MEDIA

Recently, search engines have included mentions on social media as a factor in higher rankings. The Aqaba website will be heavily featured throughout all social media activities and will encourage social mentions by creating easy-click social mention buttons (such as the Facebook “like” thumbs-up) throughout the site.

BLOG

Blogs are ubiquitous platforms across the Internet maintained by individuals, private enterprises, and destinations. Blog posts are timely entries that can be newsworthy, issue-based, opinionated, or a mixture of all. Successful blogs provide useful and relevant information to a key target audience and encourage continued interest in the topic.

ASEZA will embed a blog feature into the website and publish 2-3 posts per week. By creating an integrated blog on the Aqaba website, ASEZA will have a central platform to showcase the best content about Aqaba. Blog posts are generally 300 - 500 words and include compelling, useful information, images and videos and rich links that drive users to other posts or important information on the website.

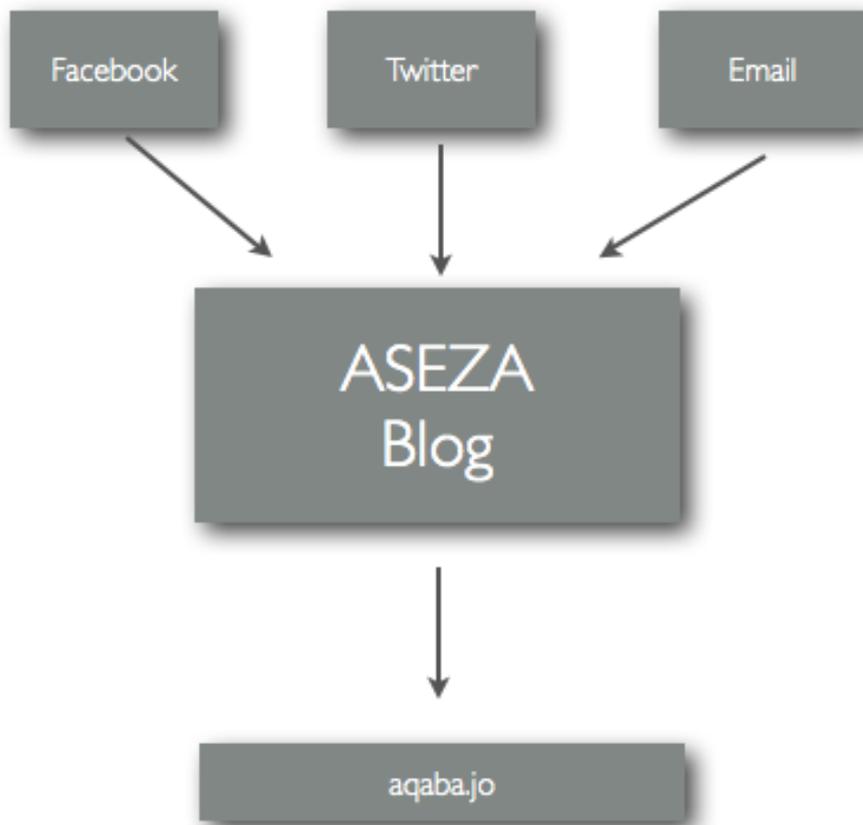
Successful blog posts contain the following characteristics:

- Blog title is compelling: a question, list, checklist or authoritative statement
- Blog content follows consistent grammar rules
- Blog post contains at least one image
- Blog tone is informal but informative
- Avoids conditional words like “probably, maybe, should, might, potentially”
- May use infrequent contractions (won’t, aren’t, don’t, I’ve, you’ve, we’re)
- Does not assume that reader has seen previous blog posts
- Paragraphs are 2-6 lines
- Sentences are short and to the point

Furthermore, the most effective blog posts include the following SEO best practices:

- Blog post targets 1-3 keywords
- Keyword(s) appear naturally 3-5 times in post
- Blog post title contains (at least) one keyword
- Blog keyword is used in “slug” (blog URL)
- Blog post title is less than 75 characters
- Blog post is at least 300 words
- Blog post contains clear call to action
- Keywords are identified in blog metadata
- Metadata is fewer than 155 characters
- Images contain unique alt tags
- Blog contains 1 link to external website
- Blog post contains 1-3 links to ASEZA website pages and blog posts
- All links open in a new window

Relevant posts on Aqaba’s social media platforms and newsletter content will highlight the Aqaba blog and further drive audience engagement and website views:



BLOG CONTENT CALENDAR

This blog content calendar outlines all of the blog topics for a 12-month period. Each monthly theme is supported by 2 weekly blog posts for a total of 8 blog posts each month or 96 blog posts in 1 calendar year. These blog topics have been chosen to reach your target markets through carefully selected keywords that will boost your search engine optimization and attract the right leads to your website.

Month 1 Theme: Family		
	Blog Post #1	Blog Post #2
Week 1	Best Activities for Kids & Family in Aqaba	10 Family-friendly Stops in Aqaba
Week 2	5 Kid-Friendly Restaurants	How To Entertain Your Kids in Aqaba (Exploring Parks & Gardens in Aqaba)
Week 3	Family Friendly Desert Safaris	Why Aqaba is the Best Destination For Your Family's Next Holiday
Week 4	Visiting the Aqaba Marine Park	Diving & Snorkeling in the Red Sea Bubbles makers & junior open water
Month 2: Luxury		
Week 1	Best Spa Treatments in Aqaba	Best Fine Dining in Aqaba
Week 2	Top Beach Resorts in Aqaba	Exploring Aqaba's Gold Souk
Week 3	Travel like a Celebrity in Aqaba (Sunset Cruises in Aqaba)	Enjoying Shisha in Aqaba
Week 4	Night Life in Aqaba	Sailing the Red Sea
Month 3 Theme: Budget		
	Blog Post #1	Blog Post #2
Week 1	Beach Camping in Aqaba	How to Save Money on Your Vacation in Aqaba
Week 2	Budget Things to do in Aqaba	Enjoying Nature in Jordan's Golden Triangle
Week 3	Budget Things to do in Wadi Rum	Best Activities on the Red Sea on a Budget
Week 4	Best Budget Eats in Aqaba	Backpacking Through Aqaba (Best Budget Lodging Options in Aqaba)
Month 4 Theme: Beach		
	Blog Post #1	Blog Post #2
Week 1	Cruising the Red Sea & Glass Bottom Boat Adventures	Top 10 Water Activities in Aqaba
Week 2	10 Things You Don't Know About the Red Sea	Ocean Wildlife in Aqaba
Week 3	Resort Spotlight	10 Things To See on Your Next Dive
Week 4	Exploring Aqaba by Beach (Best Beaches in Aqaba)	Beach activities & animation programs

Month 5 Theme: Adventure		
	Blog Post #1	Blog Post #2
Week 1	5 Adventurous Things to Do in Aqaba	Night Diving in the Red Sea
Week 2	Aqaba Adventures by Sea, Land and Air (Fly a Diamond DA40 over Aqaba, Seeing Jordan's Golden Triangle By Motorbike)	The Best Rock Climbing Spots near Aqaba (Climb the Highest Mountain in Jordan)
Week 3	Your Guide to Diving in Aqaba	Getting Your Adrenaline Rush in Aqaba, Wadi Rum
Week 4	Your Guide to Skydiving in Wadi Rum	The Best Hiking Trails Near Aqaba
Month 6 Theme: History		
	Blog Post #1	Blog Post #2
Week 1	Exploring the Purpose Church	Sightseeing by Horse Carriage
Week 2	Mosques & Museums in Aqaba (Aqaba Heritage Museum)	Your Guide to Aqaba's Aqaba's Castle
Week 3	Exploring the Aqaba Souks (The Best Flavors & Spices of Aqaba)	10 Things You Don't Know About Aqaba's Past (Humaimah)
Week 4	Your Guide to the Ruins of Ayla	Stories From senior Aqbawis
Month 7 Theme: Food		
	Blog Post #1	Blog Post #2
Week 1	Our Favorite Traditional Aqbawi Dish	Cultural occasions in Aqaba
Week 2	Events Not to Miss in Aqaba	Your Guide to food & Deserts in Aqaba, Wadi Rum, Petra
Week 3	Our Favorite Traditional Drinks in Aqaba (How to Make Arabic Coffee)	Zarb: The Traditional Wadi Rum Dish
Week 4	Best Beach Dining	Best Food Souvenirs in Aqaba
Month 8 Theme: Cruise		
	Blog Post #1	Blog Post #2
Week 1	1 Day Aqaba Travel Itinerary (2-3 hours Walking Tour of Aqaba)	How to See Wadi Rum in 1 Day
Week 2	Diving in Aqaba in 1 Day	Where to Eat While in Aqaba
Week 3	Top 5 Things to Do in Aqaba	A Cruise Visitor's Guide to Aqaba
Week 4	How to See Petra in 1 Day	Hidden Gems in Aqaba
Month 9 Theme: Nature		
	Blog Post #1	Blog Post #2
Week 1	Bird Watching in Aqaba	How to Identify the Red Sea's Fish
Week 2	Protecting Wildlife in Aqaba (Aqaba's Sustainability Efforts)	Red Sea Micro Photography
Week 3	Wadi Rum's Desert Animals (The Oryx: Jordan's Desert Animal)	Jordan's Golden Triangle Magical Landscapes (The Best Photo Ops in Aqaba)
Week 4	Exploring Aquatic Wildlife (Coral Reef)	Wildlife You Won't See Anywhere Else

Month 10 Theme: Aqaba		
	Blog Post #1	Blog Post #2
Week 1	In Aqaba, the Choice is Yours	7 Tips for Planning Your Aqaba Vacation (What to do Before your Trip to Aqaba, How To Plan a Trip to Aqaba)
Week 2	How to Relax in Aqaba	5 Day-Trips From Aqaba
Week 3	How to Have the Perfect Holiday in Jordan's Golden Triangle (When to Visit Aqaba)	10 Things Not to Miss in Aqaba (5 Things to See in Aqaba)
Week 4	3 Day Itinerary for Aqaba, Jordan	10 Things That Might Surprise You About Jordan's Golden Triangle
Month 11 Theme: Wadi Rum		
	Blog Post #1	Blog Post #2
Week 1	Bird's Eye View of Wadi Rum	5 Things to Do in Wadi Rum (Desert Trekking near Aqaba)
Week 2	Wildlife in Wadi Rum (Conservation Efforts in Wadi Rum)	Stargazing in the Desert
Week 3	Overnight & camping in Wadi Rum	History of the Hijaz Train
Week 4	History of Wadi Rum	How to Live Like a Bedouin for 1 Night (Bedouin Camping: Everything You Need to Know)
Month 12 Theme: Petra		
	Blog Post #1	Blog Post #2
Week 1	How to Get to Petra from Aqaba (Planning a Day Trip to Petra)	Best Hiking Trails in Petra
Week 2	Beyond the Lost City	Top 10 Things to see in Petra (What to Do in Petra After the Sun Goes Down)
Week 3	The story of Petra the Rose Red City?	Events Not to Miss in Petra
Week 4	5 Things You Might not Know About Petra	Meeting the locals in Petra

SOCIAL MEDIA

Tourism is an experience economy. Travelers are now inundated with words, images and videos from a variety of products, some of which are travel destinations. The ones that are successful and can cut through the clutter of advertisement are those that can inspire a longing within a potential traveler organically, consistently, and strongly enough so that they move from simply desiring to escape to actually making a purchase.

Online platforms provide an opportunity to share Aqaba's great attributes easier than ever before. Because of the newest technological developments, marketing campaigns can be developed and frequently re-engineered to specifically target individuals most likely to respond - all at increasingly lower costs in terms of financial and human resources.

The Internet is no longer a one-way platform of static information, but rather an ever-growing social network where conversations are the currency.

The Digital Marketing Strategy's goal is to maximize these networks by engaging individuals in a way that lets Aqaba's assets inspire them, encouraging further research and eventually the decision to visit. Building communities around Aqaba's main elements (beach, desert, adventure, history, culture, etc.) creates an amplification effect that allows dialogue to travel between one another within the core interest groups and out to friends, family, colleagues and other members of networks.

Key to this strategy is the creation of a number of interlinked social media platforms that will form communities around Aqaba tourism and its assets.

FACEBOOK

Facebook is the world’s largest social networking site and provides unparalleled access to a broad set of online communities with immense flexibility for design. Individual users maintain personal pages where they upload an extensive amount of information about their daily activities and interests. As information is updated on a personal page, it is pushed out to a user’s friends so that each friend’s update appears in a continually developing timeline of information.

Business, celebrities, organizations, and affinity groups maintain “pages” and push information through the timelines of “fans” that have subscribed to the page. Pages also host key information about their subject and provide a platform to engage audiences through pictures, videos, polls, games and sweepstakes.

Facebook is a platform that augments the reach of a single organization or campaign and leans heavily on creating relevant content that users will want to share with their networks.

Facebook is essentially Aqaba’s social media “Home Page”. It will promote the diversity of the destination and highlight the attractions, hotels, and businesses within the destination. By posting relevant, useful and rich Facebook content on a daily basis, Aqaba will showcase its attractions, expand its social media audience, and drive website traffic.

Recommendations:

- Content should be posted daily (at least one post per day, but up to 2-3 posts) and include an engaging image, 1-2 sentence description and a relevant link
- Users must like this page to enter promotions and contests
- Blog Posts should be cross-posted on Facebook to generate website views
- Daily posting themes will help generate content

Day	Theme
Monday	Business Highlight
Tuesday	Attraction Spotlight
Wednesday	Nature Feature
Thursday	Historical Fact or Photo
Friday	Ask a Question, Caption Contest
Saturday	Beautiful Photo Highlight
Sunday	Specials, Deals, Tour Highlight

Action Plan

Activity	Responsible Party	Month												
		1	2	3	4	5	6	7	8	9	10	11	12	
Optimize existing Facebook pages (increase branding, facelift design)	E-marketing Officer													
Review and refine content strategy	E-marketing Officer													
Design Campaign 1: Red Sea, Sand City	Tourism Marketing Head													
Launch Campaign 1: Red Sea, Sand, City	E-marketing Officer													
Design Campaign 2: All About Aqaba	Tourism Marketing Head													
Launch Campaign 2: All About Aqaba	E-marketing Officer													
Design Campaign 3: Taste of Aqaba	Tourism Marketing Head													
Launch Campaign 3: Taste of Aqaba	E-marketing Officer													
Design Campaign 4: Adventure Aqaba	Tourism Marketing Head													
Launch Campaign 4: Adventure Aqaba	E-marketing Officer													

TWITTER

The term “micro-blog” was developed to define Twitter – a platform that aggregates updates from users no longer than 140 characters. Twitter has become one of the world’s fastest growing social media tools. The brevity of the messages and the speed with which content can be spread encourages instantaneous dialogue about recent events, new products, or Internet content.

Twitter is a platform that will allow ASEZA to “push” and “pull” on potential travelers and the Aqaba traveler community. Brands can push information by providing clever sound bites attached to links that drive traffic to other online properties. Because of the high volume of content being developed allows brands to “pull” on consumers by listening to the online dialogue and tracking “sentiment” related to Aqaba and Aqaba products and services. Negative information can be responded to personally while positive feedback can be repeated.

Aqaba will maintain a single Twitter account, which will be managed by the E-marketing Officer and Tourism Marketing Head. Having a central Twitter account will help ensure consistency in brand messaging and best practices. Twitter will be used to monitor the brand in real time, provide persona and attentive customer service, cross-promote lead generation opportunities from other online channels, and communicate brand messages in a distinct voice to a wide audience.

Recommendations:

- Monitor Twitter for any mention of the brand and the destination and respond as quickly as possible to any references - positive or negative
- Monthly and daily content themes will help generate content ideas
- Content should be posted daily with these targets in mind:
 - Three original tweets per day
 - Three Retweets per day
 - Three reply messages per day

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Create and update editorial calendar	Tourism Marketing Head												
Publish and review content	E-marketing Manager												
Review KPIs	Tourism Marketing Head												

INSTAGRAM

Instagram is a visually focused social media sharing platform in which users upload photo and video content, captioned and categorized by hashtags, that can be viewed by the public. Destinations can post and tag photos to increase awareness and visibility of locations and attractions within the travel community and their target markets.

Recommendations:

- Create Instagram profiles for Aqaba and Wadi Rum
 - Publish one instagram post per day
 - Use specific hashtags to collect and highlight user-generated content
- Connect with key target demographics through engaging and relevant eye-catching visual content
- Share specific destinations and ideas within Aqaba with the travel community to encourage and support the dreaming and planning stages of travel

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Create and update editorial calendar	Tourism Marketing Head												
Publish and review content	E-marketing Manager												
Review KPIs	Tourism Marketing Head												

TRIPADVISOR

TripAdvisor is among the most important social tools for brands, because it is so widely used and trusted by travelers. It is the world’s largest travel website and receives 1 million visitors every month. Tourists commonly use Trip Advisor reviews when they are planning their vacations. You can monitor what others are saying about you and respond to praise and criticism.

Unlike social media networks like Facebook or Google+, TripAdvisor does not rely on ASEZA to produce regular content. Instead, the forum depends on travelers to leave their reviews on the site.

Recommendations:

- Maintain reputation on TripAdvisor
- Promote attractions, hotels, and tour operators within Aqaba & Wadi Rum
- Engage potential travelers by displaying photos and reviews of Aqaba and Wadi Rum tourist products on their websites
- Regularly monitor user-generated comments, both positive and negative
 - All comments responded to within 24 hours

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Clarify roles and responsibilities at property level	Tourism Marketing Head												
Review and update all property descriptions and images	E-marketing Manager												
Monitor and engage travelers	E-marketing Manager												

YOUTUBE

YouTube is a video sharing website where users can watch, post, and comment on videos. YouTube showcases both professionally developed and amateur videos, providing an outlet for individuals who generate their own content as well as advertisers.

Travelers are increasingly relying on multimedia content to gain information about destinations, and the impact of engaging videos that entice the consumer cannot be understated. ASEZA can utilize YouTube, the world’s most popular site for videos, to promote itself and Aqaba.

Recommendations:

- Increase awareness of Aqaba’s cultural and historical significance as well as its physical beauty through an online catalog of quality videos and images
- Drive traffic to the Aqaba website by using images and video to penetrate online communities
- Create and maintain a destination branded YouTube channel
 - Publish five destination highlight videos
 - Share five user-generated videos from visitors

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Brand YouTube Channel	E-marketing Manager												
Optimize YouTube Channel	E-marketing Manager												
Introduce video series	E-marketing Manager												
Engage other users and build a network	E-marketing Manager												
Promote channel	E-marketing Manager												
Optimize Videos	E-marketing Manager												

PINTEREST

Any destination that wants to drive targeted and high-volume traffic to its website, should join Pinterest. According to Hubspot, early research indicates that Pinterest is more effective at driving traffic than other social media sites, even Facebook.

Pinterest is a social network that allows users to visually share, curate, and discover new interests by posting, also known as ‘pinning,’ images or videos to their own or others’ pin boards. Users can either upload images from or pin bookmarked URLs.

Unlike Flickr and Facebook, users are not sharing images of their OLD travels but usually plans and dreams for their FUTURE travels. ASEZA should pay specific strategic attention to Pinterest, as it has the ability to influence travelers early on in their traveler planning process as these “pinners” are on the site to discover new places to visit!

Recommendations:

- Increase awareness of Aqaba’s cultural significance and physical beauty through a variety of pinboards that users can repost and share with one another
- Drive traffic to the Aqaba website by pinning website pictures that engage the travel community
- Maintain a single brand level Pinterest profile
 - Cultivate and engage brand advocates
 - Grow followers, website views, generate sales leads
 - Post ten pins each day
- Introduce a Pinterest campaign designed to drive Pinterest users to the website and generate leads

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Set up a Pinterest Account	E-marketing Manager												
Create editorial calendar and content book	E-marketing Manager												
Create 5-10 initial boards	E-marketing Manager												
Review engagement strategy	E-marketing Manager												
Begin pinning, repinning, and following travel industry leaders	E-marketing Manager												
Promote account through other social media platforms	E-marketing Manager												
Introduce Pinterest Campaign	E-marketing Manager												
Evaluate Pinterest community, edit content and engagement strategy as needed	E-marketing Manager												

GOOGLE +

Google+ is a social media network similar in scope to Facebook but with the added advantage of search engine visibility. Destinations with profiles can increase their search engine rankings and more successfully drive traffic to their websites.

Recommendations:

- Increase search engine visibility through sharing engaging content tagged with keywords
- Drive traffic to the Aqaba website by using posts, photos, and videos to attract online communities
- Create and maintain a branded Google + pages for Aqaba and Wadi Rum
 - Post one Google+ post per day

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Create Google + Accounts	E-marketing Manager												
Clarify Content Flow	E-marketing Manager												
Create Editorial Calendar	Tourism Marketing Head												
Review Evergreen Content	E-marketing Manager												
Publish and Review Content	E-marketing Manager												

FLICKR

Flickr is a photo sharing website where individuals and businesses can upload photos in order to organize them and share them with others. Destinations can post photos and tag them with keywords and a location in order to increase their visibility.

Recommendations:

- Increase awareness of Aqaba’s cultural significance and physical beauty through a robust online catalog of video and images
- Drive traffic to the Aqaba website by using image and video to penetrate online communities
- Create and maintain branded Flickr accounts for Aqaba and Wadi Rum
 - Use Flickr as a means of gathering user-generated content that showcases the destination
 - One post per day

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Create and update editorial calendar	Tourism Marketing Head												
Publish and review content	E-marketing Manager												
Review KPIs	Tourism Marketing Head												

FOURSQUARE

The place-based social network allows customers to “check-in” when they are physically at a business. Participating businesses can offer incentives like discounts or product giveaways for customers that publicly check in at their establishments.

For brands that don’t have a physical location, they can create a Brand Page. ASEZA can set up brand pages for Aqaba and Wadi Rum and create city guides and lists of great business and places for followers to check out. ASEZA can highlight tourism products such as accommodations, restaurants, parks and beaches on FourSquare.

Recommendations:

- Increase awareness of Aqaba’s cultural significance, destinations and businesses through a variety of FourSquare lists
- Demonstrate expert knowledge on tourism products in Aqaba and Wadi Rum and gain confidence and trust from FourSquare fans
- Create and maintain branded FourSquare pages for Aqaba and Wadi Rum
 - Create city guides to enable visitors to find businesses and attractions within Aqaba and Wadi Rum
 - Highlight tourism products on the branded pages

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Create account and take ownership of properties on FourSquare	E-marketing Manager												
Integrate with Facebook and social media management software	E-marketing Manager												
Monitor for negative comments	E-marketing Manager												
Revisit platform relevance	Tourism Marketing Head												

CAMPAIGNS

Online marketing campaigns provide a methodology for deep and rich outreach according to three of Aqaba's key themes: adventure, culture and hospitality.

A campaign will be launched every quarter. Each campaign is an opportunity to regularly reengage established communities around a particular theme while deeply penetrating new communities. Campaigns include a specific call-to-action or incentive specifically designed to drive new traffic and collect valuable user intelligence that can be reapplied in future outreach efforts.

Each campaign has four steps:

Step 1: Secure sponsorship for incentives/prizes and for content that can be used throughout the duration of the campaign period. Suggested partnerships include:

- **Media Partner:** Producer of online content with readership similar to the targeted market
- **Product Partner:** A lifestyle brand that sells a product or service representative of the campaign theme
- **Personality Partner:** A celebrity or topical expert that will raise awareness of the sweepstakes and provide additional leverage for media
- **Local Tourism Industry Partners:** Accommodation providers, communal conservancies, tour operators, car hires based in Jordan, with preference to emerging entrepreneurs from partner organizations (local tourism industry, international outbound tour operators, media, and affiliated non-profit organizations).

Step 2: If there is a prize giveaway, secure the appropriate legal review and bonding for each market. This is best coordinated with Online Sweepstakes specialists located within the target region.

Step 3: Develop a landing page on the Aqaba website that provides eye-catching content as well as a strong call-to-action ("Enter to win...", "Download...") linked to contact entry fields.

Step 4: Launch the campaign and use Google Banner ads and social media ads to drive traffic to the landing page

Step 5: Post on social media platforms and engage in social media conversations to increase campaign awareness and drive users to the landing page.

Step 6: Send partner organizations weekly emails with Facebook posts, blog posts, and Tweets that can be copied-and-pasted onto their platform. Ensure that each post includes a link to the campaign landing page or other appropriate campaign platform.

CAMPAIGN 1: RED SEA / RED SAND / RED CITY

Tagline: Discover the mystery and wonder of Aqaba.

Overview: Aqaba's strategic location is an ideal hub for visitors wishing to explore the iconic attractions of the Wadi Rum, Petra, and the Red Sea. *Red Sea, Red Sand, Red City* campaign will use vibrant imagery and practical travel information to link these attractions together into a unified destination anchored by Aqaba.

The campaign will rely on regular striking images posted on the platforms and a series of 4 high energy thirty-second videos that will highlight the splendor of Wadi Rum, Petra, the Red Sea all linked to Aqaba.

Audiences in all target markets will be invited to "Enter to Win" a trip for 2 to Aqaba and the surrounding locations

Campaign Goals:

- Position Aqaba as a regional gateway to Wadi Rum, Petra, and the Red Sea
- Raise the profile of Aqaba as a premier travel destination among target markets
- Increase the size of Aqaba's online community

Campaign Metrics:

- Increased Facebook and Twitter followers
- Increased website visits
- New e-mail subscribers

Campaign Components:

- Website landing page
- 4 30-second videos
- Downloadable sample itineraries
- Google Banner Ads
- Facebook Ads

Partners:

- Local tour operators to sponsor the prize winner
- Airlines
- Adventure lifestyle brands and media

CAMPAIGN 2: ALL ABOUT AQABA

Tagline: Be a Red Sea VIP

Overview: Aqaba is a vibrant city with a rich amount of fine dining, great nightlife, cultural experiences, and world-class accommodations. This campaign is designed to showcase Aqaba as a luxury escape for the Jordanian and other short-haul markets.

The campaign will feature a prominent local celebrity who can provide target audience with a "behind-the-scenes" look at all of Aqaba's most exciting attractions, restaurants and hotels. Short video clips will be released each week along with digestible features on local businesses, events and organizations. A special focus will be placed on honeymoons and city-breaks.

Target audience will be invited to "enter to win" a VIP weekend escape to Aqaba, sponsored by a local hotel partner

Campaign Goals:

- Increase awareness of Aqaba's luxury activities
- Strengthen social media community among Arabic-speaking audiences

- Drive website traffic
- Showcase local hotels and restaurants

Campaign Metrics:

- Increase in social community size
- Number of inquires
- Number of contacts collected

Campaign Components:

- Website Landing Page or Microsite
- 5 – 6 videos (1-2 minutes) hosted by local celebrity
- City Guide
- Sweepstakes
- Advertising

Partners:

- Hotel
- Restaurants
- Airlines
- Luxury travel media

CAMPAIGN 3: TASTE OF AQABA

Tagline: (none)

Aqaba has always been a crossroads of cultures. This great history is reflected in the city’s incredible dining experiences – from fine European cuisine to traditional Bedouin meals. The Taste of Aqaba campaign is designed to highlight the city’s cultural side vis a vis a travel experience that is truly international: food.

Audiences in the key target markets will see first hand the richness of cuisine and Aqaba. A series of testimonial videos will showcase international chefs, restaurateurs, and local residents as they share their favorite dish, show it being prepared, and discuss why they think Aqaba is an exceptional place for visitors.

Campaign Goal:

- Raise the profile of Aqaba as a rich cultural destination
- Showcase Aqaba’s culture of hospitality
- Highlight the diversity of available experiences (Luxury/International to Local/Experiential)

Campaign Metrics:

- Increase in online community size
- Increase in website traffic
- Number of inquiries
- Number of new contacts generated

Campaign Components:

- 4 – 5 videos (2 – 3 minutes)
- Recipes of Aqaba E-Book

Partners:

- Hotels (with restaurants)
- Local Restaurants

CAMPAIGN 4: #AQABACAMEL

Aqaba is an important hub for adventure in Jordan – from exploring the desert on horseback, to skydiving to Red Sea SCUBA. The #AqabaCamel campaign is designed to raise awareness of Aqaba’s adventure tourism offer in a fun and interesting way. The campaign will utilize an “Aqaba Camel” animated/designed character that will provide a voice to the activities and be featured in a number of humorous, unconventional postcards. Partnerships will be sought with adventure brands such as Red Bull and AKONA.

A microsite and mobile app will allow the user to take a photo of themselves (“selfie”) with a variety of digital frames featuring the camel and adventure scenes. Users will submit their photo on Facebook or Twitter using the #AqabaCamel hashtag in order to enter to win a free trip to Aqaba sponsored by a local tour operator, hotel provider or airlines.

Campaign Goal:

- Raise the profile of Aqaba as a premier adventure tourism destination

Campaign Metrics:

- Increase in online community size
- Increase in website traffic
- Number of inquiries
- Number of new contacts generated

Campaign Components:

- 8 – 10 Aqaba Camel digital postcards
- Webcam-enabled website
- Downloadable “Selfie” App
- Online Advertising

Partners:

- Tour Operators
- Hotels
- Airlines
- Adventure lifestyle brands

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Design Campaign 1: Red Sea, Sand City	Tourism Marketing Head												
Launch Campaign 1: Red Sea, Sand, City	E-marketing Officer												
Design Campaign 2: All About Aqaba	Tourism Marketing Head												
Launch Campaign 2: All About Aqaba	E-marketing Officer												

Design Campaign 3: Taste of Aqaba	Tourism Marketing Head													
Launch Campaign 3: Taste of Aqaba	E-marketing Officer													
Design Campaign 4: Adventure Aqaba	Tourism Marketing Head													
Launch Campaign 4: Adventure Aqaba	E-marketing Officer													

EMAIL NEWSLETTERS

A powerful combination of contact list software and robust, professionally designed newsletter distribution allows customized content to be distributed to key target audiences. This will keep the Aqaba website top of mind for consumers during the planning stage of travel. Newsletters will be sent bi-monthly to highlight destination attractions, travel and planning tips and push out key messages around campaigns. The main goal of the newsletter is to drive traffic to the information and content on the Aqaba website.

Two regular newsletters (English and Arabic versions) will be delivered to reach key target markets.

Every other month, Aqaba will deliver a consumer-focused email highlighting the destination, local attractions, and upcoming events, travel deals and specials. Calls-to-action will drive visitors to landing pages on the website or to specific blog posts. Newsletters will also encourage participation in the four online marketing campaigns.

In order to establish an email marketing strategy for consumers, ASEZA will establish a list management system and email communication plan.

Recommendations:

- Maintain an account with an email software that can store contacts, create mailing lists, send out newsletters and track their performance (MailChimp is one such platform)
- Attract new newsletters subscribers through the website and social media
- Send 1 bi-monthly newsletter with engaging content that links back to the blog or Aqaba website

Action Plan

Activity	Responsible Party	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Create and update newsletter Calendar	Tourism Marketing Head												
Gather content for upcoming newsletter	E-marketing Manager												
Design newsletter	Tourism Marketing Head												
Send out newsletter	E-marketing Manager												
Track success of newsletter	E-marketing Manager												

ADVERTISING

Search Engine Marketing (SEM) is the process of promoting and marketing a website through paid listings (advertisements) on search engines. Ads are placed through each search engine's platform (i.e. Google – Adwords, Bing – Microsoft adCenter). Within the platform you can create ads and select criteria for how and where the ad will be shown.

SEM is an effective tool as the technology allows a marketer to present ads to only relevant target markets. By targeting specific keywords a marketer can ensure that the ad is only being presented to a user that is searching for terms relevant to their product. The use of keyword targeting allows the marketer to place ads in front of users that are actively searching for a specific theme, thereby increasing the click through rate. The search engine ad platforms also offer the ability to target specific demographics, place ads only in specific geographic regions, set specific times for ad placements, and manage the budget for how and when ads are shown.

Although SEM refers to placing ads just on search engines, online advertising as a whole is much broader. The possibilities of online advertising include placing ads on nearly any type of website or page a user might browse, such as news, blogs, reviews, entertainment, online magazines, and marketplaces. Display advertising includes placing a graphical ad, which can be static or animated, on a website with a link back to the advertisers website.

Websites offer advertising space within their website structures and these spaces are sold to advertisers directly by the website owners or through ad networks. Ad networks acquire space on multiple websites and then “rent” the space to advertisers. There are major ad networks like Google, AOL advertising, and many more worldwide. An advertiser can utilize these ad networks to place ads across multiple sites based on demographic and geographic targeted and budget.

Technology like the Ad Ready platform, allow a marketer to place and manage ads more strategically. Ad Ready allows the marketer to place ads across all ad networks and individual and make changes to the ad, change ad placement locations, update budgets, and monitor clicks on a daily basis. Utilizing this technology allows a marketer to be much more proactive in their media spend, allocating more of the budget to websites and ad campaigns that produce a higher return on investment (ROI).

SEM and Display Advertising will be utilized to enhance the overall Online Marketing Campaign. While SEO efforts will strive to build an organic foundation and social media campaigns will build an online community and promote viral marketing, Online Advertising will strive to build the online brand awareness of Aqaba and drive traffic to specific campaigns.

Both of the strategies mentioned above (SEM and Display Advertising) will be implemented strategically into the online campaign. Online Advertising can be organized into two themes:

- Branding
- Direct Response

BRANDING

With branding, the overall advertising goal will be to raise awareness and visibility of Aqaba as a destination. This strategy will aim to place the Aqaba Brand in front of as many people as possible within the target audience. Branding will focus on the elements of Aqaba that are considered “Evergreen”. This term refers to Aqaba products (locations, attractions, activities) that are always available to an interested visitor. Ads can be designed to promote specific attractions or activities or designed to promote Aqaba in general.

Search Engine Text Ads will be campaigns created through Google and Microsoft's ad networks and will follow the following criteria:

- Campaign Theme

- Campaign Target Location (Country)
- Demographic Target
- Campaign Keywords
- Campaign Budget

Google allows marketers to place Display Ads through their ad networks. To reinforce the social media campaigns, display ads will be placed with the Google Ad Network, highlighting Aqaba as a tourism destination. Focus will be on presenting Aqaba as a tourism destination and ads will be placed to provide impressions across multiple websites.

Multiple campaigns (text and display ads) will be developed, each focused on specific elements of Aqaba. Campaigns will be tracked and updated accordingly to ensure the campaign budget is producing the highest possible conversion.

DIRECT RESPONSE

While the focus for branding is wide spread ad placement and overall branding and impressions, the direct response strategy will be much more focused on driving traffic to a specific location. The overall marketing strategy will have four themed-based campaigns throughout the one-year period of the digital campaign. The direct response advertising campaigns will focus on supporting those campaigns by driving traffic to landing pages and sweepstakes or contests.

Direct response campaigns are focused on short-term campaign or events. These campaigns have call to actions with an emphasis on time sensitivity (i.e. “Click NOW to win a trip to Aqaba, time is running out”). Ad campaigns will focus on highly targeted demographics and geographic locations and will be designed to ensure a click to the designated landing page. Campaigns will be monitored and evaluated by clicks, not necessarily impressions, as the goal is drive relevant users to the landing page.

The direct response strategy will utilize the following methods and tools:

- SEM Text Ads:
 - Similar to the branding campaigns above, the direct response campaigns will create and place text ads within the Google and Microsoft search engine networks. These ads will have clear call to actions (reasons to click).
- Display Ads
 - The strategy will utilize Google’s display ad network and the Ad Ready ad platform to create and distribute ads across a variety of highly targeted websites. This will allow the ability to place ads for a specific campaign on websites that have relevant visitors and drive them to the landing page for the campaign.
- Video Ads
 - Google allows marketing to place ads in or around relevant videos on YouTube. Based on the campaign theme a marketer can identify types of videos or video channels and place ads before relevant viewers driving them to the landing page for the campaign.
- Facebook Ads
 - Facebook allows a marketer to narrow down the entire Facebook community by specific themes or interests. A marketer can clearly define a target market for the ad campaign. The ads can drive a user to a Facebook page, Facebook contests or sweepstakes, or to a website landing page.

Through the use of SEM and Display Advertising with a focus on Branding and Direct Response campaigns this strategy will be able to successfully enhance the online brand of Aqaba while at the same time driving relevant traffic to campaign focused web pages. Campaign success will be tracked through impressions, clicks to the site, and conversion points (i.e., an email sign up form, a view of a specific page, promotion of a specific page or element through a share button, even a member page view).

MONITORING & EVALUATION

LISTENING AND ENGAGING

Listening and engaging are two key elements of a successful social media strategy. Developing trends within the online sphere transition to community dialogue that motivates action. Up-to-the-minute monitoring of communication flow among various platforms is central to crafting and re-crafting the Digital Marketing Campaign's messaging.

Social Media Marketing					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Developing social media channels	Number of social media channels created	Desk	Monthly	1	9
Facebook	Number of Facebook fans	Facebook Insights	Monthly	1,272	3000
	Number of Facebook posts	Facebook Insights	Monthly	0	365
Twitter	Number of Twitter followers	Twitter	Monthly	0	1000
	Number of tweets	Twitter	Monthly	0	1800
Instagram	Number of Instagram followers	Instagram	Monthly	0	1000
	Number of trending hashtags	Instagram	Monthly	0	2
Pinterest	Number of boards	Pinterest Analytics	Monthly	0	12
	Number of pins	Pinterest Analytics	Monthly	0	120
	Number of followers	Pinterest Analytics	Monthly	0	300
Google +	Number of followers	Google+	Monthly	0	100
FourSquare	Number of fans	FourSquare	Monthly	0	100
Flickr	Number of sets	Flickr	Monthly	0	8
	Number of photos	Flickr	Monthly	0	300

Key metrics to monitor around keyword topics:

- Volume: the number of conversations or updates around a specific topic
- Sentiment: the perception of the topic in terms of positive or negative
- Penetration: how deeply the topic is moving among social networks

Regular daily monitoring allows the ASEZA team to instantaneously capture developing trends and conversations around Aqaba-related topics and either amplify the positive messaging or respond to negative feedback.

MEASURING SUCCESS

Key metrics have been established to track the volume, sentiment, and penetration of relevant trends and topics originated by the Digital Marketing Strategy, including the strength of media, content, and sweepstakes.

Success in online marketing will also be measured by increased traffic and engagement, including social media platforms and advertising spaces. The following dashboards have been created to track key results. By tracking indicators on a monthly basis, ASEZA can ensure that yearly goals are met.

Search Engine Marketing					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Paid Advertising	Number of brand impressions on social media and search results generated through online ad placement	Google Adwords, Microsoft adCenter, Facebook Ads, Twitter	Monthly	0	1000000
Paid Advertising	Number of click throughs to the website generated through online ad placement	Google Adwords, Microsoft adCenter, Facebook Ads, Twitter	Monthly	0	50000

Email Marketing					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Newsletters	Number of newsletters	Mail Chimp	Monthly	0	12
Newsletters	Open Rate	Mail Chimp	Monthly	0	20%
Workflow emails	Number of workflow emails sent	CMS System	Monthly	0	

Websites & Campaigns					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Keyword Optimization	Keywords in the Top 3	Google Analytics	Monthly	0	5
	Keywords in the Top 10	Google Analytics	Monthly	0	50
Inbound Links	Number of inbound links to the ASEZA websites	Google Analytics	Monthly	0	20% increase
Visits	Number of unique monthly visitors through organic traffic	Google Analytics	Monthly	0	25% increase
Visits	Average time spent on the website	Google Analytics	Monthly	0	25% increase
Sweepstakes entries	Total number of sweepstakes entries	Desk	Per Campaign	0	1000

ABOUT THIS TRAINING MANUAL

This training manual is designed to guide the Online Marketing Manager with basic implementation of online marketing efforts for the ASEZA.

After reading this manual you will:

- Have a solid understanding of inbound marketing and the travel sales funnel as a framework for online marketing in Aqaba
- Understand how to make Key Performance Indicators (KPIs) and set up reporting to measure your success in online marketing
- Understand all existing platforms that make up the ASEZA online marketing mix
- Understand the best tactics for engaging users on each platform
- Understand the process of creating and implementing a targeted marketing campaign

The world of online marketing is changing at a rapid pace, but this manual will provide the basic guidance and foundation for ensuring that Aqaba maintains an influential and engaging presence online.

This manual reviews the 8 inter-related component of the Digital Marketing Strategy:

- **Content Strategy:** Good, useful and relevant content is the backbone of this strategy. Quality content is important for every platform we use.
- **Website Management:** Online marketing includes the management of the website, updating content, keywords and developing new pages to engage users.
- **Search Engine Optimization:** The goal of SEO activities is to increase the weight that Google, Bing and Yahoo give the Aqaba website in regard to Aqaba-relevant topics (e.g., beach, diving, Jordan).
- **E-Mail Marketing:** The digital marketing strategy uses best-in-breed technology to distribute targeted messaging to targeted audiences through an efficient, well-designed, and engaging format delivered monthly directly to the recipient's email inbox.
- **Social Media:** The digital marketing strategy maximizes social networks by engaging individuals in a way that lets Aqaba's assets inspire them, encouraging further research and eventually the decision to visit.
- **Search Engine Marketing and Display Advertising:** The digital marketing strategy promotes and markets the Aqaba website through paid listings (advertisements) on search engines.
- **Campaign Strategy:** Four online campaigns are rolled out to attract and inform national and international tourists of Aqaba and the region's cultural and adventure offerings.
- **Monitoring and Evaluation:** Regular daily monitoring allows the digital marketing strategy team to instantaneously capture developing trends and conversations around Aqaba-related topics, and either amplify the positive messaging or respond to negative feedback.

ONLINE MARKETING STRATEGY: INBOUND MARKETING FOR THE TRAVEL INDUSTRY

INTRODUCTION

The Internet has dramatically changed the way travelers plan and purchase their trips. Travelers have more information and comparison tools at their fingertips than ever before - competition is always only a click away!

For this reason, travel marketers must adjust their strategies; today, effective online marketing means providing useful, relevant content to the people who are looking for it.

This is called **inbound marketing**. Inbound marketing is the concept ASEZA will use to guide its online marketing strategy and tactics.

Inbound marketing is about helping travelers find you by earning their attention; allowing your destination to be found online; and then drawing visitors to your site. This is done by creating great, valuable content, joining online conversations, and ensuring that you are where your potential clients are - be it on the Lonely Planet travel forum; a Google search; TripAdvisor; or Facebook.

Inbound marketing is a departure from traditional “outbound” marketing, which revolves around trade shows, email blasts, internal cold calling, outsourced telemarketing, and advertising. These methods are often considered by consumers as spamming, and as a result are becoming too expensive and unsustainable.

We've created a custom sales funnel that outlines the mindset of the traveler and the content and tools ASEZA can provide the traveler to push them down the funnel towards conversion. To understand the conversion path, we must look at the travel sales funnel.



TRAVEL SALES FUNNEL

The travel sales funnel considers that travelers go through a certain process before they make a booking; we call that process a funnel - because as they get closer to booking, they go further down the funnel.

This approach to marketing revolves around identifying the stage at which each traveler (or lead) is at and then delivering different content different stages of the funnel.

This approach to inbound marketing is leaps ahead of traditional approaches in that it embraces new tactics and technology to attract highly targeted travelers through a sales funnel.

The approach requires us to *really* understand the potential target markets and their behaviors. Combining this with customer profiles and persona definitions makes it easy to convert website visitors and eventual leads into bookings.

1. The Dreaming Stage

Traveler's mindset: *'Aqaba looks like an amazing region'*

Sample Call-To-Action:

1. Download a guide to 'Top beach attractions in Aqaba'
2. Watch a video about Aqaba and Wadi Rum
3. Visit other Aqaba and Wadi Rum social media sites

2. The Deciding Stage

Traveler's mindset: *'I want to visit Aqaba someday'*

Sample Call-To-Action:

1. Subscribe to ASEZA's blog
2. Share a page with a friend
3. 'Like' Aqaba and Wadi Rum on Facebook

3. The Planning Stage

Traveler's mindset: *'I'm going to travel to Aqaba- which attractions are there? How many nights should I spend there?'*

Sample Call-To-Action:

1. Request a trip planning guide from Aqaba
2. 'Chat with an Expert' - a free half hour consultation

4. The Booking Stage

Traveler's mindset: *'I know what I'm going to do on my trip- now I need to book it'*

Sample Call-To-Action:

Booking request forms on website and mobile devices
Book your trip to Aqaba!

5. The Experiencing Stage

Traveler's mindset: *'Aqaba is Fabulous! I'm having such an amazing time'*

Sample Call-To-Action:

Complimentary Internet on-site
Invitation to post on social networks while in Aqaba
Send an "e-Postcard" from Aqaba to friends

6. The Sharing Stage

Traveler's mindset: *'I want to show my friends and family what a great time I had in Aqaba- I'll post my photos and videos and write reviews'*

Sample Call-To-Action:

Encourage visitors to share their photos, videos, trip reviews and comments about Aqaba and Wadi Rum on social media sites

ASEZA's e-marketing strategy should take into consideration all stages of the funnel. The goal is to convert strangers into customers by delighting them with relevant, targeted content.

TARGET MARKET

The first step is the definition of your target markets, and any new potential target markets (new types of travelers interested in visiting Aqaba). Understanding *whom* you are targeting will help you decide what type of content to create.

While traditionally the majority of foreign tourists that visit Aqaba did so as part of a tour of Jordan that commences and ends in Amman, there has been some success with charter business, particularly from Scandinavia and Eastern Europe, that use Aqaba as a hub destination and therefore support extended stay in Aqaba.

The availability of usable research on international tourism trends, potential lucrative markets, insights and accessing key source markets and segments, shared with industry through Market Profiles, Business Development Training Seminars and Newsletters is crucial to effective tourism planning and can shed light on existing and developing target markets for Aqaba.

Target Markets:

The following have been identified as appropriate targets for ASEZA's e-marketing strategy

- **United Kingdom**
Aqaba should focus on attracting older visitors (age 55+) who have more time and money to invest in traveling. These visitors will go farther, spend more, and stay longer on average than other segments. They are also more likely to invest in quieter destinations with heritage and cultural attractions.
- **Germany**
German travelers value cleanliness and affordability. These informed travelers are highly influenced by travel writing, and are therefore ripe for influence from niche marketing and brand ambassadors.
- **Russia**
Family travel is the main component of Russian visitors to Aqaba. Travelers come for sun and sand vacations and to escape their colder climate for the beach. Targeting the decision makers within these families is key.
- **Poland**
Similar to Russia, Polish travelers are coming for sun and sand. These budget travelers are less concerned with amenities and more concerned with cost. Highlighting the laid-back, open environment and travel deals will attract this market segment.
- **France**
French travelers have the budget to travel well. This market will be especially valuable for Aqaba's higher-end offerings, such as high-end sailing and spa packages.
- **Domestic**
Most domestic travelers will be coming via car in the summer months. These travelers are seeking specific activities, such as diving or rock climbing. Aqaba should appeal to these interests through targeted online advertising.

TOP OF THE FUNNEL: ATTRACT

The first goal of destination marketers is to drive potential leads from your target markets into the top of your travel sale funnel by drawing them to your website content.

SEO - SEARCH ENGINE OPTIMIZATION

Search Engine Optimization refers to the tactics used to increase your Google Page Rank - the higher a website appears in a Google Search, the better chance our potential tourists have of finding us.

Search engines are important because they help you reach your target audience more easily. The Internet is loaded with interesting and engaging content; but all this is worthless if people cannot easily find the site they want. When people search, they usually use specific keywords that relate to their individual travel needs and tastes. You want your website to match up with these searches and be the go-to information source for your target traveler.

Search engines are constantly crawling the web and indexing all websites to try and gauge what they are about, in order to match them with customer search queries and generate SERPS (search engine page results). Search engines want to match your query with the most relevant and authoritative content available online. To achieve this, search engines have developed algorithms containing three main factors: two on-page factors that can be directly manipulated by you because they simply involve editing your website; and one off-page factor that is not as easy to manipulate. This factor is taken into account by the search engines when they index your site.

The key thing to remember about SEO is that it has to do with **authority**.

Google will only rank your site highly if your site contains authoritative content. They judge authoritative content by how many other sites link to your site (indicating it is a good site) and how many keywords appear in your content.

Objectives of SEO

- Increase Google Page Rank of Aqaba website
- Increase traffic to the website by increasing number of keywords with high ranked Search Engine Results Positions (SERPs)
- Increase quality and efficacy of Aqaba-related online content
- Increase the amount of monthly organic traffic to the websites

What is a keyword?

There are two types of keywords that you need to consider: Generic and Branded.

You can think of two different types of people as well - those we are looking for information on Aqaba (branded key words: Kempinski Hotel) and those who are looking for a product that Aqaba offers (generic key words: diving, bird observatory).

A generic key word is one that is not related specifically to your brand, but is related to your product. While a branded keyword is related specifically to your product, people who search for branded keywords are looking for you, so you need to ensure they find you. Those who search for a generic keyword do not know they are looking for you, but you want to be placed highly in their search so they learn about your brand.

On-Page Factors

Website content and keyword strategy alignment: You want to make sure that you are using the right words in order to differentiate yourself from the rest of the sites on the Internet - in other words, keywords that your target market will be searching for. Incorporating keywords directly onto your website content is a crucial first step in your SEO strategy, but keywords must also be worked into the back-end of your website.

As a general strategy, it is important to start targeting “long-tail keywords” - more specific, non-generic search phrases. Using these phrases or words brings in targeted traffic that will most likely find the content of your website very useful. They are often lower in search volume, but so targeted that you do not have to

compete with other tourism boards to rank for them. So for instance a generic/ broad keyword is “Snorkeling” while a specific long tail keyword phrase would be something along the lines of “Snorkeling in the Red Sea”.

Freshness of content: You must make sure that you have up-to-date content on your site to boost your authority with search engines. A blog is a great way to do this.

Off-page Factors

Linking strategy: This factor has the most weight out of the three, but unfortunately it is the most difficult to influence because it comes from third parties linking to your site. When a search engine wants to gauge how authoritative your site is, it does so by measuring how many external sites link to pages on your website. This is known as your “link juice”.

Search engines calculate that the more people linking to your site, (the more “link juice” your site has) the more credible the information contained on it is. In addition to the quality of links coming into your site, their quality is also taken into account. A blog with 10 views a day is less relevant than CNN.com linking to your site.

CONTENT CREATION AND MANAGEMENT

Content includes the text, image and videos that make up a user’s experience on the Aqaba website and other platforms. Good content is the basis of inbound marketing as it is the key to establishing a connection with future travelers to Aqaba and Wadi Rum, it is what drives them to your site, and inspires them to learn more and eventually book.

Two Types of Content:

Content can be categorized in two main ways:

- *Static content* is the foundation for the website. It rarely changes, because the information is evergreen and important. This includes standard destination descriptions, the destination’s history, currency, and maps.
- *Dynamic content* is constantly evolving and is generally driven by what is relevant within a certain time frame. Dynamic content can be news about new attractions, information on deals or sales, and reactions to current trends.

Remember all content should be:

- Relevant
- Useful
- Engaging

Getting Started:

The goal of the content strategy is to assure that relevant, high-quality, engaging content is made available at appropriate times and then disseminated to the appropriate platforms in order to attract increased traffic to the site and convert them into leads.

Content management relies on an active and seamless network of content generators and content “curators” - those that manage the content flow and can edit, reframe, and distribute the content to appropriate audiences.

A content management system (CMS) can manage and track content. A Content Management System is a program that allows for website content editing and management from a single location/platform.

CONTENT CALENDAR

Following a posting schedule for blogging and social media will help you outline your communications efforts to make sure you are meeting your keyword goals and producing fresh, interesting content on a

regular basis. By brainstorming topics in advance, you'll never have to scramble for content. You can plan in advance by following a calendar. Below are some recommendations for frequency of posting on social media and suggestions for topics.

In order to form a content calendar, start by creating a bucket list of big topics that relate to Aqaba. After coming up with an extensive list, narrow it down to the most relevant themes. These will become your overall monthly themes. The monthly themes will drive your blog posts, but also give you ideas for posting on other social media platforms. Once you've created bigger monthly themes, you can drive down and work on coming up with actual blog post titles and ideas.

More targeted daily themes, such as the ones suggested below for Facebook, are also helpful for social media platforms. For example, if your monthly theme is family travel, and your daily theme for Facebook is a nature feature, you could highlight an aspect of nature in or around Aqaba that would appeal to family travelers – perhaps an easy hiking trail that would be perfect for a family activity.

How to Brainstorm Ideas:

Brainstorming ideas is the hardest part of content creation. In order to help get you started for future content calendars, here are some ideas for potential blog posts:

- 1. Answer prospects' questions.** Write a blog article that answers questions that you commonly hear from prospects before they make a purchasing decision.
- 2. Use survey answers.** Create a short survey and send it to your customers. Use the data you receive back as topics for different blog articles.
- 3. Review other industry blogs.** Find and read other blogs related to your industry and write reviews of the blog's content in your blog. Be sure to link back to the article you reviewed and leave a comment on the article sharing the link to your new post.
- 4. Write about industry trends.** Track what's trending in your industry on social media sites, and use trending topics as ideas for blog posts.
- 5. Write about news stories.** Check your social media monitoring tool to find the latest news developments in your industry, and blog about them.
- 6. Answer LinkedIn questions.** Write an article that answers a question that's asked on LinkedIn. Make sure you comment and link back to your article in the LinkedIn group or discussion.
- 7. Recruit guest bloggers.** Have a customer, partner, or employee write a guest blog post.
- 8. Use numbered lists.** Create numbered lists of top ideas, trends, or opinions related to your industry.
- 9. Provide useful lists.** Publish an educational list of links that relate your industry and business.
- 10. Be a teacher.** Educate and teach people how to do something related to your industry. For example, create a "how to" guide or checklist.
- 11. Write about industry experiences.** Share a recent experience you had. It might be from a recent tradeshow, event, or customer experience.
- 12. Distribute a press release.** Write a press release on your blog and create links to related blog articles. When it's syndicated, it will still include those links back to your blog articles.

13. **Answer email questions.** Go through your email inbox and use the questions you get asked for blog articles.
14. **Share industry videos.** Find a video on YouTube related to your industry and write a review of the video. Be sure to embed the video into your blog article using YouTube's video embed code.
15. **Incentivize blogging for coworkers.** Use an incentive to get company employees to start blogging. Offer a restaurant gift card, free coffee, or other recognition.
16. **Respond to blog comments.** Read and respond to your blog comments and use them to write future blogs articles.
17. **Elaborate on FAQs.** Take your FAQs website page and turn each FAQ into a separate blog article.
18. **Crowdsource from Social Media.** Post a question on Facebook and Twitter and write a blog article reviewing the responses.
19. **Show off your customers.** Showcase a customer success story and have them do a guest blog post or quote them in the post you write.

Daily Facebook Themes:

Day	Theme
Monday	Business Highlight
Tuesday	Attraction Spotlight
Wednesday	Nature Feature
Thursday	Historical Fact or Photo
Friday	Ask a Question, Caption Contest
Saturday	Beautiful Photo Highlight
Sunday	Specials, Deals, Tour Highlight

Blog Content Calendar:

This blog content calendar has been developed to guide ASEZA's blogging for 12-months.

Month 1 Theme: Luxury			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Best Spa Treatments in Aqaba	The Best Shopping in Aqaba	Best Fine Dining in Aqaba
Week 2	Top Beach Resorts in Aqaba	Exploring Aqaba's Gold Souk	Pampering Yourself in Aqaba
Week 3	Travel like a Celebrity in Aqaba	Enjoying Shisha in Aqaba	VIP Tours in Aqaba
Week 4	Sunset Cruises in Aqaba	Sailing the Red Sea	Night Life in Aqaba
Month 2 Theme: Family			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Best Activities for Kids in Aqaba	10 Family-friendly Stops in Aqaba	Visiting Aqaba's Castle

Week 2	5 Kid-Friendly Restaurants	How To Entertain Your Kids in Aqaba	Exploring Parks & Gardens in Aqaba
Week 3	Planning the Perfect Beach Holiday	Why Aqaba is the Best Destination For Your Family's Next Holiday	Family Friendly Desert Safaris
Week 4	Visiting the Aqaba Marine Park	Snorkeling in the Red Sea	Best Family Activities in Aqaba
Month 3 Theme: Budget			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Enjoying Petra on a Budget	How to Save Money on Your Vacation in Aqaba	Backpacking Through Aqaba
Week 2	Budget Things to do in Aqaba	Enjoying Nature in Jordan's Golden Triangle	Experiencing Jordan's Golden Triangle on a Budget
Week 3	Budget Things to do in Wadi Rum	How to Have fun on Less than \$50/day in Aqaba	Best Activities on the Red Sea on a Budget
Week 4	Best Budget Eats in Aqaba	Best Budget Lodging Options in Aqaba	Beach Camping in Aqaba
Month 4 Theme: Beach			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Resort Spotlight: Tala Bay	Top 10 Water Activities in Aqaba	Glass Bottom Boat Adventures
Week 2	10 Things You Don't Know About the Red Sea	Ocean Wildlife in Aqaba	Snorkeling in the Red Sea
Week 3	Best Beaches in Aqaba	10 Things To See on Your Next Dive	Your Guide to Camping on the Beach
Week 4	How to Pack for a Beach Vacation in Aqaba	Cruising the Red Sea	Exploring Aqaba by Beach
Month 5 Theme: Adventure			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	5 Adventurous Things to Do in Aqaba	Fishing in the Red Sea	Your Guide to Skydiving in Wadi Rum
Week 2	Aqaba Adventures by Sea, Land and Air	Night Diving in the Red Sea	The Best Rock Climbing Spots near Aqaba
Week 3	Your Guide to Diving in Aqaba	Getting Your Adrenaline Rush in Aqaba	The Best Hiking Trails Near Aqaba
Week 4	Fly a Diamond DA40 over Aqaba	Seeing Jordan's Golden Triangle By Motorbike	How to Climb the Highest Mountain in Jordan
Month 6 Theme: History			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Museums in Aqaba	Sightseeing by Horse Carriage	Exploring the Purpose Church
Week 2	Historic Places to See in Aqaba	Your Guide to Aqaba's Mosques	Your Guide to the Ruins of Ayla
Week 3	Exploring the Aqaba Souks	10 Things You Don't Know About Aqaba's Past	Exploring the Aqbawi Culture
Week 4	Aqaba Heritage Museum	How to Pass as a Local in Aqaba	Stories From Old Aqbawis
Month 7 Theme: Food			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Our Favorite Traditional Aqbawi Dish	How To Eat like a Local in Aqaba	How to Make Arabic Coffee

Week 2	How to Eat Well in Jordan's Golden Triangle	Your Guide to Baklava in Aqaba	Cultural Events in Aqaba
Week 3	Our Favorite Traditional Drinks in Aqaba	The Best Flavors & Spices of Aqaba	Events Not to Miss in Aqaba
Week 4	Best Beach Dining	Best Food Souvenirs in Aqaba	Zarb: The Traditional Wadi Rum Dish
Month 8 Theme: Cruise			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	1 Day Aqaba Travel Itinerary	How to See Wadi Rum in 1 Day	Diving in Aqaba in 1 Day
Week 2	How to Get Around Aqaba	Making the Most of 1 Day in Aqaba	Where to Eat While in Aqaba
Week 3	Top 5 Things to Do in Aqaba	Walking Tour of Aqaba	A Cruise Visitor's Guide to Aqaba
Week 4	How to See Petra in 1 Day	Where to Shop in Aqaba	Hidden Gems in Aqaba
Month 9 Theme: Nature			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Bird Watching in Aqaba	Exploring Aqab's Coral Reef	How to Identify the Red Sea's Fish
Week 2	The Oryx: Jordan's Desert Animal	Red Sea Micro Photography	Protecting Wildlife in Aqaba
Week 3	Wadi Rum's Desert Animals	Jordan's Golden Triangle Magical Landscapes	Aqaba's Sustainability Efforts
Week 4	Aquatic Wildlife in Aqaba	The Best Photo Ops in Aqaba	Wildlife You Won't See Anywhere Else
Month 10 Theme: Aqaba			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	In Aqaba, the Choice is Yours	7 Tips for Planning Your Aqaba Vacation	What to do Before your Trip to Aqaba
Week 2	5 Things to See in Aqaba	10 Things That Might Surprise You About Jordan's Golden Triangle	How to Have the Perfect Holiday in Jordan's Golden Triangle
Week 3	5 Day Trips From Aqaba	When to Visit Aqaba	How to Relax in Aqaba
Week 4	3 Day Itinerary for Aqaba, Jordan	How To Plan a Trip to Aqaba	10 Things Not to Miss in Aqaba
Month 11 Theme: Wadi Rum			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Conservation Efforts in Wadi Rum	5 Things to Do in Wadi Rum	Bird's Eye View of Wadi Rum
Week 2	Wildlife in Wadi Rum	Packing for Your Desert Safari in Jordan	Stargazing in the Desert
Week 3	Places to Stay in Wadi Rum	Bedouin Camping: Everything You Need to Know	History of the Hijaz Train
Week 4	History of Wadi Rum	Desert Trekking near Aqaba	How to Live Like a Bedouin for 1 Night
Month 12 Theme: Petra			
	Blog Post #1	Blog Post #2	Blog Post #3
Week 1	Planning a Day Trip to Petra	Where to Eat in Petra	Best Hiking Trails in Petra
Week 2	How to Get to Petra from Aqaba	Top 10 Things to see in Petra	What to Do in Petra After the Sun Goes Down

Week 3	5 Things to Do in 1 Day in Petra	Your Guide to the Petra Marathon	Why is Petra Called the Rose City?
Week 4	5 Things You Might not Know About Petra	Walking Tour of Petra	Beyond the Lost City

Social Media Recommendations:

Below is a list of recommendations for the frequency of your social media use.

1. 1 Monthly theme
2. 3 Blogs a week
3. 1 Facebook post a day
4. 5 original tweets a day
5. 1 Instagram photo a day
6. 1 Google + post a day
7. 10 Pinterest Pins a day
8. 1 Newsletter a month
9. 1 YouTube video a month

Search Engine Advertising:

Search engine advertising refers to the adverts that appear in search engine results pages. Search engine advertising activities should be additional to SEO activities. Although they cost money to run they usually demonstrate an immediate return on investment (ROI).

Objectives of Search Engine Advertising:

- Promote Aqaba and Wadi Rum as tourism destinations through online channels
- Position Aqaba and Wadi Rum within relevant search demand results (relevant themes to ASEZA tourism products)
- Promote current campaigns
- Drive traffic to the website
- Increase brand impression of ASEZA

The possibilities of online advertising include placing ads on any type of website or page a user might browse, such as news, blogs, reviews, entertainment, online magazines, and marketplaces. Display advertising includes placing a graphic ad, which can be static or animated, on a website with a link back to the advertiser's website.

Search engine advertising is paying to have a link to a site appear when people search particular words or phrases. Some prominent companies that run these pay per click (PPC) campaigns are [Google AdWords](#), [Yahoo! Search Marketing](#), and [Microsoft AdCenter](#).

PPC or pay per click is the most prevalent form of search engine advertising as it is a cost-effective way to reach specific target market niches. Unlike traditional advertising on billboards, magazines, and TV, where one advertisement is sent to all potential viewers, digital advertising can be customized often and frequently, and distributed to a very narrow group of viewers who search for a particular group of keywords.

BLOGGING

Blogging is an integral part of any content strategy for several reasons. Blogging helps with SEO, as every new post means a new indexed page, often ones that are tailored to long-tail keywords.

Blogging helps with social news and networking sites, and allows you to join the conversation. The travel industry is extremely active online as travelers, tourism boards, tour operators, accommodations and other key industry members are constantly exchanging ideas and advice via blogging.

Objectives of the Blogging Strategy:

- Create an ongoing stream of timely information about Aqaba and Wadi Rum's tourism assets
- Provide a platform for multiple stakeholders to share stories and updates
- Encourage dialogue from the global community about tourism in Aqaba and Wadi Rum

- Increase the SEO of the Aqaba tourism website

Components of a Strong Blog:

1. *Develop Personas:*

To create content that will be appealing to readers you must understand exactly who they are. You must develop traveler/ buyer personas. Personas are fictional characters created to represent the different traveler types within a targeted demographic.

2. *Deliver Content in the Right Format:*

Should you use a video, a photo, text or a combination? Consider the best way to get your message across to your targeted demographics.

Ask Yourself:

- What content format type is the best way to get this message across?
- In what content format type will my audience most like to consume this content?

3. *Paint a Picture:*

Quotations from travelers, guides or industry professionals will make posts easier to relate to.

4. *Solicit Audience Opinion:*

Ask past travelers, readers and social media followers, to participate in the content creation process.

5. *Use the Right Tone:*

Remember target personas will have different tastes when it comes to the following tone elements:

- Sentence structure
- Sense of humor
- Word choice
- Punctuation usage
- Content formatting

Read more: <http://blog.hubspot.com/blog/tabid/6307/bid/33747/How-to-Create-Content-That-Actually-Resonates-With-Your-Readers.aspx#ixzz2Hoe7IehI>

SOCIAL MEDIA

ASEZA's social media marketing goal is to **maximize social networks by engaging individuals in a way that lets Aqaba's assets inspire them, encouraging further research and eventually the decision to visit.** Good, useful and relevant content is the backbone of this strategy. Quality content is important for every platform we use.

Building communities around Aqaba's main elements creates an amplification effect that allows dialogue to travel within the core interest groups and out to friends, family, colleagues, and other members of social networks.

Social media websites have grown in popularity, as more and more people become members of online communities and interact with one another through the Internet. This is especially true in travel; according to an infographic compiled by [FunSherpa](#) in 2011, 52 percent of travelers surveyed explained that they changed their travel plans after researching their trip on social media sites. To top this off, 50 percent of travel companies said that they obtained direct bookings from social media.

Social media tools allow you to become a part of the travel planning process, as well as increasing your web presence, and enhancing your marketing efforts. In particular social media gives you a place to talk to consumers before they travel, while they travel and once they have returned.

In this way

, social media has emerged as an important tool in any online marketing strategy, offering a supplement to traditional marketing outlets such as TV ads or magazine ads.

A social media guide is included on Page 39 of this manual.

Some Basic Considerations for Social Media:

The social media strategy is part of the overall online marketing strategy. It has been delineated in the Social Media Marketing Guide on page 32. The real-time and transparent nature of social media requires a few special considerations that are outlined here.

Develop an Organizational Policy:

An important aspect of developing your social media strategy is the articulation of an organizational policy toward the use of social media. Organizational policy refers to the rules, standards, and values that direct and inform employees' behavior. What is acceptable to post and what is unacceptable?

Organizational policy is important to implementing a social media strategy, especially as it should align with the overall marketing strategy as well as any broader organizational policies. In addition, an organizational policy for social media should address guidelines regarding etiquette and appropriate content. Such a policy will enable members of ASEZA to act responsibly and speak in a unified voice and style to best implement the social media strategy. This is important to promoting a consistent image of the destination.

On the ASEZA blog and social platforms, we avoid focusing on specific partners, opinionated views, discussing local politics and negative tourism stories. For instance, when uploading content to a social media website, do not post anything that is inflammatory, insensitive, offensive, or hostile.

You do not want to alienate potential customers or deter people from building a relationship with Aqaba. Instead, use social media to maintain a positive image of Aqaba - but be sure to only post truthful, accurate content in order to preserve the integrity of your organization.

Assign Responsibility:

Once you have determined your objectives and developed an organizational policy toward social media, decide who will be held accountable for implementing your strategy. You may want to consider designating someone, potentially a Social Media Manager, who will oversee Aqaba's social media accounts, draft content, and post it to the Internet via social media tools. This approach consolidates responsibility into one place, helping to avoid inconsistencies and miscommunication.

When assigning responsibility, it is important to consider the resources that are available to your Destination including time and money. Ask yourself:

- Do I (or another member of my organization) have the time to regularly update the social media pages?
- How much time am I willing to commit to maintaining and updating my social media accounts?
- Do I need to hire someone who will fulfill the social media function? And would the cost of doing so fit into my overall marketing budget and strategy?

Once you have decided who will be tasked with social media duties, ensure that they are aware of their responsibilities as well as Aqaba's social media goals, objectives, and organizational policy. In fact, you may want to include a Social Media Manager in the process of developing your social media strategy.

Determine Where Your Target Market is Located Online:

When implementing a social media strategy, it is important to determine where your target markets are located online. This process involves figuring out what social media tools members of your target market are using and to which social networks they belong.

You can obtain such information using a variety of tactics:

- Observe the social media use of groups of travelers who are trying to reach a comparable market
- Monitor the actions of members of your target market online.
- Begin by creating accounts on various social media websites such as Facebook and Twitter, and then use the search feature to type in various keywords related to your destination or product/service offering.
- You will be able to see who is interested in your destination and the services that you provide, identify possible pages with which to begin building your network, and ensure that there is enough interest among social media users to support your destination.

- For example, search for a destination or an activity related to Aqaba on Facebook and Twitter, such as “Visiting Petra”. You will be able to observe who is currently posting about these topics, what they are saying, and who they are following and then join their conversation.

Generate Ideas for Content:

When using social media to market your destination, you want to publish content that is interesting and engaging. Your posts, photos, and videos should draw people in and entice them to follow your destination online through the various social media tools. Therefore, what you talk about should be carefully thought out before you begin updating your accounts. As a part of your strategy, you should have a clear idea of the message and image that you are trying to convey to your customers and design a plan for how you will do this.

Content that you could include on your social media pages:

- Local news
- Current sustainability projects
- Interviews with staff and tour guides about their favorite things to do locally, what they enjoy about their job, etc.
- Local events
- Anecdotes from staff members about their experiences at the destination
- Trivia
- Frequently Asked Questions (FAQs)
- Links to blog posts and offers on the Aqaba website
- Information about local culture, local animal life, and local plant life
- Videos of Aqaba
- Photos of Aqaba
- Traveler comments and feedback

Subscribe to Google Alerts to monitor what is being said about keywords such as “Aqaba Tourism”, “Aqaba Beach”, “Aqaba Petra” and “Adventure Aqaba”. As soon as these keywords appear online on blogs, forums and media sites, you will receive an email notification. Reviewing all your Google alerts once a week can help you plan your weekly social media content and decimation strategy in advance.

MIDDLE OF THE FUNNEL: CONVERT

CREATING OFFERS:

An offer is way to convert website visitors into leads. In exchange for some special deal, they provide you with their information so that in the future you can provide them with more relevant information and deals related to their interests.

The offers must interest website visitors, match where they are in the travel planning process, and compel them to fill out a form with their personal information so that you can begin the lead-nurturing process.

Getting Started:

ASEZA must continuously create new offers to be able to keep converting visitors into leads, especially as Aqaba continues to gain attention within in the travel industry. This will result in more site traffic, which means offers should become more numerous and increasingly targeted. It is not simply enough to have a catchy title and “trick” visitors into downloading your content; if they are disappointed with it they will opt out of your sales funnel.

Examples of Offers:

- **Information packets:**

Website visitors can order packages online that are sent straight to their home. Packets target people who are between the dreaming and planning stages of the travel planning process. The packet is a compilation of brochures, maps and other helpful materials that will give travelers a better idea of Aqaba, and present them with all the tools they need to begin planning their trip.

- **Specialist Program:**

This offer targets the travel trade. The specialist program is a certification program that travel agents and tour operators can go through to become Certified Aqaba Destination Specialists.

In exchange for becoming specialists, they are listed on the Aqaba website and Facebook page. They also receive access to exclusive content, such as sales tools or campaign participation.

- **Travel Guides:**

Aimed at travelers who are in the planning stages of the travel cycle, these are downloadable PDFs. The first guide is a generic guide that describes all the activities that travelers can embark on.

- **Mobile Applications:**

These applications target travelers who are ready to take a trip to Aqaba. They are in the “experiencing” stage of the travel cycle. Mobile applications are accessible through iTunes, Android and Samsung app stores.

Generating such a large quantity of quality offers may sound intimidating, but this is not the case if you start by asking yourself:

- Who do you want to target?
- What stage of the travel planning process they in?
- What do you want this offer to accomplish?

Now that you have a better idea of whom you are targeting and what you want your offer to accomplish, it is time to research other similar offers. What are tourism boards promoting? What is your target market searching for and what are they discussing online?

You need to provide value to your lead in that initial offer so that they will want to hear from you in future. What will you offer that the others do not? Will the offer help you build a relationship with your leads based on credibility and trust?

CAPTURE LEADS THROUGH CTAS AND LANDING

PAGES:

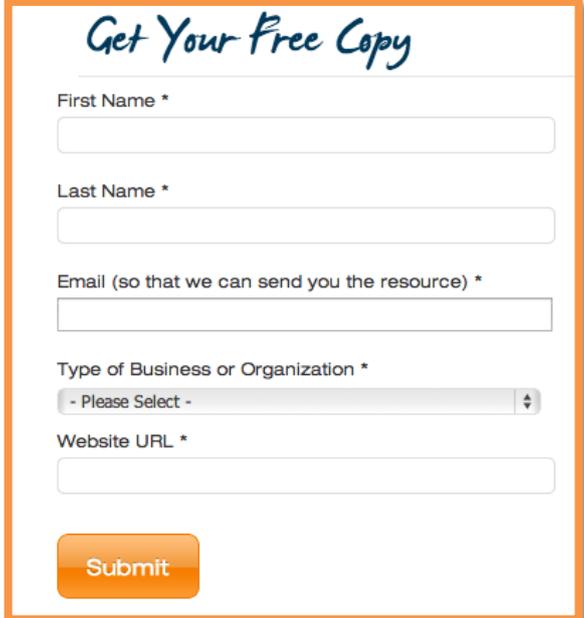
In order to effectively capture leads, you need a way to gather visitor information and an offer that gives them reason to provide you with the information.



The first step is to create compelling calls-to-action (CTAs) that will encourage site visitors to sign up for the offer or download something. A CTA is a button or link that grabs a site visitor's attention and then directs them to a landing page.

You need to entice your site viewers to want to click on it with a strong, attention-grabbing Call to Action (CTA) button. Several CTAs and landing pages exist on the Aqaba website to help capture leads. A CTA button may say "signup now," "download now," "learn more," etc.

Once a visitor or user clicks on a call to action they are taken to a "landing page" that contains a form for their contact information and a blurb about the offer they are about to download. It is advisable that the description remains short and sweet, so use bullets to highlight the most useful and interesting aspects. Once someone successfully fills out this form they are considered a "lead".



The form is titled "Get Your Free Copy" in a blue, cursive font. It contains the following fields and elements:

- First Name * (text input)
- Last Name * (text input)
- Email (so that we can send you the resource) * (text input)
- Type of Business or Organization * (dropdown menu with "- Please Select -" as the selected option)
- Website URL * (text input)
- Submit (orange button)

While the content and design of your travel resources or guides are the most important part of the offer, the corresponding landing page is the most important aspect of your efforts to distribute it. It's where your travel resources or guides live on your website. Without a great landing page, there will be no one to read your valuable, well-designed travel resources because no one will click the link to download. Therefore, **optimizing your landing page is crucial**.

Your landing page should include the travel resource's enticing title, an attractive cover image, and a bullet-point summary of what readers will get out of this. Think of the landing page as the front and back covers of a book.

Entice the reader with a tip from the travel resources or guides, a quote from an expert you worked with in creating this travel resources (if you used one), or a positive review from a customer to whom you may have given an advance copy.

Don't give too much away on the landing page; the goal is to get visitors to click the CTA and download the travel resources by submitting their contact information.

Tips for Effective CTAs:

1. BIG (within reason) is better!

If your button is small it is more easily ignored. According to HubSpot, the optimal size is around 225px wide and 45px high.

2. Button should always be "above the fold"

Above the fold refers to any part of a website that you do not have to scroll down to see. Placing buttons below the fold could result in them being overlooked.

3. Make your Button Color Pop

According to HubSpot, strong, contrasting, colors generally perform better than colors that blend in with the theme of your landing page.

Learn more: <http://blog.hubspot.com/blog/tabid/6307/bid/20788/4-Tips-to-Supercharge-Call-To-Action-Buttons.aspx#ixzz2HSMkOZSM>

EMAIL MARKETING

As we mentioned above, the goal of creating segmented lists means providing targeted content. ASEZA needs to nurture its leads through targeted email messages.

You may think that this sounds like a traditional outbound marketing tactic. But it is important to note that this is not spam because these emails are extremely targeted, more personal, and most importantly - the receiver opted in for this on the landing page.

Email Management Software

To make your email marketing campaign much easier to conduct, you will want to sign up for an online service to help you manage your emails.

These services offer features such as automation and personalization of emails, saving you time and making your emails more consistent and personal. Another important feature is the metrics, allowing you to measure the success of your email marketing campaign by your open rate and click rate. Two such services are listed below.

Recommended Software:

- Mail Chimp- <http://mailchimp.com/>
- Constant Contact0 <http://www.constantcontact.com/index.jsp>

Email Marketing Tips:

- Have a fixed communication schedule if people opt in to receive a newsletter. Whether it's once a week, one a month etc. Consistency is key.
- Have an "opt in" option on the landing pages that allow people to see that if they tick this box they can receive updates from you.
- Create valuable content, by asking yourself these key questions:
- When people signed up for these messages were they expecting this type of communication?
- Is this communication going to benefit my lead and correspond to where they are in the travel funnel?
- Keep your email newsletters short and sweet.
- Make sure the subject heading is good. This is the moment a person will decide whether or not they want to read what you have to say. But besides your title, the remainder of your communication needs to be short and sweet too. This is the travel industry; make sure any communication you send out is appealing to look at, use media and pictures (but of course moderation). **Be concise and to the point**, only on rare exceptions will people actually read a newsletter that is over 1-2 pages.
- Include CTAs on all communications to motivate your audience to either provide you with more information via a landing page, or take a specific action that will move them along your sales funnel.
- Monitor and evaluate all your email campaigns and communications. One of the greatest features of email campaigns is the ability to see how email recipients interacted with your message.
- Note how many of your emails are actually read. What is your open rate? On average 30% is considered a good industry target.
- Measure how many people fill out your landing pages
- Compare all campaigns and compile a list of best practices

Newsletter Tips:

- Personalize your newsletter by using the recipient's name instead of opening with 'Dear Recipient'.
- Hyperlink the logo as readers will be familiar with logos linking to a company's website.
- Include a link at the top of your e-mail message to view the e-mail in a web browser in case the recipient cannot see the e-mail well in his or her e-mail program.
- Include one or two lines of text at the very top of the e-mail containing a description of what the e-mail is and that the unsubscribe instructions and an unsubscribe link can be found at the bottom of the e-mail.

Also mention that “to ensure delivery to your mailbox, please add [e-mail address used by sender] to your contacts today” to avoid ending up in recipient’s spam filter.

- More generally, the first few lines of text are the most important. Focusing on high-value content at the start of a message has become more important in recent years as the inboxes are busier and recipients increasingly use the preview pane in their inbox, or receive a pop-up alert of new e-mails.
- Keep e-mail content concise and do not put too much content in an issue. Often it is a good idea to pick one idea and theme. Give each story a short headline, and then follow it with a very short, sharp paragraph. Host large pieces of information on your website.
- A clickable ‘Contents’ list at the top of a newsletter containing more topics is a bit formal, but often works well as not all recipients will scroll to the bottom.
- Marketing is all about action and so is e-mail marketing. Calls to action include: links to click on, phone numbers to call, information to print out, sharing and follow buttons. Aim to include a call to action in every e-mail that achieves new data capture and adds to your customer knowledge, progressively enabling you to personalize the relationship and optimize your marketing efforts. Invite comments, feedback and questions.
- Get the frequency and the timing right
- Always provide the option of receiving a text-only version of your e-mail newsletter.
- For the HTML version: the layout should be well-designed and simple, facilitating easy scanning and reading, without distractions.
- For e-mails especially, remember that:
- Text should sit on even background colors, never on designed backgrounds/ images as images are not supported by all mail clients. Loading images is often made a choice by e-mail clients requiring action from recipient, therefore:
- An alternative (alt) tag should be provided for each image, containing a concise description of what the image is and makes sense if the image is not visible.
- Ensure the HTML version is printer-friendly or provide a ‘print’ link to a print-friendly version.
- Ensure that people know that you are a legitimate company or organization and that you are contactable. Include your contact details and corporate registration details at the foot of the e-mail. Provide a link to your privacy policy at the foot of each e-mail newsletter.

BOTTOM OF THE FUNNEL: ANALYZE

Inbound marketing places a heavy emphasis on the process of ongoing monitoring and evaluation. Metrics are statistics that you can use to track the effectiveness of the ASEZA Travel Sales funnel.

METRIC CATEGORIES

The metric categories listed below are the most important measure on a continuous basis:

- **Visitors**
This is a critical measure of the top of the sales and marketing funnel. Visitors are the people who have viewed the Aqaba site, also known as “website traffic”. It is important to track these visitors so that you can move them through the ASEZA sales funnel by converting them into leads and then into customers by handing them off to trade partners.
- **Leads**
A lead is an important determinant of the efficiency of the middle of your sales funnel. These are people who visited your site and did something (usually filled out a form) to identify themselves. Once you obtain a visitor’s information they become a lead and it is time to begin the sale conversion process.
- **Conversion Rates**
This is the percentage of people who move from one stage of the website funnel to the next. For example if 10 out of 100 Aqaba website visitors become leads, your visitor-to-lead conversion rate is 10%.
- **Benchmarks**
Benchmark metrics serve as your baseline. Benchmarks allow ASEZA to see how conversion rates and other key metrics compare to those of similar companies.
- **Customers: the end goal!**
At ASEZA, we push leads to sales partners (destination specialists) who we hope can close the deal. To measure this metric, it’s important to have constant communication with featured operators on your site to monitor whether they are booking leads.
- **Content Performance**
Each type of content produced- email newsletters, eBooks and even infographics- should be tracked independently. ASEZA wants to see how well each type of content is attracting people to the website, and how frequently and efficiently each type of content is enabling convert site visitors to leads and then leads to tourists.

CAMPAIGN PERFORMANCE INDICATORS

ASEZA should use key performance indicators (KPIs) to identify which campaign elements are working and which need improvement. By doing this on a regular basis, ASEZA can improve its website funnel. Below is a list of key campaign elements and the KPIs associated with monitoring their performance.

CAMPAIGN ACTIVITY		CAMPAIGN PERFORMANCE INDICATORS
Social Media Marketing	Developing social media channels	Number of social media channels created
	Facebook	Number of Facebook Fans Number of Facebook posts
	Twitter	Number of Twitter Followers Number of Tweets
	Instagram	Number of Instagram followers Number of trending hashtags
	Pinterest	Number of boards Number of pins Number of followers
	Google +	Number of followers
	FourSquare	Number of fans
	Flickr	Number of sets Number of photos
Search Engine Marketing	Paid Advertising	Number of brand impressions on social media and search results generated through online ad placement
	Paid Advertising	Number of click throughs to the website generated through online ad placement
Email Marketing	Newsletters	Number of newsletters
	Newsletters	Open Rate
	Workflow emails	Number of workflow emails sent
Website	Keyword Optimziation	Keywords in the Top 3 Keywords in the Top 10
	Blogs	Number of blogs posed
	Inbound Links	Number of inbound links to the ASEZA websites
	Visits	Number of unique monthly visitors through organic traffic
	Visits	Average time spent on the website
Campaigns	Sweepstakes entries	Total number of sweepstakes entries

ANALYZING BEYOND NUMBERS

There is only a certain amount that numbers can tell you. It is extremely important to take into account a variety of other sources of information to truly gauge how your marketing strategy is faring. According to Avinash Kaushik, Google, author of *Web Analytics 2.0*, it is not just enough to measure these numbers. You must also look at more qualitative and subjective facets, such as checking out how other Tourism Boards move, and obtaining feedback from travelers.

KEYWORD STRATEGY

Your keyword strategy is integral for making your content on social media platforms and in blogs posts as unique as possible. You are looking to stand out as the authority on tourism in Aqaba and Wadi Rum, and therefore must develop a customized keyword strategy to promote this.

ASEZA must create a list of high priority keywords that should be used systematically in your e-marketing strategy. The important factors to consider are relevance to your brand, average monthly searches and competition.

Getting Started

The first step is to create a Google AdWords account.

1. Visit: <http://adwords.google.com/>
2. Click 'Get Started.' Provide a suitable email address. Choose a password and click on create account
3. Select the currency on the following page. NOTE: You do not need to add credit card information
4. Verify mail address. Do this by clicking on the click and click on continue. Then you will enter the AdWords account.

Google AdWords

About your business > Your first campaign > Billing > Review

Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?

What is your website?

Send me updates with tips and best practices.

Contact me to participate in Google surveys and opportunities to evaluate new features.

[Continue](#)

Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

Your landing page

Your product category

Targeting [?]

All locations

English

Google

Negative keywords

Date range [?]

Show avg. monthly searches for: Last 12 months

Customize your search [?]

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

[Get Ideas](#)

Next Steps

On the Google AdWords homepage menu there are four options- 'Home', 'Campaigns', 'Opportunities' and 'Tools'.

1. Select 'Tools' → 'Keyword Planner' to begin creating a strategic keyword list
2. Click 'Search for new keyword and ad group ideas' on the left-hand column
3. You have the choice to modify search parameters in the left hand column if you choose
4. Enter one word related to your brand in order to have the keyword planner populate new keywords, then click 'Get Ideas'
5. Beneath the graph there are two tabs on the left: 'Ad Group Ideas' and 'Keyword Ideas'
6. Click 'Keyword Ideas' to generate a list of high traffic volume keywords related to your original keyword
7. A list of relevant keywords will appear
8. Beneath the graph to the right, click 'Download' to export these keywords into an excel sheet
9. When you have the keywords in an excel sheet, arrange the cells in high to low order based on Avg. Monthly Searches
10. Delete all columns except for 'Keyword', 'Avg. Monthly searches' and 'Competition'
11. Now the selection process. You want keywords that have a high avg. monthly search rate, but a lower competition.
12. The method is as follows:
 - a. Any keyword with an Avg. Monthly Search of over 90 is included on the strategic keywords list.
 - b. Then, eliminate keywords that have a competition of over .35. The ones you are eliminating will not work for the strategy because they are over-used by competing websites
A selection of keywords on this list is highlighted in red to signify that the keywords' competition is too high. By discovering which keywords are too over-used already, you will be able to create a strategic keywords list.

Keyword	Avg. Monthly Searches (e)	Competition
jordan	673000	0.17
petra	246000	0.08
royal jordanian	90500	0.23
petra jordan	40500	0.15
aqaba	33100	0.11
wadi rum	18100	0.28
wadi	18100	0.01
amman jordan	18100	0.11
aman resorts	14800	0.07
royal jordanian airlines	9900	0.23
jordanian airlines	6600	0.28
jordan tourism	2900	0.65
jordan tours	2900	0.51
aqaba jordan	2900	0.18
dead sea hotels	2400	0.91
jordan petra	2400	0.25
aquaba	1900	0.14
jordan holidays	1900	0.9
tala bay	1600	0.23
dead sea jordan	1600	0.25
visit jordan	1600	0.34
petra tours	1600	0.74
wadi rum jordan	1300	0.23
agaba	1300	0.11
petra in jordan	1300	0.3
jordan travel	1000	0.63
aman hotel	1000	0.26
petra tour	1000	0.46
hotel petra	880	0.65
travel to jordan	720	0.84
jordan tour	720	0.68
wadi rum tours	720	0.78
camping bedoin	720	0.46
saraya aqaba	590	0.06
jordan trip	590	0.41
jordan dead sea	590	0.29

Strategic Keywords List

Below is our list of top 50 suitable keywords for ASEZA’s strategic keywords list to be used in its e-marketing and social media marketing. We based the list off of the original keyword ‘Aqaba’ and allowed the keyword planner to populate the list with keywords its algorithm selected as most significant to the original keyword.

All keywords have an average monthly search volume of over 90, and a competition less than .35 (except in 2 cases where we deemed the keyword of special significance to include on the list- ‘Aqaba to Petra’ and ‘Wadi Rum Resort’).

Keyword	Avg. Monthly Searches	Competition
Jordan	673000	0.17
Petra	246000	0.08
Royal Jordanian	90500	0.23
Petra Jordan	40500	0.15
Aqaba	33100	0.11
Wadi Rum	18100	0.28
Wadi	18100	0.01
Amman Jordan	18100	0.11
Amman Resorts	14800	0.07
Royal Jordanian Airlines	9900	0.23
Jordanian Airlines	6600	0.28
Aqaba Jordan	2900	0.18
Jordan Petra	2400	0.25
Aqaba	1900	0.14
Jordan Holidays	1900	0.9
Tala Bay	1600	0.23
Dead Sea Jordan	1600	0.25
Visit Jordan	1600	0.34
Wadi Rum Jordan	1300	0.23
Aqaba	1300	0.11
Petra In Jordan	1300	0.3
Amman Hotel	1000	0.26
Saraya Aqaba	590	0.06
Jordan Dead Sea	590	0.29
Places To Visit In Jordan	390	0.28
Aqaba	320	0.11
Aqaba	320	0.01
Wadi Rum Desert	320	0.23
Wadi Rum Weather	320	0.1
Aqaba To Petra	260	0.61
Aqaba Petra	210	0.27
Bedouin Camp	260	0.15
Petra Travel	260	0.33
Jordan Tourist Attractions	260	0.26
Wadi Rum Resort	210	0.36
Seven Wonders Bedouin Camp	210	0.27
Aqaba Jordan	170	0.32
Jordan Wadi Rum	170	0.31
Wadi Rum Map	170	0.14
Weather Wadi Rum	140	0.1
Dana Hotel Jordan	110	0.31
Petra Wadi Rum	110	0.33

Jordan Red Sea	90	0.18
Aqaba Jordan	90	0.24
Tourism In The Red Sea	90	0.28
Petra To Wadi Rum	90	0.29
Wadi Rum Climbing	90	0.11
Weather In Wadi Rum	90	0.11
Red Sea Information	70	0.24
Aqaba	70	0.13

SOCIAL MEDIA MARKETING GUIDE

ASEZA’s social media marketing goal is to maximize social networks by engaging individuals in a way that lets Aqaba’s assets inspire them, encouraging further research and eventually the decision to visit. Good, useful and relevant content is the backbone of this strategy. Quality content is important for every platform we use.

Building communities around Aqaba’s main elements creates an amplification effect that allows dialogue to travel within the core interest groups and out to friends, family, colleagues, and other members of social networks.

This section of the manual will introduce you to these platforms, explain the type of content needed to engage their communities and provide step-by-step instructions on ensuring these platforms stay current.

FACEBOOK

Business, celebrities, organizations, and affinity groups maintain “pages” and push information through the timelines of “fans” that have subscribed to the page. Pages also host key information about their subject and provide a platform to engage audiences through pictures, videos, polls, games and sweepstakes.

Facebook is a platform that augments the reach of a single organization or campaign and leans heavily on creating relevant content those users will want to share with their networks.

Key Objectives

- Develop a central social media platform for Aqaba Tourism news, events and contests
- Foster dialogue among target communities around key messages
- Drive traffic to the Aqaba Tourism website



Getting Started

1. Add Cover Page:

The first step and easiest step to customize and brand your Facebook fan page is to select a large banner picture that reflects the personality of your organization that also simultaneously compliments your logo (usually located in the profile picture). Using one strong picture and accompanying guiding text or a set of pictures in your banner can help resonate your brand personality through your Facebook fan page.

To add a cover page to your timeline follow the steps below:

To add a cover image to your timeline:

1. Go to your timeline
2. Click  Add a Cover
3. Choose whether you want to upload a new photo or pick a photo from one of your existing photo albums
4. Once you choose a photo, you can reposition it by clicking on the image and dragging it up or down
5. Click Save

Note: Your cover image has to be at least 720 pixels wide.

Screenshot: Facebook.com

2. Add Apps:

One easy way to brand and customize your fan page is to add themed tabs known as “apps,” located underneath the large banner profile picture.

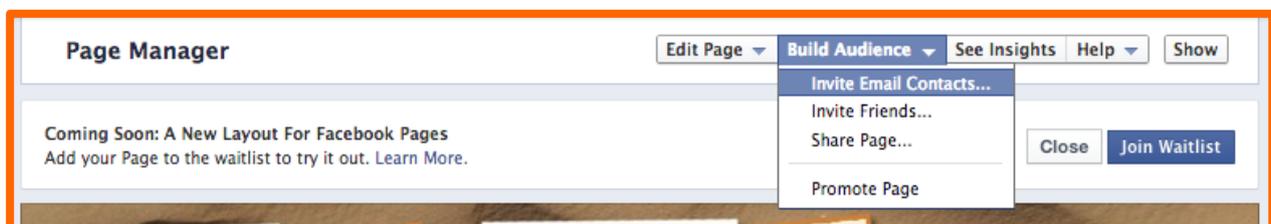
To add new apps to your Facebook Fan page visit : <http://www.facebook.com/about/timeline/apps> and skim through a series of applications to place on your page and follow the installment guidelines. Remember, any application that you select must reflect your brand personality and objectives.

Recommended apps include those that link to your other social media channels such as YouTube and Twitter. Another useful app is an RSS feed that gives up-to-date news on various destinations managed by a given entity. This will save you the trouble of continuously posting news to your timeline and focusing on more engaging content.

3. Increase Fan Engagement and Awareness:

Raising awareness about Aqaba is one of the most important steps to drawing people to the Aqaba website. This will best be achieved by increasing the number of people and or organizations that are “fans” of the page. To achieve this, it is important to follow a two-step process.

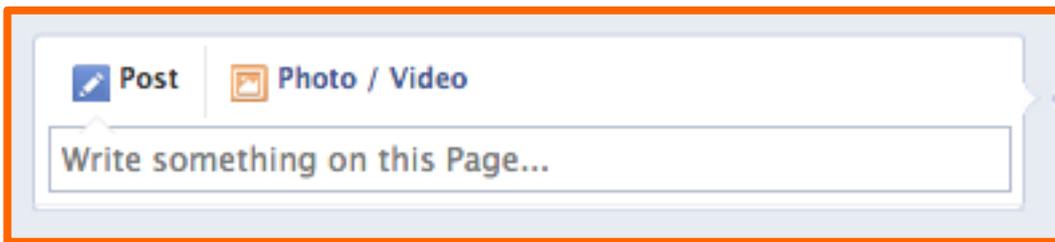
First, build the fan page by using existing email databases and inviting friends or business contacts to “like” your page on Facebook. To do this, simply click the ‘Build Audience’ menu option in the ‘Page Manager’ section at the top of your facebook page. From here, a drop-down menu will appear giving you the option to invite email contacts, existing facebook friends, or to share the page with a group or on your personal facebook timeline.



Secondly, continue posting engaging content that will prompt current fans to interact with your posts. As members begin to “like” your page, this action will show up in their friends’ news feeds and begin to raise awareness of Aqaba. Hopefully, their friends with similar interests will be prompted to “like” your page as well which will in turn be published to their friends’ news feeds, initiating a chain reaction.

How to Post Content:

To post on facebook, simply scroll down to the page timeline (the main body of the page) to the box shown below. Type your message, include a picture or link is desired, and click ‘Post’.

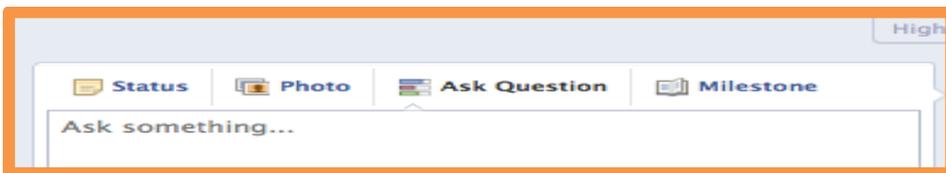


Posting pictures and videos is an easy and fun way to engage users. Remember: a picture is worth 1000 words, and with Facebook’s Timeline interface, pictures and videos are the best way to translate your organization’s messages virally. Include calls-to-action where possible in order to drive traffic to the Aqaba website.

However, simply posting pictures and videos is not enough. You must also remember to post items that will further encourage fans to interact with your page. Examples include asking people to post pictures of their experience in Aqaba; ask asking simple trivia questions about Aqaba culture; and anything else you can do to encourage people to comment on your wall. This activity is then displayed in their news feeds so that their friends can be prompted to visit your fan page.

When creating survey-type posts, you can simply publish questions directly on your page by clicking the “Ask Question” option in the “What’s on your mind” space, and typing your question.

Alternatively, you can create an entire survey by installing a survey app using this free tool: http://www.facebook.com/simple.surveys?sk=app_158682330837292.



If you have a post that is strategically important due to its significance (lets say you want to announce your latest blog post or a sweepstakes winner) and you want it appear front and center on your timeline at all times, the new “Pin” feature allows you to pin several posts to the top of your timeline. They will remain there for up to seven days at a time.

How to pin a post to the top of your timeline:

1. Hover the cursor at top-right of your post and a down arrow will appear.
2. Click the arrow and a drop-down menu will appear.
3. Select “Pin to Top”

Any errors can be quickly changed by clicking “Edit...”

You can also highlight the post, which will expand it and make it stand out on your timeline. To highlight a post click the star icon “Highlight” from the drop-down menu.



4. Convert Page Visitors

Always use an effective blend of posts that refer fans back to your site, specifically to pages where they can learn more about your protected areas and either directly book trips or inquire about trips. Remember, one of the main points of your fan page is to make people want to book trips to Aqaba.

5. Measuring Success

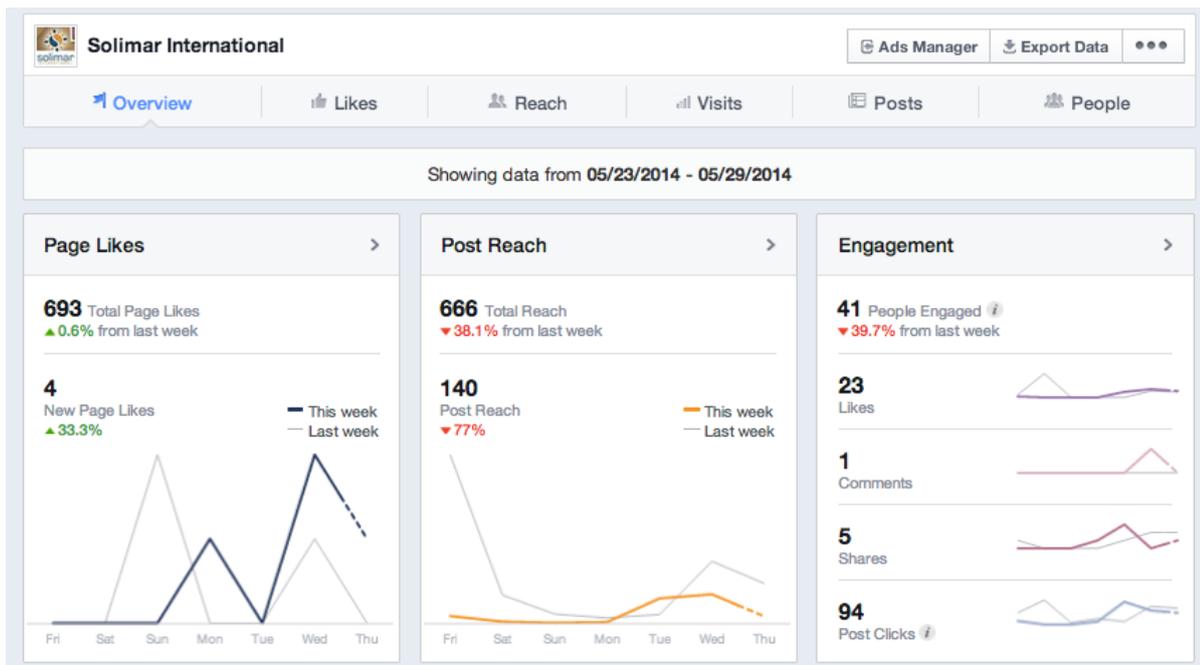
Facebook pages provide a useful Page Manager section at the top of pages visible to those who manage the content. This section keeps track of all posts and their reach, allowing you to quickly assess how effective your posts are at reaching your audience. It also provides suggested friends to share the page with and easy ways to promote your page and posts.

The screenshot displays the Facebook Page Manager interface. At the top, there is a navigation bar with options: 'Create Post', 'Edit Page', 'Build Audience', 'See Insights', 'Help', and 'Hide'. Below this, the main content is divided into several sections:

- Posts · Notifications 1**: A table listing recent posts with columns for 'Post', 'Total Reach?', 'Paid Reach?', and 'Promotion'.

Post	Total Reach?	Paid Reach?	Promotion
For you, is traveling all about tryin...	--	--	Boost Post
★ June is just around the corner- did...	79	--	Boost Post
★ Looking for an off-the-beaten pat...	71	--	Boost Post
"More international visitors equals ...	110	--	Boost Post
We are loving working in Remarka...	66	--	Boost Post
Great Infographic on the 50 Holid...	176	--	Boost Post
- Messages**: A list of messages from users, including 'Mostafa Ashraf Mortada', 'Tai Travellerstz', and 'Beatriz Martin'. A 'See All' link is provided.
- Get More Likes**: A section with a 'See Likes' link and a 'Promote Page' button.
- Pages to Watch**: A section titled 'Keep up with the performance of Pages like yours' featuring a list of pages: GLP Films (6,728 likes), Unison (2,979 likes), and Blueprint Interactive (1,121 likes). Each entry has an 'Add' button.
- Invite Friends**: A section titled 'Invite Friends' with a 'See All' link, listing friends to invite: Desmond Kolean-Burley, Sarvazad Saba Katouzian, Laura S. Kauer Garcia, and Barbara Sprunt. Each entry has an 'Invite' button.

Select “See Insights” from the menu of the Page Manager for detailed graphs and statistics on your likes, posts, reach, visits, and people.



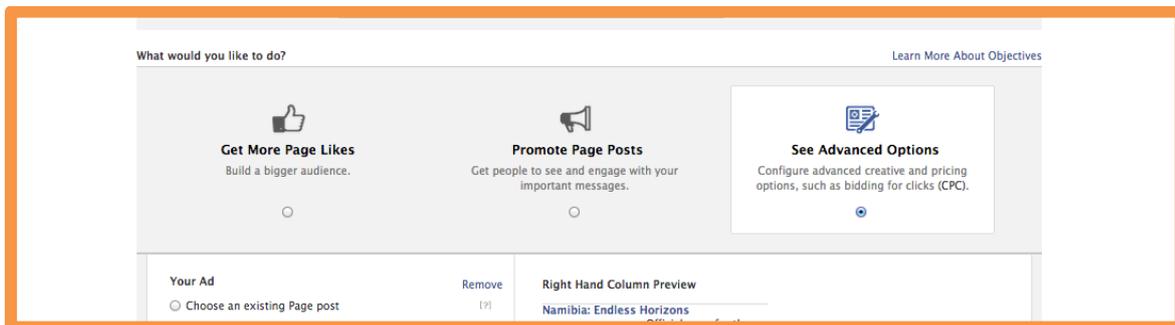
You can also judge the success of your page by how many likes the page itself has, as well as how many likes each post receives. Looking through the likes and reach that each post receives is a useful way to judge which sort of posts are most successful in order to improve your strategy.

Next Steps

Creating Ads

For a fee, you can run targeted ads on Facebook. To explore your advertising options and begin creating an advertisement you should select “Create ad” from the “Build an Audience” tab.

Next you can choose from three features each of which has a different purpose:



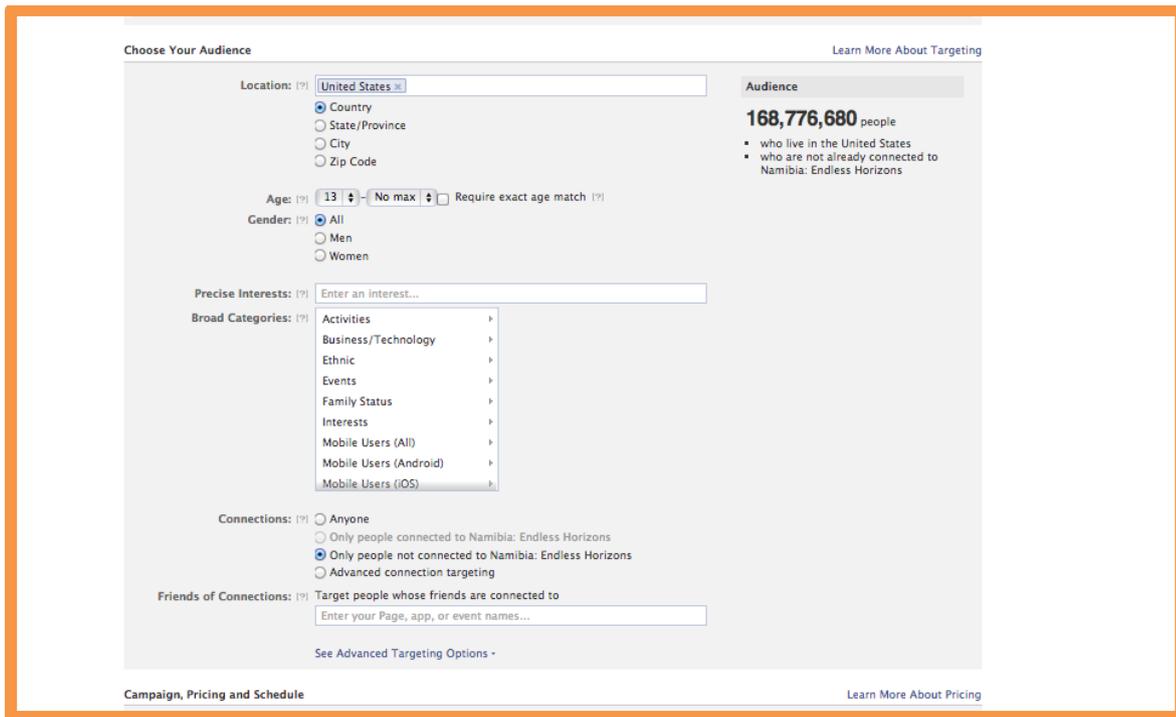
1. Promote your Post Feature:

ASEZA can ensure that fans are constantly reminded of the Aqaba website by ensuring that its most important posts will stay at the top of people’s news feeds for several days. Select “Promote” underneath the comment bar on your wall. Next, *always* select “people who like your page and their friends” in the Audience bar as it will maximize your exposure and ROI. Then fill in your maximum budget and click “Promote Post”. The more you pay (minimum cost to use this feature is \$10) the longer your post will be at the top of people’s news feeds. You can even see what your estimated reach will be with different monetary amounts and how long the post will remain at the top of the news feeds of your fans and their friends.

2. Get More Likes:

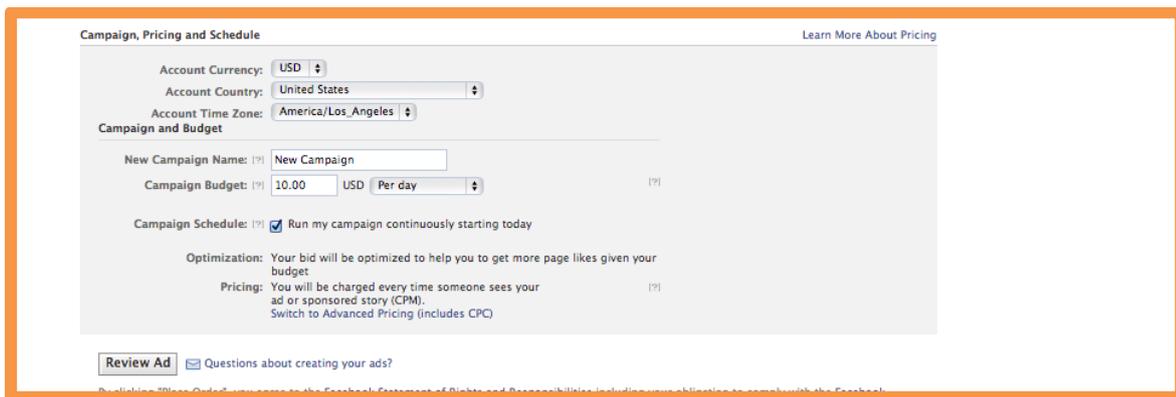
A typical Facebook ad runs along the right side of your Facebook profile. It encourages you to like the ad sponsor’s page.

You can choose what target market you want to advertise to here with “Choose Your Audience”.



3. See Advanced Options

Unlike the previous option, this advertisement is not just limited to your friends. After you fill in your specifications, all users on Facebook matching that criteria (until you reach your budget limit) will see this ad. You can specify your budget (see below) and Facebook will manage it for you for the duration of the campaign.



Finally be sure to review the final product before submitting it.

You may choose to use Advanced Options for your ad campaign, or do a customized competition using apps like GroSocial.

TWITTER

The term “micro-blog” was invented to define Twitter - a platform that aggregates updates from users no longer than 140 characters. Twitter has become **one of the world’s fastest growing social media tools**. The brevity of the messages and the speed with which content can be spread encourages instantaneous dialogue about recent events, new products, or Internet content.

Twitter is a platform that allows ASEZA “push” and “pull” on the Aqaba traveler community. ASEZA can push information by communicating short, interesting bits of news, commentary, and events accompanied by links to the website or positive news articles. ASEZA can also “pull” on consumers by listening to the online dialogue and tracking “sentiment” related to Aqaba and products and services. Negative information can be responded to personally while positive feedback can be repeated.

Key Objectives

- Push updates to key audiences
- Monitor dialogue around Aqaba tourism and issues that will affect travel demand
- Regularly engage target audiences on a personal, relatable level

Getting Started

1. Establish a voice and keep it consistent

Twitter’s open and personal platform allows users to establish a unique voice. Consider how your tweets can be used to brand yourself as a respected voice on your region. Relate pictures, videos, and links to the goals and activities of ASEZA and the campaign theme for that month. Use active language and interesting facts to get people excited about visiting Aqaba.

Suggestions for the content of tweets include:

- Travel suggestions and tips specific to your destination
- Vacation ideas
- Unique events occurring at your destination
- Trivia
- Local knowledge
- Local news
- Weather
- Special offers and promotions
- Questions for your followers
- A link to an article, video, or photo from your blog

To “tweet” click on the “compose tweet” icon located at the top right hand corner of your twitter page.

Now compose your tweet in the text box that pops up. You can also upload a picture or add a geographic location. When you are satisfied with your post click “Tweet”.

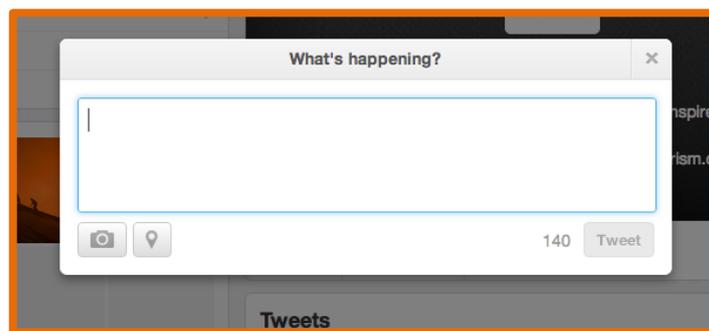
2. Build Your Community

Build your community by following others. Often, others will follow you in return. To follow a twitter page, go to the page you are interested in, and click the ‘Follow’ button on the right side beneath the title and description.

Pages that you are following will display ‘Following’ instead of a ‘Follow’ option.

Follow other Users:

Build your Twitter community by following people and organizations that would be interested in Aqaba. Often, following someone will lead him or her to follow you back, thus building your audience. Following other members also allows you to listen and engage with the Aqaba travel community.



Follow Travel Media:

Start by following more travel media. Travel media can provide you with great content to retweet, and expose your Twitter handle to a large base of potential followers. Type in the name of famous travel media outlets (try National Geographic, etc.) in the search bar and follow these organizations. Twitter also provides you with daily recommendations to follow. These recommendations are located in the middle of left-hand sidebar of your home page under “Who to follow”.

Retweet and Mention:

By retweeting and mentioning users (with the @ symbol) you are able to develop relationships with other users, leading to a more attentive and responsive follower base.

Retweeting a post is comparable to republishing it.

Click on the retweet icon to retweet a post.

Note: “RT” indicates a retweet.

To mention another Twitter user in one of your posts type “@” followed by their Twitter handle then select them from the drop-down menu that will appear under your post.

3. Monitor Trends and What is Being Said about Aqaba

You can indicate keywords or themes in your tweets by using a hashtag “#” followed by the keyword. This way, when travelers search for the keyword on Twitter, your tweet will appear in the results. They can also click on the keyword within your tweet to view other tweets with a similar theme.

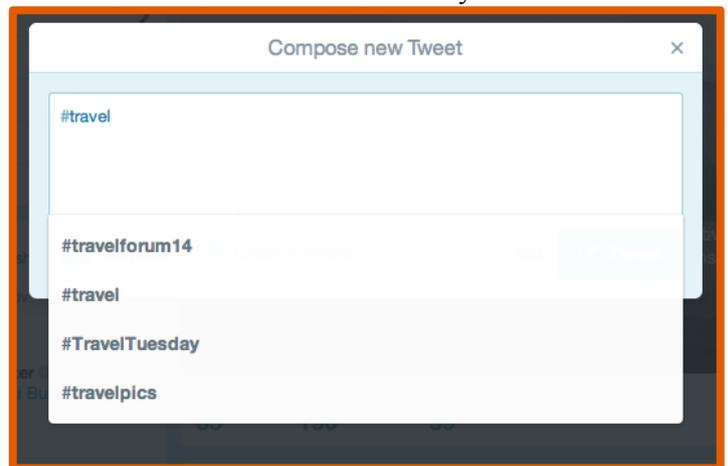
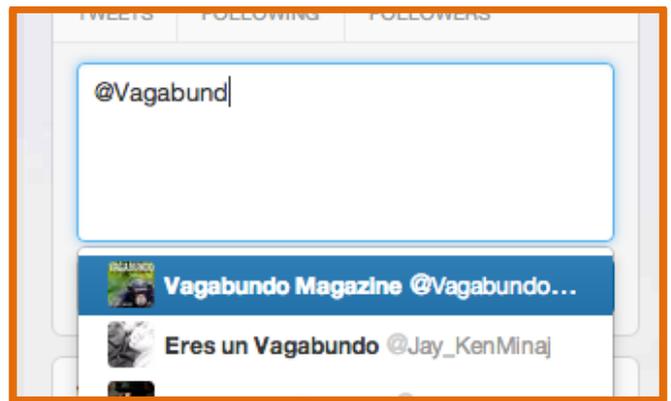
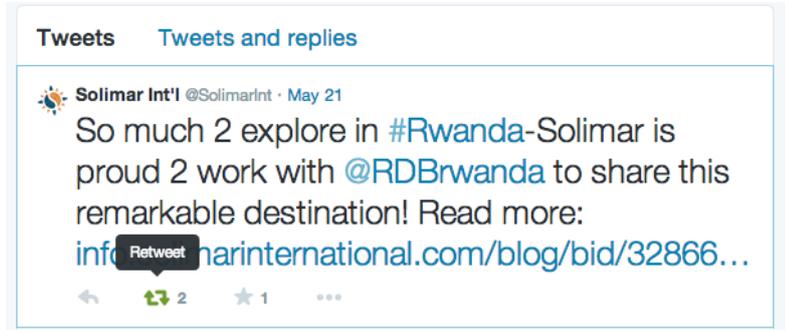
In order to monitor what is being said about Aqaba it is crucial that you search for #Aqaba and similar tags at least once a day. You may find an opportunity to start a conversation or to retweet.

You can also check out the trendiest # of the day by clicking the “Discover #” tab at the top of your home page and scrolling down to the middle left side bar called “trends”. These are the most heavily searched for and used hash tags of the day.

4. Link Back to Your Content

Twitter is an ideal platform for driving followers to your website or mentions in the press. Tweets can serve as good teasers to attract followers who are interested in learning more about a certain subject or event. Tweet interesting news or facts and then encourage people to find out more with a link.

Tweets can also serve as the perfect avenue to share some of your offers and capture leads. Remember: the best way to entice followers to click on your links is by using strong calls-to-action. Tweet something along the lines of “New Aqaba Travel Guide Out - Download Now”.



5. Interact

Once you build a strong follower base and tweet on a regular basis, you can begin interacting more directly with your followers. Twitter's simple format and instantaneous updates make it a great resource for interacting with stakeholders and soliciting feedback.

Start by interacting with your followers with fun questions or requests. For example, ask followers to respond with their funniest Aqaba travel story or best picture from their trip. Retweet the best responses to reward your followers and encourage interaction.

6. Develop personal relationships

Send connections a private message on Twitter and introduce yourself. Reach out to bloggers and travel writers and give them some inside scope about upcoming events in Aqaba.

To send a message, click the "Settings" tab located at the top right hand corner of your Twitter home page and click "Direct message". Note: You can only send people messages if you are both following each other, and you are still restricted to 140 characters per message

7. Measuring Success

In order to measure the success of your twitter page, there are several inexpensive website services that you can use to monitor your reach and interaction with fans. Primary factors that they look at are your number of followers and the rate of growth.

A few are:

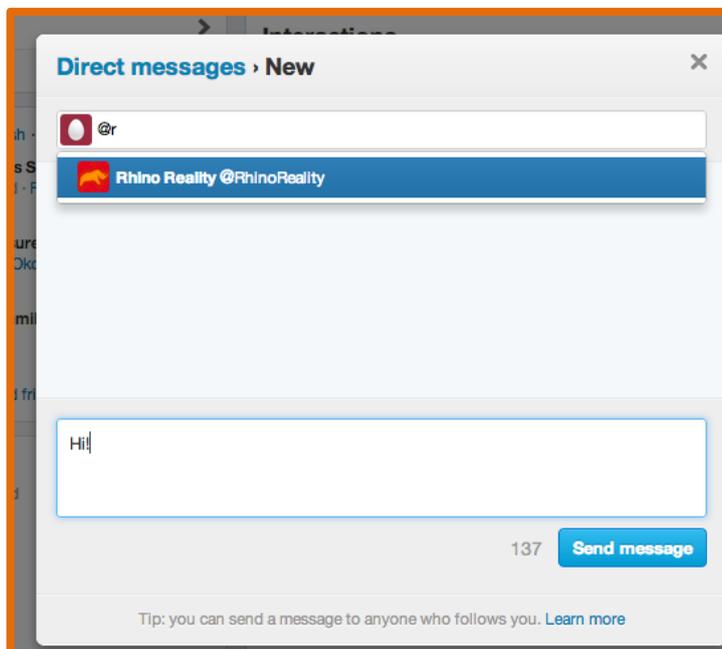
- Google Analytics- <http://www.google.com/analytics/>
- Twitalyzer- <http://www.twitalyzer.com/5/index.asp>
- Twitaholic- <http://twitaholic.com/>

Tips for Using Twitter:

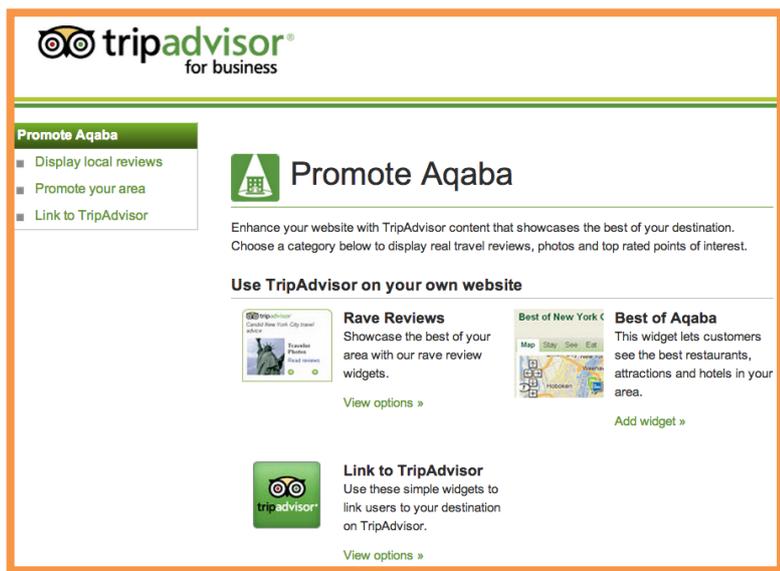
- Be responsive to your followers. Remember that Twitter - like all other social media - is a dialogue between you and your followers, so be sure that you are actively taking part in the conversation.
- Use a consistent voice and tone across social media forums. Portray Aqaba and your message to your customers in the same manner on Twitter, Facebook, YouTube, and your blog.
- You can change the settings on your Twitter account by clicking on the drop-down arrow next to your username in the upper right hand corner of your Twitter page, then selecting "Settings." Adjust privacy, notifications, and other settings to reflect your preferences.
- Follow users in an authentic manner. Do not follow thousands of unrelated people just to boost your own followings. This untargeted social media engagement is heavily frowned upon and will not benefit you in any way.

TRIPADVISOR

TripAdvisor is among the most important social tools for brands, because it is so widely used and trusted by travelers. It is the world's largest travel website and receives 1 million visitors every month. Tourists commonly use Trip Advisor reviews when they are planning their vacations. You can monitor what others are saying about you and respond to praise and criticism.



Unlike social media networks like Facebook or Google+, TripAdvisor does not rely on ASEZA to produce regular content. Instead, the forum depends on travelers to leave their reviews on the site.



Key Objectives

- Promote Aqaba and Wadi Rum via a TripAdvisor widget on the Aqaba website
- Engage potential travelers by displaying photos and reviews of Aqaba tourism products on its website

Getting Started

You can use TripAdvisor to promote Aqaba from your own website by uploading a widget.

1. Select your preferred widget- “Photos and Rave Reviews” is recommended
2. Customize your widget and upload the widget code to your site

This allows visitors to see Aqaba’s great qualities and photos of visitors’ fun experiences there. According to a 2013 Tnooz infographic, 63% of travelers say they are influenced by others’ testimonials and TripAdvisor is a great way to make testimonials readily available.

INSTAGRAM

Instagram is a visually focused social media sharing platform in which users upload photo and video content, captioned and categorized by hashtags, that can be viewed by the public. Destinations can post and tag photos to increase awareness and visibility of locations and attractions within the travel community and their target markets.

Key Objectives

- Connect with key target demographics through engaging content with relevant and specific hashtags they will be searching for
- Share specific destinations and ideas within Aqaba with the travel community to encourage and support the dreaming and planning stages of travel

Getting Started

Once you download the app, Instagram will walk you through the steps to complete your profile and begin sharing pictures. Instagram is optimized for mobile, so most profile set up will need to be done on a mobile device instead of through the Instagram webpage.

1. Sign up for an Instagram account and choose a username that clearly represents your brand
2. Add a profile photo, a biography and a link to your website
3. Link your account to Facebook and many other third-party sharing sites where you have an account

Screenshot: www.instagram.com

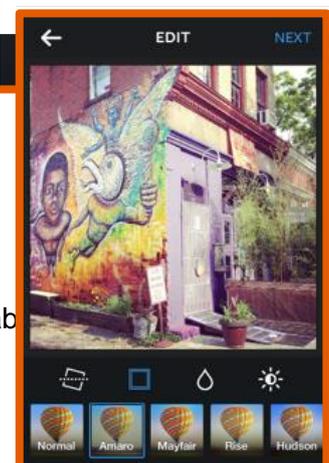
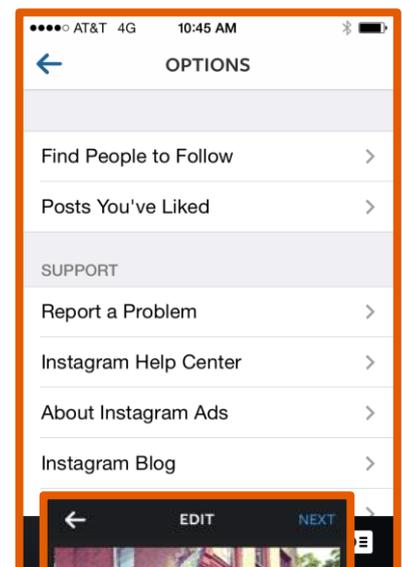
1. Complete Your Profile

- Download the Instagram app (available for free from the App Store for iPhone/iPad, from the Google Play Store for Android, or the Windows Phone Store for Windows Phones).
- From the app, Instagram will prompt you to register with email or with your Facebook account.
- If you register with email, create a username and password, then fill out your profile information. Choose a username that clearly represents your brand.
- If you register with Facebook, sign into your Facebook account.
- Personalize your profile and make it SEO-friendly.
- Go to your profile page and tap **Edit Your Profile** in the top right corner.
- Write a bio of up to 150 characters and include a link to your website in the URL section, then tap **Submit**.
- Set your profile and posts to public to ensure that customers and search engines can find your pictures. On the **Posts are Private** tab, make sure the toggle is switched to the left.
- Tap your current profile picture (the blank circle next to your name). Choose where you would like to import your picture from, then add a profile picture that represents your brand.



2. Attract Followers

- Link your account to Facebook
- First, make sure you are an admin of Aqaba's Facebook Page.
- Go to your profile's **Account Settings**, then **Share Settings > Facebook**. If you haven't already done so, link Instagram to Facebook on your device. When the Facebook authorization appears, make sure that the Facebook username at the bottom is an admin of Aqaba's Facebook page.
- By default, your Instagram posts will post your personal Timeline. Change this setting by tapping **Share Photos to**. Select the page that you would like to share Instagram posts to. The Aqaba brand page will then replace **Timeline** in the **Share Photos to** section.
- Link your account to Foursquare.
- To share to Foursquare, make sure you choose to **Add to your Photo Map** and then **Name this location** when uploading your photos. After you've chosen a location, tap the Foursquare share button so that it appears highlighted in blue.
- Let your Facebook friends find you easily by enabling Facebook Friends under **Account Settings > Find People to Follow**. This will create a news story on Instagram for anyone who follows you on Facebook and has linked his or her Facebook account to Instagram.
- Search tags to find users with relevant interests. Like, comment, or follow them to engage them with your brand content.
- To like a photo or video, double tap it or tap ♥ beneath the post.
- To comment on a photo or video, tap the comment bubble beneath the post and enter your comment.
- To follow a user, tap their username and click **+Follow**.



3. Start sharing photos on Instagram and across your other social networks.

- Take or upload photos to begin sharing
- Tap  at the bottom of the app.
- Once you've taken a photo or selected one from your phone, you can edit the photo and add artistic filters, borders, and effects.
- After you have edited, click 'Next' in the top right corner. Add tags and a caption before sharing the photo on your social networks.
- Choose hashtags and add them to the **Caption** field. Adding tags to your photos and videos is a great way to find new followers and share your posts with more people.
- Be specific and avoid using generalized tags in order to target certain audiences that will find your content relevant.
- Use relevant tags so that your photos stand out on pages that your audience will be searching for.
- Observe what other users post to discover popular and specialized hashtags with your target audience.



4. Measuring Success

In order to measure the success of your Instagram, there are several metrics and services that you can use to monitor your reach and interaction with fans.

Metrics:

- Number of followers
- Frequency of posting
- Engagement rates (likes and comments)
- User-generated content
- Use of brand hashtags

Services:

- SumAll-https://sumall.com/?utm_source=Blog&utm_medium=Blog&utm_campaign=Blog-TopScrollCTA
- Simply Measured- <http://simplymeasured.com/>
- Followers+ for Instagram- iOS app available in the App store
- InstaFollow- iOS app available in the App store

YOUTUBE

Travelers are increasingly relying on multimedia content to gain information about destinations, and the impact of engaging videos that entice the consumer cannot be understated. ASEZA can utilize YouTube, the world's most popular site for videos, to promote itself and Aqaba.

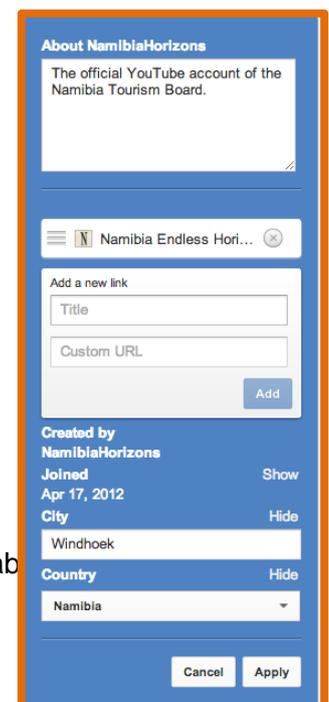
Key Objectives

- Increase awareness of Aqaba's cultural and historical significance as well as its physical beauty through an online catalog of quality videos and images
- Drive traffic to the Aqaba website by using images and video to penetrate online communities

Getting Started

1. Update Your Profile on Your YouTube Channel

Similar to the other social media tools discussed thus far, your YouTube channel allows users to view your profile. The information provided in your profile should be accurate, complete, and up-to-date. Any information provided should be consistent with your other social media accounts and your overall marketing strategy.



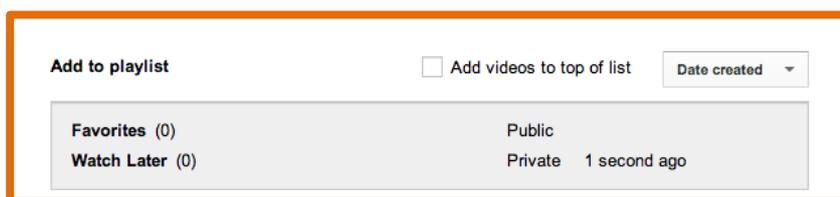
- From your YouTube channel homepage, click “Edit” next to your profile.
- Fill in the relevant information (name, website, channel description, enterprise description).
- Click “save changes.”

2. Choose Favorite Videos and Subscribe to Other Channels

In order to build your network on YouTube and begin adding interesting and engaging content to your YouTube channel, search YouTube for videos and channels that are relevant to your destination and sustainable tourism.

Add videos to your “favorites” and subscribe to channels that you think would enhance your customers’ experiences when they visit your YouTube channel, for these videos will appear on your page.

- To favorite a video, click the drop down arrow next to “Add to” under the video. Then choose “Favorites” or the name of the playlist to which you would like to add the video. The video will then appear on your YouTube channel where your subscribers will be prompted to view it.
- Click “Subscribe” next to the name of the YouTube channel that you would like to follow if you are on the channel’s home page.



3. Upload Video

Once you have become familiar with YouTube, you may choose to upload videos that ASEZA has created.

How to upload a video:

- Click “Upload” next to the search bar.
- Select “Upload video,” and then browse your computer for the video file, clicking “Open” once you have selected it.
- The upload will begin, and you can view its progress that includes an estimate of how long it will take the video to upload.
- Enter a title for the video, a description of the video, and any tags (keywords) that will increase the likelihood that your video will appear in your target audience’s search results.
- Click “Save Changes.”



4. Encourage People to Watch Your Videos and Subscribe to Your Channel

After identifying and creating quality content, you will want to attract users to your YouTube channel and encourage people to subscribe.

- Good content will help to draw in and maintain subscribers. Be active on your YouTube account, respond to user comments, and update your favorites and playlists often. This will keep people interested in your YouTube channel.
- Promote your YouTube channel on other social media accounts and your website so as to direct traffic to your YouTube channel.
- Utilize channel bulletins in order to communicate with your subscribers.
- Send a bulletin, which is a message, from your YouTube channel homepage by clicking “Post Bulletin”.

- The bulletin will appear on the homepage of those who subscribe to your YouTube channel as well as the recent activity section of your homepage.
- Bulletins can include a link to a video, updates about a video you are currently working one, and notification of a new video that you have posted.
- Consider using YouTube’s paid promoted videos if budget allows.
- Through promoted videos, you can promote your channel on YouTube.
- Your promotions will be viewed by users alongside search results when people are seeking related content.
- Upload a video or choose a video that you have already uploaded to be used as your promotional video.
- Add promotional text as well as tags that will indicate with what search terms your promotion should appear.
- YouTube’s video promotions are pay per click, which means you pay each time a user clicks on your promotional video.
- In order to use video promotions, YouTube requires your billing information to be on file.
- Further instructions for entering billing information, setting a budget, and creating a promotional video can be found on YouTube’s website. Simply click “Advertising” at the bottom of your page, and choose “promoted videos” from the menu on the left hand side.

5. Measuring Success

YouTube offers YouTube Analytics to measure your channel’s success in terms of real viewer data in order to help you assess which videos are most effective in reaching fans.

- Go to <https://www.youtube.com/yt/playbook/yt-analytics.html> to get started on analyzing your YouTube page.

YouTube Analytics



Tips for Using YouTube:

The following are some suggestions for creating your own original video content:

- Make sure your videos are short (60 second maximum) and to the point. Generally, you will not have someone’s attention for very long, and this also means they are easier to view in places with slow Internet connections.
- Get feedback on your videos before posting them. This will help you to better gauge the response that you will get from users and make any needed improvements.
- Keeps things simple, especially when you initially start creating your own videos.

- It can be worth investing in a professional videographer or editor if it supplements a particular campaign and has a defined purpose. However, videos don't need to be professionally made to be engaging.
- Carefully write the description and tags for the video in order to maximize the appearance of your video in search results. Specificity in search keywords helps you to reach your target audience.
- You could make videos about:
 - The top attractions in the area
 - A diary of customer testimonials
 - Interviews with ASEZA staff and official tour guides
 - Travel tips specific to your destination (what to bring, what to see)
- Encourage people to like your video, add it as a favorite, or leave comments. Prompt action by posing questions to your viewers.
- Organize your videos and the videos that you have marked as favorites into playlists in order to increase ease of use for subscribers to your YouTube channel and direct their attention to specific themes, messages, or content.
- Perhaps create a playlist for your destination's attractions or a playlist of videos that showcase local culture.
- Use the annotations feature, which displays a text box over the bottom portion of your video. You can use this text to direct people to your YouTube channel or other videos that you have created. This function is found under "Edit Video."
- Connect your YouTube account to your other social media accounts. Your activities on YouTube can be automatically posted to Facebook and Twitter.
- Options to connect YouTube to your Facebook and Twitter accounts can be found under "Auto Share." Click "Connect Accounts" next to the social media tool to which you would like to connect.

PINTEREST

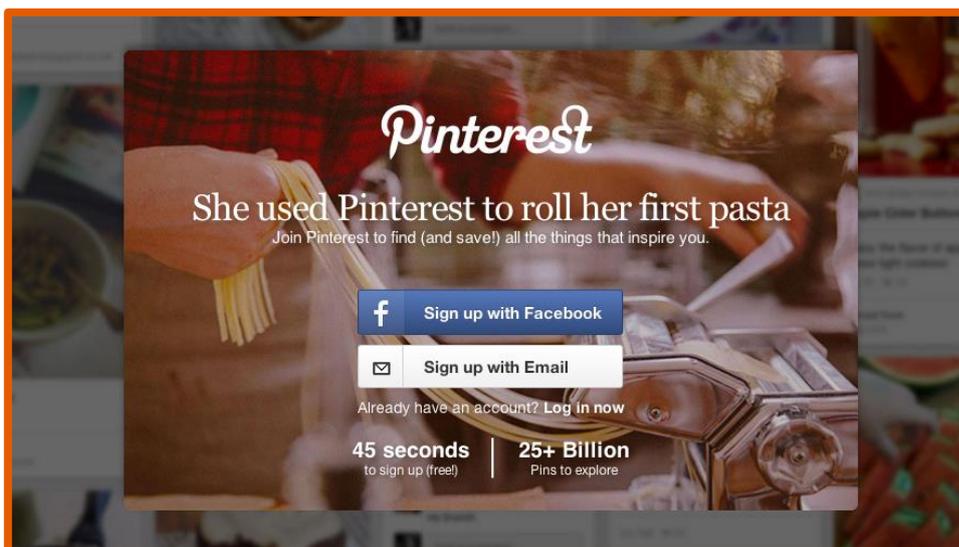
Any destination that wants to drive targeted and high-volume traffic to its website, should join Pinterest. According to Hubspot, early research indicates that **Pinterest is more effective at driving traffic than other social media sites, even Facebook.**

Pinterest is a social network that allows users to visually share, curate, and discover new interests by posting, also known as 'pinning,' images or videos to their own or others' pin boards. Users can either upload images from or pin bookmarked URLs.

Unlike Flickr and Facebook, users are not sharing images of their OLD travels but usually plans and dreams for their FUTURE travels. ASEZA should pay specific strategic attention to Pinterest, as **it has the ability to influence travelers early on in their traveler planning process** as these "pinners" are on the site to discover new places to visit!

Key Objectives

- Increase awareness of Aqaba's cultural significance and physical beauty through an variety of pinboards that users can repost
- Drive traffic to the Aqaba website by pinning website pictures that engage the travel community



Getting Started

1. Create your Account

- Go to <https://www.pinterest.com/business/create/> to open a Pinterest account for the ASEZA business.
- Complete this form to open a Business Account.

2. Optimize Your Account for SEO

Go to "Settings" and double check the ASEZA description, logo, and a link to your website. Turn off the 'Hide your Pinterest profile from search engines' so your profile is SEO friendly.

The image shows the "Create Business Account" form. It includes fields for "Business Type" (with a dropdown menu), "Contact Name" (split into "First Name" and "Last Name"), "Email Address", and "Password" (with a note "6 characters minimum"). Below these is the "Profile Info" section (marked "shown publicly") with fields for "Business Name", "Username" (pre-filled with "www.pinterest.com/"), and "About" (with a note "160 characters remaining").

The image shows the "SOCIAL NETWORKS" settings section. It includes a "Website" field with the URL "http://www.namibiatourism.com.na" and a "Verify Website" button. Below it is a "Search Privacy" toggle set to "OFF" with the text "Prevent search engines from including your profile in their search results."

The image shows the "Edit Account Settings" form. It includes fields for "Email Address" (with an "Email Settings" button), "Password" (with a "Change Password" button), "Language" (set to "English"), and "Gender" (with radio buttons for "Male", "Female", and "Unspecified"). Below these is the "PROFILE INFO" section (marked "shown publicly") with fields for "First Name" (pre-filled with "Namibia Tourism Board"), "Last Name", and "Username" (pre-filled with "http://pinterest.com/Orynamibia"). There is also a "Profile Image" section with a "Upload an Image" button and a preview of the profile picture. The "About" section contains the text "Official page for the Namibia Tourism Board - Visit Namibia. A Land of Endless Horizons."

3. Build Following

Add a few new pins and pinboards at least once a week to gain exposure and build a following via Pinterest. Add any themes you would like.

Once fresh content is uploaded, promote it! Promote your Pinterest presence through other social networks:

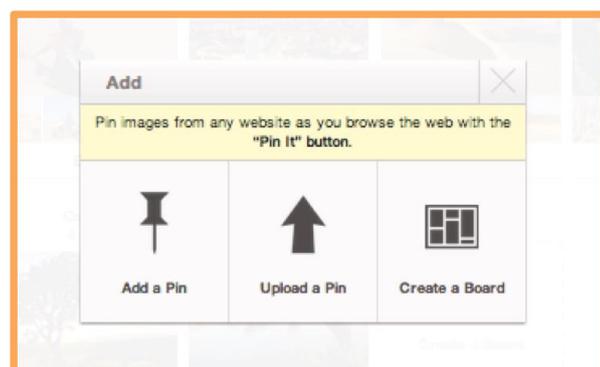
See if any Facebook contacts are already on Pinterest.

- Write a Blog post to prelaunch your Pinterest account
- Start following users that will follow you back. Try to identify industry influencers such as key travel figures, bloggers and other media sources.

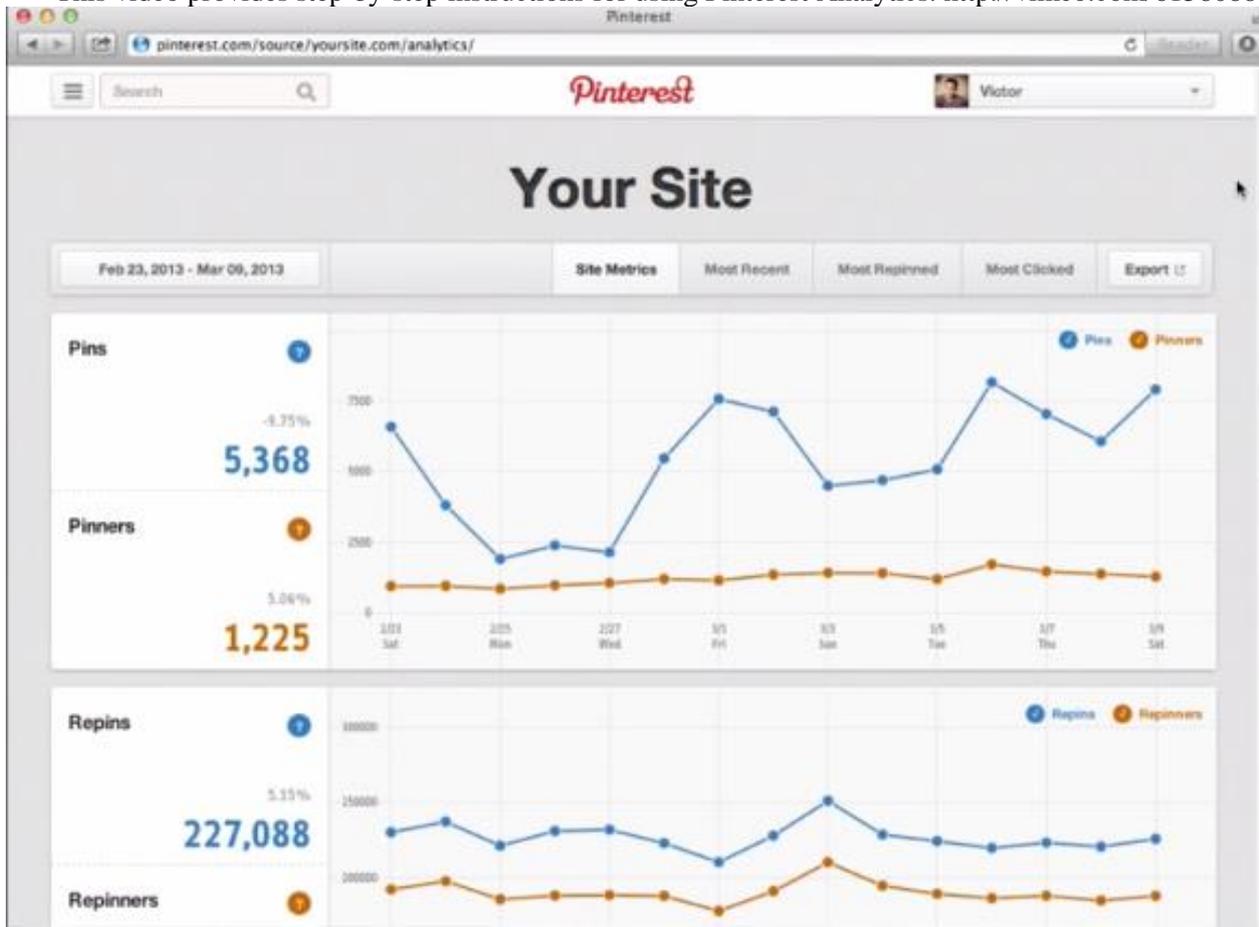
4. Measuring Success

Pinterest offers Analytics for businesses to track how their Pinterest page is doing in terms of numbers of pins from your websites, pin views, and click-rates.

- Go to <http://business.pinterest.com/en/analytics> to get started.



- This video provides step-by-step instructions for using Pinterest Analytics. <http://vimeo.com/61580880>



Next Steps

- 1. Create a User-Generated Pinboard:** Create boards that Aqaba Tourism fans can pin images to. This will engage your fans on other social media platforms that have Pinterest accounts, especially those who have been to Aqaba, and simultaneously spread your content and overall brand awareness.
- 2. Gather Insight Into Your Buyer Personas:** Use Pinterest as a research tool to gain a better understanding of what members of your target markets are like. See what other destination pictures they are pinning to gain a better understanding of your competitive positioning and how travelers perceive Aqaba.
- 3. Re-Pin What Your Followers Are Interested In:** Give a little to get a little. Showcase the things your followers are pinning in a pinboard and take the time to engage with your followers.
- 4. Create a Video Gallery:** People often think that pinning is restricted to images but videos are also pinable too! Create a board dedicated to videos about Aqaba.
- 5. Use Hashtags:** Pinterest has jumped on the hash tag bandwagon. ASEZA must add hashtags to pins and boards in order to make them more searchable. Note: the hashtag feature is extremely useful when launching a new themed campaign, as it is a great opportunity to create a themed board and use hashtags to index its content.
- 6. Drive Pinterest Users Back to Your Website (and Track Results!):** Whenever possible during “pinning” include links back to your website and its landing pages to capture travel leads.

Read more: <http://blog.hubspot.com/blog/tabid/6307/bid/31147/The-Ultimate-Guide-to-Mastering-Pinterest-for-Marketing.aspx#ixzz2HgMgVikd>

GOOGLE+

Google+ is a social media network similar in scope to Facebook but with the added advantage of search engine visibility. Destinations with profiles can increase their search engine rankings and more successfully drive traffic to their websites.

Key Objectives

- Increase search engine visibility through sharing engaging content tagged with keywords
- Drive traffic to the Aqaba website by using posts, photos, and videos to attract online communities

Getting Started

Get your business on Google for free

Your Google+ page connects you with customers, whether they're looking for you on Search, Maps, Google+ or mobile devices. Best of all, it's free. Really, we mean it.

Get your page

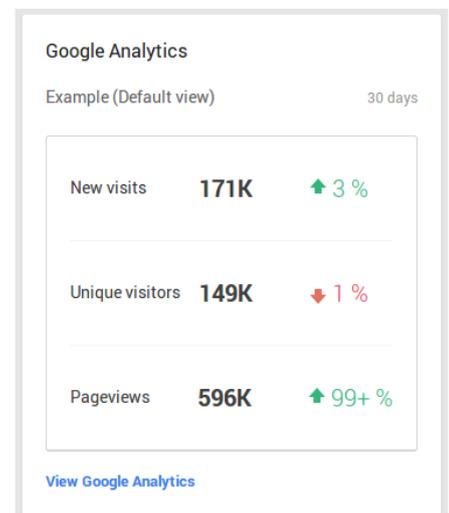
Screenshot: <http://www.google.com/+business/>

1. Create Your Google+ Profile

- Visit the Google + Business homepage and click **Create a Page**. Choose the correct business category (Product or Brand > Travel or Company, Institution or Organization > Travel and Leisure).
- Choose a name, list your external website address, and press **Continue**. Click **Get Started** to allow Google to walk you through the steps of filling out your profile information.
- Add a profile picture and a cover photo that represent the Aqaba brand.
- Add contact information and set the privacy settings to **Public**.
- If you have not already done so, enter your website URL.
- Write a short introduction and a 10-word tagline to briefly describe the Aqaba brand to consumers.
- Click **Add Managers** to allow multiple people to edit and post to the Aqaba page.
- Under the **Links** section, add links to your other social media accounts and to other websites that may be useful to your followers.

2. Share Content and Build a Following

- Post text, photos, links, video, or events like you would to similar platforms, like Facebook, taking care to include keywords to be SEO-friendly. Create your posts in the **Share what's new** section of your dashboard or your profile page.
- Upload photos and videos to your profile from the **Photos** and **Videos** tabs on your profile page.
- Find followers and users to follow once your brand page is already populated with content.
- Promote your new page through your other social media sites to encourage current followers to follow you on Google+ as well.
- Install the **Direct Connect** code to your website to be eligible for Direct Connect benefits, like the ability for your Google+ Page to show up in organic search results.
- Share engaging content to followers, directly to users who may find your content useful, and to Communities.
- Join **Communities** to find users with appropriate interests, share content, and participate in conversations in relevant fields.



3. Measuring Success

Google+ effectiveness can easily be measured using Google Analytics. Google Analytics can be viewed directly from the Google+ dashboard to show information such as new page visits and page views.

- Go to <https://support.google.com/plus/answer/4509178?hl=en> to learn how to set up your Google Analytics for Google+.

FLICKR

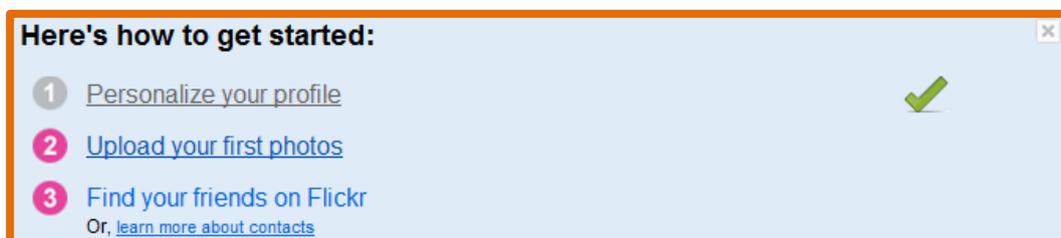
Flickr is a photo sharing website where individuals and businesses can upload photos in order to organize them and share them with others. Destinations can post photos and tag them with keywords and a location in order to increase their visibility.

Key Objectives

- Increase awareness of Aqaba’s cultural significance and physical beauty through a robust online catalog of video and images
- Drive traffic to the Aqaba website by using image and video to penetrate online communities

Getting Started

Once you have set up your Flickr account, Flickr will walk you through steps designed to help you begin using your account.



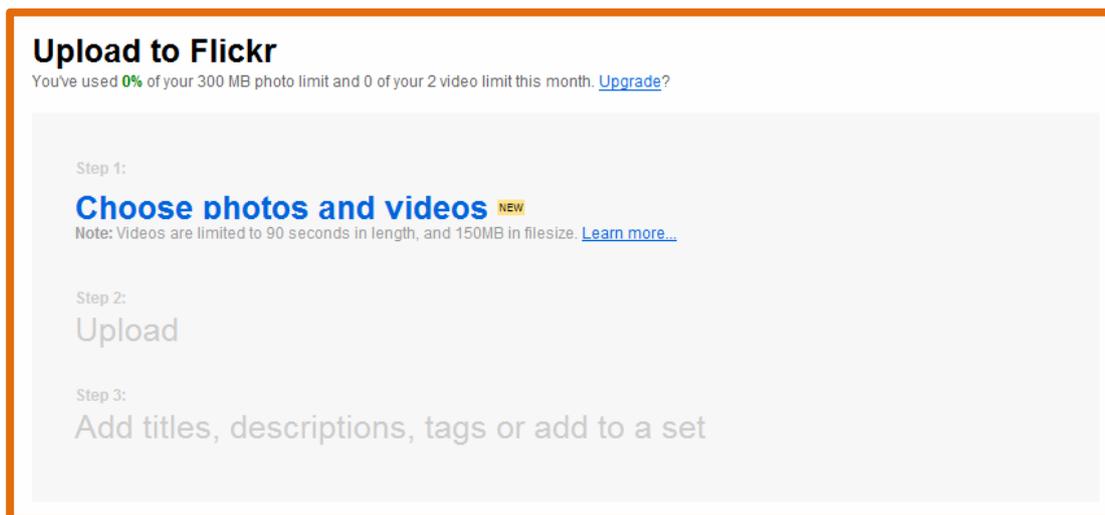
Screenshot: www.flickr.com

1. Complete Your Profile Information

- From your Flickr homepage, click “personalize your profile” under “here’s how to get started.”
- Flickr will prompt you to:
- Create your “buddy icon” - the image that is associated with your username.
- Choose a custom URL for your Flickr page. This will allow you to point people directly to your Flickr page.
- Personalize your profile by filling in ASEZA’s information. Most importantly, fill in a description of your organization.
- You will always be able to access your profile and edit profile information by placing your cursor over your buddy icon, clicking on the drop down arrow, and selecting “your profile.” On the right hand side of the screen, there is a list of options under “manage your profile” that allows you to make any changes.
- To return to your Flickr page from any other Flickr page, click “home.”
- To adjust your account settings, click your username in the upper right hand corner of the page, or place your cursor over your icon, click the drop down arrow, and select “Your account.” From here, you can manage the privacy settings on your account, set up email notifications, and connect Flickr to your other social media accounts.

2. Upload Photos

- Choose “upload your first photos” from under the heading, “here’s how to get started,” or click “upload” at the top of your home page.



Screenshot: www.flickr.com

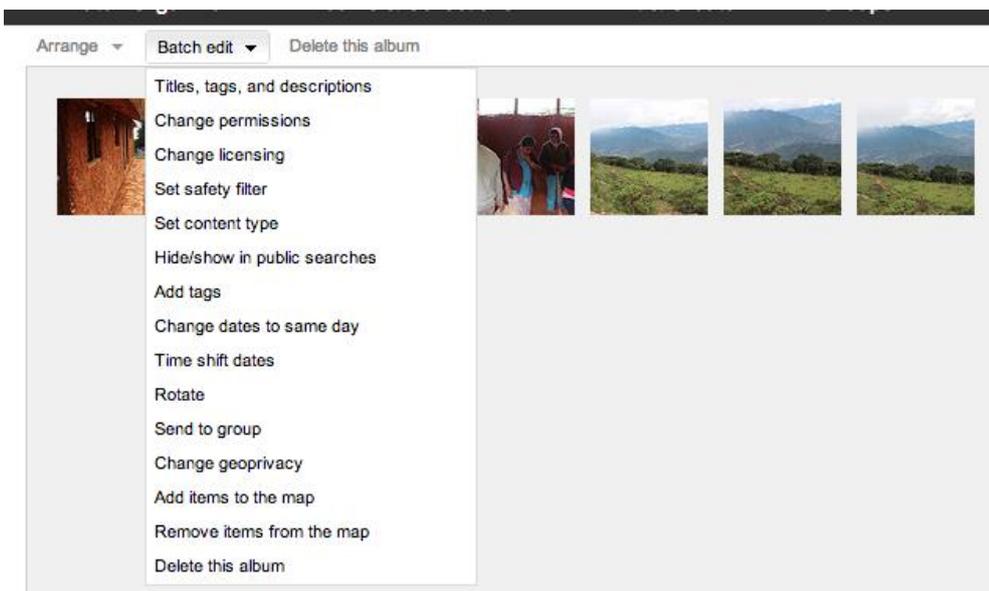
- Flickr will guide you through the steps for uploading photos:
- Click “Choose photos and videos.” This will allow you to browse your computer for photos. Select the photos that you would like to upload. To select more than one photo, hold down the control key (Ctrl). Click “open,” and you will see the photos in a list to be uploaded.
- Click “upload photos and videos.”
- Flickr will indicate when the photos have finished uploading and prompt you to “enter a description.” Click on this link.
- Enter a title and description for each photo that you have uploaded.
- You have the option to enter tags (keywords that will prompt your photos to show up in search results) for your photos as a batch, or you may enter tags separately for each individual photo.
- Save any changes.
- Then, you will be taken to your photo stream.

3. Edit & Organize Your Photos

Now you need to edit and organize them so that users can easily navigate through your photos.

How to edit permissions, tags, titles, and descriptions:

- Click “Organize & Create” from your home page.
- From this screen, you can edit your photos as a batch or individually. To edit a photo individually, double click on the photo.
- To edit multiple photos at once, drag the photos that you would like to work with from the selection at the bottom of the screen to the batch.
- Click “edit photos” in order to alter tags, titles, and descriptions.
- Use the other menu options to make additional changes to your photos.



You can organize your photos into sets that are groupings of your photos. Collections, another level of organization, are composed of multiple sets. To create a set:

- Click “Organize & Create” from your home page.
- Drag the photos that you would like to put into the set from the selection at the bottom of the screen to the batch.
- Click the arrow next to “Add to set” in order to open the drop down menu. Choose whether you would like to add the photos to a new set or an existing set.
- If you are creating a new set, you will be prompted to enter a title and description for the set.
- Click “Save.”

How to create a collection:

- Click “Organize & Create” from your home page.
- Go to the tab labeled “Sets & Collections”.
- Click the link to create a new collection.
- Enter a title and description.
- Choose the sets that you would like to add, and drag them into the collection.

You can also organize photos using your map. “Geo-tagging” is a function that allows you to add a location, to various media, including photos.



How to add photos to your map:

- Click “Organize & Create.”
- Go to the tab labeled “Map.”
- Find the location where your photo was taken on the map using the search box at the top right hand corner of the screen.
- Use the zoom feature to zoom in and out.
- Drag and drop your photos onto the map.

4. Interact With Other Users on Flickr

- Use the search feature to search for your destination on Flickr. See what others have posted for your destination, and read some of the comments that people have left on the photos.

- Locate groups that are related to Aqaba, or activities, hobbies, and interests that might be relevant to the destination, and join the ones that seem most appropriate. If no groups exist for your destination, attraction, or activity, you can create one. For example, try searching “Red Sea Adventure” etc.
- Add your photos to groups. Members of the group will be prompted to view your photos, and people with an interest in the subject matter will be inclined to look through the group’s photos.
- Encourage people to leave comments on your photos by asking them to do so, either on social platforms where you post the photo or in the description of the photo.

Tips for Using Flickr

- Connect Flickr to your other social media accounts. This means that updates that you make to your Flickr page will appear on your Facebook feed, directing traffic to your Flickr page.
- View your account settings by moving your cursor over your buddy icon, clicking the arrow to open the drop down menu, and selecting “Your account.”
- Click on the tab that reads “Sharing & Extending.”
- Select “Connect” and then “Allow” so that Flickr can access your Facebook account.
- Always use the geo-tagging function. This allows people to find your photos when they search for a location or when they are browsing the Flickr map.
- Carefully choose tags for your images. Tags allow users to locate your photos more easily when they search for keywords. Think about your target audience and what they are likely to be searching for when you add tags.
- Take advantage of other users’ content by creating galleries. A gallery is a collection of 18 photos from a variety of sources in one location. You are able to combine photos in a unique, interesting, and informative way. To create a gallery:
 - Go to the photo that you would like to add to the gallery.
 - Click the arrow next to “actions” in order to open the drop down menu, and choose “Add to a gallery.”
 - If you have not created a gallery yet or if all of your galleries are full, you will be prompted to create a new gallery.
 - Enter a title and description.
 - Click “Create gallery”.
- You can choose to update to a Pro account. This requires a small annual fee, but offers many more features than a free Flickr account. For example, Pro account holders can view statistics for their photos. Those without Pro accounts can only see their 200 most recent uploads, and have a limited monthly upload amount, making it hard to use as a professional tool.

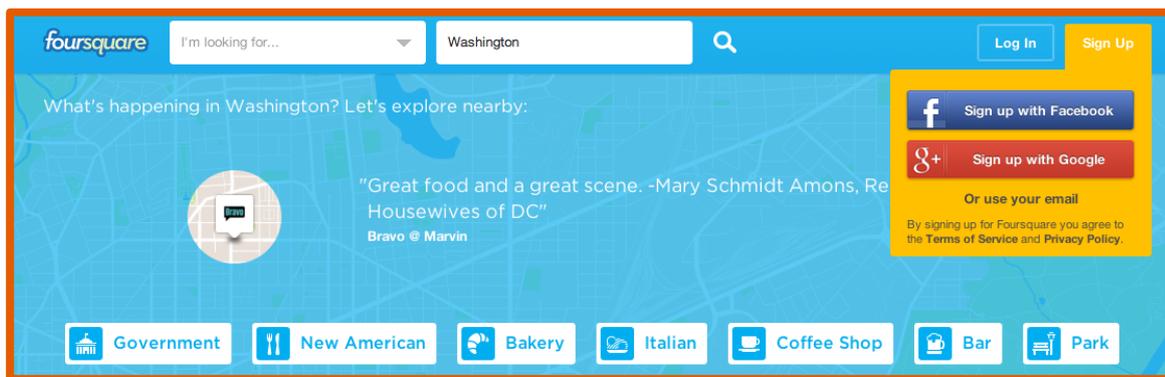
FOURSQUARE

The place-based social network allows customers to “check-in” when they are physically at a business. Participating businesses can offer incentives like discounts or product giveaways for customers that publicly check in at their establishments.

For brands that don’t have a physical location, they can create a Brand Page. ASEZA can set up brand pages for Aqaba and Wadi Rum and create city guides and lists of great business and places for followers to check out. ASEZA can highlight tourism products such as accommodations, restaurants, parks and beaches on FourSquare.

Key Objectives:

- Increase awareness of Aqaba’s cultural significance, destinations and businesses through a variety of FourSquare lists
- Demonstrate expert knowledge on tourism products in Aqaba and Wadi Rum and gain confidence and trust from FourSquare fans



Getting Started

1. Create a Foursquare Account

- You can choose to ‘Sign up with Facebook’, ‘Sign up with Google’ or ‘Use Your Email.’
- To sign up with your email, click “Use your email.” You can link to Facebook and Google + later
- You will be asked to input your Email address, create a Password, enter your first name (which can be ASEZA or Aqaba Tourism) and your Birthday
- Click ‘Sign Up’
- Once you have your account set up, it’s time to create a Brand Page

2. Create a Brand Page

- Go to <http://business.foursquare.com/brands>
- Click “Launch a Page”
- Create a page by signing in with your Twitter Account
- Your foursquare page will be foursquare.com/TwitterName
- You will be directed to a page on Twitter where you must authorize the FourSquare app by clicking ‘Authorize App’
- Your brand name and image from Twitter will then appear on your newly created FourSquare brand page

Next Steps

Personalize your brand page

1. Add a description about your brand (the field appears right under your name).
2. Add a banner under your page description by clicking ‘Upload Brand Image’
3. Below the banner section you can choose to ‘Add Facebook’ which will link your FourSquare account to your Facebook page
4. Click ‘SAVE’ at the bottom left corner

Managing your Brand Page and Creating Content on FourSquare

1. Click your logo on the top of the page
2. The options ‘Your brand page’ and ‘Create content’ will appear
3. ‘Your brand page’: Here you can click ‘Manage your page’: Your brand page serves as the go-to destination for fans that want the inside scoop from you on where to go and what to do. Add a graphic, description, links to your channels and more
4. ‘Create content’: Here you can choose to ‘Leave Tips’. By leaving tips you can engage with your fans and drive brand awareness by leaving great tips at popular places (restaurants, hotels, etc). This is a good opportunity to show your expert knowledge on Aqaba and Wadi Rum. Create engagement with our community by answering questions posed by tavelers and support local businesses by promoting them in your tips.
5. You can also ‘Create Lists’. When you click “create new list” you will be asked to give your list a name. Choose the name based on the theme of your list (ie “Aqaba Scuba Diving Centers” or “Wadi Rum Attractions” etc). Feel free to add photos from other visitors’ check-ins to make your list more colorful

and attractive. Add tips to all the businesses and places on your lists so when visitors click on the business or place, they may see your trip

6. 'See engagement stats': Track your progress and see how popular your content is on FourSquare

Note: Not many brands use FourSquare so this is a good opportunity for you to make an impact. You have the possibility to become an authoritative voice of the tourism scene in Aqaba.

SOCIAL MEDIA CAMPAIGNS

Consider that your online marketing "car" has two speeds - first gear (regular updates) and second gear (a campaign, where information is more focused, more engaging and in some ways more aggressive). Campaigns are important to gain new followers, engage people with a specific message and get them excited about Aqaba. Running three or four campaigns a year is advised.

Cross-platform social media campaigns are important components of Aqaba's online marketing strategy because they are opportunities to maximize outreach to key target audiences on specific core elements of the brand promise.

Campaigns objectives are as follows:

- Raise awareness of Aqaba as an exciting travel destination for a particular type of traveller or travel experience.
- Increase the size of NTB's online community with high value audiences
- Provide an incentive for the global online audience to advance through the sales funnel from awareness to planning and booking a trip to Aqaba
- Develop new rich media around conservation experiences

Creating a Social Media Campaign

1) What is the theme?

We've used Conservation and Culture in the past, these are broad themes. You can choose a broad theme (Adventure) or a narrow theme (Snorkeling), but having a central theme will help you create a focused campaign. Once you select the theme, narrow in on the key message around that theme - this is what you want people to remember once the campaign is over. Be sure to give your campaign a unique name.

2) Who is the target audience?

Once you decide on your theme, do some research to understand what market it will resonate with most deeply and figure out where to find them. Where do they congregate online and offline? If you are trying to locate photographers, find photography special interest groups on Facebook or Flickr, and consider posting posters in photography stores in target market cities.

3) What platforms will you use?

Once you know where the target markets are most likely to be found, decide what platforms to use for the campaign.

4) What is the hook or offer?

What will get people interested and engaged? Consumers often expect a sweepstakes or lucky draw. You have the opportunity to be creative with what you offer and what conditions you put for entry. You may require them to take a quiz or submit a video.

***Remember the standard rule for online competitions:
level of effort required to enter = size of prize.***

If you ask people to submit a video for the chance to win a t-shirt, no one will enter because it won't be worth their time. But if you ask them to submit a video in order to win a month long trip around Jordan, they are more likely to put in a higher level of effort.

5) Develop an action plan

Once you've decided your offer and the conditions for entry, you can develop a detailed action plan for getting the campaign in place. This will involve creating content, building new platforms, creative elements and implementing the campaign.

6) Develop creative elements

For past campaigns, we have developed logos and a special look and feel that we have implemented on the blog and Facebook pages, this helps users to recognize a specific, time-bound campaign.

7) Develop a content calendar

You should have a detailed content calendar that outlines all the content for each platform that will be pushed out throughout the life of the campaign.

9) Prize logistics

You will need to consult a lawyer if you are offering a lucky draw. There are many rules and regulations and its best to consult an expert to ensure that your prize abides by the rules.

10) Outreach to trade partners

ASEZA has many trade partners who would enjoy being part of themed campaigns. Try to figure out a way that they can get involved (in the past we have used syndicated Facebook applications or content kits) so that they can take the message further.

11) Implement

Once everything is in place its time to launch the campaign.

12) Evaluate

It's important to evaluate your success throughout the campaign to ensure you are meeting your goals and to share that success with your stakeholders.

If the campaign isn't having the expected results, make changes, you may seek to target different market with the ad, extend the campaign period, get influencers to post the offer etc.

International Campaigns

These campaigns can be utilized in international markets as the applications and other collateral can be easily customized to consider specific messaging and language needs.

ADVERTISING

SEARCH ENGINE MARKETING

Ads are placed through each search engine's platforms such as Google Adwords or Bing Microsoft adCenter. By targeting specific keywords, Aqaba can ensure that their ads are only being presented to a user that is searching for terms relevant to your destination.

The search engine ad platforms also offer the ability to target specific demographics, place ads only in specific geographic regions, set specific times for ad placements, and manage the budget for how and when ads are shown.

DISPLAY AD MARKETING

Display advertising includes placing a graphical ad, which can be static or animated, on a website with a link back to the advertisers website.

Websites offer advertising space within their website structures and these spaces are sold to advertisers directly by the website owners or through ad networks.

Ad networks acquire space on multiple websites and then "rent" the space to advertisers. An advertiser can utilize these ad networks to place ads across multiple sites based on demographic and geographic targeted and budget.

SOCIAL MEDIA ADVERTISING

Facebook allows a marketer to narrow down the entire Facebook community by specific themes or interests. Aqaba can clearly define a target market for an ad campaign. The ads can drive a user to a Facebook page, Facebook contests or sweepstakes, or to a website landing page.

Facebook advertising will drive Facebook users to Aqaba's branded fan page. Google allows marketing to place ads in or around relevant videos on YouTube. Based on the campaign theme, Aqaba could identify types of videos or video channels and place ads before relevant viewers driving them to the landing page for the campaign. Twitter and other social media platforms also offer ad opportunities, but their ads tend to be less personal and less effective.

RETARGETING ADVERTISING

Retargeting works by keeping track of people who visit your site and displaying your retargeting ads to them as they visit other sites online. It's traditionally used in selling goods and services, but has recently been used as an effective destination marketing tool.

Facebook recently launched new retargeting tools that allow advertisers to layer additional qualifications like demographics, location, behavior, and interests. This means a destination site like Aqaba could retarget previous website visitors that "like" the beach and live in a cold location. Retargeting is available through search engines, social media and other ad networks and agencies.

DASHBOARDS AND INDICATORS

Measuring success is an important part of any marketing plan. Below is a dashboard with supplied indicators for ASEZA to use to track success of their digital marketing plan. Most social media platforms have measurement tools included in their software, and we've shown you how to access these tools in each section of this manual.

Social Media Marketing					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Developing social media channels	Number of social media channels created	Desk	Monthly	1	9
Facebook	Number of Facebook fans	Facebook Insights	Monthly	1,272	3000
	Number of Facebook posts	Facebook Insights	Monthly	0	365
Twitter	Number of Twitter followers	Twitter	Monthly	0	1000
	Number of tweets	Twitter	Monthly	0	1800
Instagram	Number of Instagram followers	Instagram	Monthly	0	1000
	Number of trending hashtags	Instagram	Monthly	0	2
Pinterest	Number of boards	Pinterest Analytics	Monthly	0	12
	Number of pins	Pinterest Analytics	Monthly	0	120
	Number of followers	Pinterest Analytics	Monthly	0	300
Google +	Number of followers	Google+	Monthly	0	100
FourSquare	Number of fans	FourSquare	Monthly	0	100
Flickr	Number of sets	Flickr	Monthly	0	8
	Number of photos	Flickr	Monthly	0	300

Search Engine Marketing					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Paid Advertising	Number of brand impressions on social media and search results generated through online ad	Google Adwords, Microsoft adCenter, Facebook Ads, Twitter	Monthly	0	1000000

	placement				
Paid Advertising	Number of click throughs to the website generated through online ad placement	Google Adwords, Microsoft adCenter, Facebook Ads, Twitter	Monthly	0	50000

Websites & Campaigns					
Activity	Performance Indicators	Data Source/ Measurement Tool	Collection Schedule	Baseline	Total Target
Keyword Optimization	Keywords in the Top 3	Google Analytics	Monthly	0	5
	Keywords in the Top 10	Google Analytics	Monthly	0	50
Inbound Links	Number of inbound links to the ASEZA websites	Google Analytics	Monthly	0	20% increase
Visits	Number of unique monthly visitors through organic traffic	Google Analytics	Monthly	0	25% increase
Visits	Average time spent on the website	Google Analytics	Monthly	0	25% increase
Sweepstakes entries	Total number of sweepstakes entries	Desk	Per Campaign	0	1000

ANNEXES

ANNEX 1: GLOSSARY

ALT Text:

Alt text (short for alternative text) is a word or phrase that describes an image to a search engine so that it can index it. Remember search engines cannot actually see your images unless you add ALT text to images.

Anchor Text:

The text describing a hyperlink. Anchor text helps search engines understand what the destination page is about.

Example: This is anchor text

Anxiety Elements:

These are elements on a landing page that can create anxiety for some of your visitors, for instance the absence of a “privacy policy” link near the form fields may cause some site visitors angst. When landing pages contain anxiety elements, visitors are less likely to convert.

A/B testing:

A/B testing is the process of testing 2 versions of a landing page to determine which page converts more visitors into leads.

Behavior-Based Marketing Automation:

The more information you obtain about your leads the more important Behavior-Based Marketing becomes as it allows for your communication with your leads to be more targeted and yield higher conversions. Behavior-based marketing automation is a system that triggers emails and other communication based on user activity on and off your site.

Bounce Rate:

Bounce rate is the rate at which a visitor clicks away from your page without converting (entering their information into your form).

Brand Advocates:

A brand advocate is a person or group of people who supports you on the Internet. This is someone such as a blogger who endorses your destination website or tour packages. It is essential to reward your brand advocates with special offers and gifts so that they keep promoting you.

Calls to Action (CTAs):

A call to action is a text link, button, image, or some type of web link that encourages a website visitor to take an action such as “Subscribe Now” or “Download Now” etc.... CTAs usually link to landing pages where website visitors can fill out forms and become leads.

CMS:

A Content Management System is a program that allows for website content editing and management from a single location/ platform. Joomla is a famous example of a CMS .

Conversion Form:

A conversion form is a form that allows you to collect contact information about your site visitors. These forms are often found on landing pages. Once a visitor fills out this form they are usually dubbed a sales lead.

Conversion Rate:

A rate used to measure the effectiveness of a landing page. The rate is equal to the number of people who complete a form on the page divided by the total number of people who visit the page.

Cross-Channel Analytics:

Cross-channel analytics track the behavior of your prospects and leads across multiple channels not only your website but other places like your Facebook Page, Twitter Profile, Yelp Page etc.

Cross-Platform Marketing Automation:

Cross-platform marketing automation is the processes of making sure that your email communications display across different platforms ranging from smartphones to tablets.

CRM:

A Customer relationship management platform manages interactions with existing customers and leads. Salesforce is a famous example of a CRM system.

CSS:

This is short for cascading Style Sheets a HTML code that denotes the styling options (colors/ fonts) of your website or blog.

CTR:

CTR is a percentage that helps you determine the effectiveness of your CTAs or URLs in an email. The percentage is the number of unique clicks to a URL or CTA contained in an email divided by the number of emails that were opened.

Fold:

The “fold” is an invisible line on your web page, which separates a more desirable placement (items and text that is easily seen) from the less desirable placement. When something is designated “below the fold” it is not seen right away and must be scrolled too. This is an important concept to grasp as search engines give priority to “above the fold” content.

Friction:

Frictions are elements that prevent a visitor to a landing page from entering their contact information and becoming a lead. These elements vary from too many calls to action that are distracting to a website visitor to a form that is difficult to see because its fields are too small.

Funnel

According to Hubspot, a pioneer in inbound marketing, one should think of their website as a sales funnel. A website sales funnel is the logic a goes through from when they first get to your page (Top of the Funnel) until they complete a “transaction (Bottom of the Funnel).

There are three stages:

1. Get Found (Top of the Funnel): Draw potential consumers to your site by providing them with valuable content and engagements that will provoke them to want to seek you out. This can be done through various strategies involving social media and SEO.
2. Convert (Middle of the Funnel): Once your site gains increased coverage and more potential consumers are flocking to it, your marketing team must keep them interested by providing them with valuable content and getting them to convert into leads.
3. Analyze (Bottom of the Funnel): Monitoring and evaluation involves analyzing individual customer behavior and continually adapt and tailor your services to them so that they can remain repeat customers.

Google’s Five States of Travel:

The Internet has expanded the traditional buying cycle for today’s traveller.

1. Interest: Consumer is made aware about a product and is “interested” in learning more.
2. Research: The consumer is prompted to research the product.
3. Purchase: The consumer has done enough research about the product and is in turn prompted to purchase it.

Google has adapted the tradition sales cycle to better-fit trends in today's travel industry and the way the Internet has revolutionized travel purchase. Google has called the consumer mindset during this buying cycle the "The Stages of Travel". Google's stages of travel are:

1. **Dreaming:** The traveler is made aware of the destination and/or tourism product and wants to learn more about it using the internet as a research tool.
2. **Planning:** The traveler decides that they want to visit the destination, take the tour or stay in the hotel and begin planning their trip usually using the Internet.
3. **Booking:** The traveler books their trip.
4. **Experiencing:** The traveler takes their trip.
5. **Sharing:** The traveler shares their experience with their friends and family and the travel community usually via social media or on a review site or forum.

Hard bounce/ soft bounce email:

A bounce is when an email does not reach its recipient. A hard bounce is the failed delivery of an email due to a permanent issue such as a deleted/deactivated email account. A soft bounce is a less permanent circumstance that results from issues such as a full mailbox or server outage.

Inbound Link:

An inbound link is a link from one site into another. The more inbound links amass (particularly from sites with high page rankings) the better your site will rank in search engine queries.

Inbound Marketing:

Inbound marketing is a type of marketing that focuses on using tactics that will help your company be found by potential customers who will be drawn to your content and website.

Inbound marketing is a departure from traditional marketing that focuses on the idea of transforming your website into a sales funnel where potential consumers are continuously fed with valuable and authoritative information until they are ready to make a purchase.

Index:

The process by which search engines find your website, determines what is about and then makes your content visible to its users in its search results.

Internal Link:

A link from one page to another on the same website, such as from your homepage to your products page.

Key performance Indicators (KPIs):

KPIs vary from campaign to campaign. They are the metrics you will look at to track progress toward your goals.

Keywords or Key phrases:

These are the words and phrases that your target market will search for in a search engine in order to address their individual travel needs and interests.

Landing Page:

A landing page is an online form that contains a marketing offer such as a destination guide or travel tip sheet. Website visitors must fill in their contact information to obtain this offer.

Lead:

A person is categorized a lead when they officially enter your sales funnel. Generally, this occurs when a website visitor provides his or her contact information in exchange for an offer on your website.

Lead Generation:

This is the process of using marketing tactics to draw more potential clients into your sales funnel. Generally in inbound marketing this involves providing valuable content that will spark website traffic to provide their contact information in exchange for this content.

Lead Nurturing Campaign (Drip Marketing):

An email series that is triggered someone becomes a lead. The campaign is meant to provide them valuable content until they as they go through the five stages of travel and eventually become your customer.

Lead to Customer Rate:

The rate at which you determine the effectiveness of your marketing funnel. This is a percentage calculated by dividing the total number of customers for a given marketing channel by the total number of leads generated in that same period of time.

Link Juice: The amount of inbound links a site has.

Long-Tail Keyword:

A keyword/ keyword phrase that is not generic. It is important that smaller businesses or lesser-known destinations target long-tail keywords so that they can attract their niche/ ideal traveler to their site.

Loyalty Offers:

Loyalty offers are the gifts or special treatment given to your loyal clients.

Metadata:

Data that tells a search engine what your site is about.

Meta Description:

A meta description is a description of one of your webpages or blog posts. A good meta description is no more than 160 characters and uses target keywords.

Meta Tags:

Meta tags are comprised of your meta titles, descriptions and keywords. Note that these are elements that provide a lot of information to a search engine to help it categorize a web page.

Meta Title/ Page Title:

This is the phrase that shows at the top of your web browser and the text that shows up on a search results page.

Moz Rank:

Moz Rank is a logarithmic ranking provided by SEOMOZ that is very focused on the quantity and quality of the inbound links to your site. Monitoring this ranking will help you determine the effectiveness of you SEO strategy.

Multi-channel Marketing Automation:

Remember that in order to gain a clear understanding of your leads and establish an effective lead nurturing email campaign, you need to take into account your leads' experiences across multiple channels, such as interactions Facebook, twitter, travel sites, travel forums etc....

Nofollow

This is an attribute that prevents certain links/ pages on your site from being indexed by a search engine robot.

Offer:

Content or a deal website visitors are enticed to exchange their contact information through a form in order to obtain.

Open Rate:

The percentage of emails opened out of all the emails send out.

OPT- In:

Website visitors who sign up to receive emails from you.

OPT-Out

Website visitors who declare that they no longer want to receive emails from you.

Outbound Marketing:

Sometimes referred to traditional marketing, which focuses heavily on untargeted mass scale advertisement and promotion Outbound marketing revolves around trade shows, email blasts, internal cold calling, outsourced telemarketing, and advertising.

PageRank:

A number from 0-10, assigned by Google, ranking how strong your website's SEO is.

Page Views:

Number of views one of your website pages received.

PPC:

PPC or Pay per click advertising is when an advertisement is placed on a particular site, and the advertiser pays the host each time a visitor clicks on the ad.

Really Simple Syndication (RSS):

Allows your users to subscribe to a feed such as a blog or news feed.

Referrer String:

A piece of information sent by a user's browser that includes information on what site/ link they were referred from.

Returning Visitor:

A visitor who has been on your website before.

Robots:

These little "bots" crawl the web and index sites. They provide information about your website to help search engines determine what you are all about.

ROI:

ROI is the return on investment of your marketing tactics.

Search Engine Optimization (SEO):

SEO is the process of improving your search engine ranking. An SEO strategy helps you augment the quantify or quality of traffic to your website that comes from organic search engine results.

SERP:

SERPs are the first few results generated by a search engine after you submit a search query.

Sitemap:

A directory to help users easily access pages of your website. This outline of your website is a great way to display the key pages you want your visitors to notice.

Time on Page:

How long a visitor spends on a particular page before clicking away.

Traffic Rank:

This ranks how much traffics your site gets compared to all the other sites on the Internet.

Value Proposition:

The “what Is in it for me factor” or the key reason that will prompt a landing page visitor to exchange their contact information for your offer.

Visitors/ Unique:

First time visitors to your site.

Widget or Module:

These areas of your website are commonly found in the side bars and are purposely made to stand out. Note: in most Content Management Systems these are great places to place CTAs.

.XML Sitemap:

A .XML Sitemap is file you can use to publish lists of links from across your site. Note that this does not insure that a search engine will index every page of your site but it is a good technique to encourage a search engine to look more closely at your site.

301 Redirect:

This is when a web page redirects to another page. Whenever you change the web address of one of your website pages it is important to also apply a 301 redirect to link the your old and new pages to one another

REQUEST FOR QUOTE

Website Configuration, Training, Hosting and Maintenance of Aqaba.jo

PURPOSE

ASEZA is requesting a quote from Media Plus, a Jordanian website company that developed the Aqaba.jo website to provide the following services needed to configure the site's pages to meet a new menu structure, provide ASEZA with training to utilize the site's content management system, and provide hosting and maintenance services as described in this document.

CONTRACT DELIVERABLES

Website Configuration

1. Upgrade to the latest recommended version of Drupal
2. Website menu structure updated in the Content Management System (see Annex 1 for revised website outline)
3. Website pages set up in the Content Management System to correspond with the revised website outline using one of 3 page types already established in the existing website (home page, listing page, or description page - see Annex 2 for visual representation of the page types)
4. Image gallery slideshows added to Product Page types to allow for multiple photos of hotels, things to do, etc
5. If not already completed, install and configure the following Drupal Search Engine Optimization (SEO) Modules:
 - [SEO Checklist](#): It provides a checklist with download links and admin shortcuts to most modules and tasks needed during the SEO process.
 - [Google Analytics](#): It helps you keep track of visitors.
 - [Page Title](#): It allows you to set
 - [Pathauto](#): It automatically creates search engine friendly URLs based on the title of your content.
 - [Path Redirect](#): It helps create proper redirects.
 - [Global redirect](#): It fixes some common URL problems when clean URLs and Pathauto are turned on.
 - [Taxonomy Title](#): It allows you to set titles for taxonomy pages.
 - [Meta Tags](#) (aka the Nodewords module): It gives you full control of the meta tags on your site, nodes, categories, views, and so on.
 - [XML Sitemap](#): It creates a Sitemaps.org compliant, search engine readable, dynamic sitemap.
 - [URL List](#): It creates a plain text sitemap that lists every URL on your Drupal site.
 - [Site map](#): It creates a plain text sitemap.
 - [Syndication](#): It offers a web page which centralizes all of the RSS feeds generated by Drupal.
 - [Menu attributes](#): It allows you to specify some additional attributes for menu items such as id, name, class, style, and rel.
 - [Site verification](#): It assists with search engine site ownership verification.
 - [Scheduler](#): It allows you to schedule when nodes are published.
 - [Read more link](#): It allows you to created customized, SEO-friendly read more links.
 - [HTML Purifier](#): It helps fix poor html on user-generated content.
 - [Mollom](#): It provides spam protection via the powerful Mollom service.

Content Management System Training & Manuals

Development of an end user training manual to provide step by step instructions for the minimum day-to-day management activities:

- Adding/editing text and photos to existing pages
- Creating hyperlinks to internal and external pages
- Creating new Product Pages under existing menu structure (ie – add a new hotel, attractions, or activity)
- Adding News and Stories Pages
- Adding Meta Tag SEO content to Pages
- Changing text and photos on the home page
- Adding new users
- Exporting registered user lists
- Conduct SEO activities on each page utilizing the newly installed SEO modules

Hosting Service for One Year

TERMS OF REFERENCE

ONLINE MARKETING CONSULTANT TO SUPPORT ASEZA IN THE IMPLEMENTATION OF AQABA ONLINE MARKETING STRATEGY (JORDAN)

PURPOSE

ASEZA (Aqaba Strategic Economic Zone Authority) will use online marketing as a means to strengthen Aqaba's position as a premier tourism destination in key target markets in Europe, North America and the Middle East.

The consultant will be responsible for creating engaging content and managing tourism industry relationships in order to educate, excite and motivate travel to Aqaba, Jordan. All content created by the consultant will be property of ASEZA.

ACTIVITIES / TASKS

Liaising with Tourism Partners

The CONSULTANT will be responsible for maintaining regular contact with many ASEZA, the Jordan Tourism Board, and tourism industry partners (tour operators, hotels, restaurants and civil government). The CONSULTANT will join monthly meetings and liaise on a daily basis where necessary.

Content Management

The CONSULTANT is responsible for creating quarterly content calendars due to ASEZA for review at the beginning of each quarter. The content calendar is a dynamic cloud-based document containing the quarterly theme, weekly blog topics, and content for all social channels outlined below. The calendar serves as the CONSULTANT's action plan each quarter.

Social Media

The CONSULTANT is responsible for management and monitoring of Aqaba Tourism social media platforms.

Facebook:

The CONSULTANT will be responsible for the full management and monitoring of the Tourism Aqaba Facebook page:

- 1) The CONSULTANT will compose one high-quality Facebook post each work day (5x per week). This includes writing, spell checking and image sourcing
- 2) The CONSULTANT will share/curate one compelling piece of content about Aqaba each work day (5 x per week) sourced from tourism industry partners or media.
- 3) During the work day, the CONSULTANT will monitor the Facebook page to reply to queries in real time.
- 4) The CONSULTANT will update the Facebook cover photo twice a month. This includes sourcing an appropriate image and editing to include the logo of the current campaign if applicable.
- 5) The CONSULTANT is encouraged to take screen shots during the month to contribute to regular reporting on successful Facebook management. The screen shots should capture special interactions or highly engaging posts.

Twitter:

The CONSULTANT will be responsible for the full management and monitoring of the Aqaba Tourism's Twitter account

- 1) The CONSULTANT will create 3 tweets each work day. This includes composing compelling messages that are 140 characters long an image sourcing where appropriate.
- 2) The CONSULTANT will share tweets of followers or broader community where appropriate.
- 3) The CONSULTANT is responsible for monitoring all tweets related to #Aqaba #Jordan #WadiRum
- 4) The CONSULTANT is responsible for engaging in one-on-one interactions / conversations with potential holiday makers and online influencers
- 5) The CONSULTANT is responsible for engaging in relevant travel forums (such as #TTOT)
- 6) The CONSULTANT is encouraged to take screen shots of good interactions for the quarterly report.

YouTube:

The CONSULTANT will be responsible for the full management and monitoring of Aqaba Tourism's YouTube.

- 1) The CONSULTANT will regularly monitor all content on the YouTube channel
- 2) The CONSULTANT will "like" Aqaba related content on YouTube and add to the Aqaba channel as necessary
- 3) The CONSULTANT will add new films created by JTB or local tourism industry partners to the Tourism Aqaba channel as necessary.

Pinterest:

The CONSULTANT is responsible for the full management and monitoring of the /TourismAqaba Pinterest Account.

- 1) The CONSULTANT is responsible for pinning one photo per day
- 2) The CONSULTANT is responsible for sharing community pints and pin boards
- 3) The CONSULTANT is responsible for creating a new thematic board to accompany each new campaign (once per quarter).
- 4) The CONSULTANT is responsible for monitoring relevant pin boards to follow.

Flickr:

The CONSULTANT is responsible for the full management and monitoring of the Aqaba Horizons Flickr account. Flickr acts as the archive for all Tourism Aqaba photos. The CONSULTANT must have a firm understanding of the organization system and be able to access the photos for industry partners who may require them for marketing purposes.

- 1) The CONSULTANT is responsible for uploading and tagging new images as they are produced by content collection trips or other ASEZA activities
- 2) The CONSULTANT is responsible for organization of images
- 3) The CONSULTANT is responsible for delivering high quality images that live on Flickr to industry partners when they are requested.

Travel Forums:

The CONSULTANT is responsible for once per week monitoring and responding to Aqaba related queried on the following forums:

- TripAdvisor
- Lonely Planet
- Travellers Point
- AFAR
- World Nomads

Responding to queries may require sourcing of information from experts.

Blog

The CONSULTANT is responsible for consistently updating the aqaba.jo Blog with high quality content and images. A blog should average 800 words with minimum of 5 photos.

- 1) The CONSULTANT is responsible for writing one blog per week. To secure the content for each blog, the CONSULTANT is required to complete online research and connect with local industry partners
- 2) The CONSULTANT must identify high quality images for each blog and tag them appropriately.
- 3) The CONSULTANT must identify keywords for each blog.
- 4) The CONSULTANT must identify related content within the blog, JTB website, Aqaba.jo Website, and social media community to create links within the blog.
- 5) The CONSULTANT must create Facebook, Twitter, and Pinterest entries related linking back to each blog.

Bi-Monthly Newsletter

The CONSULTANT is responsible for sending out one consumer focused newsletter every 2 months to include 3 relevant stories about tourism in Aqaba, an “attraction spotlight” of activities to do in and around Aqaba, a “company highlight” featuring a local tourism industry partner, calls to action of concurrent campaigns.

Newsletters are sent on the first Tuesday of each month.

Website

While the CONSULTANT is not responsible for the continuous updating of the website, because the CONSULTANT is the organization that has the deepest understanding of available content they must

- 1) Provide monthly input on how the website can be improved
- 2) The CONSULTANT is responsible for reviewing the website once per quarter and delivering a report to ASEZA with suggested changes.
- 3) The CONSULTANT is responsible for updating static content on a quarterly basis.

Campaigns: Each quarter, Tourism Aqaba will launch targeted campaigns aimed at specific niche markets. The CONSULTANT will oversee the design and implementation of all campaigns, including:

- Working with ASEZA and local tourism industry partners to build a detailed strategy for each campaign based on the digital marketing strategy, including securing prizes, identifying sponsors, and selecting additional vendors (graphic design, video, among others)
- The CONSULTANT will be responsible for working with a graphic designer to create the visual components of the campaign (including logo, font, etc)
- The CONSULTANT will be responsible for creating the copy and sourcing images for any online advertising for the campaigns.
- The CONSULTANT will source Facebook Cover Photos for each campaign
- The CONSULTANT will be responsible for creating any content for Facebook apps, including any graphic design.
- The CONSULTANT will be responsible for creating the Facebook thumbnail design
- The CONSULTANT will be responsible for developing regular Facebook content for the duration of the campaign.
- The CONSULTANT will be responsible for creating a header image for Twitter that is in line with the campaigns’ theme
- The CONSULTANT will be responsible for monitoring campaign related tweets.
- The CONSULTANT will be responsible for developing campaign related tweets.
- The CONSULTANT will be responsible for creating three calls to actions that can be used on the Aqaba.jo website
- The CONSULTANT is responsible for creating the copy, images and graphic design for the campaign landing page on the Aqaba.jo website
- The CONSULTANT will be responsible for creating relevant blog content during the campaign such as a blog entry when the campaign launches, thematic content on the blog during the campaign, and blog entry at the end of the campaign

Reporting

- 1) The CONSULTANT will provide a quarterly reports to ASEZA.

ANNEXES

ANNEX 1: AQABA.JO NEW WEBSITE OUTLINE

First Level Navigation on the Home Page:

- Home
- Aqaba
- Wadi Rum
- Petra
- Things to Do
- Places to Stay
- Buy a Dream Home
- News & Stories

Navigation at the bottom of the Page:

- Contact Us
- Travel Trade
- Media
- Meeting Planners
- Site Map

Second Level Navigation

Plan your Trip to Aqaba :

- Practicalities
- Attractions
- Things to Do
- Where to Stay
- Where to Eat
- Day Trips from Aqaba
- Souks & Shopping

Plan your Trip to Wadi Rum

- Practicalities
- Attractions
- Things to Do
- Where to Stay
- Where to Eat
- Shopping & Handcrafts

Plan your Trip to Petra

- Practicalities
- Attractions
- Things to Do
- Where to Stay
- Where to Eat
- Shopping & Handcrafts

Things to Do

- Things to do in Aqaba
- Things to do in Wadi Rum
- Things to do in Petra

Places to Stay

- 5 Star Hotels in Aqaba
- 4 Star Hotels in Aqaba
- 3 Star Hotels in Aqaba
- 2 Star Hotels in Aqaba
- 1 Star Hotels in Aqaba
- Hotels under classification in Aqaba
- Camps in Wadi Rum Reserve
- Camps outside Wadi Rum Reserve

Buy a Dream Home

- Tala Bay
- Marsa Zayed
- Saraya Aqaba
- Ayla Oasis

News & Stories

- Listing of news stories

Navigation at the bottom of the Page:

Contact Us

• Travel Trade

- Become a Jordan Specialist
- Co-op Marketing support
- Charter flight incentive scheme for Western Europe
- Charter flight incentive scheme for Eastern Europe
- Apply for FAM Trips
- Sales and Marketing Tools
- Join us at an Event or Tradeshow
- Subscribe to our Trade Newsletter

• Media

- Press Kit
- Image Gallery
- Visiting Journalist Program
- Visiting Blogger Program
- Subscribe to our Media Updates

• Meeting Planners

- Meeting and Event Facilities
- Submit a RFP

• Site Map

Third & Fourth Level Navigation

Plan your Trip to Aqaba :

Practicalities

- Getting Here
- Visas & Entry Requirements

Attractions

- Aqaba Tourist Information Centre
- Aqaba castle
- Aqaba Archaeological Museum
- Al Sharif Hussein Bin Ali House
- The Great Arab Revolt Plaza
- Aqaba Heritage Museum
- Fourth Century Roman Church
- Early Islamic Ayla
- Masjid Al Hussein Bin Ali
- Aqaba Bird Observatory
- Aqaba Aquarium
- Aqaba Marine Park
- Aqaba Beaches
- Berenice Beach Club

Things to Do

- Diving
- Snorkeling
- Banana Boat
- Water Skiing
- Board Skiing
- Jet Skiing
- Beach Volleyball Playing
- Kayaking
- Parasailing
- Kite surfing
- Wind Surfing
- Sailing
- Take a Glass Bottom Boat
- Take a Submarine
- Take a cruise
- Volunteer for Underwater Clean Up Dive
- Go Fishing
- Spend a day with an Aqbawi
- Camping on The Beach
- Buggies Riding
- Rent a Bicycle
- Running Marathons
- Horse Cart Riding
- Spas
- Bird Watching
- Savor The Sound of Arabic Culture
- Ultra Lighting

Where to Stay

- [5 Star Hotels in Aqaba](#)
 - Intercontinental
 - Kempinski Hotel
 - Movenpick
 - Movenpick / Tala Bay
 - Radisson BLU
 - Double Tree by Hilton Aqaba
- [4 Star Hotels in Aqaba](#)

- Aqaba Gulf
- Marina Plaza
- Days Inn
- [3 Star Hotels in Aqaba](#)
 - Aquamarina III
 - Captain Hotel
 - Coral Bay Hotel
 - Crystal International Hotel
 - Mina Hotel
- [2 Star Hotels in Aqaba](#)
 - Al-Cazar
 - Al-Dweik II
 - Al-Shula
 - Al Zaitoneh
 - Aqua Vista
 - Dream Hotel
 - Nairoukh II
 - Plaza Maswadeh
 - Rae'd Hotel Suites
 - Shweiki International Hotel
 - Zatari
 - Cedar
 - Jardaneh
- [1 Star Hotels in Aqaba](#)
 - Al Amira
 - Amer 2 (Belal)
 - Aqaba Star Hotel
 - Dweik I
 - Moon Beach
 - Safa
 - Golden Rose
- [Hotels under classification in Aqaba](#)
 - Classic Hotel
 - Golden Tulip
 - My Hotel

Where to Eat

- Arab Jordanian Food
- International Food
- Fast Food

Day Trips from Aqaba

- Wadi Rum – (links to Wadi Rum page)
- Petra - (links to Petra Destination page)
- Al-Humayma
- Shobak
- Feynan

Souks & Shopping

- Vegetable Souk
- Gold Souk
- Fish Souk
- Souvenir Shops
- Shopping Malls
- Spice Shops

- Herb and Medicinal Shops
- Handicraft Association

Plan your Trip to Wadi Rum

Practicalities

- Getting There
- Entry Fees

Attractions

- Wadi Rum Visitors Center
- Canyons
- Rock Bridges
- Um Frouth Bridge
- Lawrence House
- Nabatean Inscriptions
- Al – Hijaz Steam Train
- Jabal Umm Al Dami
- Lawrence Spring
- Siq Burrah
- Seven Pillars Of Wisdom
- Siq Um Tawaqi
- Nabatean Temple
- The Arabian Oryx Deserve

Things to Do

- Jeep Safari Tours
- Trekking and Safaris
- Rock Climbing
- Camel Ride
- Camel Racing
- Hiking
- Hot Air Ballooning
- Micro Lighting
- Ultra Lighting
- Sky Diving
- Star Gazing
- Spend a Day with a Bedouin
- Get a Massage at your Camp
- Meditation
- Climb up a Sand Dune
- Watch Sunset and Sunrise

Where to Stay

- **Outside the Reserve**
 - Al Hillawi Camp Site
 - Captain's Desert Camp
 - Al- Zawaidah Camp Site
 - Moon Valley Camp
 - Jabal Ram Camp Site
 - Desert Services
 - Caravan Camp
 - Beit Ali Camp Site
 - Oasis Desert Camp
- **Inside the Reserve**
 - Rahayeb Desert Camp
 - Panorama Sunset Camp

- Khazaly Canyon Camp
- Bedouin Cave Camp
- Wadi Rum Camp
- Mzied Camp
- Milky Way
- Camp Vamp
- Full Moon
- Camp or Souls
- Mount Desert Camp
- Moon Land Camp
- Bedouin Roads Camp
- Al Khazaly Camp
- Bedouin Meditation Camp
- Atallah Camp
- Red Sand Camp
- Sunrise Camp
- Um Sabata Sunset Camp
- Rainbow Camp
- Al Nokoush Camp
- Azzabi Camp
- Sunset Camp
- Al Barraah Camp
- Desert Quite Camp
- Laurance Valley Camp
- Laurance House Camp

Where to Eat -

- Intro - will not list camps just mention you eat at the camp and highlight the local food

Shopping & Handcrafts

- Intro – explanation of what you can buy

Plan your Trip to Petra

Practicalities

- Getting There
- Entry Fees

Attractions

- Petra Visitor Center
- Petra New Museum
- Obelisk Tomb
- The Dam
- Al-Siq
- The Treasury
- The Facades Street
- The Theater
- The Urn Tomb (the Court)
- The Silk Tomb
- The Corinthian Tomb
- Palace tomb
- Colonnaded Street
- The Great Temple
- The Girl's Palace
- Archaeological Museum
- Winged Lions Temple
- The Monastery

- Jabal Haroun
- Little Petra

Things to Do

- Hiking in and around Petra
- Ride a Donkey
- Ride a Horse
- Petra By Night
- Petra Kitchen
- Ride a Camel
- Petra Nabatean Show
- Buy a Souvenir
- Watch the Sunset in the Petra
- Meet The Locals in Petra

Where to Stay –

- Intro page - will not list Petra hotels - highlight why staying at Aqaba is possible

Where to Eat

- Petra Kitchen
- Petra Restaurant

Shopping & Handcrafts

- Intro – explanation of what you can buy

Things to Do

Things to do in Aqaba –

- Listing page that links to the things to do pages in Aqaba

Things to do in Wadi Rum-

- Listing page that links to the things to do pages in Wadi Rum

Things to do in Petra

- Listing page that links to the things to do pages in Petra

Places to Stay

- **5 Star Hotels in Aqaba**
 - Listing page that links to hotels in Aqaba section
- **4 Star Hotels in Aqaba**
 - Listing page that links to hotels in Aqaba section
- **3 Star Hotels in Aqaba**
 - Listing page that links to hotels in Aqaba section
- **2 Star Hotels in Aqaba**
 - Listing page that links to hotels in Aqaba section
- **1 Star Hotels in Aqaba**
 - Listing page that links to hotels in Aqaba section
- **Hotels under classification in Aqaba**
 - Listing page that links to hotels in Aqaba section
- **Camps in Wadi Rum Reserve**
 - Listing page that links to camps in Wadi Rum section
- **Camps outside Wadi Rum Reserve**
 - Listing page that links to camps outside Wadi Rum section

Buy a Dream Home

- Tala Bay
- Marsa Zayed
- Saraya Aqaba
- Ayla Oasis

News & Stories

Listing of News Stories

- News Story 1
- News Story 2
- News Story 3