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Page Break

### **Is our profile , content and communication in our SoMe channels   coherent with our website?**

In our opinion they are not. The general profile they have is similar but just because of the subject. But the actual content and way of communication is really different from each other. In Instagram and Facebook there is also some differences but the main goal and way for example writing the paragraphs is really similar to each other. But comparing a website to Instagram is like a whole different world. Probably the biggest thing to affect on this is that the

websites look like they have just made them; stuck in the year 2010. The Instagram account is not fully visible on the laptop compared to mobile.

We would use the same pictures and short videos/gifs on the website to help customers see what happens in the actual activities. In this way customers would be more willing to purchase their own activity/trip or at least choose the right one for their needs and in this way, the feedback would be a lot better. That minimizes the amount of unhappy and angry customers because they already know what they have signed up for.

- Instagram has a lot more content and character and is still managing well on having good communication with customers.
- You could utilize the same photos or short videos also on your website
- easier for customers to get an idea about the activities
    ---> more likely to make a purchase
- The website isn't that visually pretty compared to Instagram,
- Content (photos+ videos) is much better in SoMe
- The content on the website is messy and unclear
- Avoid stock images or photos. Create images alone or with full text to be readable and visible.

## How can we improve our website and make it more user-friendly and easy to navigate in order to increase sales?

- A bigger variety of language options
- Making a purchase should be an easier simple way to do a booking
- Show the price in more currencies than just kroons.
- Make visual outlook more tempting (photos, videos, call to action)
- Contents on the top of the screen
- Get a Q & A from the companies that provide the activities
- Provide for menu, and content at the top of the page and create sub-content
- Add more feedback channels to the site like Twitter for engagement
- Update upcoming events to the site to create awareness for tourists
- Increase the page speed to give full access to customers
- Change the colors and fonts for easier visibility
- A photo speaks louder than words. Make a good photo to tell a good story to the customers but don't overcrowd it and make clear images.
- Navigation bar: make it like a GPS for the customer to easily navigate and explore the website with a clearer Word. The navigation bar should be straightforwards to use.
- Improvement in the social proof
- Provide a share button for visitors to share your contents with friends and family which will increase the number of users.
- Add images of transportation like rail, buses, and cruises to the website to have an idea how it looks like.
- Add Google Maps facility
- Check all the booking buttons for clickability
- Separate information pages from the booking system
- Use high quality images
- Avoid numerous number of options

- Add space for rewievs

## How can we increase the number of visitors to our website?

- By marketing more on platforms to the different age groups to find yóu accidently
- Make the time right for optimal posting based on analytics and algorithm (Tali wind for scheduler automatic).
- Provide gift cards to customers to visit again
- Sending of campaigns letter to emails to create more awareness and showcase what you are selling. Informing them about the promotional sales emails to attract more to look into your website for more details.
- Provide your visitors with memorable events to inspire them to share with their colleagues and families.
- Spend little on the advertisement to increase your website traffic and mobilize more visitors to your page.
- Influencers outreach will be a great aspect to focus our attention on, especially in Asia continent, to attract more tourists as we know people from those regions love to travel and explore the world. We can make more sales from there and generate more traffic on our website.
- We ensure to always put in relevant keywords on our website which will be readable and easy to access for users.
- Publishing viral live video from the event at the location. Which will help to generate more visitors to share and watch.
- We should continue to retarget our visitors with facebook Ads to help promote the industry, as many people will be interested to check out the website to have more knowledge about what we are doing.
- Promote discount channels to attract more visitors which will encourage them to visit your post and website.
- Check your google analytics to understand as your previous visitors were able to find you and work on ways to increase the target with great contents which will help your visitors to describe your page and make recommendation to their colleagues.
- Create an event which has a good beginning and a meaning ending which will make visitors to take action instead of thinking about it.

## How can we increase traffic from our SoMe channels to our website and convert it to sales?

- Teaser on social media along with the link
- Provide more content that are valuable, inspiring and engaging.
- Use a live video or infographic which aligns with customer experiences
- live video for Q&A
- Quick response for customers
- Sponsored adds
- Links
- Better call to action and easy acces to do the purchase on the website

- Using more influencers who guide new customers to websites from their social media
- Starting to utilize Pinterest and Tiktok: especially tiktok is an effective way of getting new customers because there your videos actually find the right group of customers and their interests are on you.
- Create form for visitors to fill for latest information or programs coming up
- Easy architectural spottable content to allow your customers to stay longer on the website
- Create a twitter account which will allow people to click to tweet link for people on the page to see the activities going on and will attract more people to know more about your products and activities.
- Ensure to provide or greet visitors with a great landing page content which will amuse them and make them read more about your page.