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# Leveraging Instagram In Your 2021 Strategy Through The Lens of Destination Marketing

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# About VERB

VERB is an award-winning marketing agency focused primarily on the travel and hospitality industry. We are based in Halifax, Nova Scotia and serve clients throughout Canada, US, UK, Australia and France.

Our Marketing Team is made up of the following specialties:

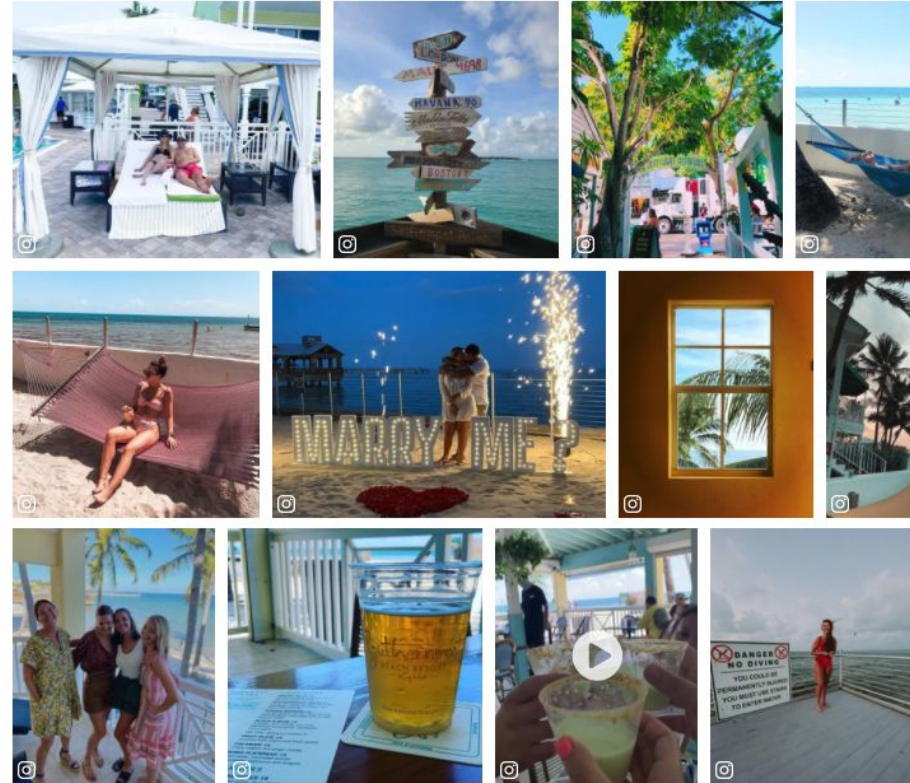
- SEO
- Analytics
- Copywriting & Campaign Strategy
- Social Media
- Paid Media
- Design / User Experience



# Today's Agenda

To give you insight into how we use Crowdriff to promote UGC, track user behavior, and benchmark for success, we'll be discussing:

- How we use Crowdriff at an agency
- How we track Crowdriff Galleries
- Basics of Instagram analytics -Erin
  - The importance of benchmarking metrics
    - Industry Specific Data
    - How to Maximize Engagement
    - Content Type
    - Character Limit
    - Audience Data
    - Posting Frequency
- The Outliers
- Data Trend Chart
- Analytics in the time of COVID-19
- Using Instagram to support your 2021 Strategies



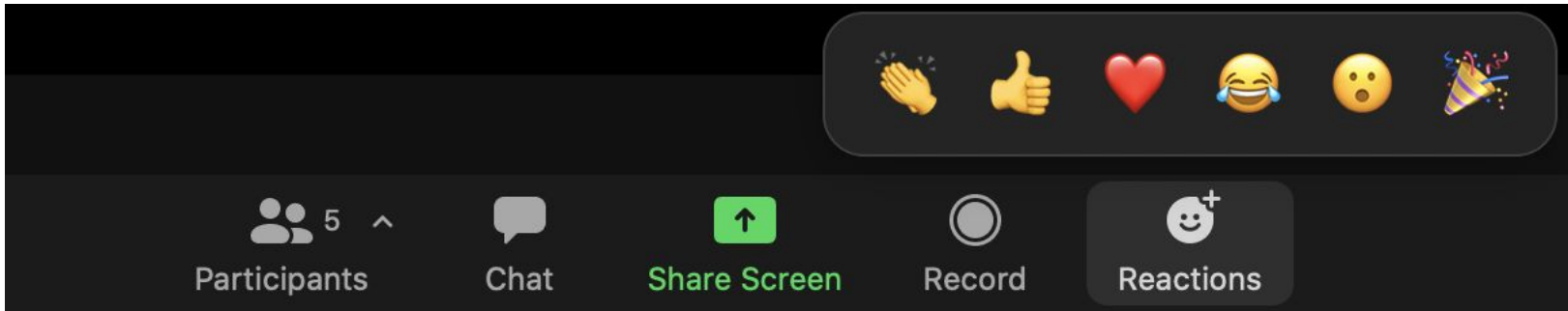
# Housekeeping

Please mute your mic when you're not speaking.

We LOVE engagement and discussion, but please wait for others to finish speaking.

Use your Zoom reactions to participate in polls.

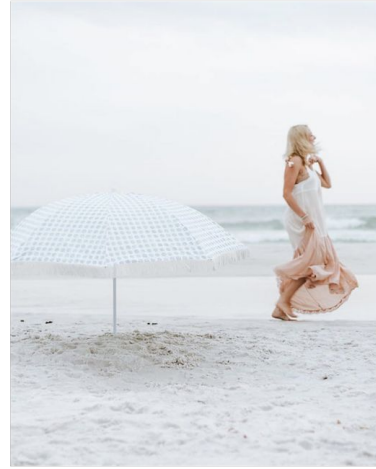
Have a question? Feel free to type it in the chat box or turn your mic on to ask us.



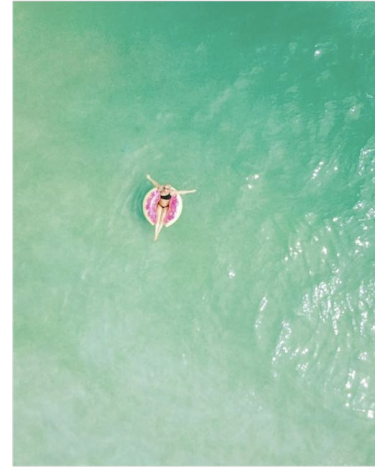
# LEVERAGE USER-GENERATED CONTENT WITH CROWDRIFF



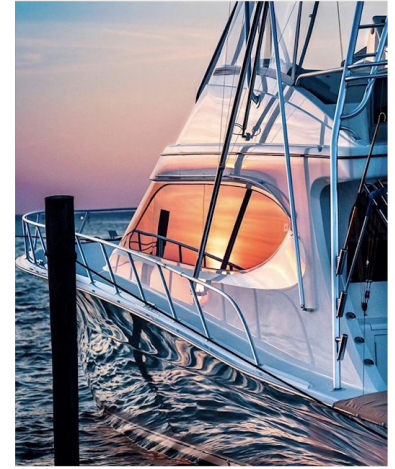
Find the best user-generated content for use on websites, visitor guides, social media, and more.



Source and request rights to photo and video assets.



Manage assets in one searchable library.

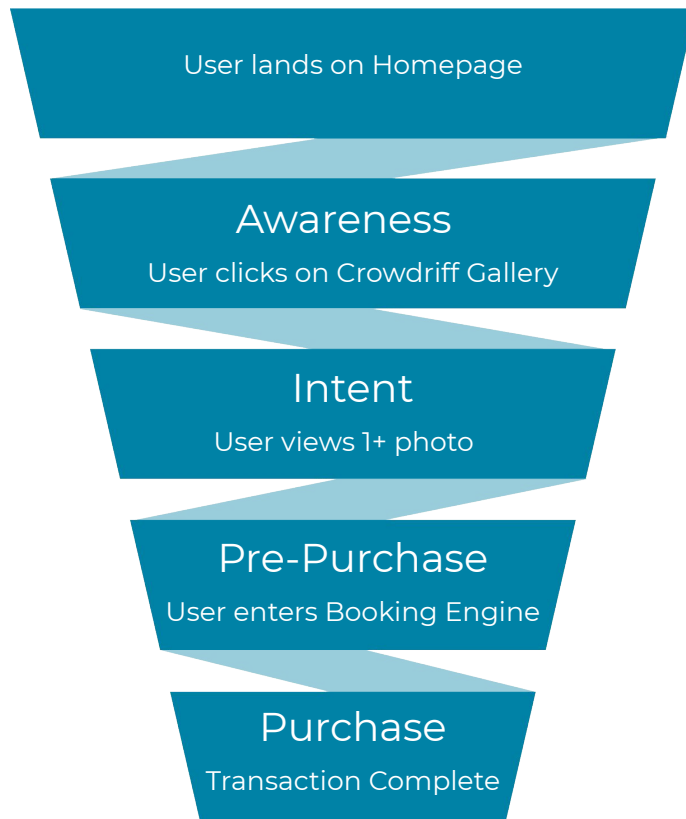


Create dynamic, clickable galleries for your website.

# How We Track Crowdriff Galleries

We use Google Analytics to monitor Crowdriff gallery performance by tagging click events on galleries with Google Tag Manager.

- A click event is when a user clicks to expand a UGC photo we've included in the gallery.
- We also want to know if a user is clicking to “View More” or views more than one photo in our gallery.
- By analyzing the ratio of users who landed on our homepage and who engaged with our gallery, we can determine how popular UGC is in driving the customer journey through the booking funnel.





**On a scale of Beginner to Pro,  
how comfortable are you using Instagram insights for  
analytics?**



Beginner



Intermediate



Advanced



Pro

# Basics of Instagram Analytics

When looking at Instagram Insights, it's helpful to understand the metrics available in terms of which results you want in quantity and which you want to be of quality.

There are some numbers you want to see as high of a quantity as possible, like:

- Followers
- Engagements
- Impressions
- Reach
- Profile Visits
- Website Clicks

Other metrics, we want to understand in terms of their quality. This means that the metric's results reflects that we have a successful content strategy. Like:

- Engagement Rate
- Follower Growth







**True or False:**  
**The industry standard for calculating Engagement Rate is**  
**Followers divided by Engagements.**



True



False

## Importance of benchmarking

- Benchmarks provide context for your data.
- Industry specific data helps to focus on answering the question of how these numbers compare to competitors in the same industry.
- Indicates to us if our strategies are working or if we may need to revisit the content we're pushing out.

Understanding  
how you *stack up*,  
so your social  
marketing can  
*step up*:

Social Media Benchmarking for the  
Travel and Hospitality Industry



## Industry Specific Data

We're going beyond channel-specific data, and looking at industry-specific channel-specific data.

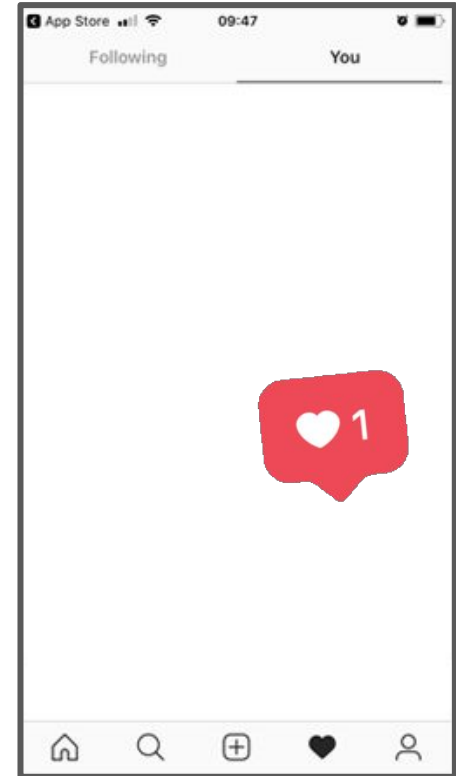
IE. Based on our competitors performance on Instagram, how are we doing?

# How to Maximize Engagement on Instagram Posts

The beauty of keeping an eye on your industry-specific data and benchmarks, is that you can really start to shape your strategy and improve your connection with your audience on Instagram.

Here are the benchmarks we consider most helpful in improving your audience engagement:

1. Industry Engagement Rate
2. Content Type
3. Character Limits
4. Audience Data
5. Post Frequency





## What do you think is the Industry Average Engagement Rate for Destination clients?



0.1%-0.5% or less



0.5%-1%



1%-1.5%



1.5%-2% or higher

# Industry Specific Engagement Rate

# Industry Engagement Rate

Industry	Instagram Engagement Rate
Hotels & Resorts	1.03%
Food & Beverage	1.18%
Destinations	2.22%

# Content Type



# Content Type



**marriotthotels** • Follow  
Osaka, Japan

**marriotthotels** • Sleeping in is sometimes just what our brain needs. Good morning, #Osaka.

📍 @kana\_aota at the @osakamarriott\_miyakohotel


1w

Like Comment Share Bookmark

Liked by [redacted] and 2,099 others

OCTOBER 2

Add a comment... Post



**hilton** • Follow

**hilton** • Just in time for cozy fall mornings, meet the official Hilton bathrobe. Get your own and explore our mattresses, pillows, and bedding in our shop, Destination Home by Hilton, at @wayfair. Shop now at the link in our bio.

4w

4w 22 likes Reply

View replies (6)

Like Comment Share Bookmark

Liked by [redacted] and 378 others

SEPTEMBER 16

Add a comment... Post

# Content Type

Industry	Instagram	Facebook	Twitter
Hotels & Resorts	Photo	Photo	Video
Food & Beverage	Photo	Photo	Video
Destinations	Photo	Photo	Video

# Character Limit



**Which platform do you think has the highest recommended Character Limit?**



Facebook



Instagram



Twitter

# Character Limit

H&M  
October 15 · 🌐

Flash deal! For a limited time you can receive \$20 off your first purchase of \$50 or more through Cornershop. Use promo code: HMDELIVERED. Download Cornershop to shop your favourites and have your purchase delivered in 1 hour! Restrictions apply. Availability based on geographic location. <https://hm.info/61834KTRS>

15 4 Comments

H&M  
October 8 · 🌐

New neutrals. #HM  
Top: <https://hm.info/61824KPzK> Sweater: <https://hm.info/61834KPzZ>

49 14 Comments

<b>Facebook</b>	80 Characters or Less
<b>Instagram</b>	138-150 Characters (Including Hashtags)
<b>Twitter</b>	100 Characters or less

# Audience Data

# Audience Data

Industry	Gender	Age	% of Audience
Hotels & Resorts	Female	55 - 64	22.54%
Food & Beverage	Female	25 - 34	26.10%
Destinations	Female	65+	23.95%



# Posting Frequency



# Posting Frequency

Industry	Instagram	Facebook	Twitter
Hotels & Resorts	0.68 - every 2nd day	0.63 - every 2nd day	0.44 - every 2-3 days
Food & Beverage	0.36 - every 3 days	0.42 - every 2-3 days	0.35 - every 2-3 days
Destinations	1.07 - daily	1.58 - daily	3.7 - 3x daily

# The Outliers

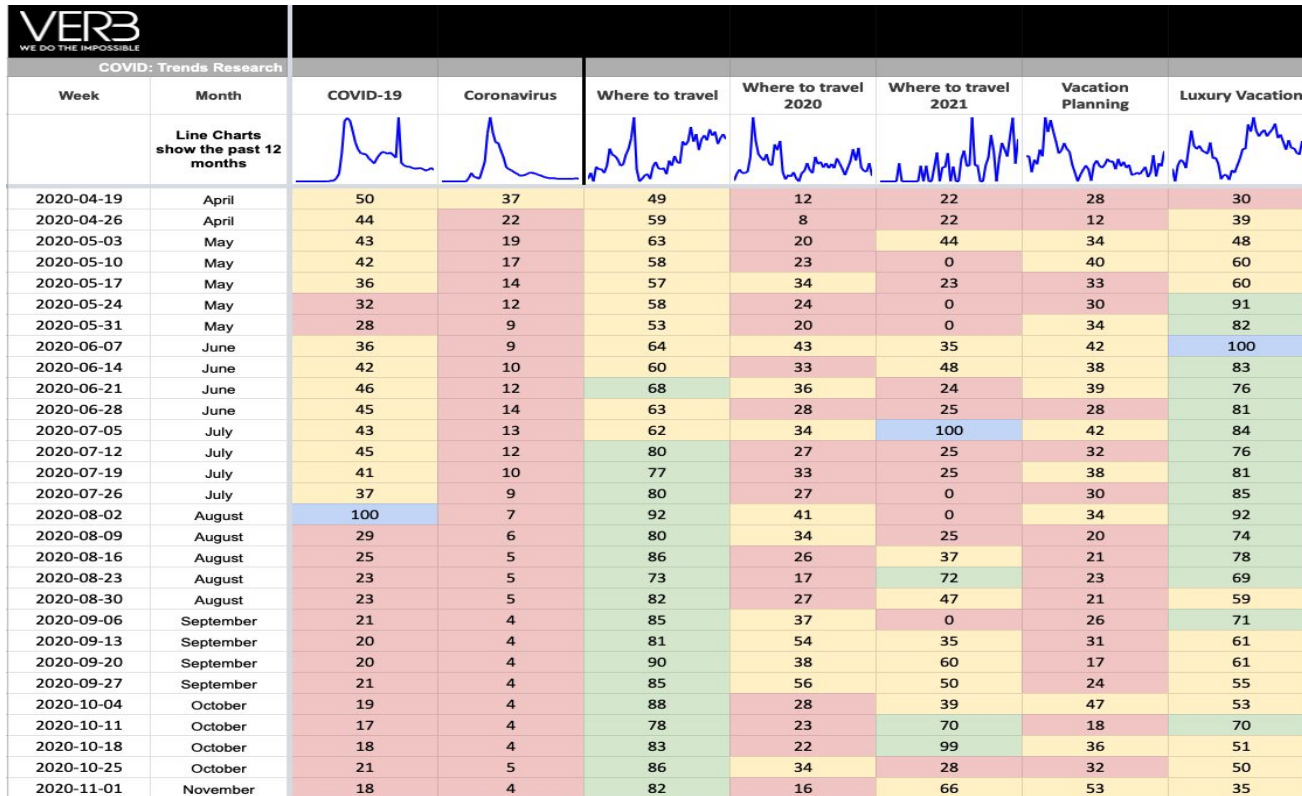
# Factors that Change your Data

Paid Media

Special Events &  
Natural Disasters

Influencers

# Analytics in the time of COVID-19: Trends Chart



# Analytics in the time of COVID-19

## **Be Sensitive**

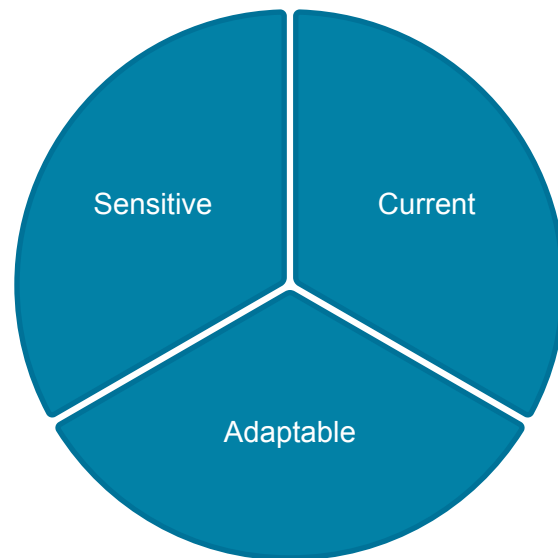
Adjust your content based on what's happening in the world to make sure your messaging meets the moment.

## **Be Adaptable**

Allow for fluctuations in engagement rates (especially from a brand perspective).

## **Be Up to Date**

Stay on top on the micro and macro changes happening in your industry.

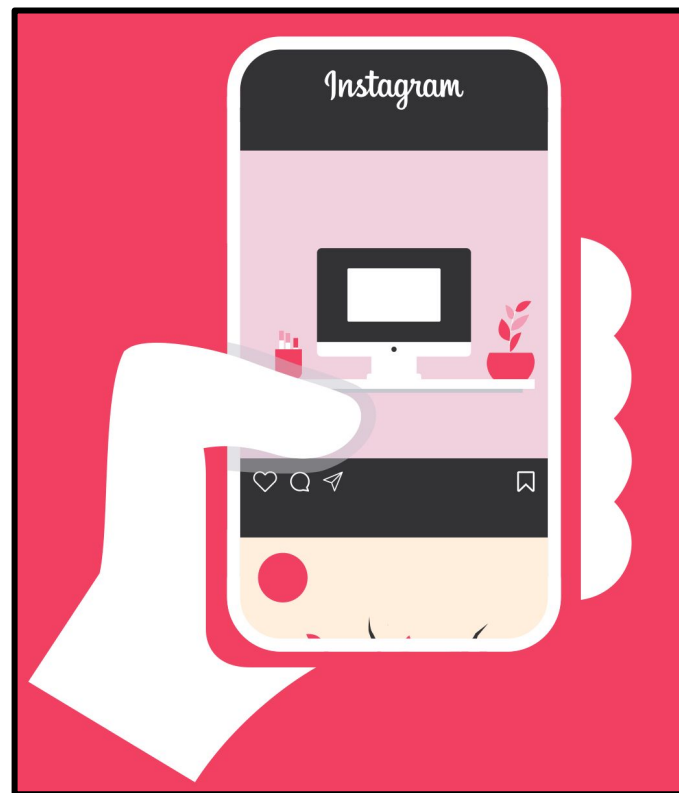


# Using Instagram to support your 2021 strategies

Although we can't predict everything, we can certainly count on data as an indication of how things are going, or if maybe it's time to rethink your approach. When looking ahead at 2021, we recommend taking a closer look at your own data and how it compares to industry benchmarks.

Some questions to get your started:

- How does my engagement rate compare to others in my industry?
- Am I posting high quality content? Should I be utilizing more images or video? Am I leveraging UGC?
- Are my captions an appropriate length?
- Am I posting too often or too little?
- Have I considered any other avenues that could amplify my reach on Instagram? (I.e. Paid Media or Influencers)



**Thank You**

VER3