

EASTER MARKETING CHECKLIST

For Visitor Attractions

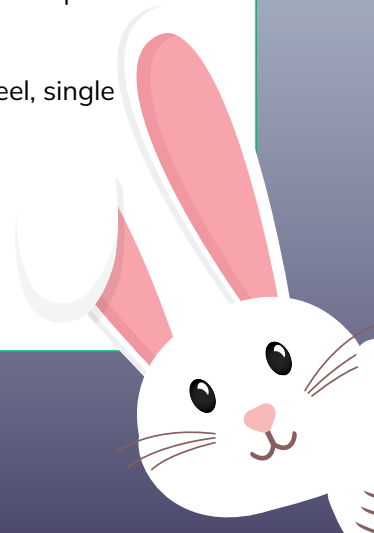


ONLINE ADVERTISING

- Maximise opportunities with Meta Advertising by using all the available ad ratios (4:4, 1:1, 9:16).
- Ensure you have a traffic campaign and conversion campaign to maximise sales.
- Test using testimonials in your conversion campaigns.
- TikTok Ads are worth testing if you are already using Meta and Google.
- Restart Google Search advertising (our top performing source in 2023).
- On Google Search, make sure your brand is a negative keyword to avoid paying for clicks you'd get through organic search.

SOCIAL MEDIA

- Change your cover photo on Facebook to reflect the season. This could be either your Easter event or New Attraction. Make sure it works well on mobile which will have the most views.
- Stay on track when things get busy by planning your content calendar for the weeks before and during Easter. You'll still need fresh content but planning saves you time.
- Update any automated messages via Facebook messenger to mention a Spring, Easter or reopening reference.
- On Instagram, refresh your story highlights with a reopening/Spring theme. Create a story to promote bank holiday opening hours. Pin up to 3 relevant posts to the top of your profile.
- On Instagram, ensure your social calendar covers all post types (carousel, reel, single post etc.)
- If you are using TikTok – pin an Easter story to the top of your TikTok page.
- Reach out to influencers



WEBSITE

- Website – Go through your most popular pages and refresh images from Winter to Spring/Summer.
- Check Google Search Console to identify and fix any broken links. You don't want anyone not finding the content on your website.
- Triple check your call to action buttons are working.
- Get all your school holiday events added to your website as soon as possible. Even if you only can add a paragraph of copy at this stage.
- Create a landing page for your event which clearly showcases all of the extra value your visitors can expect, increasing your conversion rate. Make sure it's responsive and not a heavy load, as 80-90% of web visitors will view on a mobile.
- Rather than create a new Easter landing page, update last year's as it is already indexed in Google

EMAIL MARKETING

- Review your privacy policy and consider using legitimate interest as your method of consent. This will ensure you maximise your list size and repeat business in 2024
- Test adding link clicks in body copy as well as buttons to maximise your click through rate from your emails to your website.
- Have you verified your domain with your email provider? Doing this, helps avoid the spam box.
- Set all emails to automatically resend to non-opens.

CUSTOMER SURVEYS

- Survey feedback helps identify any operational issues quickly. Most ticketing software enable emails (which can incorporate a survey) to be sent after a visit to online bookers.

LISTINGS

- Add fresh imagery to Google My Business and Trip Advisor, showcasing new attractions or Easter Events.

- Ensure you've updated your most important day out website listings and include what is new this year. And especially for the leading day out website, Day Out With The Kids, makes sure you review your free listing around this time of year. They will update the listing themselves and probably won't alert you. As such an important website, you want to make sure the copy reflects your attraction.

- Ensure any changes to your opening hours are updated on Google My Business and Apple Maps. On Google My Business you can add special opening hours for the Easter Bank Holidays.

- It is also worth adding your Easter Holiday Event as a post on Google My Business (this can improve your Click Through Rate to your website by 50%).

- Add links to your social profiles and Ticketing on your Google My Business Profile. These features were added to Google My Business in 2023.