



5 TIPS TO
BUILD AN
ENGAGED
SOCIAL MEDIA
FOLLOWING
THAT
WILL ATTRACT
TRAVEL
SPONSORS

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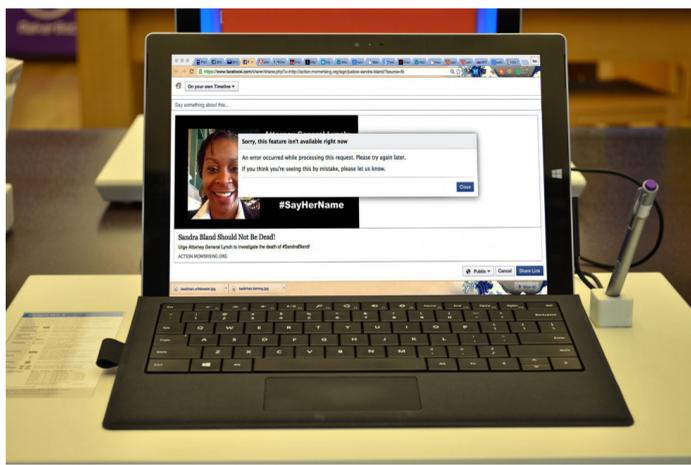


An engaged audience is key to attracting travel sponsors because Public relations departments, Hotel/resort/restaurant/tour company, and DMO (Destination marketing organization) managers know that people who trust and follow you on social media will likely listen to your recommendations. This means more possible customers for them.

I've taken my proven tools for getting engaged followers on social media and put them here in an easy to follow document so you can start using them immediately.

To see the benefits of these tips, make sure you implement them at least two months before you start your pitch campaign for sponsored travel. Showing an interest in the properties, tours, and restaurants you want to give you sponsorship is the first step in getting those YESES!





The Facebook platform is the perfect place to find the right contact for your niche and to build an engaged audience. In the search bar type in your desired hotel/resort, tour, or restaurant. For instance, if you want to stay in a luxury resort in the Maldives type in, "Maldives Luxury Resorts". Several pages will pop up. Choose the desired resort and their page will appear.

Like the page and take a look through their posts and start liking and commenting on the posts that resonate with you. Don't just say, "Nice picture or Love that pool". Make sure your comments are in depth. For instance, say the resort has posted a beautiful picture of their pool, your comment should be something like: "Wow, what an amazing place to have a cocktail and worship the sun! I'll be in the area later this year and will definitely consider XXX (the name of the resort) now...keep posting these beautiful pics!"

This comment lets the property know that you're interested and that you will be checking back to see more. Do this a couple of times a week. The property will get to know who you are and then when you send your pitch to them they'll have an idea who they're dealing with.

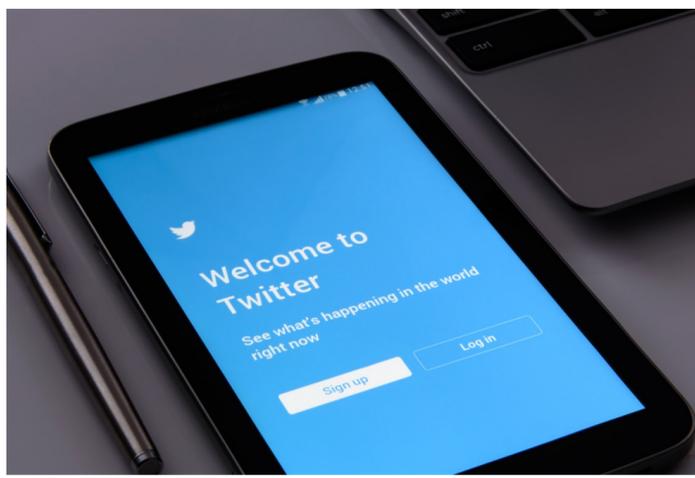
Also, like and follow the people who comment on the property page. Ask them specific questions regarding their experiences. Build a relationship with them and then friend them after a month or so and ask them to follow you as well. This works really well as they will appreciate your interest.

When you're ready to send your pitch, send a message to the resort and ask them for the correct contact to send a pitch to. Your message might say:

Hello, My name is XXX, I am an online marketer and reviewer for my popular website XXX (insert your website link). I will be in XXX on a sponsored media trip on XXX (insert the days you want to visit) and would love to include XXX (insert the name of the resort/tour company/restaurant in the editorial features produced from my visit to XXX (insert the state/country).

I would appreciate if you could pass me the contact information for you PR representative or manager so that I can send him or her an online marketing proposal. In the meantime, please take a look at some of my other reviews (insert the link to your other reviews. Of course, if you don't have any, leave this last paragraph out.

If you don't hear back in a few days, try messaging the property directly via their Facebook page. Use the same message as above. Not every property manages their social media every day so it might take several days to get a response.



Twitter is another powerful tool to use for finding contacts and engaging with the right sponsors in your desired niche.

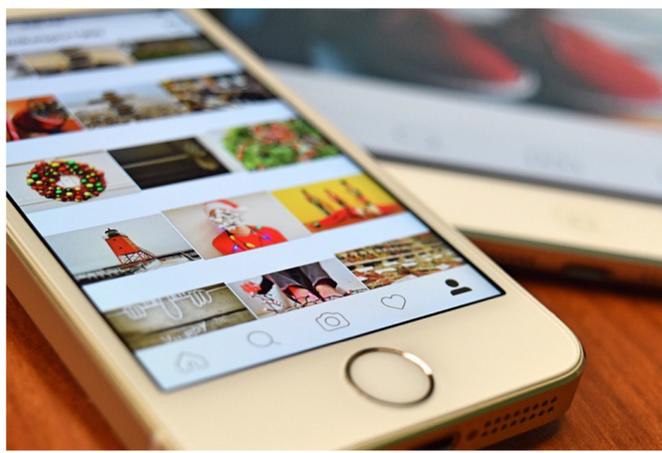
The concept is the same as Facebook. Narrow down your desired sponsor by searching for it in the search section. For instance, if you want to score a free meal at your favorite restaurant, two or three months before you want to visit start by following the restaurant profile.

Like, comment, and participate in any conversations they might be having with other patrons.

For me, the one suggestion, and the one that works best for is to contact the tourism board's twitter page that is home to your desired sponsor. Send them a tweet. Something along the lines of... Will be in your area later this year (or a specific date). Can u give me any contacts 4 sponsored XXX (insert what you're looking for, i.e. accommodations, tours, or restaurants.) The tourism board will respond pretty quickly and give you an email address or suggestions on how to proceed.

Another valuable tool for increasing engaged followers and attracting sponsors is to host a Twitter Party. If you're not familiar with them A Twitter party is a live chat using the Twitter social media platform and the Hashtag(#) search feature to connect participants to the discussion stream.

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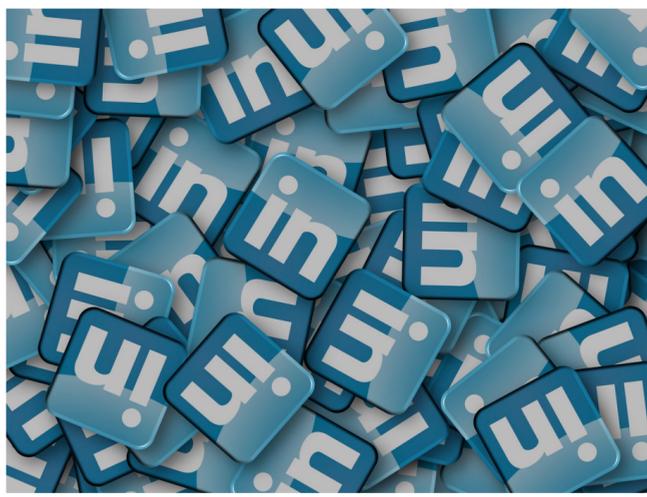
Like every other social network, you can get followers who will find your photos by using hashtags. Instagram is different from other social media networks because their users can only upload their photos using the app, not online from a desktop.

Although several websites, including Pinstagram, Webstagram and Grum provide that ability, Instagram doesn't like them and you run the risk of getting your account banned if caught using them. Social sharing has exploded on the scene and is wildly popular; therefore becoming a popular way to get exposure for your website and blog. Like all the other communities, you need to do it right to be seen as an influencer or have sponsors recognize you as someone they want to work with.

Part of joining any community is paying attention to what is trending within the travel community first. You can discover what photos are popular and relevant in your travel niche by looking within the Instagram app itself, under Explore > Hashtags.

It is important that you have a separate account for your travel blog or brand. Once you do, promote your content strictly on that account only. It's important that you take quality, in focus, interesting, and relevant pictures. Using the right hashtag for your brand is extremely important as well. Promote your account just like you would promote your other social media channels.

Instagram isn't a mobile application, so you can't link to your account on the web, but you can put a link in the comment section and people interested in seeing more will copy and paste your link into their browser to see more of your content. I've had great success with this method.



In my opinion, LinkedIn is an underrated resource for building followers. I use it every day and have gained quite a few engaged followers and have also gotten a few sponsored accommodations through LinkedIn.

It's important to promote your LinkedIn page outside of your niche. Make sure you're linking to the Company or Personal page in all of your marketing communications like emails, newsletters, and blogs. Invite existing followers and other key audiences like people in your niche to become followers.

Add a follow button on your website. Most people miss out on hundreds of potentially interested followers by leaving a follow button out. Convert visitors from your website by making it easy for them to click on a button to follow your Company or Personal page.

Taking part in LinkedIn Groups will increase LinkedIn followers on your Company or Personal page by participating in Featured Groups in your niche.

Search for specific groups by looking for them in the search field on your LinkedIn page.

Groups are massively popular, there are more than one million established on LinkedIn. Groups are an effective way to bring attention to your Company or Personal page and engage with more followers in your niche.

Launch your own discussions, or contribute to discussions within your niche that other members have created. Also, if you manage LinkedIn Groups that focus on your niche, or participate in other groups, you can highlight these groups on your Company or Personal page.

Create a Follow Ad campaign. These follower Ads appear throughout LinkedIn and can be targeted to members in your specific niche to help you attract the right followers for your website and social media.



Giving away freebies is an awesome way to gain followers. You signed up for *this* freebie, right? Offering valuable information for free is a great way to gain engaged followers.

I'm passionate about what I do, so for me, even if the people who download my freebies never engage with me again, as long as I was able to provide them relevant, valuable information to help them with their travel desires, then I am happy and consider myself successful.

According to a 2013 Nielsen survey conducted for Twitter, 52 percent of users follow brands to be notified of special offers and promotions, 38 percent follow to take part in competitions, and 33 percent follow for access to freebies. That's pretty awesome!

Understanding and using that knowledge to your advantage by leveraging contests, freebies, and promotions to engage followers, converting unresponsive followers into active, interested supporters, and building a larger following is the perfect way to attract sponsors.

Nothing builds instant favor quite as successfully as freebies, so use them cleverly to stimulate positive relationships with people in your niche.

Your freebie has to be something that the reader can't resist. It's important to think about the readers in your niche. What do they want? Do your homework so to speak. Then match up what you know about your followers with a freebie that they can't live without.

Use the same concepts when doing a contest or a prize giveaway. An easy contest, for instance, is Vote Contests.

Vote contests are some of the easiest types of interactive contests you can run. All they ask for from your followers is their opinion (and a Like or Follow, of course). People on social love to voice their opinions. You can use this desire by asking your followers or potential followers what they want.

Building a devoted and engaged following on social media won't happen overnight, but using these five tips can make it easier to turn followers into long-term fans of your brand and attract the sponsors that will give you the freebies that will have you traveling the world! Now take these tips and start implementing them to build the kind of engaged followers that will attract the right sponsors.

If you have any questions, I am always available to help. I can be contacted at marie@seriouslytravel.com

So what do you do AFTER you get all those engaged followers?

You'll want to attract sponsors so you can travel the world like I do! I've had more than \$50,000 of my travel paid for by sponsors! And I want to you to get those perks too.

it all sounds wonderful, doesn't it? Jetting from city to city, soaking in the sights and the culture, and spending a couple hours a day writing about your experiences while experiencing the best that life has to offer. And there's a secret that most travel bloggers don't know...

If you know how to approach them, travel providers will pay for your expenses to get YOU to write about them!

My Course "Mastering The Sponsored Media Trip" will guide you so you can Get Your Travel Expenses Paid as a Travel Blogger!

I've arranged this training into 10 easy to follow modules that cover all of the main skills you need to land sponsored media trips. Each section is packed with information (so be sure to take notes) but is short enough that you don't have to spend hours glued to your screen.

Here are the training modules:

[Building Your Platform, Starting Your Blog, Growing Your Social Media Presence, Networking and Industry Events, Finding & Scoring a Press Trip or Sponsored Marketing Trip, Writing Winning Pitch Letters, Agreements and Contracts, The Importance of Professionalism, Writing the Perfect Review, The Follow-up.](#)

Plus ALL These Bonuses...

- √ "Building Facebook Followers" training
- √ My CommentLuv Rolodex for rapidly building your website stats
- √ "10 Steps to Build Good SEO" training
- √ Done-for-you Tourism Board pitch letter
- √ Done-for-you Hotel/Resort pitch letter
- √ Done-for-you Airline pitch letter
- √ Done-for-you Restaurant pitch letter
- √ Travel and Tourism Directory by state
- √ International Tourism Office Directory
- √ One hour 1:1 coaching session with yours truly
- √ Access to my VIP Facebook Group for day to day support

So today, you're getting everything in "Mastering the Sponsored Media Trip" – including ALL \$497 worth of bonuses – for a one-time payment of just **\$269.00**.

Just one free hotel stay can more than pay back the investment you're making in this life-changing training today. Heck, I've gotten free meals worth more than that at some of the nicer restaurants I've been to! So if you're on the fence, just remember that what you save during your next sponsored trip could be worth many times what you're paying for this course. Do yourself a favor and claim your spot today!

[Sign Me Up!](#)