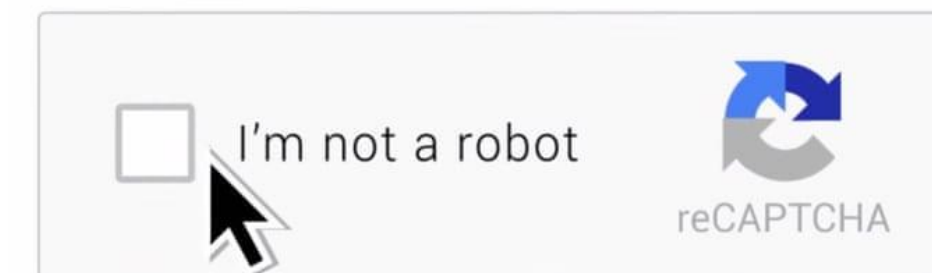
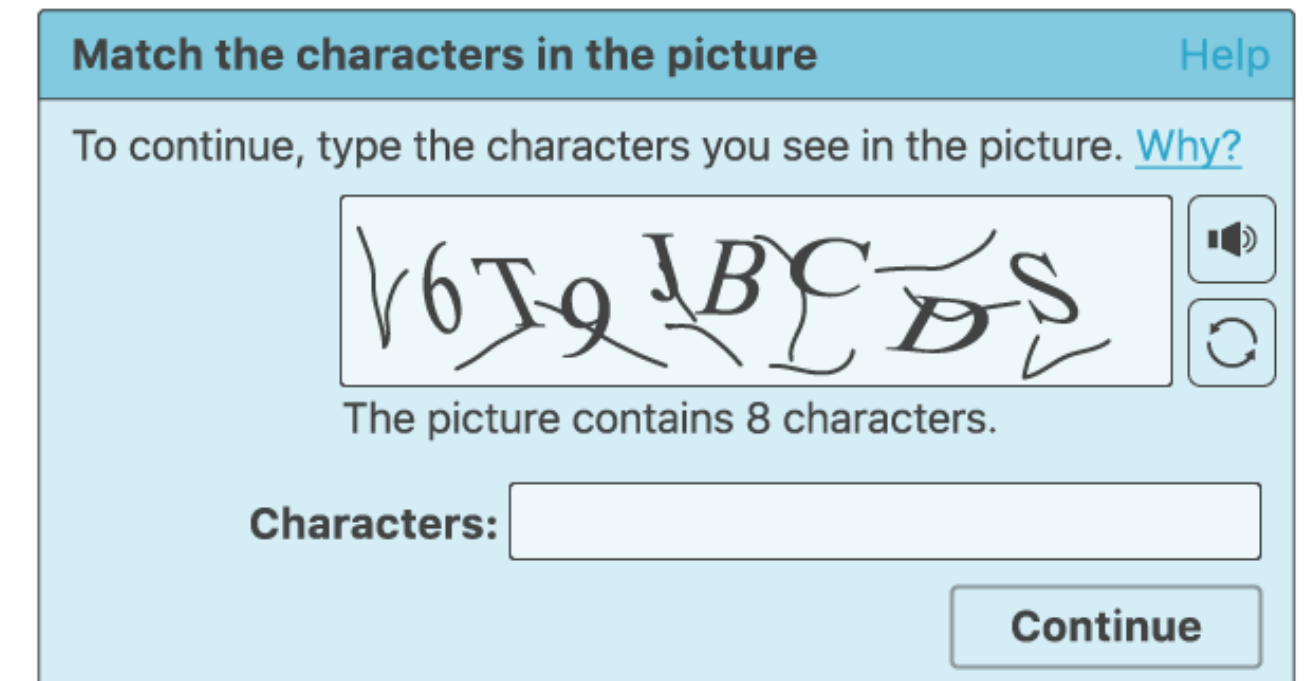
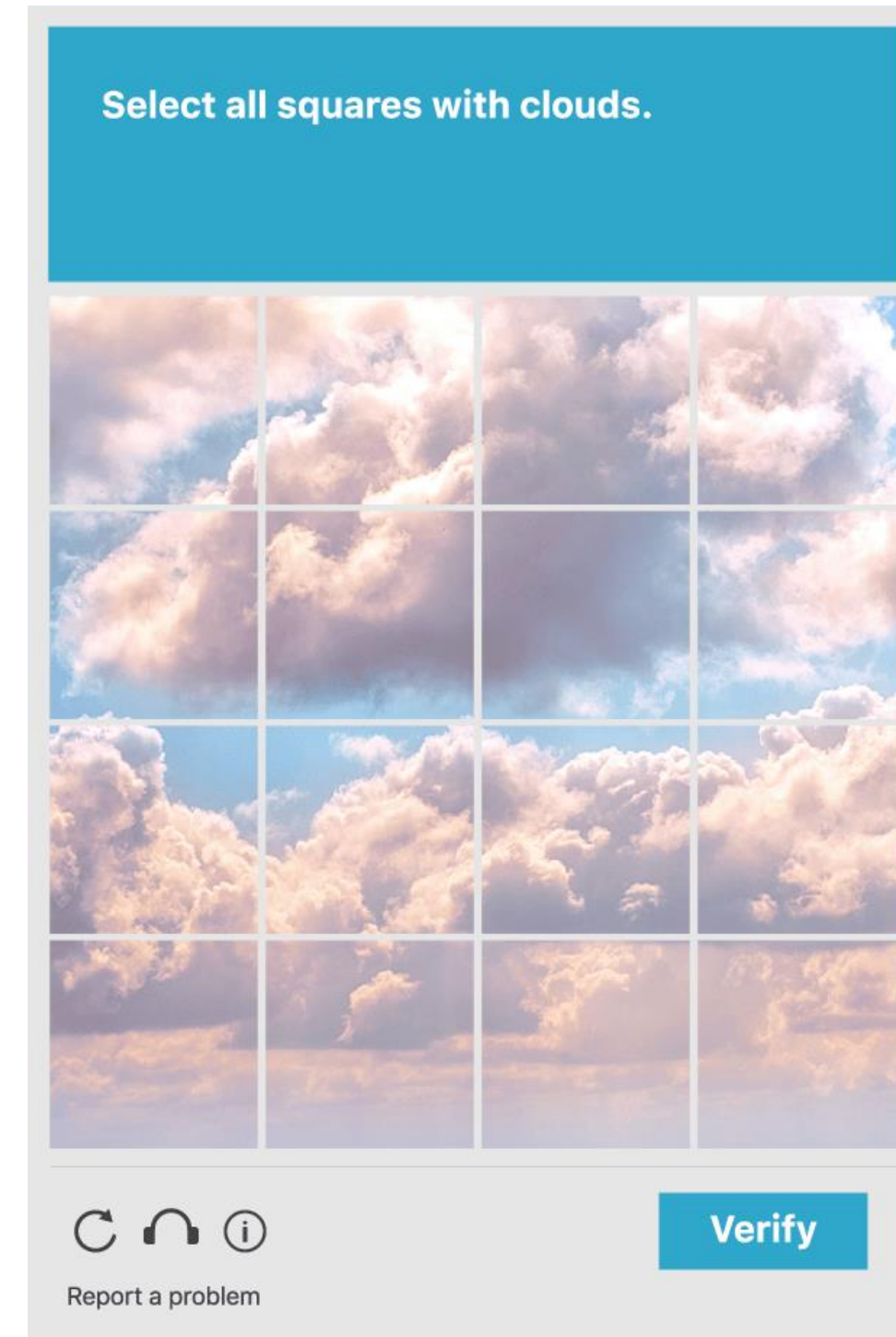


Marketing Digitalization

Date: 13 March 2024

Presentation by: Candice Machado - Digital Operations Manager at South African Tourism

“THE BIGGEST JOKE ON MANKIND IS COMPUTERS ASKING HUMANS TO PROVE THAT THEY ARE NOT A ROBOT...”



Submit

Marketing in short:

- Understands consumer needs;
- Matches them to products, services and experiences;
- Drives purchase and loyalty.



Technology brings new dimensions on:

- How to communicate;
- When to communicate;
- What to communicate;
- Where to communicate.

MARKETING DIGITALIZATION: THE NEW DIMENSIONS



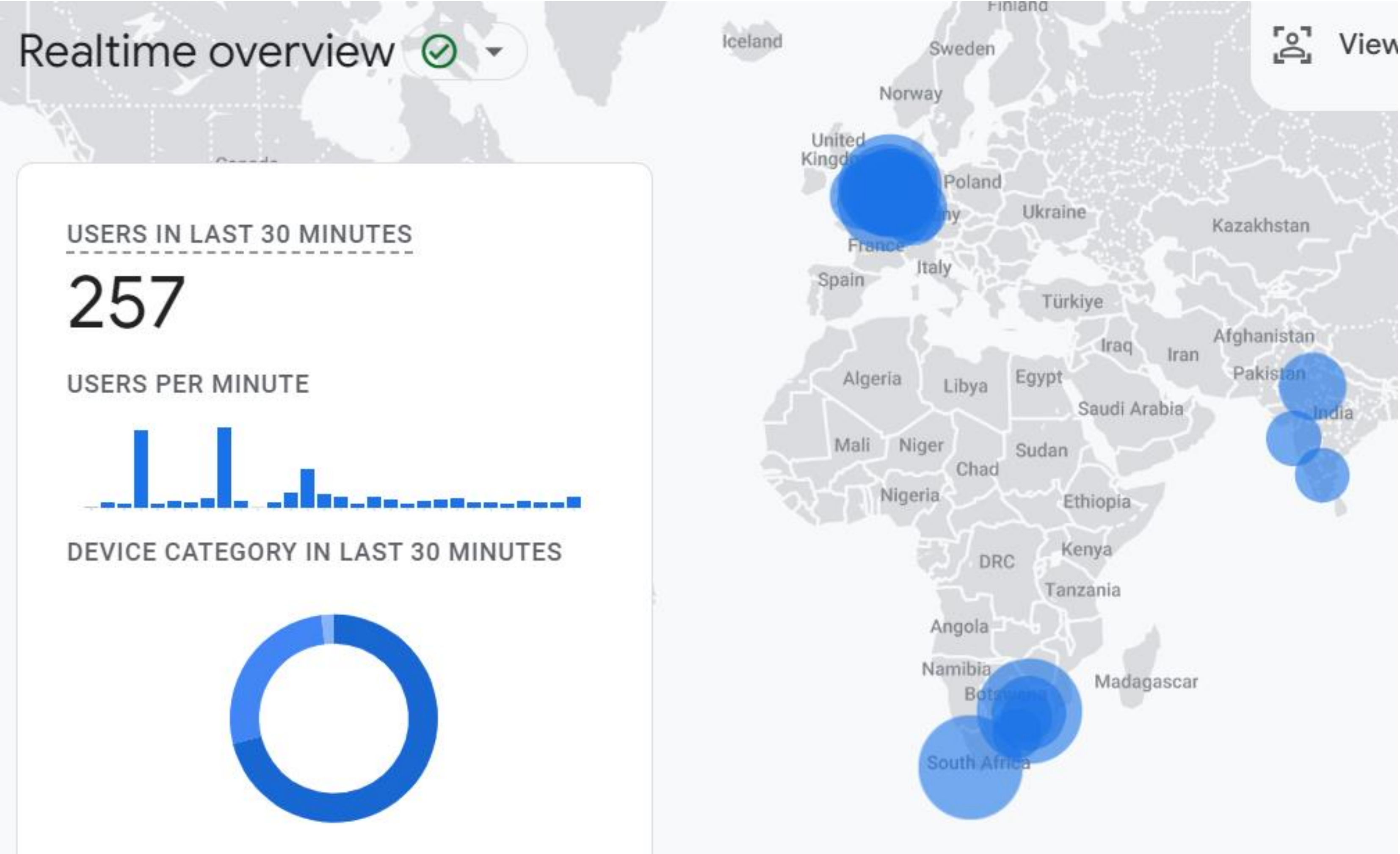
Data is the kingdom: Digitalizing marketing efforts enables the collection of a lot of data about our target audiences and their online behaviors. This enables tailored marketing messages for better engagement and conversions.

More channels, more opportunities: Digitalization unlocks a variety of channels to reach the tourism audiences, including social media, email, websites, content marketing, and mobile apps.

It's measurable: The beauty of digitalizing marketing practices is that we can track the results of our campaigns and see what's working and what's not. This drives us to constantly improve the marketing efforts.

Best practice sharing:
Performance Measurement
APP Program 2 - Business Enablement
2.6 Digital and Analytics Operating Framework

SHOWCASE TOOL: GOOGLE ANALYTICS



MEASUREMENT: SHOTLEFT SHOWCASE

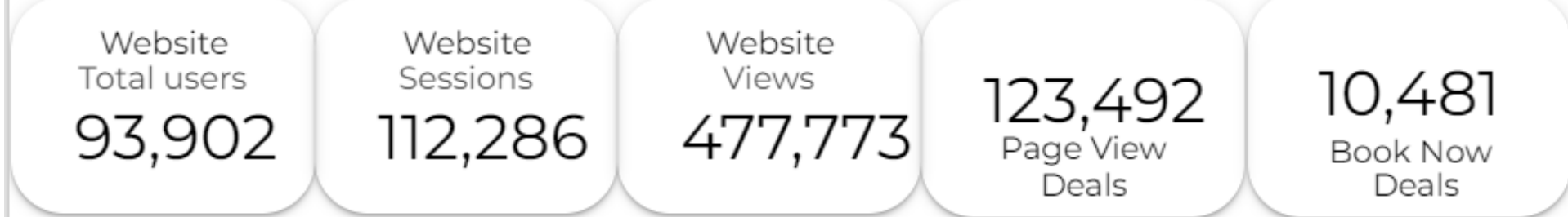


4 Sept 2023 - 10 Sept 2023

WEBSITE PERFORMANCE

You can filter by dates for the duration of the campaign, or any other date you wish to look at.

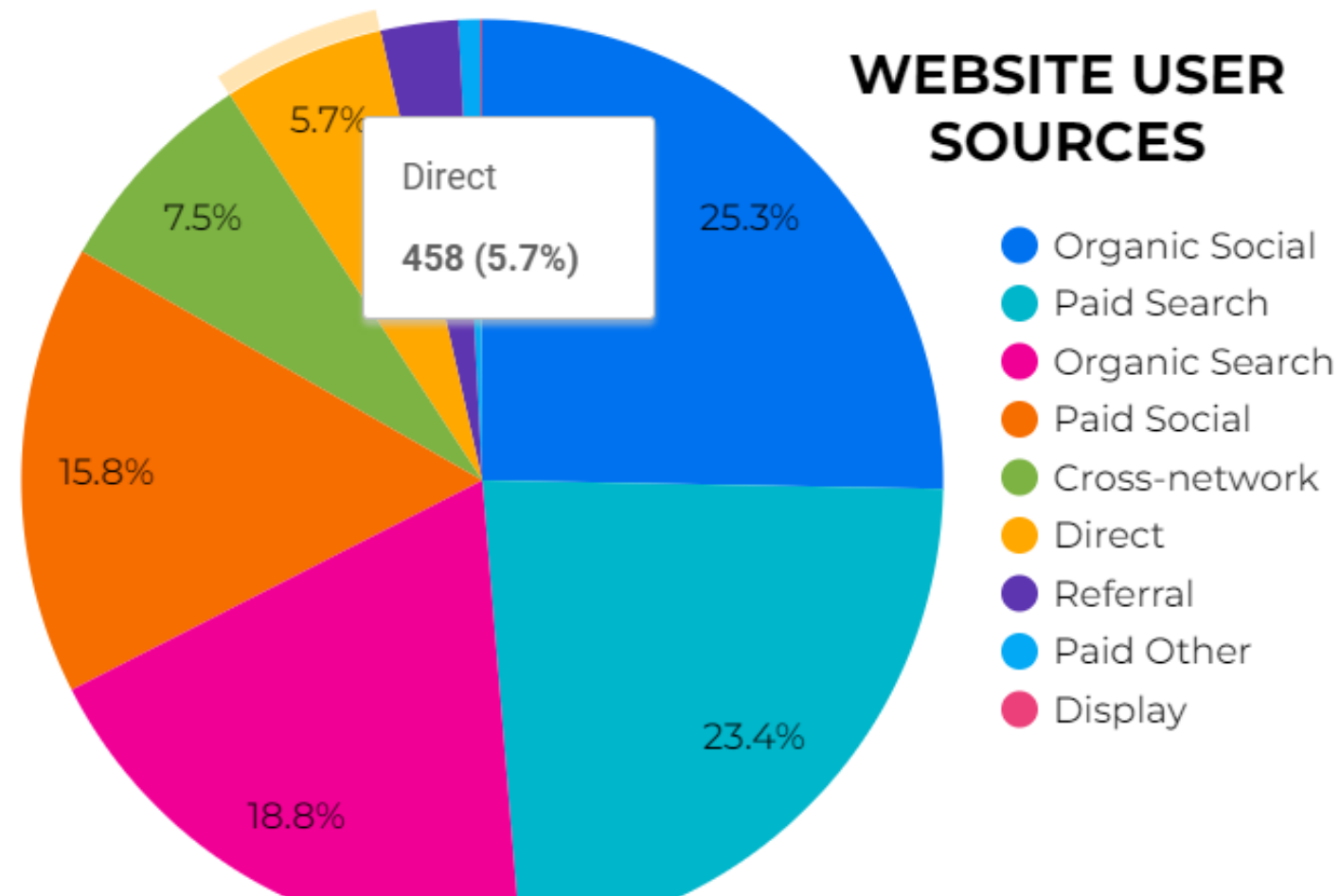
USER PERFORMANCE SNAPSHOT



USER DEVICE

Device category	Sessions
1. mobile	100,973
2. desktop	11,483
3. tablet	852
4. smart tv	4

WEBSITE USER SOURCES



BRAND SPECIFIC CAMPAIGNS

Below re the various campaigns that are run by the Sho't Left brand throughout the year to encourage domestic travel:

- * Month of Love: this is not a campaign but a content theme we use for February each year. Just like Youth Month or Women's month its tactical in nature.
- * Easter/Seat At The Table: 1 March - 14 April (Mid April)
- * Sho't Left Travel Week: 1 July - 2nd week of September
- * Summer Campaign/Gimme Summer that Sho't Left: 01 October - 2nd Week of January

You can toggle the date, top right to see the desired campaign

https://lookerstudio.google.com/u/0/reporting/6d43b5db-d536-4263-93e6-a351760f16a5/page/p_nbswipts9c



MEASUREMENT: SOUTH AFRICAN TOURISM SHOWCASE

EXPLORE ENGAGE REPEAT

 SOUTH AFRICAN TOURISM

EXPLORE

1 Jan 2024 - 11 Mar 2024

Engaged sessions	New users	Views	Avg. session duration	Engagement rate	Views per session
735,893	819,680	1,355,221	00:02:32	69.28%	1.28

Channel Site Activity

<https://lookerstudio.google.com/u/0/reporting/b520a3b4-5d72-4cef-b27d-29bf3386e912/page/l3GUC>



QUESTIONS

