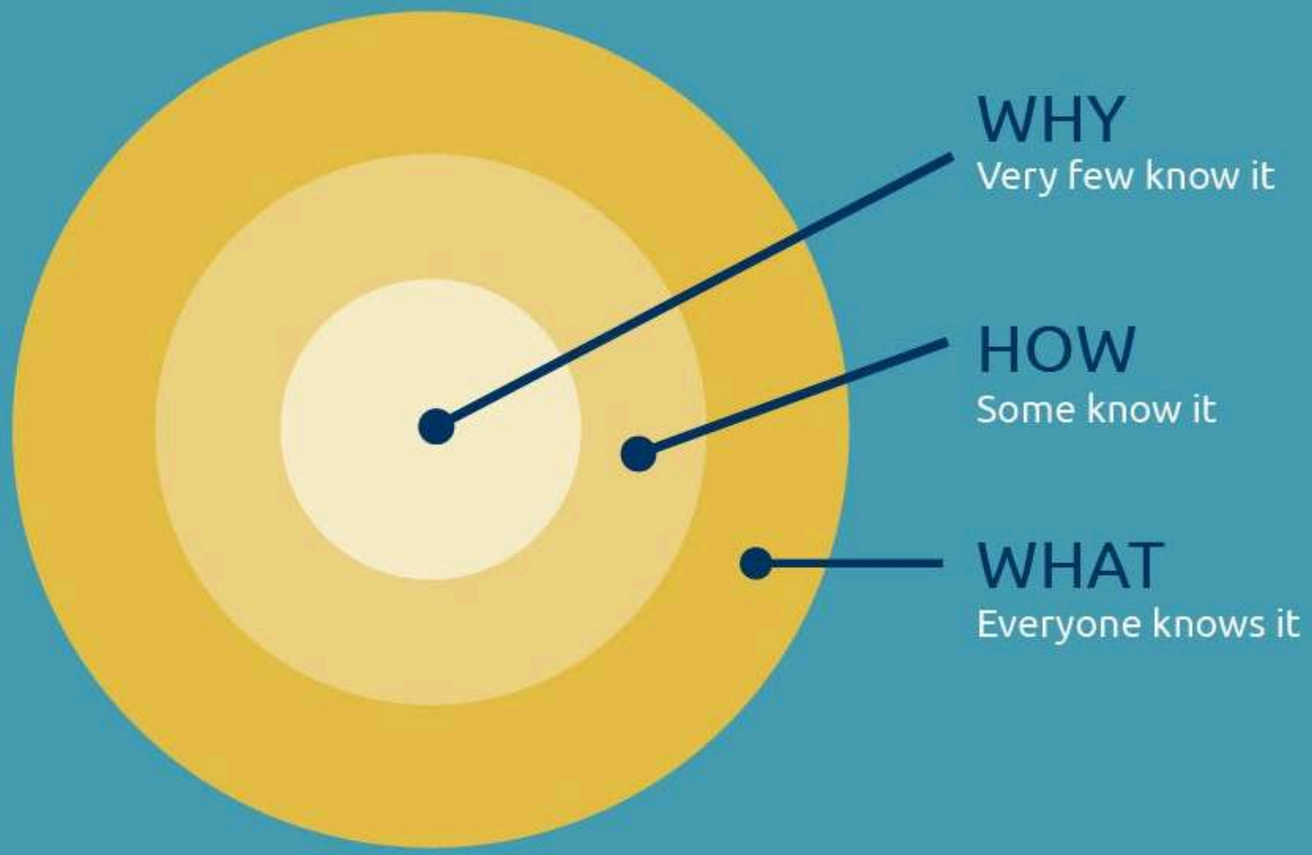
Master in Planning and Management of Tourism Systems

Web Sites & Digital Marketing

Nicola Cortesi

DIGITAL MARKETING

How can you create a brand that people love and trust?



THE RULE OF THE GOLDEN CIRCLE

There are 3 things that any brand communicates:

- WHAT they do,
- HOW they do what they do
- WHY they do what they do

START WITH WHY

"People don't buy what you do, they buy why you do it"

What you do simply proves what you believe

START WITH WHY

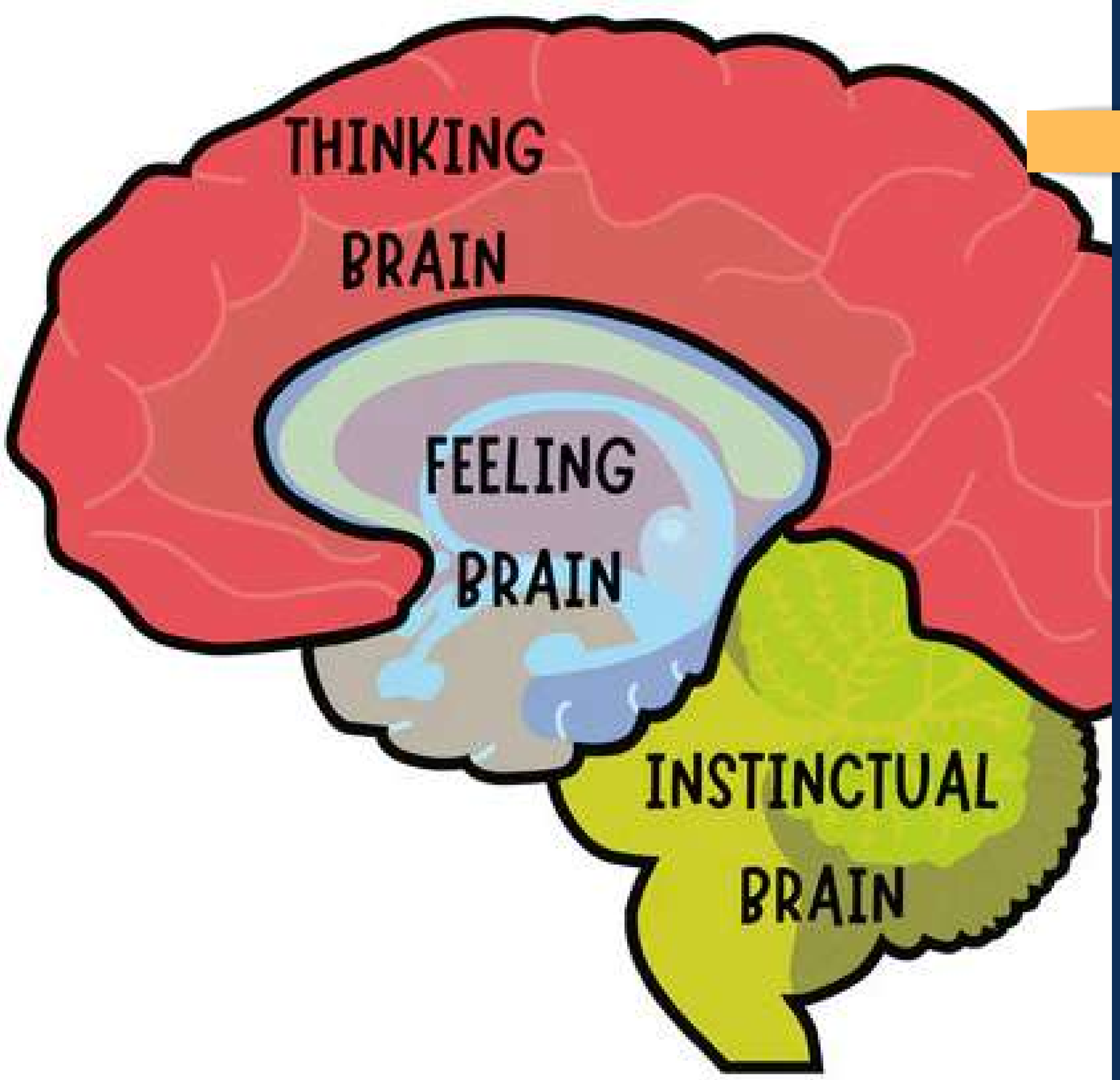
"Why" means "what's your purpose, your beliefs? Why your brand exists? Why do you get up in the morning? Why should anyone care?

START WITH WHY

You can sell a touristic destination by telling that its price is very low, or you can tell that it's only there, in that place, where people are reborn and find true rest

START WITH WHY

At the end the product you sell is the same, a week in a 3-stars hotel in Indonesia, but you don't sell "what", you sell "why" and this makes a huge difference



START WITH WHY

in this way, you also connect to the emotional part of the brain of your customers

START WITH WHY

TED talk of Simon Sinek (link in the Moodle too):

https://www.youtube.com/watch?v=qp0HIF3SfI4

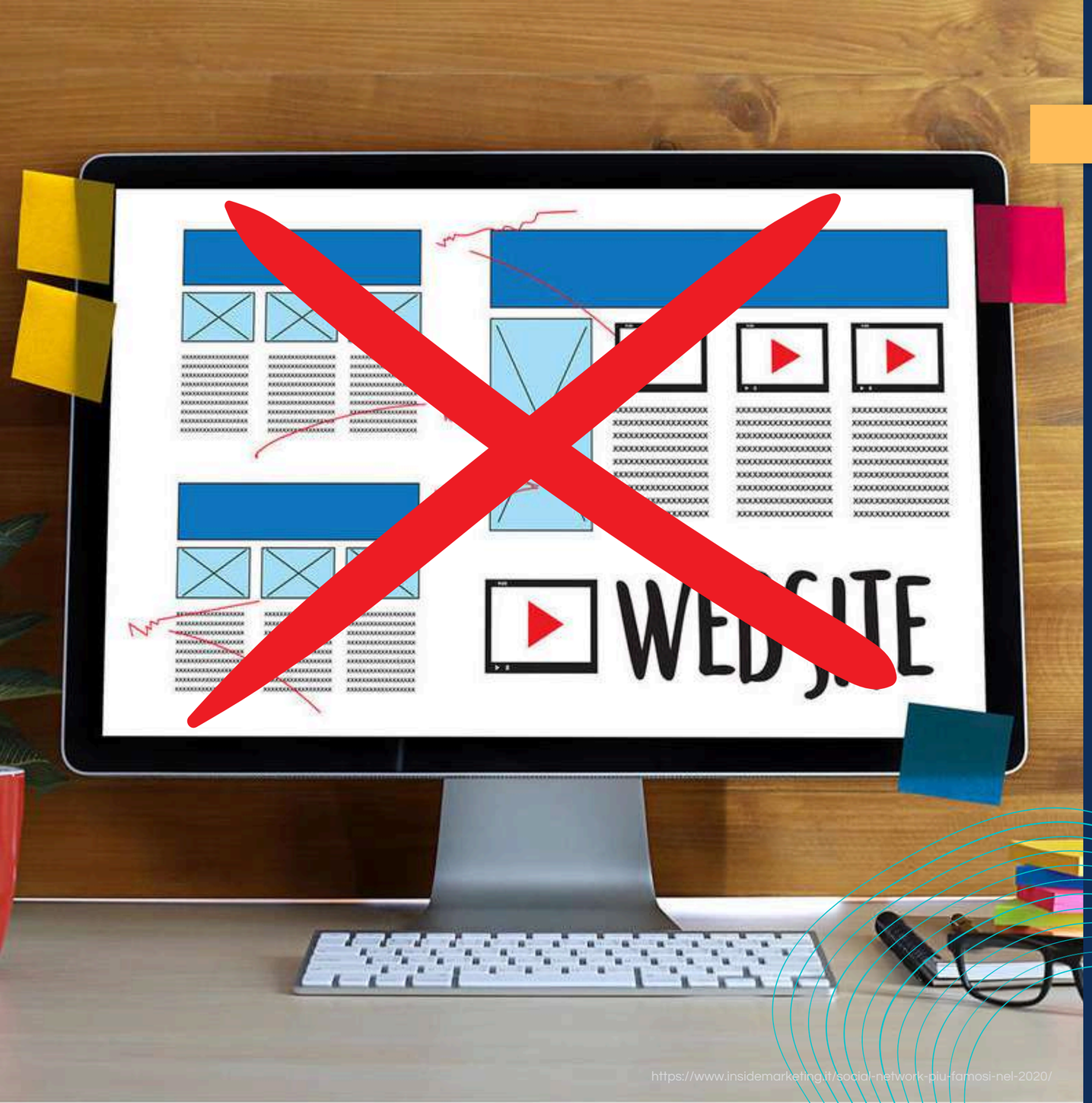
EARLY ADOPTERS

Early adopters (or super users or fans) are members who loves everything of your brand, weaknesses included!

EARLY ADOPTERS

"People don't care what you say, they only care what your early adopters say"

COMMON ERROR



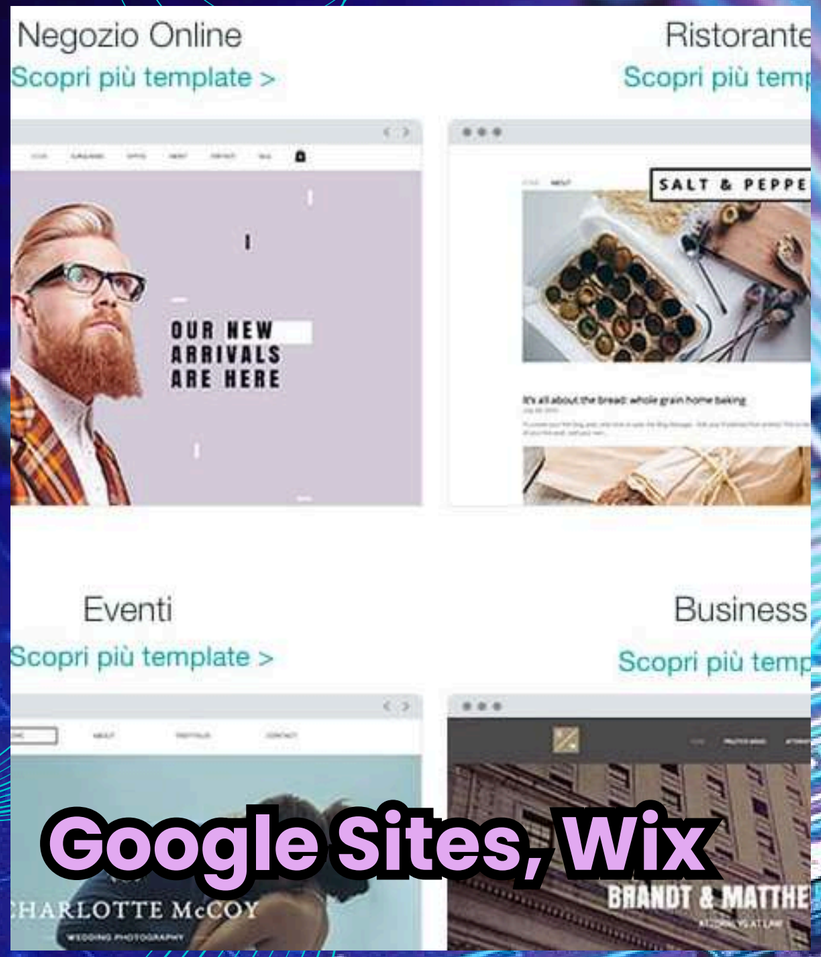
A common mistake to avoid is spending time and money for creating the web site of your brand and paying for the advertising to attract customers.

This strategy has no guarantee of success

https://www.insidemarketing.it/social-network-piu-famosi-nel-2020/

TYPES OF CONTENT MANAGEMENT SYSTEMS (CMS)

Simple CMS

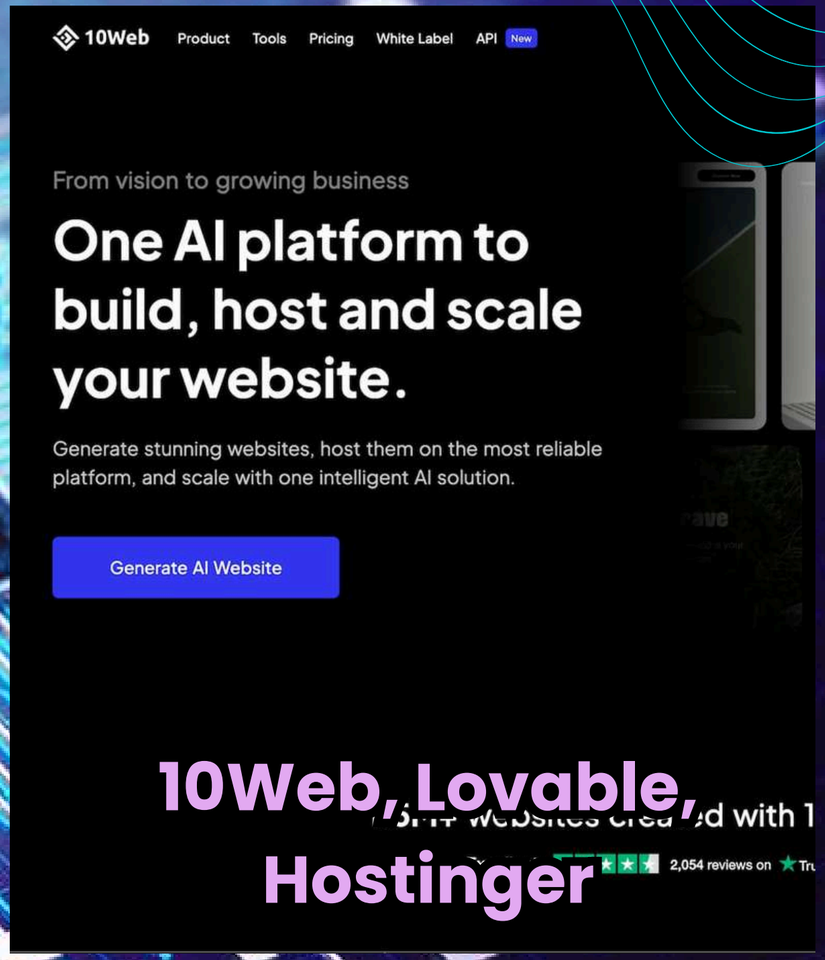


Google Sites, Wix

Complex CMS

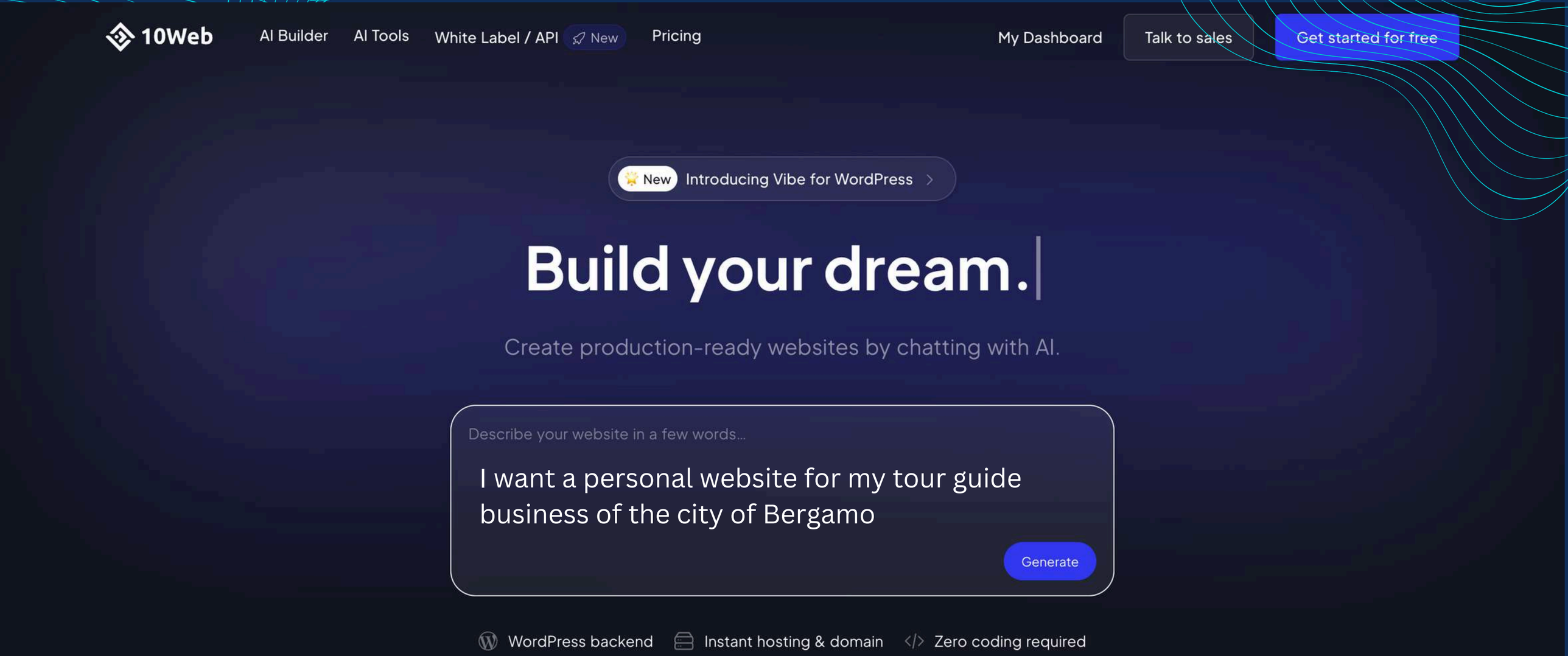
WordPress, Shopify, Drupal

AI-based CMS



10Web, Lovable, Hostinger

AI-GENERATED WEB SITES: 10WEB



https://10web.io

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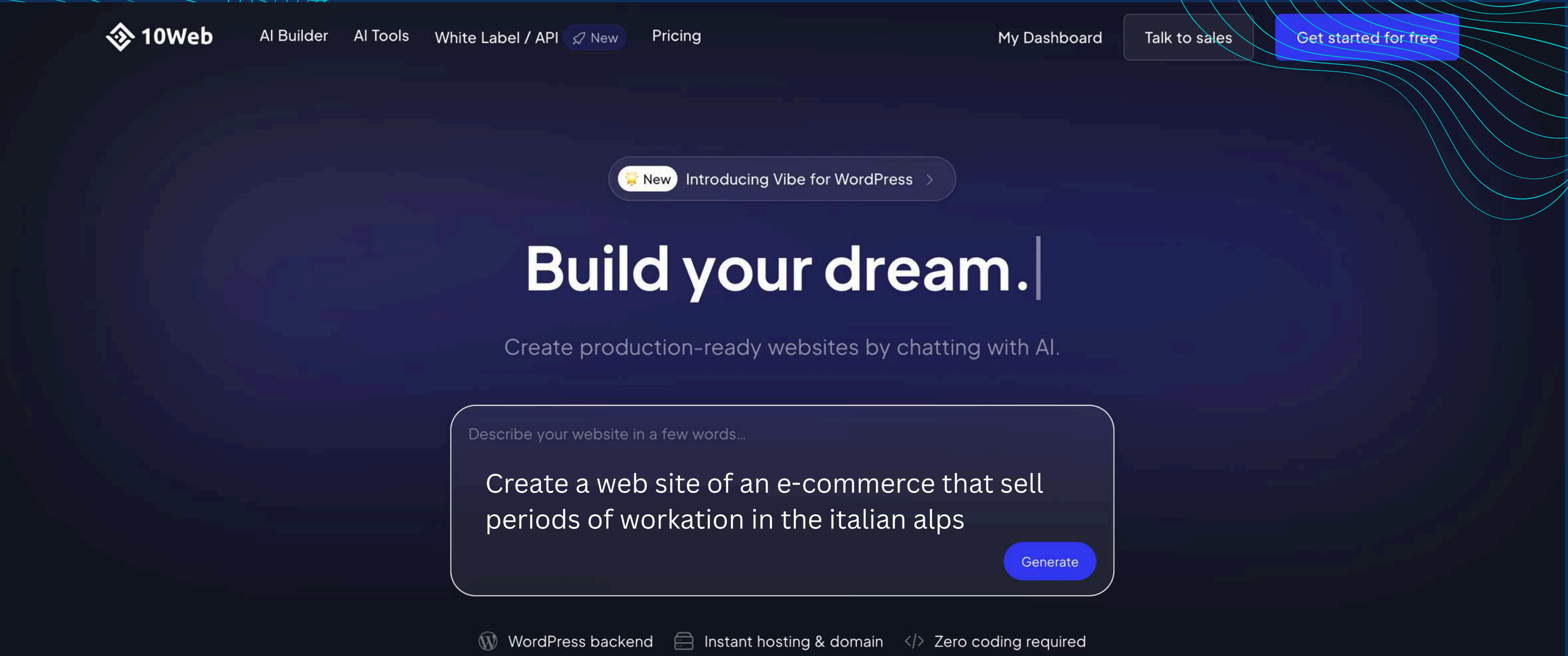


https://10web.io

SIMPLEST CMS: GOOGLE SITES

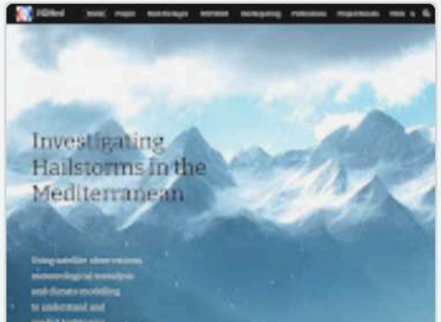
Sites

Search

Start a new site

Recent sites

Owned by anyone



https://sites.google.com

PROJECT WORKS

UPDATE OF PROJECT WORKS

- First project work:
  - In the last week the number of members of Alps for Beginners doubled from 50 to 100+
  - You will get a bonus of +1 point at the exam for every 5 extra posts and of +1 points for every 50 extra comments, up to a maximum of +3 points
- Second project work:
  - New arrival: Alikhan Nurgul
  - Kazach voices are not available on ElevenLabs/TTSynth. Alternative: Text-to-speech-online tool: https://www.text-to-speech.online. Another solution is to clone your voice with ElevenLabs and use it for all videos with, but you need a Premium license, so do not clone it unless you find a free tool
  - Show how to upload videos on Buffer to fix the empty cover issue and explain the 10 posts queue limit
  - Notice that all videos should be uploaded from your laptop and not from smartphone of tablet, as their resolution is lowered when uploading them and the videos are penalized by the algorith
  - Check each group and each channel

TASK FOR NEXT WEEK

- First project work:
  Keep posting and/or commenting to keep attracting new members.
  You will get a bonus of +1 point at the exam for every 5 extra posts and of +1 points for every 50 extra comments, up to a maximum of +3 points
- Second project work:
  - Each group should fix the remaining issues reported in column P of our google doc
- Idea to increase the number of visualizations of your TikTok channel:
  create and publish visual stories with Mootion (https://storyteller.mootion.com/), also available in the Moodle Type: History for Kids; Modality: Script to Video; Script: use travel stories #2000-2033 in our dataset of the immaterial heritage of travel quotes; Language: same of your channel (notice that there ara only 15 languages aailable at present in Mootion); Ratio: 9:16; Visual style: choose one that you like; Title: none; Subtitle: none; Music: choose one you like; Voice: choose one you like.
- Video of the week: TED Talk of Simon Sinek (https://www.youtube.com/watch?v=qp0HIF3SfI4)
- Next lesson will be on Blockchain, Bitcoins & Web 3.0