B2B Social Media Trends
Sheila Scarborough
Tourism Currents
Who Are We?

Sheila Scarborough
Leslie McLellan

Tourism Currents

Workshops & consulting in social media for tourism, hospitality, & economic development
Trends We'll Talk About

- Control what YOU can control
  - *Website, blog, email list*
- Video, visuals, audio
  - *Expectations – B2B can’t get away with being boring or lackluster any more 😊*
- Know where you need to be
- Travel creator/influencer partnerships
Trend #1
Control what YOU can control – website, blog, email list
THE CHURCH OF UNCERTAIN
As a B2B buyer, what factor influences you most in selecting a specific B2B service:

- 30.2% Reputation of the business (both online and offline)
- 20.9% Online Ratings
- 18.6% Price and service comparison with peers
- 14% Client Testimonials
- 7% Referrals
- 7% The information available on their website
- 2.3% Social media presence and reviews

Source: GoodFirms (2022). B2B Services Survey (N=410)
Welcome To: Gates N Fences
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Miami, Florida 33147
Phone: 305-696-0419
LAOrnamental@aol.com

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Whether your students explore Savannah's history or...
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Ready for the whole Savannah experience? Visit...
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Take three days and really immerse yourself into...
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ITINERARY
Girl Scout Experience
As the birthplace of Girl Scout

ARTICLE
Fun Excursions with Groups in Savannah

ITINERARY
Savannah Black Heritage Experience
David Beach, Alaska Tour Guide

Article by David Beach

When I was approached by Southwest Adventure Tours (SWAT), I was apprehensive to start guiding for them. Having been in the tour industry for 13 years, I was accustomed to my big shiny motorcoaches with 50+ people. That's what I knew. That's what I was comfortable with. SWAT is a 14-passenger van...
work from fredericksburg

Jan. 02, 2023

Working outside the traditional office setting is here to stay, so why not work from somewhere that inspires you and take a working vacation in Fredericksburg?
You need what Chris Penn calls “Reliable Reach”

Hello! EMAIL.
Your next steps to meet this trend:

Helpful, modern website & blog, build email list
Trend #2

Video, Visuals, and Audio (Including Podcasts)
<table>
<thead>
<tr>
<th>Where is your audience?</th>
<th>What are they doing there?</th>
<th>3 Types of video and their purpose</th>
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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Exploring</td>
<td>Social Media Videos</td>
</tr>
<tr>
<td>Facebook, LinkedIn,</td>
<td></td>
<td>discovery, engagement</td>
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<td>Instagram</td>
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<td>Search</td>
<td>Looking for help and</td>
<td>Content Marketing Videos</td>
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<td>Google, YouTube</td>
<td>Information</td>
<td>educate, entertain</td>
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<td>Website</td>
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<tr>
<td>Blog, Resource Section</td>
<td></td>
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<tr>
<td>Website</td>
<td>Considering your offer</td>
<td>Conversion Videos</td>
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<tr>
<td>Service pages, About</td>
<td></td>
<td>tell a story, build trust</td>
</tr>
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<td>page</td>
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-orbitmedia.com
You can only create colorful "template" posts like this in the LinkedIn app, at least for now. Have you tried making one?

How to make template posts
glacier.mt
Glacier MT

128 Following  3965 Followers  19.9K Likes

We ❤️ Western Montana.

#GlacierMT
@glaciermt.com/

Videos

Is visiting ...

We ❤️ our local ski hills ...

Keep calm and get your ...

Après ski? Yes, please ...

Sled the best of the west ...

Montana views forever, pl...

Liked

Meet the locals at the Strever...

Fin in love with autumn in ...

We ❤️ the St. Beaks Trave...

Our small business ...

Suggeste
World’s #2 search engine?

YouTube
Free spirits
Cocktails, mocktails and everything in between. Now that’s refreshing.

All aboard
The future has a one-track mind. Train tracks, that is.

Cha-ching challenge
Creative ways to gamify your savings account.

Good on paper
Satisfy your crafty cravings with origami, quilling and paper art.

All the raves

Home front

Vitamin seaweed
Easy Time Travel
Travel Company
- O seu recepção nos Estados Unidos, Canadá, México e Caribe
- Grupos de lazer
- Viagem de incentivo
- Roteiros personalizados

Selo Safe Travels
bit.ly/faleconosco ett
Storytelling through sound
<table>
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<tr>
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<th>TITLE</th>
<th>ALBUM</th>
<th>DATE ADDED</th>
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<td>1</td>
<td>Fusion</td>
<td>Rosa</td>
<td>Dec 27, 2020</td>
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<tr>
<td>2</td>
<td>Sweet &amp; Gentle - Me Lo Dijo Adela</td>
<td>Sweet and Gentle - Me Lo Dijo Adela</td>
<td>Dec 27, 2020</td>
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<tr>
<td>3</td>
<td>Take My Breath Away</td>
<td>Take My Breath Away</td>
<td>Dec 27, 2020</td>
</tr>
<tr>
<td>4</td>
<td>La vie en rose</td>
<td>Jazz Love</td>
<td>Dec 27, 2020</td>
</tr>
<tr>
<td>5</td>
<td>The Look Of Love</td>
<td>The Look Of Love</td>
<td>Dec 27, 2020</td>
</tr>
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</table>
Your next steps to meet this trend:

Up your video game everywhere, improve photo skills, try audio.
Trend #3
Know where you need to be
You need to be where your audience is

(NOT “everywhere”)
Howdy Austin —

Your wait is over: The Gowalla Beta for iOS is ready to go in ATX! You can install the iOS TestFlight beta here:

Download Gowalla for iOS

Austin has a special place in our heart. Gowalla was born there, and we want our central Texas friends to be some of the very first to experience what we’re making.

The NEW Gowalla is a social map and messaging app that makes it fun and easy to keep up with your friends in the real world. Some things may feel familiar to you, but we’re rethinking what a real-world social app feels like from the ground up.
How long until Twitter goes bankrupt? 😬
World’s biggest social business network is LinkedIn
“Dig your well before you’re thirsty”

Harvey Mackay
Weak LI personal profile

Only showing up there after you’re fired or quit

Dead brand/biz Page
Today Visit Wichita hosted its first-ever meet-up for local social influencers and content creators.

They are some of the community’s loudest cheerleaders, and we wanted to thank them. #visitwichita
Zulkhumor (Zulya) Rajabova · 2nd
Founder and President at Silk Road Treasure Tours, Conde Nast Top Travel specialist for Central Asia since 2012, Travel+Leisure Magazine's Top Travel Advisor
Chester, New Jersey, United States · Contact info
500+ connections

27 mutual connections: Mike Hinshaw "Nomadic Texan", Melvin Boecher, and 25 others

About

Top Travel Specialist for Central Asia and Caucasus since 2012-2022 by Conde Nast Traveler Magazine. Travel+Leisure Magazines A-list travel experts for Central Asia
Ideas for LI Profile Posts

Your take on trends & issues. Do polls.

Go live with video

Long form content (series? themed?)

Share blog posts, videos, photos, Page posts
LinkedIn
Pages
“Thanks, Philadelphia; I had twice the fun for half the price.”

Not only does Philadelphia deliver everything U.K. travelers want in a U.S. city, it is also easy on their wallets. Learn more about Cathy Adams’ fulfilling and budget-friendly trip to our side of the pond in this article that debuted in print version of The Sunday Times last weekend.

#discoverPHL #Philadelphia #TheTimes #TheSundayTimes #TravelAndTourism #UKTravel #TourismIndustry The Times
Choose Oklahoma City for your next sporting event

Oklahoma City is a big-league city with championship-caliber sports venues! Let us help you plan your next sporting event in OKC.

#MeetInOKC #SeeOKC #OKC #DestinationMarketing #Hospitality #Oklahoma #OklahomaCity #TravelOK #SportsTourism
Instead of a dead brand Page...

Claim your Page – you may have one!

Get team connected to correct Page

Post 2-3 times/week (LI is stickier)

Experiment with video, including live
Where *else* does your audience spend their time?

@TourismCurrents
Your next steps to meet this trend:

Focus! LinkedIn plus 1-2 others. Lurk and learn on the rest.
Trend #4
Creator and influencer partnerships
Meet Sara Broers

Sara Broers is a travel enthusiast that resides in North Iowa. Sara has fallen in love with the Alabama coast line and believes that the Alabama Beaches are the best in the United States. To keep up with Sara’s adventures, head on over to Travel With Sara and connect with her through social media.
Steven F. Udvar-Hazy Center: An Accessible Treasure Trove of Aviation History

By Photos with a Pin on Jan. 15, 2023
Your next step to meet this trend:
Who could you work with who has a desirable audience & is a good fit?
Trends We Talked About

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- Video, visuals, audio
  - Expectations – B2B can’t get away with being boring or lackluster any more 😊
- Know where you need to be
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Thanks very much!

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