

# **SELLING WITH STORIES**

**HOW STORYTELLING CAN HELP  
YOUR BUSINESS GROW**

Juno Kim | [RunawayJuno.com](http://RunawayJuno.com)  
Pam Mandel | [nerdseyeview.com](http://nerdseyeview.com)  
Jen Pemberton | ATTA



**@RunawayJuno**



**RunawayJuno**



**RunawayJuno**



**Juno@RunawayJuno.com**

**RunawayJuno.com**



# INDEX

- **Why Digital?**
- **Showcasing successful digital marketing stories**
- **How to maximize your digital marketing with low budget**
- **How to make a stronger internet presence**

**WHY DIGITAL?**

# WHY DIGITAL?

Holiday planning starts with...



# WHY DIGITAL?

Get inspiration & ask questions at...



# WHY DIGITAL?

**It's Permanent: Your content will live forever.**



# WHY DIGITAL?

Less money, more effect





# WHY DIGITAL?

The most effective method of marketing (if you use it right)



# WHY DIGITAL?

It's versatile



# WHY DIGITAL?

Environmentally friendly



# **SUCCESSFUL CASES**

# TINY ICELAND

## Tour operator in Iceland

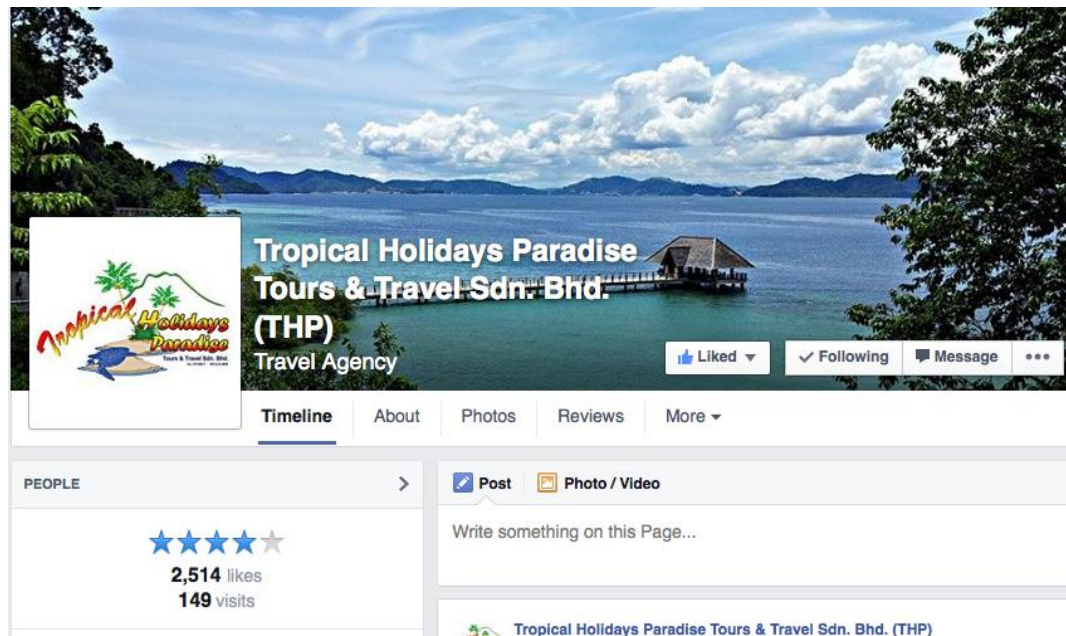
- Small tour operator with a giant internet presence
- Seized an opportunity in social media (Instagram focused)
- Gained personal trust of potential customers



# TROPICAL HOLIDAYS PARADISE TOURS

Independent tour operator based in Kota Kinabalu, Sabah

- Initiated consistent Facebook marketing
- Gained more international customers
- Genuinely shared their love of Borneo



# RICE AND FRIENDS

Small cooking school based in Dali, Yunnan Province, China

- Media exchange with digital influencers = effective low-budget advertising
- Testimonials
- Still attracts traffic three years later



*Rice & Friends*

Chinese Cooking Classes

# **HOW TO MAXIMIZE NEW MEDIA MARKETING WITH LOW BUDGET**



# HOW TO MAXIMIZE NEW MEDIA MARKETING WITH LOW BUDGET

## Customer engagement!

Testimonials by customers

Encourage customers to share

Make sharing easy!



QUEENSLAND



1455  
posts

61k  
followers

438  
following

✓ Following

#thisisqueensland

Your travel pics from Australia's sunshine state. Tag your photos #thisisqueensland. Save the date for the biggest Queensland Instameet - 4 Oct 2014

[queensland.com/instameet](http://queensland.com/instameet)



BRISBANEGREETER



152  
posts

363  
followers

130  
following

✓ Following

Brisbane Greeters

Official account for Brisbane Greeters. Share your photos with us via #brisbanegreeters or #brisbaneanyday to give us permission to repost.

[www.brisbanegreeters.com.au](http://www.brisbanegreeters.com.au)

# HOW TO MAXIMIZE NEW MEDIA MARKETING WITH LOW BUDGET



huasteca.com



## RAFTING en FAMTRIP de ATMEX 2014 HUASTECA POTOSINA

August 23 · 📍 · Taken at Expediciones Huasteca.com 📍

Así disfrutamos de la actividad de #Rafting en el río Tapaón durante la visita del #FAMTRIP de #ATMEX 2014 en la #HuastecaPotosina!!

Ven y vive un #Verano lleno de diversión sólo con Huasteca.com  
...Donde hasta el perro se divierte!!

Contactanos:

Inbox

Línea Gratuita 01 800 8391688

info@huasteca.com

pero si tienes prisa whatsapp 481-1063230



# HOW TO MAXIMIZE NEW MEDIA MARKETING WITH LOW BUDGET

Why is it so important?

**TRUST!**

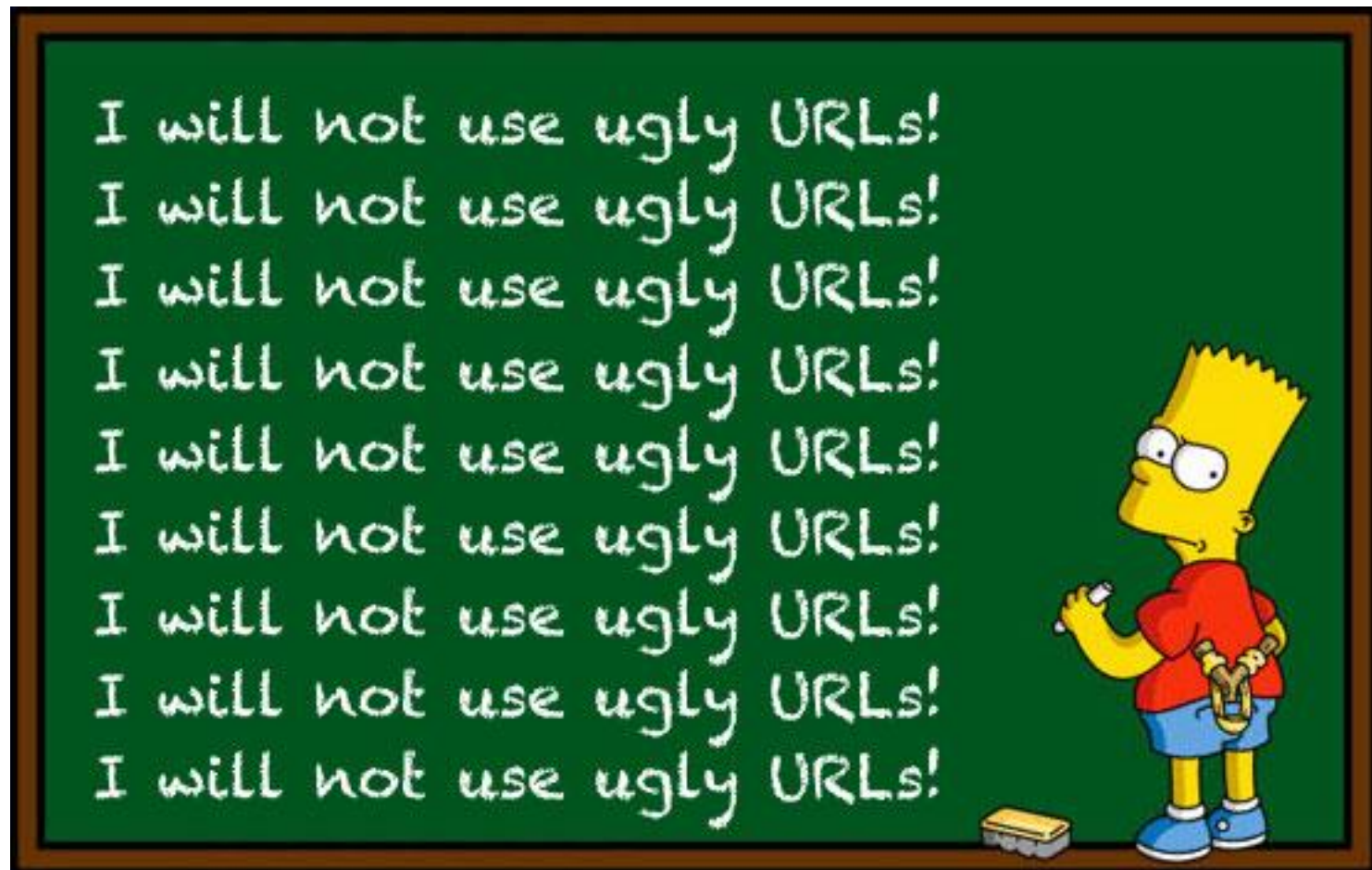
**66%** of consumers who visit blogs say their purchasing decisions are influenced by brand mentions or promotions within the content

**76%** of people think companies lie in advertising.  
Consumers trust new media more than they trust brand marketing.

# **HOW TO MAKE A STRONGER INTERNET PRESENCE**

# HOW TO MAKE A STRONGER INTERNET PRESENCE

**INVEST** to make a better website: It's the face of your business!



# HOW TO MAKE A STRONGER INTERNET PRESENCE

Personalize your website and social media: blog posts, photo essays, galleries, testimonials... to tell your stories



# HOW TO MAKE A STRONGER INTERNET PRESENCE

**Strategize social media marketing**

**Hire professionals**

**Be consistent**

**Choose your tools and stick with them**

**Use images and videos (adventure travel is the best!)**

**Do it good, or don't do it**



# HOW TO MAKE A STRONGER INTERNET PRESENCE



## Chamula and Zinacantan of Chiapas, Mexico

Updated 16 hours ago

Day of Adventure to villages of Chamula and Zinacantan in the Highlands of Chiapas. The culture is unbelievably deep and complex. It was my honor to be in the moment with the tribes.

#ATMEX2014 #ATMEX Adventure Travel Trade Association





# HOW TO MAKE A STRONGER INTERNET PRESENCE

Work with digital influencers: Media exchange



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~~SELLING~~

~~WITH~~

TELLING

STORIES

WHAT'S THE POINT IN ALL THAT MEDIA IF YOU  
DON'T DO SOMETHING **COMPELLING** WITH IT?

**pam@nerdseyeview.com**

**www.nerdseyeview.com**

**@nerdseyeview**

**OH, AND I LIVE IN SEATTLE.**

**WHAT MAKES A  
GOOD STORY,  
ANYWAY?**

**GIVE  
ME  
TEN  
WORDS.**

**None of them can be “**awesome.**”**

# **MY TRIP WAS:**

**...a physically challenging exploration  
of the natural wonders of El Ocote.**

**Okay, that's 11 words.**

**But you get the point.**

# A LIST IS OKAY

# TOO:

**Waterfalls**

**Butterflies**

**Parrots**

**Rappelling**

**Scrambling**

**Tamales**

**Biosphere**



# ALSO: THESE GUYS



**GOOD  
STORIES  
DON'T HAVE  
TO BE  
COMPLICATED.**

**I'M NOT SAYING YOU HAVE TO  
USE TWITTER,  
BUT...**

**TWITTER  
IS  
FREE**

And 140# is an art.

@humansofny



# TWITTER IS TINY STORIES

And 140# is full of feeling.

@mikeachim



# TWITTER IS ADVENTURE

And 140# is a laugh.

@thedailydish



**SOMETIMES  
PICTURES  
ARE  
ENOUGH.**

**@REIDONTRAVEL**



**@WHERE SANDREW**





**@Z\_EVERSON**



# HI. I'M USING PICTURES ON FACEBOOK TO TELL A STORY ABOUT MY MORNING.



**Pam Mandel**

about an hour ago · Edited

But the night before over dinner, she was all, "I don't really DO adventure travel." She was totally lying.



**GOOD PICTURES ASK QUESTIONS,  
INVITE CURIOSITY, BRING PLACES TO LIFE.**



**THEY MAKE US WANT TO BE PART OF THE  
EXPERIENCE.**

# WHO'S DOING THIS RIGHT?

- Spirit Air: Tell us why you hate us
- Lonely Planet in the Wild
- Tourism Australia Instagram
- Eastern Oregon
- McCann Line

# SPIRIT AIRLINES: TELL US WHY YOU HATE US.



LEMON CAKE @THESLIMGODDESS 

This girl is trying to get me to fly to Mexico on Spirit f\*#ing airlines.  
B\*#&@ I'd rather fly on a flock of carrier pigeons.



0:29 / 1:18




# LONELY PLANET IN THE WILD: SHOW US YOUR GUIDEBOOK

Lonely Planet Photos Like

## Lonely Planet in the wild 5

Updated over a year ago


Got a great picture of your Lonely Planet in the wild? Send your customer action shots to [community@lonelyplanet.com](mailto:community@lonelyplanet.com) and we'll post it here.



The grid contains eight photos:

- Top-left: A woman sitting at a table with a Lonely Planet guidebook.
- Top-middle-left: A person sitting on a bench reading a guidebook in a misty outdoor setting.
- Top-middle-right: A person in a purple hood reading a 'Myanmar (Burma)' guidebook.
- Top-right: A person holding a guidebook in front of a scenic mountain landscape.
- Bottom-left: A woman holding a 'Southwest USA' guidebook on a desert road.
- Bottom-middle-left: A 'Goa, India' guidebook on a table next to a drink and a plate of food.
- Bottom-middle-right: A 'Alaska' guidebook, a flight ticket, and a 'The North Face' logo.
- Bottom-right: Three men looking at a guidebook together outdoors.


# EASTERN OREGON: KEEP THE SECRET



PLEASE DON'T TELL  
EVERYONE ABOUT


# EASTERN OREGON

THANK YOU




### Northeast Oregon

Extreme beauty: from Hells Canyon to Wallowa Lake, this corner of Oregon is spectacular.




### Southeast Oregon

High desert country, rolling hills and surreal landscapes; a stunning experience.



### Oregon's Rugged Country

Follow history in the footsteps of the Oregon Trail through the Blue Mountains to the mighty Columbia River.



### John Day River Territory

The historic old west, with eyes on the future. Epic landscapes, untamed waterways, ancient fossils, and friendly communities.

# V/LINE GUILT TRIP



V/Line ~ Guilt Trips

**People who had moved into the city, loved the city. But despite their love of their new lifestyle and reluctance to leave it for even a second, there was still a very real sense of obligation amongst young Victorians to visit their family and friends in regional Victoria.**

**We realised that this sense of obligation was best unlocked with guilt.**



**I'VE WORKED  
WITH SOME  
FANCY  
CLIENTS.**

**WHAT HAVE I  
LEARNED?**

# MODERATE.



**UM, NO.**



# **TAP YOUR RESOURCES**

**Drivers.**

**Guides.**

**The Admin.**

**(She gets all the  
stupid questions.)**

**ASK**

**“HOW DOES THIS  
TELL MY STORY?”**

**ABOUT EVERY PIECE OF CONTENT  
YOU PRODUCE.**

**THIS IS  
NOT  
ROCKET  
SCIENCE.**



**HUMANS  
HAVE  
ALWAYS  
LOVED  
TO TELL  
STORIES.**



**YOU**

**ARE THE**

**BEST PERSON**

**FOR THE JOB.**

**GIVE  
ME  
TEN  
WORDS.**

**WHAT'S YOUR STORY?**