

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 16 September 2013
Page: 46
Reach: 701917
Size: 127cm2
Value: 8426.45



HAMILTON BRADSHAW
Investing in people with passion

How can I promote my website for tourism?

Ask James



James Caan

Dear James

I HAVE a tourism website. I think the strategy is solid but I'm struggling to promote it. I use Facebook and other forums to blog about the site but am still not moving fast enough. Our main targets are third world countries. Next month, I plan to visit the Philippines to do some promotions. Can you give me some tips?
Wilfredo

THE thing here is to know your market. Who are your competitors and is what they're doing right or wrong? Confirm that there is a gap in the market and ensure you add value. Your idea doesn't have to be unique but you must have a differentiator, something to set you apart.

You've mentioned Facebook but ensure you are across all platforms, particularly YouTube: exciting videos always engage possible customers.

Have you considered setting up a partnership with a local tourism board? Perhaps you could run a competition of some sort, in association with them. This would be great for brand exposure. You already have a customer base, so ask for testimonials.

Finally, look to create partnerships with other websites. Affiliate links are a good starting point, and I would also advise you to build relationships with the blogging community.

You won't create a big brand overnight. However, if you have studied the market closely and carefully plan your marketing, you will have a better chance of success.

■ For the full article and news of James Caan's free app, go to standard.co.uk/askjames. James Caan's book, *Start Your Business in 7 Days*, is out now.