

“Tips to Increase your business potential”

Bookeasy

Membership renewal is the ideal time to review your Bookeasy listing, we recommend visiting www.kalbarri.org.au, find your business listing and proceed to ‘test book your product’, so you have a sense of how a potential customer will view your product and make a decision to purchase.

- ✓ Point of Difference – This is the first text visitors will see, it requires a short statement to create impact to entice visitors to look further.
- ✓ Business Description – This is the area to place an in-depth description of your product. Please ensure it is accurate, up to date and if circumstances change, the description is changed to suit.
- ✓ Photographs - Check your listing has a range of images that represent your business or property
 - Are the images sharp?
 - Are they displaying correctly and in proportion?
Optimum image size is a 4:3 ratio or 800 x 600px
 - Do you have a thorough range of images to show potential clients exactly what they are booking?
 - Are your images labelled before uploading? Accurately labelled images gain higher search engine optimisation (SEO). We recommend naming files with ‘Kalbarri’ as the first word then underscore and business name after i.e. kalbarri_starresorts
This way people searching for Kalbarri will have more of a chance of viewing your images.
- ✓ Angle your marketing towards the type of customer/market you want to attract and describe how your facilities, service, location differ from other offerings in the marketplace. Get clever about luring your customers in – leave them with no questions about why they should choose your business over the competition.
- ✓ Search the web. Similar businesses are great for ideas and pricing to help improve your listing.
- ✓ Create a Special, by providing some form of offer, to entice clients to stay at your property or book your tour.
 - Are your current specials functioning and in date?
 - Are you offering a weekly discount?
 - Are your rates set for peak and off-peak season, Visitors can book within the system up to 2 years in advance
- ✓ Book a slideshow to display in KVC, to generate more bookings and to position your business in the spotlight.
- ✓ Consider a DL sized flyer to promote your product – all members are entitled to 2 positions in our local business/accommodation racking.



Social Media Etiquette

Trip Advisor

Review your listing, just the same as you would a customer to check contact details and business descriptions are accurate.

Respond to all customer reviews within 24 hours, regardless of their nature, always remain respectful and considerate – This *will* reflect directly on your business.

Facebook

Is a great platform to promote specials and keep your business 'top of mind' to potential clients.

Facebook posts generate 66% more engagement if using only 40-80 characters (not words).

Hashtags assist people to find posts about topics that they're interested in.

Once you put a "#" in front of a word, it automatically becomes a link that takes you to a page where other people have used the same hashtag.

This expands our reach and makes it easier for people to find our content.

Please use following hashtags in any of your posts to create more interest.

#kalbarri_wa #australiascoralcoast #amazingcoralcoast #thisiswa #seeaustralia #justanotherdayinwa #wildflowerswa

Keen to connect with us on Social Media?

We've got a solid following on our Instagram and Facebook accounts, as a KVC member you receive priority consideration when we're sourcing content to share via our channels. We've outlined below our recommended ways to alert us to your images and videos, and if we feel that the destination's social media audience will love your content, we'll re-post with a credit to your business.

Instagram

- **Our Instagram handle:** @kalbarri_wa
- **Preferable:** Incorporate our handle @kalbarri_wa into your image/video captions eg. "Stunning sunset tonight, don't you agree @ kalbarri_wa?" We get a notification on Instagram when you incorporate our handle into your post, which alerts us to your image. We also monitor #kalbarri

Facebook

- **Our Facebook page name:** Kalbarri Visitor Centre
- **Preferable:** Post your image or video (on your business page, not your private profile), then send an email to bookings@kalbarri.org.au alerting us to the fact that you've just posted a great image on your Facebook page. Ideally, take a screenshot and paste it into the email, or paste the link (URL) to the image, so we can access it quickly and easily. If we feel that the audience will love your image/video, we'll save it down and re-post it, with a credit to your page.

Via email

- Email your image or video to bookings@kalbarri.org.au. If we like it, we'll post it on our Facebook, Instagram with a credit to your page.