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**THE ULTIMATE  
GUIDE TO  
FACEBOOK  
FOR TRAVEL AGENTS**

**UPDATED  
2020!**



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# INTRODUCTION TO FACEBOOK

Should I use Facebook to market my travel agency or myself as a travel agent? Is it worth it? These are probably two of the most commonly asked questions we get from travel experts every month, and our answer to that is – **yes absolutely!**

Social networks have become a crucial component of every branding strategy, and Facebook has still an edge over every other platform. With over 2 billion monthly active users, this social platform will not only allow you to gain more web traffic and brand exposure but also **attract more customers** and **grow your sales**. But what may not be so clear about Facebook, is the real **WHY** and **HOW**.



# WHY YOU SHOULD LOVE FACEBOOK

If you've been using the platform for a while to promote your products or services, but still haven't seen the results you were looking for, you should ask yourself two questions: **have I really taken advantage of it?** And, **have I understood how to do it right?**

These might sound basic questions, but trust us when we say that **a lot of travel agents haven't yet discovered all the benefits and potential of Facebook to grow their businesses.** In case you're wondering why you need to start investing more of your time on this platform, and what are the amazing options it offers for travel agents, today we're sharing them all with you.

Last but not least, Facebook will help your customers find your business based on their interests, and on how they behave on the internet.





## 1. THE BIGGEST MISTAKE BUSINESSES MAKE ON FACEBOOK

One of the biggest mistakes brands make is to treat Facebook only as a social platform. In fact, if you've been looking around or into your competitors' Facebook account, you've probably seen a lot of them using the same strategy.

They post some pictures, videos or blog content once or twice per week, and they may even have paid to boost their brand online a few times, but at the end, they all struggle with the same – it's just not enough to grow.

Of course, we all know Facebook is used mainly for users to communicate and share moments with their family and friends, but within that community, there are also people who use it to search for exclusive deals, read posts about new travel destinations and trends or to get their questions answered quickly. And this is where your opportunity lies.

Let's have a look at what can Facebook bring to your business more closely and why you should love it.





## 2. HELPS YOU UNDERSTAND YOUR CUSTOMERS

If you've read our last post where we shared the [5 reasons why you should use data to sell more](#), you may have read about the importance of getting to know your customers, especially as travel agents. Being able to point out exactly what they need, how they want it and what they care about are some of the biggest goals for any travel marketers.

If you don't have the time or experience to get the data from tools such as Google Analytics, don't worry because, once more, has your back. The platform owns an Insight Tool called [Facebook IQ](#) where they share all the data from different sectors, and you can find the one for the [travel industry](#).





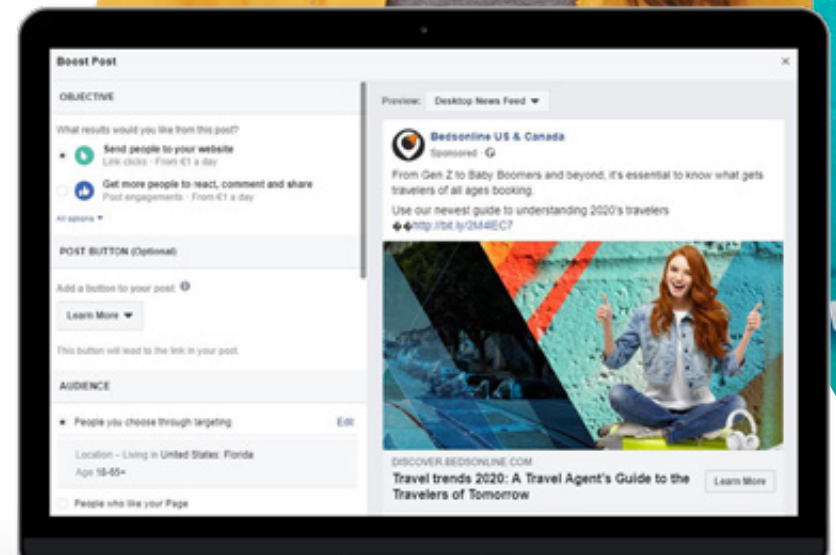
### 3. PROMOTE YOUR CONTENT, GAIN MORE VISIBILITY

Another great way to grow your business is to strategically use social marketing tools such as Facebook Dynamic Ads to gain more visibility and advertise your products and services. But, what happens when you're not familiar with such tool? Fortunately, there's another great way to reach potential customers – **by boosting your content**.

Whether it's a travel guide, video, blog post or an ebook you've created, boosting your content is an economical alternative to Dynamic Ads and **gives your content the chance to be seen by the right audience without going through the process of creating ads**.

The only thing you'll need is **to have a content already posted on your business Page**, and you're ready to go! Head to your Page and find the post you want to boost, then **click the blue Boost Post button or Promote button** and follow the steps. You'll be asked to set your maximum budget, the duration and a few more details such as your audience and payment method. Very easy and affordable!

Later in this guide, we'll explain in more detail this process.





#### 4. LETS YOU BECOME A TRAVEL NINJA

If you take a step back and rethink your social strategy, you'll be able to grow in a matter of weeks. The secret lies in converting your travel experience into a "marketing weapon". Just like Bruce Lee once said: "Be water, my friend". How? By establishing yourself as a travel expert and **adapting yourself to your customer's needs**, instead of trying to push your brand online.

**"Users are looking for someone to help them organize their dream trip, not only a brand."**

Remember, users are looking for someone to help them organize their dream trip, not only a brand with lots of offers. They need a travel guru behind their computer who has all the right answers, best ideas, and experience.

By adapting yourself to your customer's needs and by answering their questions professionally, they will always come back to you and recommend you to friends and family looking for a travel expert to organize their trip.

Check out [Facebook's Travel Advertising](#) dedicated page for more information, with valuable resources, insights and e-learning tools that will boost the performance of your social media presence.



## GETTING STARTED

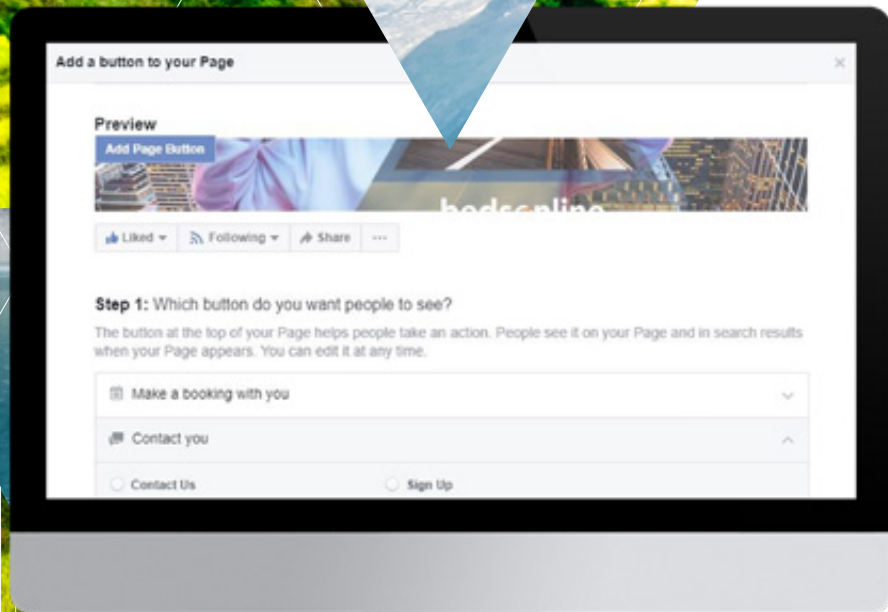
If you're now convinced that Facebook is a great tool to help you grow your revenue and attract more customers, you can **begin setting up and optimizing your free business page correctly**, in a matter of minutes.

Just keep in mind that business pages work a little differently than personal pages and you want to make sure every detail is on point when potential customer land on your agency's page. To succeed and leave customers with a good first impression, check out the **step-by-step guide** we've prepared for you to achieve it.

### WHAT IS A FACEBOOK PROFILE?

A Facebook profile is a personal account and the one you'd be using to connect with friends and family, see their posts in your news feed and post your thoughts and pictures. According to Facebook Terms, you're only allowed to have one personal account, and you're not allowed to use it for business purposes.





## WHAT IS A FACEBOOK PAGE?

A Facebook Page is a public profile for businesses, brands and other organizations. Fans will click on the “Like” button to access the content of their preferred pages. Once clicked, you’ll have their permission to make your updates appear on their news feed. Unlike the personal profile, you’ll only see your posts and the ones of the pages you follow but won’t see your client’s updates.

## WHY SHOULD I USE A FACEBOOK PAGE FOR BUSINESS?

A Facebook page is a great way to establish your presence online, especially if you do not own a website. It allows you to showcase and advertise your services reaching a wide audience.

The main reason why you should opt for a business account is that **there’s no limit of followers or friends specified, while the personal account allows you to have a maximum of 5000 friends.** You might think that’s enough when starting, but the truth is, your products might not be attractive to all of those friends. You have to remember that any business’s main goal is to reach the right audience, and if you do it the right way you’ll end up with much more than five thousand customers.



Another aspect to take into consideration is the fact that a **personal account doesn't let you create Ads** or provide a "contact me" or "visit my website" button like the business pages. If you have a look at all the customizable options it has, you'll quickly understand all the opportunities and tools it offers for you to grow, connect and share your content properly.

One good example is the option of adding customized buttons on your page, driving users to do something such as contacting you directly, booking an appointment, signing up for your newsletter or visiting your website.



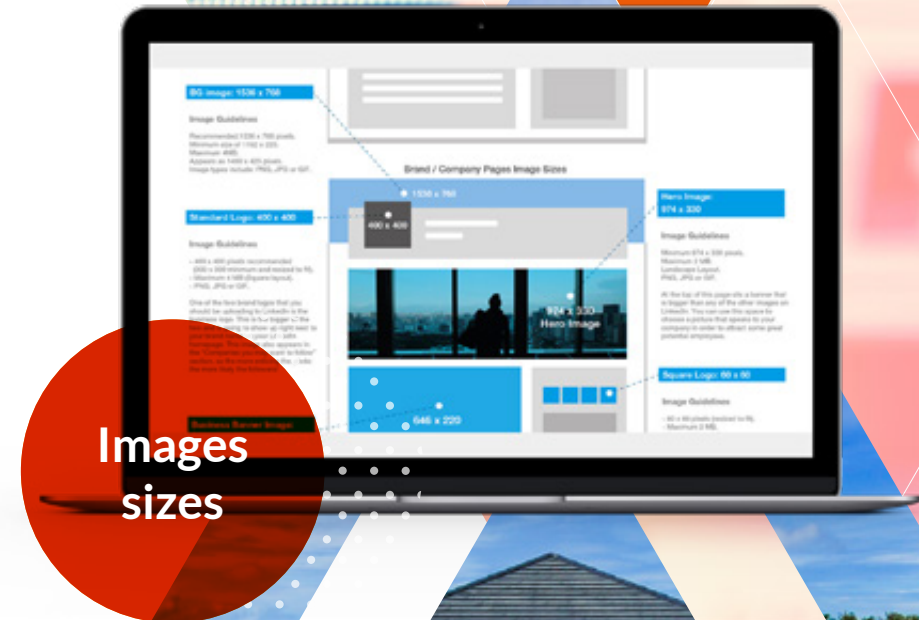


# HOW TO SETUP YOUR FACEBOOK ACCOUNT

## STEP 1: PREPARE AND CREATE SOME BASIC INFO

First of all, you'll need to have just a few details on hand:

- **The name of your business.** You can use your business name or some short keywords relevant to your specialization, such as “Adventurous Honeymoon Travel” or “Family Holidays Travel Agency”.
- **A short description or bio about your business.** Use the “About” section to tell people a little about your business and the services you provide. Try to be concise and professional, but with a friendly tone. Be aware that there is a maximum of 155 characters, so it's important to include only essential information.
- **A profile and cover photo.** Choose a picture that will represent your business well. Whether it's a picture of yourself or a logo, make sure it fits the box by cropping the image to the correct size. To make things easier, you can use simple tools such as [canva.com](https://www.canva.com). You can find all the guidelines, specifications and recommendations on design, logos and other images in the dedicated [Facebook guide](#).





Now that you have all the basic info gathered, it's time to create your actual Business Page.

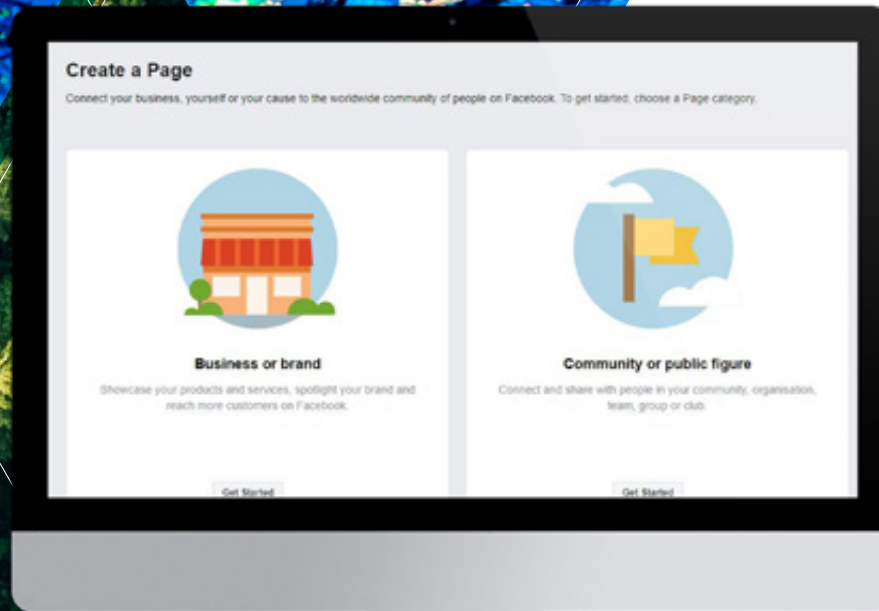
Facebook doesn't require you to have a personal account in order to create a business page, as you can create it directly from the login page. However, we recommend to link it to your profile as it will give you more options. The next steps explain how to create your business page via a personal page.

## STEP 2: CREATE A BUSINESS PAGE

If you already have a personal profile, you can access the option by clicking on the link "Create Page" on the drop-down menu right next to your notifications icon. Alternatively, click here to access the [set-up your Facebook for business](#) page.







### STEP 3: CHOOSE THE TYPE OF PAGE YOU WISH TO CREATE

You can choose between “Business or brand” and “Community or public figure”

Our suggestion is to always opt for the Business or Brand, as it will allow you to include Address, Map and Check-ins features to your page.

You can find further information about the page categories by [clicking here](#).

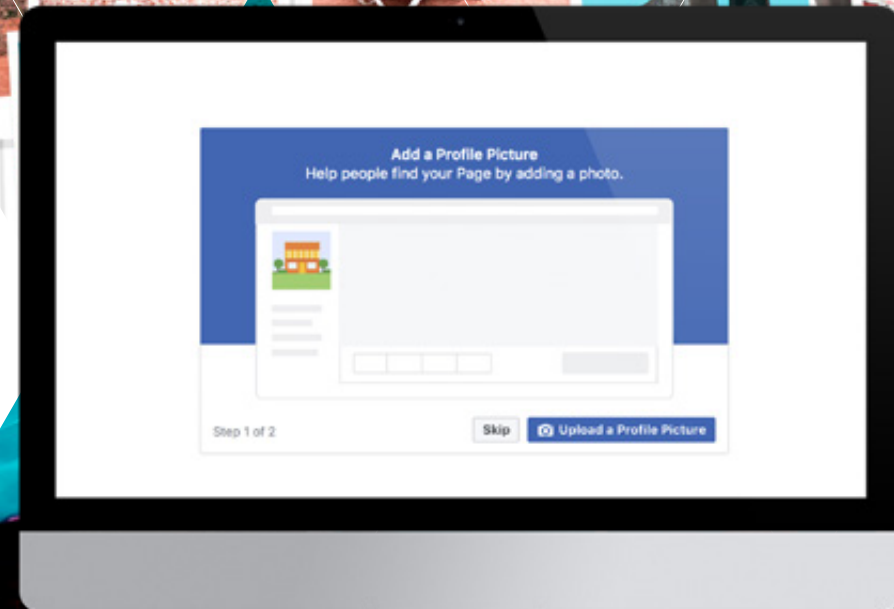




## STEP 4: CUSTOMIZE YOUR PAGE

Next, Facebook will ask you to **upload a picture or logo of your company** (the one you've prepared in step 1). Once the profile picture is uploaded, you'll need to find a cover picture too. These two steps are not mandatory, but a good first impression can help turning a potential, into a customer!

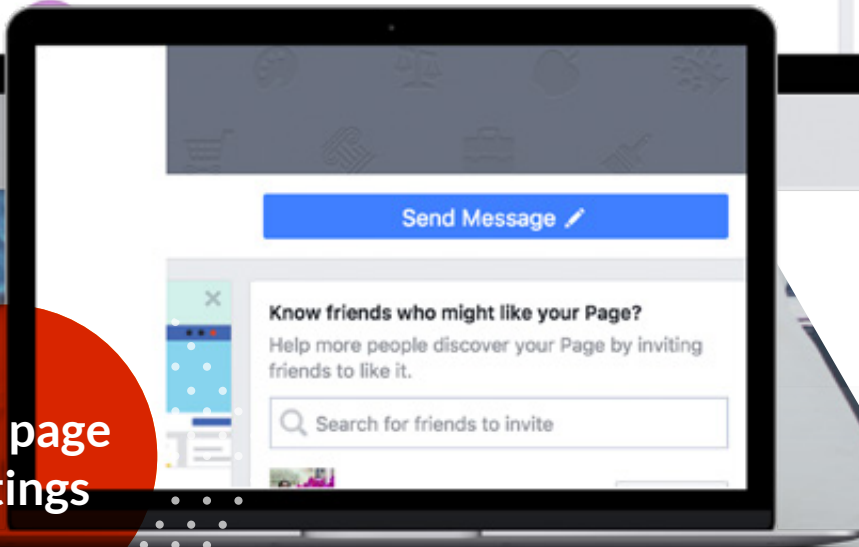
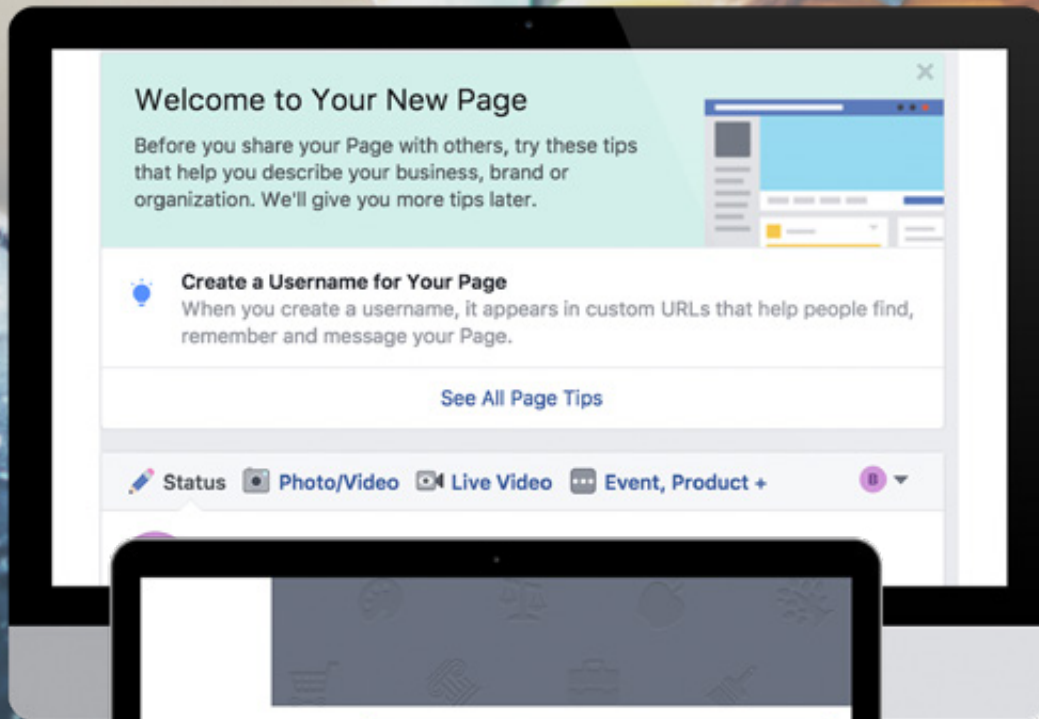
After your images are set, head up to the **"about"** section situated on the left side and paste the introduction you've already created in step 1. In this section, you can also **start adding some more information about your business** such as your website link, username, contact info, the story of your brand and even add team members if you wish.



Check your mailbox, and follow the easy steps suggested by Facebook to complete your profile.

After adding all the necessary information, you'll be able to start inviting all of your contacts to your business page to support you. The option will be on the right side of your page where it says "Know friends who might like your Page?".

Just click on the invite button right next to their name.



New page settings

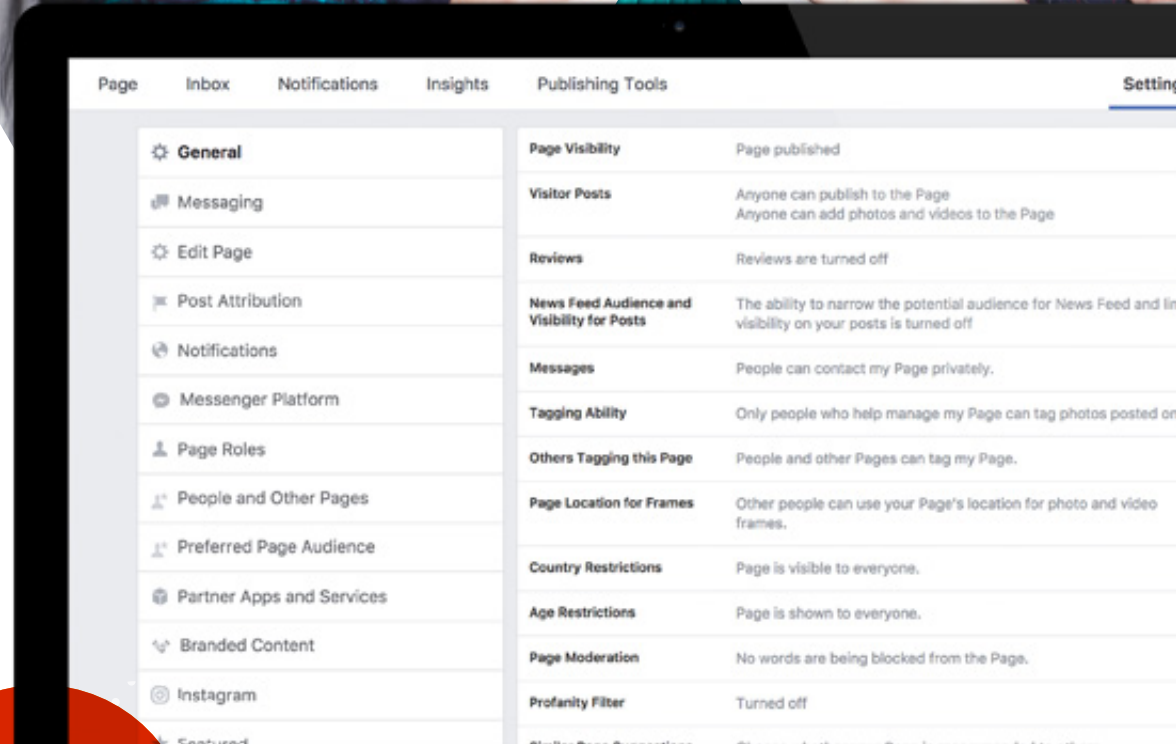




## STEP 5: YOU'RE DONE. NOW, WHAT'S NEXT?

At this point, your Page should be quite complete, and you'll be ready to start using it. Now, don't rush on creating Ads at this stage - you still haven't added any content, post or offers for people to see. First, get to know the options, tabs and move around to understand how the Admin panel works.

On the top of your page, you'll see a menu with different options such as **page**, **inbox**, **notifications**, **insights**, **publishing tools** and on the right side **settings** and **help**. Navigate through each one of them and check if there's anything else to fill out or to see how it works.



Settings



# PLANNING AND SCHEDULING YOUR POSTS

Now that all the basics are done, and you're ready to go, you'll need to start thinking about planning and scheduling your posts. Organizing a content calendar is one of the easiest things to do, yet lots of brands do it wrong or fail along the path.

## WHY IS SCHEDULING IMPORTANT?

We have recently created a content calendar template to help thousands of business owners organizing their content. The truth is, right planning will not only ensure success, but it will also save you time and effort. You know what the quote says: "Failing to Plan is Planning to Fail".

By having all of your posts scheduled, you won't see your engagement rate decreasing because you forgot to share new content with your customers for the last few weeks. Yikes!

Having a calendar will help you to take note of the days in which you'll share your posts and the type of content you'll be publishing. Here's a clear guide about how to start planning on social media.



Free content  
CALENDAR TEMPLATE

[DOWNLOAD NOW](#)





## WHAT SHOULD I POST?

This is a tricky question. The thing about content is that every business has its own way of attracting customers. Some share videos and pictures, others share travel guides and travel tips. What really matters is to **find out what draws them to your brand** and how you can help them.

Be sure to showcase your offers and services clearly and truthfully. Make a list of all the services you offer, products, destinations and **of what makes your brand unique**.

**Having a list in front of you will help you decide what type of content you should share.** For example, if you sell adventurous trips to Asia, create inspirational and exciting videos or pictures. On the other hand, if you sell honeymoon packages, you could **create blog posts** highlighting the services included and use the power of **compelling storytelling** to talk about romantic getaways, exotic and





tropical beaches and candlelit dinners.

Focus on explaining how well-organized everything is and make them feel like they won't need to worry about anything else other than enjoying the beautiful moments.

**Make them feel happy and secure, make them dream and smile, and you'll see how fast they will want to book with you!**





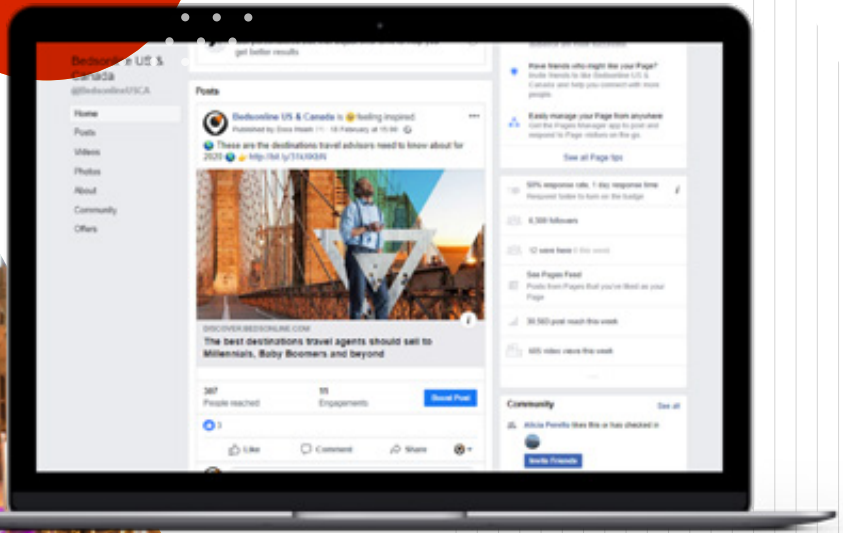
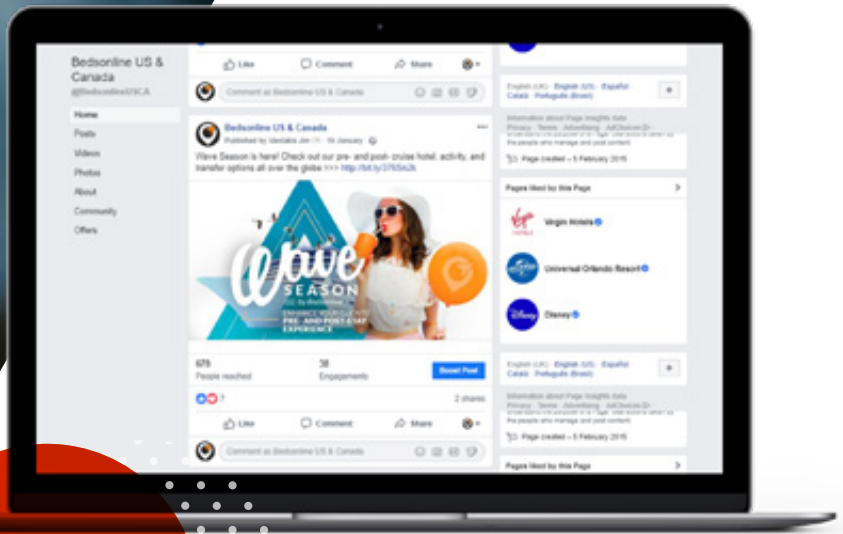


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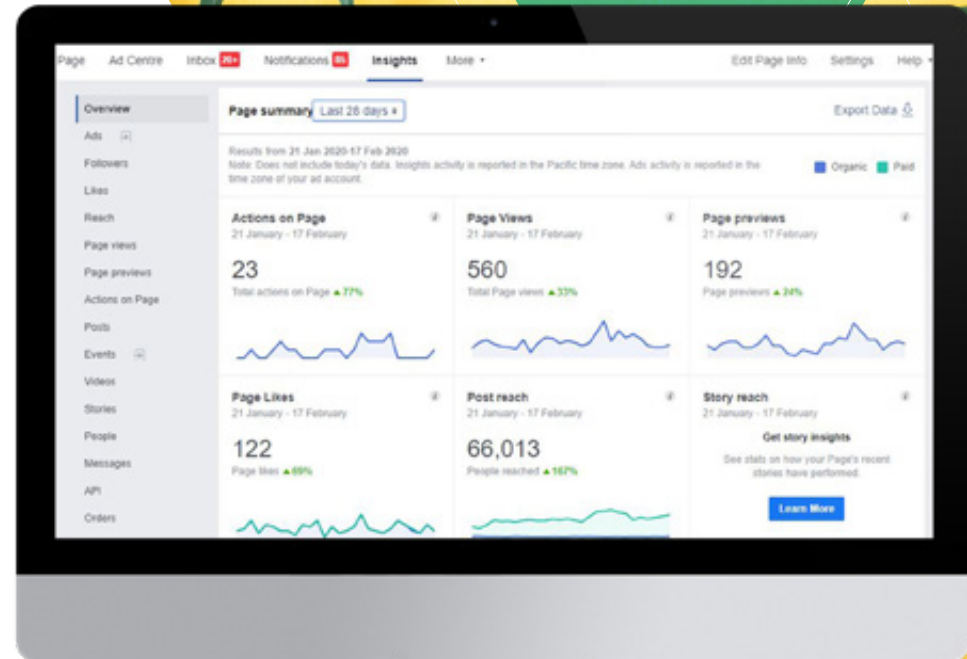
Post examples





You have many options here, but you can also play around and share other types of content such as LIVE videos or screenshots of your customer's reviews. Just be sure to use a variety of content and check out the "Insights Tab" to see quickly what worked well and what posts generated more views or sales.

TIP: If you're still unsure about what to post, just try to get some inspiration from on your competitors or popular companies and write down what you like and what really attracts your attention.





# CONNECTING WITH YOUR CUSTOMERS ONLINE

With all the new technologies and innovations, it's very common for customers to search on their own and buy almost everything online. Despite all the online websites available and competitors, travel agents still play a significant role in helping travelers looking to book their holidays. Having this in mind, we can say that maintaining good communication with your customers will be another big goal for your business.

How can you achieve this? Go back to your Business Page on Facebook and navigate to the "Settings" and then "Messaging" tab. In this section, you can customize how your page will respond to your potential customers when they try to reach you.







You can set up an automatic response that will send instant replies to anyone who messages you if you're not available at that moment or set up a greeting message for customers who are contacting you for the first time.

Now, keep in mind that this won't do the job of replying and giving them the info they've requested, but it will assure your customers that you usually reply fast and are online for any inquiry.

**Over 1 in 3 travelers across countries are interested in using digital assistants to research or book travel.**





# HOW TO BUILD YOUR AUDIENCE AND HOW TO TURN THEM INTO CUSTOMERS

Building an audience, expanding it, and making sure that this audience will turn into converting customers, are all very difficult challenges.

Luckily, there is a way to address all these difficult tasks, and as often happens, the beauty of the solution lies in its simplicity: **do your best to be helpful!**

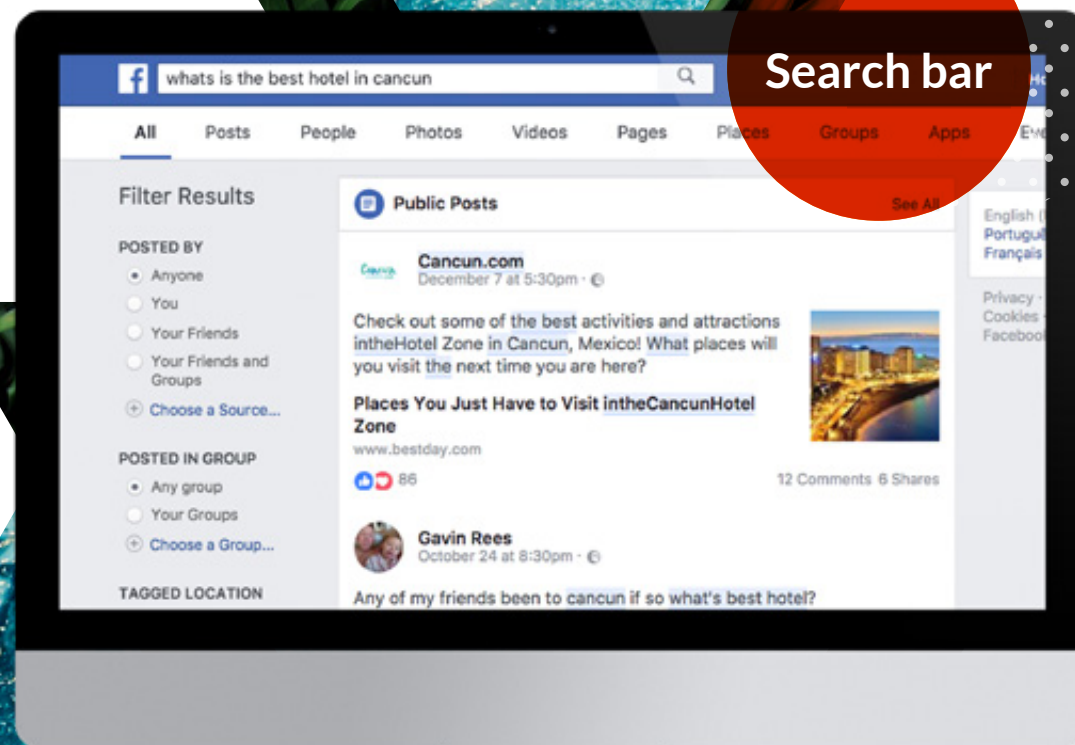
When you create your content, focus on making sure that this will be valuable to your audience, offer solutions, answers, insights and tips to make complex things easy!



A good way to start building your audience is to engage with the Facebook communities, and be that person who has all the information they need. Talk to them, comment their pictures and posts on travel groups (using your personal account) and visit some travel communities and forums and give them advice.

A great place to start is Facebook groups and communities. Facebook has a search bar at the top where you can search for questions made by other users. You can have a look at those and respond. You can also stop by Quora and look for travelers asking things such as “What is the best hotel in Cancun for honeymooners” or “What activities do you recommend doing in Nevada”.

These are great opportunities to market yourself and even share your Facebook or website. People will be thankful for your help and might even visit your profile and business page to see how well and why you know so much. Bingo!





# ADVERTISING ON FACEBOOK

The next step to engage and make the most of your Facebook account is to start advertising your services! Social media advertising is a very powerful tool, and can help lots of new potential customers to find your agency!

We are aware of how scary it can seem to spend money on Ads, especially if you don't have any experience with it. If you feel like this is something that you won't be able to do yourself, contact a marketing agency or a freelancer that will be able to help you.

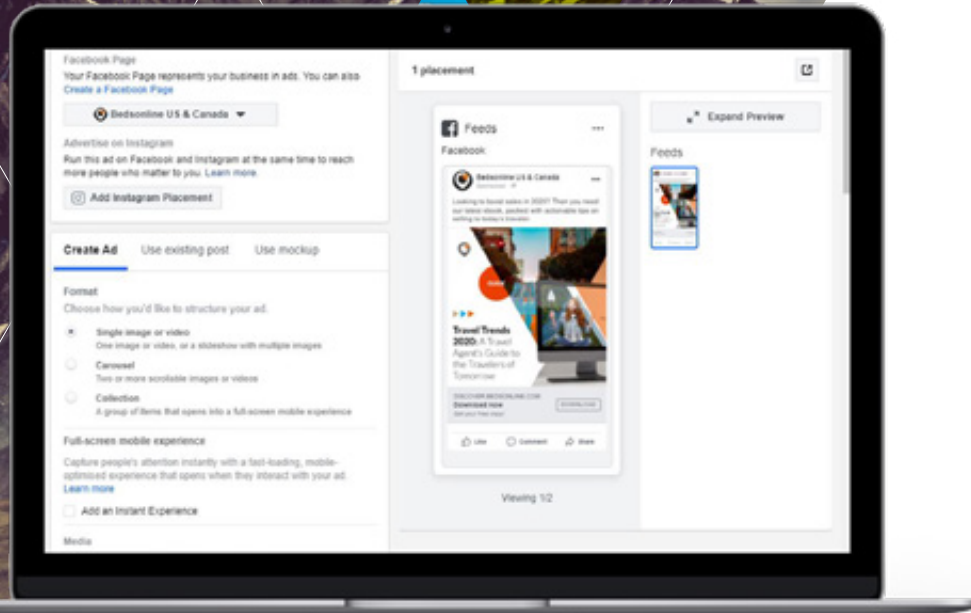
On the other hand, if you want to learn how to do it by yourself, keep reading our step by step guide.



## FACEBOOK AD VS BOOSTED POST

The first thing you should know is that there are two ways to promote content on Facebook. **Boosting** a post is a useful way to get a wider audience for your content if your objective is to drive engagement with likes and comments, for content such as travel guides or photos. This can be done directly from your newsfeed by clicking the **Boost** button on the post you wish to promote.

A **Facebook Ad** is a more advanced way to advertise and gives you more options to choose from, depending on the goal of your campaign. The other benefit it has over a boosted post, is that you can add a call to action button like 'Book now' or 'Contact us'. This option would be more relevant for promotional campaigns. The next steps will show you in detail how to create a Facebook Ad with the Advertising Manager Tool.





## 1. HEAD TO YOUR ADVERTISING MANAGER TOOL

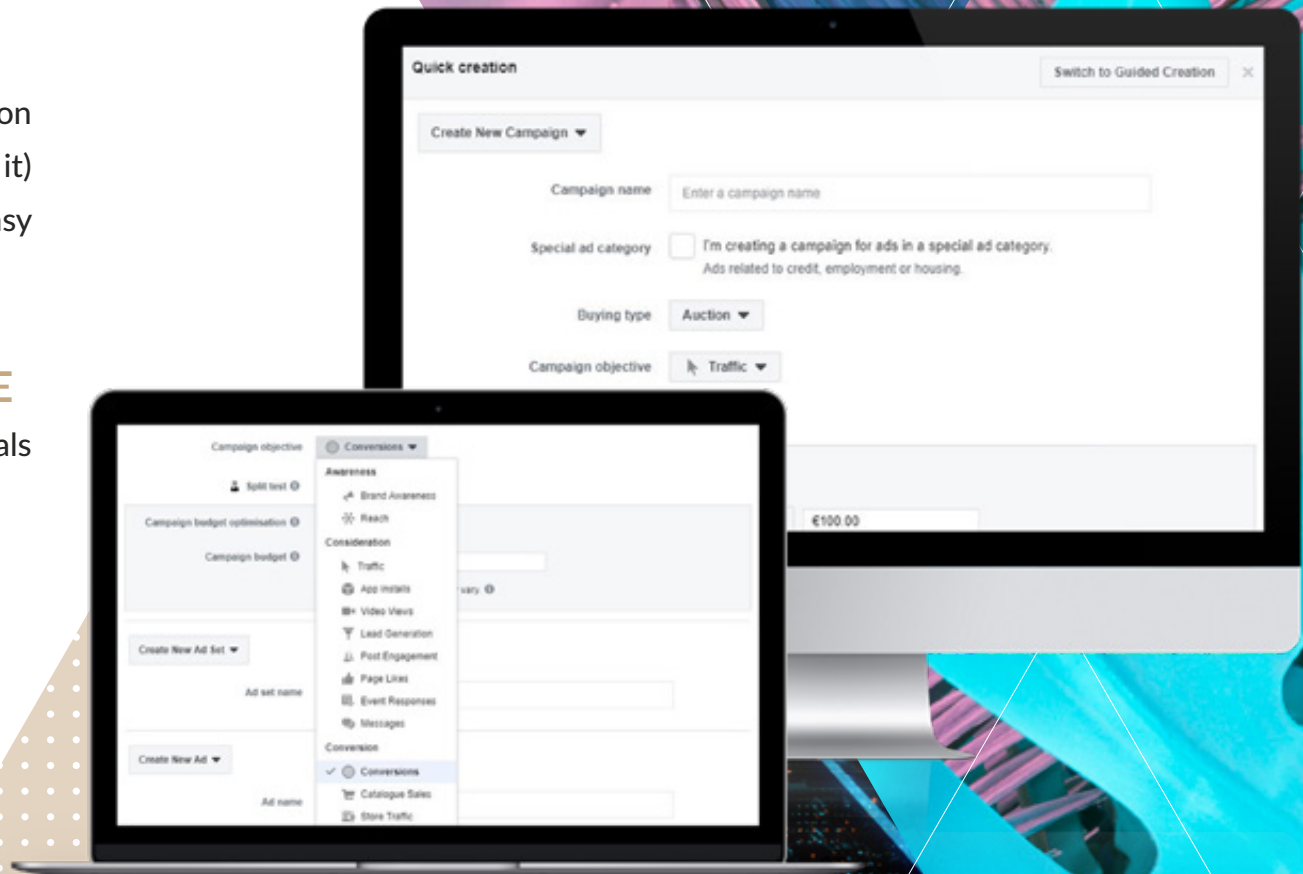
Click on the link on the bottom of the page called "Create Ad" or [access it through here](#).

## 2. CREATE A CAMPAIGN

Choose a Campaign name, in the Quick creation menu. This name will be private ( users won't see it) therefore you can choose a name that makes it easy for you to remember what the campaign is about.

## 3. SET YOUR CAMPAIGN OBJECTIVE

From the drop down menu you can select the goals of your campaign.

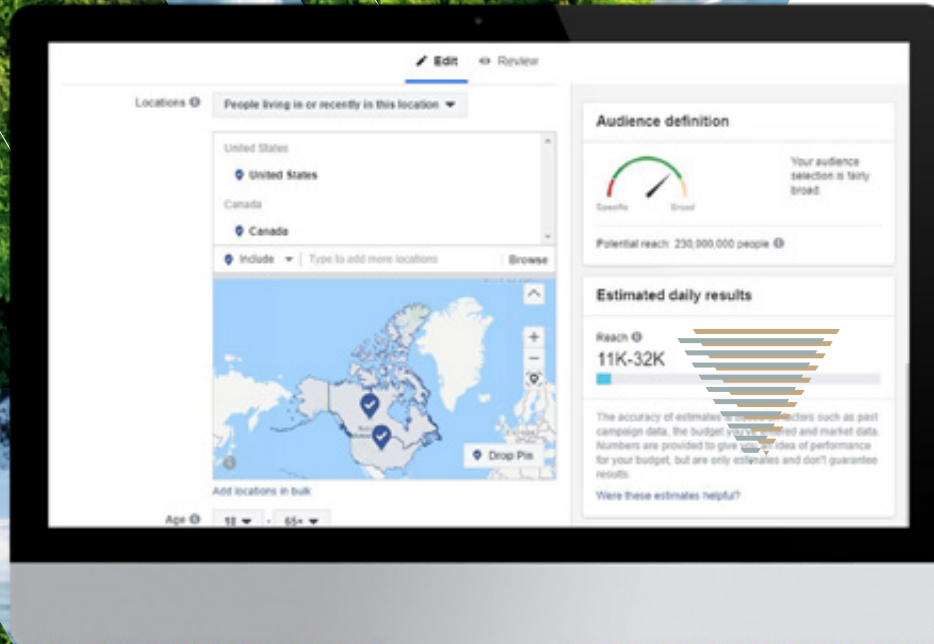




## 4. DEFINE YOUR TARGET AUDIENCE

On this step, you'll need to select the audience you want to reach. Filtering your search by location, age, gender, interests and behaviors, your Ad will be shown to a very specific market.

The location targeting function can be useful if your business is located in a city and you only wish to reach potential customers within that area, you can create a radius around your agency to help create more walk-ins.



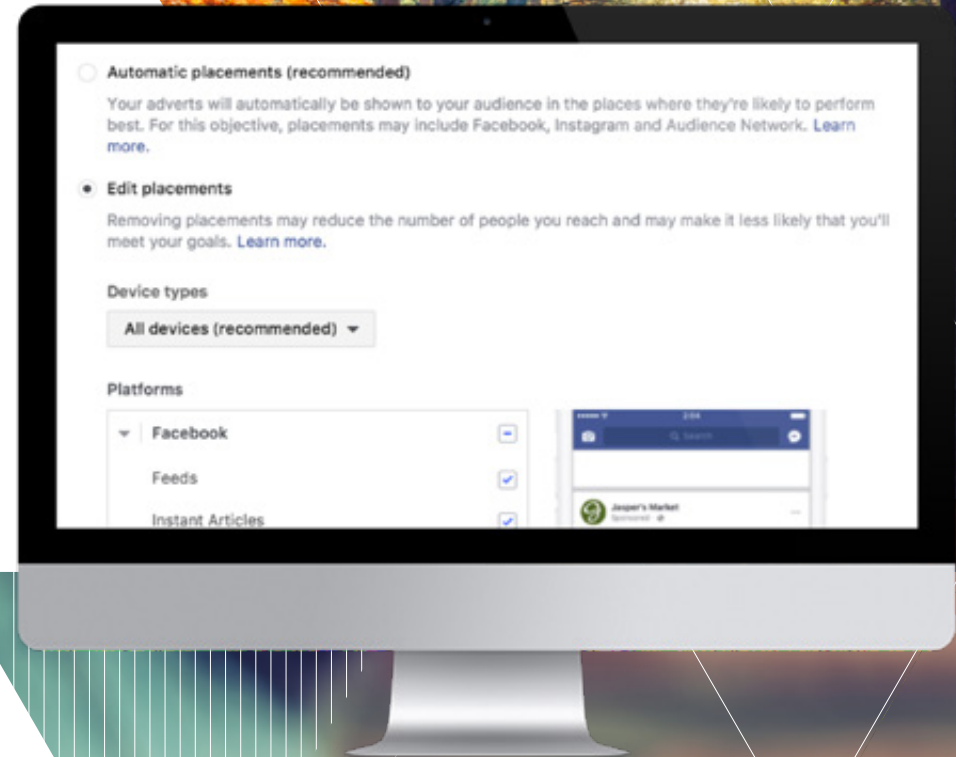




## 5. CHOOSE BETWEEN AUTOMATIC PLACEMENTS OR CUSTOM

Next, you will be asked to choose between “Automatic Placements” and “Edit Placements”. Facebook refers to the locations as the places where your Ads will be shown such as Instagram, Messenger, feeds, stories, the right column, etc.

If you choose the **automatic option**, which is the one Facebook recommends, it will place your ads where it’s most likely to perform best, while the **edit option** will allow you to specify the exact location of your ads manually.





## 6. SPECIFY YOUR BUDGET & SCHEDULE

Tell Facebook how much money you want to spend on your Ad. Make sure to invest a reasonable amount and that it will fit your business and needs. If you're scared to spend a bit too much, we suggest you to take a look at our [Marketing budget template](#), to help you control and manage your expenses. Then, select the starting, and the ending date you wish your ad to be visible and Facebook will calculate and tell you exactly how much you'll spend for that period.

## 7. CHOOSE A FORMAT

On the next step, you'll have to choose between different formats. How would you like your Ad to look like? Do you need it to be displayed as a single image or video? Is it a slideshow or a carousel? Depending on the option you select the ad will show up in a way or another. If you're not sure, play around and see what fits you the most. Don't forget to be creative and unique.



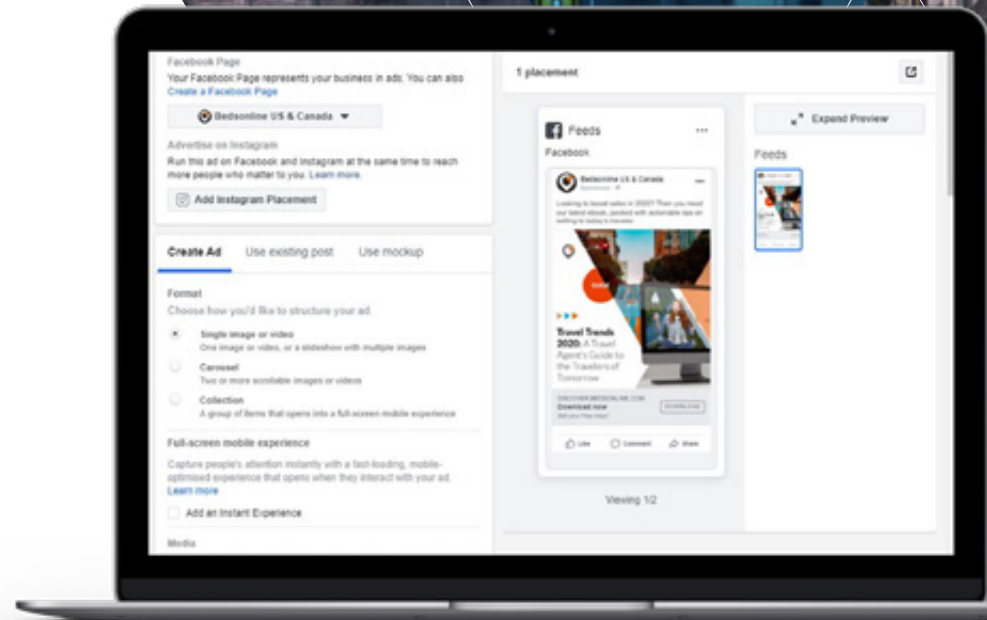


## 8. CUSTOMIZE YOUR MESSAGE

Here is where you'll need to be very creative. Choose your words wisely and make it fun, attractive and as specific as possible. Users need to know what they will get by clicking on the button of your ad. You can try out different options or navigate through other pages on Facebook to get some inspiration.

## 9. WHAT INFO WILL YOU REQUIRE FROM YOUR CUSTOMERS

Select the information you want to collect from your leads on the "questions" tab. Remember to only ask for necessary information that will be useful for your business. If you ask too many, chances are your client won't fill out the form or simply leave your page.



## 10. SECURE PERSONAL INFORMATION

Make sure to review this step because it's very important. On the Privacy Policy section, don't forget to add the link to your company's privacy policy. This will ensure the security of the user's information.

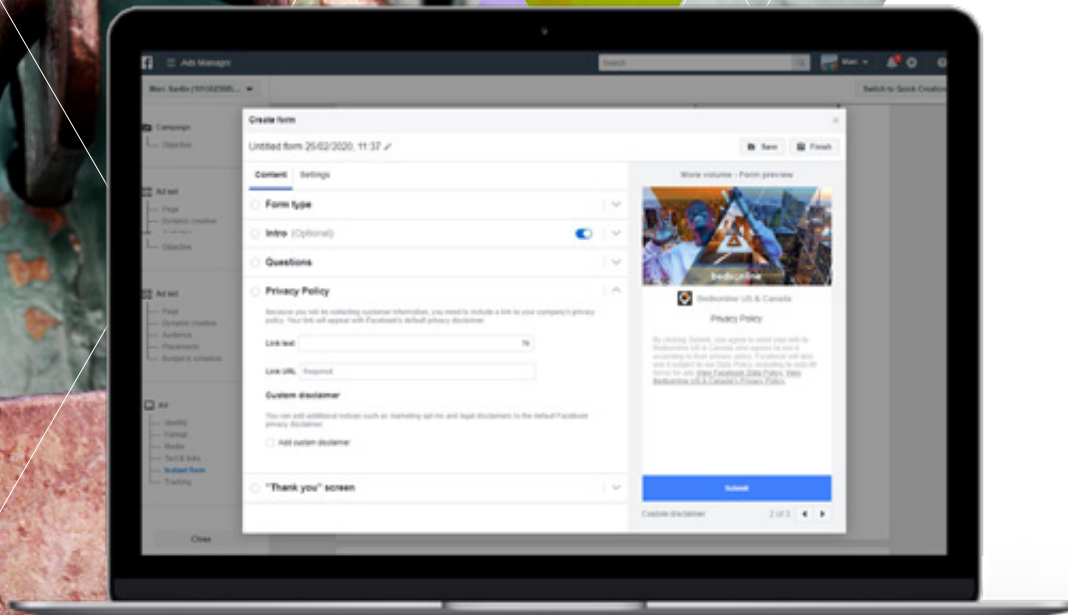
## 11. DON'T FORGET THE THANK YOU PAGE

After finishing all the steps, you'll end up on the thank you screen where you'll need to add a link to your website. This way, once a person has completed your form, a message will pop up and invite them to visit your official webpage.

## 12. FINISHING TOUCH

You're now ready to go and launch your Ad, but first make sure everything looks good, and you haven't skipped anything. After reviewing everything click on **"finish"** and finally click on the **"Place Order"** button and...you're done!

As you can see, it's not that complicated. You just need to follow the steps and play around for a bit to achieve the look you want for your Ads.

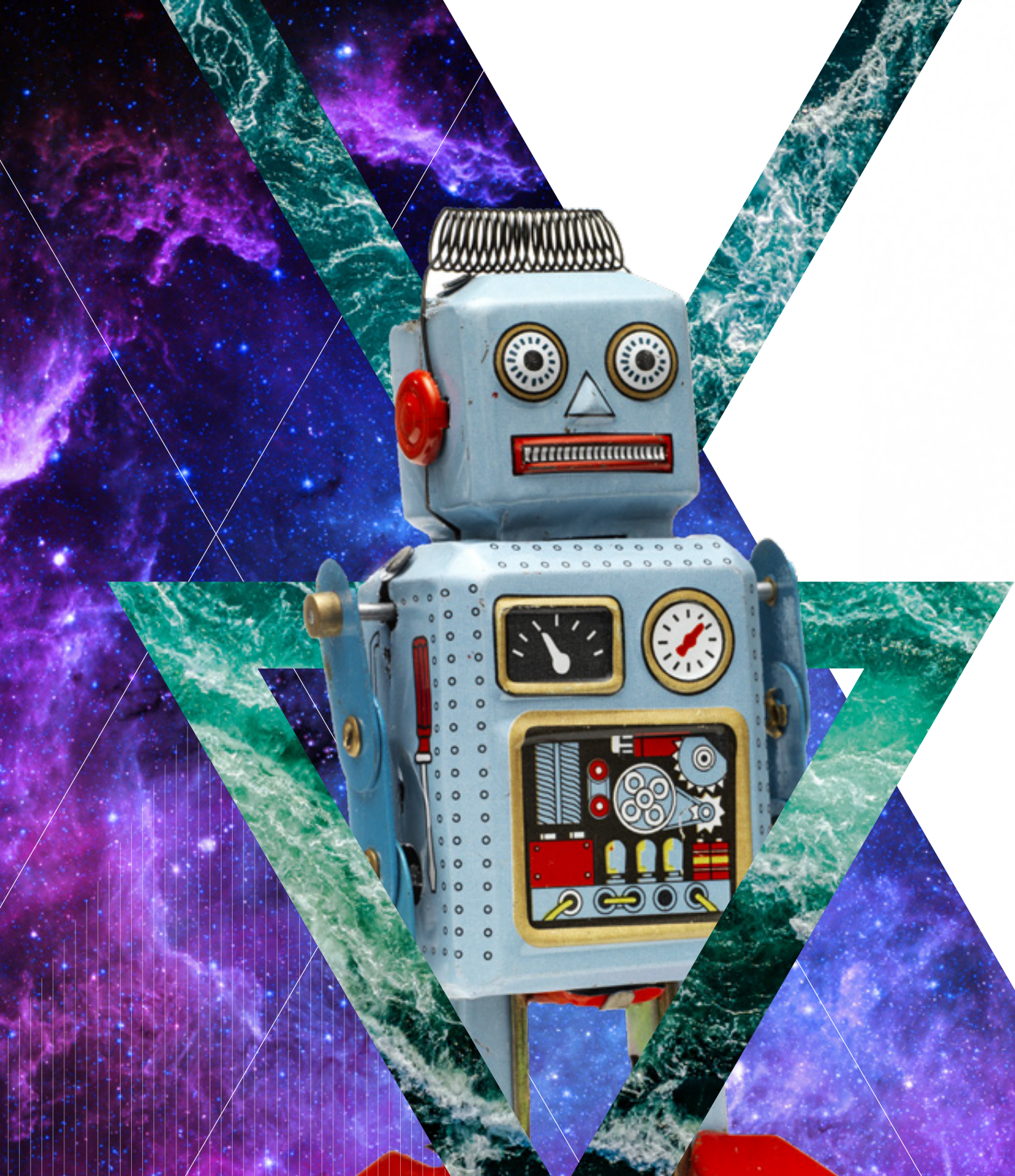




# THE FUTURE OF FACEBOOK FOR TRAVEL AGENTS

As time goes by, social networks and platforms are constantly changing, as well the way we use them. Smart-phones have had a crucial role in these changes, and Mobile phones are slowly becoming the preferred device for internet browsing. As [this Statista report](#) shows, more than 70% of Facebook users will access this social network via mobile device only. It is very important therefore to be able to optimize your on-line and Facebook presence for a good mobile-friendly experience. If you are advertising your travel agency offers through this platform, it would not be wise to think about Desktop users only. You can follow these [Facebook Advertising guidelines](#) for mobile optimization to be sure your campaigns will look good also on smaller screens.





## CHATBOTS AND MESSENGER

In one of the latest [F8 annual conference](#), Mark Zuckerberg has highlighted that Facebook is betting big on augmented reality and looking to give a new functionality to its Messenger and camera tool. "We want people to use their camera for more than just taking pictures and Messenger will slowly become a chatbot." he said. As a matter of fact, if businesses can figure out ways to implement chatbots to their strategy, it will certainly generate a lot more revenue.

WHAT IS A CHATBOT? A chatbot is intuitive software that can have a conversation with a human via a chat interface.



## NEW EXPERIENCES WITH VIRTUAL REALITY (VR)

Besides the chatbots and new camera functionalities, entrepreneurs will see a lot of users showing a big interest in Live videos and virtual reality (VR). We expect companies to use VR to create new experiences for customers and to communicate with them on a new level.

Imagine being able to create quick preview videos of their next trip to Paris or how showing them how it would be like to be swimming with sharks in the most beautiful oceans during their trip to Mexico. New and innovative ways to sell vacation packages and attract potential customers.

As you can see Facebook is not yet prepared to disappear and has a lot to show us for the coming years. So, if you're wondering if it's too late or not to start a Business Page – today is a perfect time. Differentiate yourself from the online booking engines and put your profession back on the radar screen of the traveling public, it's time for you to get down to work and establish yourself as an expert.

*Are you ready?*





# DISCOVER A GUIDE TO THE PREMIER ONLINE BOOKING ENGINE FOR TRAVEL AGENTS

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