



Executive Director Report – July 2017

Although we are only a few weeks into the summer season, now is a great time to start thinking about ways to increase your visitation (and revenues) into the fall and beyond. Everyone walking through your doors right now has the potential to revisit another time. You just need to know how to reach them and give them a reason to return.

Social media is a great way to engage your customers year-round. In this day and age, your customers are more likely to agree to follow you on one or more of your channels than give you their email addresses for newsletters and e-blasts, but there is nothing wrong with asking them to do it all.

For your social media channels, have your “handles” posted throughout your facility and have staff ask customers to follow you so that they can learn about special events, sales, special guests, changing hours, etc. When the guests reach a check-out or admission gate, train the staff to ask them for an email address so that you can keep them informed about what’s new and provide them with exclusive offers, etc. And, especially important, as Central Counties is rolling out a new program, is to record their postal code and city which can be used going forward to get a demographic snapshot of your customer. You don’t need to have a fancy POS system. A piece of lined paper works just as well.

Having digital access to your customers means nothing if you don’t work at keeping them engaged. You know your audience better than anyone and understand what they like about your business. Start thinking now about activities, events, etc., that you could do in the fall that they would like and would come back for. And then start telling them about it on your channels. “Mark your calendar for..”, “We are bringing you...”, “You won’t want to miss...”. The more relevant material and reminders you post, the more you are top-of-mind with your customers.

If you really want to get fancy, you can boost your posts to capture even more people. With many of the social media channels, you can even specifically target people who like to do what you offer, which means better uptake for less money.

Central Counties can help you learn about and use these social media channels to engage your current audience while building a new one. Our eLearning University has hundreds of FREE tourism marketing webinars which can help you drive more visitors to your establishment. Investing the time for you and your staff to learn about new ways to reach and engage consumers will pay off in increased customers, loyal ambassadors and more money in the till. It’s never too early to get started thinking about how to turn your current customers into repeat customers. Check out <http://centralcounties.ca/cct-events/e-learning/> to get started and make this fall, and all the seasons that follow, better than the last.

Enjoy the weather!

[Chuck Thibeault](#)