

# Savor Spain Tours Social Media Strategy

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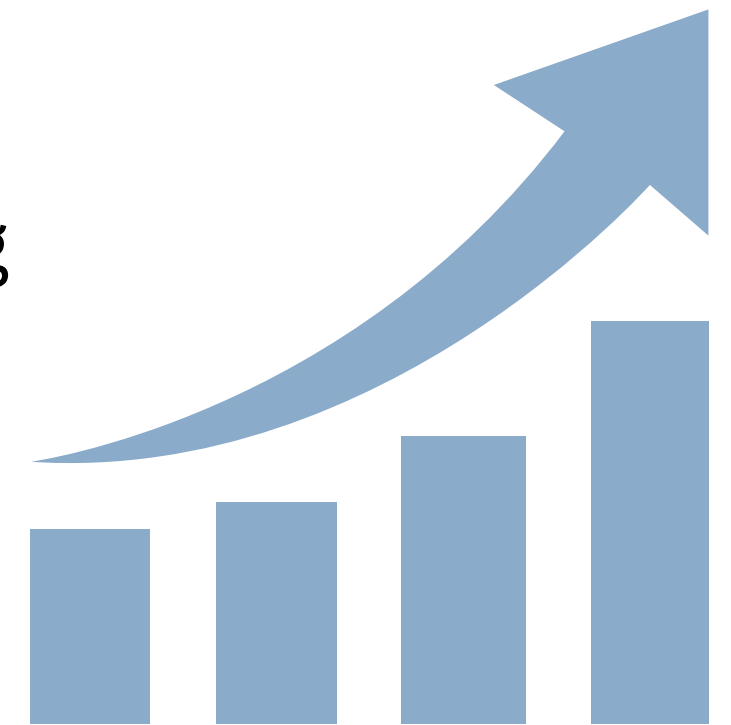
A Strategy to Improve Savor Spain Tours' Social Media Efforts



## 3 Benefits of Developing a Social Media Strategy

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- 1. Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
- 2. Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
- 3. Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



# Social Media Strategy Steps

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**Step 1** - SWOT Analysis

**Step 2** - Identify Target Audience and their Needs

**Step 3** - Set Achievable Goals

**Step 4** - Be Active and Engaging Online

**Step 5** - Video Editing Tips and Posting Process

**Step 6** - Sample Content Calendar

**Step 7** - Track Your Results



# SWOT Analysis

## What are the Strengths?

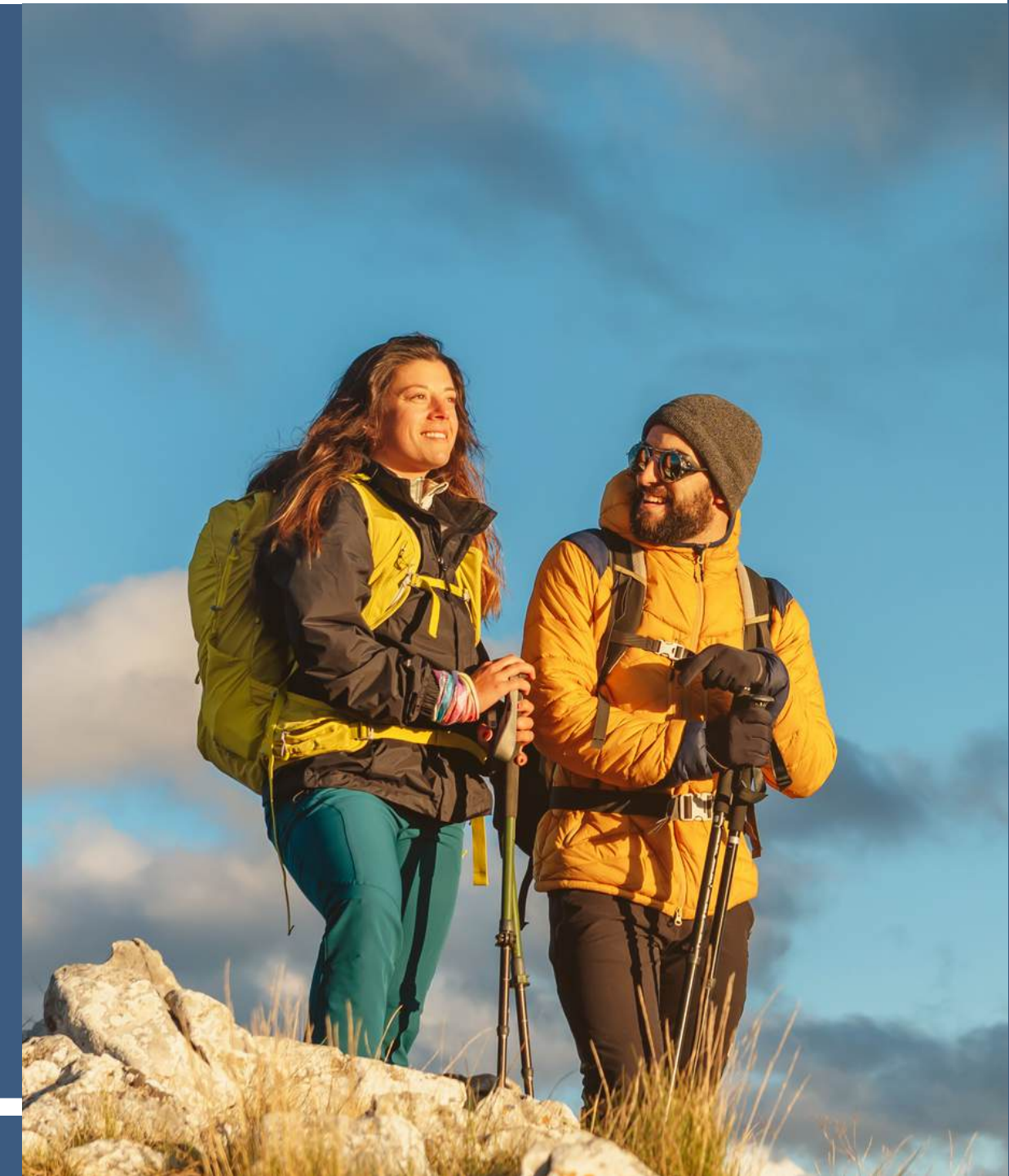
- **Unique and Tailor-Made Experiences:** Savor Spain Tours specializes in bespoke culinary and cultural tours, differentiating itself by focusing on unique regions (Northern Spain and Northern Portugal) that offer hidden gems and lesser-known experiences.
- **Strong Local Partnerships:** Established relationships with local chefs, wineries, artisans, and cultural sites provide exclusive access that enhances the authenticity and quality of the tours.
- **Personalized Attention:** Small group sizes (4-10 people) and a commitment to personalized service create a high-end, intimate travel experience, appealing to discerning luxury travelers.
- **Founder's Expertise and Background:** The founder's knowledge of Northern Spain and connections in the food and hospitality industries add credibility and local insight to the tours.
- **Quality Accommodations:** Guests stay in unique settings such as historic buildings and private rentals, enhancing the luxury travel experience.



# SWOT Analysis

## What are the Weaknesses?

- **Lack of Social Media Presence:** Without any social media accounts, the company misses opportunities for direct engagement, organic reach, and digital word-of-mouth marketing.
- **Limited Brand Recognition:** As a new company, Savor Spain Tours has yet to build significant brand recognition or trust within the travel industry.
- **High Price Point:** The average cost per tour is relatively high, which could limit the customer base to high-income individuals, potentially restricting market reach.
- **Resource Constraints:** Being in the early stages of operation, SST's limited staff and financial resources could pose challenges for scaling operations and managing customer relations effectively.
- **Website Layout and Information** - The website needs to add information such as detailed itineraries and vibrant images relating to the tours, this would encourage people to be more interested in the activities to take place.



# SWOT Analysis

## What are the Opportunities?

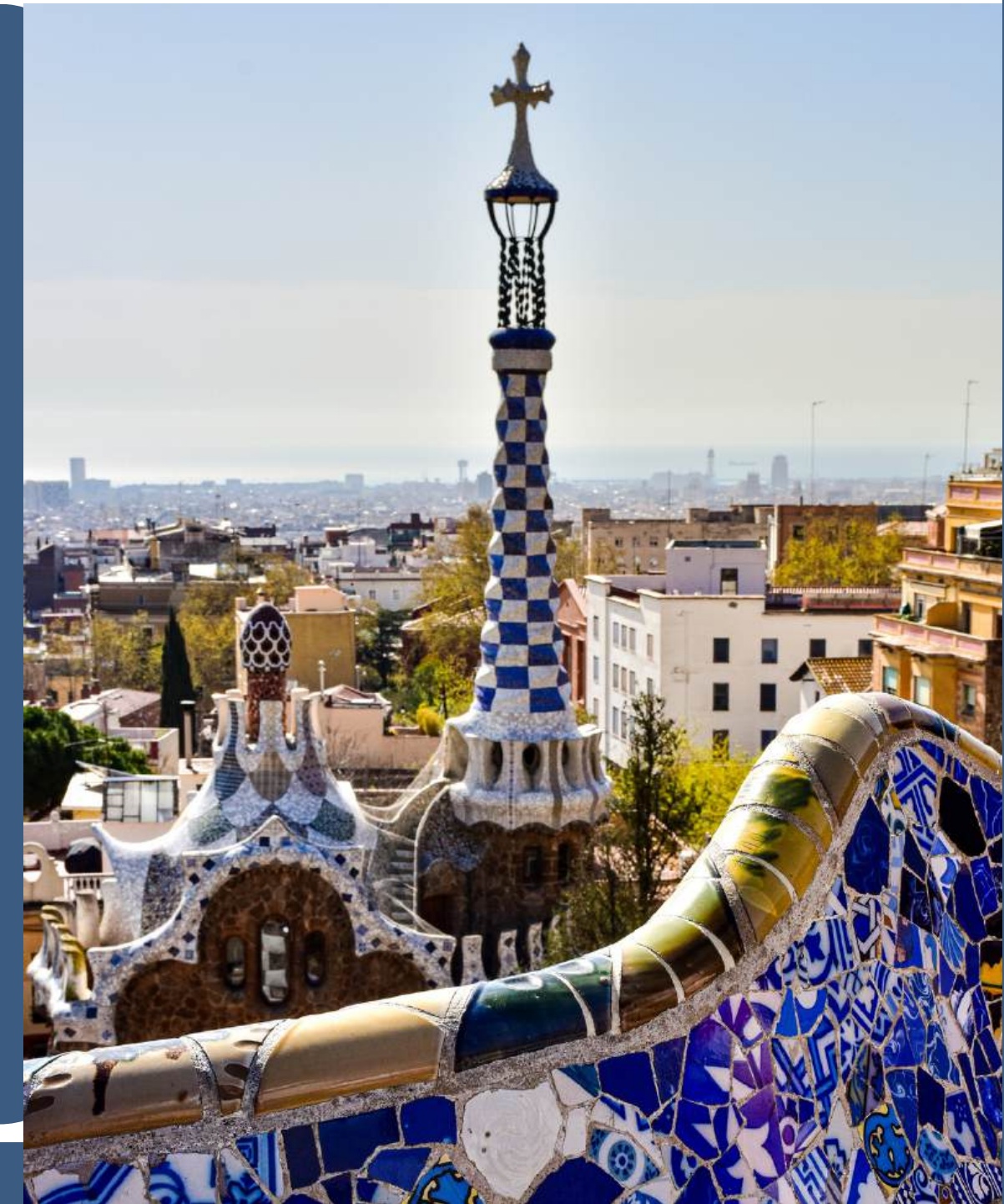
- **Growing Interest in Experiential and Culinary Travel:** The increasing demand for authentic, immersive travel experiences, particularly culinary tourism, aligns well with SST's offerings.
- **Expansion Through Social Media:** Leveraging platforms like Instagram, Facebook, and LinkedIn can help build brand awareness, engage with potential customers, showcase tour highlights, and gather testimonials.
- **Partnerships with Parallel Industries:** Collaborating with wine and culinary industries, particularly in the U.S. (Napa and Sonoma Valleys), could help SST reach a well-aligned audience interested in food and wine tourism.
- **Interest in Sustainable and Off-the-Beaten-Path Destinations:** With more travelers seeking unique, less-visited destinations, SST's focus on Northern Spain and Portugal can attract eco-conscious and adventurous travelers.



# SWOT Analysis

## What are the Threats?

- **High Competition in Luxury Travel:** The luxury travel market is competitive, with established companies offering similar high-end, custom experiences. Competing with well-known brands like Kensington Tours may be challenging without a strong brand presence.
- **Economic Downturns:** Economic instability could reduce discretionary spending, impacting the demand for luxury travel.
- **Dependency on International Tourism:** Given the target market of U.S., U.K., and Canadian travelers, restrictions on international travel or economic downturns in these countries could impact business.
- **Fluctuations in Travel Trends:** Trends in travel preferences can shift quickly, and there's a risk of travelers moving towards alternative experiences, regions, or more sustainable tourism practices.



## Identify Target Audience and their Needs

### »» Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



The Spanish Savorist

The Spanish Savorist is a discerning traveler with a passion for experiencing Spain's authentic culinary and cultural richness. Seeking intimate, off-the-beaten-path journeys, they value quality, comfort, and meaningful connections with local chefs, vintners, and artisans. Typically in their mid-30s to late 60s, this traveler is drawn to regions like Galicia, Basque Country, and Rioja, eager to savor fine seafood, explore local markets, and enjoy the stories behind each dish and wine. For the Spanish Savorist, travel is about creating memories that immerse them in Spain's vibrant heritage and flavors.



# Identify Target Audience and their Needs



## Demographics



The Spanish Savorist

- **Age:** Typically between 35-65, encompassing mid-career professionals, semi-retired individuals, and retirees. This age group has the flexibility to take time off for extended travel and the financial resources to afford luxury experiences.
- **Income Level:** Falls within the upper-middle to high-income range, generally earning between \$100,000 to \$300,000+ annually. This financial stability allows them to invest in premium travel packages and exclusive experiences without significant concern for budget constraints.
- **Geography:** Predominantly from North America (United States and Canada) and the United Kingdom, areas with strong cultural ties to Europe. These travelers often have a background of European heritage or a longstanding interest in Spanish culture and cuisine, making Spain an appealing and familiar destination.
- **Marital/Family Status:** Mostly married or partnered, often with grown children or empty nesters, enabling the freedom to pursue extended travel. Many enjoy traveling with their spouse, but some also prefer small groups of friends or close family members who share similar interests in food and culture.

# Identify Target Audience and their Needs



## Psychographics



The Spanish Savorist

- **Culinary Enthusiast:** Passionate about food and wine, the Spanish Savorist is deeply interested in learning about the history, preparation, and sourcing of local dishes and wines. They seek out regional specialties, rare ingredients, and traditional cooking techniques and often follow culinary trends, popular chefs, or food publications.
- **Culture-Seeker:** Values immersive, hands-on cultural experiences over typical tourist activities. They prefer authentic interactions with locals, whether it's through cooking classes, wine tastings, or private tours of historical sites. They tend to read extensively about the places they visit and enjoy the educational aspect of travel, seeing it as a way to deepen their understanding of a culture.
- **Adventure-Within-Comfort:** While open to new experiences, they prioritize comfort and luxury. They enjoy soft adventures like scenic hikes, wine tours, or private cooking classes but prefer these in structured, well-curated formats. They are attracted to tours that allow for exploration without sacrificing comfort and relaxation.
- **Quality-Oriented:** Appreciates high-quality experiences, from accommodations to dining, transport, and activities. They are discerning about service standards, valuing attention to detail and expecting each aspect of their journey to be meticulously planned and executed. Luxury and exclusivity are priorities for them, as they seek unique, memorable experiences.

# Identify Target Audience and their Needs

## » Behaviours



The Spanish Savorist

- **Research-Oriented:** Known for thorough research, the Spanish Savorist spends significant time planning their trips, diving into reviews, watching videos, and seeking word-of-mouth recommendations from trusted sources. They are likely to read travel guides, follow culinary blogs, and stay informed about seasonal events or exclusive experiences in the regions they visit.
- **Repeat Traveler:** Often has a strong background in travel, with prior experiences in Europe and potentially Spain itself. They are no strangers to luxury and may have previously visited major Spanish cities like Barcelona or Madrid. Now, they seek a more niche, in-depth exploration that goes beyond popular tourist sites to uncover hidden gems in Northern Spain and Portugal.
- **Social Media and Review Platform User:** Engages actively on social media, particularly on Instagram, TripAdvisor, and Facebook, where they view posts for inspiration, check reviews, and occasionally share their own travel stories. They look for visual previews of experiences and enjoy seeing destinations through the lens of other travelers and influencers.
- **Word-of-Mouth Promoter:** Frequently shares their travel experiences with friends, family, and social media followers, becoming unofficial ambassadors of the brands and tours they enjoy. After a memorable trip, they may recommend SST to others who share their love of culinary and cultural travel. Their word-of-mouth recommendations are often valued by their social circles, as they are perceived as knowledgeable and experienced travelers.

# Identify Target Audience and their Needs

## » What do the The Spanish Savorist NEED?



The Spanish Savorist

- 1. Authentic Cultural Connection:** Desires exclusive access to cultural experiences that feel genuine and immersive, such as meeting local chefs, participating in traditional festivals, or learning from local artisans. The Spanish Savorist seeks to go beyond surface-level sightseeing to engage with the cultural roots and traditions that define the regions they explore.
- 2. High-Quality Accommodations and Dining:** Prefers staying in unique, luxurious lodgings, like renovated historic estates, boutique hotels, or private villas, that offer character and comfort. Dining is a central aspect of their travels; they seek Michelin-starred restaurants, exclusive wine tastings, and intimate food experiences with top local chefs, appreciating the luxury and sophistication these offerings bring.
- 3. Flexible and Tailored Itineraries:** Values having some control over their travel itinerary, allowing for customization based on personal interests, whether it's a day of wine-tasting, exploring local art, or taking scenic hikes. SST's flexibility to adapt tours to suit their unique preferences and pacing is a major draw, as they prioritize a balance of structured activities and leisure time.
- 4. Effortless and Hassle-Free Travel:** Appreciates having logistics meticulously handled, from private transportation and seamless check-ins to exclusive reservations and personalized service throughout the journey. The Spanish Savorist desires a travel experience that feels easy and enjoyable, with SST managing all details so they can relax and fully immerse themselves in each moment.

# Identify Target Audience and their Needs

**What Activities are The Spanish Savorist likely to be involved in?**

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.



**The Spanish Savorist**

	DREAMING	PLANNING	EXPERIENCING	SHARING
Activities Stages	Get Inspired	Researching and Reading Reviews	Engaging with the community and using The Spanish Savorist's services.	Review Experience



# Identify Target Audience and their Needs

## ➤➤ Developing Clear Principles Based on Your Audience's Needs



The Spanish Savorist

Because The Spanish Savorist...	The experiences must be...
Needs to experience <b>Authentic Cultural Connection</b>	Immersive
Needs to experience <b>High-Quality Accommodations and Dining</b>	Luxurious
Needs to <b>Flexible and Tailored Itineraries</b>	Customizable
Needs to experience <b>Effortless and Hassle-free Travel</b>	Seamless



## Identify Target Audience and their Needs

### »» When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?

Interactions are any moment a brand engages with an audience member.

In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



# Identify Target Audience and their Needs

➤➤ **What Features should SST Include across their Social Media Platforms?**



**The Spanish Savorist**

Stages  
Activities  
Interactions

	DREAMING	PLANNING	EXPERIENCING	SHARING
Stages	Get Inspired	Researching and Reading Reviews	Engaging with the community and using SST services.	Review Experience
Activities	Consistent High quality informative, picture and video content	Authentic reviews by trusted friends/celebrities/influencers and strong brand positioning	Reposting user-generated content to encourage posting	Repost reviews and provide Rating Options
Interactions				

Experience Principles: **Immersive, Luxurious, Customizable, Seamless**



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## Set Achievable Objectives



It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

*Examples:*

- **Grow Instagram Followers:** Grow to 2,000 followers by 31st March, 2025.
- **Increase Instagram Engagement:** Achieve an average of 100 likes on each post within 3 months.
- **Client Number:** Gain 15 committed clients for the 2025 summer by 31st March, 2025.



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## Be Active and Engaging Online

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



# Be Active and Engaging Online

## Content Themes

### 1. Culinary Exploration and Local Artisans

- **Objective:** Showcase immersive food and wine experiences, highlighting exclusive access to local chefs, artisanal producers, and hidden culinary treasures.
- **Content Examples:** Stories about local chefs, behind-the-scenes looks at seafood auctions, visits to artisanal markets, and tasting sessions at exclusive wineries.

### 2. Luxury & Comfort in Unique Accommodations

- **Objective:** Emphasize SST's commitment to high-end, culturally rich lodgings that enhance the authenticity of the journey.
- **Content Examples:** Features on boutique hotels, restored historic estates, and private villas, with stories about their historical significance or architectural beauty.



# Be Active and Engaging Online

## Content Themes

### 3. Authentic Cultural Connections

- **Objective:** Present experiences that go beyond typical sightseeing, inviting travelers to participate in Spain's cultural heartbeat.
- **Content Examples:** Highlights of cultural festivals, interviews with local artisans, guided tours of heritage sites, and personal stories of connections made during these experiences.

### 4. Personalized and Flexible Itineraries

- **Objective:** Demonstrate SST's commitment to customized travel experiences, balancing structured itineraries with personal freedom.
- **Content Examples:** Examples of tailored itineraries, testimonials from travelers about customized activities, and options for adding unique personal interests to the tour.



# Be Active and Engaging Online

## Content Themes

### 5. Effortless, Hassle-Free Luxury Travel

- **Objective:** Highlight the seamless experience SST offers by managing logistics, enhancing relaxation, and enabling full cultural immersion.
- **Content Examples:** Behind-the-scenes insights into seamless travel logistics, private transfers, personalized service, and insider access to top destinations and experiences.

### 6. Scenic Adventures and Hidden Landscapes

- **Objective:** Capture the allure of Northern Spain and Portugal's diverse landscapes through scenic activities and lesser-known spots.
- **Content Examples:** Content about scenic hikes, coastal explorations, vineyard tours, and stories about the beauty of the region's landscapes and nature-based activities.



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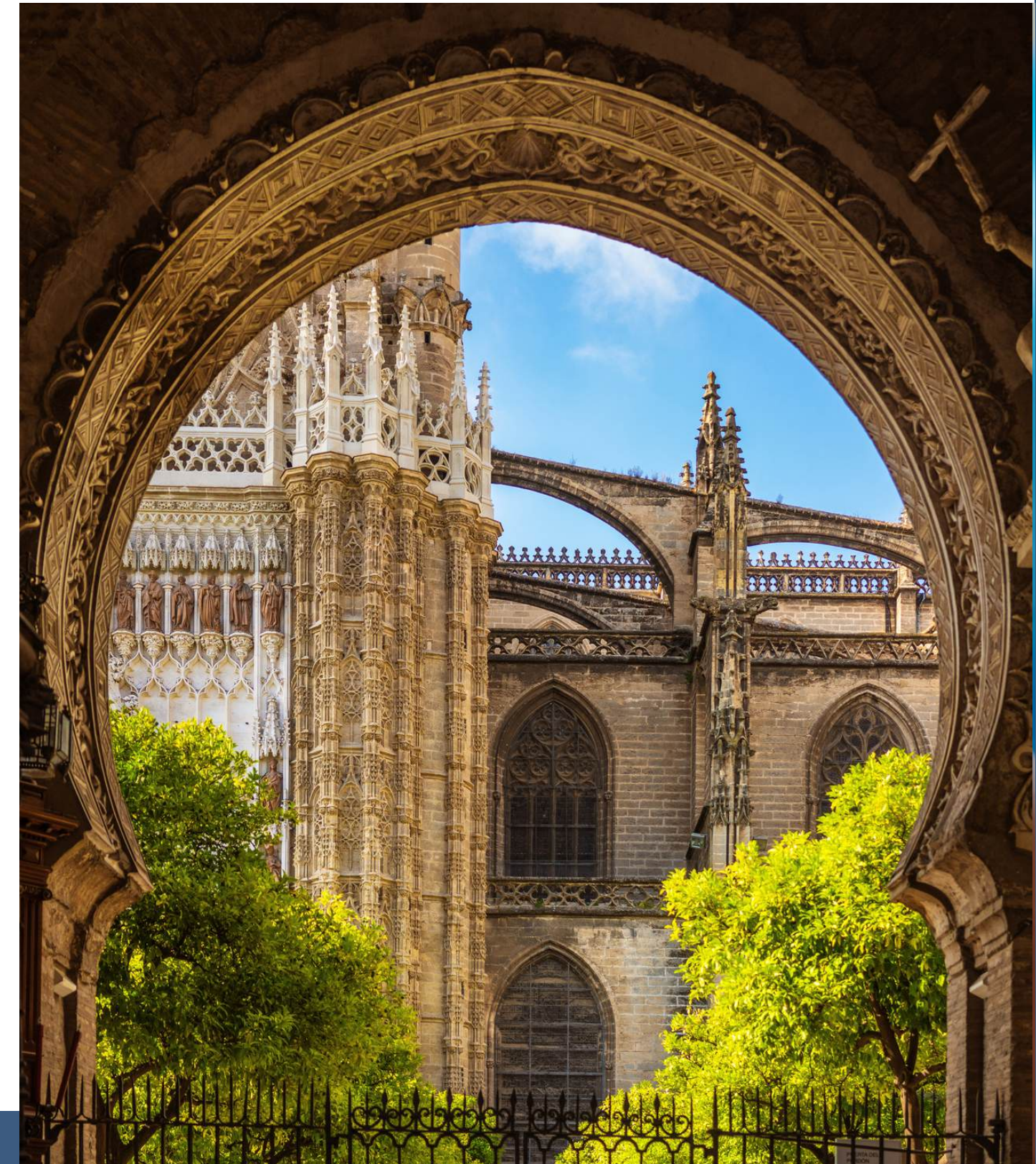


# Be Active and Engaging Online

## Instagram Engagement Strategy

### Engage Daily with Followers and Potential Clients

- **Respond to Comments and DMs:** Reply promptly to all comments on posts and direct messages, showing appreciation and offering additional information about tours when relevant.
- **Like and Comment on Followers' Content:** Engage with posts from current followers, especially those who seem like potential clients or share interests in food and travel in Spain.
- **Use Polls and Question Stickers in Stories:** Encourage followers to interact with Stories by using polls, questions, or "Ask Us Anything" stickers related to Spanish culture, culinary tours, or travel plans.



# Be Active and Engaging Online

## Instagram Engagement Strategy

### Leverage Hashtags and Location Tags

- **Niche Hashtags:** Use a mix of popular travel hashtags (#LuxuryTravel, #SpainTours) and niche hashtags (#CulinaryTravel, #SpainGastronomy) to reach targeted audiences.
- **Tag Locations and Partners:** Tag specific locations (like “Rioja, Spain”) and partners (local restaurants, wineries) to increase post visibility and show SST’s connections with local spots.

### Run Monthly Giveaway or Contest

- **Encourage User-Generated Content:** Run a giveaway where users share a photo related to Spain or post their travel dream destination, tagging SST and using a branded hashtag like #SavorSpainMoments.
- **Reward Engagement:** Offer a small prize or discount to the most engaged follower of the month to increase activity on the page.



# Be Active and Engaging Online

## Facebook Engagement Strategy

### Build Community Through Posts and Groups

- **Create or Join Travel-Focused Groups:** Either create an SST-branded group focused on culinary travel in Spain or participate actively in relevant travel or food groups. Share SST's unique offerings and connect with food and travel enthusiasts.
- **Host Live Q&A Sessions or Events:** Hold live sessions (monthly or bi-monthly) where the founder, Iago Cornes, answers questions about Spanish culture or highlights the value of immersive tours. Promote these live sessions as “exclusive previews” of SST's tours.

### . Use Interactive Posts Weekly

- Engage with Polls and Questions: Ask fun, travel-related questions like, “What’s your favorite Spanish wine region?” or “Would you rather explore Spain’s markets or its vineyards?” Use these to encourage followers to interact.



# Be Active and Engaging Online

## Facebook Engagement Strategy

- **Create Visual Stories with Albums and Photo Series:** Post albums from recent tours, arranging them as “virtual tours” for followers. This type of post can encourage comments and shares, as users imagine themselves in these locations.
- ### 3. Boost Key Posts
- **Paid Promotions for High-Impact Posts:** Boost high-performing posts that showcase testimonials, video highlights, or key visuals from tours. Target audiences in SST’s primary markets (U.S., U.K., Canada) who are interested in luxury travel.
  - **Retarget Page Visitors and Post Engagements:** Create a custom audience from those who engage with posts or visit SST’s Facebook page and retarget with ads about upcoming tours or special offers.



# Be Active and Engaging Online

## LinkedIn Engagement Strategy

### Establish Thought Leadership Through Valuable Content

- **Share Industry Insights and Travel Tips:** Post weekly travel insights, focusing on Spanish culinary culture or trends in boutique travel. Position SST as an authority in immersive, luxury travel.
- **Articles and Founder's Insights:** Publish articles or long-form posts from Iago Cornes on cultural tourism, boutique travel, or partnering with local artisans. These should cater to a professional audience interested in high-end travel.

### Network Actively with Travel and Hospitality Professionals

- **Engage with Partners and Industry Leaders' Posts:** Like, comment on, and share posts from industry leaders or local partners, such as chefs, hoteliers, and wine experts in Spain. This will help SST reach a broader professional audience.



# Be Active and Engaging Online

## LinkedIn Engagement Strategy

- **Join Relevant Travel Groups:** Participate in groups related to luxury travel or culinary tourism. Regularly share valuable SST content and join discussions to establish a strong professional presence.

### Leverage LinkedIn for Direct Connections and Partnerships

- **Personalized Outreach to Potential Clients and Partners:** Send thoughtful connection requests to individuals who show an interest in luxury travel or have interacted with SST content. Mention how SST's offerings could add value to their future travels.
- **Showcase Client Success Stories and Testimonials:** Share testimonials or success stories from past clients, which can encourage prospective clients to consider SST for future travel.





CROUCHO

BELLA VISTA

lalola

EL CHIVITO

RESTAURANTE

PIZZERIA

RESTAURANTE

# Be Active and Engaging Online

## Importance of Brand Specific Hashtags

- **Increased Visibility:** Hashtags categorize content, making it easier for users interested in holistic healing and spiritual growth to discover Darlene's posts.
- **Building Community:** Consistent use fosters engagement and connection among followers, creating a sense of belonging within the brand.
- **Brand Identity and Recognition:** Unique hashtags reinforce Darlene's messaging and values, aiding in brand recall.
- **Tracking Engagement:** Hashtags enable monitoring of post performance, allowing Darlene to refine her content strategy based on audience interactions.



# Be Active and Engaging Online

## How SEO Works with Hashtags

- **Categorization:** Hashtags function like keywords in SEO, helping users find relevant posts by grouping similar content.
- **Trending Topics:** Using popular hashtags can enhance visibility, attracting users searching for or following those trends.
- **Engagement Metrics:** Hashtags increase engagement, which social media platforms reward by boosting content reach, similar to how optimized keywords improve search rankings.



## Be Active and Engaging Online

### Brand Specific Hashtags

- #SavorSpainTours
- #TasteNorthernSpain
- #SpanishSavorist
- #LuxurySpainTravel
- #SavorTheFlavors
- #SpainBeyondSightseeing
- #ExclusiveSpainExperiences
- #SpainWithSST
- #FromVineToTable
- #HiddenSpainGems





# Video Editing and Posting Process

## Planning and Scripting

### 1. Planning and Scripting:

- Outline the key points and structure of your video.
- Create a script or storyboard to ensure a smooth flow of content.

### 2. Filming:

- Use a high-quality camera or smartphone to record your video.
- Ensure good lighting and clear audio. Natural light is ideal, but if unavailable, use softbox lights or ring lights.
- Film in an appropriate environment to avoid background noise.



# Video Editing and Posting Process

## Editing

### Select Your Editing Software:

- a. **InShot:** User-friendly mobile app for quick edits, adding music, text, and filters. (Highly recommended)
- **Adobe Premiere Rush:** Offers advanced editing features, available on both desktop and mobile.
- **Final Cut Pro:** Professional-grade software for Mac users with extensive features.
- **Filmora:** Easy-to-use software with a wide range of effects and tools, available for both Windows and Mac.



# Video Editing and Posting Process

## Editing Steps

1. Trim and cut unnecessary parts of the video to keep it concise.
2. Add transitions between scenes for a smooth flow.
3. Incorporate background music or sound effects where appropriate.
4. Overlay text for key points or captions to enhance accessibility.
5. Apply filters or color correction to improve visual quality.
6. Include your logo or branding elements to maintain brand consistency.



# Video Editing and Posting Process

## Scheduling and Posting

### Exporting:

- Export the video in a high-quality format suitable for Instagram (e.g., MP4).
- Ensure the aspect ratio matches Instagram's preferred formats (1:1 for feed, 9:16 for Stories and Reels)

### Select Your Scheduling App:

- **Later:** User-friendly app for scheduling and managing posts on Instagram and other social media platforms.
- **Buffer:** Offers scheduling, analytics, and team collaboration features.
- **Hootsuite:** Comprehensive social media management tool with scheduling, monitoring, and analytics capabilities.



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# Sample Instagram Calendar

## Weekly Content Calendar Sample - Instagram

**Goal:** Create a visually engaging platform that builds anticipation, inspires followers to book, and establishes SST as the go-to choice for culinary tours in Northern Spain and Portugal.

### Posting Frequency: 4-5 times a week

- **Monday:** Destination Teasers – Beautiful visuals of tour locations, with captions that spark curiosity (e.g., “Imagine waking up in the vineyards of Ribera del Duero... #ExploreSpain2025”).
- **Wednesday:** Meet Our Partners – Short stories about chefs, artisans, and local partners who make the experience unique. This content builds authenticity and gives a sense of exclusivity.
- **Friday:** Countdown to Summer 2025 – Post about the upcoming tour season, building excitement and reminding followers that spots are limited. Use captions like, “Imagine yourself savoring Spain’s flavors this summer. Book your spot for 2025!”
- **Saturday:** Behind-the-Scenes Reels – Show SST’s planning process, visits to accommodations, and scouting for experiences to build excitement. Use hashtags like #SavorSpain2025 and #LuxuryCulinaryTravel.
- **Sunday:** Unique Experiences – Highlight special activities, like seafood auctions or private wine tastings, to showcase what makes SST unique. »

# Sample Instagram Calendar

## Weekly Content Calendar Sample - Facebook

**Goal:** Drive traffic to SST's website, provide informative content, and engage with a travel-savvy audience.

### Posting Frequency: 4 times a week

- **Monday:** Tour Highlights — Showcase a curated itinerary or highlight a new destination, linking to SST's website for more information.
- **Tuesday:** Interactive Post — Use polls or Q&A sessions to engage followers, like “Which Spanish city do you dream of exploring?” or a quick quiz about Spain's culinary regions.
- **Thursday:** Feature Blog Content — Link to the SST blog or content on local culture, travel tips, or food. Longer-form content is great for Facebook's audience and can help drive website traffic.
- **Saturday or Sunday:** Experience Spotlights — Highlight specific elements of the tours (e.g., Michelin-star dining or boutique accommodations), emphasizing the luxury aspect.



# Sample Instagram Calendar

## Weekly Content Calendar Sample - LinkedIn

**Goal:** Build SST's reputation among a professional, high-income audience by positioning SST as a luxury, culturally immersive travel company.

### Posting Frequency: 4 times a week

- **Monday:** Cultural Insight or Industry Trend — Share insights on luxury travel trends in Northern Spain or culinary tourism, positioning SST as an expert and building industry interest.
- **Wednesday:** Founder's Vision and Values — A post discussing SST's values, like sustainable tourism, authentic experiences, and cultural connection, reinforcing credibility and the company's unique approach.
- **Friday:** Long Blog Post - A blog series giving details about any logical, legal or itinerary concerns.
- **Saturday or Sunday:** Experience Spotlights — Highlight specific elements of the tours (e.g., Michelin-star dining or boutique accommodations), emphasizing the luxury aspect.



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### Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.
- **Number of Sales:** Keep track of how many sales and repeating customers keep coming back for more.



# Track Your Results

## STEP 7

**What should I continue doing?** Best tracked after 3 months of consistent posting.

<b>Instagram/Facebook</b>
<b>What's working:</b>
<b>Why is it working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 7

**What should I STOP doing?**

<b>Instagram/Facebook</b>
<b>What is not working:</b>
<b>Why is it not working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 7

**What should I START doing?**

<b>Instagram/Facebook</b>
<b>What can I do:</b>
<b>Why will it work:</b>
<b>Action items:</b>



