





LMW CONSULTING  
Practical Results - Driven Support



## Lesley Wood

- 27 years experience
- 17 years in digital media
- Various workshop topics to over 3,000

[@Lesleywoo](https://www.linkedin.com/in/lesleymwood)



A new partnership programme to help tourism businesses across Scotland to improve digital skills and capitalise on opportunities that new technology offers to the sector.

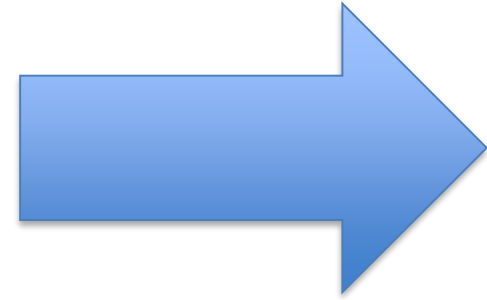
The programme will offer advice, workshops, and insight into how others are adopting digital practices.

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Digital Tourism Scotland is a partnership project between:



# Marketing in 2016

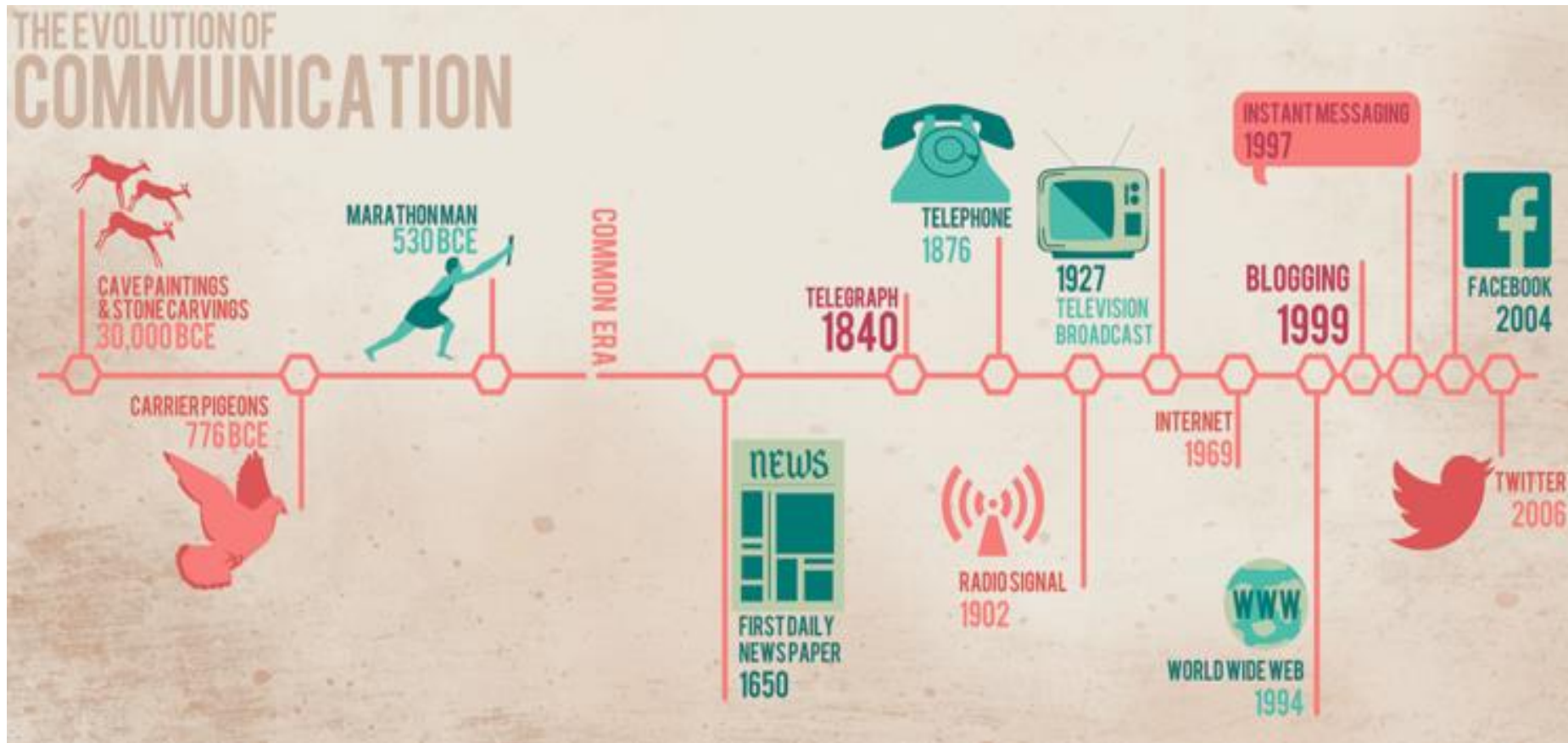


1. TRUST
2. CONTENT THIRSTY
3. ACCESSIBLE CONTENT
4. MOBILE
5. VIDEO
6. ENGAGING
7. BRAND ASSOCIATION





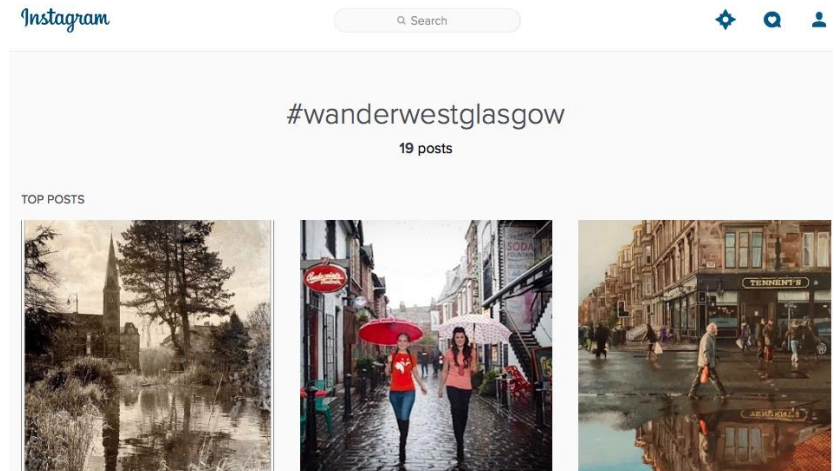
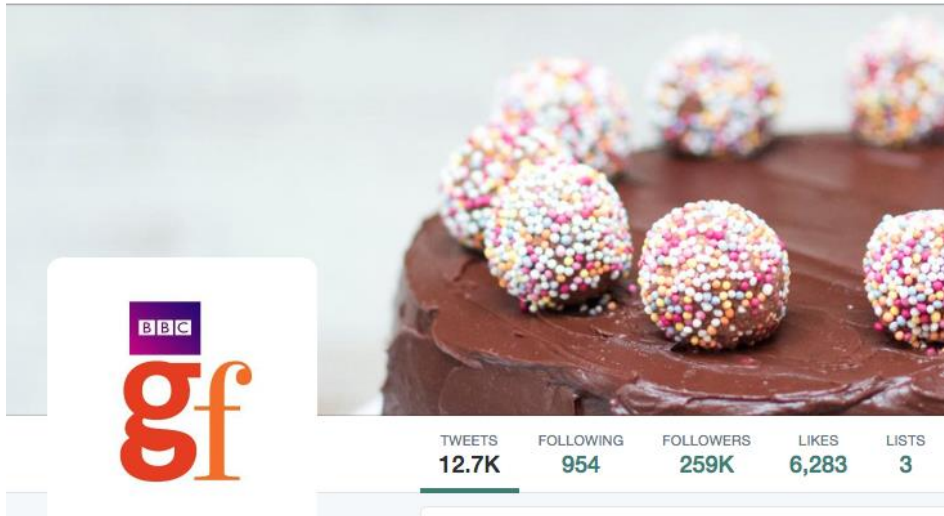
# Evolution of Communication – Digital and Social





# Influencers?

- Who has the ear of your customers?
- Do they compliment your brand personality?



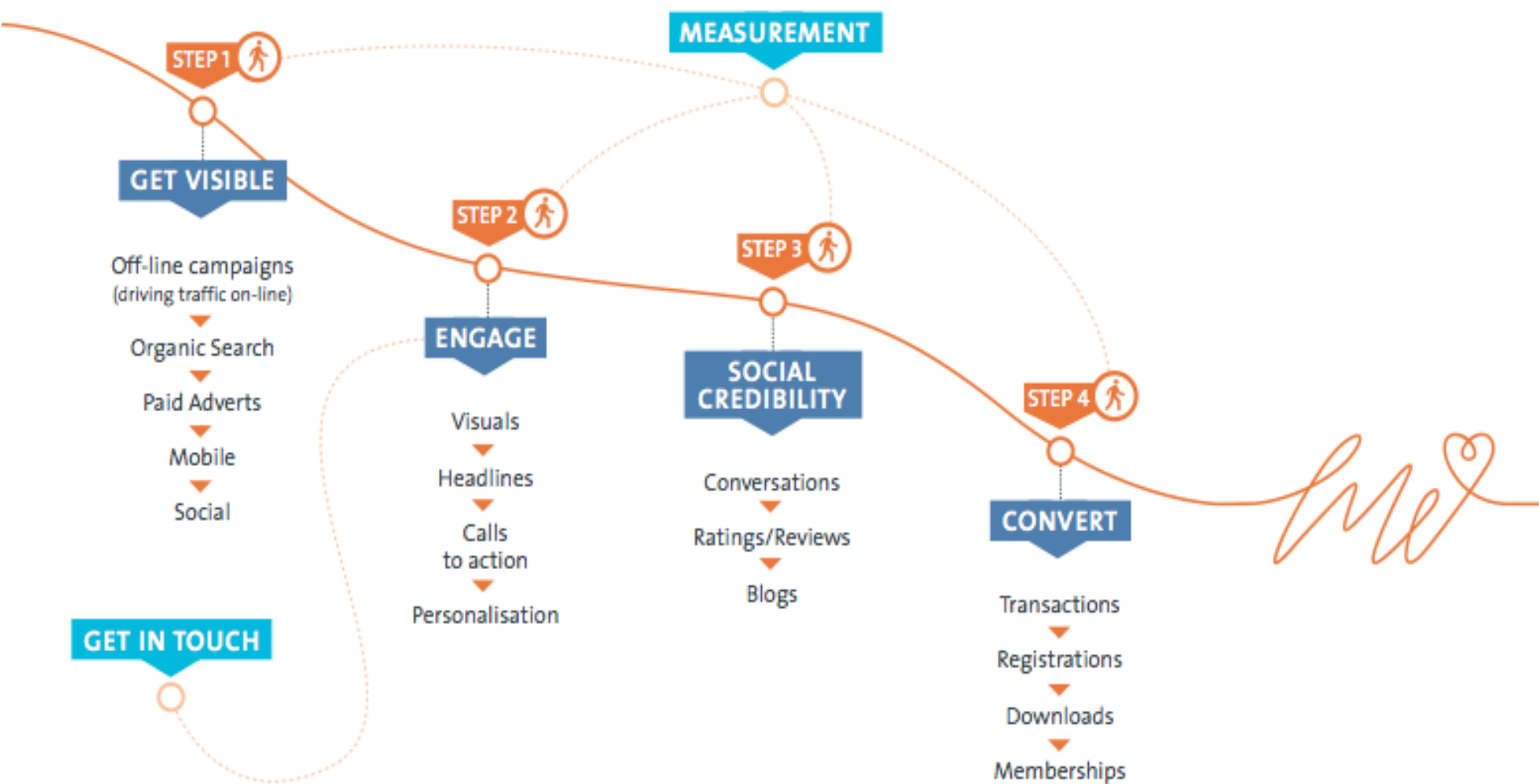
**#ScotSpirit**

**#EIFF15**

**#Scotlandhour**

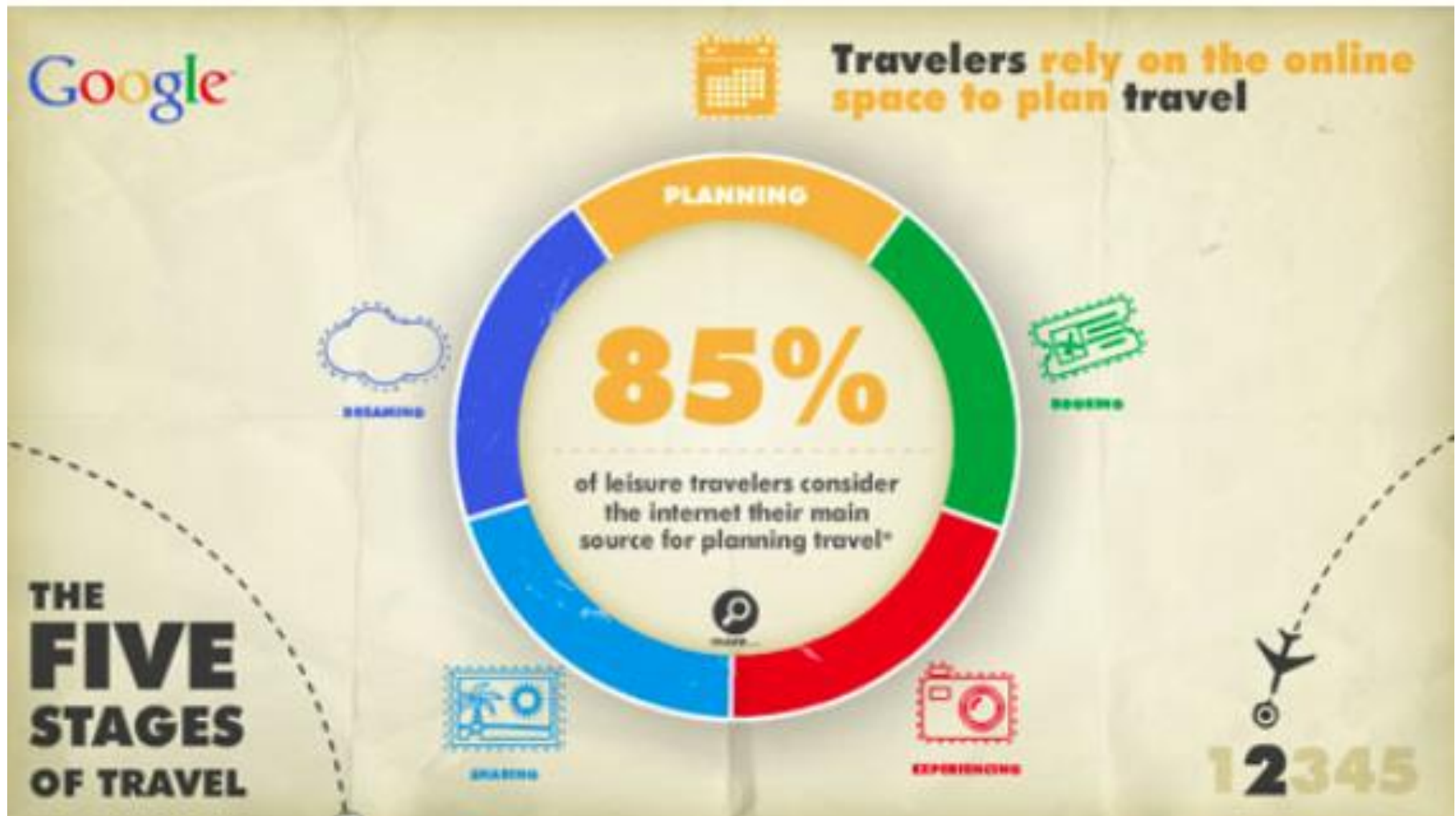


## CUSTOMER JOURNEY





# What does this mean for Tourism?



# It's a Digital High Street

- How big is your digital footprint/brand?
- Do you know who your customers are?
- Use analytics to learn more about them, if you don't someone else will!
- Brand Association, Sharing and Content
- Compelling content
- Investing wisely £ - **your input is a must!**



# Socialnomics





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