



grassroots
young entrepreneurs in eco-health tourism

Marketing Campaign Culture & Heritage

Includes Digital Tools!



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Culture & Heritage Marketing Campaign

Discover traditions, celebrate heritage – with Cultural Connect



By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting cultural preservation and sustainability!



Step 1 Set Campaign Objectives and Message

Tasks	Set Campaign Objectives and Message
Introduction	By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting cultural preservation and sustainability!
Business Name	(Eco-tourism) Cultural Connect
Objective	Inspire travelers to explore and appreciate local heritage and traditions while supporting sustainable cultural preservation.
Message	"Discover traditions, celebrate heritage – with Cultural Connect."
Content Needed	<ul style="list-style-type: none"> • Eye-catching visuals of heritage sites, local events, and traditional crafts. • Short videos showcasing cultural storytelling or artisan workshops. • Testimonials from locals and tourists who have embraced cultural experiences. • Informative posts like "How Tourism Helps Preserve Cultural Heritage."

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Step 2 Create Engaging Content

Tasks	Set Campaign Objectives and Message
<p>What to Create</p>	<ul style="list-style-type: none"> • Visuals: Highlight traditional art, dance performances, and historical landmarks. • Short Clips: Showcase workshops like pottery making or weaving led by local artisans. • Testimonials: Feature travelers sharing their meaningful cultural encounters. • Informative Posts: Create infographics on how cultural tourism aids preservation.



Tools Needed

<p>Canva</p>	<p>Design visually appealing infographics and social media posts. Canva https://www.canva.com/</p>
<p>Pictory</p>	<p>Edit short videos with captions and music for storytelling. Pictory https://pictory.ai</p>
<p>DSLR or Smartphone Camera</p>	<p>Capture authentic moments during events.</p>

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Step 3 Share and Promote



Tools Needed

Airbnb Experiences	Host unique, eco-friendly activities and connect with a global audience. Airbnb Experiences www.airbnb.ie
Instagram	Engage your audience with creative, short-form videos and behind-the-scenes content. Business Instagram https://business.instagram.com/
YouTube	Share impactful videos to educate, inspire, and connect with a global audience. YouTube https://www.youtube.com
Wix	Bring your vision to life with the website builder that gives you the tools you need to succeed Wix https://www.wix.com



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Tasks	Share and Promote
Airbnb Experiences	<ul style="list-style-type: none">• List Experiences: Promote cultural tours, heritage site visits, or cooking classes.• Highlight Uniqueness: Focus on local history, artistry, and storytelling experiences.• Format: Use compelling images and detailed descriptions to entice bookings.
Instagram Stories & Reels	<ul style="list-style-type: none">• Showcase Stories: Share quick behind-the-scenes clips of artisans at work.• Interactive Features: Use polls or quizzes to educate followers about cultural practices.• Reels: Highlight iconic landmarks with engaging captions.
YouTube Campaign	<ul style="list-style-type: none">• Mini Documentaries: Explore the history of cultural landmarks or interview artisans.• Tutorials: Post “Learn How to Create Traditional Crafts” videos.• Community Features: Showcase events hosted by locals.
Wix	<ul style="list-style-type: none">• Create a Website: Build a dedicated page for your cultural tourism offerings.• Content Showcase: Include an events calendar, blogs, and testimonials.• SEO Optimization: Drive organic traffic by optimizing for cultural tourism keywords.

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Step 4 Check Performance & Manage Engagement

Tasks	Check Performance & Manage Engagement
Check Performance	<ul style="list-style-type: none">• Instagram Analytics: Track story interactions and post reach.• YouTube Insights: Analyze views, watch time, and audience demographics.• Wix Analytics: Review website traffic and conversion rates.
Manage Engagement	<ul style="list-style-type: none">• Social Media Responses: Engage with comments and questions about cultural offerings.• Follow-Up Emails: Share thank-you notes and upcoming cultural events with attendees.• Review Monitoring: Respond to Airbnb reviews and gather testimonials for promotion.



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Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our Share and Promote Tools [here](#)

Don't Forget to Connect with Us...



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