

DIGITAL STRATEGY REPORT

2020





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The TripOutside Story

TripOutside is run by Reet and Julie Singh, a couple with a passion for adventures and connecting people with the outdoors.

TripOutside was launched in 2018.

Goals & Objectives:

Find time-saving solutions

Increase social media engagement

Draw customers to their website

Primary Business Goal

TripOutside is a one-stop shop for people looking to get outside. Their website provides an easy platform to learn more about outdoor destinations, book adventures, rent gear from outfitters, and do it all from one online platform.

In 2019, TripOutside expanded to include 150 outdoor experiences and 65 outdoor adventures all available to book on their website.



FIRST IMPRESSIONS

TripOutside is the most active and successful on the Instagram platform. They have 1,967 followers, and their posts have a regular engagement of an average of 40 likes and 1-3 comments. They currently post every 3-4 days with nice photos of outdoor landscapes and activities. Many of their posts have a personal touch, and the captions are signed by one of the owners. There is also a solid effort to use stories, reels, and IGTV. Active since February 2017.



1,967 followers



358 followers

The Facebook page has similar content to Instagram, but they post less frequently and have lower engagement levels. They have 358 people that follow their page, but only average 2 likes and no comments. There is a lot of room for growth on Facebook.



21 followers

With only 8 total posts, TripOutside's LinkedIn page does not have much engagement. While not a likely platform for customer conversion, it could be useful for those looking to work with TripOutside. Active since July 2020.

8 followers

They are not currently active users on the Twitter platform, and they only have five followers (and only follow five accounts themselves). There are very few retweets or likes. Active since June 2018.



5 subscribers

They have 16 videos posted on Youtube intermittently since 2016, and they have 5 subscribers. Videos seem well-made and professional, and would benefit from wider circulation. The first video is the most watched with 100 views. Active since May 2016.



1 follower

Pinterest has 1 follower, but their page has 1,400 monthly viewers. They have 9 posts with information for outdoor adventurers.



TARGET AUDIENCE

1

Vacationers/Tourists

Persona: Someone who is visiting the locations of TripOutside vendors. This person is looking for outdoor activities or places to rent equipment since they are not as familiar with the area. They are on vacation and want to relax, so they will value the ease of searching and booking all in one place.

2

Locals

Persona: Someone who already lives in the areas where TripOutside has vendors (top outdoor locations). This person is more likely already active in outdoor activities, but they could benefit from an easy way to rent equipment or the inspiration to try out a new sport or nearby attraction. Because this is a painless method of booking, there is also potential to draw in locals who are not yet outdoor enthusiasts.



TIME-SAVERS

As a small business, TripOutside is looking for ways to make the most out of their time.

1. Use social media management tools
2. Create a content calendar and schedule ahead
3. Cross-post your content
4. Limit your focus to a few platforms



1

We recommend a social media management tool, such as Hootsuite. Hootsuite is an effective tool used to:

- Manage multiple platforms from one interface
- Makes cross-posting easier
- Easily shorten links
- Analyze scheduling times and types of content that perform best
- Free for managing up to three accounts





2 CONTENT CALENDAR

Content calendars are a great way to keep your content organized and relevant. By planning and scheduling posts ahead of time, TripOutside can keep a consistent online presence even while managing a busy life.

Create content for outdoor events and holidays:

Protect Our Winters (POW) events

Teton Gravity Research showings

Content based on seasonal sports

National Get Outside Day

Earth Day

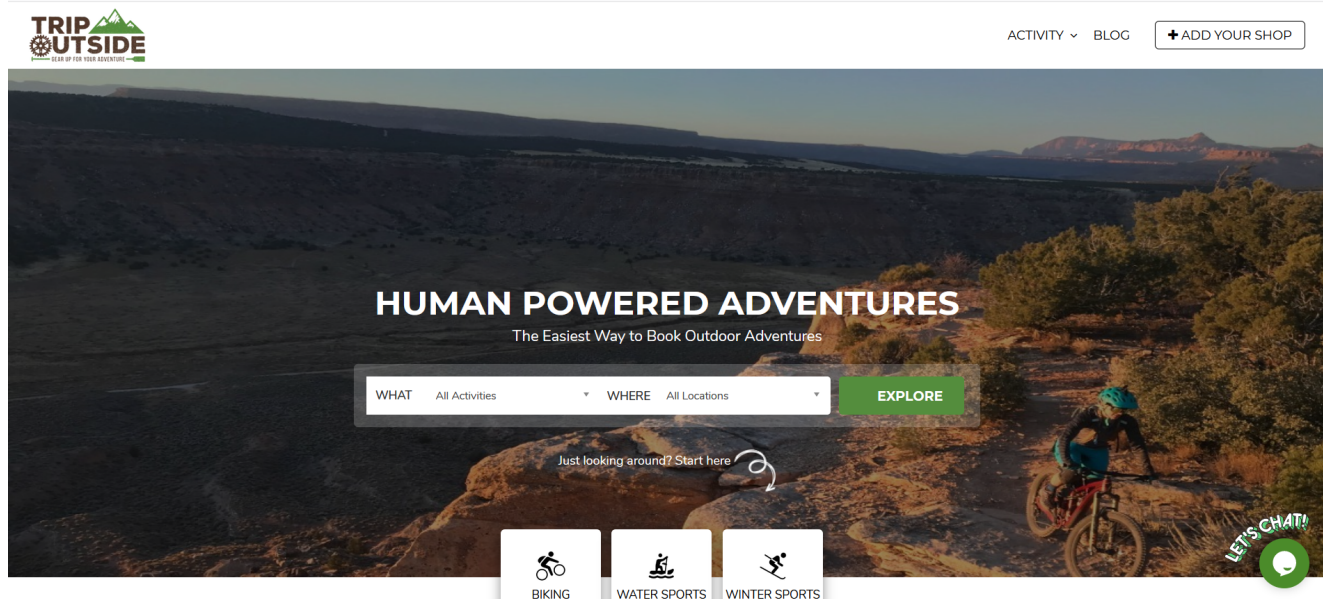


This is an example of a promotional post for a blog post.

3 CROSS-POSTING

TripOutside is currently producing valuable and informative content, including blog posts, videos, and a podcast. We recommend that they utilize cross-posting strategies to promote these items on their social media platforms so they can get more views. This strategy will draw people to their website, which is the ultimate goal because they can then convert to paying customers. Additionally, this will reduce the amount of unique content needed on each platform, saving time.

WEBSITE CONTENT



CONTENT

Blog Posts
Podcast
Self-promotion

The strategy of cross-posting must be backed up by creating valuable content that is worthy to post about! TripOutside has a beautiful and effective website that should be promoted more frequently on social media.

TripOutside has a wonderful blog that includes tips for outdoor enthusiasts, ideas for new adventures, and much more. There's also a recently started podcast. We suggest they continue this content and more heavily promote it because it will drive people to their website. Additionally, TripOutside should create content that explains the value of their business and how it helps customers. They can answer questions such as: Why is TripOutside trustworthy? How is TripOutside useful?

4 LIMIT YOURSELF TO A FEW MAIN PLATFORMS

RECOMMENDATIONS:

TripOutside can use Facebook to house content that they post on multiple platforms.

The Facebook platform is also valuable for creating and sharing events. While Facebook does have a story feature, we recommend TripOutside focus more on timeline posts. These posts can also be used to explain what TripOutside does in more detail.



TripOutside already has an active and quality presence on Instagram. We recommend they focus more on this platform in order to increase frequency of posts and engagement with followers. We suggest they utilize Instagram stories to tag and connect with accounts for their outfitters and other relevant outdoor accounts (examples discussed in a later section). We also suggest that they use Instagram Live to answer questions followers may have about outfitters or activities. This could be also done by posting their YouTube videos, or snippets of them, to their Instagram platform. New blog posts can also be announced in posts or stories.

RECOMMENDATIONS, CONT:

TripOutside should continue to use Youtube to house any video content that they create.

They can also consider introducing some variety to their traditional blog posts by incorporating vlogs into the mix. TripOutside should also try to engage video viewers, such as by responding to comments they receive.

Following other YouTube channels with similar content may also help for promotion.



We limited our recommendations to the above three platforms based on what your target audience is using and what similar outdoor businesses are using.

For the time being, we do not recommend that TripOutside spend much of their energy on Twitter & LinkedIn. They can keep their accounts in order to hang on to their handle names and if they think they will expand to use these platforms in the future, but generally inactive accounts don't look very appealing to social media users. If they do choose to use these platforms, we recommend they utilize a social media managing tool like Hootsuite, to maintain a more active presence than they currently have. For Twitter, reposting links to blogs and videos, and photos from Instagram, can be done with minimal time commitment. For LinkedIn, adding more detail to describe the company as well as occasional updates about the company may be valuable for those looking to partner with or work for TripOutside.





GETTING NOTICED

In order to become fully immersed in the online outdoor culture and reach their target audience, we first suggest that TripOutside follow more outdoor accounts and outdoor athletes. These can be bigger names like Teton Gravity Research, Patagonia, and REI, as well as smaller accounts of individual athletes, influencers, and current TripOutside users/followers. Following such accounts could expand their network and also give inspiration for their own company.

WHO TO FOLLOW

Large Businesses



Large Influencers

Stoked for Saturday

Insta - [@stokedforsaturday](#)

FB - [@stokedforsaturday](#)

The Planet D

Insta - [@theplanetd](#)

FB - [The Planet D](#)

Divergent Travelers

Insta - [@divergenttravelers](#)

FB - [@DivergentTravelers](#)

Michael Clark

Insta - [@michaelclarkphoto](#)

FB - [Michael Clark](#)

Bear Foot Theory

Insta - [@bearfoottheory](#)

FB - [Bear Foot Theory](#)

Smaller Influencers

The Adventure Junkies

Insta - [@theadventurejunkies](#)

FB - [@TAJTheAdventureJunkies](#)

Collaboration is key

In addition to the businesses and influencers mentioned above, the vendors that TripOutside partner with make excellent connections on social media. TripOutside should focus on building their relationship over social media by highlighting these businesses and asking them to do the same in return.



HASHTAGS

We endorse the use of the following hashtags as a way to drive social media users to you posts. Additionally, it is a good idea to be sure to consistently use the hashtag #TripOutside, which provides an easy way to engage with followers using that hashtag. Hashtags of the location a photo was taken at can also be effective.

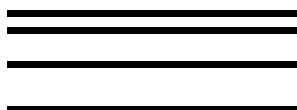
#outdoors, #camping, #hiking, #biking,
#kayaking, #skiing, #nature,
#adventure, #photography,
#naturephotography, #travel,
#explore, #landscape, #fishing,
#mountains, #outside, #wanderlust,
#outdoorlife, #travelphotography

REACHING OUT

It may also be highly effective to engage with outdoor publications and journalists who may be willing to feature TripOutside. If the publication is small enough, just following them may be enough to catch their eye.

Alpinist
Backpacker Magazine
National Parks Magazine
Climbing
Trek & Mountain
Sidetracked
Outside Magazine
Rock & Ice

TripOutside should consider having their website highlighted in the 'Near Me' Google search. This would be highly effective for customers who are in an outdoorsy place and would like to do an activity one day that they haven't planned in advance. TripOutside can lead them to the best retailers nearby, in addition to bringing more foot traffic to their website.



Alpinist
BACKPACKER



Climbing

Trek & Mountain
 trekandmountain.com

Outside

S
 SIDETRACKED MAGAZINE

ROCK AND ICE





Though the challenge of paid advertisements for a startup is of course that they cost money, utilizing paid ads on social media platforms has massive potential to increase interest in TripOutside. TripOutside is the type of platform that a lot of people would probably like to use – especially in this age of outdoor social distancing – but they just need to know it exists. While social media is good at spreading awareness through word of mouth by users, advertisements in social media feeds expose even more potential customers by cutting out the middlemen and putting content right in their feeds.

Pixel doesn't make your ads, but it does help target them to the right audience. By installing a small piece of code to your website, it tracks visitors to the site and can help both bring those visitors back or find new ones with similar demographics through targeted ads.

Luckily, those who love adventuring in the outdoors often have pretty distinguishable characteristics and preferences that can probably be traced online. Are they also visiting websites like REI or Patagonia frequently? Googling different national parks? Maybe even searching for vegan recipes? There's a good chance those people would love to use TripOutside if they discovered it via advertisement.

Learn more about the [Pixel here](#).

[And here's](#) Shopify's detailed guide on how to use it.

ONE GOOD PLACE TO START: FACEBOOK'S TRACKING PIXEL.



facebook pixel



ANALYTICS



Google Analytics

- Measure traffic sources, interactions with content, and more on your website
- Connect with advertising
- Discover more about your audience



Hootsuite

- Measure results on all your social media platforms in one place
- Set benchmarks and view improvement over time
- Receive your report in easy-to-read graphs and charts



EXAMPLE CONTENT

page 15 | TripOutside

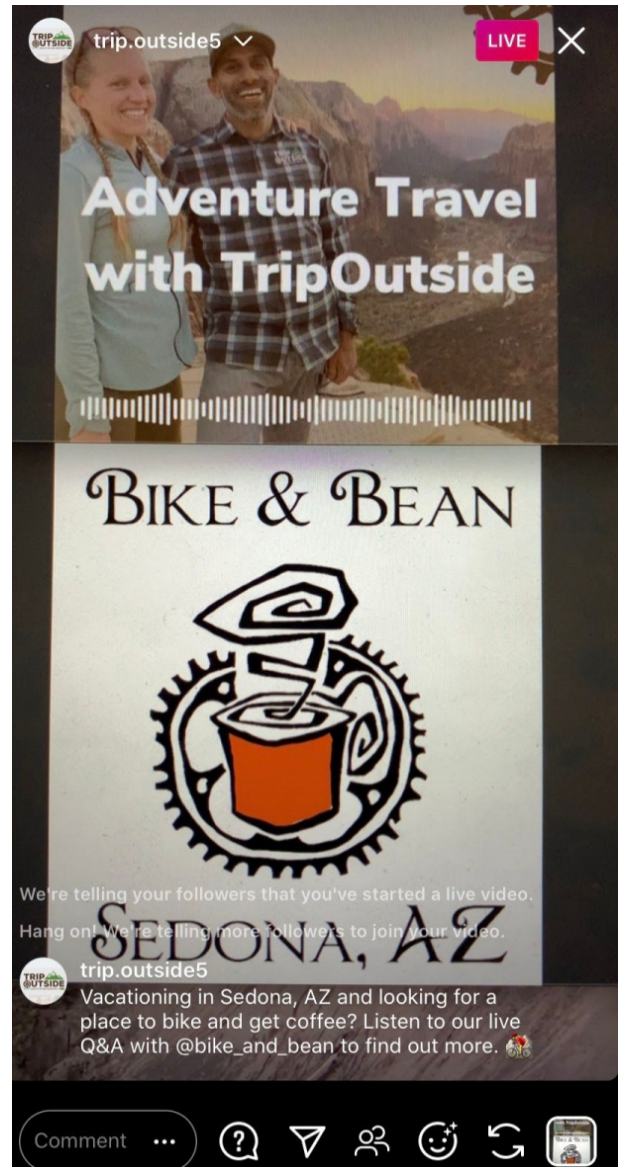
promotional content and advertising

For Vacationers:



Instagram Post

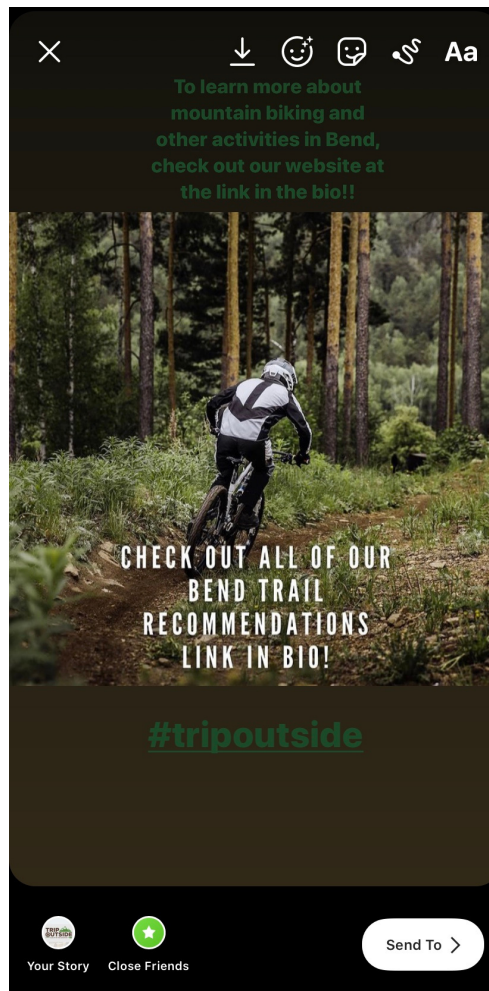
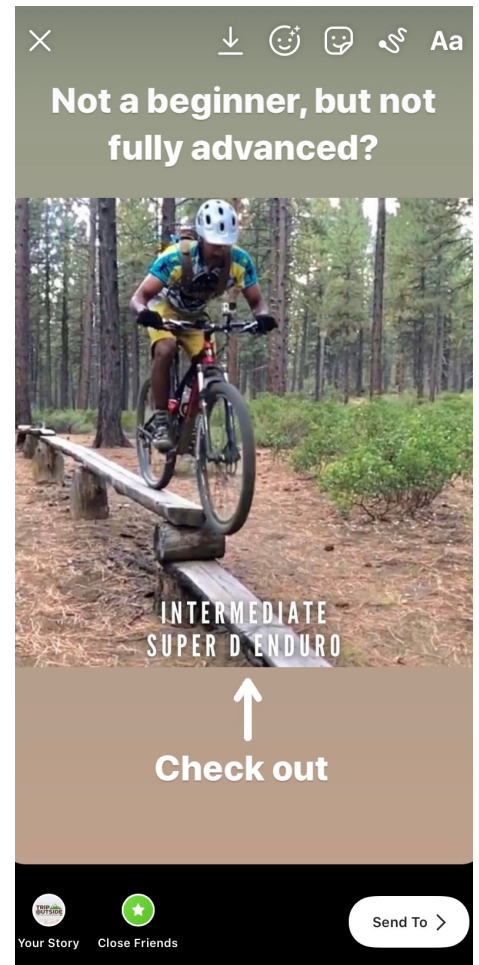
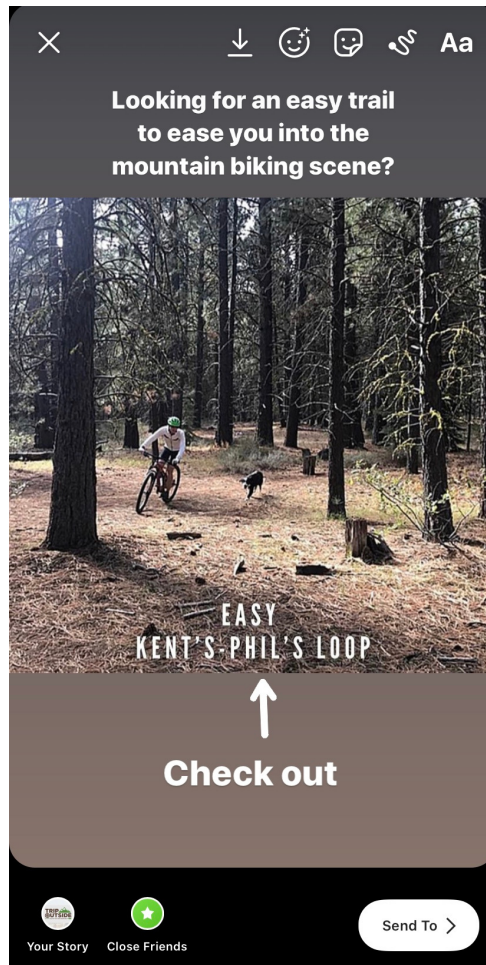
- marked location
- tagged outfitter
- popular hashtags
- emojis
- mention of YouTube account



Instagram Q&A

- connects with an outfitter
- answers questions
- engages with audience
- tags outfitter

For Locals:



Instagram Stories

- marked location
- hashtags
- link to website



EXAMPLE CONTENT

promotional content and advertising

For Vacationers:



For Locals:





EXAMPLE CONTENT



REI

November 17 at 5:00 PM ·



"I have found that women's needs are more fully addressed when women are placed center stage for decision-making." –Karen Willis, senior designer at [Arc'teryx](#)



REI.COM

Arc'teryx: Designing Outdoor Gear for Women

Edita Hadravsky, the design director at Arc'teryx, is firmly agains...



234

35 Comments 2 Shares



Like



Comment



Share

Testimonial Post

- highlighting an outfitter
- highlighting a trip
- highlighting TripOutside



EXAMPLE CONTENT

YouTube is the second most used search engine (after Google), so there is incredible potential to increase engagement using this platform.

We recommend creating content similar to blog posts that can help your traveler audience:

- Learn about outdoor recreation spaces across country
- Suggest places to go and new sports to try depending on various demographics, including age and skill level



We recommend creating content similar to blog posts that can help your local audience:

- Suggest lesser-known outdoor locations to visit
- Learn about the best equipment available and who rents it
- Help them problem solve common outdoor adventure challenges



THANK YOU!

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