



Digital Marketing

Create a Marketing Plan for the
Grabs Attention

**SMART
SOCIAL** *Secrets*

ZOETICA MEDIA, LLC

KAMI HUYSE



KlingAI 2.0

Hi, I'm Kami

Founder, Zoetica Media, Social Media Breakfast of Houston and Smart Social Mastery

Author, ***The Most Amazing Marketing Book Ever***

Mom of three teenagers...

Forbes





5 Cs of Marketing

- **Company** → *your offers*
- **Customer** → *the why*
- **Collaborators** → *rise together*
- **Competitors** → *differentiation*
- **Context** → *the market*





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Your Next Journey, Optimized

Build, personalize, and optimize your itineraries with our free AI trip planner. Designed for vacations, workations, and everyday adventures.

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https://www.thetimes.com/uk/scotland/article/ai-could-hold-the-key-to-beating-tourist-overcrowding-68sb6kv6v?utm_source=chatgpt.com®ion=global

Enterprise UGC

<https://discover.bazaarvoice.com/vibe-full-funnel/b.html>

Marketing

Who visits?



8.9M VISITORS TO GALVESTON ISLAND



\$1.3B VISITOR SPENDING



\$1.7B TOTAL ECONOMIC IMPACT



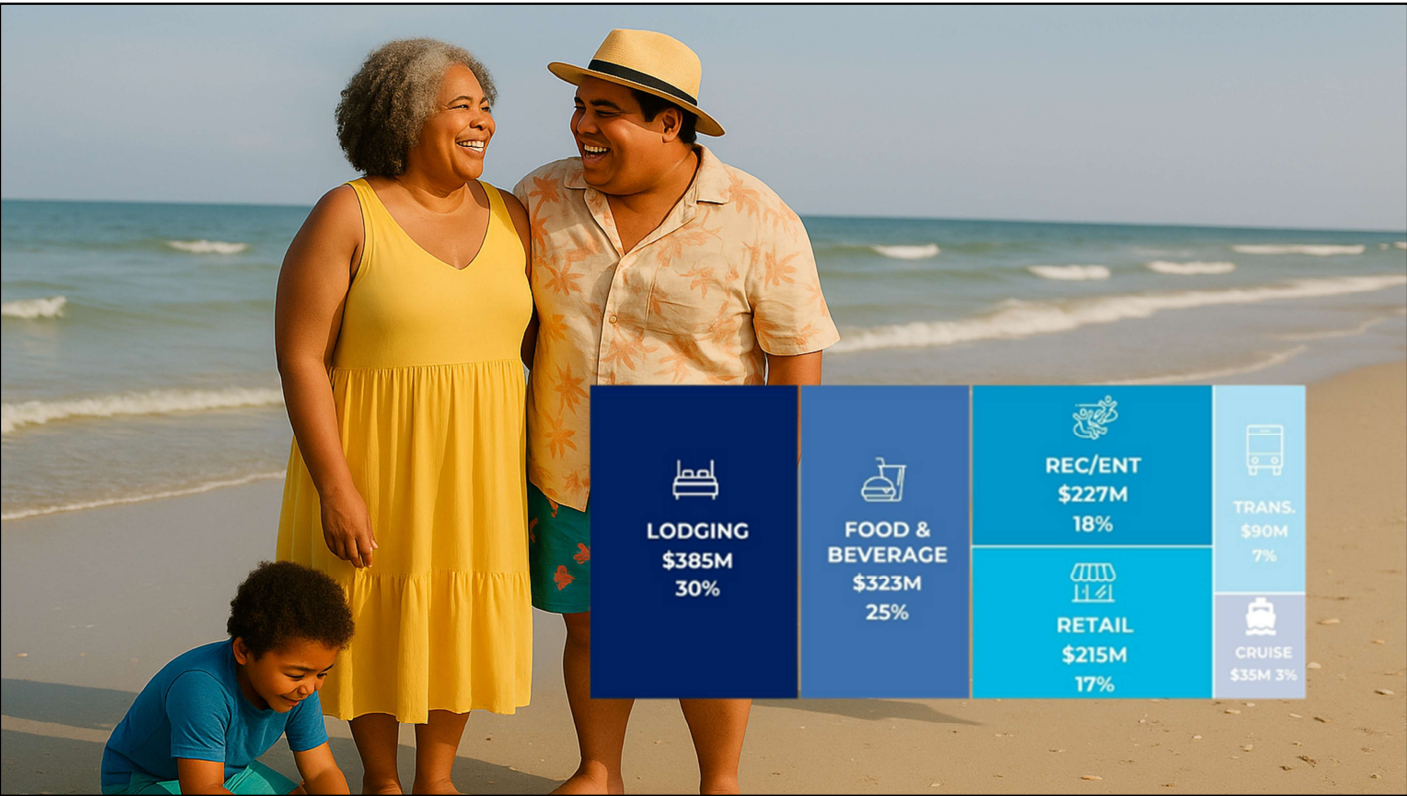
\$408M TOTAL PERSONAL INCOME



12,702 TOTAL JOBS SUPPORTED

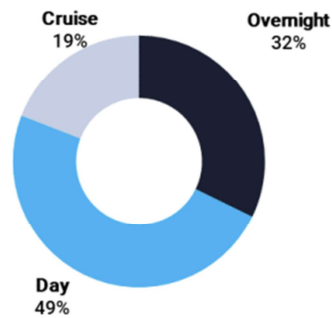


\$123M STATE AND LOCAL TAXES



Galveston Island Visitor Share, By Segment

% of total visitor volume



Source: Tourism Economics

Economic Issues

<https://cdn.mediavalet.com/usca/visitgalveston/VNPnMf3BvkaCasTTKLODAA/1HbpH06Y9ke-aCdm1-B8Hg/Original/Galveston%20Visitor%20Economy%20Impact%20-%202024%20-%20FINAL.pdf>

One Pager:

https://cdn.mediavalet.com/usca/visitgalveston/gzn2q3MWOEqexOcbtAdEaw/so7aB-0_EUyhOo3NTgxtlg/Original/2024%20Galveston%20Park%20Board%20Annual%20Report.pdf

<https://www.sabatier1947.com/>

<https://www.instagram.com/sabatier1947/?hl=en>

Marketing

Revenue Drivers



	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$1,276	\$240	\$150	\$1,666
Food & Beverage	\$308	\$20	\$16	\$344
Lodging	\$270	\$3	\$2	\$274
Retail Trade	\$231	\$4	\$18	\$253
Finance, Insurance and Real Estate	\$125	\$59	\$53	\$237
Recreation and Entertainment	\$212	\$7	\$2	\$222
Other Transport	\$88	\$25	\$4	\$117
Business Services		\$45	\$8	\$54
Personal Services	\$15	\$11	\$11	\$37
Gasoline Stations	\$28	\$0	\$1	\$29
Construction and Utilities		\$22	\$4	\$26
Communications		\$17	\$4	\$21
Education and Health Care		\$0	\$16	\$16
Wholesale Trade		\$11	\$5	\$15
Manufacturing		\$8	\$3	\$11
Government		\$6	\$3	\$9
Air Transport		\$1	\$1	\$1
Agriculture, Fishing, Mining		\$0	\$0	\$0

Source: Tourism Economics

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SABATIER

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Chers clients, nous vous préparons une site exceptionnel.
En attendant, merci de passer vos commandes sur sabatier@fichet.fr

Dear customers, we are working on an exceptional site for you.
In the meantime, please place your orders on sabatier@fichet.fr

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The Broken Funnel

<https://www.instagram.com/sabatier1947/?hl=en>

Affordable Birken Bag Alternative

<https://www.sabatier1947.com/>

<https://www.instagram.com/sabatier1947/?hl=en>



https://www.thestatesman.com/india/up-to-launch-qr-code-based-audio-tours-at-100-tourist-hotspots-1503439819.html?utm_source=chatgpt.com

Marketing

1. Awareness → Instagram Reels + Google Business Profile

Tool: Instagram (free) + Google Business Profile (free)
Why it works:

- Short-form video (Reels) = organic reach, especially with location tags
 - Google profile = local search visibility and customer trust
- Action:
- Post 1–2 Reels per week showing people, places, products, or tips
 - Add *soft CTAs* in captions/graphics (e.g., “Want more behind the scenes? Link in bio”)
 - Optimize your bio with 1 clear link + keywords
 - Refresh your Google listing monthly with photos, updates, and offers



<https://business.google.com/us/business-profile/>

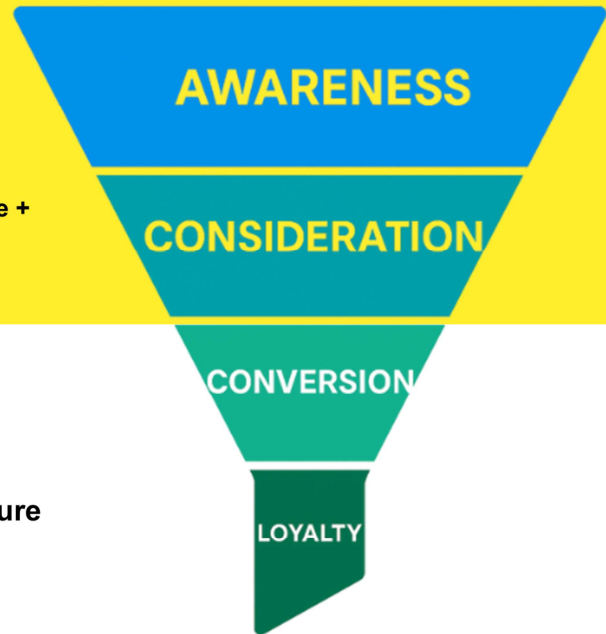
Marketing

■ 2. Consideration → Link-in-Bio Page + On-Site Engagement

Tools: [Carrd](#), [Stan.store](#), or Linktree

Tactics

- One clear offer (coupon, giveaway, lead magnet)
- Use QR codes on signage and POS to capture traffic
- Highlight social proof or short FAQ



Marketing

3. Conversion → Email + SMS Delivery

Tool: [Kit.com](https://www.kit.com/) (formerly ConvertKit) for email +
Easy Text Marketing (AppSumo deal) for SMS

Tactics:

- Deliver discounts or freebies via email and SMS
- Trigger welcome automations
- Capture foot traffic in-store with keywords (e.g., "Text BEACH to 12345")



Marketing

■ 4. Loyalty → Weekly Email + VIP SMS Alerts

Tool: Same stack

Tactics:

- Email 1x/week with content or perks
- SMS for flash sales, loyalty surprises, and early access
- Exclusive “insiders” club with rewards



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Platform	Purpose	Key Tips
Instagram/Facebook	Inspire, stay top of mind	Use Reels, Stories, geotags, highlights
TikTok	Discovery + entertainment	Keep it real, casual, local flavor
Google (GMB)	Credibility + booking intent	Update profile, respond to reviews
Pinterest	Trip planning + saving ideas	Pin guides, itineraries, seasonal events
YouTube Shorts	Deep content, searchable reach	Repurpose Shorts from Reels/TikTok
LinkedIn	Professional authority + thought leadership	Post articles, carousels, thought pieces

Economic Issues

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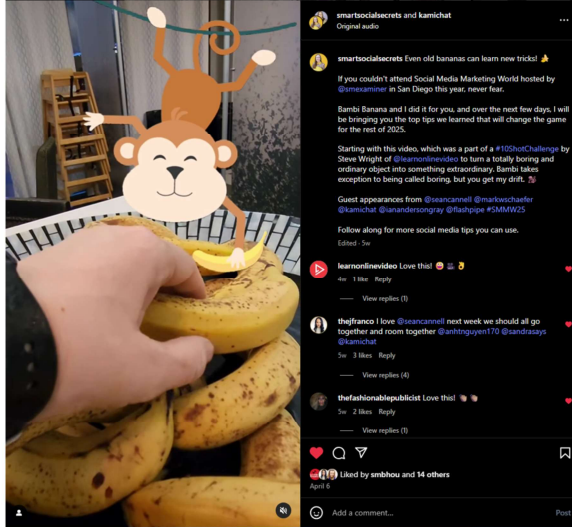
https://cdn.mediavalet.com/usca/visitgalveston/gzn2q3MWOEqexOcbtAdEaw/so7aB-0_EUyhOo3NTgxtlg/Original/2024%20Galveston%20Park%20Board%20Annual%20Report.pdf

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EXERCISE

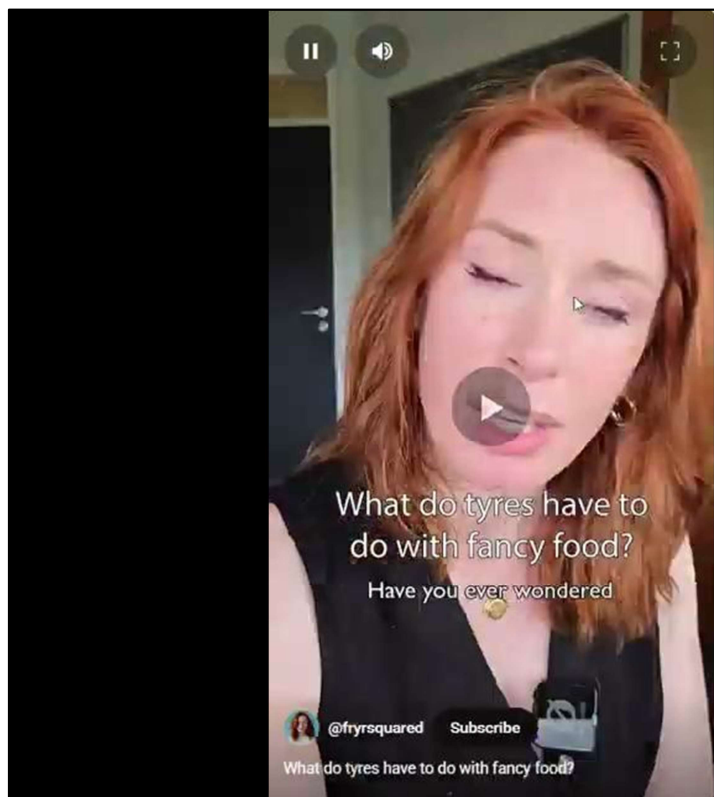
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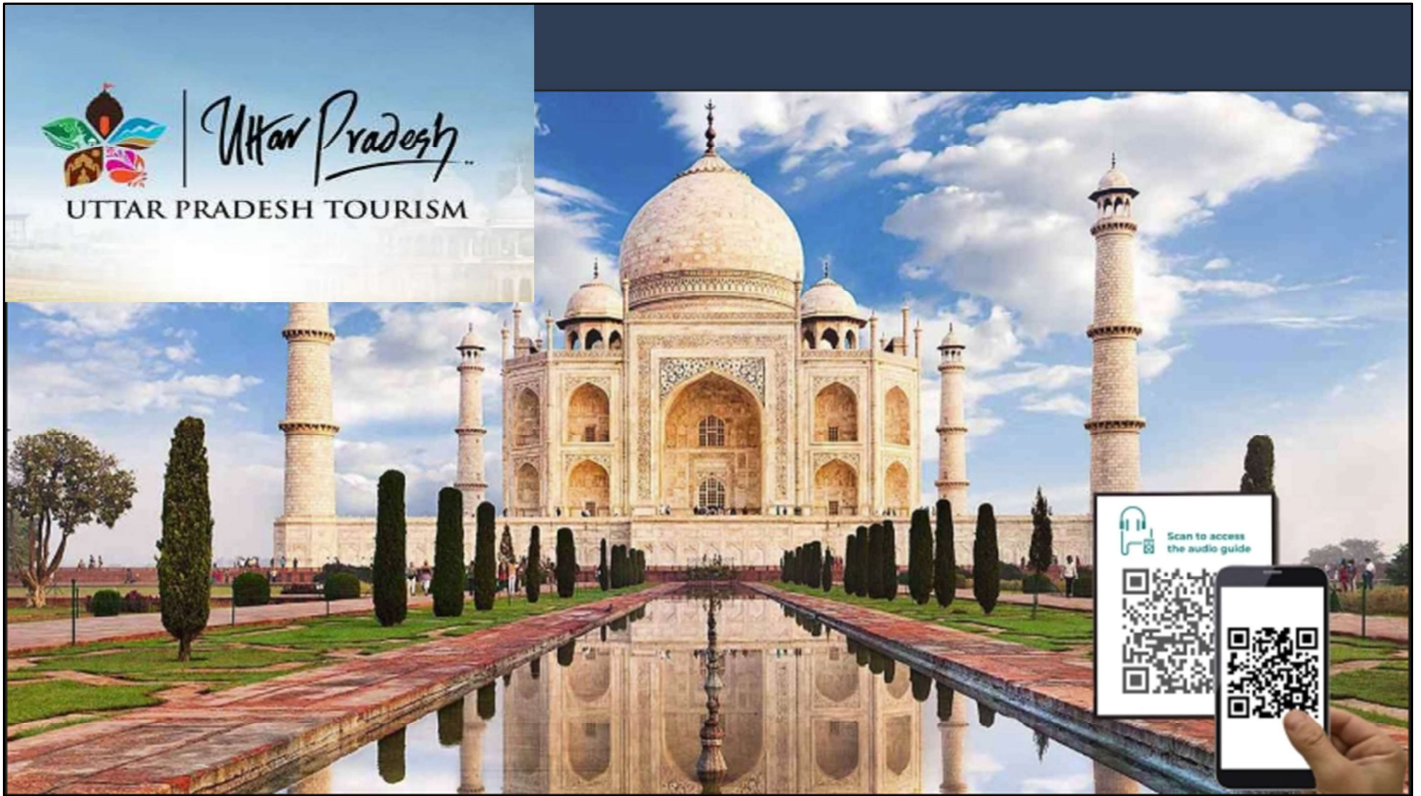
Ditch the Pandemic of Dull!

<https://www.instagram.com/p/DIH-iOOpBRW/>





Hannah Fry



EXERCISE

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Be Audacious to Stand Out

1. Act 1: Disrupt the Medium

Unexpected format or space: mural stories, coaster QR codes, live from the dock

1. Act 2: Disrupt the Narrative

Try raw stories, show fails, use different perspectives, experiment with storytelling tricks

1. Act 3: Disrupt the Storyteller

Try guest takeovers, unexpected voices (kid, critic, fisherman), or social objects (banana!)



Examples of brands that have used some of these methods

<https://www.one-tab.com/page/qxjj2ARVR9q9yEHRwsRRsg>

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"Competence is ignorable. Audacity gets attention."

— Mark Schaefer

- 🍷 **Food & Beverage:** No words. Just art. Storytelling through napkins and cups.
- 🏠 **Lodging:** Crayon reviews from kids, displayed in the lobby.
- 🛍️ **Retail:** A shopping experience powered by smell, touch, and sound.
- 🚗 **Transport:** QR-coded pedicabs with cruise crew telling the story.
- ⚡ **Utilities:** Teachers narrating construction wins with human emotion.



A top-down view of a desk with a cup of coffee, a keyboard, a spiral notebook, pens, and glasses. The image is overlaid with a semi-transparent blue filter. The text "SHARING & QUESTIONS?" is written in large, bold, white capital letters at the bottom of the image.

SHARING & QUESTIONS?

Stay with me....

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@Kamichat



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SEEN ON



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