
AGRITOURISM MARKETING CHECKLIST

This comprehensive marketing checklist ensures that all key aspects of promoting your Agritourism product are covered, leveraging various platforms and strategies to reach your customers effectively. Refer also to South Australian Tourism Commission (SATC)'s [Marketing Resources](#).

Website, Blogs, and Email Marketing

- Ensure your Agritourism product is listed on the [Australian Tourism Data Warehouse \(ATDW\)](#). You can list multiple facets of the business, for example; you could have a separate listing for your accommodation, tour or event.
- Create a **website** for the Agritourism business and feature all of the products and experiences available on your farm.
- Set up an **online booking system** for seamless reservations.
- Optimise for Agritourism specific keywords through **Search Engine Optimisation (SEO)**.
- Launch **Search Engine Marketing (SEM)** campaigns targeting relevant keywords.
- Send **Electronic Direct Mail (EDM)** - or 'emails' - to your existing database, promoting your offering and inviting people to visit.
- Write and publish **blog posts** about your Agritourism business and product to sit on your website.

Professional Visual Content Development

- Develop high-quality **professional images and videos** and ensure your 'hero' (i.e. best) images and videos are applied consistently across all of your digital/print channels.
- Share images/videos** with SATC and Tourism Australia (TA) for publishing on their media galleries to help increase potential opportunities for your product to be featured in state and national tourism campaigns.

Social Media Marketing

- Set up business accounts on Facebook, Instagram, and YouTube. Develop a content plan to ensure you are regularly posting engaging content.
 - **Facebook Posts:** Regularly post updates about your Agritourism product/s on Facebook.
 - **Facebook Ads:** Run targeted ad campaigns on Facebook.
 - **Instagram Posts:** Share engaging images and videos on Instagram.
 - **Instagram Stories:** Utilise Instagram Stories to highlight the Agritourism experience.
 - **Instagram Ads:** Invest in Instagram ads to reach a broader audience.
 - **YouTube Posts:** Upload videos related to the Agritourism product on YouTube.
 - **YouTube Ads:** Run ads on YouTube to promote your Agritourism product.
- Use **relevant hashtags** and engage with ('like', comment and share) posts from key partners (i.e. SATC, TA, Regional Tourism Organisations (RTOs), local businesses, councils).

Proactive Review Management

- Sign up to **TripAdvisor** and **Google Reviews**. Encourage visitors to leave reviews and share positive customer testimonials on your website.
- Develop a review management plan for all review sites (including Online Travel Agents (OTAs)).
- Respond to reviews in a timely manner (24-48 hours). Acknowledge and accept constructive feedback and use it as an opportunity to review your operations.

Distribution Partners

- Ensure information about how to book your Agritourism product is available at local **Visitor Information Centres (VICs)**.
- List your Agritourism product/s on various OTA websites.
- Consider utilising a **Channel Manager** for instant distribution, database, and logistics management of your Agritourism product/s. Refer to SATC's [Channel Management Factsheet](#) for more information.

Product Presentations, Training, and Familiarisation Trips

- Ensure you undertake **staff training** so that your staff (and family) are fully across the Agritourism product/s.
- Provide presentations and collateral to **VICs**.
- Invite key tourism stakeholders (VICs, SATC, etc.) to familiarise themselves with your Agritourism product/s on an organised **familiarisation trip**. Host a separate dedicated journalist and influencer familiarisation trip to ensure you get the best media outcomes. Learn more about hosting familiarisations via SATC's [Famils Factsheet](#).

Public Relations, Flyers, and Brochures

- Issue a **press release** to announce the launch of your Agritourism product/s.
- Create and distribute a **digital and/or virtual flyer or brochure**.