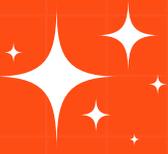


# 2023

## MARKETING TRENDS & TIPS

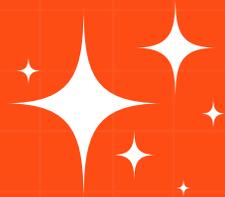
A look into what to expect for 2023, and  
how to drive traffic to your business.





## What does marketing look like in 2023?

The only constant in marketing these days is change. As trends continue to evolve, so must our efforts. By utilizing resources like ours, you can keep your finger on the pulse of what is happening next. Here is an inside scoop on what is to come in 2023!





## Expand Your Influence

Influencer marketing will continue to be one of the biggest trends in 2023. Utilizing this type of user-generated content is integral to curating a successful marketing strategy. To see a return on this investment, it is not necessary to invest thousands of dollars to go after macro-influencers with large followings. Instead, businesses should look into capitalizing on micro-influencers with smaller follower counts. These types of creators are still looking to grow their accounts; odds are, they are more willing to accept most brand deals that come their way.

## Record, Post, and Repeat

Another trend we will see in 2023 is the continued growth of short-form video content. With non-traditional video platforms like Facebook and Instagram launching efforts to include short-form videos in their software, it's safe to conclude that this type of content isn't going anywhere anytime soon.



**Did you know?**

**69% of people prefer video over text when learning about a product or service. (Wyzowl)**



# Allyship, Accessibility & Inclusivity

Additionally, company allyship and inclusivity will continue to be important as we head into 2023. Especially after rising political tensions in 2020, potential clients will look to the company's platforms to see whether or not they are taking a stance on social issues. Inclusivity is also something that consumers will look for next year. Clients want to see brands make their digital platforms accessible to all users. Does your website include features that accommodate the disabled community? Do you include trigger warnings on your social content? Actions like these will continue to make a huge impact as they are crucial for creating an environment for everyone to feel included.





## **So... What's next?**

When building your strategy, consider your business and how you can make these projected 2023 trends work in your favor. Keep up with what's to come by utilizing our tips, which we will elaborate further on in this paper. By following our guide, your operation or activity will be empowered to create an even more effective marketing plan for 2023.

# TIP #1

## Get Social With It

If one thing is certain, social media is a powerful tool for leisure activities and attractions. If you haven't already, it is time to hop on the train and start implementing a digital strategy with short-form video content at the forefront. Businesses and internet creators across the globe are increasing their viewership and reach just by creating short videos on platforms such as Instagram and TikTok.



# TIP #1

## Get Social With It (cont.)

To fully reap the benefits of social media, it is necessary to understand how to utilize it. Here are a few quick tips that we at AAMP Agency recommend.



- 1 **We recommend posting consistently.** Instead of getting caught up in the various optimal times you could post, focus more on sticking to a schedule you can commit to.
- 2 **Capture your audience** in the first 3 seconds with an engaging hook.
- 3 **Don't focus on going viral.** Instead, aim to tell a story that adds value to your community.
- 4 **Use what you have.** You don't need a full production crew to make high-quality content. Utilize the many apps and equipment you already have at your disposal.
- 5 **Have fun!** Gen Z has shown that personality and storytelling resonates more than creating a curated image.

# TIP #2

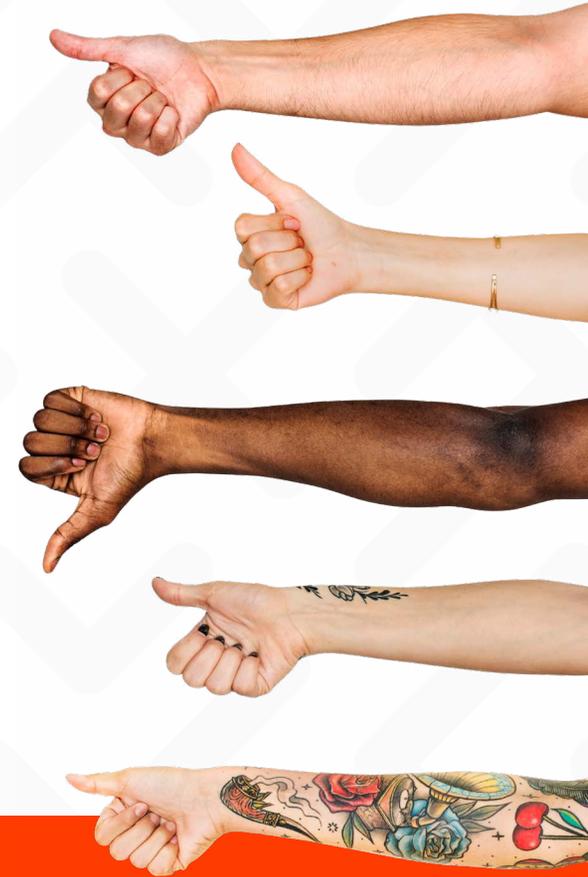
## How are you building brand trust?

Want people to book an experience with you? Be an expert in your field. Having a strong and distinctive ethos removes apprehension from the equation for your audience. You can achieve this by providing value-rich content such as:

Blogs, articles, and website pages with **educational or useful content**. For example, if you're a tour operator in New York City, publish a blog highlighting the best places to stay for outside visitors.

Show current and potential future customers that you care about their experience with **review management**. Respond to their feedback, praise, and validate their experience with your operation.

Utilize **user-generated content!** Highlight your positive customer reviews on your social media pages, repost and share customer experiences, and engage with your audience to show others the fun they are missing out on.

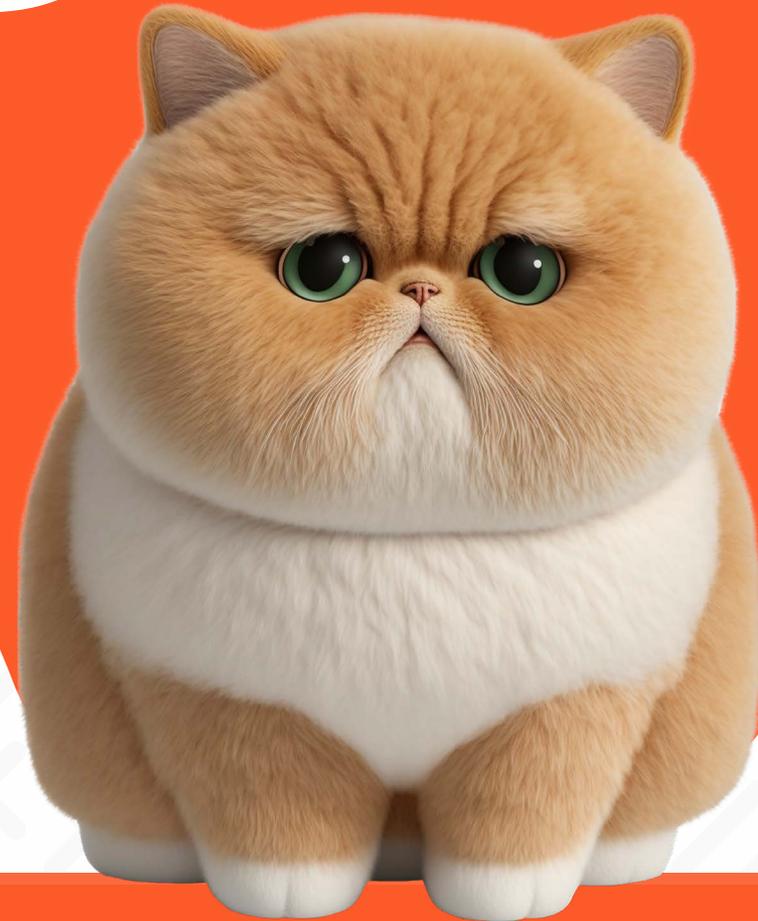


**Give your consumers reasons why they should trust you. The more they trust you, the more likely they will perform desired actions that will lead you to scale your operation.**

# TIP #3

## Keep it Short & Cute

Whether you are focusing on building your social media engagement or encouraging potential customers to check out your content, always ensure that you are clearly defining what action your audience should take. Make it a point to implement highly effective call-to-actions (CTA's) throughout your website, ad campaigns, social media content, and everything you do.



**AAMP Tip: When writing your CTA's, utilize commanding communication. Use action verbs such as, Get, Go To, Check Out, Book, and Schedule.**

# TIP #4

## Localize Your Content

Why is content localization important? Because connecting with individuals is the heart of every successful business model. However, simply translating your content and adding subtitles is only scratching the surface. Be sure to focus on adding locations to all of your Google My Business Listings, social media pages, and SEO page titles. By doing so, you will increase your searchability across different channels, which will, in turn, grow your brand.





# TIP #5

## Share Your Story

If you only take away one tip from this research, we sure hope this isn't the case; it's this; **be personable.**

Today's consumers are more sophisticated and are no longer interested in baseless marketing schemes. Nowadays, customers are looking to relate with companies in order to want to spend their precious time and hard-earned money. It sounds cliché, and you've probably heard this a million times but share your story. Storytelling is vital to connect with your target audience. People are more inclined to book experiences when they feel a connection with your brand, and storytelling helps you stand out from the crowd.

# TIP #5

## Share Your Story (cont.)

For example, Walt Disney World is, without a doubt, one of the most iconic tourist destinations on the planet. What started as a father watching his daughters play and wanting to create a place where both children and their parents could have fun turned into a multi-billion dollar theme park corporation. A large part of their success is due to their commitment to storytelling. Families connect to the idea that Disney Parks is where dreams come true because Disney sells the story first, not the product.



**AAMP Tip: The beauty of storytelling is that it knows no bounds. Pinpoint what makes your experience special and start from there. Why should people care about the service that you are offering?**

**We encourage you to take a look at your current marketing plan holistically and see how your conversion rates can benefit from improvement.**

With a combination of traditional metrics and creative strategies, you'll see results in no time. Growth and scaling are a part of being an experience operator and attraction; however, it does not simply come into existence without effort (as we all know). If you are seeking further guidance or have questions left unanswered at AAMP Agency, we'd love to connect with you.

[Let us know when you can chat](#), and we'll send you some awesome swag!





## A Note From Steve

Hey,  
I'm Steve, CEO of AAMP Agency and owner of operations such as Vegas Jeep Tours and Vegas Slingshot Rentals, to name a few. I know firsthand the struggles of experience and activity operations because I'm in this industry myself! I understand the challenges tourism businesses face, and with my insight into the tourism industry and my team of incredibly talented individuals, I am positive we can work together to help you grow. [Reach out to us](#); we'd love to connect!