



ADDITIONAL READING

Newsletters

Newsletter Inspiration:

<https://reallygoodemails.com/>

<https://www.mailerlite.com/newsletter-examples/travel>

<https://www.campaignmonitor.com/blog/email-marketing/2019/08/8-things-you-need-in-your-travel-newsletter/>

How to start building your first newsletter list:

<http://www.workbetternother.com/2020/03/how-to-start-building-your-first-email.html>

Twitter posts to promote your newsletter:

<https://daleyprogress.com/wp-content/uploads/2017/10/Twitter-Posts-Newsletter-Promo.xls>

Concepts around segmenting your newsletter list:

<https://www.campaignmonitor.com/blog/email-marketing/2018/08/top-10-ways-segmentation-increase-reader-engagement/>

<https://neilpatel.com/blog/email-marketing-segmentation-strategies/>

Social Media Automation

Automation tips

<https://blog.hootsuite.com/social-media-automation/>

Social media management during Covid

<https://buffer.com/resources/social-media-management-in-times-of-crisis>

Small business social media marketing tips

<https://buffer.com/resources/small-business-marketing>

Google My Business

How to claim your business listing:

<https://www.youtube.com/watch?v=8-wzs3Q0oIQ>

<https://www.reviewtrackers.com/blog/claim-business-google/>

Dealing with negative/spam reviews:

<https://www.reviewtrackers.com/blog/how-to-delete-google-review/>

Why tour operators should consider a GMB page:

<https://www.adventuretravelnews.com/why-tour-operators-should-consider-a-google-my-business-page>

Setting up GMB with a 3rd party booking operator:

<https://support.google.com/business/answer/7475773?hl=en>

Tips for a stellar GMB page:

<https://statusbrew.com/insights/ways-to-optimize-google-my-business-listing/>

<https://staenz.com/rank-higher-google-my-business-listing/>

Website Auditing

Persona template:

<https://blog.alexandria.com/buyer-persona-template-make-top-quality-content/>

Dealing with redundant, out-of-date and trivial content (ROT Method)

<https://www.smashingmagazine.com/2015/06/dealing-with-redundant-out-of-date-trivial-rot-content/>

Questions to ask users about your website

<https://getsitecontrol.com/blog/website-survey-questions-ideas/>

Google Analytics

When should you install Google Analytics? NOW:

<https://alisonkconsulting.com/when-should-you-install-google-analytics/>

Google Analytics and Squarespace

<https://support.squarespace.com/hc/en-us/articles/205815608-Using-Google-Analytics-with-Squarespace>

Google Analytics and WordPress

<https://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/>

Google Analytics and Wix

<https://support.wix.com/en/article/adding-your-google-analytics-tracking-id-to-your-wix-site>

Google Analytics Beginners Guide

<https://moz.com/blog/absolute-beginners-guide-to-google-analytics>

Additional Resources

Why businesses can't ignore their website during Covid-19

<https://alisonkconsulting.com/why-business-owners-cant-ignore-websites-covid-19/>

Getting great testimonials

<https://jeanineblackwell.com/how-to-get-client-testimonials-that-grow-your-business/>

Marketing Right Now Is Hard

<https://sparktoro.com/blog/marketing-right-now-is-hard/>