



AMAZON OF EUROPE BIKE TRAIL

07.3 Digital marketing
strategy

Project	AoE Bike Trail, DTP2-002-2.2
Work package	WP7 Transfer and replication
Activity	Preparation and implementation of the Digital marketing strategy
Output	O7.3 Digital marketing strategy
Authors	Günter Mussnig und Nathalie Reichhold
Institution	Trail Angels GmbH
Date	October 2021

INDEX

1. Purpose, scope and goals	3
2. Integration into overall Strategic Marketing Plan.....	4
2.1 USP & added value for communication	4
2.2 Target group definition	4
2.3 Market definition	6
2.3.1 Priority 1: DACH market.....	6
2.3.2 Priority 2: BENELUX market	7
3. Online marketing mix	8
3.1 Social media channels.....	8
3.1.1 Facebook.....	8
3.1.1.1 Analysis of criteria set	8
3.1.1.2 Set-up campaign	9
3.1.1.3 Communication design campaign.....	10
3.1.1.3.1 CI-CD for the digital marketing.....	10
3.1.1.3.2 Facebook Business Account	10
3.1.1.3.3 Brand marketing	10
3.1.1.3.4 Sales marketing.....	11
3.1.1.3.5 Community marketing.....	12
3.1.1.4 Campaign control.....	13
3.1.2 Instagram	13
3.1.2.1 Analysis of criteria set	13
3.1.2.2 Set-up campaign	14
3.1.2.3 Communication design campaign – Instagram channel	15
3.1.2.3.1 Hashtag strategy.....	15
3.1.2.3.2 Communication strategy	16
3.1.2.3.3 Campaign controlling	17
3.1.3 Future channels	18
3.1.3.1 Youtube.....	18
3.1.3.2 Pinterest	18
3.2 Search engine marketing.....	19
3.2.1 SEO.....	19
3.2.1.1 Content quality and keyword strategy.....	21
3.2.1.2 Content and writing guidelines.....	23
3.2.1.3 On the page HTML code and Google Search display	24
3.2.1.4 On-the-page: site architecture and search engine success factors – technical part.....	25
3.2.1.5 Off-the-page: search rankings	26
3.2.1.6 Analyze tool – Google Search console.....	27
3.2.2 Link and link quality.....	27

Amazon of Europe Bike Trail

3.2.2.1	Linking strategy and target group.....	28
3.2.2.2	Set-up and guideline for implementation	28
3.2.2.3	Amazon of Europe Bike Trail communication kit	32
3.2.3	SEA – Google AdWords.....	32
3.2.3.1	Google Ads.....	33
3.2.3.2	Set-up campaign.....	34
3.2.3.3	Campaign controlling	35
3.2.4	Electronic Customer Relationship Management (CRM).....	36
3.2.4.1	E-Mail marketing.....	37
3.2.4.2	Voucher and customer loyalty program.....	37
3.2.5	Electronic Customer Relationship Management (CRM).....	38
4.	Conclusion	39
5.	Outlook	40

Figure Index

Figure 1: Sinus Milieus of Austriai (2019).....	5
Figure 2: Development of bicycle travelers in Germany over the last seven years.....	7
Figure 3: Development of Facebook users in Germany by age group	9
Figure 4: Facebook channel for the Amazon of Europe Bike Trail.....	10
Figure 5: Example of a graphically designed post in the area of brand marketing for the Amazon of Europe Bike Trail.....	11
Figure 6: Example of Facebook sales marketing: a paid post with a concrete booking offer and a clear call-to-action	12
Figure 7: Example of Facebook community marketing: A post in the form of a travelogue about one of the explorer tours on the Amazon of Europe Bike Trail	13
Figure 8: Development of monthly Instagram users in Germany in millions during 2017 – 2021	14
Figure 9: Instagram account for the Amazon of Europe Bike Trail.....	15
Figure 10: Example of the hashtag setting in the context of an Instagram post for the Amazon of Europe Bike Trail	16
Figure 11: Example of a brand marketing post on Instagram for the Amazon of Europe Bike Trail	16
Figure 12: Example of a sales marketing post on Instagram for the Amazon of Europe Bike Trail (promoting an offer for one of the Explorer Tours)	17
Figure 13: Example of a community marketing post on Instagram for the Amazon of Europe Bike Trail (travelogue about one of the Explorer Tours)	17
Figure 14: Youtube channel for Amazon of Europe Bike Trail	18

1. Purpose, scope and goals

A comprehensive strategic marketing plan was developed for the Amazon of Europe Bike Trail project, which defines the guidelines for the market presence and operational marketing in the long term.

Since digitalization has long since found its way into the communication and promotion of all commercial and non-profit areas, it became necessary in the course of the project's progress to give the online marketing strategy for the Amazon of Europe Bike Trail a special status.

The goal of this online marketing strategy is on the one hand to define the corridor and the target direction for the brand presence. And on the other hand, to already define concrete measures for the operative marketing.

2. Integration into overall Strategic Marketing Plan

Online marketing will also dominate the overall market presence for the Amazon of Europe Bike Trail. Therefore, it is important that the online marketing strategy is fitted into the existing marketing strategy in the best possible way. However, for the weighting of the measures - also based on the limited financial means - a focusing of the online marketing is recommended. And this for several reasons:

- Good accessibility of the defined target groups and markets (see chapter 3)
- Optimal combinability of non-commercial brand marketing with sales-oriented sales marketing
- Efficient use of resources through optimized measurability using existing standard marketing controlling tools such as Google Analytics or the Facebook Business Suite
- Resulting in a targeted use of limited financial resources
- Multiplier effect in case of active networking for a transnational project with a large number of involved project partners and stakeholders

As a result, the professional implementation of the present online marketing strategy has a decisive importance for the entire market presence of the Amazon of Europe Bike Trail.

2.1 USP & added value for communication

The following attention funnel is defined for the product in question:

Stage 1: Positioning (how is the Amazon of Europe Bike Trail positioned in the market?)

- Long distance bike trail
 - 2 routes with xy km and xy daily stages

Stage 2: Differentiation (how is the Amazon of Europe Bike Trail differentiated from its competitors in the market?)

- Transnational bike trail
- Experience of the 1st UNESCO five-country biosphere park
- Individual bookability and integrated services through an Official Booking Center
- Conservation program "Cycling for Nature"

Stage 3: Profiling (how & with which services does the Amazon of Europe Bike Trail profile itself on the market?)

- Customer satisfaction for booked products
- Measurable progress of the "Cycling for Nature" project
- Establishment of an Amazon of Europe community
- Scaling of the product in the Amazon of Europe destination

2.2 Target group definition

The term "target group" is no longer used in tourism market research. Instead, the so-called Sinus Milieus® are used here. Sinus milieus are dynamic: they change from market to market, both in terms of time and in the distribution and characteristics of the defined milieus. In addition, milieus are constantly being redefined or renamed.

We have selected the Sinus Milieus of Austria from 2019 (i.e., the last pre-Covid year) for the presentation here:

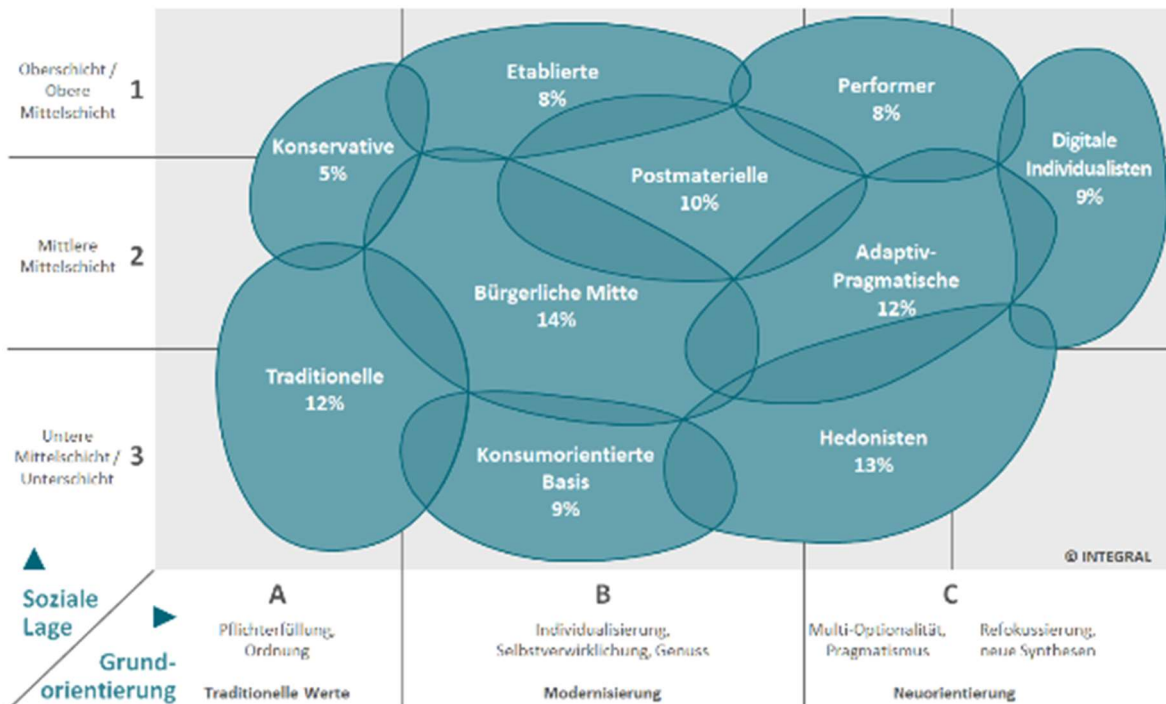


Figure 1: Sinus Milieus of Austria (2019)
Source: Integral.co.at

The tourism marketing of a destination or a product is always aimed at addressing one of the four to five leading milieus or upscale milieus. Including the overlap with the neighboring "middle milieus", this results in the entirety of the target group to be addressed in the respective market.

The leading milieus can be characterized as follows (Integral.co.at; 2021):

Established: The performance-oriented elite with a strong sense of tradition: Clear claims to exclusivity and leadership, a high sense of status and a strong ethos of responsibility.

- Typical bike product: Pleasure bike tours around a luxury hotel resort*****
- Potential: conditionally responsive to a long-distance cycling product in a pleasure-oriented and upscale variant (e.g., only upscale accommodations).

Post-materials: Cosmopolitan social critics: educated milieu with diverse cultural interests; cosmopolitan in orientation but critical of globalization; socially engaged.

- Typical cycling product: Transnational long-distance cycling route that provides insights into different cultures and is coupled with an ecological or socio-cultural project.
- Potential: the ideal guiding milieu for a long-distance bike product such as the Amazon of Europe Bike Trail.

Performer: The flexible and globally oriented modern elite: Efficiency, personal responsibility and individual success have top priority; High business and IT competence.

- Typical bike product: A sports event in the form of a bike ultramarathon, coupled with a high social media presence.

- Potential: For a defined long-distance bike route, only appealing in the form of a competitive sporting event (e.g. 24h race, etc.).

Digital individualists: The individualistic and connected lifestyle avant-garde: mentally and geographically mobile, connected online and offline, constantly looking for new experiences.

- Typical bike product: No typical product exists a priori; if, then the product results from the process, the experience.
- Potential: Not really responsive to a defined long-distance bike route.

Summary: For the digital marketing strategy, the key milieu of the "post-materialists" must be specifically addressed. There are overlaps with the adjacent milieu of the "adaptive pragmatists" and, to a lesser extent, with the leading milieus of the "established" and the "performers."

2.3 Market definition

The following markets are to be addressed within the previously defined Sinus Milieus by means of the digital marketing strategy. It should be noted that one clear objective of the digital marketing strategy was to attract new, international groups of guests for the product in question. The market of "domestic" guests, i.e. cyclists from the countries along the Amazon of Europe, which should not be underestimated, is taken into account in the general strategic marketing plan and their targeted approach can subsequently be derived from the "digital marketing strategy" shown here.

2.3.1 Priority 1: DACH market

The so-called DACH market (Germany, Austria and Switzerland) represents the highest priority target market for the Amazon of Europe Bike Trail. This priority is based on the following criteria:

- Relative geographic proximity to the product
- Implementation of German as one of the two main languages on the digital communication channels (trail website and trail booking landing page)
- Great affinity to the topic of "long-distance cycling", especially on the large German market

Market relevance in numbers:

- According to the German Bicycle Monitor (source: bmvi.de), 44% of Germans regularly use a bicycle.
- For an average of five million Germans, a bicycle trip is the main holiday motive (source: de.statista.com); a trend that has increased over the years and was only slowed down by the effects of the Corona pandemic.

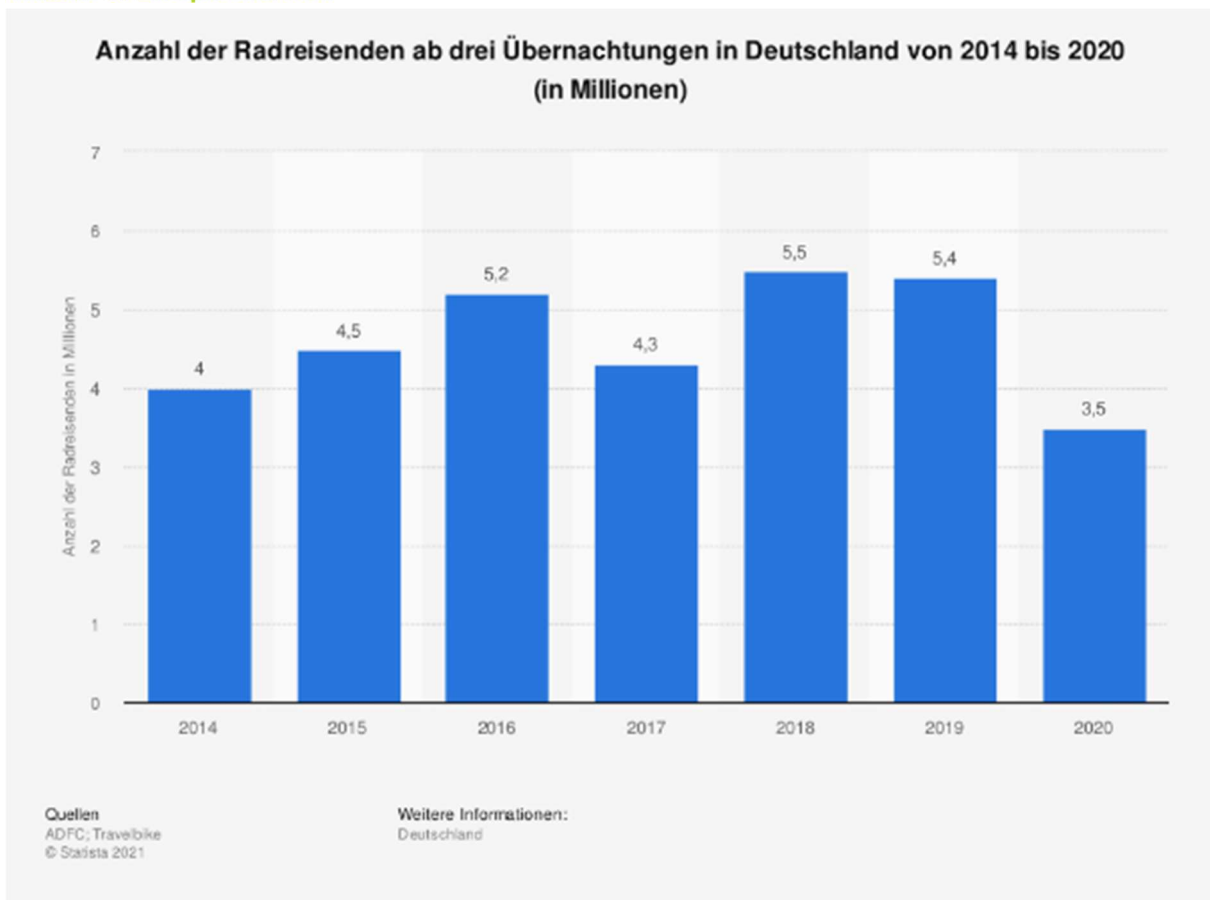


Figure 2: Development of bicycle travelers in Germany over the last seven years
 Source: de.Statista.com

2.3.2 Priority 2: BENELUX market

The so-called BENELUX market (Belgium, Netherlands and Luxembourg) represents the second highest priority target market for the Amazon of Europe Bike Trail. This priority is based on the following criteria:

- Still terrestrial accessibility (car, train) given
- German language in large parts of the BENELUX market as colloquial language or common foreign language widespread. In addition, a high proportion of the population in the Netherlands in particular is proficient in English
- Above-average affinity for long-distance cycling, especially in the Dutch market

Market relevance in figures (source: austriatourism.com):

- The 17 million Dutch own an incredible 23 million bicycles
- 36% of Dutch people use their bike daily
- 1.1 million Dutch people state "bicycle travel" as their main vacation motive

3. Online marketing mix

The present online marketing strategy attempts to implement the following strategic cornerstones:

- Balance of different online marketing measures ("online marketing mix") to prevent one-sided dependence on individual instruments.
- Weighting of this marketing mix according to markets and sinus milieus for the most efficient use of resources possible
- Consistent gradation of the communication strategy according to the already defined attention funnel:
 - Positioning: building a brand marketing for the positioning of the Amazon of Europe Bike Trail on the market; this brand marketing is story-telling based and not sales oriented!
 - Differentiation: implementation of a timed product marketing for the purpose of inquiry and booking inspiration. This marketing is sales-oriented and is intended to differentiate the Amazon of Europe Bike Trail in the market by means of its bookable services.
 - Profiling: Establishing community marketing based on real experiences of the Amazon of Europe Bike Trail's customers and thus giving it a distinctive profile in the market. This marketing is also not sales-oriented.

3.1 Social media channels

Despite all the justified criticism of the social undesirable developments triggered by social media, the integration of suitable social media channels is indispensable for digital marketing. In the present concept, the following social media channels are taken into account and weighted according to the following criteria: Market relevance; relevance by age group; relevance by target group appeal; linkability; availability of content.

- Priority 1: Facebook
- Priority 2: Instagram
- Not yet considered: Youtube
- Not yet considered: Pinterest

3.1.1 Facebook

3.1.1.1 Analysis of criteria set

- Market relevance: Facebook is still the most widespread social media channel globally - despite immense momentum in this segment.
 - Worldwide, 1.93 billion people use Facebook daily (DAU: Daily Active Users).
 - In Germany, 32 million people have a Facebook account
- Targeting by age group: The age structure of Facebook users has shifted massively in the last decade! Fewer and fewer young people, but more and more older people are using Facebook as their social media channel. This means that Facebook is also the most common channel for the selected Sinus milieus in the "Baby Boomers" and "Modern Escapists" age groups (as 30+ to 65 years old). (Source: de.statista.com)

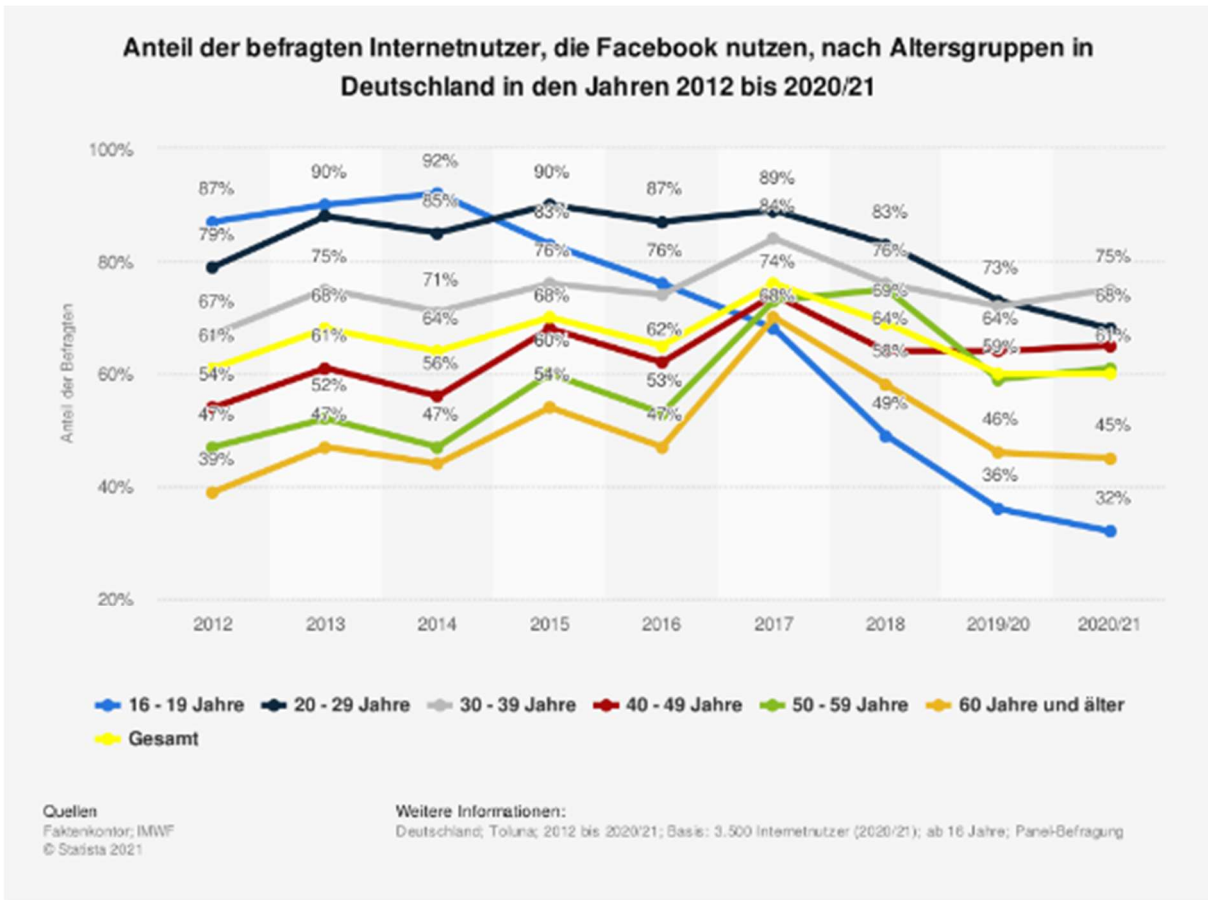


Figure 3: Development of Facebook users in Germany by age group
Source: de.Statista.com

- Targeting: Although often (and in part justifiably) criticized, the high data quality of Facebook's user profiles gives it probably the most detailed options for precisely addressing target groups according to target milieus and target markets that can be narrowed down geographically with great precision. This means that campaigns can be designed and rolled out very efficiently if they are set up professionally.
- Linkability: The group structure optimizes the linkability of Facebook with Instagram. This had a direct impact on the prioritization of the marketing mix in order to be able to use resources efficiently.
- Availability of content: In terms of content, Facebook is a mixed platform (text, images, videos). This means that any existing and suitable content can be used and that there is no need to specialize too much in one medium (as is the case with Youtube).

3.1.1.2 Set-up campaign

The set-up of an integrated Facebook campaign for the Amazon of Europe Bike Trail is composed as follows:

- Development of a digital CI-CD for the Amazon of Europe Bike Trail to be used for all digital communication tools.
- Establishment and development of a Facebook business account for the Amazon of Europe Bike Trail as a central communication channel
- Graduated communication design according to the three attention levels "positioning" "differentiation" and "profiling", as well as according to a defined temporal editorial plan.

3.1.1.3 Communication design campaign

3.1.1.3.1 CI-CD for the digital marketing

A CI-CD was developed for the Amazon of Europe Bike Trail for use in digital marketing. This should increase and secure the recognition value of the product on the market, especially in the social media world. In doing so, care was taken to ensure that the communication requirements of the INTERREG Danube Transnational Program were fully taken into account.

The design of the CI-CD is illustrated in the following chapters by means of concrete examples.

3.1.1.3.2 Facebook Business Account

In addition to the mandatory Facebook Business Account for the INTERREG project, a separate Facebook Business Account for the Amazon of Europe Bike Trail was set up especially for the promotion of the priority markets (DACH & BENELUX).

This account represents the central communication channel for the Amazon of Europe Bike Trail on Facebook and reflects all three levels of the attention filter in the communication strategy.



Figure 4: Facebook channel for the Amazon of Europe Bike Trail

3.1.1.3.3 Brand marketing

For the market launch and the associated positioning of the Amazon of Europe Bike Trail on the market, a separate campaign for a brand marketing was developed. This brand marketing should make the brand "Amazon of Europe Bike Trail" known, with inspiring stories to awaken a desire in customers and ultimately support these customers in the travel decision.

Brand marketing is story-based and not sales-oriented. The main means of communication are editorially prepared posts. Depending on the requirements, the posts can be purely generic or they can also be supported monetarily (paid posts). It is up to the campaign management to decide which posts are of decisive importance

for the success of the campaign and are therefore supported monetarily. However, it is important to point out that the majority of posts in brand marketing should be generic, also in order not to appear too commercial at this stage. Building a brand, especially a brand in sustainable tourism, is primarily about trust, which means that a cautious and slower build-up of the brand and thus also of the reach is more promising in the long term than a fast, reach-oriented and thus primarily financially supported approach.

It is also important to point out that the consistent implementation of the CI-CD in the brand posts is of great importance for brand building and its positioning.



Figure 5: Example of a graphically designed post in the area of brand marketing for the Amazon of Europe Bike Trail

3.1.1.3.4 Sales marketing

Differentiation from its competitors is achieved through the USP services and associated products of the Amazon of Europe Bike Trail. This requires efficient sales marketing. Sales marketing builds on brand marketing, is clearly sales-oriented and motivates customers with a "Call to Action" (CTA) to interact in the form of booking requests or concrete bookings.

In contrast to brand marketing, sales marketing is monetarily supported to a much greater extent in the form of "paid posts" or "paid ads". The monetary input is used as efficiently as possible in accordance with the following guidelines:

- Temporal limitation: use of booking periods relevant to the product in various forms (early bookers; last minute; known booking-intensive periods such as the Christmas vacations, etc.); increased use on weekdays (e.g. Sundays) and times (e.g. 18h - 20h) relevant to the product.
- Target group optimized narrowing: use of demographic as well as thematic customer data; such as narrowing by activities, interests, age, etc.
- Geographical narrowing: use of geographical customer data for the purpose of optimizing for specific products or optimizing for geographically related vacation periods, etc.

In particular, the use of resources for sales marketing must be monitored and evaluated on an ongoing basis. If sales marketing does not achieve the desired success (e.g., in the form of selected KPIs such as the conversion rate, etc.), the above parameters for the use of funds can be flexibly adapted.



Figure 6: Example of Facebook sales marketing: a paid post with a concrete booking offer and a clear call-to-action

3.1.1.3.5 Community marketing

The profiling of the Amazon of Europe Bike Trail on the international market takes place through the professional provision of travel services and the opening of unforgettable experiences.

In order to let as many customers as possible participate in the overall experience "Amazon of Europe Bike Trail", it is necessary to build up a community for the trail. For this purpose, a special community marketing is used, coordinated with the brand and sales marketing.

Community marketing follows the following guidelines:

- Community marketing is based on well-founded and authentic story-telling with a special focus on travelogues
- The special focus is on the integration of travelogues from customers
- For a further intensification of the communication, the connection with the travel blog on the trail website of the Amazon of Europe Bike Trail is recommended
- In addition to travelogues, customers should be invited to non-commercial interactions within the framework of community marketing (e.g. suggestions for improvement, ideas, recommendations, quizzes, etc.)
- Community marketing is always generic; sales-oriented advertising with monetary support ("advertisement") proves to be counterproductive for authentic community marketing
- The development of product ambassadors or testimonials is another integral part of successful community marketing
- After the establishment of a trail community and the successful implementation of booking and travel service processes, the linkage with open and certified online review platforms represents an additional, reinforcing measure

A functioning community marketing is one of the essential factors for the sustainable and long-term success of a trail project. In any case, the appropriate resources must be made available for this purpose.



Figure 7: Example of Facebook community marketing: A post in the form of a travelogue about one of the explorer tours on the Amazon of Europe Bike Trail

3.1.1.4 Campaign control

Facebook's Business Suite opens up precise campaign controlling. This controlling can additionally be supplemented by functions offered by Google Analytics with regard to social media access to the trail website. The following key performance indicators (KPIs) are recommended for measuring the success of Facebook campaigns:

- Reach development: subscribers to the Facebook channel.
- Reached people per post (generic and content)
- Interactions per post
- Facebook hits on the trail website
- Conversion rate: bookings in relation to Facebook hits on the trail website

3.1.2 Instagram

3.1.2.1 Analysis of criteria set

The optimal linkability with Facebook results in the following advantages when using Instagram:

- Target group approach can be controlled as with Facebook
- Campaigns such as individual posts can be designed in parallel with Facebook
- This also means that there are no separate challenges for the availability of the content

In terms of market relevance and targeting by age group, the following differences arise compared to Facebook:

- Instagram's penetration is incredibly dynamic. For example, the number of monthly users in Germany has multiplied from 1.6 million to 8.52 million users during the last four years (2017 - 2021).

Although Instagram does not yet match Facebook, it is already the clear No. 2 among all social media channels.

- The dominant age group on Instagram is between 25 and 34, followed by the 15-24 age group. Instagram thus reaches a younger target audience, complementing Facebook. This represents an important factor in relation to the overall "Amazon of Europe Bike Trail" product.

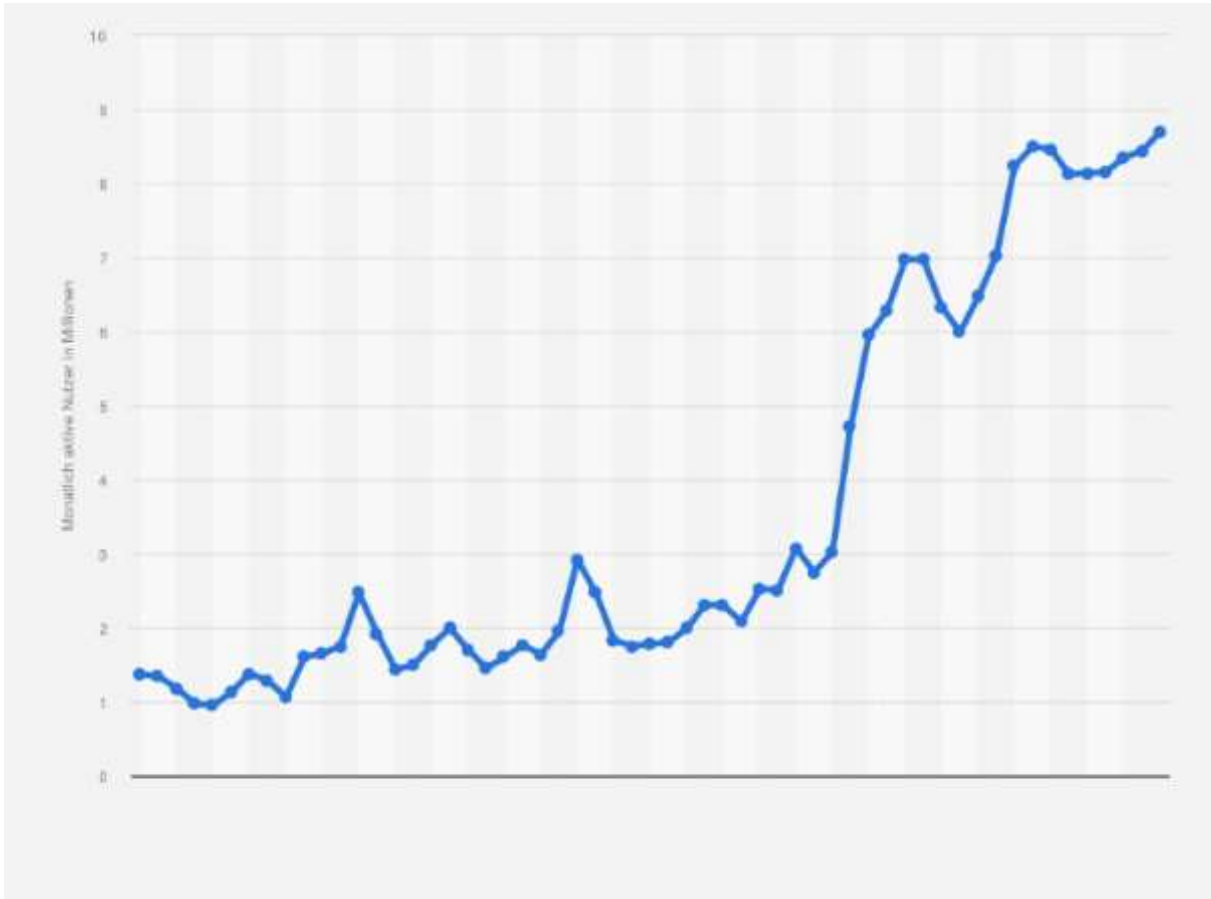


Figure 8: Development of monthly Instagram users in Germany in millions during 2017 – 2021
 Source: de.Statista.com

Conclusion:

Instagram is ideally suited as a second social media channel to be used alongside Facebook. The reasons are:

- Dynamic development on the market
- Addressing younger target groups compared to Facebook
- Optimal linkability of campaigns (and their content)

3.1.2.2 Set-up campaign

The set-up of an integrated Instagram campaign for the Amazon of Europe Bike Trail is composed as follows:

- Complementary addition to the priority Facebook campaign using the resources provided for this purpose.
- Implementation of the digital CI-CD for the Amazon of Europe Bike Trail, which will also be used in the Facebook campaign.
- Establishment and development of an Instagram account for the Amazon of Europe Bike Trail as a central communication channel

- Graduated communication design according to the three attention levels "positioning" "differentiation" and "profiling", as well as according to a defined temporal editorial plan.

The Instagram campaign is a complementary campaign to the Facebook campaign and is designed to appeal to a younger audience. Experience shows that this age group is more individual in its travel planning and significantly less accessible for bookings via an official booking center.

Thus, the Instagram campaign places more emphasis on "Brand Marketing" and "Community Marketing". "Sales Marketing" is also carried out, but to a limited extent and not supported monetarily. It should also be noted that Instagram is generally less relevant for bookings than Facebook, if only because of the younger user audience. Therefore, it makes sense to implement the financial commitment for the Instagram campaign only to a very limited extent or to do without "paid posts" at all.

3.1.2.3 Communication design campaign – Instagram channel

In parallel to the Facebook channel, a key measure is to set up a professional Instagram channel for the Amazon of Europe Bike Trail. This Instagram channel represents the central communication hub for the Amazon of Europe Bike Trail on this social media channel.



Figure 9: Instagram account for the Amazon of Europe Bike Trail

3.1.2.3.1 Hashtag strategy

A sound hashtag strategy represents a key success factor on Instagram for increasing the reach of the Instagram channel and the product. Such a hashtag strategy was developed for the Amazon of Europe Bike Trail and is already being applied in the current campaign.

The setting for the hashtags is optimized and flexibly brought into use for each individual Instagram post. Furthermore, the overall setting can also be adjusted and improved based on the ongoing evaluation.



- ✓ Südroute (700km | 16 Etappen)
- ✓ Infos zum Bike Trail: siehe Link in Bio

Foto: Ante Vekić

#amazonofeurope #biketrial #bikeeurope

Project co-funded by the European Union Funds (ERDF, IPA)

#fernradweg #radfernweg #longdistancebikingroute
 #longdistancebiking #discoversouthernEurope #southernEurope
 #moveforward #bikingadventures #bikinglife #bikelife #mur
 #drau #drava #danube #donau #radfahren #biosphere
 #biospherereserve #interreg #nordroute #hungary #croatia
 #nature #natur #naturephotography #outdoor #unterwegs

1 Wo.



Figure 10: Example of the hashtag setting in the context of an Instagram post for the Amazon of Europe Bike Trail

3.1.2.3.2 Communication strategy

The communication strategy for Instagram is complementary to that for Facebook. Due to the lower booking relevance of Instagram, less space is devoted to sales marketing - compared to Facebook - and monetarily supported communication is not used or only in justified exceptional cases.

- Positioning: Brand marketing



Figure 11: Example of a brand marketing post on Instagram for the Amazon of Europe Bike Trail

- Differentiation: Sales Marketing



Figure 12: Example of a sales marketing post on Instagram for the Amazon of Europe Bike Trail (promoting an offer for one of the Explorer Tours)

- Profiling: Community marketing

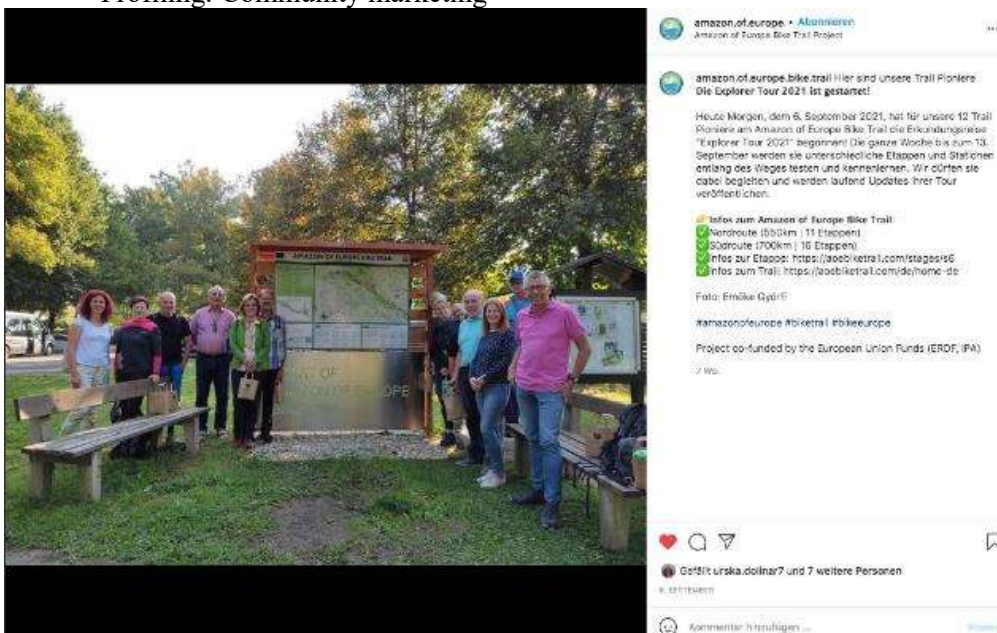


Figure 13: Example of a community marketing post on Instagram for the Amazon of Europe Bike Trail (travelogue about one of the Explorer Tours)

3.1.2.3.3 Campaign controlling

Campaign controlling for the Instagram campaign is carried out in parallel with the Facebook campaign. The same key performance indicators (KPIs) are used as for the Facebook campaign.

3.1.3 Future channels

3.1.3.1 Youtube

Youtube is by far the most widely used video platform in the world. In 2019, 1.9 billion people worldwide used YouTube. 64% of Germans used YouTube at least once a month (source: de.statista.com). From the perspective of market relevance, Youtube is therefore interesting from certain points of view:

- The Youtube channel must be professionally set up
- The content is video-centered and consists of a mix of HQ productions and authentic "live material" (from explorer tours, trail scoutings and from travel reports of customers)
- The presentation requires a high degree of dynamism and interaction

Only if these requirements are met does it really make sense to focus on Youtube. Currently - especially from a resource perspective - these requirements are not yet met. However, it should be considered in future plans for marketing resources for the development of a professional Youtube channel, as Youtube opens up promising perspectives in the area of brand and community marketing for a sustainable tourism product like the Amazon of Europe Bike Trail is.

The already established Youtube channel for the Amazon of Europe Bike Trail is a good starting point for this without investing too much resources (especially monetary) in the first phase. If the digital marketing strategy is successful in building a community (via Facebook and Instagram), then the Youtube activities should be intensified as described above.

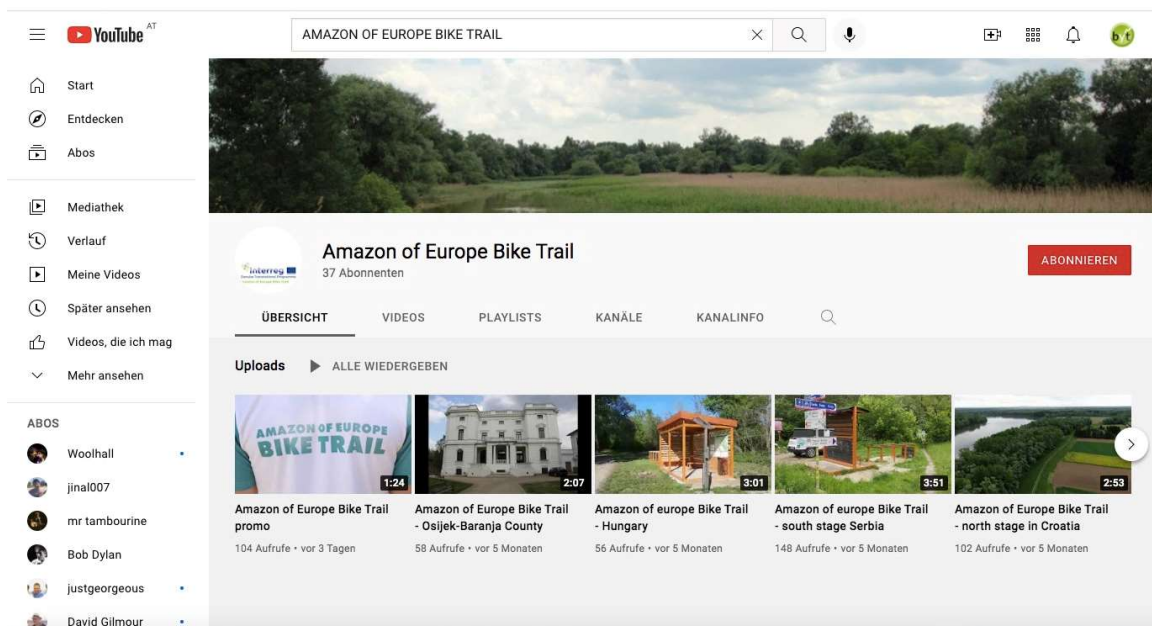


Figure 14: Youtube channel for Amazon of Europe Bike Trail

3.1.3.2 Pinterest

Pinterest is a dynamically developing social media network with a clear focus on images as its central content. Pinterest is used regularly by around 454 million people worldwide. Pinterest is particularly well established in Germany, where 15 million users use it regularly. (Source: futurebiz.de)

While this means that Pinterest does not achieve the same level of penetration as Instagram, its market relevance can be considered very high in view of these figures. When selecting suitable social media networks, the difference between Instagram and Pinterest should be pointed out in particular at this point:

"Instagram and Pinterest are both image-heavy social networks that are nevertheless very different in their functions and structure. The differences relate to both user behavior and the marketing activities of companies.

Probably the biggest difference lies in the published content itself. While Instagram is a very personal social network (even more personal than Facebook), Pinterest thrives on collected and curated content. Private photos are not published on Pinterest, but on Instagram. For that, content from websites has no place on Instagram, but they are the drivers of Pinterest. For companies, this is a very crucial point that significantly influences the content strategy. The quality of the images must be right on Instagram and Pinterest. That's clear. But the content is essentially different in the way it is presented. It's worth noting that a private photo on Pinterest is less disruptive than website content on Instagram. Users don't need to be told that. Businesses, on the other hand, do, and unfortunately you'll find more and more photos on Instagram that would be more appropriate for other social networks by Art."(Source: futurebiz.com)

Pinterest is therefore very well suited for use in brand and community marketing for sustainable tourism products. However, in the digital marketing strategy at hand, Instagram was prioritized for one important reason: the optimal linkability with the priority Facebook campaign and thus the efficient use of resources. The same applies to Pinterest as to YouTube: If the digital marketing strategy is successful in building a community (via Facebook and Instagram), then resources can be planned for the development of a professional Pinterest presence to strengthen brand and community marketing.

3.2 Search engine marketing

3.2.1 SEO

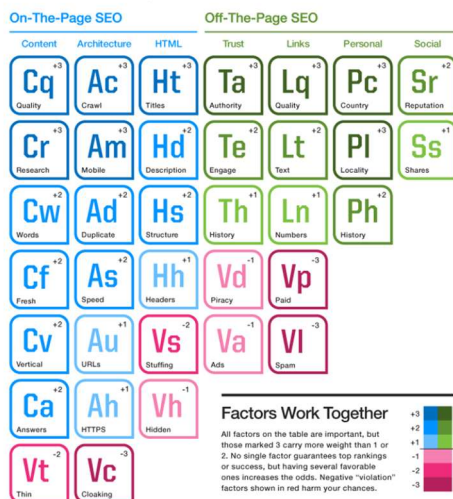
SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines. The communication hub is the official Amazon of Europe Bike Trail Website.

All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to the users and target groups.

There are three major groups covered by "Search Engine Land's Periodic Table" of SEO Success Factors:

The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.



WRITTEN BY: [Search Engine Land](#) | CREATED BY: [COLLINS PINE](#) | LEARN MORE: <http://tand.com/seo-table> | © 2017 Third Door Media

Figure 15: SEO success factors
Source: searchengineland.com

- On-the-page SEO: Content – Architecture - HTML**
 On-the-page search ranking factors are those that are almost entirely within the publisher's own control. What type of content do you publish? Are you providing important HTML clues that help search engines (and users) determine relevancy? How does your site architecture help or hinder search engines?
- Off-the-page SEO: Trust, Authority, Links & Social Media**
 Off-the-page ranking factors are those that publishers do not directly control. Search engines use these because they learned early on that relying on publisher-controlled signals alone didn't always yield the best results. For instance, some publishers may try to make themselves seem more relevant than they are in reality.
- Violation**
 Make no mistake — search engines want people to perform SEO because it can help improve their search results. Search engines provide help in the form of guidelines, blog posts and videos to encourage specific SEO techniques. However, there are some techniques that search engines deem "spam" or "black hat," which could result in your pages receiving a ranking penalty, or worse, being banned from the search engines entirely. Violations are generally tactics meant to deceive or manipulate a search engine's understanding of a site's true relevancy and authority.

3.2.1.1 Content quality and keyword strategy

Content is king. You hear that phrase repeatedly when it comes to SEO success. Indeed, that is why the “Periodic Table of SEO Success Factors” and all other SEO Companies begins with the content “elements,” with the very first element being about content quality.

What does Content quality for the Amazon of Europe Bike Trail mean?

- Create real value, something of substance to visitors that is unique, different and useful that they won’t find somewhere else like Insider tips, Good to know about the area, Point of Interests along the Route, etc.
- Provide a reason for people to spend more than a few seconds reading your pages like best time to travel, Equipment list for Cyclers, Requirements for Cyclers, etc.
- Content words/ use of keywords
- Use Images always with captions and the main keywords



Figure 16: Example of using keywords in combination with key image

Reference: <https://www.trail-angels.com/amazon-of-europe-bike-trail-zusammenwachsen/>

- Search engines love new content. It’s also called fresh content. For a later process with other keywords; For example travel stories, expert articles of influencer, journalists, local guides, service providers, etc..
- Avoid same information that can be found on hundreds of other sites
- Avoid double Content

Get the content of the Amazon of Europe Bike Trail right, and you have created a solid foundation to support all your other SEO efforts.

Use of keywords and how to search them.

Perhaps the most important SEO factor after creating good content is good keyword research. You want to create content using those keywords, the actual search terms people are using, so you can produce content that effectively “answers” that query. The content needs to be written in the right language of the right language. It is the language of the target group Amazon of Europe Bike Trail when they are searching.

There are many helpful SEO tools for researching and to figure out the right “language” of the Amazon of Europe Bike Trail target group like:

- Google Adwords Keyword-Planer
- KWFinder <https://kwfinder.com/>

ENGLISH

TOP SEO CONTENT Landingpage	Primary keyword	Sekundärkeywords	Suchvolumen	Wettbewerb	CPC
Wording Trail name	Amazon of Europe Bike Trail	use always the same term			
Topic: Generell, Organisation, Infrastructure, bookingcenter and services, safety	Cycling holidays				
		cycle tour	2.400	88%	2,78 €
		river bike trail	2.400	78%	3,09 €
			70	1%	- €
Topic: Amazon of Europe Bike trail is one of the most famous river bike trails	best bike trails				
		Murradweg - cycling the mura	480	8%	2,41 €
		Drauradweg - cycling the drava	1.900	2%	0,43 €
		Donauradweg - cycling the danube	1.600	8%	0,43 €
		Donauradweg - cycling the danube	2.900	18%	1,05 €
		Cycling holidays Austria	170	100%	0,40 €
		Cycling holidays Hungary	150	10%	0,10 €
		Cycling holidays Slovenia	80	10%	0,18 €
		Cycling holidays Croatia	70	10%	0,10 €
		Cycling holidays Serbia	20	0%	- €
Topic: STORY - Amazon of Europe Bike trail	nature travel cycling				
		TOP 10 sensations like heritiage cities	350	20%	1,80 €
		Kingfisher			

Figure 17: Example of a successful keyword search for the Amazon of Europe Bike Trail target group, international market

GERMAN

TOP SEO CONTENT Landingpage	Primary keyword	Sekundärkeywords	Suchvolumen	Wettbewerb	CPC
Wording Trail name	Amazon of Europe Bike Trail	use always the same term			
Topic: Generell, Organisation, Infrastructure, bookingcenter and services, safety	Radreisen individuell				
		Radtour	480	77%	1,04 €
		Flussradweg	720	24%	1,08 €
		"fahrradreisen"	30	19%	- €
		"radreisen"	50	51%	1,30 €
		"radreisen anbieter"	70	87%	1,12 €
		"organisierte radreisen"	30	91%	0,69 €
		"veranstalter radreisen"	20	62%	1,04 €
		"rad und reisen"	110	37%	1,23 €
		[e bike route]	10	79%	0,66 €
Topic: Amazon of Europe Bike trail is one of the most famous river bike trails	die schönsten Radtouren				
		die schönsten Flussradwege	90	74%	0,79 €
		Murradweg	10	100%	- €
		Murradweg	1.900	2%	0,43 €
		Drauradweg	1.600	8%	0,43 €
		Donauradweg	2.900	18%	1,05 €
		Radreisen Österreich	170	100%	0,40 €
		Radreisen Ungarn	150	10%	0,10 €
		Radreisen Slowenien	80	10%	0,18 €
		Radreisen Kroatien	70	10%	0,10 €
		Radreisen Serbien	20	0%	- €
Topic: STORY - Amazon of Europe Bike trail	Naturreisen mit Rad				
		TOP 10 sensations like heritiage cities	50	1800%	1,26 €
		Eistaucher			

Figure 18: Example of a successful keyword search for the Amazon of Europe Bike Trail target group, DACH market

3.2.1.2 Content and writing guidelines

The following structure are intended to work as guidelines with regard to formal and content criteria to create and write quality content for the Amazon of Europe bike Trail:

Step 1: Structure main menu - overview

Create a excel list called structure main menu with all your landing pages and subpages.

Step 2: SEO or General Content landing page

Ask you the following question:

Which landing page + primary keyword should appear on the first page of Google Search

Now divide your pages in SEO Content pages and General Content pages.

Take care:

- Avoid double primary keywords – only one primary each SEO Content landing page is possible
- SEO Content landing pages are fine for the first step

Step 3: URLs descriptive

Create your URLs descriptive for every landing page

Take care:

- The primary keyword should be a part of it
- KISS – keep it short and simple
- Take care of the structure

Step 4: Writing – SEO Content landing pages

Follow the Checklist

- Write 2000+ word original content
- Write engaging content to keep readers on site
- Place primary keyword in H1 und H2 Tags
- Use captures
- Use headlines within 70 characters
- Drop primary keyword in the first 100 words
- Use primary keyword as much as you can without losing quality or value
- Rename images with meaningful names
- Keep URLs short and use main keywords in URL
- Use internal links to other articles
- Give outbound links to authority site references
- Place social sharing buttons if it makes sense

Step 5: Writing – General Content pages

Take care as good as you can – and of course if it makes sense – of the search engine success factors.



Figure 19: Example of a SEO Content landing page with the primary Keyword "Weitwandern mit Hund"

3.2.1.3 On the page HTML code and Google Search display

Using the Google Search Display Network you can target potential customers of the Amazon of Europe Bike Trail who are browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using a mobile device.

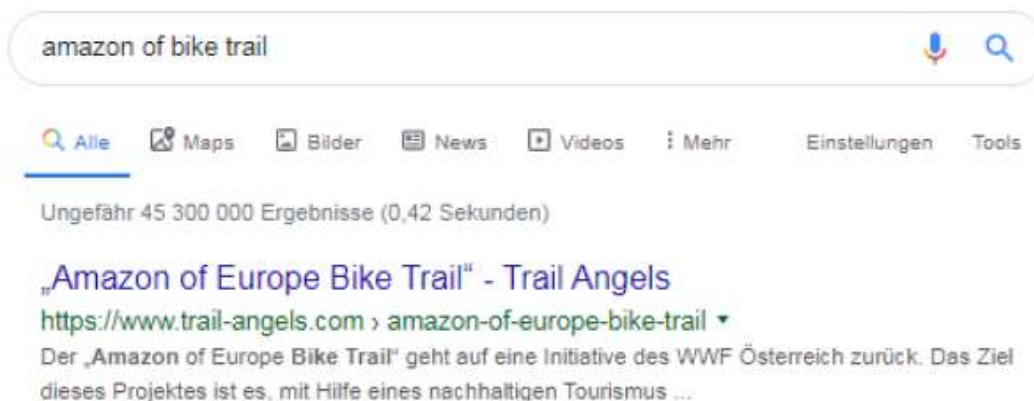


Figure 20: Example of one Google search display with the search keyword "amazon of bike trail"

HTML is the underlying code used to create web pages. Search engines can pick up ranking signals from specific HTML elements. Below are some of the most important HTML elements to achieve SEO success.

HTML title tag – Imagine that you wrote 100 different books but gave them all the same exact title. How would anyone understand that they are all about different topics? Imagine that you wrote 100 different books,

and while they did have different titles, the titles weren't very descriptive — maybe just a single word or two. Again, how would anyone know, at a glance, what the books were about?

HTML titles have always been and remain the most important HTML signal that search engines use to understand what a page is about. Bad titles on your pages are like having bad book titles in the examples above.

To do: Check with your provider the HTML title tag of the Website first. Check also with your provider that you can put the HTML title tag of every page in the Content Management System.

The meta description tag – The meta description tag, one of the oldest supported HTML elements, allows you to suggest how you'd like your pages to be described in search listings. If the HTML title is the equivalent of a book title, the meta description is like the blurb on the back describing the book. **To do:** Check with your provider the meta description tag of the Website first. Check also with your provider that you can put the meta description tag of every page in the Content Management System.

3.2.1.4 On-the-page: site architecture and search engine success factors – technical part

The next major On-The-Page group in the Periodic Table Of SEO Success Factors for the Amazon of Europe Bike Trail is site architecture. The right site structure can help the SEO efforts flourish while the wrong one can cripple them. The captures to follow are:

- **Site crawlability** – Search engines “crawl” websites, going from one page to another incredibly quickly, acting like hyperactive speed-readers. They make copies of your pages that get stored in what's called an “index,” which is like a massive book of the web. In addition, it's good practice to use sitemaps, both HTML and XML, to make it easy for search engines to crawl your site.
To do: Ask your provider if they use an search engine-friendly design, if they do the set up for the Google Search Console with the “index” of the page and if they are thing about the sitemaps for easy crawling.
- **Mobile-friendly** – More Google searches happen on mobile devices than on desktop. Given this, it's no wonder that Google is rewarding sites that are mobile-friendly with a chance of better rankings on mobile searches while those that aren't might have a harder time appearing.
To do: Check if everything working on mobile very well
- **Duplication/canonicalization** – You only want one version of a page to be available to search engines so avoid duplicate content. As well as duplicate or similar URLs with the same content.
To do: Check URL Structure of your website.
- **Site speed** – Google wants to make the web a faster place and has declared that speedy sites get a small ranking advantage over slower sites.
To do: Check together with your provider your speed load time!
- **Are your URLs descriptive?** Having the words you want to be found for within your domain name or page URLs can help your ranking prospects. It's not a major factor, but if it makes sense to have descriptive words in your URLs, do so.
To do: Check Primary Keyword and URL Structure and use URLs descriptive

- **Header tags** – See the headline up at the top of this page? Behind the scenes, HTML code is used to make that a header tag. In this case, an H1 tag. See the sub-headlines on the page? Those also use header tags. Each of them is the next “level” down, using H2 tags. Header tags are a formal way to identify key sections of a web page. Search engines have long used them as clues to what a page is about. If the words you want to be found for are in header tags, you have a slightly increased chance of appearing in searches for those words. Naturally, this knowledge has caused some people to go overboard. They’ll put entire paragraphs in header tags. That doesn’t help. Header tags are as much for making content easy to read for users as it is for search engines. Header tags are useful when they reflect the logical structure (or outline) of a page. If you have a main headline, use an H1 tag. Relevant subheads should use an H2 tag. Use headers as they make sense, and they may reinforce other ranking factors.
To do: Check with your provider the right use of H1 and H2. Take care – there should be only one H1 on every page!
- **HTTPS/secure site** – Google would like to see the entire web running HTTPS servers, in order to provide better security to web surfers. To help make this happen, it rewards sites that use HTTPS with a small ranking boost.
To do: Keep in contact with the website provider and check

3.2.1.5 Off-the-page: search rankings

The site trust of the official Website Amazon of Europe bike trail plays a big role in whether a site will succeed or fail from a search perspective. The captures are:

- **Authority** – Is your site an authority? Is it a widely recognized leader in its field, area, business or in some other way? That’s the goal. No one knows exactly how search engines calculate authority and, in fact, there are probably multiple “authority” signals. The type of links your site receives (lots of quality or “neighborhood” links?) or social references (from respected accounts?) and engagement metrics (long clicks?) may all play a role in site authority. Of course, negative sentiment and reviews may hurt site authority.
- **Engagement** – A quality site should produce meaningful interactions with users. Search engines may try to measure this interaction — engagement — in a variety of ways. For example, how long do users stay on your page? Did they search, click through to your listing, but then immediately “bounce” back to the results to try something else? That “pogosticking” behavior can be measured by search engines and could be a sign that your content isn’t engaging. Social gestures such as comments, shares and “likes” represent another way that engagement might be measured. We’ll cover these in greater detail in the Social section of this guide.
To do: Check with your provider if you can share your blog article for later on.
- **Link/ Link quality** – The search engines count all the links pointing at websites (except those blocked using nofollow or other methods). Of course only the quality links are good for ranking. More information see chapter 3.2.2.
- **Social Media Social reputation – social shares:** Content that gets socially shared can, in turn, pick up links or gain engagement, which are direct ranking factors. As a result, paying attention to social media is important to SEO success.
To do: Take care to every advertising measure.

3.2.1.6 Analyze tool – Google Search console

Google Search Console is a free web service (provided by Google and previously called Google Webmaster Tools) that helps Amazon of Europe Bike Trail monitor, maintain, and troubleshoot your website's presence in search results on Google.

Google Search Console helps:

- Confirm that Google can find, crawl, and index your site
- Request that Google crawl and re-index your website or a specific page
- Resolve crawling and indexing issues
- Troubleshoot common issues, like mobile-friendliness and Accelerated Mobile Pages (AMP)
- Review security issues, manual site actions, and more
- Discover which websites link to yours
- See how often your site appears in Google search results
- Check which searches or search results include your website
- View which search results drive traffic to your site

3.2.2 Link and link quality

A backlink is a link from a foreign, external page to another website. Search engines like Google use the backlink profile as an indicator to rank the website. The more high-quality backlinks the website has, the more popular a page appears to be on the Internet and is ranked higher. The idea behind this is simple: the more often a website is referred to by a backlink from other sites, the better, more helpful or more interesting this site must be. After all, a backlink is nothing more than a recommendation.

A well-founded natural link building is an essential success factor for the Amazon of Europe Bike Trail, in order to get many visitors to the official website Amazon of Europe Bike Trail on the one hand and to be ranked at the top of Google Search on the other hand.

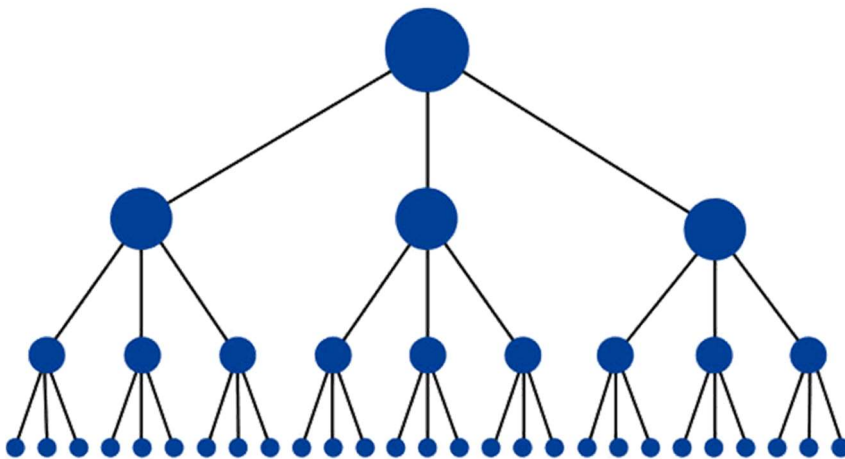


Figure 21: Network of backlinking
Source: moz.com

Each link is identified by an anchor text. The anchor text is the text that is clickable on a website. It is usually highlighted or underlined so that the user recognizes it as a link. The Google search engine also reads the anchor text and uses it to evaluate how relevant a backlink is.

3.2.2.1 Linking strategy and target group

It is important in a first step, to use the large network of regional partners, to build up the organic link building together with the relevant target group of the Amazon of Europe Bike Trail.

The target groups in the first phase are:

- Public or semi public organisations: Tourism boards (local, regional, national), municipalities counties, involved NGOs
- Local service providers: Accommodations, gastronomy, bike rentals and shops, bike guides, mobility service companies, involved tour operator

It's implementation should strengthen the partnership with the bike trail, raising coverage and impact as well as widen the future bike trail network.

Phase 2 is to expand the group of local stakeholders as well as to connect with the topics relevant external platforms such as for example Wikipedia, National Geographic, Lonely Planet etc. and to generate a high quality content with backlink to the official website of the Amazon of Europe Bike Trail.

3.2.2.2 Set-up and guideline for implementation

The resources of local partners along the Amazon of Europe Bike Trail are very often limited. Personal as well as financial, so it is important to integrate the implementation of the linking strategy with the ongoing applicable and replicable educational & training curriculum of the Amazon of Europe Bike Trail as well as to utilize this Academy for the ongoing Amazing Amazon project too.

During the setup of the AoE BT Academy – Modul 2 and 3 Marketing skills the following process has been implemented together with the regional partners:

- Creation of the curriculum by the Trail Angels in consultation with work package leaders
- Coordination of the curriculum with work package leaders and regional partners
- SCOM meetings with all participants/stakeholders to present the developed curriculum
- Send out curriculum to all regional partners
- Curriculum as a review tool for best possible implementation of modules by regional partners with service providers

More detailed information about how to integrate the linking strategy in the overall concept and curriculum can be found in the following slides:

Guideline: Marketing Skills

5. Skills & Implementation

1. Communication & Inquiry Management - Active Communication

Max Mustermann
 mustermann@musterhotel.com
 +1234 567 8910

Musterhotel GmbH
 Musterstraße 10
 1000 Musterland
 www.musterhotel.com

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe's leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube“. Visit www.aeobiketrial.com or simply ask us for further information“



Implementation: - easy - free -

The Partnership logo can be easily placed in your Email signature (see example on the left)

Also the hyperlink to the aebiketrial.com can be linked there

Guideline: Marketing Skills

5. Skills & Implementation

1. Communication & Inquiry Management - Branding

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe's leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube“. Visit www.aeobiketrial.com or simply ask us for further information“



Implementation: - easy - free -

The text appendix should be involved into the inquiry management and/or customer's communication. Whether is placed on your website or at the bottom of your Email, the more present the more it will strengthen the brand AoE BT and profit the whole destination.

Link the word „trail website“ with the aebiketrial.com.

Use the logo.

Guideline: Marketing Skills

5. Skills & Implementation

1. Communication & Inquiry Management
- Active Communication

Max Mustermann
 mustermann@musterhotel.com
 +1234 567 8910

Musterhotel GmbH
 Musterstraße 10
 1000 Musterland
 www.musterhotel.com

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe's leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube". Visit www.aeobiketrial.com or simply ask us for further information"



Implementation: - easy - free -

The Partnership logo can be easily placed in your Email signature (see example on the left)

Also the hyperlink to the aebiketrial.com can be linked there

Guideline: Marketing Skills

5. Skills & Implementation

1. Communication & Inquiry Management
- Branding

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe's leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube". Visit www.aeobiketrial.com or simply ask us for further information"



Implementation: - easy - free -

The text appendix should be involved into the inquiry management and/or customer's communication. Whether is placed on your website or at the bottom of your Email, the more present the more it will strengthen the brand AoE BT and profit the whole destination.

Link the word „trail website" with the aebiketrial.com.

Use the logo.

Guideline: Marketing Skills

5. Skills & Implementation

2. Social Media (Facebook; Instagram)
- Product related social media activity

@-Strategy

Tag project partners, tourism boards and cycling organizations from the AoE area and UNESCO.



Implementation: - easy - free -

Examples:

- Danube Transnational Programme Amazon of Europe Bike Trail
- WWF Adria, WWF Austria
- European Cyclists' Federation
- Bookyourtrail, etc.

More partners you will find in the „Communication Kit“

Guideline: Marketing Skills

5. Skills & Implementation

3. Website
- Branding

The official Amazon of Europe Bike Trail webpage:

1. Overview about the route and the stages including stage map, must sees, route description, route profile, etc.
2. Inform about the AoE BT booking center services for travellers
3. Information about the world's first UNESCO FIVE-country Biosphere Reserve and "Cycling for Nature"

Already implemented

If you are not designated as an official partner or if you can not find yourself on the website (point of interests, route-map, must sees, etc.) please get in touch with your regional partner and ask for further information of the guidelines from the partnership model!

Also remember that we are always happy to get input, constructive feedback and suggestions for improvement.

Figure 22: PowerPoint presentation Guidelines Marketing Skills for local partners

3.2.2.3 Amazon of Europe Bike Trail communication kit

In order to ensure the implementation of the Linking Strategy and the text appendixes by the local service providers as well as the public or semi public organisations we have created a communication kit.

The AoE BT communication kit for official partners of the AoE BT consists of a text document with instructions, as well as documents, information materials, pictures, press documents, text appendixes - including the Anchor text - the five national languages plus English, which are available on a Google Drive folder for all the official partner companies.

Here is an excerpt from the google Drive link:

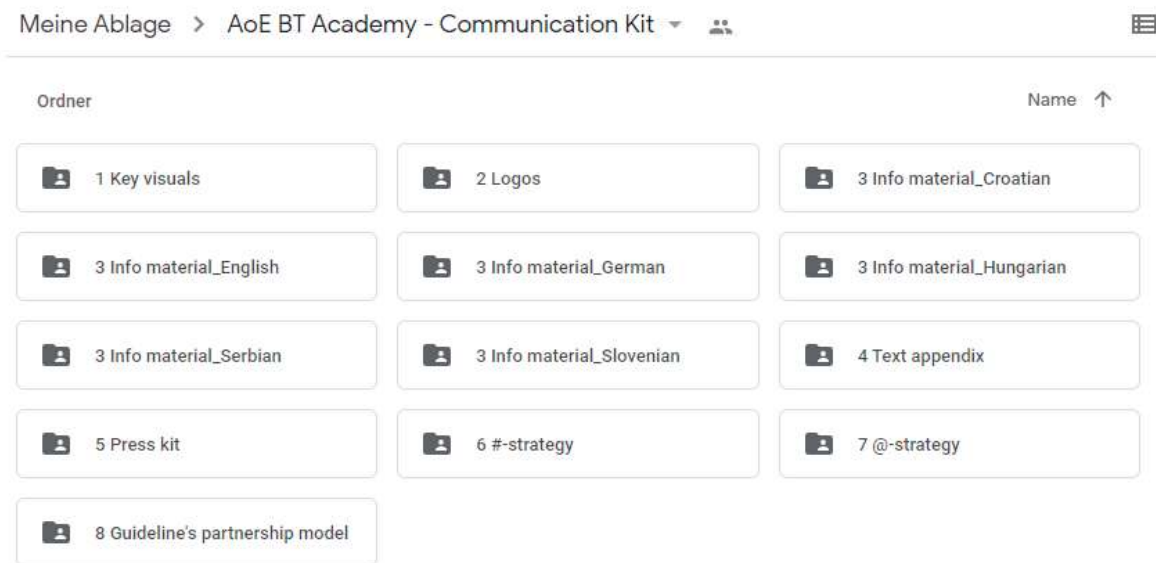


Figure 23: Screenshot google drive folder of the oE BT Academy - Communication Kit

3.2.3 SEA – Google AdWords

Search engine advertising, or SEA, is the placement of ads on search engine results pages. Usually, this are advertisements in text form, which promote offers that match the respective search query of the user and then land on the official website of the Amazon of Europe Bike Trail.

By far the most relevant provider of search engine advertising on the German-speaking market is Google with its Google Adwords offering. The search engine traffic gained via SEA, brings particularly good conversion rates in most cases.

In addition to the leading player Google, there are also Bing, Yahoo!, Yandex and Baidu to name the providers with a relevant market share.

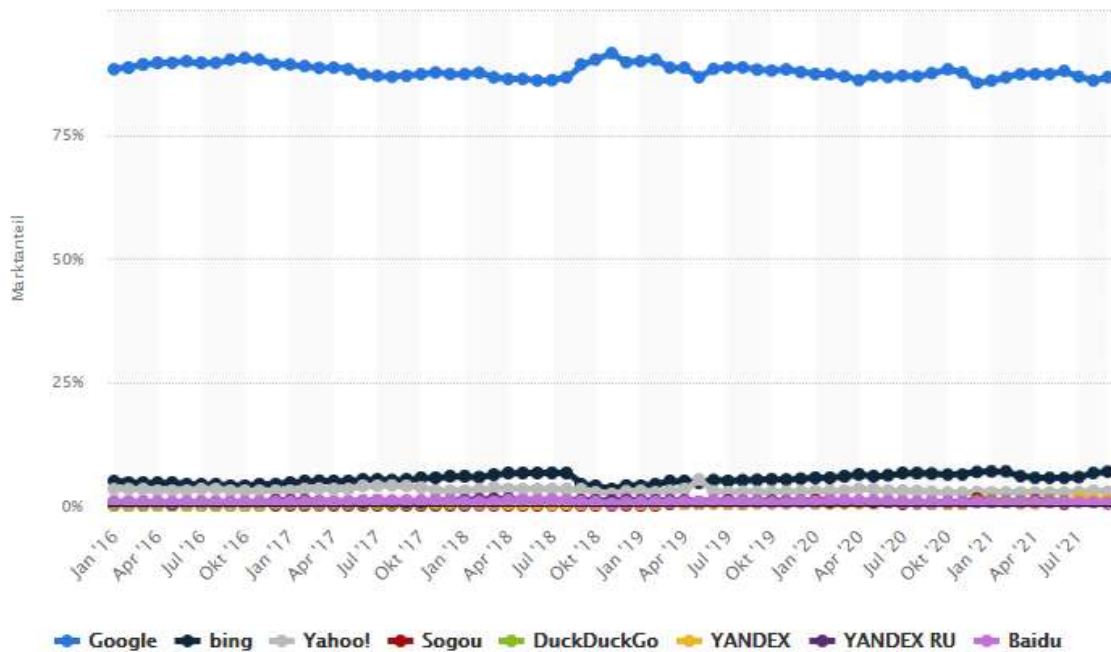


Figure 24: Market shares of the most-used search engines on the desktop by page views worldwide from January 2016 to September 2021
 Source: de.Statista.com

Search engine advertising is an important strategic cornerstone in the online marketing mix and thus part of the digital marketing strategy for the Amazon of Europe Bike Trail. Due to the market relevance, the first step is to focus on Google AdWords.

3.2.3.1 Google Ads

Google Ads (until 2018 Google AdWords) is an advertising platform from Google with which ads can be created for search engines. By specifically addressing the target group of a product or service, it is possible for advertisers to lead visitors to the company's website. Depending on the customer journey, the user completes the purchase here, makes an inquiry about an offer or finds further information. It should also be emphasized that users receive the Google Ads ad at the exact moment when they want to buy a product or are actively searching for information.

This happens after entering the keywords in the search bar of the search engine, which are linked to the ad and describes the process of keyword advertising.

The ad placement takes place via the booking of keywords, i.e. one determines in advance for which keywords or which keyword combination the ad should appear. For the advertiser, costs are then incurred when a prospective customer clicks on his ad and thus reaches the stored target page, e.g. a store category. Thus, no costs are incurred for the mere appearance of the ad. The costs per click (CPC) depend on:

- Competition for a keyword
- Positioning of the ad
- Quality of the Google Ads account (quality factor)

The more competitive a keyword is, the higher the click prices. For each search query, the search engine compares the CPC and quality factor of an advertiser's keywords with all other eligible ads. The maximum CPC and quality factor are multiplied together for each ad in an auction. The ad with the highest result is placed in first position, the ad with the second highest in second position and so on.

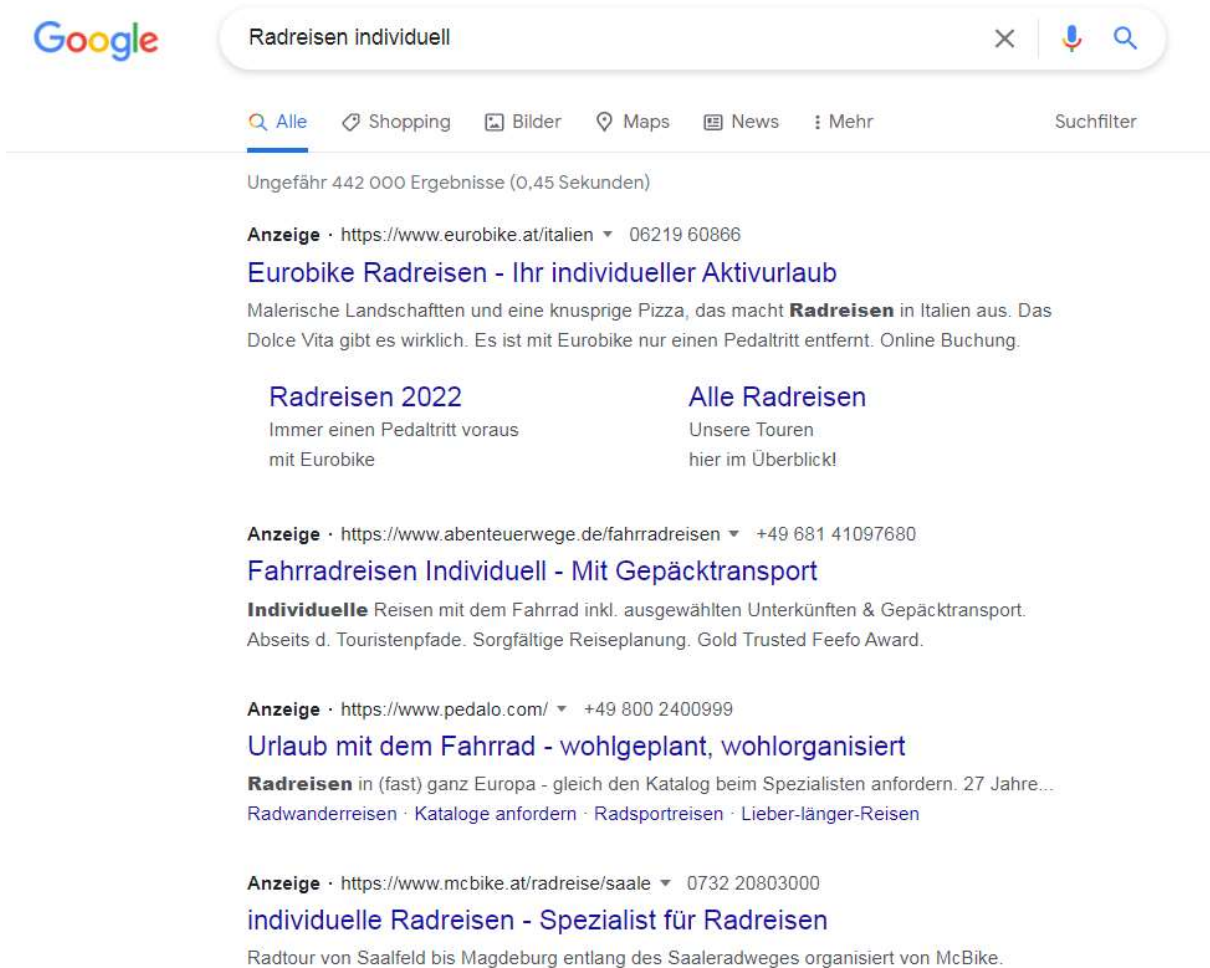


Figure 25: Search result with the suggested keyword "Radreisen Individuell" for the Amazon of Europe Bike Trail

3.2.3.2 Set-up campaign

The strategy in SEA is crucial for the success of the campaign. Each campaign must have a clear goal, must be well planned, and must be regularly monitored and evaluated. Compared to SEO measures, ad placement offers the advantage that results are visible more quickly, i.e. higher traffic and (in the optimal case) more conversions, i.e. offer requests, online bookings, newsletter registrations, brochure requests or similar.

In addition, search engine advertising can reach the target group of the Amazon of Europe Bike Trail exactly where they are looking for the desired bike vacation, because the ad is only displayed when users enter the booked keyword for it. This makes the advertising very efficient.

For a successful set up of the Amazon of Europe Bike Trail campaign, the following steps need to be taken and planned carefully.

Step 1: Define the goals of the Google AdWords campaign

Here it is necessary to define the key figures that are the basis for achieving the goals, such as more visits to the official website Amazon of Europe Bike Trail, online bookings, brochure requests, sign-ups for the newsletter.

Step 2: Choosing the right keywords for the Google AdWords campaign

The next step is all about what the Amazon of Europe Bike Trail customer will be looking for. Therefore it makes sense here to ask the target group (booking guest) or acquaintances who have an affinity to the target group. To save costs, it is recommended to also create excluding keywords.

Step 3: Keyword tools

With the keyword tool, you can use the free Google Keyword Planner tool to find variations and synonyms of the keywords and research key figures on the performance of the selected keywords.

Step 4: Combine keywords

Most user search queries consist of multiple words. So combine the appropriate terms into 2- or 3-word search phrases.

Step 5: Match ad texts to keywords & dynamic keywords in Google AdWords

Users will be much more willing to click ads that contain their search term, so it's important to make sure that the keyword appears right in the ad headline if possible.

Under certain circumstances it makes sense to use DKI, which means Dynamic Keyword Insertion. Here, one sets the ad text a code and depending on what the user has entered as search words, the ad contains exactly this text.

Step 6: Communication hub - the landing page

The landing page, i.e. the page where the user lands when the ad is clicked, must be perfectly adapted to the advertised service. Here it is important to optimize the landing page for mobile devices as well.

Step 7: Controlling the AdWords campaign

To measure the success of the AdWords campaign, it is necessary to implement the conversion tracking tool.

3.2.3.3 Campaign controlling

As already mentioned, a successful achievement of the campaign's goals also includes regular monitoring and evaluation. For this purpose, the AdWords controlling tool is available free of charge in the console.

Google AdWords Key Performance Indicators are used as the basis for evaluation. These are measurable, transparent performance indicators for monitoring, analyzing and optimizing the performance of the selected strategies and measures in relation to search engine advertising in Google in a comprehensible manner over the long term.

Below is an overview of the most important Google Adwords key performance indicators:

- Click-through rate (CTR): How appealing are the ads?
- Quality factor: How relevant are the ads?
- Click cost (CPC): How much does a click on the ad cost?
- Ad position: How does the ad position influence the CTR?

- Conversion rate: Which campaigns convert best?
- Cost per conversion: Which campaigns are most effective?
- Budget achievement: How accurately are budget targets implemented?
- Cost per thousand: How high is the CPM for specific placements?
- Share of potential impressions: How well do ads perform in the GDN?
- View-through conversions: How often do users convert without a click?

The three most important KPI's for the Amazon of Europe Bike Trail are:

Conversions - Lead Sales

Each conversion improves the algorithm on the basis of which Google Advertising delivers results to the target group. A generic buyer persona is created in the background which enables Google to get the best out of each click for the campaign.

To see if our campaigns are successful, it is necessary to keep an eye on the conversion. No matter if someone calls, sends a form, makes an online booking or signs up for the newsletter. These are the most important KPI's in our industry. Goals can only be achieved if there are numbers/values to measure against.

Cost-per-acquisition (CPA)

Based on the conversions it is important to know what a new lead costs. The basis for a top CPA is a landing page that also converts well. You can burn money very fast if the conversion path is not adapted to the buyer persona!

To see if the campaigns, ads and keywords fit, it is necessary to check the CPA values regularly.

Cost-per-click (CPC)

What does a click cost me? The less the better! "The cost-per-click is therefore not only a good indicator in relation to the competition, but also provides feedback on the quality of the landing page.

3.2.4 Electronic Customer Relationship Management (CRM)

CRM - these three letters have been on everyone's lips for years. CRM is the abbreviation for Customer Relationship Management. Here, "customer relationship" refers to all interactions between an Amazon of Europe Bike Trail organization and its potential customers. The goal of Customer Relationship Management CRM is to nurture customer relationships by making interactions as personalized and individualized as possible.

At a time when processes in marketing and e-commerce are becoming increasingly automated, individual customer care can quickly fall short. Especially when communication is standardized, there is a risk that individual customers will no longer feel adequately cared for and courted. As a result, customers may become dissatisfied. Customer Relationship Management is intended to provide a counterweight to this. As a customer-oriented approach, it aims to personalize communication with potential customers - and to do so with as little effort and as high a return as possible.

In the course of inquiry & booking management along the defined customer journey via the Trail Manager for the Amazon of Europe Bike Trail, the customer is very well taken care of. Now it is important to take good

care of the customer in the inspiration phase and after the feedback of the trail journey with relevant information. For this, two different measures are recommended for the Amazon of Europe Bike Trail:

- Email Marketing
- Voucher & customer loyalty programs

3.2.4.1 E-Mail marketing

In principle, e-mail marketing is the digital form of direct marketing. This is because mailings land directly in the personal mailbox and contacts are thus addressed directly. The aim is usually to increase sales and strengthen customer loyalty in the long term.

E-mail marketing offers the following advantages in digital marketing:

- **Efficient:** Due to low (mailing) costs, efficient communication with customers and prospects can be established.
- **High measurability:** the measures can be evaluated in detail
- **High relevance:** Properly structured, customers and prospects receive only relevant content about the Amazon of Europe Bike Trail.
- **Scalability:** The effort required to write newsletters and mailings and to design them is independent of the size of the distribution list. The e-mail marketing measures can therefore scale without restriction - the larger the distribution list, the more efficient the measures.

CRM customer relationship management is not a sprint, but a marathon. Building strong customer relationships takes time and the focus must be on improving the customer experience. When you combine the right strategies with the right software, the Amazon of Europe Bike Trail organization is ideally positioned to not only manage customer relations efficiently, but effectively.

3.2.4.2 Voucher and customer loyalty program

It goes without saying that digitalization has a significant influence on modern marketing and at the same time on the booking behavior of the target group. Virtually endless information provides customers on the Internet with answers at all levels. As a result, today's customers are more enlightened, informed and critical. They take advantage of numerous opportunities to compare providers and prices online. In the dialog with the customer, it is necessary to take the following facts into account:

- Today's customers don't necessarily book cheap - they book smart.
- Modern customers also like personalized advertising, especially when their attitude to life is addressed and the Amazon of Europe Bike Trail booking center as a provider demonstrates problem-solving competence.
- Vouchers, coupons and loyalty cards are popular marketing tools that accompany today's customers throughout their entire customer lifetime.

A customer loyalty program is a business strategy aimed at retaining as many customers as possible for the long term and improving customer relationships. Mostly, four different types of customer loyalty measures are used, which focus in different weighting on loyalty (bonus programs), emotionality (personal customer approach) and rationality (price/performance offers).

The following customer loyalty measures are recommended for the Amazon of Europe Bike Trail:

Amazon of Europe Bike Trail - Cycling for nature customer club.

Customer clubs represent a special form of customer loyalty programs. Through a club magazine and club events, customers in open and closed clubs are provided with an offer that goes beyond the company's services. Club members must be offered special benefits and clear advantages over non-members. The feeling of exclusivity and individual approach usually leads to an increase in customer loyalty.

Advantages:

- higher identification of customers with the brand
- possibility for personalized address and offers
- high degree of exclusivity

Coupons and vouchers

Vouchers and coupons are often used, especially in the service sector. While the classic coupons and vouchers are only used to reward loyal customers, there are now also many promotions where customers have to register on a specially designed website to be able to get a discount or redeem a gift for collected points. Used this way mainly for the expansion of awareness as well as the development of new regular customers.

Examples: Early bird discount; 5€ discount for the Amazon of Europe Bike Trail online store.

Advantages:

- suitable for companies of any size
- fast, inexpensive and easy to implement
- good for intermediaries/producers who cannot implement any other customer loyalty program (e.g. food producers)

3.2.5 Electronic Customer Relationship Management (CRM)

The new media have significantly changed conventional press and public relations. With them came another channel that the Amazon of Europe Bike Trail organizations must pay special attention to. The combination of push and pull media opened up a variety of ways to address journalists, bloggers and influencers as a core target group and to enter into an ongoing dialog with them.

When it comes to media relations on the web, there are rules and challenges that must be observed for successful communication with journalists, bloggers and influencers. This is even more true as the importance of online media in the editorial communication of the Amazon of Europe Bike Trail will continue to increase.

The advantages of online public relations for the Amazon of Europe Bike Trail are obvious: high speed and large possibilities of dissemination of information on the Internet are compared to relatively moderate costs and effort; as necessary usages of successful online PR are known and used.

Professional PR work in the online area includes the following online PR measures:

- Analysis of existing online PR and press work
- New development / establishment of online corporate communications (internal / external)
- Selection of relevant journalists and bloggers
- Creation of press releases with maximum search engine suitability
- Distribution of press releases with selection of specific target groups
- Integration of online press sections into corporate websites
- Use of social media channels in online PR
- Use of influencers- Continuous monitoring of your public relations

4. Conclusion

This digital marketing strategy is an integral and priority component of the strategic marketing plan for the Amazon of Europe Bike Trail.

Under the general conditions of successfully addressing new, international guests, especially from the two priority markets DACH (Germany, Austria and Switzerland) and BENELUX (Belgium, Netherlands and Luxembourg), a professional and efficient community marketing is indispensable.

The digital marketing strategy follows the following attention funnel:

- **Brand Marketing (positioning):** draw attention to the new brand "Amazon of Europe Bike Trail" on the market; to position this brand successfully and to trigger a desire among customers.
- **Sales Marketing (differentiation):** To draw attention to the USP services and the concrete travel services and products, to differentiate from competitors on the market and to sell the travel products with sales-oriented measures.
- **Community marketing (profiling):** Build up a community through real experiences of the customers when biking the Amazon of Europe Bike Trail, with the services of the official Amazon of Europe Bike Trail Booking Center and the regional service partners and distinguish itself on the market through these experiences.

To this end, the digital marketing strategy has defined a carefully selected mix of online marketing measures that represents an efficient use of resources with the greatest possible reach and optimal targeting. In addition, measures are included that, if successful, go beyond the instruments to be implemented in the short term and thus additionally strengthen the development of a dynamic community for the Amazon of Europe Bike Trail.

5. Outlook

"In everything you do, to consider the end, that is sustainability." (Eric Schweitzer)

The fascination of the present DTP project "Amazon of Europe Bike Trail" lies in its long-term design focused on regional value creation and the synergy of nature conservation and sustainable tourism. Although we are convinced that the Amazon of Europe Bike Trail will be a great success in terms of sustainable tourism, the proof can only be seen in five or ten years.

Until then, there are still many challenges to overcome. One of these challenges will be to implement the digital marketing strategy efficiently and professionally. Only through successful positioning, differentiation and profiling in the defined target markets can a lead product, such as the "Amazon of Europe Bike Trail", trigger sustainable tourism in this fascinating transnational destination. And thus, a beacon for sustainable and independent regional development in the peripheral rural regions of Europe can be made to shine.