



## Virtual Content Ideas

It's a troublesome climate at the moment, and all of us are struggling with how to stay connected with potential and regular customers. Messaging is constantly changing but at the moment we know that it's going to be a little while before the tourism and hospitality industries are open again. In the meantime, it's extremely important that we all continue with our content and social media strategies, even if they have changed drastically! So, if you're struggling for things to write or posts to share, check out some of our virtual visit content ideas below.

### Webcams & Videos

You might have your own webcam onsite or a collection of videos in your archive, now is a great time to share these with your followers on social media so they can visit your business virtually. If you don't have your own videos or webcams, you could put together a list of some from your local area to help show what else is on offer when people can come to visit and share this. We have our own blog post covering webcams and videos, Virtual South Devon which you can on our blog. You're always welcome to share this as a link on your social media accounts if you would prefer.

### Offers & Vouchers

Make sure your followers and customers know if you're running any special promotions at the moment to encourage them to buy now and visit later. Maybe you have vouchers that they can buy online or money off a stay, it's important to be sharing this information on your social media channels and make sure you let us know so we can add it to our Offers to Plan a Future Trip to South Devon blog post which can be viewed on our blog.

### Online Shop

If you have an online shop, post about your stock and share your store on social media so that customers can enjoy a little piece of Devon at home during this time. We understand that times are tough at the moment and so do the public, so promoting your online shop allows people to help support your business from afar.

## History & Information

Whilst we can't welcome visitors at the moment, it doesn't mean we can't give them something to look forward to for the future. If you're an accommodation business, why not put together a blog post or information about the local area; your favourite attractions, places to eat, things to do, the history of your nearby towns or business, help potential customers find out about the whole experience they can enjoy whilst staying with you. If your business is an attraction, you could put together an itinerary of what to do when they visit you or a bit about the history of your business. For eateries and bars, why not find a way to showcase your menu or tell people about how your restaurant was born, it's a fantastic way to ensure that when people can visit, they come to you first. And once you've spent some time putting something together, be sure to share it across your social media channels, tagging us for a share.

## Colouring Sheets & Wordsearches

If you're able to, why not put a wordsearch together that relates to your business or area, the children (and big kids) will love it! Another great activity to provide for your followers is colouring sheets if you're able to. Pulling together some different activities for people to enjoy at home will not only provide entertainment, but it keeps your business at the forefront of their mind for when they're able to book their next trip.

## Quizzes & Recipes

Another way to engage with customers and a fun activity to put together is a quiz. It could be about your business, nearby locations or general knowledge. However you choose to do it, it gives people a chance to learn about your company and it's of course a little bit of fun! If you're a restaurant or a café, why not share some recipes so that people can enjoy some Devonshire cuisine at home? It could be something off your menu or just your favourite treat, either way, similar to before; it's a great way to connect with people whilst they can't come to see you in person.

