









Know your customers and what platforms they are using

You need to engage those customers with compelling and interactive posting

You need to understand the business goals of the social media platform













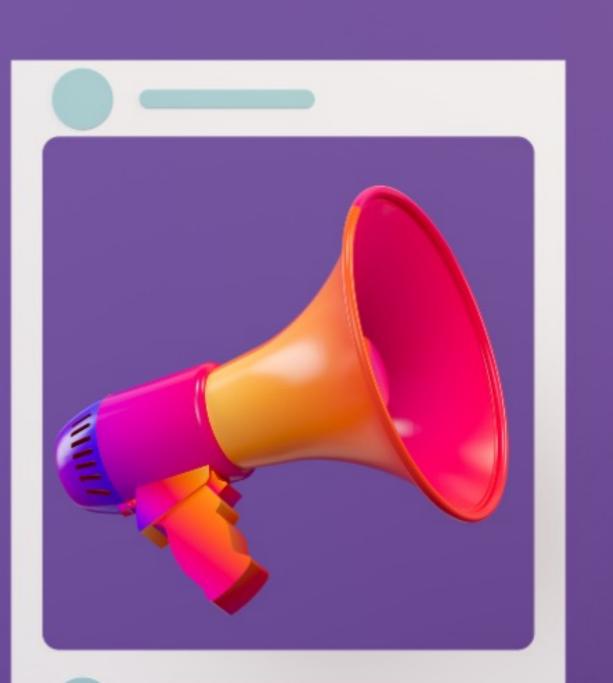














Use your website

IG & FB shops drive bookings

GMB is my No.1 reach

Right IG interaction is key

Trends on social - Internationally

Consistency & brand alignment



Leigh Higgins