



OPPORTUNITY IN CRISIS

How we leveraged Instagram to
become a local authority and
acquired 500+ leads during the
pandemic

01 —

by Uvika Wahi





AGENDA

02 —

- CONSISTENT STRATEGY
- COVID-19 TACTICS
- Q&A
- RESOURCES



RESULTS

FEB 2021 - JULY 2021

+ 2,200 INSTAGRAM FOLLOWERS
WHILE THE ISLAND BORDERS WERE CLOSED FOR 3 MONTHS!

03 —

saintbarthcom

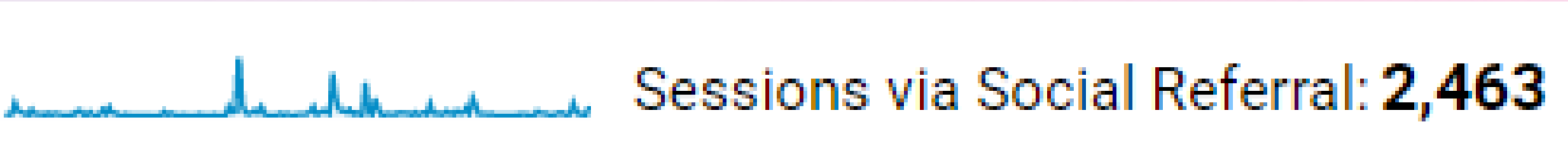
Message

3,366 posts

18.1k followers

3,670 following

OVER 50% OF THE SITE TRAFFIC VIA INSTAGRAM



500+ EMAIL CONTACTS
THAT REMAINED IN PIPELINE AFTER INTRO SEQUENCE

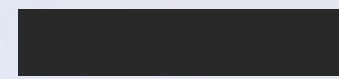
	TAG	CATEGORY	LEADS TAGGED	ACTIONS
	SBH - Instagram	St Barths	519	



HOW?

- **CONSISTENT STRATEGY**
- **COVID-19 TACTICS**

04



CONSISTENT STRATEGY

05

—



INSTAGRAM: THE OPPORTUNITIES

06 —

- *GET POTENTIAL CLIENTS*
- *GROW OUR LIST*
- *BUILD AUTHORITY AND CULTIVATE TRUST*

JANUARY - JUNE 2021



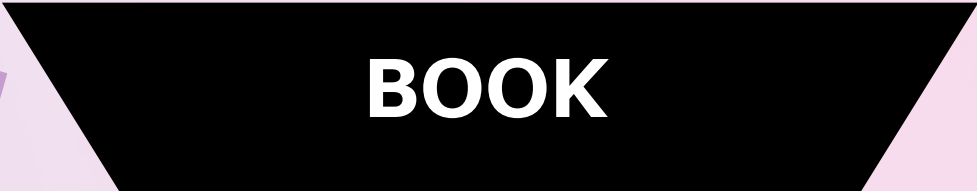
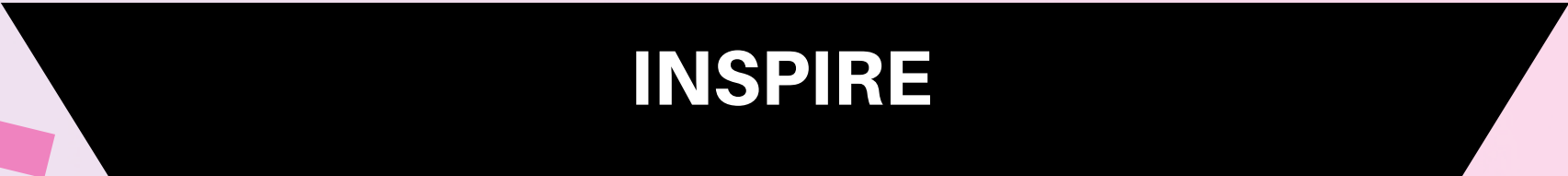
SAINTBARTH.COM
INSTAGRAM
FUNNEL

07 —

LEAD MAGNET + EMAIL SEQUENCE

INSTAGRAM

EMAIL BROADCASTS



IDENTIFY AUDIENCE

08 —



FIRST TIME TRAVELERS

REPEAT TRAVELERS

PAST GUESTS





ST BARTH IS A CARIBBEAN ISLAND IN THE FRENCH WEST INDIES. EVEN THOUGH ST BARTH IS FRENCH-SPEAKING, WE POST TO OUR INSTAGRAM ALMOST EXCLUSIVELY IN ENGLISH. WHY?

A MAJORITY OF TRAVELERS TO ST BARTH ARE FROM THE US AND CANADA DUE TO THEIR PROXIMITY AND FLIGHT CONNECTIONS.




DEFINE MESSAGING

10 —

28 March 10:22 pm

by @over.the.sun7



A moment filled with love

When was the last sunset you saw in St Barth?


Type something...

Keep tagging us in your St. Barths moments #StBarthsTribe

Swipe up for my Insider's Guide to St Barth

saintbarthcom

St. Barths



View Insights

Promote

Liked by jcesbh and 392 others

saintbarthcom

The weekend has arrived in St Barth. Have you? Find out how to get to St Barth and other essential info. Download my free guide, link in bio!


via @martinezbrother

Follow and Tag @saintbarthcom to get featured

Hashtag #StBarthsTribe

16 May 2:22 pm

That approach into St Barth never gets old ✨



@yurga_kors

@yurga_kors

Get recommendations on what to do this fine Sunday in St Barth

CREATE A HOOK

11 —

- **WHY SHOULD YOUR AUDIENCE SHARE THEIR PRIVATE INFO (EMAIL) WITH YOU?**



Get my free travel guide

"Your St Barths Insider's Guide - for First Timers & for Regular Visitors"

Thibault Masson
Co-founder of SaintBarth.com

First name

Email

☐ I would like to receive future communications

☐ I agree to the GDPR Terms & Conditions

GET FREE INSTANT ACCESS

Get all the information you need to prepare your next vacation in St Barths. From how to get to the island from the US, Europe, and South America to where to have a romantic dinner, which beaches to go to and why most people stay at a villa, my guide is a handy reference for you to use a before and during your trip.

Your Information is 100% Secure And Will Never Be Shared With Anyone.



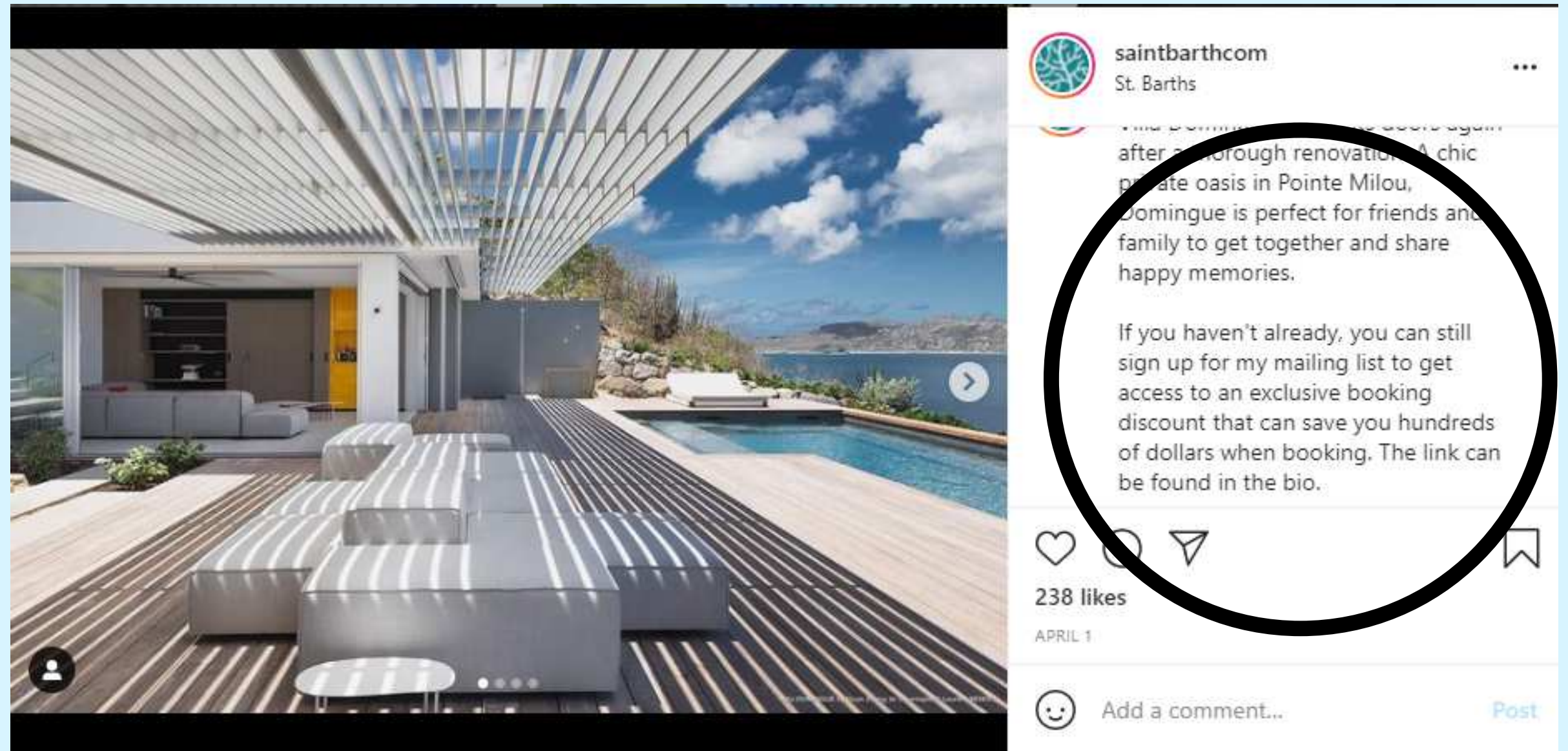
CONVERTING LEADS

12 —

CREATE OPPORTUNITIES
TO MEET YOUR GOALS

- Create offers

- Promote mailing list
- Drive website traffic

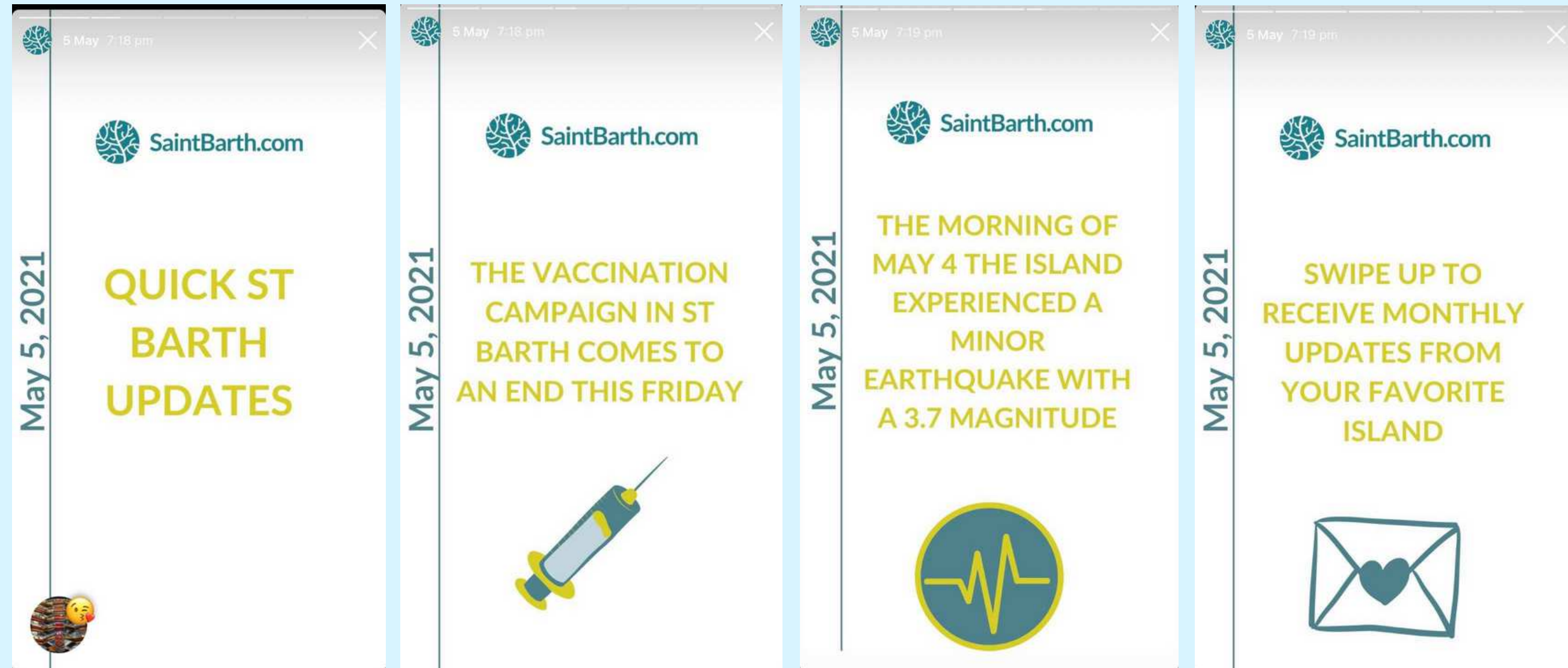


CONVERTING LEADS

13 —

CREATE OPPORTUNITIES TO MEET YOUR GOALS

- Create offers
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CONVERTING LEADS

14 —

CREATE OPPORTUNITIES TO MEET YOUR GOALS

- Create offers
- Promote mailing list
- **Drive website traffic**





TRACK PERFORMANCE METRICS



15 —

FOLLOWER GROWTH
REACH
INTERACTIONS
WEBSITE TAPS
STORY REACH
SWIPE UPS

**REMINDER:
KNOW WHICH METRICS
ARE KEY TO MEETING
YOUR SPECIFIC
OBJECTIVES - THERE IS NO
ONE-SIZE-FITS-ALL
ANALYSIS**

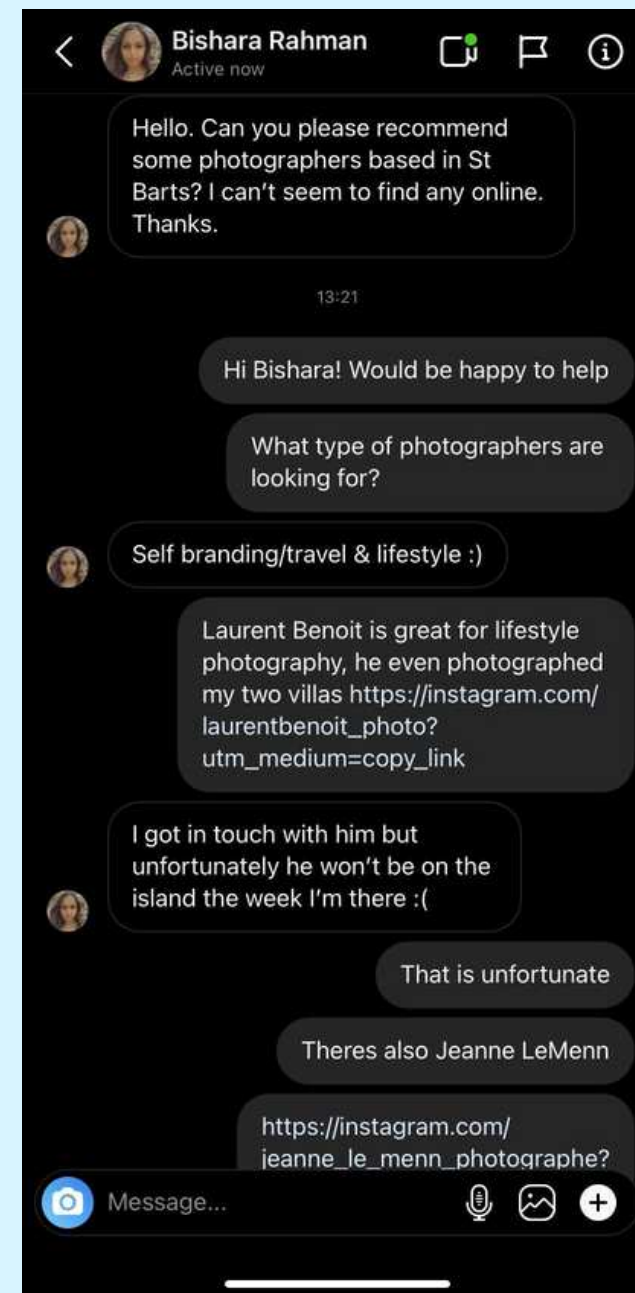


ANALYSING SENTIMENT

16

ASSESS THE TONE OF YOUR INTERACTIONS

Are your followers and non-followers alike looking to you for information about your area? Do you receive positive feedback for your efforts?

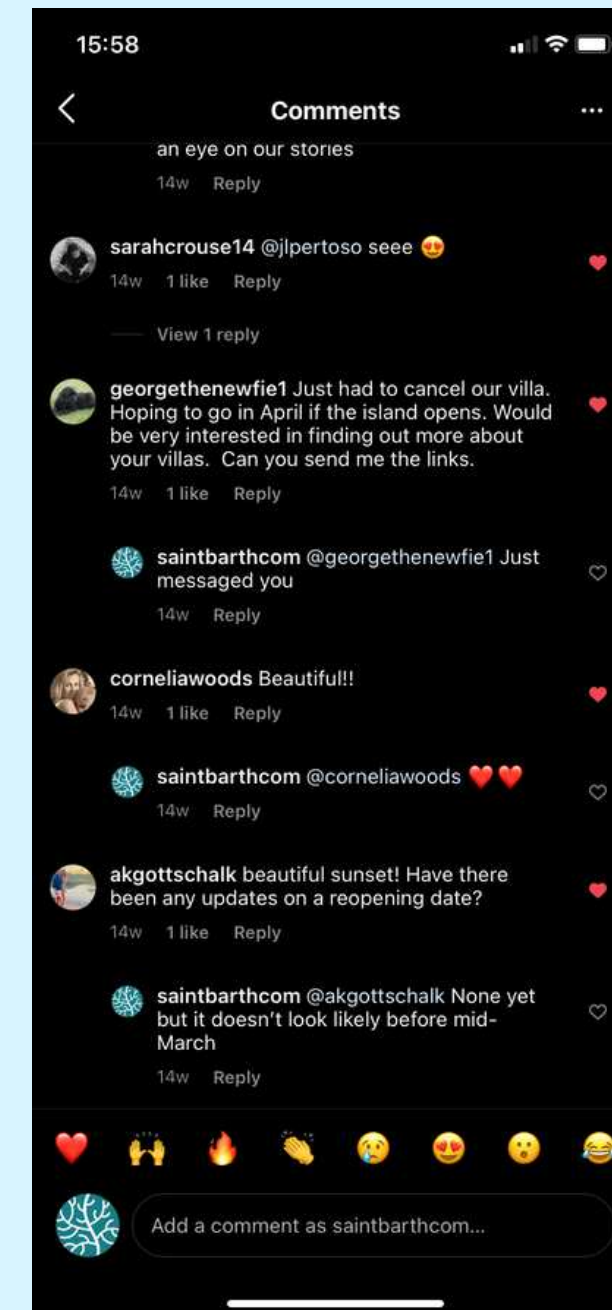
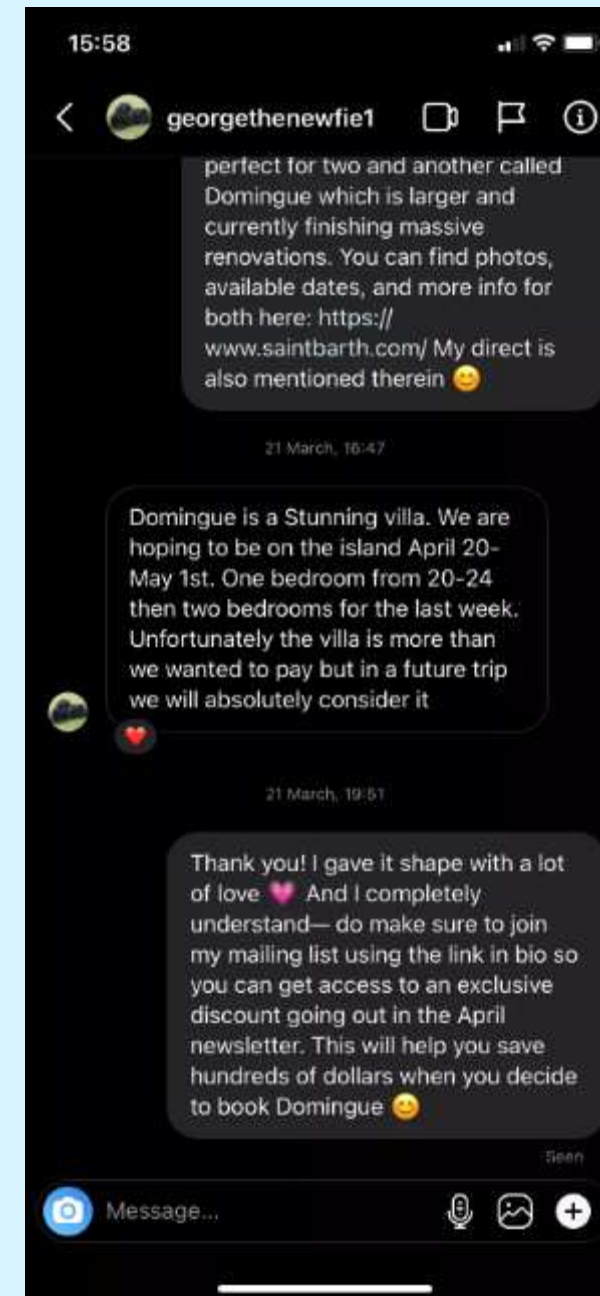
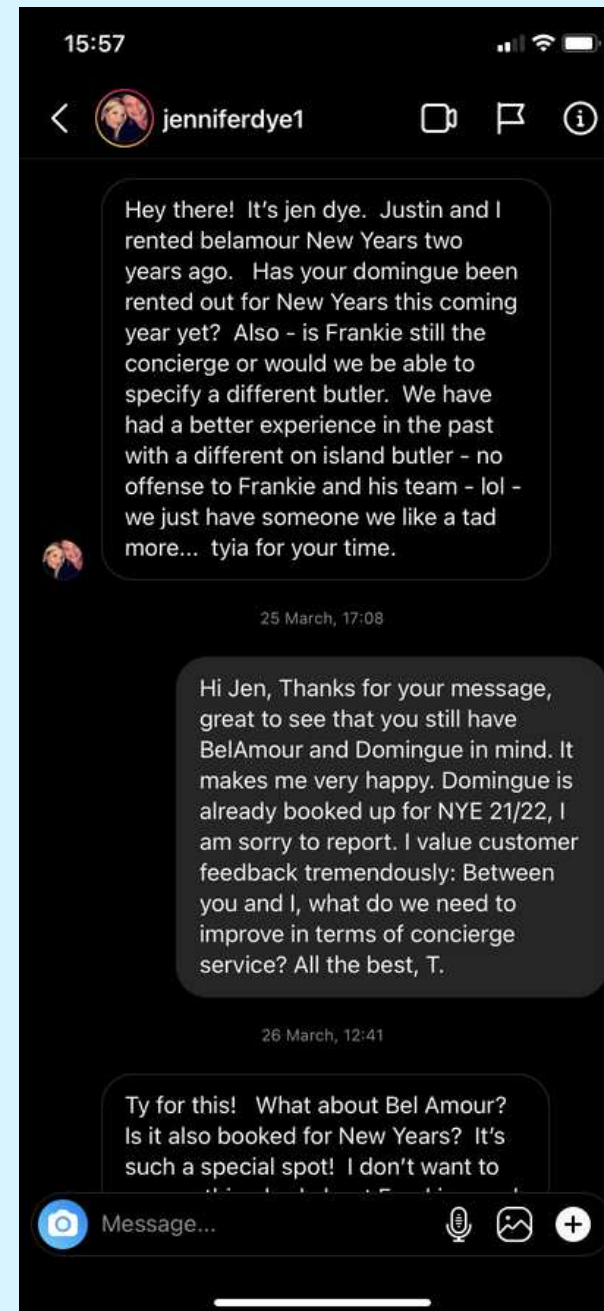


LEAD CONVERSION

17 —

DEFINE AND REVIEW LEADS

- Mailing list sign-ups
- Direct booking inquiries



ENROLL NOW - ONLY 10 SPOTS AVAILABLE
STARTS SEPTEMBER 20, 2021

The graphic features a teal background with white dotted patterns. On the left, there is a logo for 'Rental Scale-Up' with a blue square icon. Below the logo is a diagram showing a vertical stack of three icons: a person, a person, and a gear, connected by lines to a funnel that leads to a dollar sign. To the right of this diagram, the text 'USE INSTAGRAM TO GENERATE QUALIFIED LEADS FOR YOUR VACATION RENTAL BUSINESS' is written in white, all-caps, sans-serif font.

Rental Scale-Up Instagram Framework Course

ENROLL NOW How can you use Instagram to help your vacation rental business generate qualified leads with zero Ads spend? Discover the Instagram framework we used during Covid-19 to get 500+ leads, and implement it live with us. - The Rental-Scale-Up Method: How we used Instagram during Covid-19 to generate...

 Rental Scale-Up / Uvika Wahi

A program to help you implement this Instagram marketing framework

- To build trust and authority,
- Generate content and user engagement while saving time, and
- Understand how you can use this framework to set up an Instagram marketing funnel that drives qualified leads

<https://www.rentalscaleup.com/instagram-course/>



COVID-19 TACTICS

19 —



THE CHALLENGES

20 —

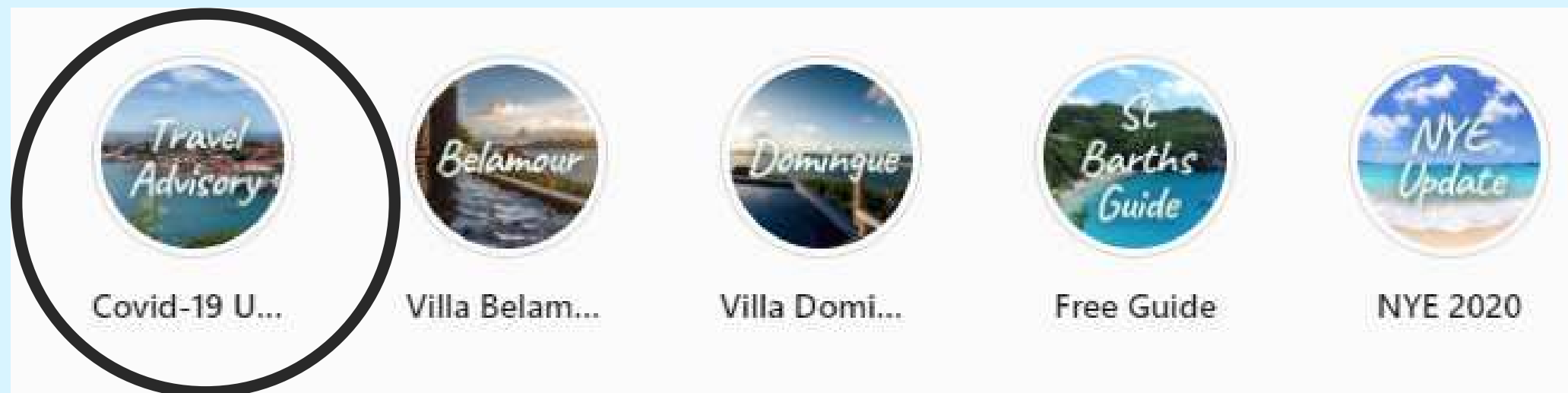
- *CANCELLATIONS AND REFUNDS*
- *LAUNCHING A NEW VILLA WITH ZERO BOOKINGS*
- *FREQUENTLY CHANGING RESTRICTIONS AS BORDERS CLOSED*



PROVIDE ASSISTANCE



21 —



WHY

Keeping abreast of ever-changing travel restrictions is key to predicting what the trajectory of your vacation rental business will soon be. Similarly, your future guests need to know this just as much.

HOW

Local news sources
Local weekly magazine
St Barth municipality and local authority official Facebook pages
Local forums
International resources: CDC web, worldometers

WHERE

We were already collating and sharing this information on the saitbarth.com blog, updating this every month, and including these updates in our monthly newsletter.





BUILD TRUST

22 —

STEP 1

Identify your audience

STEP 2

Be accurate

STEP 3

Be consistent

STEP 4

Be responsive



STRIVE FOR ACCURACY

23 —

- **Check, then double-check your sources**
- **Compare data for accuracy**
- **Share only when you are sure that you are right**



CONSISTENCY IS KEY

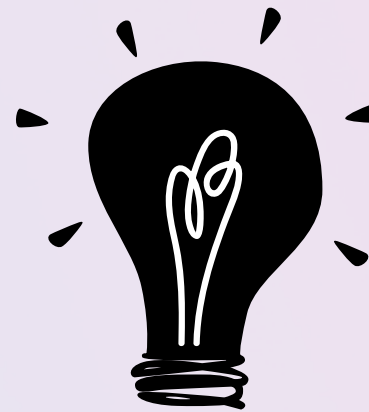
24 —

Ask yourselves:

How often can I afford to dedicate time to research this information?

What is the best possible cadence for sharing this type of information?

And then, deliver.



Create and schedule content ahead of time with scheduling tools such as Hootsuite or Later.

Learn the value of create vs. curate



BE RESPONSIVE

25 —

Dedicate time daily to respond to comments, direct messages, tags, and story replies

Prioritize response order based on query type

Create an SOP along the way for easy delegation



WHAT TO WATCH OUT FOR

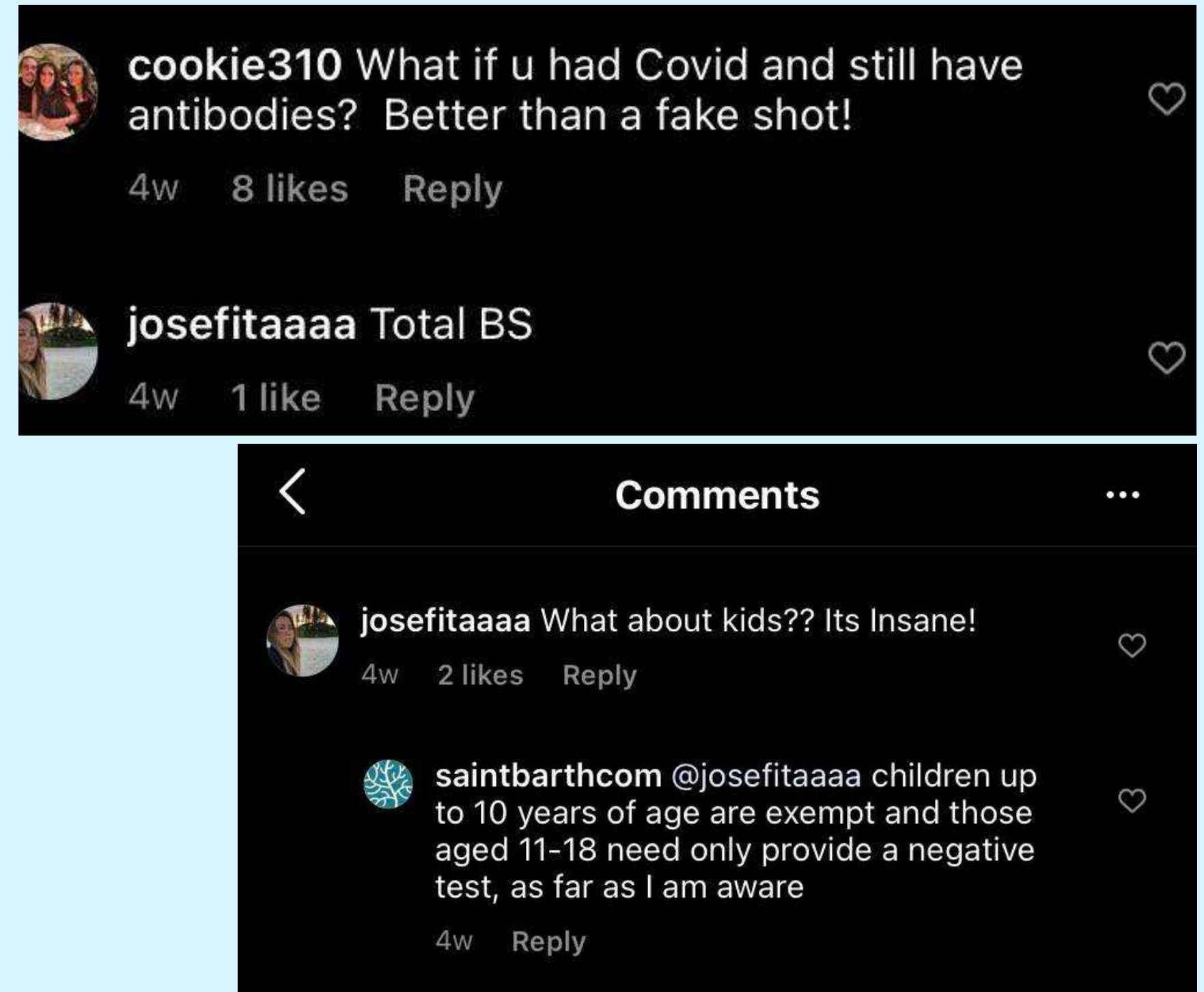
26 —



KNOW WHEN TO NOT PARTICIPATE

27 —

The most innocuous topics invite contradictory opinions. It is important to know when your contribution is helpful and when it might instigate an off-topic debate.



AVOIDING SPECULATION

28

As an insider in a given area, you are bound to have access to more information faster. It is important, therefore, to know what is okay to share and when.

I was told by Airbnb hosts that we are currently able to come to St Barth from the US and will not be turned away upon arrival as long as we have the negative covid test results. They said only travelers from Europe are currently having trouble. Is this true and are you able to take the ferry from St Martin with a US passport? I can't remember what they even check when boarding when we were there in 2019. I was also wondering if the island is pretty much operating normally with restaurants open and beaches still in use to make it worth the trip.

check when boarding when we were there in 2019. I was also wondering if the island is pretty much operating normally with restaurants open and beaches still in use to make it worth the trip.

04 March, 15:41

This is the information we received yesterday:

border opening in sight due to the hospital capacity issues in Guadeloupe and concerns about the COVID variants (10 British variant cases detected @ SBH last week"

À Saint-Barthélemy,
- Le taux d'incidence est de 602,47/100 000 habitants versus 653/100 000 en semaine 07. La classe d'âge présentant le taux d'incidence le plus élevé est celle des 0-14 ans (740/100 000 hab). Chez les plus de 65 ans, le taux d'incidence reste de 434/100 000 habitants.
- Le taux de positivité est stable et supérieur au seuil de vigilance* avec un taux de 5,33% (vs 6,1% en semaine 07). Cette semaine 10 nouveaux cas de variant 201/501Y.V1 (variant anglais) du SARS-CoV2 ont été confirmés à Saint-Barthélemy, ce qui représente 16,95% du nombre de nouvelles contaminations (VS 6 en semaine 07 soit 9,37%).
Au 1er mars, 2 clusters dans un collège ont été enregistrés et sont en cours d'investigation, ils sont de criticité élevée et regroupent 22 cas.

Travel not opening to tourists yet

I am consulting with more sources and creating an update now, will be posting it soon

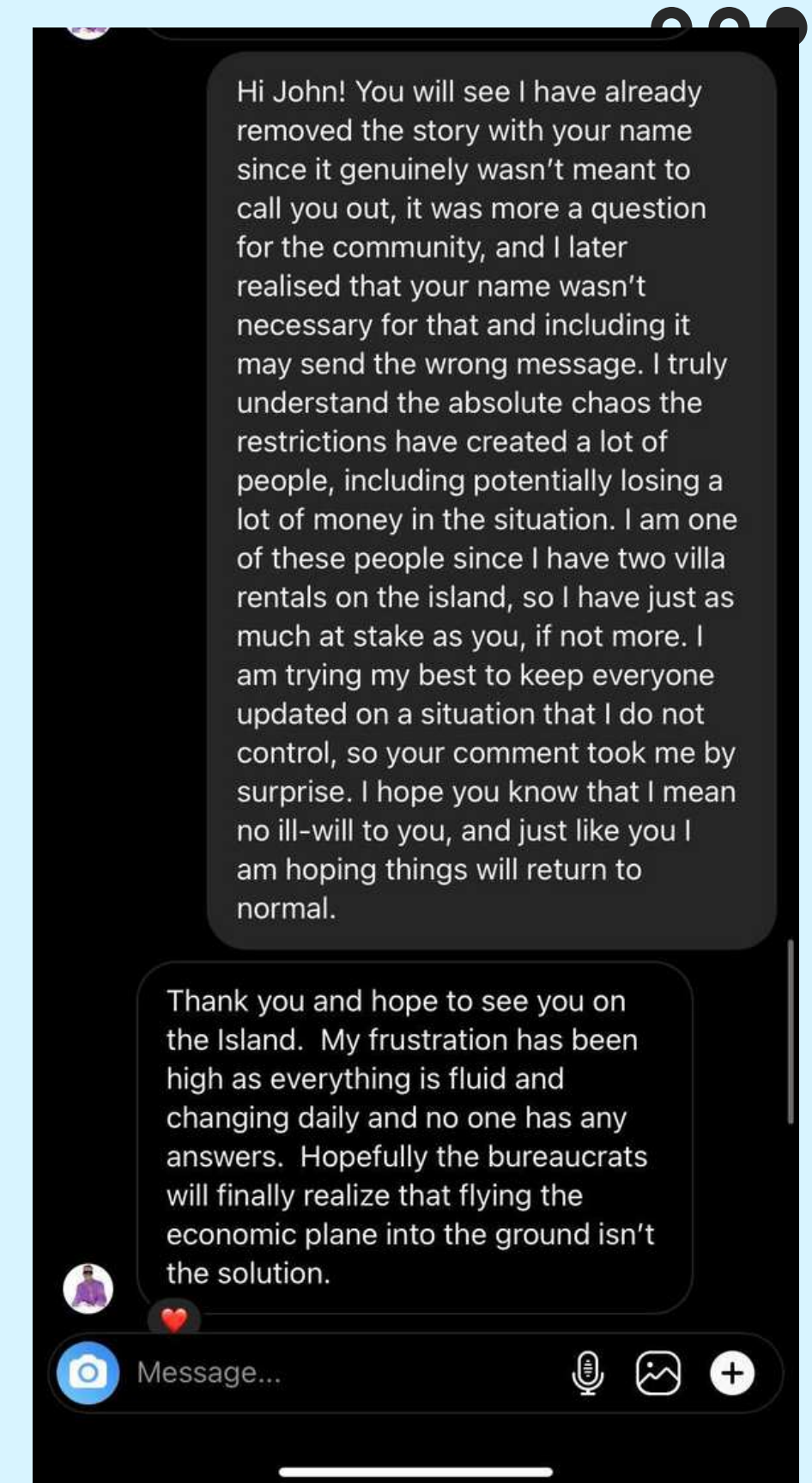
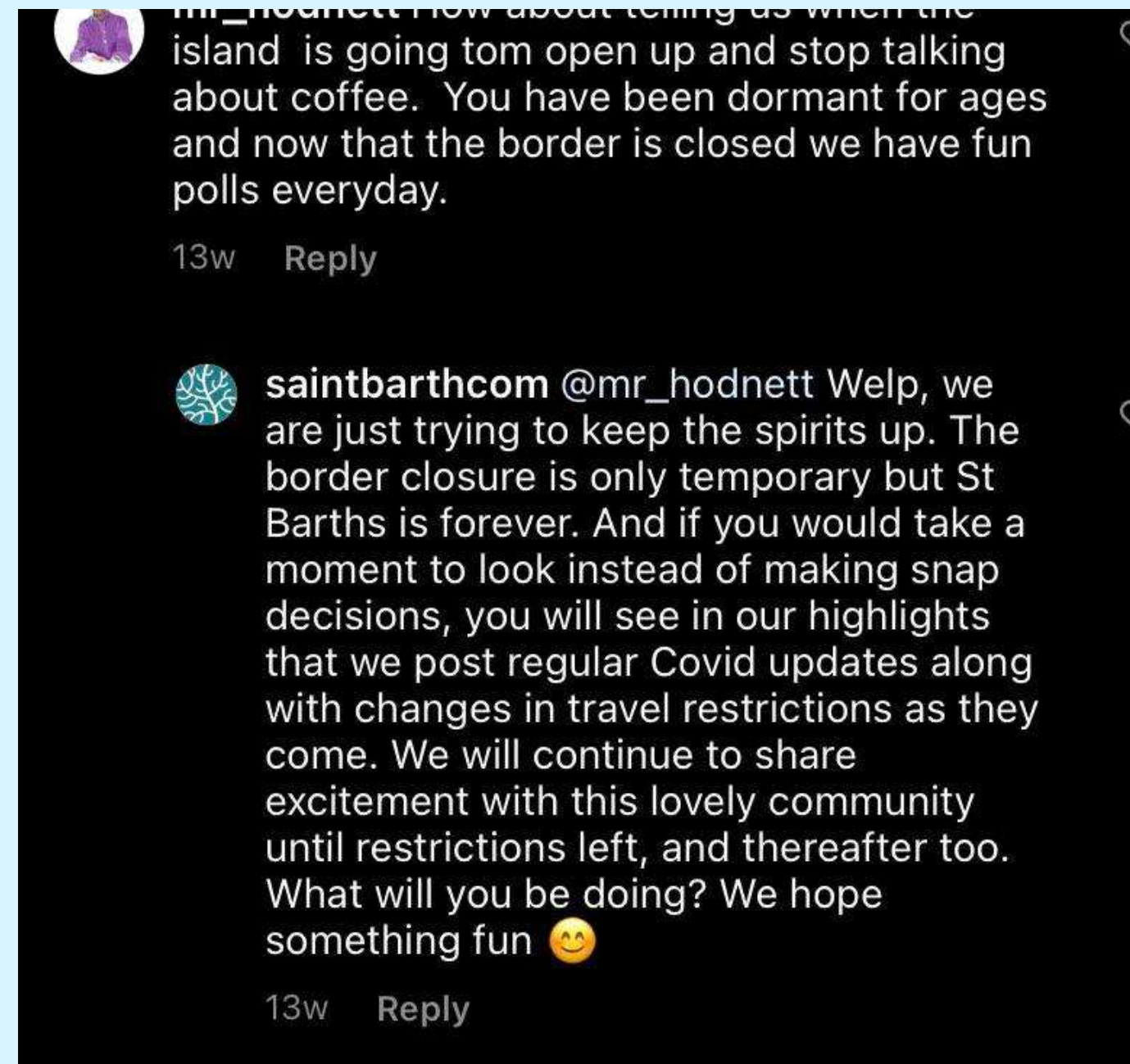


OWN YOUR MISTAKES

29 —

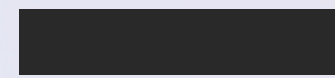
KNOW YOU WILL MAKE MISTAKES

Be quick to accept when you are in the wrong, and work to understand an opposing viewpoint.



TAKEAWAYS

30



- There is opportunity within crisis
- Share what you know (and you know a lot)
- Create robust systems to take guesswork out of performance measurement



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Q&A

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Thank you!



Your free Instagram checklist

Your free Instagram monthly content planning calendar

SOURCING CONTENT



15 —

GOOGLE ALERTS

Setting up Google Alerts for your location is the simplest way to keep tabs on information relating to your market, without having to sift through myriad sources.

SOCIAL MEDIA COPY

Unlike with web content, there are no penalties for borrowed content on Instagram. Curate copy instead of creating it, but state your sources clearly where applicable.

DESIGN TEMPLATES

Create templates for both Instagram posts and stories that allow for a plug-and-post SOP, so you are not left creating content from scratch each time.



FINALISING CADENCE



16 —

RECOMMENDED:

Since a lot of markets are still experiencing a lot of fluctuation in restrictions, you will find yourself sharing these updates more frequently.

Instagram Stories: Weekly

Instagram Posts: Monthly

Blog Posts (options): Monthly

