

# HEBRIDEAN BAKER

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BUILDING YOUR BRAND





**HEBRIDEAN BAKER**





# CRAFTING GREAT SOCIAL MEDIA CONTENT



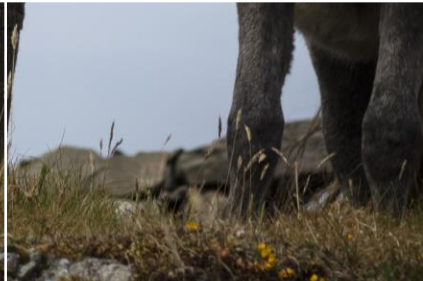


- **CONSIDER YOUR OPENING SHOT – WILL IT MAKE VIEWERS KEEP WATCHING?**
- **73% WATCH INSTAGRAM REELS WITH THE SOUND SWITCHED OFF – CAPTIONS KEEP VIEWERS WATCHING**
- **ARE YOU CREATING SOCIAL CONVERSATION?**



- **SOCIAL MEDIA v WEBSITES – WHAT SHOULD YOU HAVE?**

**BE THEIR GUIDE -  
JUST FOR ONE  
MINUTE!**





- **WHAT SOCIAL MEDIA PLATFORMS SUIT YOUR STRATEGY? AND HOW FREQUENTLY DO YOU POST?**
- **INTRODUCE THE CHARACTERS THEY MIGHT MEET ON THEIR ISLAND HOLIDAY**
- **HOW LONG SHOULD YOUR VIDEO BE? WHAT SHOULD APPEAR ON YOUR STORIES V REELS?**



- **WHAT REASON ARE YOU GIVING FOLK TO STAY CONNECTED ON SOCIAL MEDIA?**

# THE TOOLS FOR GREAT CONTENT CREATION







- **WHAT IS YOUR TONE OF VOICE? EDUCATION OR ENTERTAINMENT?**
  - **CAPCUT IS AN EXCELLENT FREE TOOL TO EDIT YOUR VIDEO CONTENT**
  - **CANVA HAS A HUGE SELECTION OF TEMPLATES FOR ADS, SOCIAL MEDIA POSTS & MARKETING TOOLS**
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- **PODCASTS, PLAYLISTS, INFLUENCERS MARKETING, PHOTOGRAPHY AND VIDEO CONTENT**



*your* **STORYLINE**



**STORYTELLING**

**SCOTTISH FLAVOURS**

**MODERN SCOTLAND**

**ISLAND CHARM**

**GAELIC CULTURE**

**HEBRIDEAN HYGGE**

# WHAT DO YOUR VISITORS WANT FROM THEIR TRIP?





**ANY QUESTIONS?**

