



Helping tourism operators grow their business with web, print and social media marketing.

Tourism Marketing Made Easy

We take the stress out of “keeping up” with the latest tourism marketing trends by providing cutting-edge services and advice to help you promote your business.

Woof Media specialises in:

- Tourism marketing strategy
- Mobile responsive websites
- Digital strategy, inc social media and email marketing
- Printed publications and brochures
- Visitor Guides in print and digital

Tourism Strategy

THIS IMPORTANT FIRST STEP UNDERPINS ALL YOUR FUTURE MARKETING ACTIONS

Woof Media works with you to develop a comprehensive marketing plan to ensure your website and associated marketing efforts are targeting the right customers with the right messages using the most suitable marketing channels.

Websites

EASY FOR YOUR CUSTOMERS

Your website exists to inspire and support your ideal customers. It helps them make informed buying decisions by giving them the information they need quickly, easily and on any screen - smartphones, tablets, desktops, laptops.

EASY FOR YOUR BUSINESS

To be successful, your website must provide a measurable return on investment to your business. Not only will we build you a tourism website that looks great, we will support and train you to ensure your online investment grows sales and builds your business.

“Our website was dated and we had very low occupancy rate in our cabins. Woof Media exceeded our expectations with our modern and easy to navigate website. Our online bookings have increased significantly since our website launch, and potential visitors who call the park are much better informed than before. The whole experience was great and their team was professional and easy to work with.”

JANE, BAROSSA TOURIST PARK





Adapt. Grow. Succeed.

Making your tourism marketing easy.

Print

USE PRINT TO SUPPORT YOUR DIGITAL EFFORTS.

Keeping your brand consistent in all your marketing material - print and digital - is essential to build brand awareness and recognition, trust and repeat business.

With 15+ years of experience in print marketing for tourism businesses, Woof Media can help you make the most of the printed page with brochures to complement your website and drive more business online.

Social Media

ATTRACT. INSPIRE. ENGAGE.

Social media allows you to give potential customers insights into your tourism experience, creating excitement and anticipation well before they arrive. With targeted social media advertising campaigns, you can reach more customers, more effectively and measure the return on your investment.

ADAPT. GROW. SUCCEED.

We make it our business to keep up with the latest social media platforms and trends to help you make the most of this new world of digital communication.

Email

Email is a powerful way to communicate with your ideal customers. Used correctly, it can drive new business and create community with your customers.

Let us help you implement an effective email marketing strategy.

Make your tourism marketing easy

EMAIL INFO@WOOFMEDIA.COM.AU

WOOFMEDIA.COM.AU/TOURISM

“I am impressed with the simplicity and clarity of our new website. I feel you really understood our brief.

Since launch, our sales have increased by over 100% compared to the same period last year. You guys have really delivered”

JAMES, BRIDESTOWE LAVENDER ESTATE

