



You'll 'like' our social strategy

Social media is king – providing ever more innovative ways to get in touch with customers and key influencers. We saw the potential for Australia Tourism Northern Territory to reach a huge audience by better integrating a digital strategy with their other comms work. 9 months after our strategy was approved, NT is one of the biggest destinations online – with multiple social media accounts and Google Hangout events creating a community of over 11,000 passionate fans in the UK.

client: Australia Tourism Northern Territory

service: Social Strategy

