



**Switzerland.**  
by train, bus and boat.

# Auswertung SoMe-Kampagnen 5 Gründe & Voices of Tourists

Ladina Wunderli  
07.08.2019



# Voices of Tourists (Facebook).



**Schweiz.**  
mit Bahn, Bus und Schiff.

**Swiss Travel System**  
January 31

"Here in Switzerland, even the remotest places are served punctually and reliably by public transport."

MYSTSNET.COM  
**"Back to the roots" – the story of Lenora and Charles (USA)**  
Why guests pick public transport to get around Switzerland.

**Performance for Your Post**  
4,332 People Reached  
147 Reactions, Comments & Shares

111 Like	93 On Post	18 On Shares
13 Love	10 On Post	3 On Shares
1 Wow	1 On Post	0 On Shares
4 Comments	2 On Post	2 On Shares
18 Shares	18 On Post	0 On Shares

178 Post Clicks  
0 Photo Views | 76 Link Clicks | 102 Other Clicks

**NEGATIVE FEEDBACK**  
4 Hide Post | 1 Hide All Posts  
0 Report as Spam | 0 Unlike Page

4,332 People Reached | 325 Engagements | Boost Post

100 Reactions | 2 Comments | 18 Shares

Like | Comment | Share

**Swiss Travel System**  
February 5

"Everything goes like clockwork: The connections are great, and there are no long waiting times."

MYSTSNET.COM  
**"To Mount Rigi with the 1-day travelpass" – the story of Magdalena (Poland)**

**Performance for Your Post**  
3,808 People Reached  
164 Reactions, Comments & Shares

120 Like	80 On Post	40 On Shares
18 Love	13 On Post	5 On Shares
11 Comments	7 On Post	4 On Shares
15 Shares	14 On Post	1 On Shares

151 Post Clicks  
0 Photo Views | 74 Link Clicks | 77 Other Clicks

**NEGATIVE FEEDBACK**  
4 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

3,808 People Reached | 315 Engagements | Boost Post

14 Reactions | 2 Comments | 14 Shares

Like | Comment | Share

**Swiss Travel System**  
February 9

"We always found means of transportation to take us to the desired destination in short order."

MYSTSNET.COM  
**"A dream come true" – the story of Manan (Armenia)**  
Why guests pick public transport to get around Switzerland.

**Performance for Your Post**  
2,993 People Reached  
336 Reactions, Comments & Shares

261 Like	36 On Post	225 On Shares
32 Love	3 On Post	29 On Shares
7 Wow	0 On Post	7 On Shares
32 Comments	1 On Post	31 On Shares
5 Shares	5 On Post	0 On Shares

285 Post Clicks  
0 Photo Views | 30 Link Clicks | 255 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

2,993 People Reached | 621 Engagements | Boost Post

34 Reactions | 1 Comment | 5 Shares

Like | Comment | Share

**Swiss Travel System**  
February 12

"It's fantastic – I can reach all these spots by train!"

MYSTSNET.COM  
**"At the foot of 'Toblerone mountain'" – the story of Cho Long (South Korea)**

**Performance for Your Post**  
2,357 People Reached  
36 Reactions, Comments & Shares

29 Like	25 On Post	3 On Shares
3 Love	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

61 Post Clicks  
0 Photo Views | 44 Link Clicks | 17 Other Clicks

**NEGATIVE FEEDBACK**  
4 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

2,357 People Reached | 97 Engagements | Boost Post

4 Shares

Like | Comment | Share

**Swiss Travel System**  
February 25

"With the Swiss Travel Pass, we'll visit all the locations we've read so much about in Hong Kong."

MYSTSNET.COM  
**"The many aspects of Switzerland" – the story of Gary and Danny (Hong Kong)**

**Performance for Your Post**  
2,113 People Reached  
35 Likes, Comments & Shares

31 Likes	26 On Post	5 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	3 On Post	1 On Shares

51 Post Clicks  
0 Photo Views | 37 Link Clicks | 14 Other Clicks

**NEGATIVE FEEDBACK**  
1 Hide Post | 1 Hide All Posts  
0 Report as Spam | 0 Unlike Page

2,113 People Reached | 86 Engagements | Boost Post

3 Shares

Like | Comment | Share

**Swiss Travel System**  
March 22

"We have used trains, boats, mountain railways, and even the post bus. The rides went up and down!"

MYSTSNET.COM  
**"Just like Disneyland!" – the story of Claude & Lakshmi**  
Why guests pick public transport to get around Switzerland.

**Performance for Your Post**  
2,487 People Reached  
44 Reactions, Comments & Shares

35 Like	28 On Post	7 On Shares
2 Love	2 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	5 On Post	0 On Shares

64 Post Clicks  
0 Photo Views | 44 Link Clicks | 20 Other Clicks

**NEGATIVE FEEDBACK**  
3 Hide Post | 0 Hide All Posts  
0 Report as Spam | 0 Unlike Page

2,487 People Reached | 108 Engagements | Boost Post

5 Shares

Like | Comment | Share



# Voices of Tourists: Erkenntnisse Facebook.

Date	Person	\$ Boost	Reach	Reactions	Engagement Rate in % (Reach:Reactions)	Link Clicks	Link Click Rate in % (Reach:Clicks)
31.01.2019	Charles Rhyner (US)	0	4332	147	3.4	76	1.75
05.02.2019	Magdalena (Poland)	0	3808	164	4.3	74	1.94
09.02.2019	Manan (Armenia)	0	2993	90	3.0	30	1.00
12.02.2019	Cho Long (South Korea)	0	2357	36	1.5	44	1.87
25.02.2019	Gary & Danny (Hongkong)	0	2113	35	1.7	37	1.75
22.03.2019	Claude (India)	0	2487	44	1.8	44	1.77

- **Datum:** je dichter aufeinander, desto weniger Reichweite
- **Reichweite:** viel tiefer als sonst (Voices: ø 3000; normal: ø 7500)
- **Engagement:** Je länger, je weniger Interesse (ø 2.6%; normal: ø 6.9%)
- **Klicks:** zw. 30 bis 75 (ø 1.7%), die den Post sahen, landeten auf [mystsn.net/stories](https://mystsn.net/stories)

# Voices of Tourists: Erkenntnisse Facebook.

**Manan (Armenia)** → Engagement Rate hoch weil Share (wurde im Reporting korrigiert, da Verzerrung)



Manan Manukyan  
February 16 · 🌐

Mariana Mkrtychyan and Parandzem Avetisyan here is the promised article ))))



MYSTSNET.COM  
"A dream come true" – the story of Manan (Armenia)  
Why guests pick public transport to get around Switzerland.

👍❤️👍 225      20 Comments · 1 Share

👍 Like      ➦ Share

View 16 more comments

Նոնե Ասատրյան 👍😊😊😊  
Like · 24w

↩️ Manan Manukyan replied · 1 Reply



# Voices of Tourists: Erkenntnisse Twitter.

Date	Person	\$ Boost	Reach	Reactions	Engagement Rate in % (Reach:Reactions)	Link Clicks	Link Click Rate in % (Reach:Clicks)
31.01.2019	Charles Rhyner (US)	0	5136	129	2.5	45	0.88
04.02.2019	Magdalena (Poland)	0	1914	31	1.6	16	0.84
09.02.2019	Manan (Armenia)	0	1550	17	1.1	7	0.45
12.02.2019	Cho Long (South Korea)	0	1858	31	1.7	8	0.43
25.02.2019	Gary & Danny (Hongkong)	0	1220	3	0.2	1	0.08
22.03.2019	Claude (India)	0	3394	42	1.2	19	0.56

- **Datum:** je dichter aufeinander, desto weniger Reach
- **Reichweite:** deutlich tiefer als sonst (Ø 2500; normal: 4200)
- **Engagement:** konstant tief (Ø 1.4%; normal: Ø 2.4%)
- **Klicks:** unterschiedlich, aber eher tief (Ø 0.5%, die den Tweet sahen, landeten auf [mystsnet.com/stories](https://mystsnet.com/stories))

# Voices of Tourists: Learnings.



**Schweiz.**  
mit Bahn, Bus und Schiff.

- Stories an sich brauchen **mehr Fleisch am Knochen**; gehen zu wenig in die Tiefe und haben keinen genügend spannenden **Aufhänger**. Community hatte beim 3. oder 4. Mal Community keine Lust mehr.
- Die einzige Story, die wirklich interessierte, war «Back to the roots», weil der Titel eine vielversprechende Geschichte verspricht.
- Stories in viel grösseren **zeitlichen Abständen** posten.
- Wie immer auf SoMe: **Bewegtbild** wäre interessanter und würde mehr Reichweite bringen.
- Nächstes Mal mittels **Boosts** mehr Reichweite generieren.

# 5 Gründe



**Switzerland.**  
by train, bus and boat.



# 5 Gründe: Clips.



**Schweiz.**  
mit Bahn, Bus und Schiff.

**Swiss Travel System**  
Published by web@swisstravelsystem.com [?] · February 1 ·

On the world's densest transport network, all places are connected. That makes it very easy to get to one's destination – no matter how remote. Travelling can be so simple. [bit.ly/sts-accessibility](http://bit.ly/sts-accessibility)

581,901 People Reached    3,086 Engagements    [Boost Again](#)

Boosted on Feb 1, 2019 By Ladina Wunderli    Completed

People Reached	<b>594.0K</b>	10-Second Video Views	<b>69.2K</b>
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[View Results](#)

**Swiss Travel System**  
Published by Ladina Wunderli [?] · February 21 ·

Majestic mountain peaks, breathtaking ravines, crystal clear lakes: It's possible to enjoy them from the comfort of one's seat. Switzerland's panoramic trains make it happen. Travelling can be so beautiful. [bit.ly/sts-panorama](http://bit.ly/sts-panorama)

264,474 People Reached    2,573 Engagements    [Boost Again](#)

Boosted on Feb 21, 2019 By Ladina Wunderli    Completed

People Reached	<b>265.0K</b>	10-Second Video Views	<b>41.1K</b>
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[View Results](#)

5 Comments 40 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · March 19 ·

In Switzerland, historic and innovative transportation can easily be combined. Give it a try! [Travelling can be so diverse. bit.ly/sts-diversity](http://bit.ly/sts-diversity)

164,582 People Reached    3,688 Engagements    [Boost Again](#)

Boosted on Mar 19, 2019 By Ladina Wunderli    Completed

People Reached	<b>148.0K</b>	10-Second Video Views	<b>31.5K</b>
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[View Results](#)

715    31 Comments 218 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · April 12 ·

Swiss trains delight with spacious seats, onboard restaurants and convenient luggage services. Everything for a relaxed journey through Switzerland. Travelling can be so comfortable. [bit.ly/sts-convenience](http://bit.ly/sts-convenience)

148,461 People Reached    3,478 Engagements    [Boost Again](#)

Boosted on Apr 12, 2019 By Ladina Wunderli    Completed

People Reached	<b>133.0K</b>	10-Second Video Views	<b>27.3K</b>
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[View Results](#)

**Swiss Travel System**  
Published by Ladina Wunderli [?] · May 2 ·

The Swiss know why they choose train, bus and boat: This is where quality merges with reliability. If you wish to experience Switzerland at its most authentic, do as the locals do [bit.ly/sts-swissness](http://bit.ly/sts-swissness)

186,607 People Reached    3,154 Engagements    [Boost Again](#)

Boosted on May 2, 2019 By Ladina Wunderli    Completed

People Reached	<b>157.0K</b>	ThruPlays	<b>28.5K</b>
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[View Results](#)

403    13 Comments 168 Shares





# 5 Gründe Clips: Erkenntnisse Facebook.

Date	Reason	\$ Boost	Reach	Reactions	Engagement Rate in % (Reach:Reactions)	Link Clicks	Link Click Rate in % (Reach:Clicks)	10-sec-play rate in %
01.02.2019	Accessibility	100	581900	3068	0.5	712	0.12	11.9
21.02.2019	Panorama	100	264474	2573	1.0	218	0.08	15.5
19.03.2019	Diversity	100	164582	3688	2.2	129	0.08	19.1
12.04.2019	Convenience	100	148461	3478	2.3	221	0.15	18.4
02.05.2019	Swissness	100	186607	3154	1.7	200	0.11	15.3
11.05.2019	5 Gründe (alle)	100	197110	933	0.5	151	0.08	3.6
<i>Average</i>			<i>257189</i>	<i>2815.7</i>	<i>1.4</i>	<i>271.8</i>	<i>0.1</i>	<i>16.0</i>

- **Reichweite:** ø 257'000 (Boost jeweils CHF 100)
- **Engagement:** i.O. für einen geboosteten Post (ø 1.4%; E.R. im gleichen Zeitraum: ø 9%)
- Engagement Rate sowie 10-sec-play-Rate wächst und sinkt → Clips wurden scheinbar **nicht als repetitiv wahrgenommen**.
- **«Diversity» und «Convenience» am beliebtesten** (hohe E.R.; jeder 5., der den Clip auf den Bildschirm bekam, schaute ihn sich mind. 10 Sekunden an)
- **Zusammenschnitt** aller 5 Gründe schnitt **sehr schlecht** ab



# 5 Gründe Clips: Erkenntnisse Twitter.

Date	Reason	Reach	Reactions	Engagement Rate in % (Reach:Reactions)	Link Clicks	Link Click Rate in % (Reach:Clicks)
01.02.2019	Accessibility	2820	40	1.4	1	0.04
21.02.2019	Panorama	2671	32	1.2	1	0.04
19.03.2019	Diversity	6194	58	0.9	5	0.08
12.04.2019	Convenience	3569	62	1.7	1	0.03
02.05.2019	Swissness	3706	111	3.0	5	0.13
	5 Gründe (alle)	5014	87	1.7	2	0.04
<i>Durchschnitt</i>		<i>3995.7</i>	<i>65</i>	<i>1.7</i>	<i>2.5</i>	<i>0.06</i>

- **Reichweite:** knapp über dem Durchschnitt (Ø 3995; normal: Ø 3843)
- **Engagement:** leicht tiefer als sonst (Ø 1.7%; normal: Ø 2.0%)
- **Klicks:** praktisch keine Klicks

# 5 Gründe Clips: YouTube.



**Schweiz.**  
mit Bahn, Bus und Schiff.

Clip	Views
Swissness	148686
Panorama	76266
Convenience	7483
Alle	3084
Diversity	1915
Accessibility	1510

- Views: **Extreme Unterschiede** zwischen den einzelnen Clips
- Die meisten Views – mit deutlichem Abstand – haben **Swissness & Panorama**
- Fragwürdig: Zugriffsquelle → «YouTube Werbung» jeweils bis zu 98%

Zugriffsquelle	Wiedergabezeit (in Minuten) ↓	Aufrufe
<input type="checkbox"/> Gesamt	63.486 100,0 %	148.451 100,0 %
<input checked="" type="checkbox"/> YouTube-Werbung	62.173 97,9 %	145.454 98,0 %
<input type="checkbox"/> Weitere YouTube-Funktionen	1.046 1,6 %	2.189 1,5 %
<input type="checkbox"/> Extern	160 0,3 %	487 0,3 %
<input type="checkbox"/> Playlists	31 0,0 %	79 0,1 %
<input type="checkbox"/> Kanalseiten	22 0,0 %	59 0,0 %
<input type="checkbox"/> Videovorschläge	20 0,0 %	58 0,0 %
<input type="checkbox"/> Direkt oder unbekannt	14 0,0 %	69 0,0 %
<input type="checkbox"/> Funktionen zur Auswahl von Inhalten	11 0,0 %	31 0,0 %
<input type="checkbox"/> YouTube-Suche	6 0,0 %	14 0,0 %
<input type="checkbox"/> Playlist-Seite	2 0,0 %	7 0,0 %
<input type="checkbox"/> Benachrichtigungen	2 0,0 %	4 0,0 %

# 5 Gründe: Reporting Trade News.

Travelling can be so easy.

**5 reasons** to travel by train, bus and boat.



Easy change, convenient services and a sheer endless variety of transportation – all of this unfailingly accompanied by an impressive scenery and pure “swissness”. There are many reasons why public transport is the best way to experience Switzerland. Here are our Top 5.

[Discover the 5 reasons](#)

→ Top-Platzierung zuoberst im NL April 2019

## Top Links & Klicks.

Ausgabe	Thema	Klicks	Klickanteil
DE	1. 5 Gründe	34	23.3%
	2. Excellence Class	18	19.8%
	3. Video Anreise	21	18.6%
EN	1. 5 Gründe	38	15.2%
	2. GOPEX Neuerungen 2019	22	8.7%
	3. Video Anreise	15	6.5%

# 5 Gründe: Aufrufe Website.



**Schweiz.**  
mit Bahn, Bus und Schiff.

## MySwitzerland.com (live seit Mitte Mai 2019)

- EN: 1605
- FR: 758
- ES: 704
- DE: 523
- NL: 324
- PT: 193
- RU: 13
- ZH: 11
- JA: 9
- PL: 6
- KO: 4

## mystsnat.com (live seit April 2019)

	EN	DE
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# 5 Gründe: #windowwednesday (Panorama), FB.



**Schweiz.**  
mit Bahn, Bus und Schiff.

Swiss Travel System  
Published by Ladina Wunderli [?] · February 20 · 🌐

Aren't these wintery views from the train window just staggering? 🌨️  
#windowwednesday



2,780  
People Reached

314  
Engagements

3 Comments 12 Shares

Boost Post

Swiss Travel System  
Published by Ladina Wunderli [?] · February 27 · 🌐

In Switzerland, fairy tales happen outside the train window 🌨️  
#windowwednesday



2,800  
People Reached


297  
Engagements

5 Comments 15 Shares

Boost Post

Swiss Travel System  
Published by Ladina Wunderli [?] · March 6 · 🌐

29,000 kilometres of Swiss public transport network. And thousands of beautiful window views 🌨️  
#windowwednesday



2,249  
People Reached

225  
Engagements

4 Comments 6 Shares

Boost Post

Swiss Travel System  
Published by Ladina Wunderli [?] · March 13 · 🌐

There's still snow along the Swiss Travel System 🌨️  
#windowwednesday



2,634  
People Reached

310  
Engagements

3 Comments 7 Shares

Boost Post

Swiss Travel System  
Published by Ladina Wunderli [?] · March 20 · 🌐

It doesn't get any fresher than this: windowless views! 🌨️  
#windowwednesday



2,963  
People Reached

485  
Engagements

8 Comments 12 Shares

Boost Post

- **Erkenntnis & Learning:** Überdurchschnittliche Engagement Rate von  $\varnothing$  12% (norm.:  $\varnothing$  7.8%)  
→ Boosten hätte die – offensichtlich willkommenen – Inhalte an mehr interessierte Personen gebracht.

# 5 Gründe: Accessibility (Facebook).



**Schweiz.**  
mit Bahn, Bus und Schiff.

**Swiss Travel System is at Pilatus.**  
Published by Ladina Wunderli [?] · January 30 · Kriens ·

Did you know that the Swiss Travel System counts a total of 25,836 stops? Wait – WHAT? Yep. That's why you reach every valley and every village by public transport.

Instagram.com/pilatus

3,690 People Reached    148 Engagements    **Boost Post**

50    1 Comment 4 Shares

**Swiss Travel System**  
Published by web@swisstravelsystem.com [?] · February 1 ·

On the world's densest transport network, all places are connected. That makes it very easy to get to one's destination – no matter how remote. Travelling can be so simple. [bit.ly/sts-accessibility](http://bit.ly/sts-accessibility)

581,901 People Reached    3,086 Engagements    **Boost Again**

Boosted on Feb 1, 2019 By Ladina Wunderli    Completed

People Reached	594.0K	10-Second Video Views	69.2K
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[View Results](#)

**Swiss Travel System**  
Published by Ladina Wunderli [?] · February 7 ·

"Regular interval timetable" – sounds complex, is complex. But not for those who use it! 😊 Travellers get to enjoy perfectly timed connections between all means of public transport. What's behind it? 🤔

MYSTSNET.COM  
**The Swiss timetable – planned to the second.**  
In Switzerland, 90 per cent of passengers are on time. How come?

3,678 People Reached    272 Engagements    **Boost Post**

66    6 Comments 14 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · February 11 ·

Arrive from neighbouring countries and travel on! 🇩🇪🇦🇹🇨🇭🇸🇰

Wherever the journey may go, Switzerland offers an onward-connection after you've arrived – whether from Italy, Germany, Austria or France. [bit.ly/toCHbytrain](http://bit.ly/toCHbytrain)

3,264 People Reached    236 Engagements    **Boost Post**

78    9 Shares

# 5 Gründe: Panorama (Facebook).




**Schweiz.**  
mit Bahn, Bus und Schiff.

**Swiss Travel System**  
Published by Ladina Wunderli [?] · February 23 · 🌐

Boat cruises on Swiss lakes offer panoramic views – year-round and, for holders of a Swiss Travel Pass, without surcharge.

📍 Vierwaldstättersee / Lake Lucerne  
📷 [instagram.com/marvinho\\_dos\\_santos](https://www.instagram.com/marvinho_dos_santos)




6,475 People Reached      302 Engagements      [Boost Post](#)

👍❤️👏 74      17 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · February 26 · 🌐

Swiss panoramic trains take their time – a little more than others. That gives you more time to savour the fascinating scenery through the ceiling-high windows 🤩

[MySwitzerland.com/panorama](https://www.myswitzerland.com/panorama)




1,691 People Reached      109 Engagements      [Boost Post](#)

👍❤️👏 46      3 Comments 4 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · February 28 · 🌐

Which premium panoramic train is at the top of your bucket list? 🤔



Luzern-Interlaken Express      Glacier Express

866 People Reached      85 Engagements      [Boost Post](#)

👍❤️👏 30      6 Comments 4 Shares




# 5 Gründe: Diversity (Facebook).



**Schweiz.**  
mit Bahn, Bus und Schiff.

**Swiss Travel System**  
Published by Ladina Wunderli [?] · March 25 · 🌐

High-speed or Belle Époque? 🇨🇭 🚆 🚊 In #Switzerland, you don't have to choose whether you want to go modern or traditional: Historic and modern means of transportation go hand in hand – like on Mount Stanserhorn 📍



10,050 People Reached    1,056 Engagements    [Boost Post](#)

👍❤️👎 112    12 Comments 66 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · March 28 · 🌐

We're curious about YOUR Swiss experience! 🇨🇭 What was the most extraordinary means of public transportation you used during your stay? 📍




915 People Reached    139 Engagements    [Boost Post](#)

👍❤️ 50    12 Comments 3 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · March 30 · 🌐

The Swiss Travel System in one word: Diversity! 🇨🇭

📍 by [instagram.com/kathymcpaul](#) & [instagram.com/jonny.melon](#)  
📄 their full 8-day itinerary: [jonnymelon.com/switzerland-itinerary](#)




3,708 People Reached    528 Engagements    [Boost Post](#)

👍❤️ 75    19 Shares

**Swiss Travel System**  
Published by Ladina Wunderli [?] · April 1 · 🌐

Is a train ride just about getting from A to B? Not in Switzerland! Check out these Swiss theme trains! 📍



Chocolate Train    Cheese Train

2,228 People Reached    191 Engagements    [Boost Post](#)

👍❤️👎 39    1 Comment 8 Shares



## 5 Gründe: Learnings.

- Clips sind evtl. **zu werberisch, insb. für FB**, dies zeigt die tiefe Engagement Rate. «Spielereien» wie window wednesday kommt dafür super an (**authentisch**)
- Auch wären für SoMe **Hochformat-Clips** optimaler.
- FB: Die hohe **10-sec-play-Rate von durchschnittlich 16%** zeigt, dass mit den Boosts eine interessierte Zielgruppe adressiert wurde.
- **Zusammenschnitt** aller 5 Gründe schnitt **am schlechtesten** ab – konzentrieren auf 1 Botschaft
- **Sehr wenig Linkklicks** – Videos muss Gefühl von «ich will mehr wissen» generieren + CtA muss in die Caption

# Entscheide im KOM-Steering.



**Schweiz.**  
mit Bahn, Bus und Schiff.

1. Voices of tourists: Im Q3-4 2019 nochmals testen, ob mit Boost besser ankommt (1-2 Posts)
2. Window Wednesday: Beiträge anfangs Winter nochmals mit Boost posten



**Schweiz.**  
mit Bahn, Bus und Schiff.