

Digital Decarbonisation



- Rene Looper
- Tuminds Social Media
- Cluny Bank Hotel, Forres

#HTConf22

Photo by [Jack Anstey](#) on [Unsplash](#)

Meet the Tuminds Team

Pamela, Emma, Rene, Holly, Alastair, Fiona

Tuminds Social Media

- Founded in 2006.
- Based in Inverness.
- UK, Malta and The Netherlands
- VisitScotland Digital Advisory Group
- Social Buzz Awards judge alongside Google, MS, Tesco, BBC



tuminds

sky

DIAGEO

RBS

KLM

Social Proof

They've asked me to talk about:

- Decarbonisation
- Trends and tips on social media
- Optimising digital processes
- Cut operational costs
- Q and A



Deluxe rooms in a Victorian mansion

[VIEW ROOMS](#)[BOOK ROOMS](#)


*Whatever brings you to Moray...
... Cluny Bank is the perfect place to stay.*

Easy tips for doing your bit for the planet

- Plant trees while you search
- Plant trees when you shop
- Compress and minimise files
- Carbon footprint of your website
- VS Hospitality Zero Project

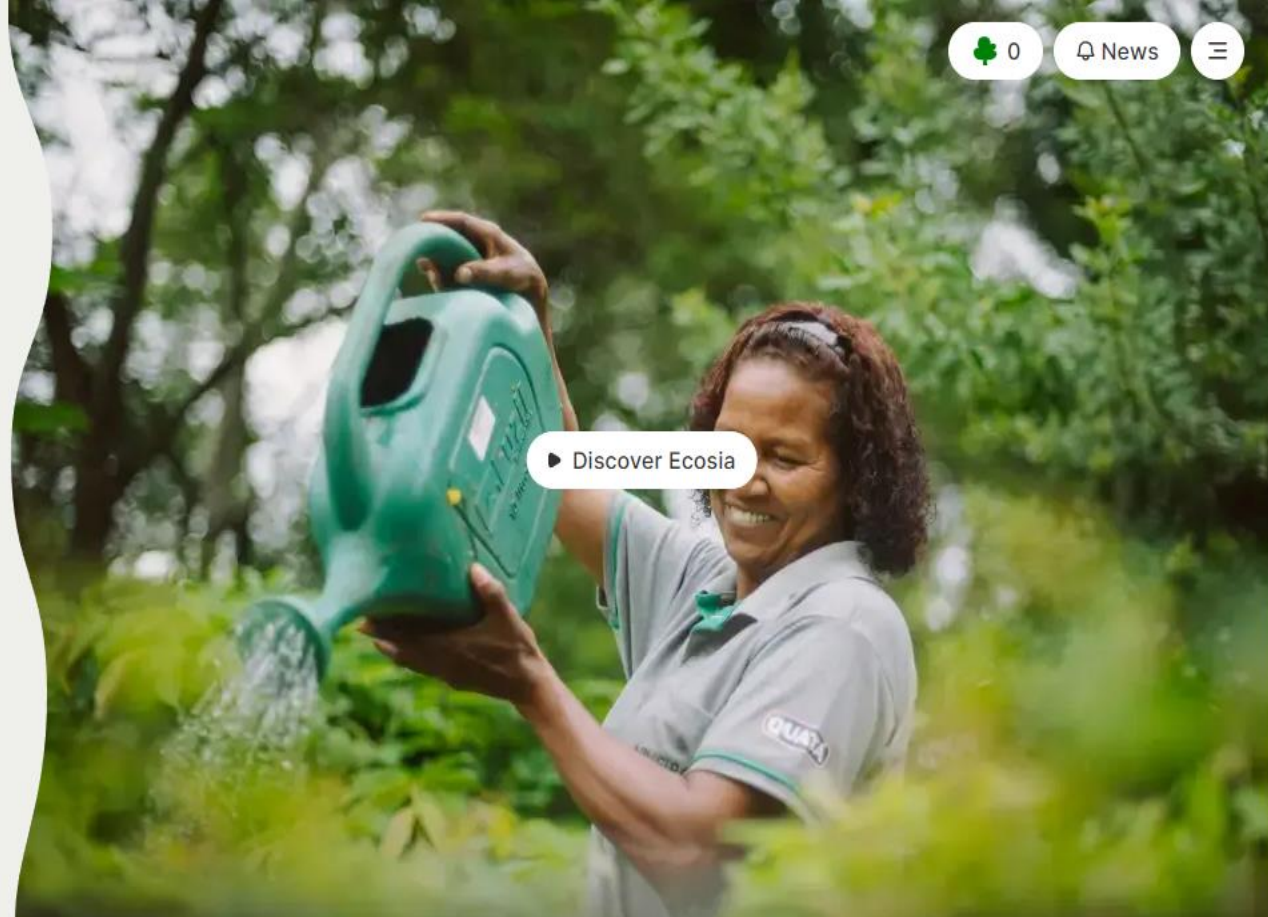
A better planet with every search

The simplest way to plant trees and
be climate active every day

 Add to Chrome — it's free

 **162,924,391**

trees planted by the Ecosia community



Make the switch to Ecosia

Add the extension for quick searches

No need to visit the Ecosia website. Plant trees with
searches typed directly into your address bar or the search



Cookies help us plant trees

We use cookies to improve your search experience, keep marketing costs low, and plant more trees without compromising your privacy.
Learn more about [Ecosia's use of cookies](#).

Reject non-essential

Accept all

Planting trees – for free!

Get the freetree extension now and plant trees with
your online purchase – for free!

Add to Chrome - its free!

Powered by
ECOSIA

The original Website Carbon calculator


Estimate your web page carbon footprint:

Your web page address

By using this carbon calculator, you agree to the information that you submit being stored and published in our public database.



HOSPITALITY ZERO PILOT PROJECT

Image credit 

[Home](#) > [News](#) > [Hospitality Zero](#)

Share



Article published 09/02/2022

Destination Net Zero

Tackling climate change is the biggest long-term challenge facing Scottish tourism now, and in the future, and we want to inspire future generations to say that Scottish tourism led the way and made a difference.

We're asking the industry to prioritise responsible and low carbon growth. By taking action, it can not





Let's Chat

 We are Online



BOOK NOW AND SAVE

ROMANTIC HIGHLAND ESCAPES

ROMANTIC DINNER BED & BREAKFAST STAYS
FROM £87.50 PER GUEST, PER NIGHT >

BOOK A ROOM

ARRIVAL



DEPARTURE



Adults

2



Children

0

Check Availability

Amend or Cancel Booking



WELCOME TO THE KINGSMILLS

The Kingsmills is a 4-star luxury spa hotel, set in Inverness and the beautiful Scottish Highlands. We offer a choice of luxurious rooms, impeccable dining options, extensive spa and leisure facilities, and flexible meetings and events space. Mixing contemporary design with historic period features to create



BOOK NOW AND SAVE

ROMANTIC HIGHLAND ESCAPES

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FROM £87.50 PER GUEST, PER NIGHT >

BOOK A ROOM

ARRIVAL



DEPARTURE



Adults

2



Children

0

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Amend or Cancel Booking



WELCOME TO THE

The Kingsmill is a 4-star luxury spa hotel, set in Inverness
a choice of luxurious rooms, impeccable dining options, ext
flexible meetings and events space. Mixing contemporary c



Hello, I'm Alastair
Kingsmills Hotel



Hello! I'm Alastair, your very own Kingsmills personal assistant. I'm here 24/7 to help you with anything you need to know about the hotel! Use the buttons below to help me find what you need to know:

13:46:10

Room Reservations

About the Hotel

Location

Pre-arrival

Attractions

Dining & Reservations

Share your feedback

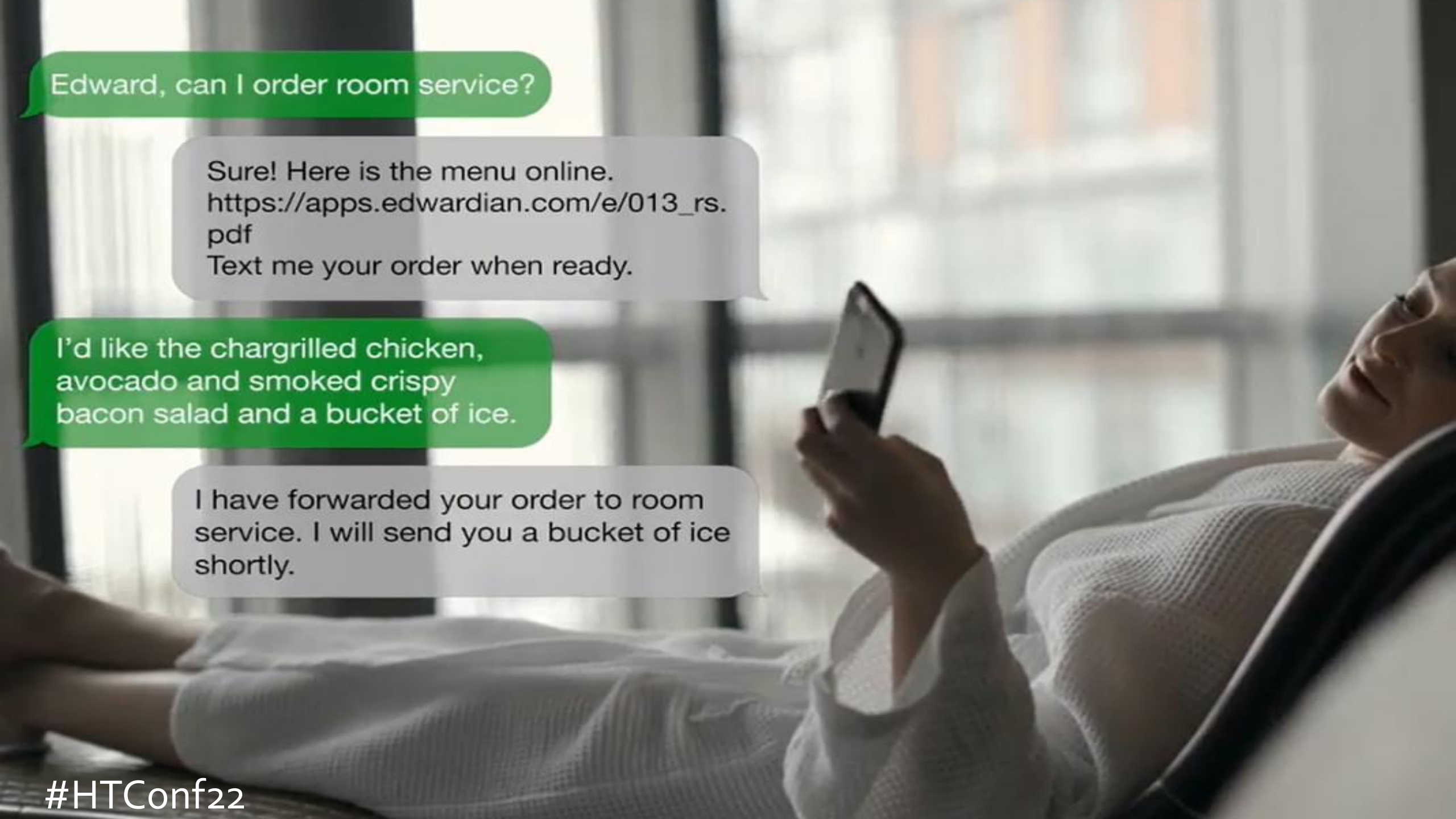
Events & Weddings

Golf

Packages

Type your message





Edward, can I order room service?

Sure! Here is the menu online.
https://apps.edwardian.com/e/013_rs.pdf
Text me your order when ready.

I'd like the chargrilled chicken,
avocado and smoked crispy
bacon salad and a bucket of ice.

I have forwarded your order to room
service. I will send you a bucket of ice
shortly.



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About

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i KAYAK is a travel tool that searches hundreds of travel sites to find the offer that's best for you. Questions? Drop us a line at www.kayak.co.uk/support

i Unlike most other booking sites that try to sell their own inventory, we're a travel tool that doesn't sell anything. Instead, we search the other t... [See more](#)

👍 2,525,643 people like this, including 2 of your friends



📌 2,526,840 people follow this

🌐 <http://www.kayak.co.uk/>

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i <http://www.kayak.co.uk/impressum>

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Photo/video

Check In

Tag people

PINNED POST



KAYAK ✓

21 September · 🌐

Did you know that you can help restore our planet's forests every time you book through KAYAK Trips, and a seedling will be planted on your behalf.

Read more about our initiative and help us sow seeds for a brighter future... [See more](#)



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[Hotels](#)

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75% of customer enquiries are basic, repetitive questions that can be answered quickly online

- Manage enquiries
- Cross-sell
- Manage booking
- Collect customer reviews

A hotel in the palm of their hands

With a built-in Guest App, guests can interact with your hotel in their native language, communicate with your staff and get to know your brand better.

BOOK A DEMO

HotelTechReport
★★★★★
HT Score 99 | 123 reviews



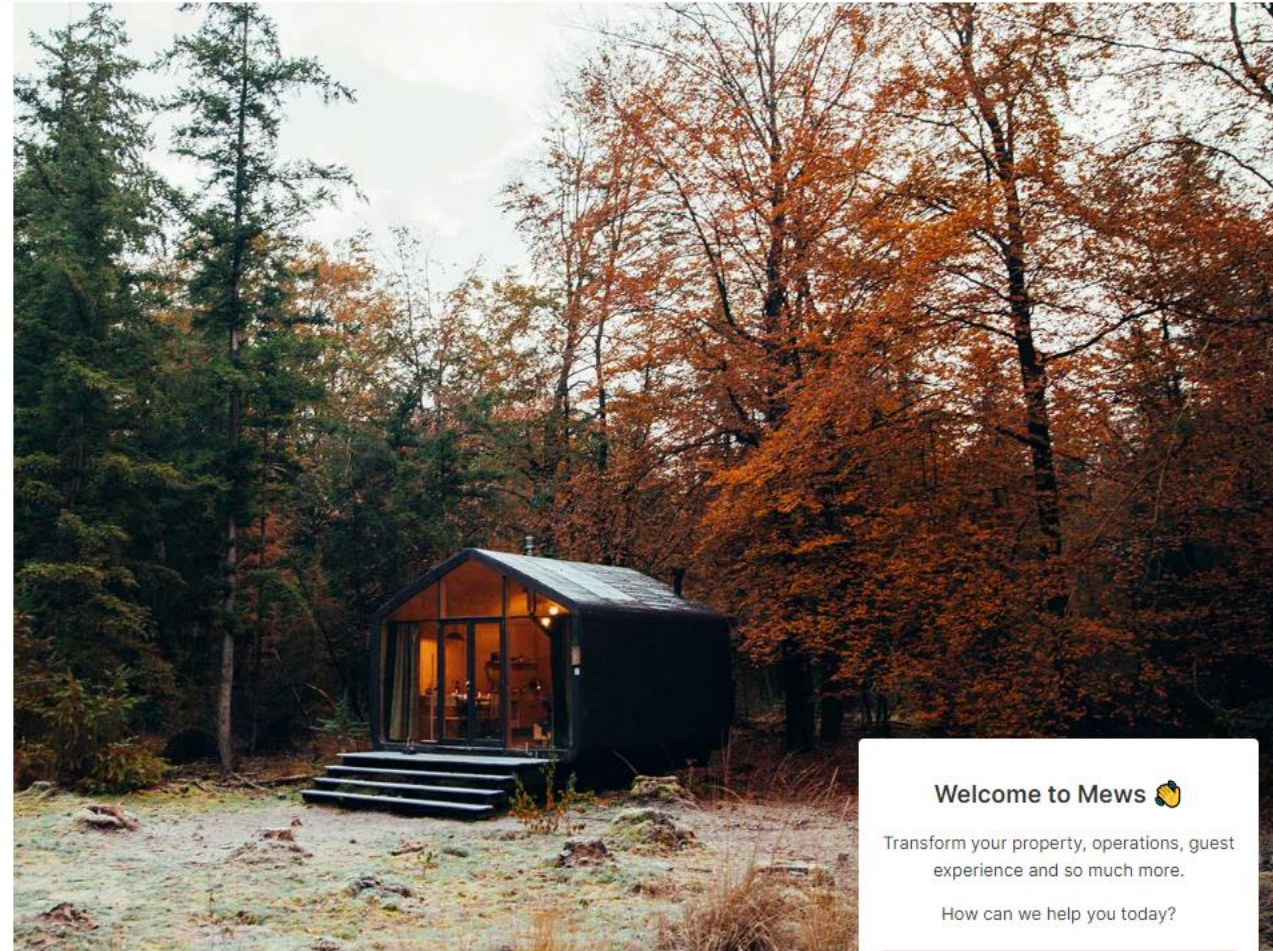
Trusted by over 1,000 brands across 60 countries



• Cabiner customer story

Cabiner use Mews' integrations to power their digital hotels

The unique Dutch wilderness brand use Mews as the glue between bespoke software and wide-ranging integrations.



Welcome to Mews 🍌

Transform your property, operations, guest experience and so much more.

How can we help you today?

[Connect with Sales](#) 📄

[Request a demo](#)

[Customer support](#)

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100% of payments automated



100% of check-ins and check-outs online



8,000+ guests per year



Communicate With Your Customers at All Stages of Their Journey

GuestTouch provides world class tools to connect your customers, offer fantastic guest experiences, get more reviews and drive more bookings.



Start Growing with GuestTouch

Company name*

First name*

Phone number*

Email*

Message

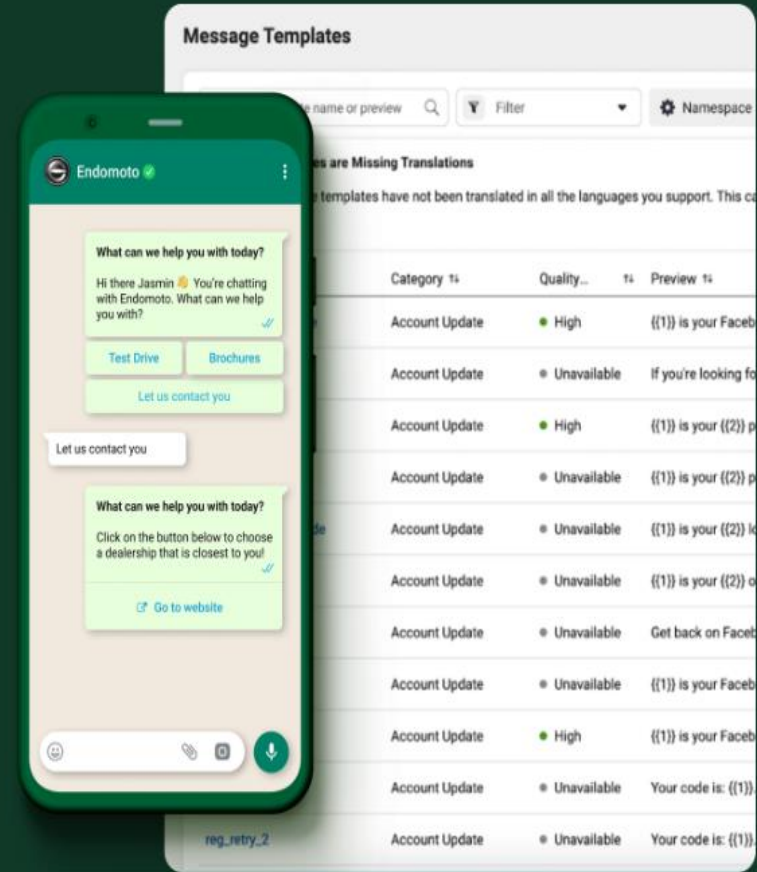
[Request Your 30 Days Trial Now](#)



Transform your business

Engage audiences, accelerate sales and drive better customer support outcomes on the platform with more than 2 billion users around the world.

Choose your product





Aspen Lodge Breakfast Menu

Please let us have your choice of breakfast before 6.30 pm the day before.

* Required

Which room are you staying in ?

Choose

Where would you like to have breakfast in the morning? *

- In the dining room
- In my room
- On the decking

If you have selected to have breakfast in your room or on the decking what time would you like served ? If you have chosen to dine in the dining room proceed to next section

Choose

QR Stuff.com

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Subscribers get more QR Stuff!

QR CODE DESIGN

100% AD FREE

QR CODE ANALYTICS

UNLIMITED QR CODES

EXPLORE MORE BENEFITS >

FREE QR CODE GENERATOR AND QR SCANNER

1. DATA TYPE

WEBSITE URL

YOUTUBE

IMAGE FILE

PDF FILE

LOCATION

TWITTER

LINKEDIN

INSTAGRAM

FACEBOOK

APP URL

SKYPE CALL

DROPBOX

ITUNES LINK

PLAIN TEXT

FOURSQUARE

PHONE NUMBER

SMS MESSAGE

EMAIL ADDRESS

EMAIL MESSAGE

CONTACT DETAILS

BUSINESS CARD

ATTENDANCE

EVENT

WIFI LOGIN

PAYPAL

BITCOIN

BATCH UPLOAD

QR CODE PREVIEW



DOWNLOAD QR CODE

2. CONTENT

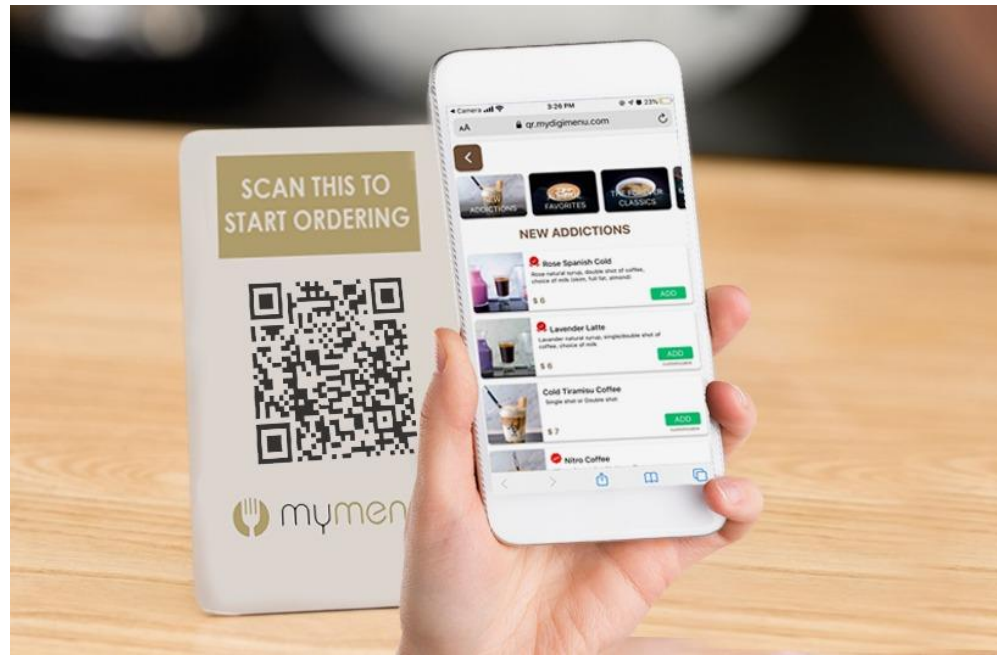
Website URL

Encoding Options

- Static - Embed URL into code as-is
- Dynamic - Use our qrs.ly URL shortener

[What's the difference?](#)

Analytics, creation and QR Code editor with dynamic QR



Good Morning

Buffet Choices

- Chilled Fruit Juice
- Selection of freshly prepared fruit
- Choice of Granola, Muesli and various cereals
- Natural Yogurts
- Honey/Marmalade and jam
- Various Breads
- Filter Coffee/ Wide Selection of herbal and fruit teas



Hot Choices

- Back Bacon
- Link Pork Sausages
- Haggis
- Black Pudding
- Fruit Pudding
- Fried/Poached or Scrambled Egg
- Vine Tomatoes
- Mushrooms
- or -
- Scrambled Egg with Scottish Smoked Salmon
- or -
- ade Waffles served with fresh strawberries & blueberries or back bacon, and drizzled with maple
- or -
- Traditional Homemade Scottish Porridge

Google Forms

Google

 Docs

 Sheets

 Slides

 Forms

For Business Help

Pam
Create polished forms

Personal



Collect and organize information big and small with Google Forms. For free.

[Go to Google Forms](#)

Business

Google Workspace

The Google Forms you love with added security and control for teams.

[Learn more](#)

#HTConf22





“Hi, I’m calling to book a women’s haircut for a client.”



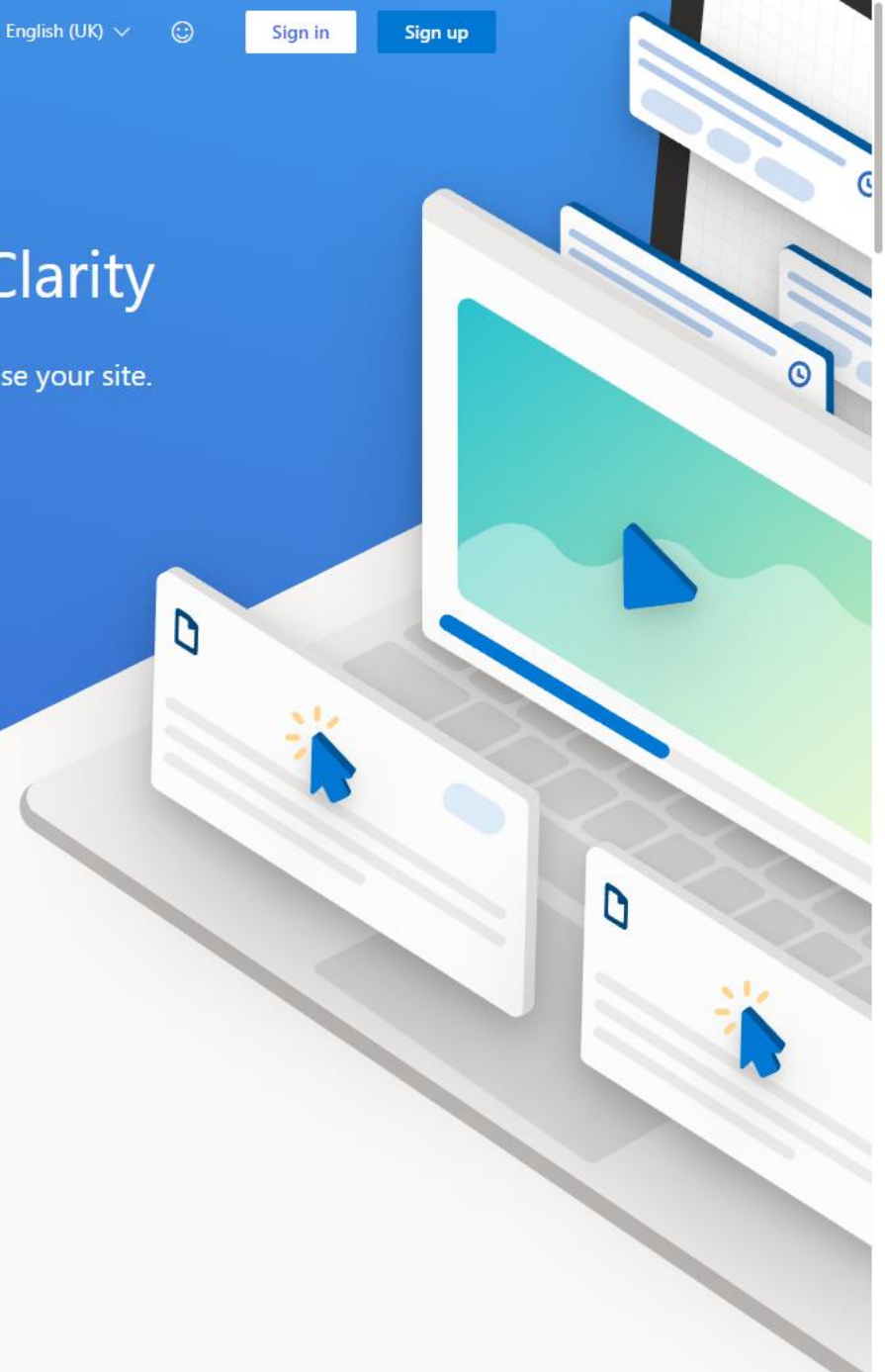
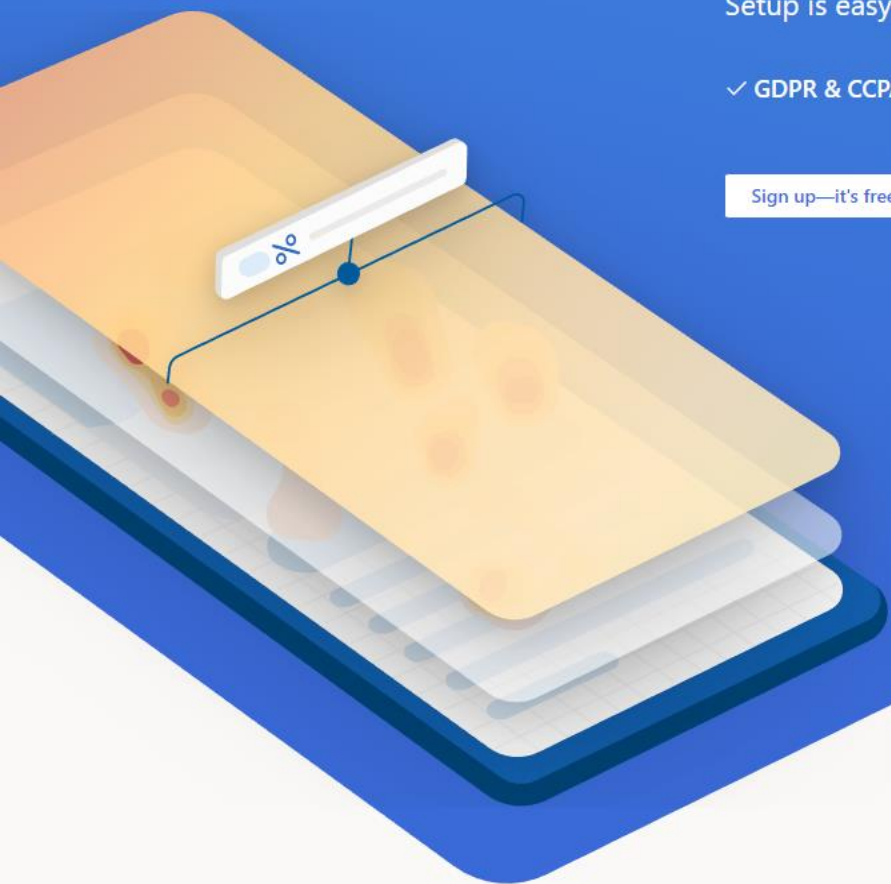
See what your users want—with Clarity

Clarity is a free, easy-to-use tool that captures how real people actually use your site. Setup is easy and you'll start getting data in minutes.

✓ GDPR & CCPA ready ✓ No sampling ✓ Built on open source

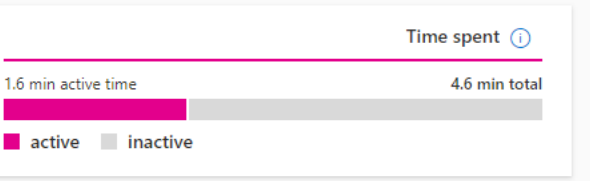
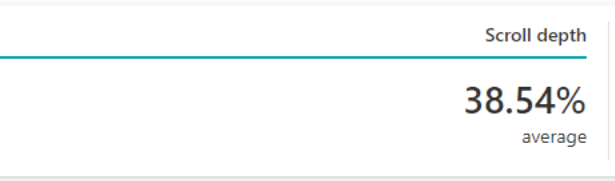
Sign up—it's free!

See live demo



Companies that use Clarity

Filters Segments Last 30 days



Users

Live users

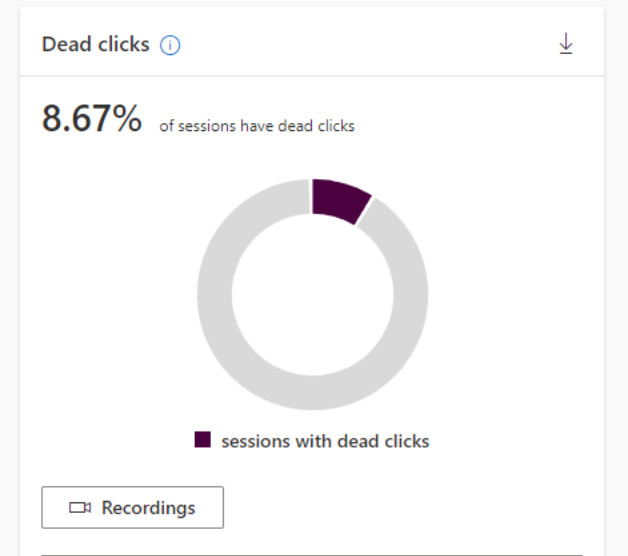
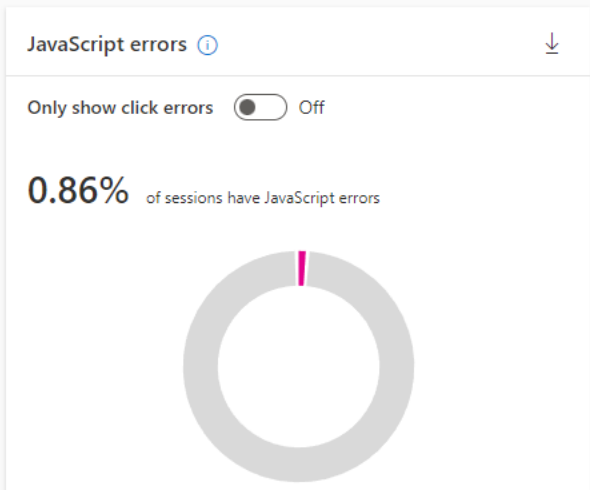
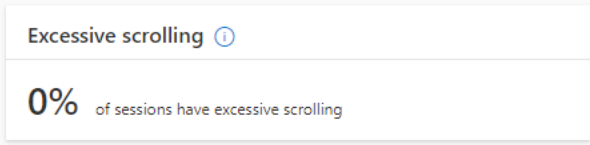
0 < 1 min ago

Recordings

Distinct users

1,894

Recordings



811 total dead clicks

Interesting user segments

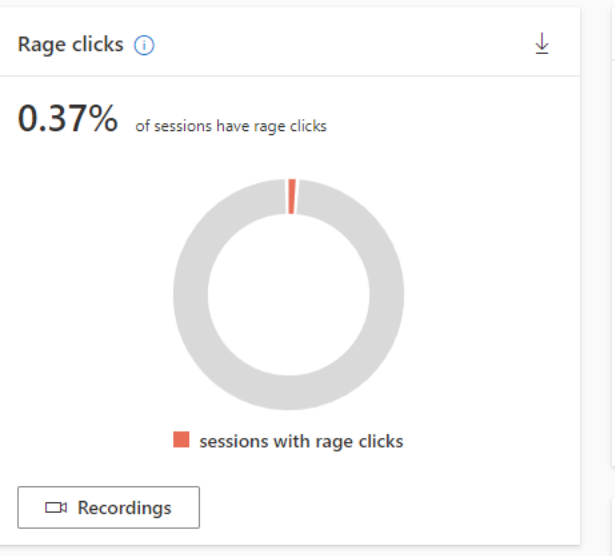
15.6% of total dead clicks

OS: Windows Medium: organic

Country: United Kingdom Browser: Chrome

Recordings Save as segment

11.7% of total dead clicks



Popular pages

URL parameters On

https://tuminds.com/2014/11/how-tu-tuesdays-separate-company-pages-and-personal-profiles-on-linkedin/	707	🔥	📄
https://tuminds.com/	332	🔥	📄
https://tuminds.com/workshops/	135	🔥	📄
https://tuminds.com/2020/10/how-to-create-a-facebook-premiere-using-creator-studio/			

Get even more out of Clarity

Introducing Clarity Live

With our new extension, get instant heatmaps right on your live site and watch recent session recordings for any page you're on.

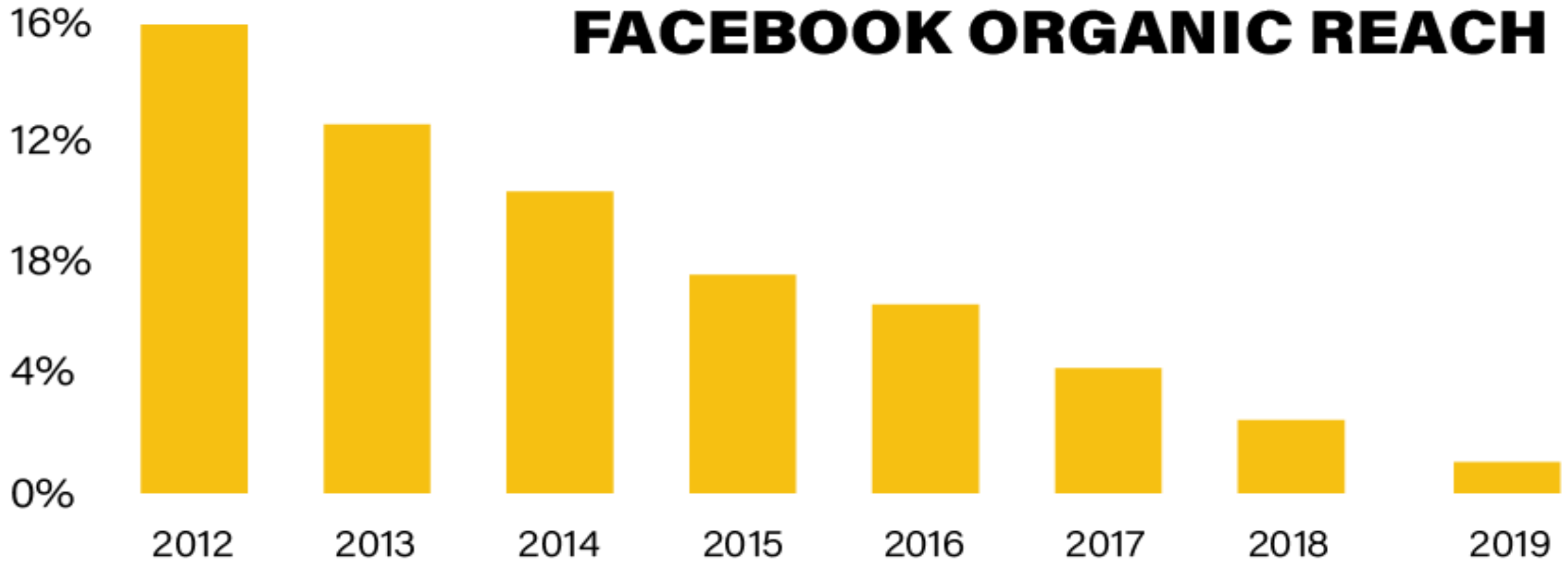
Get the extension No thanks

Referrers

www.google.com	843	🔥	📄
tuminds.com	369	🔥	📄
m.youtube.com	339	🔥	📄
youtube.com	86	🔥	📄
www.google.co.uk	54	🔥	📄

Show more Show less

FACEBOOK ORGANIC REACH



More content is being published than there is news feed space for it to be shown. There are more than 30 billion pieces of content published every month on Facebook.

Facebook provides only the most relevant content to each user. In order to increase engagement and optimise user experience, the content shown is tailored to each user's individual interests.



Choose a Custom Audience source

Connect with people who have already shown an interest in your business or product.

Your sources

- Website
- App activity
- Catalogue
- Customer list
- Offline activity

Meta Sources

- Video
- Lead form
- Instant Experience
- AR experience
- On-Facebook listings
- Instagram account
- Events
- Facebook Page
- Shopping

Cancel Next

Performance may be affected
Evolving changes within the ads ecosystem may affect your performance or reporting.

Ad sets that include the European Region
As people in the European Region use our privacy controls, you may see changes to performance or reporting. [Learn more](#)

Audience definition
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 43,700,000 - 51,400,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ
4.9K-14K

Link clicks ⓘ
336-972

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.

Recommended for you

Use a Lookalike Audience
As you have the Meta pixel installed, you can find people similar to those who visited your website by creating a Lookalike Audience. Click **Create New** to get started.

Why? >

Languages
All languages

[Show more options](#)

Save This Audience

Close

- For You
- Following
- LIVE



foyerslodge

Foyers Lodge

Follow

42 Following 2687 Followers 23.8K Likes

Luxury accommodation in the Highlands with outstanding views of Loch Ness.

www.foyerslodge.co.uk

- Suggested accounts
- livmesclia**
livmesclia
 - marketmemads**
marketmemads
 - oakandolive.au**
Oak & Olive
 - bellamacknzie**
Isabella Mackenzie
 - darling_demon**
Darling demon
- [See all](#)

- Following accounts
- tuminds**
Tuminds
 - visitinvernessloch...**
Visitinvernesslochness
 - seerenespeak**
seerenespeak
 - the_ear_nurse**
The Ear Nurse
 - creative_explain...**
Armen Adamjan
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 ▶ 235 Breakfast is ready at Fo...	 ▶ 738 Spring is here in the Hig...	 ▶ 436 Snowy scenes at Loch ...	 ▶ 271 Bluebird skies, crunchy ...	 ▶ 287 The view from the top o...	 ▶ 338 Sunny October afternoo...	 ▶ 6582 Summer evenings by Lo...	 ▶ 5471 10pm in the Scottish Hig...

Get app

Affordable Social Media Tool for Small Businesses

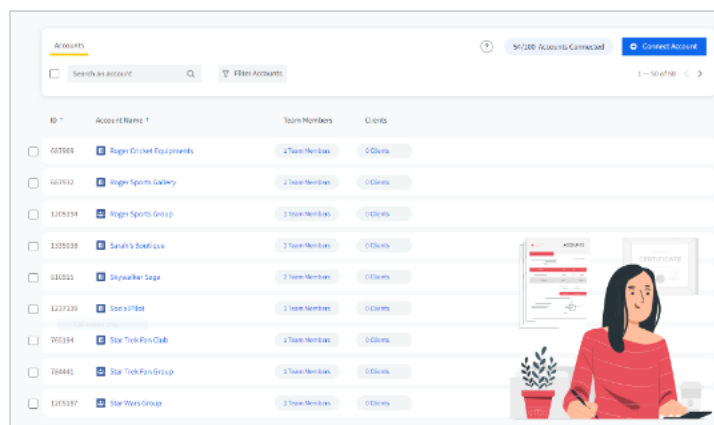
SocialPilot brings your entire team's social publishing, reporting, and engaging activities to one dashboard so they can save time & effort.

[Start Your Free Trial](#)

No credit card required

Control Every Team Member's Access to Social Accounts

Everybody having access to everything can lead to many blunders. Avoid them by assigning various levels of access to all your team members. Plus this sets a seamless content workflow wherein some members create content while others approve and schedule it.

[Learn More](#)

Reasons why you should have a company blog



3X

Content marketing gets three times more leads than paid search advertising.

55%
more visitors

47% of buyers
viewed
3-5 pieces of content

WhatsApp for Business

Before guest arrival

- Message guests welcome message, check-in time,
- dinner at hotel, travel update, option to upgrade

During

- Wifi code, faq

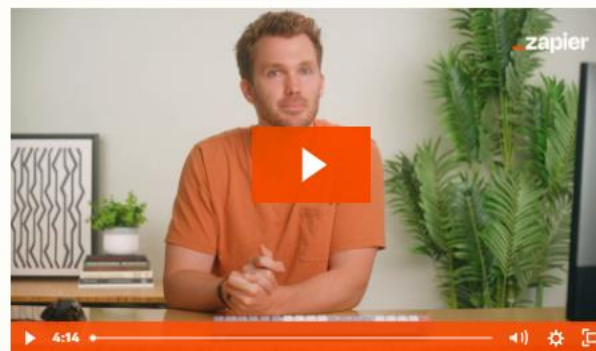
Post stay

- Ask for review
- Discount for next stay

#HTConf22

Automation that moves your business forward

Ready to save time, boost productivity, and scale your business? Automate work across your entire company with Zapier.

[Try for free](#)[Or contact Sales](#)

Top ways business owners use Zapier

[Lead management & sales](#)[Business operations](#)[Client services & support](#)

Generate leads and turn them into sales

Increase your ROI by streamlining your entire lead lifecycle. With automation, you can ensure your leads get the right outreach at the right time.

[Learn more](#)



Pickup:

For Postcode search end with #

Drop Off:

For Postcode search end with #

No of passengers:

1

Type:

Saloon

Date:

27/11/2022

Time:

18:04

Name:

Your name

Telephone:

Your mobile

email:

Promo Code:

Message For Driver:

Notes and Requirments:

Book Journey

Card Pay

Account

Return

Start Fresh

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INVERNESS TAXIS



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**MAKE IT EASY FOR PEOPLE
TO BUY FROM YOU**

REC

Highland

Business Gateway Highland is your gateway to expert local business advice and practical guidance. We have business advisers based in offices all over the Highland area.

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 01463 896 750

 Leave a message

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WORKSHOPS & EVENTS

CASE STUDIES

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Rene Looper

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Q & A



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