

Passport to Social Media Marketing



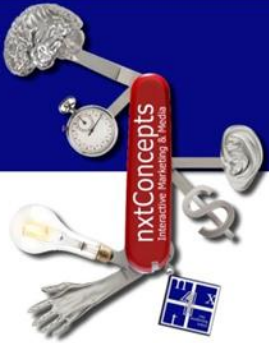
Twitpic Photo Op

twitter

It to me @srufo



Introducing:



Samantha Rufo President, nxtConcepts, Ltd. & the myGuideSites.com

- 12 years ski industry experience
- NOW Marketing: Traditional marketing foundation with continual learning of new tools and methods
- Interactive Marketing focus for 10 years

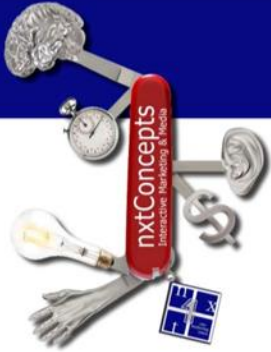


Quick poll



Who's a
socialist?

Top Priorities



Agenda



1. The Rules have changed
2. Why It Is Important
3. Social Media Landscape
4. Building a Strategy
5. How do I keep up?
6. Does it Pay Off?
7. Don't Go the Wrong Way
8. Putting it all Together
9. Resources



The Rules Have Changed- People don't need marketing

yelp Real People. Real Reviews.™

Search for (e.g. taco, salon, Max's) Near (Address, City, State or Zip) Minneapolis, MN Now in the UK!

Welcome About Me Write a Review **Find Reviews** Invite Friends Messaging Talk Events Member Search | Account | Log In

A-go-go, stay & play, get 50% off the next day at **aloft hotels** **spg**

Buck Hill Ski Area

★★★★★ based on 2 reviews
Category: Ski Resorts [Edit]
15400 Buck Hill Rd
Burnsville, MN 55306
(952) 435-7174

[Add Photos](#)

[Edit Business Info](#) [Is this your business?](#) [First to Review](#) Brenna S.

Devil's Head Ski Resort Only 3 hours from Chicago! 500', 28 Runs, 16 Lifts, Lodging
www.devilsheadresort.com

Lutsen minnesota Take a Personal Tour of Lutsen Area Resorts, Lodges & Cabins
www.ResortsandLodges.com

2 reviews for Buck Hill Ski Area

Sort by: **Yelp Sort** | Date | Rating | Elites'

Brenna S. 1 37
Brenna S.
Minneapolis, MN

★★★★★ 4/5/2009

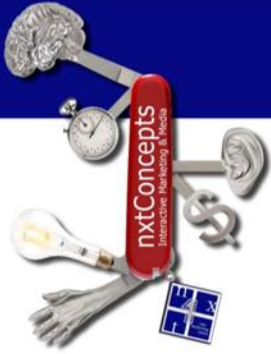
Considering its Minnesota & a metro area this place is great. Easy to get to & easy to leave from. All the lifts are maintained well, the staff is friendly & efficient.

I have only been snowboarding a couple of times, but they had plenty of runs to choose from. They have a magic carpet lift that is really cool & easy for the first timers.

Sunday night special is the best.

People thought this was: Useful (1) Funny (1) Cool (1)

So, what is it exactly?



Wikipedia:

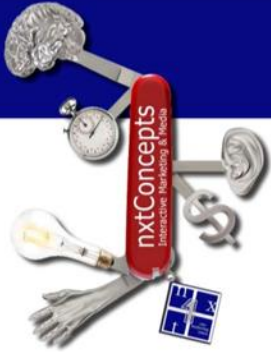
“Social media is an umbrella term that defines the various activities that integrate technology, interaction social interaction, and the construction of words and pictures.”



Sam's Definition:

“Social media is like going to a large party. Put on your best outfit, try to be entertaining, don't put own foot in mouth .”

The Lure



Go where the guest is and where the conversation is already going on.

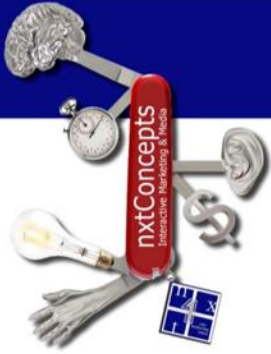
Cost-effectiveness in reaching large groups of people that can be converted into a niche audience

The Challenge



A marketer's challenge and job is to enter that conversation. And when you do join in, you had better be prepared to add value.

Remember the 3 R's



Reach:

Social media has overtaken email in popularity



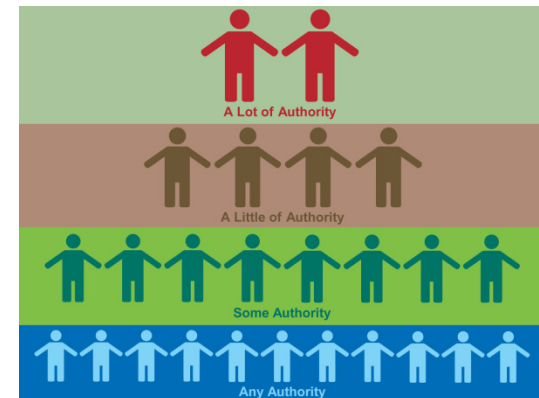
Relationships:

Strength in personal connections
Bringing people back again & again

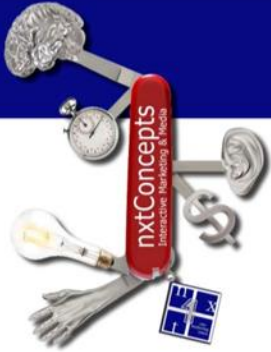


Relevance:

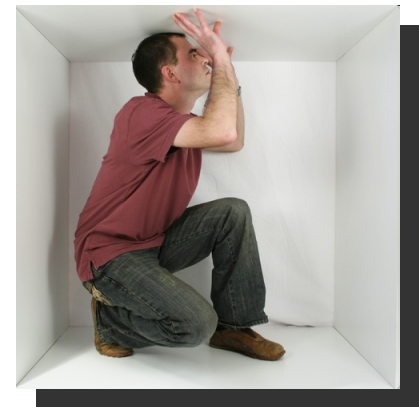
Content & connections
Keep consumers engaged



Best Practices



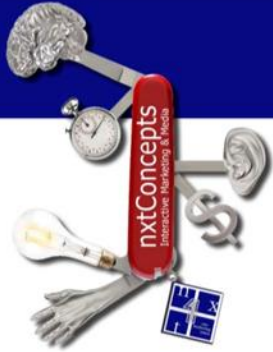
- Social Media can drive sales when consumers are on-the-fence
- Measurement is more than getting followers it's about **endorsement**
- Cuts across many departments-PR, marketing, customer service
- Authenticity reigns
- Share information: thoughts, videos, links, photos, events, tips
(things guest would find valuable)



Innovation, creativity, and out-of-the-box thinking leads to successful experiences

The Landscape





facebook

FACTS:

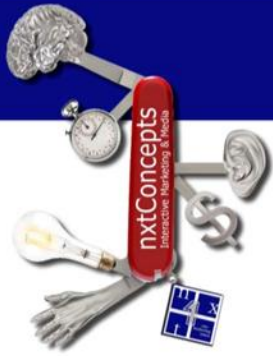
Unique U.S. visitors: 67.5 million (comScore, April 2009)

- 59% ages 18-44
- More than 4 million users become fans of pages daily
- Facebook users share more than 1 billion forms of content every week

Tips to Marketing Effectively

- Send updates to fans
- Update your page status
- Create polls
- Post events
- Develop interactive applications
- Encourage fan participation
- Advertise your page
- Convert visitors to fans

Facebook-Diamond Peak



Diamond Peak
INCLINE VILLAGE LAKE TAHOE
Suggest to Friends
Add to my Page's Favorites
View Updates
Subscribe via SMS

Family friendly ski and snowboard resort located right in Incline Village, Lake Tahoe, Nevada. With amazing views of Lake Tahoe, awesome ski deals, beginner ski lessons and Tahoe location this ski resort is known as Your Tahoe Place for kids.

Information
Location:
1210 Ski Way
Incline Village, NV, 89451
Phone:
775 832 1177
Mon - Sun:
9:00 am - 4:00 pm

Fans
6 of 534 fans See All
David Mott
Mariah McDonald
Maree Boyd

Diamond Peak Ski Resort Annual maintenance on Red Fox going on today. Everything looks good. on Monday

Wall Info Photos Boxes Events Video >>

Write something...
Attach Share

Diamond Peak Ski Resort Annual maintenance on Red Fox going on today. Everything looks good.
Mon at 1:36pm · Comment · Like

- View all 5 comments
- Diamond Peak Ski Resort** Of course there is but we conduct a major yearly maintenance on all of our lifts to make sure they are safe for winter. All looks good on Red Fox lift.
10 hours ago · Report
 - Amy Street** winter cant come soon enough!
10 hours ago · Report
- Write a comment...

Diamond Peak Ski Resort Diamond Peak is on 10best. Feel like writing a review for us? Go ahead.

10BEST **Diamond Peak Review: Tahoe Ski Resort Reviews by 10Best**
Source: www.10best.com
Diamond Peak skiing review by 10Best. Read about how Diamond Peak offers some of the best skiing in Tahoe.
July 31 at 7:28pm · Comment · Like · Share

Leo Cartellieri eazy parking, lake view on every run, and powder 3 days after a storm.
August 1 at 9:00am · Report

Write a comment...

Diamond Peak Ski Resort What kind of music do you think will make a great Diamond Peak mix?
July 28 at 6:06pm · Comment · Like

Create an Ad
Sound for Corporate Video



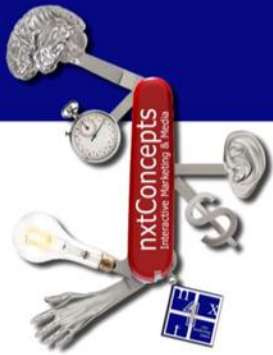
SLAM! Creative - sound design and voiceover recording for public relations, corporate marketing, training, online, radio and broadcast.
Like · Comment · Share

Expand to Japan

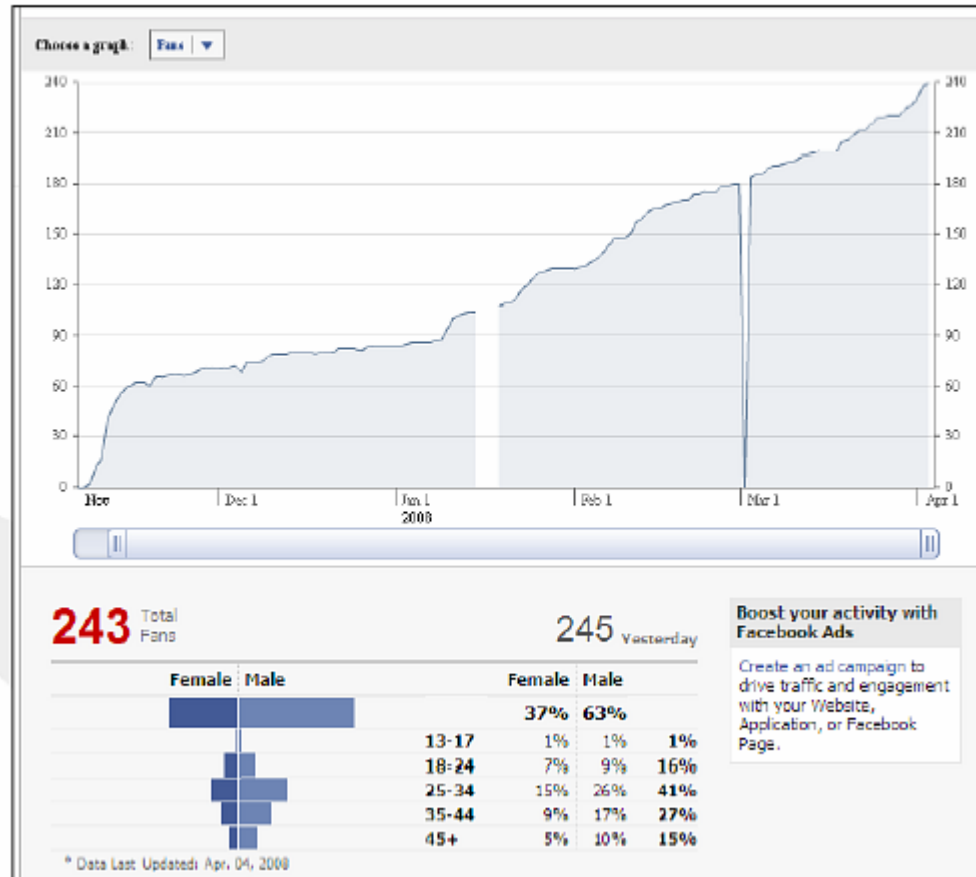


Same Products
New Results
Experience Japan
Japanese consumers are hungry for your products, let us help you introduce it to them. Free product analysis.
www.tokyotradeco.com
Like · Comment · Share

More Ads



Facebook Fans & Activity





FACTS

- Unique U.S. visitors: 89.7 million (comScore, 4/2009)
- Average daily visitors: 16.6 million
- Videos viewed monthly: Approximately 6 billion

Marketing Tips

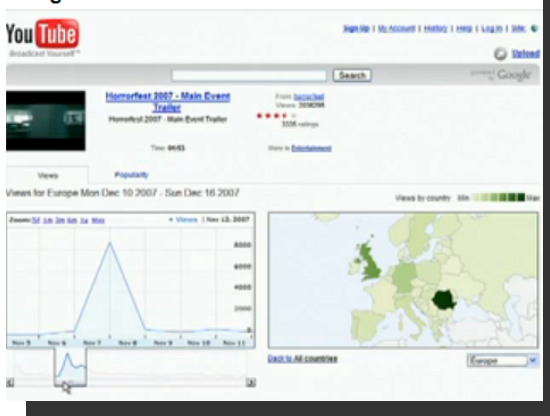
- Upload content to YouTube, even on a trial basis, to review Insight data first-hand.

-Learn the lifecycle of your videos to see how long their popularity lasts, and upload new videos to build on the popularity of your existing content.

-Explore who's watching your videos and where to see how that matches up with your target audience.

-Review where videos are embedded to determine whether online promotional programs and advertising campaigns are impacting views or might help your videos gain even more visibility..

Insight Overview





YouTube-Burton




English ▼
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Burton Snowboards



Burtonsnowboards
 Joined: April 20, 2006
 Last Sign In: 4 days ago
 Videos Watched: 1,756
 Subscribers: 1,189
 Channel Views: 29,242

Name: **Burton**
 City: **Burlington**
 Hometown: **Vermont**
 Country: **United States**

Connect with Burtonsnowboards

[✉ Send Message](#)
[💬 Add Comment](#)
[➡ Share Channel](#)
[+ Google](#) [Add to iGoogle](#)

<http://www.youtube.com/Burtonsnowboards>

Embed This Channel:
[<script src="http://www.gmodules.com/ig/ifr?url=http://www.google.com/ig/modules/]

Recent Activity

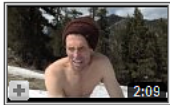
- Burtonsnowboards** became friends with **nzgds** (6 days ago)
- Burtonsnowboards** became friends with **Weinerdog08** (6 days ago)
- Burtonsnowboards** became friends with **Th3M0nS13r** (6 days ago)
- Burtonsnowboards** became friends with **xvivalacammix** (6 days ago)
- Burtonsnowboards** became friends with **groseks** (1 month ago)




Shaun White
 From: [Burtonsnowboards](#)
 Views: 8,599
 Comments: 23

Videos (97) Subscribe to Burtonsnowboards's videos


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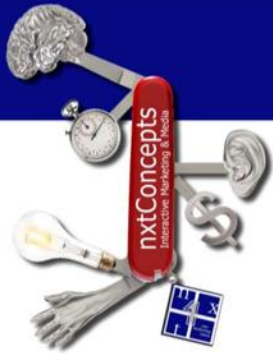
**Dean Blotto Gray...
The Professi...**
2 months ago
1,112 views



**Burton Movie Video
Blog 4/22 "Fl...**
3 months ago
1,265 views



**Hard'ack Spring
Throw Down**
4 months ago
1,232 views



- 1) Send a short message to a **bunch of people** *publicly*
- 2) Send a short message to a **specific person** *publicly*
- 3) Send a short message to a **specific person** *privately*

Personal account:

Used by an individual employee at the company.

Company account:

Represents the company as a whole.



Tweets



FACTS

- Unique U.S. users: 17 million (comScore, 4/ 2009)
- 62% of users are ages 25-54
- More than 90% of Twitter.com visitors are moderate or heavy Internet users

Marketing Tips

Be authentic: Write with a human voice

Listen: Pay attention to what people are saying

Converse: Talk to others even when they're not specifically talking to you

Be responsive: Monitor Twitter at least daily

Quality over quantity: Attracting the right followers is more important than racking up a body count

Stick around: use as part of an ongoing program rather than a one-off campaign

Twitter-Park City Mtn



Open for Summer Adventure
May 22 - October 18
Visit us at:
<http://www.parkcitymountain.com>
<http://parkcity.typepad.com>

twitter

Home Profile Find People Settings Help Sign out

PARK CITY MOUNTAIN RESORT **PCski**

Following Device updates OFF

[@worklakepowell](#) Have fun with
[@lindaloucooley](#) There is no better
place to work than here.

about 17 hours ago from Seismic

[@waterislife](#) What are your plans in Park City? You should hit up
our Alpine Coaster.

about 19 hours ago from Seismic

[@familyrtw](#) Enjoy the Alpine Slide - I think it's just as fun as the
Alpine Coaster! :)

2:24 PM Aug 3rd from Seismic in reply to familyrtw

[@WERXdesign](#) Glad to hear you enjoyed - looks like it will be yet
another beautiful week here in Park City! :)

12:01 PM Aug 3rd from Seismic in reply to WERXdesign

[@amandastewart](#) Do you mean Snowflower? It is a great
ski-in/ski-out place. [@shazgb](#) Can you help her on rates?

5:09 PM Jul 31st from Seismic in reply to amandastewart

RT [@cityweekly](#) Free Passes to PCArts Fest. Come get 'em:
Available at City Weekly's front desk 248 S. Main (SLC) (first
come, first served)

5:07 PM Jul 31st from Seismic

Park City is a great place for your summer vacation. The editor's
of Family Travel Forum agree [@ftforum](#): <http://bit.ly/32uo3>

11:52 AM Jul 31st from Seismic

Name Park City Mtn Resort

Location Park City, UT

Web <http://www.parkci...>

Bio We boast 3,300 acres of
world-class skiing/riding in the
Winter and Utah's only Alpine
Coaster and more in the
Summer. Updated by
[@eric_hoffman](#), [@krista_parry](#)

3,072 following 2,916 followers

Tweets 1,367

Favorites

Actions

[message](#) PCski

[block](#) PCski

Following



View All...

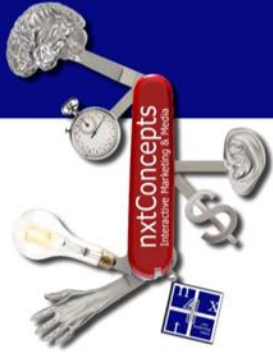
RSS feed of PCski's tweets



Building a Strategy



There are thousands of social platforms; not all of them may be right for your brand.

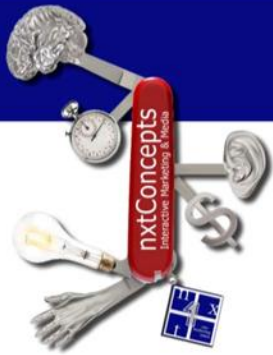


1. Set clear objectives

- Increase overall awareness
- Getting positive reviews
- Increase the number of brand advocates
- Fuel passalong – give them a reason



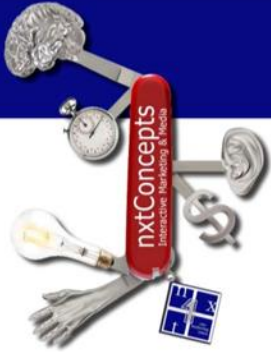
It used to be about developing a brand. Now it's about giving the brand a voice.



3. Track your snowflake (footprint)



To find buzz (good and bad)



4. Build Your Fan Base

Relationships aren't built overnight.
They are cultivated and earned.

- ✓ Integrate with traditional marketing
- ✓ Digital word-of-mouth (bloggers, editors, forum moderators)
- ✓ Paid or partnering

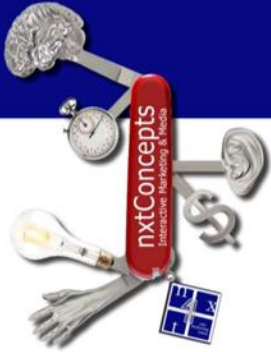




How Do I Keep Up?



At Least 30 Minutes a Day



Content Ideas

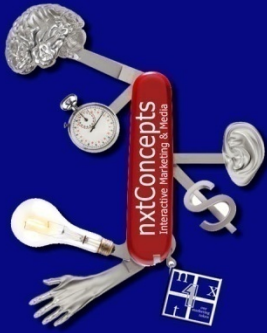
- ✓ Links to resources on your website
- ✓ Articles you are reading
- ✓ Take-Aways with conversations you've had with guests
- ✓ Headlines from local or industry sites

Frequency

- ✓ Average once or twice a day
- ✓ 6-20 posts a week
- ✓ Enough so people know you post new things but not enough to clutter

Timeline

1. Once a day (morning or afternoon) update your status. (5 minutes)
2. Interact with followers thru posts, messages, comments, etc (5-10 minutes)
3. Repeat on the next network



Does it pay off?



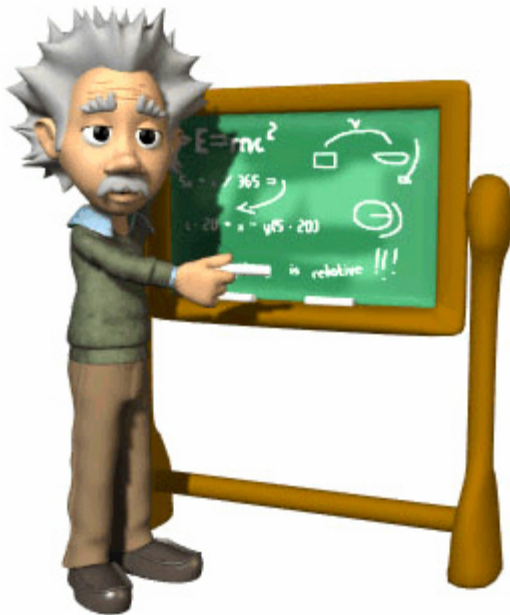
Highest Engagement



Microsoft®

Social media efforts
tend to build on
themselves

Maven or Wallflower?



Maven



Butterfly



Selective



Wallflower

<http://www.engagementdb.com/Rank-Yourself>

Engaging Tips



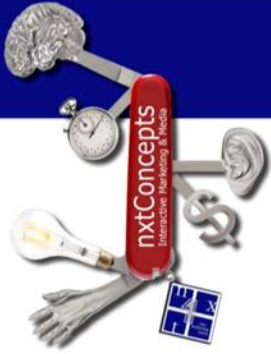
Make friends

- Find your existing connections
- Network through groups
- Add to your email signature, blog articles, bio or profile...

Be helpful

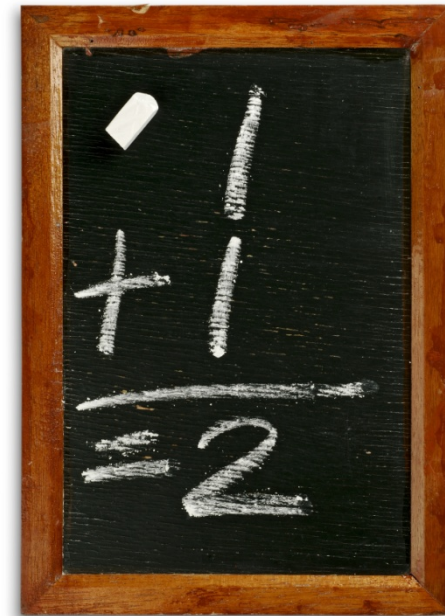
- Answer questions
- Share interesting content
- Make connections

Benefits are Worth It



The first step ... in order to keep up ... is to have the right mindset.

1. Know what's coming and how it will impact our industry.
2. Building warm & fuzzies.
3. Building your brand
4. Instant focus groups
5. Networking on steroids

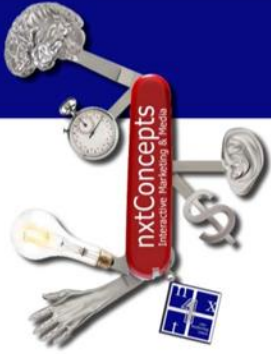




Don't Go The Wrong Way



Wrong Way



**WRONG
WAY**

-Wrong purpose

-Wrong methods

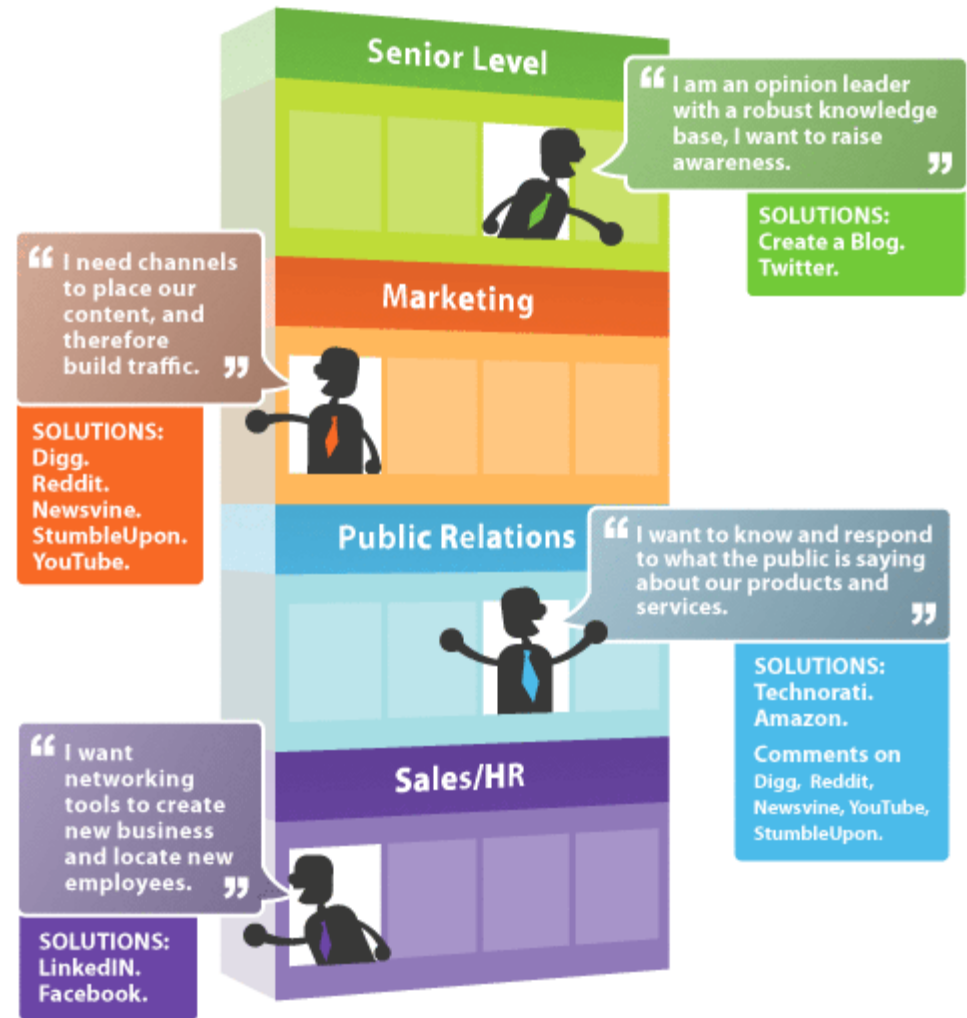
-Wrong tone

-Wrong language



Putting It All Together

Building a Company with Social Media

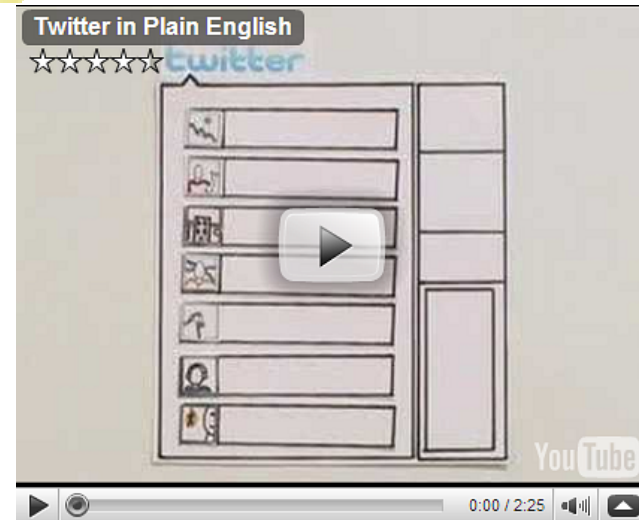
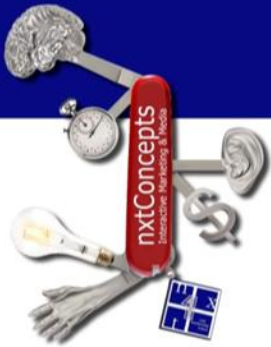


Where to go from here



1. Keep content current.
2. Pick and choose the best for you.
3. Just do it.
4. Embrace conversation
5. A picture speaks louder than words
6. Be friendly
7. Give guests a reason to participate
8. Resist the temptation to sell, sell, sell
9. Jump on the bandwagon now
10. Oh, the humanity

Resources



Visit my blog: <http://www.SamanthaRufo.com>

Pick a Service...



... Pick a Price

Tell us what you want to pay, and we'll build a program to fit your budget.

**FREE Marketing
Check UP**
(Worth \$150)
Is your marketing
getting the best ROI?
Valid until 9/30/09

How it Works

Give us an idea of your budget. We'll give you a list of options based on the desired amount you want to pay. It is our goal to take all the guess work out of purchasing marketing support and services. We want to empower you, the consumer, to control the cost of the items you purchase.

888.215.0820
740.815.6925
nxtConcepts.com
myMarketingGuide.com

740.815.6925 info@nxtconcepts.com myBlogGuide.com twitter.com/nxtconcepts portfolio.nxtconcepts.com



Thank you!



Samantha Rufo
info@nxtConcepts.com



Download the presentation online
<http://www.myMarketingGuide.com>

Questions? Call 888-215-0820