



2021

WHAT'S NEXT? NOW



JOIN IN - LIVE Q & A

slido



Top questions (1)

- 1 In one word, what kind of ski season will it be this winter? 0 👤 ...
- 2 What guest info did you collect last season? 0 👤 ...

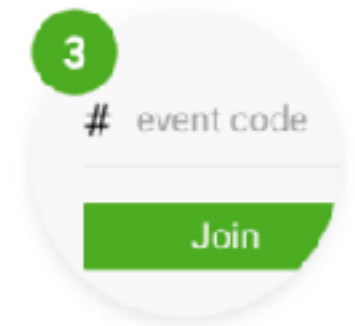
Join at
slido.com
#whatsnxt



Open browser



Go to slido.com



Enter event code
#WHATSNXT



SAM RUFO

PRESIDENT

NXTCONCEPTS, LTD

<https://nxtconcepts.com/ideas/seminars>



nxtconcepts

A forward thinking, non-traditional agency.
creative thinkers | brand enhancers | strategic planners
results obsessed | rule breakers



[POLL]

season in one word

In one word, what kind of ski season will it be this winter?





ENOUGH WITH
COVID



TOPICS FOR TODAY

- ▶ Last Year Like No Other
- ▶ Possible Winter Scenarios
- ▶ 2021 Media Landscape Changes
- ▶ Tools and Tricks to Increase Success
- ▶ Key Learnings and Takeaways



**2020 WAS A YEAR OF DISRUPTION.
2021 PROMISES TO BE ONE OF
PLANNING & FLEXIBILITY.**

Covid



MARKETING BRAIN DRAIN

Vail Resorts CEO apologizes for 'unacceptable' customer service waits

In a letter to passholders, Rob Katz says: 'It is my fault for not ensuring we were better prepared'

News [FOLLOW NEWS](#) | December 12, 2020



THEN

DEC
2020

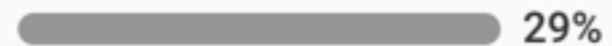


[POLL]

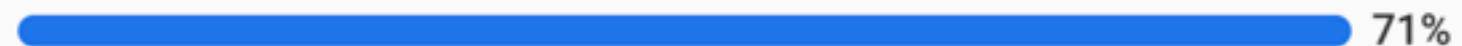
staffing?

Are you having trouble finding marketing staff?

Yes



No



Major	Unemployment Rate	Underemployment Rate	Median Wage Early Career	Median Wage Mid-Career	Share with Graduate Degree
Agriculture	2.5%	58.7%	\$38,000	\$70,000	20.8%
Animal and Plant Sciences	2.3%	56.8%	\$36,500	\$61,000	36.6%
Environmental Studies	4.3%	50.2%	\$38,000	\$65,000	31.8%
Architecture	5.0%	29.4%	\$47,000	\$75,000	39.2%
Ethnic Studies	5.9%	52.5%	\$40,000	\$65,000	48.8%
Communications	3.6%	54.1%	\$40,000	\$72,000	22.8%
Journalism	3.7%	39.7%	\$40,000	\$65,000	26.5%
Mass Media	7.3%	56.2%	\$35,000	\$62,000	18.2%
Advertising and Public Relations	3.0%	46.8%	\$44,000	\$70,000	18.2%
Information Systems & Management	4.9%	37.1%	\$50,000	\$80,000	24.7%

NOW

AUG 2021

WINTER SCENARIOS

- ▶ Covid focused
- ▶ Non-Covid focused
- ▶ Something else altogether



[NOW WHAT?]

WHERE DO WE GO FROM HERE



**THE FUTURE ISN'T JUST ABOUT NEW
MARKETING TACTICS, ITS ALSO ABOUT NEW
WAYS OF WORKING**



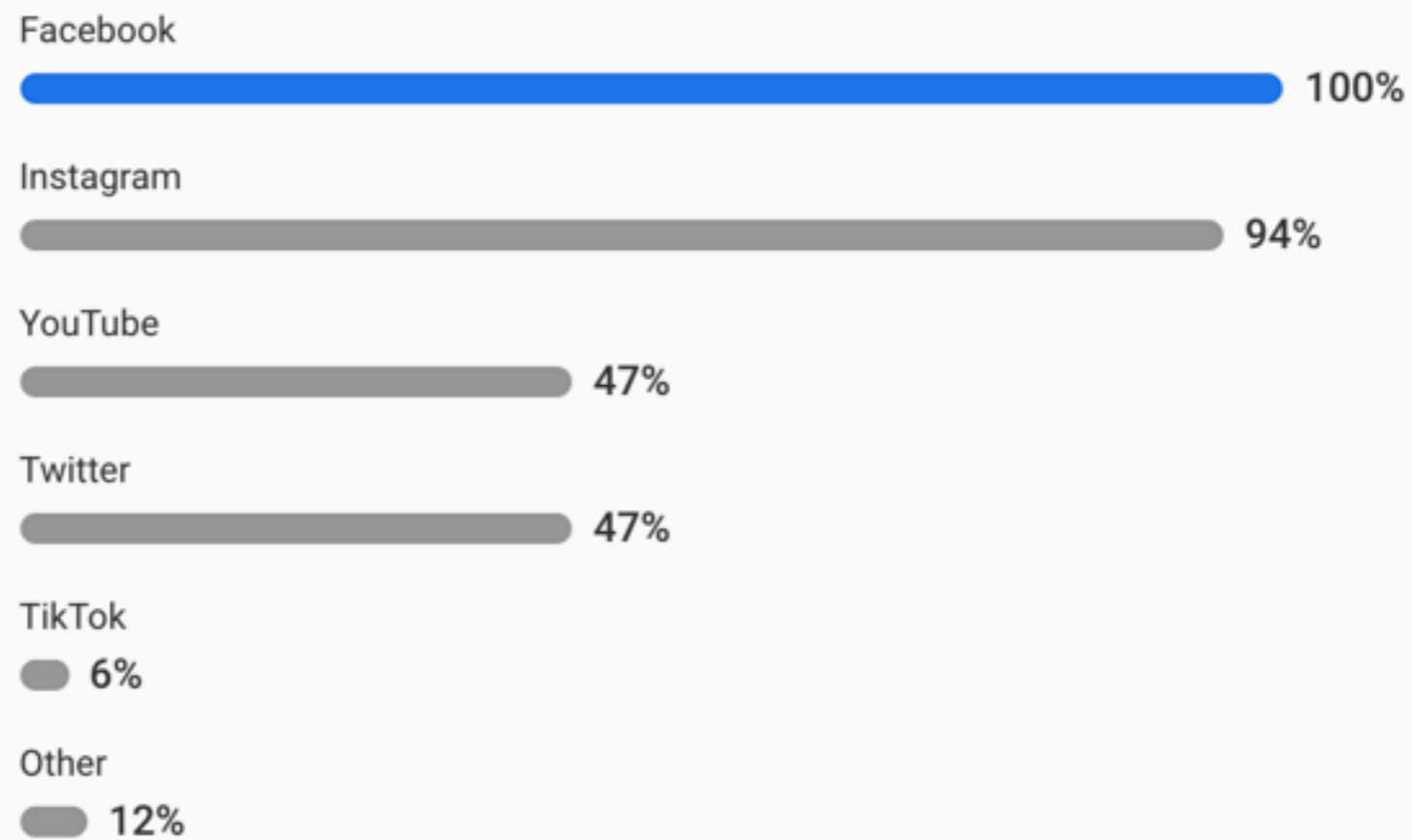
2021

[TRENDS]



[QUIZ]

What social networks is your ski area actively using?





THE SOCIAL MEDIA WARS ARE OVER

Facebook, Messenger, Instagram, and YouTube won

COMMUNITY GREEN UP



WHEN

Saturday, May 1ST | 8:30a - 2:00p

WHERE

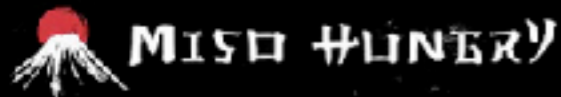
Jay Peak Stateside Parking Lot

JAY PEAK GREEN UP TEAM

Collect bags, gloves, maps and location assignments from Mimi & Melissa in front of Clips N' Reels. Please adhere to all the new-normal mask and social distancing guidelines.

COMMUNITY VOLUNTEERS

Help clean up our local area and the places we play. Bring a bag or more of roadside, trailside, or swimming hole trash to receive a free serving of Miso Hungry goodness.



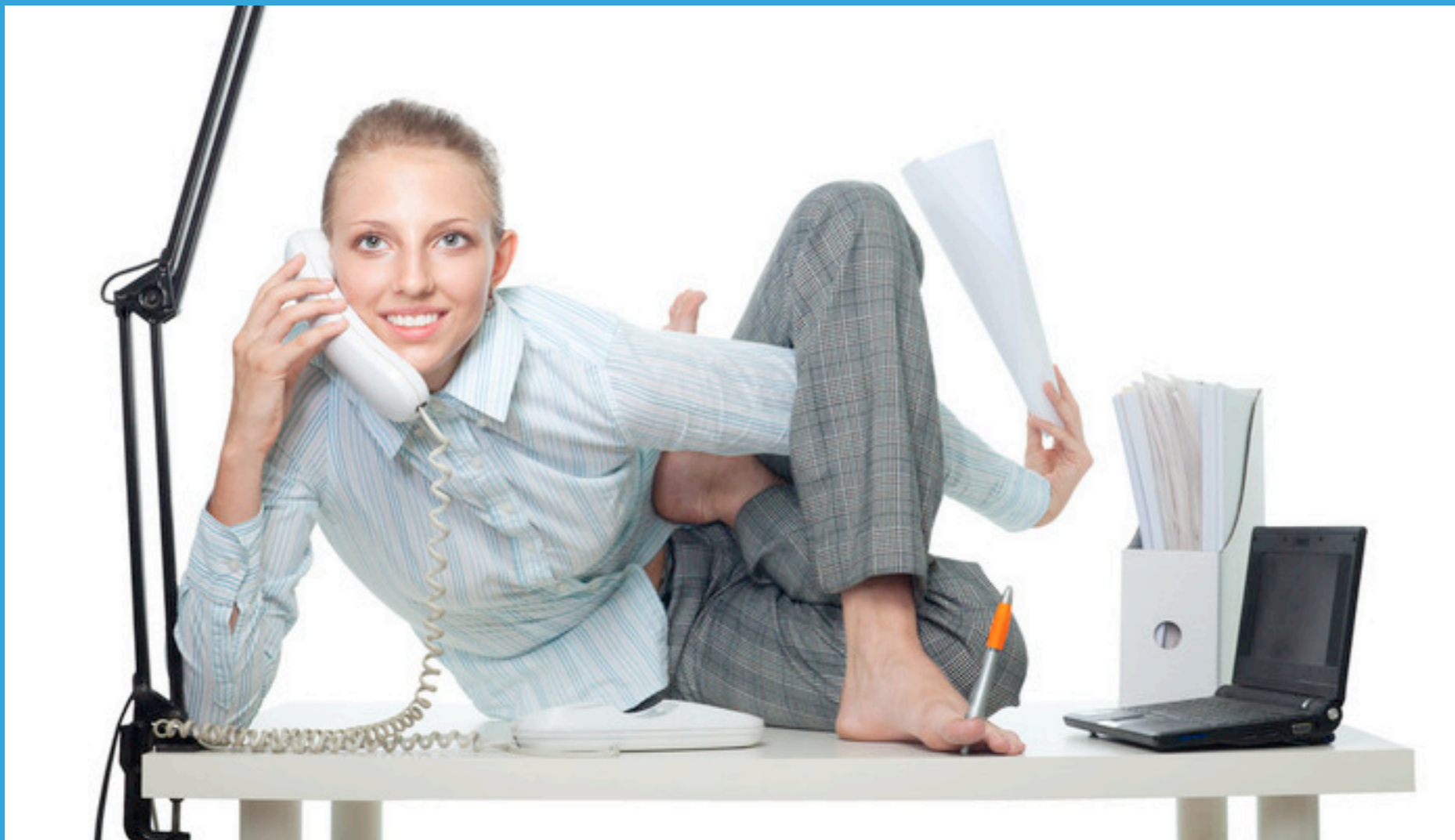
125

**Meals Available
First Come, First Served**

The Miso Hungry crew is once again supporting this community event with a takeaway meal in exchange for all your hard work. Be among the first to enjoy their newest specialty **Fried Tofu "Inari" Rice Balls** and **Hearty Miso Soup**.

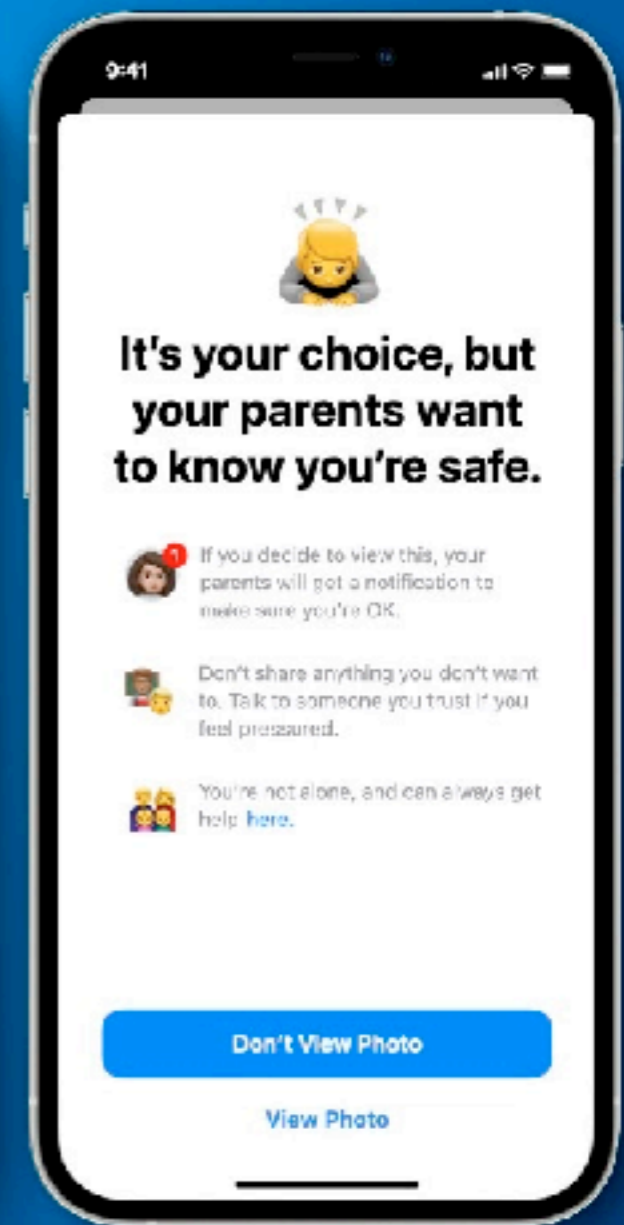
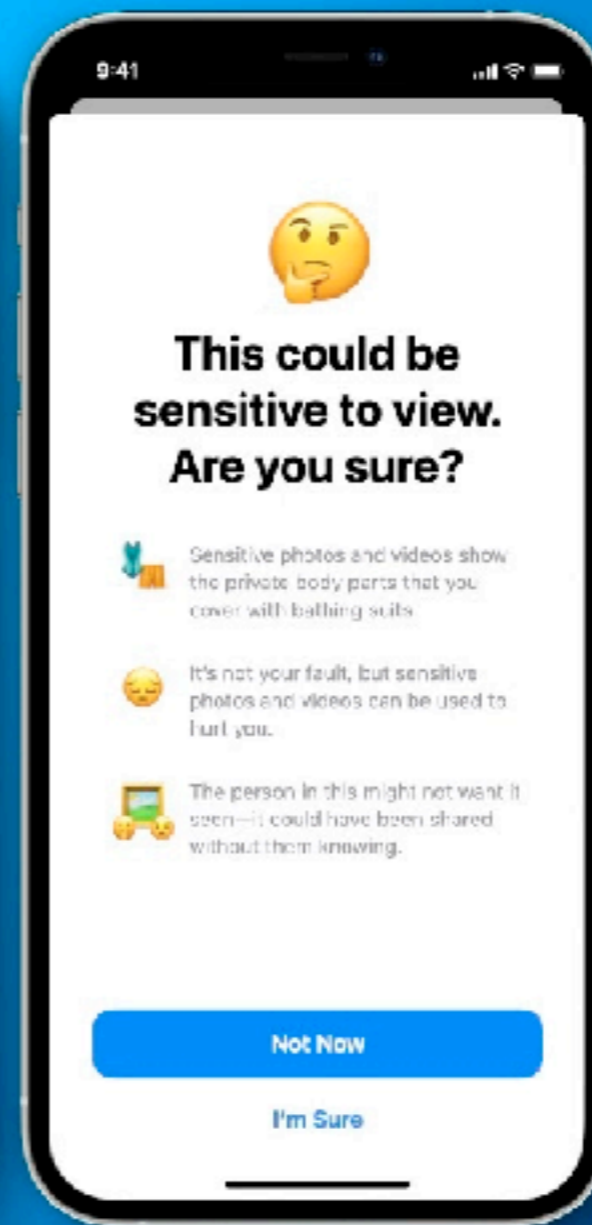
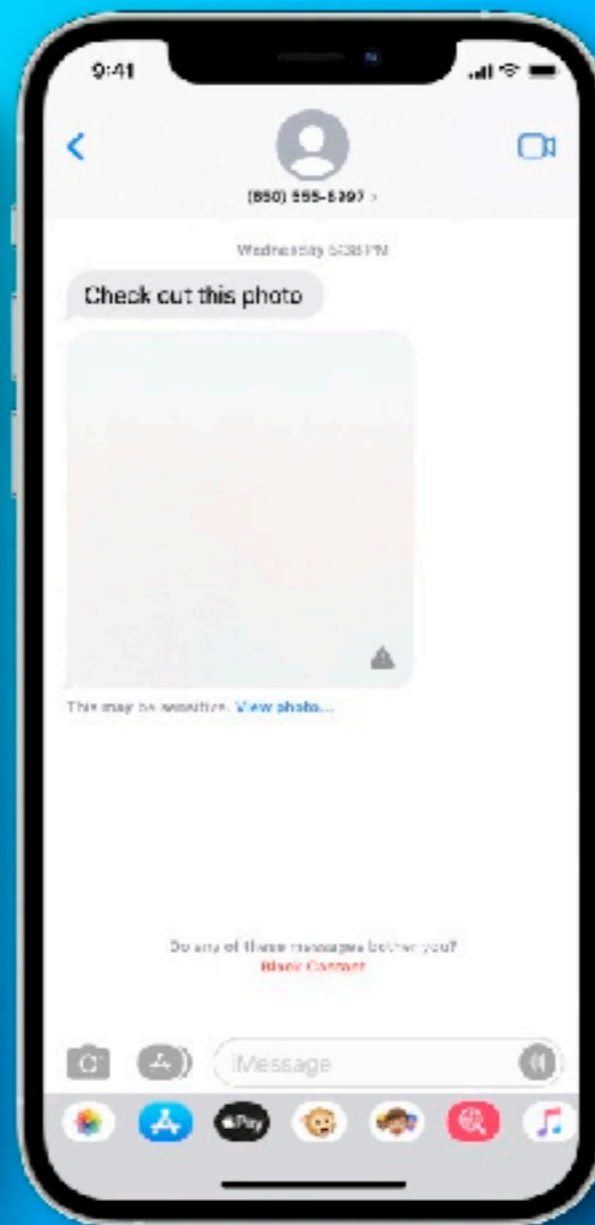
BRANDS WILL HAVE TO BE GOOD

**Social good,
inclusivity,
responsibility.**



FLEXIBLE MARKETING APPROACH

**Welcome and Plan
for Change.**



**PRIVACY &
TARGETING**

**California, Apple,
GDPR...end of
cookies**

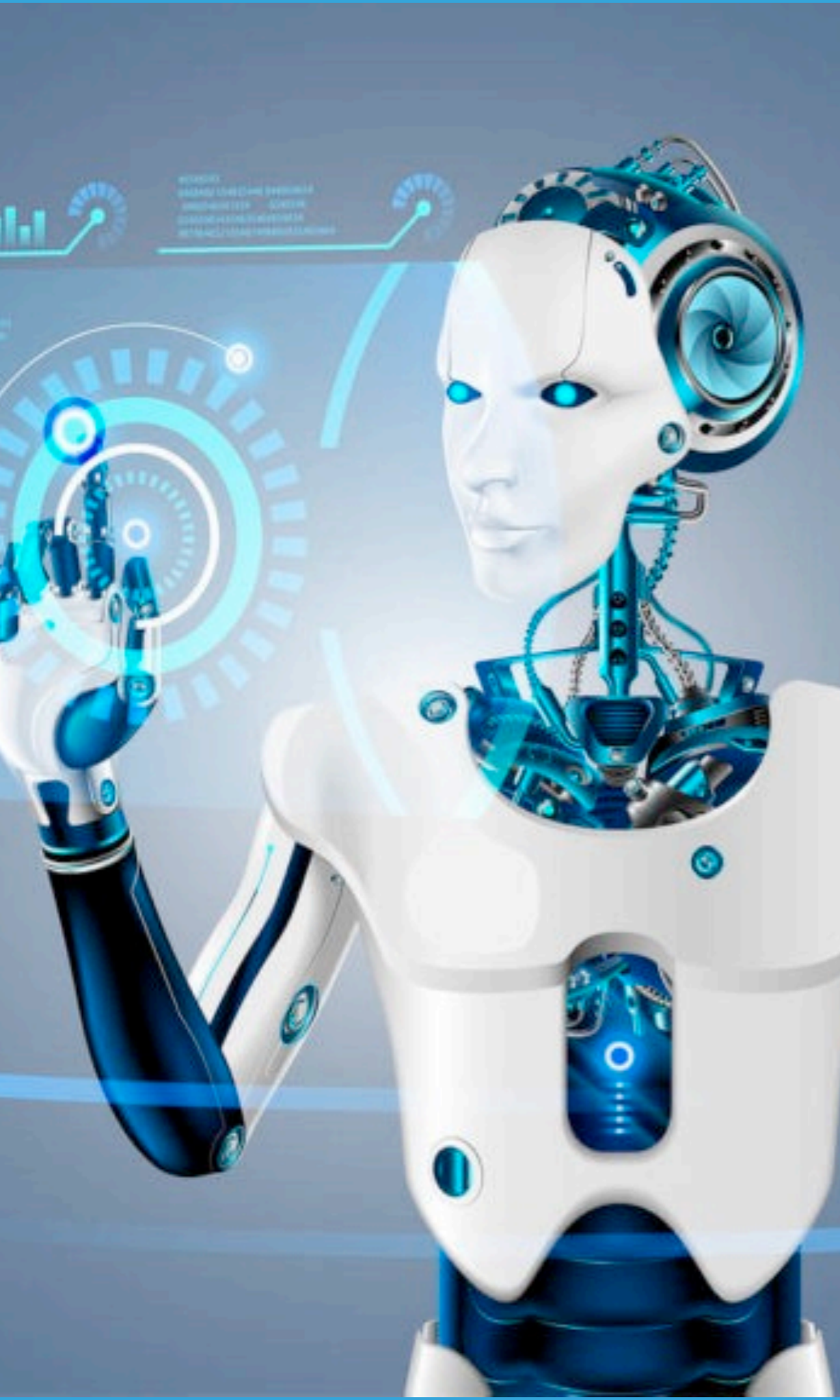


**JUST OPENING THE DOORS
AND COLLECTING DATA WILL
NOT CUT IT ANYMORE.**



AI marketing?

AI MARKETING ?



YOU CAN...

- **Cut costs by doing more with less time**
- **Make the most of your budget with data-driven decisions**
- **Automatically optimize based on performance data**
- **Build a strategy customized to your objectives**

THIS YEAR
WILL BE ALL
ABOUT A.I.



YES!
AND
PODCASTS.



YES!
AND NANO
INFLUENCERS.



YES!
AND SOCIAL
COMMERCE.



YES!
AND BLOCK-
CHAIN.



YES!
AND VOICE
SEARCH.



YES!
AND LIVE
VIDEO.



SHOULDN'T
WE TALK
ABOUT OUR
STRATEGY
FIRST?



ANYWAY...
THIS WILL
ALSO BE THE
YEAR OF V.R.



TOM
FISH
BURNE



[ROADMAP]

plan. work. test. impact.

STRATEGY FIRST

- ▶ What are the overall goals?
- ▶ What are the objectives?
- ▶ What resources do you have?
- ▶ What's the budget?
- ▶ What is the timeline and deadlines?
- ▶ How are you tracking & reporting against objectives?
- ▶ **How will we retain guests from last year?**

WHAT ARE THE MARKETING GOALS?

- ▶ Social media audience
- ▶ Visits to the website
- ▶ Event registration
- ▶ Feedback on new programs
- ▶ Increase pass sales by ___%
- ▶ Increase ticket sales by ___%
- ▶ Increase email signups by ___%
- ▶ Convert ___% of ticket purchasers to pass products
- ▶ Review scores of 4 and above



WHAT OTHER MARKETING GOALS DO YOU HAVE?

What marketing goals do you have this season?

Enhance our guest experience

Increase sales and revenue

Learn more

New gen Z Efficiency

Use technology to its fullest

New skiers

Measure and analytics

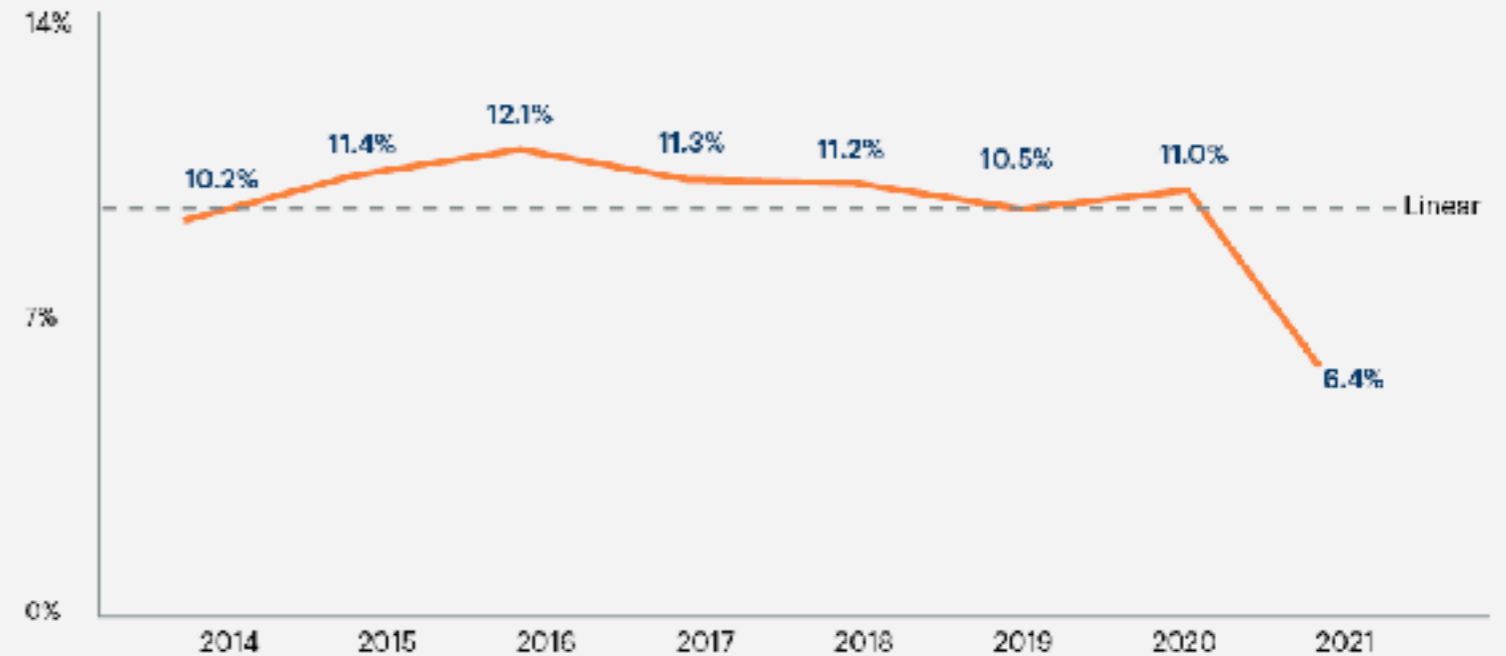
Increase UGC

CRM wizardry



BENCHMARK SPENDING

2021 Marketing Budget as % of Total Revenue



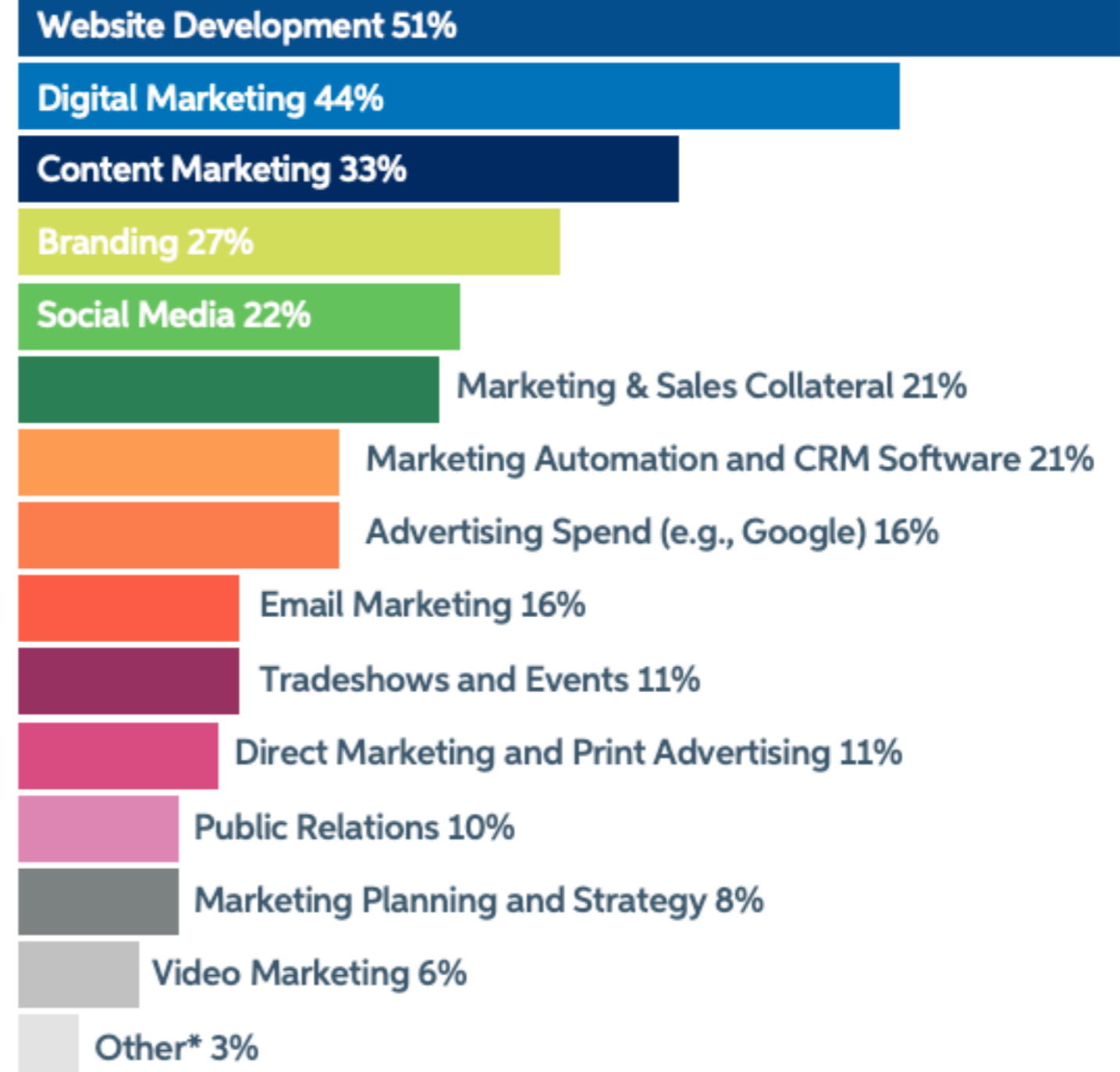
n = 400 marketing leaders (2021); 342 (2020); 342 (2019); 513 (2018); 551 (2017); 575 (2016); 474 (2015); 363 (2014), excluding Don't know
 Q. What percentage of your revenue is allocated to your total marketing expense budget for the current fiscal year?
 Source: Gartner CMO Spend Survey, 2021-2022
 © 2021 Gartner, Inc. and/or its affiliates. All rights reserved. 13001629

Gartner



CATEGORY SPENDING

Top Areas of Marketing Spend





[QUIZ]

Where does the majority of the marketing budget go?

Website



Advertising



Social Media



Software



Email Marketing



PR



Other



Don't know



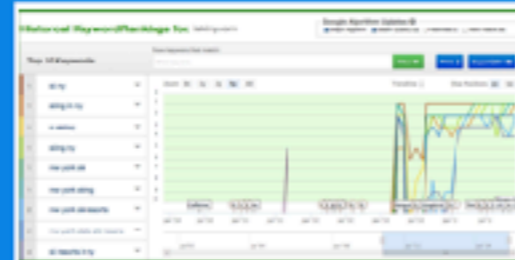
PLAN TIMELINE

1-week



AUDIT

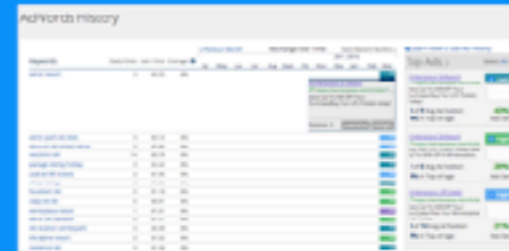
2-3 weeks



PLANNING

- Build the paid media plan with a goal of conversion into leads.

3-6 months



MANAGEMENT

- Implement the plan of marketing opportunities across online and offline platforms through selected initiatives.
- Budget Management.

Ongoing



REPORTING

Execution of ongoing marketing initiatives, should rely on weekly analytics and monthly reporting including customer feedback and management input to make campaigns even more optimized over time.

ADVERTISING

- ▶ Focus on digital channels to allow for greatest flexibility and reactivity to market opportunities and changes.
- ▶ Emphasis on remarketing (email marketing lists, custom audiences, and web visitors).
- ▶ Target Audiences:
- ▶ Target Geography:
- ▶ Benchmarking, Reporting and Analysis for improved performance.

MEDIA PLAN

	2020				2021			Totals
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
(None) Other (see Notes) Reserve Budget TBD Total Media Cost								
Display/Video Video Display & Video 360 Display & Video 360 Platform Total Media Cost								
OTT Television Over the Top Networks - 15 second back-ends Total Media Cost								
Search Mobile Display Google Display Network Mobile 320x50 - High-End Mobile Image Ads Total Media Cost Online Display Google Ads Google Ads Platform Total Media Cost Search Google AdWords Pay Per Click Total Media Cost Bing - Search Engine Marketing Total Media Cost 4 Placements Total Media Cost								
Social Social Facebook Website Conversions Total Media Cost Instagram Carousel Ads Total Media Cost Video Facebook Single Video Total Media Cost 3 Placements Total Media Cost								
Total Media Cost								



[IMPACT]

REPORTING TOOLS & MARKETING MODELS

WEB VS MARKETING ANALYTICS

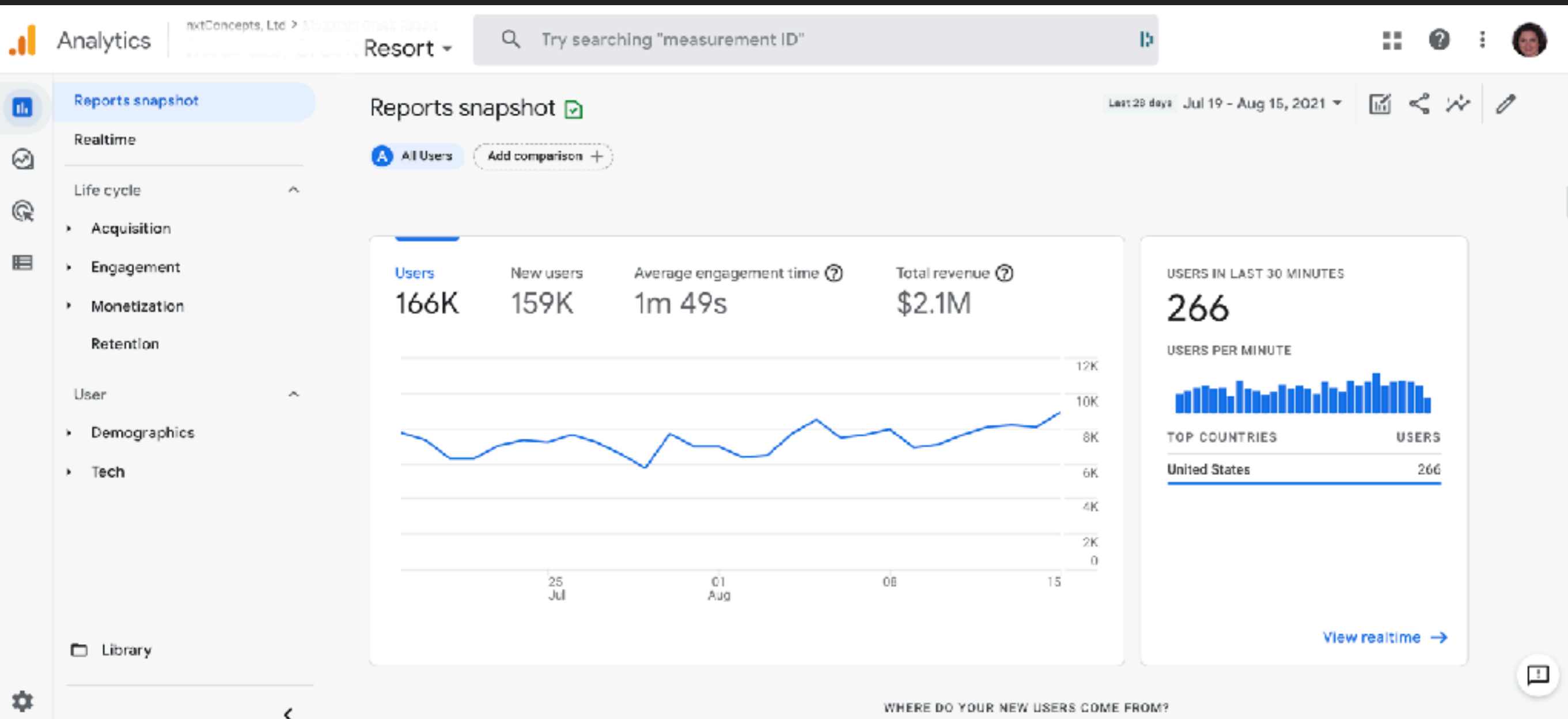
Common KPIs for Web Analytics	Common KPIs for Marketing Analytics
<ul style="list-style-type: none"># of visitors to your site# of pageviewsTime on siteBounce rateConversionsGrowth over time	<ul style="list-style-type: none">Channel-specific ROI\$ gained on a CRO test# of shares by content topic\$ saved with a new lifecycle campaign# of signups from an email# of tweets during a webinar# of brand mentions from an event# of new community signups from a PR story

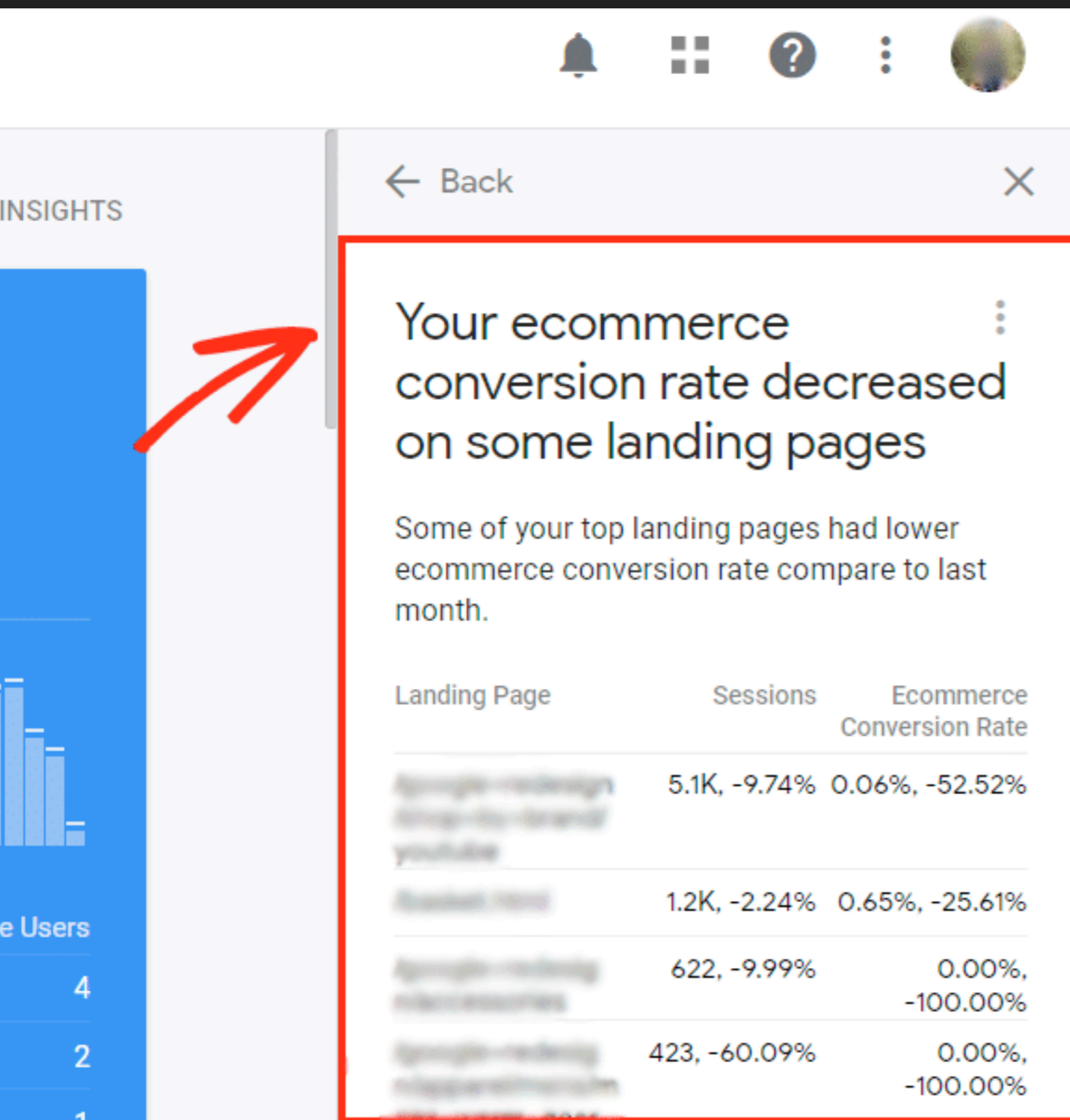
They are different.

Web analytics is a part of the market analysis: time spent, page views, click-through rate, and other customer's behaviors.

Marketing analytics covers multiple channels and covers a wider perspective of the marketing campaigns: marketing efforts distribution, ROI efforts, strategies, and other tactics.

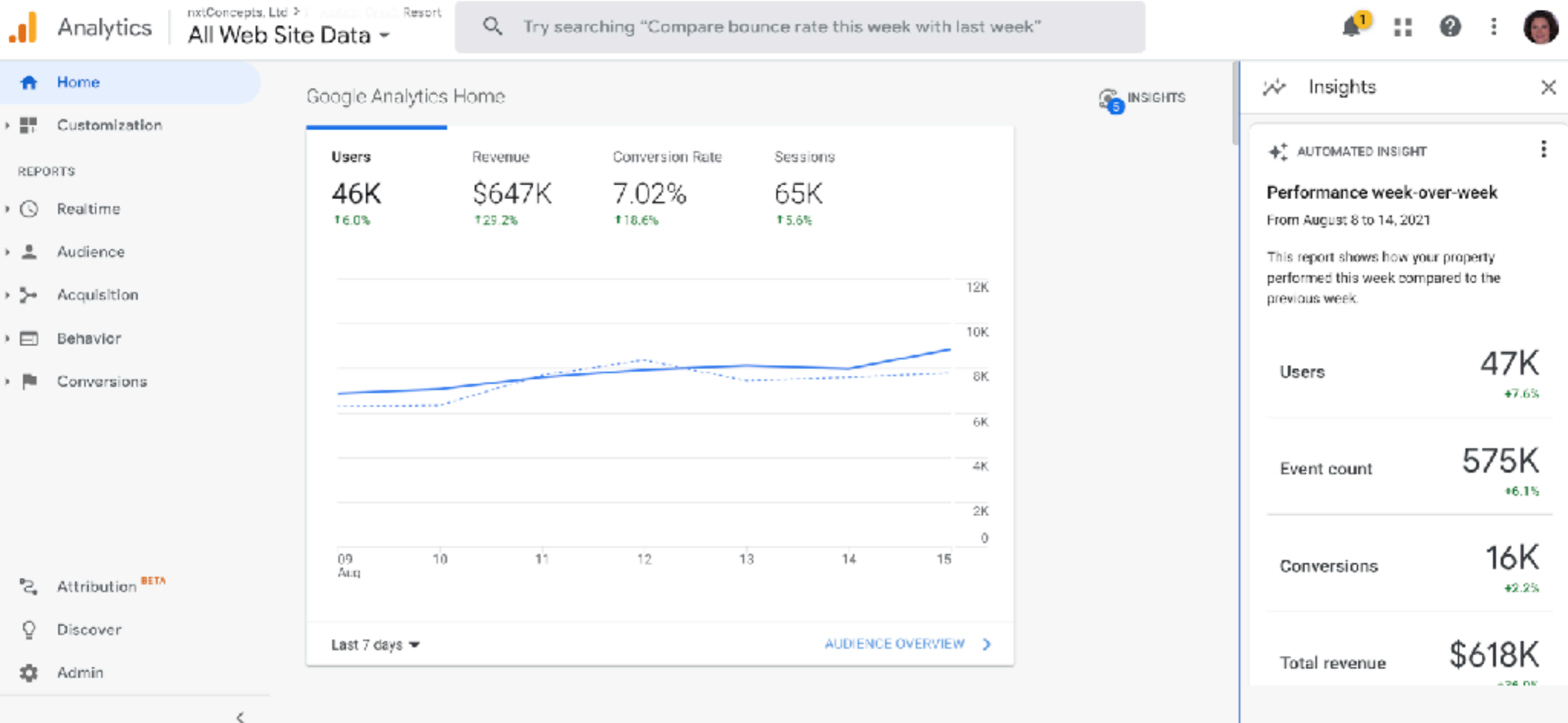
ANALYTICS ASSISTANT





ANALYTICS ASSISTANT

GOOGLE ANALYTICS INTELLIGENCE AS YOUR SITE ANALYST



GA4

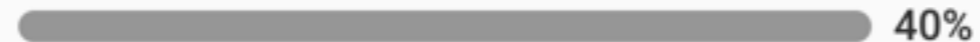
GOOGLE ANALYTICS INTELLIGENCE AS YOUR SITE ANALYST



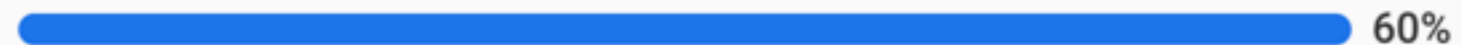
HOW MANY PEOPLE ARE USING GA4?

Are you using GA4?

Yes



No



10 WAYS TO EFFECTIVELY USE

CUSTOMER DATA

LET'S SOLVE THIS PROBLEM BY
USING THE BIG DATA NONE
OF US HAVE THE SLIGHTEST
IDEA WHAT TO DO WITH



TOM
FISH
BURNE

What is Marketing Analytics Software?

1. Complete picture of data



2. Campaign Analysis



3. Web Analytics



4. Customer Conversion Analysis

**INVEST IN
ANALYTICS**

Contenders

Leaders

g2.com/categories/marketing-analytics



Market Presence ⓘ

Satisfaction ⓘ

Niche

High Performers

USE HISTORICAL DATA

- ▶ POS
- ▶ Website analytics
- ▶ ecommerce
- ▶ Email newsletters (open and CTR)
- ▶ Group info
- ▶ Event signups
- ▶ Lessons
- ▶ Rentals

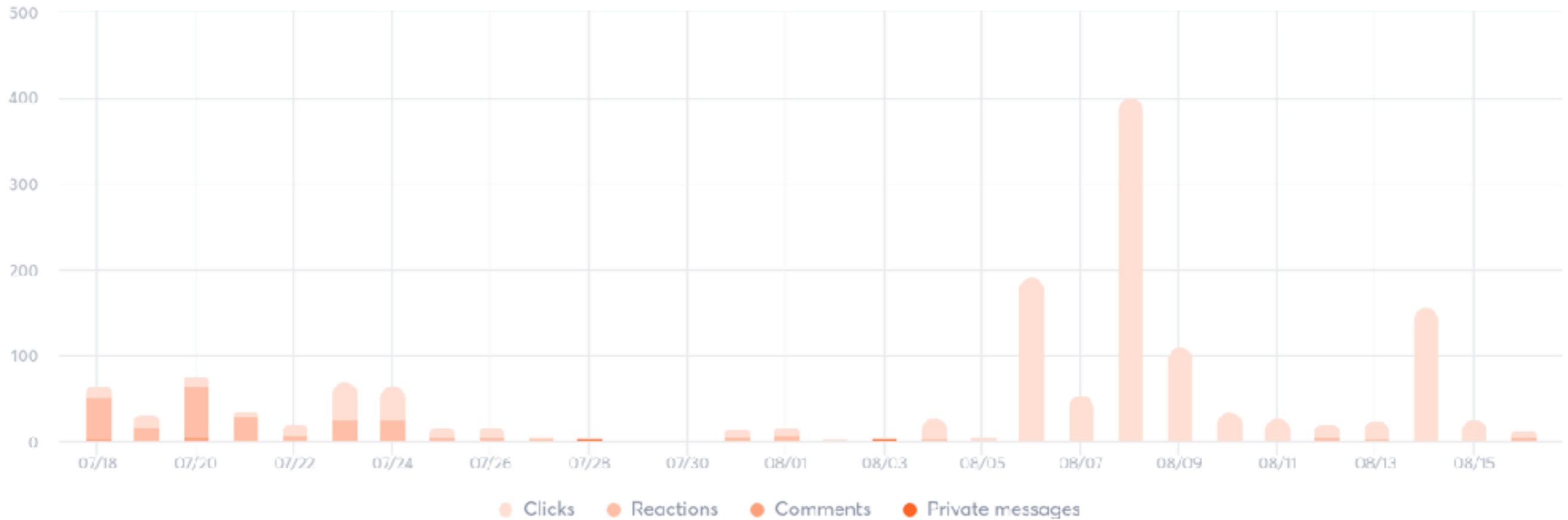


SOCIAL MEDIA DATA

Engagement

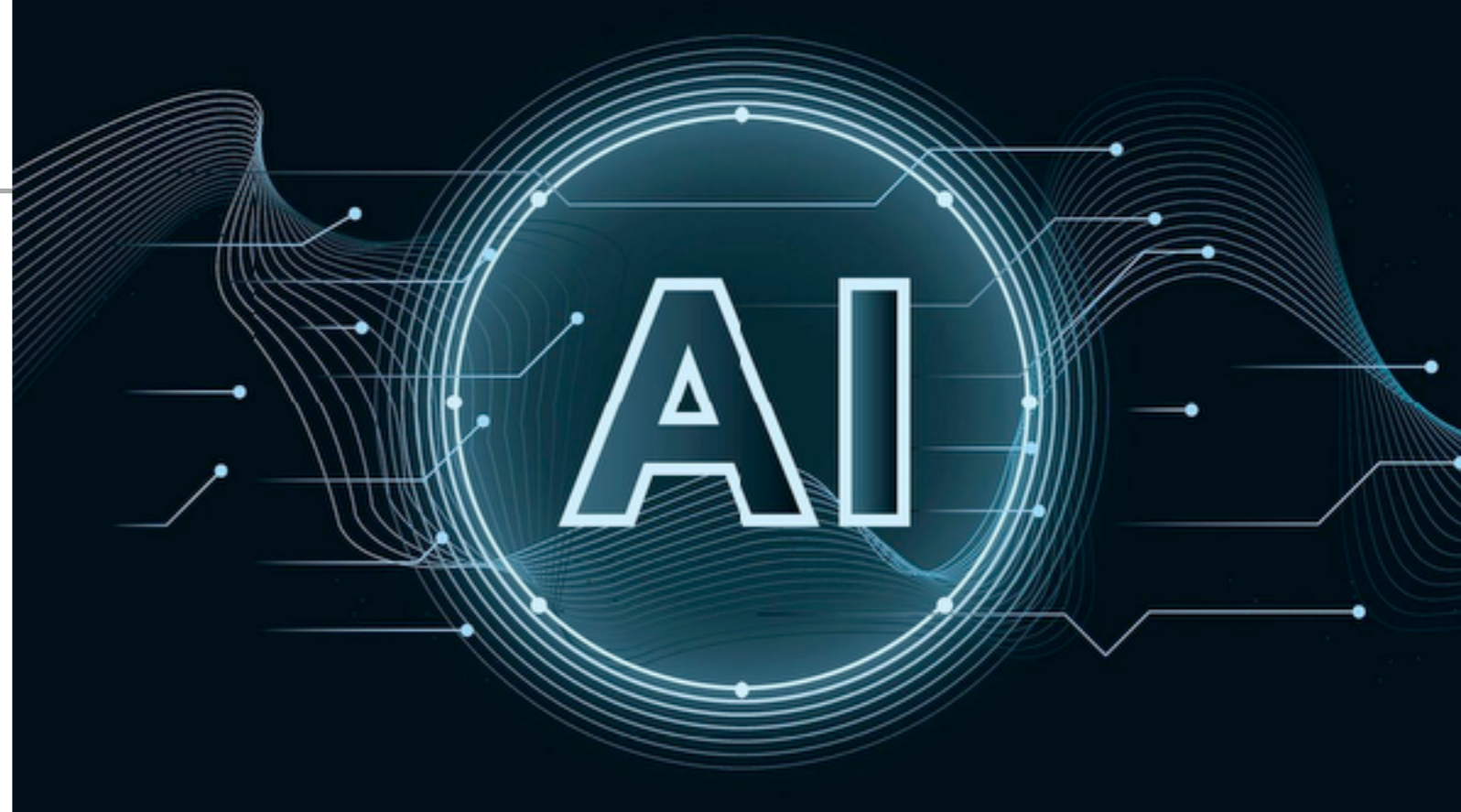


Number of fan interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period.



Reactions	231 19 0 3 0 0	253
Clicks	Link: 140 Photos: 1.1K Videos: 0	1,261
Comments		13
Private messages		12
Shares		10
Total Engagement		1,549

The total engagement is
1,549 interactions
representing a variation of **+94.8%**
compared to Jun 18, 2021 - Jul 17, 2021

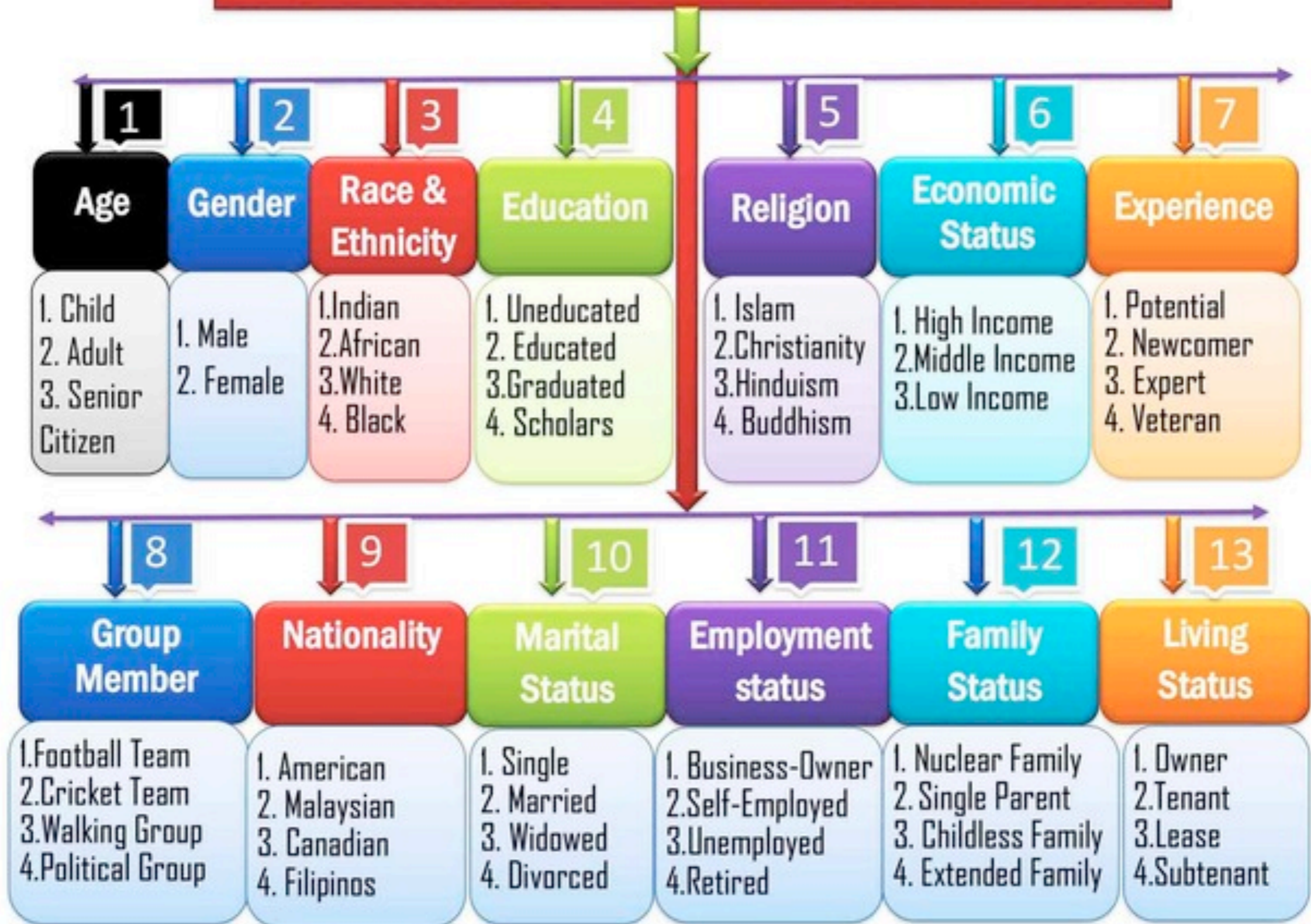


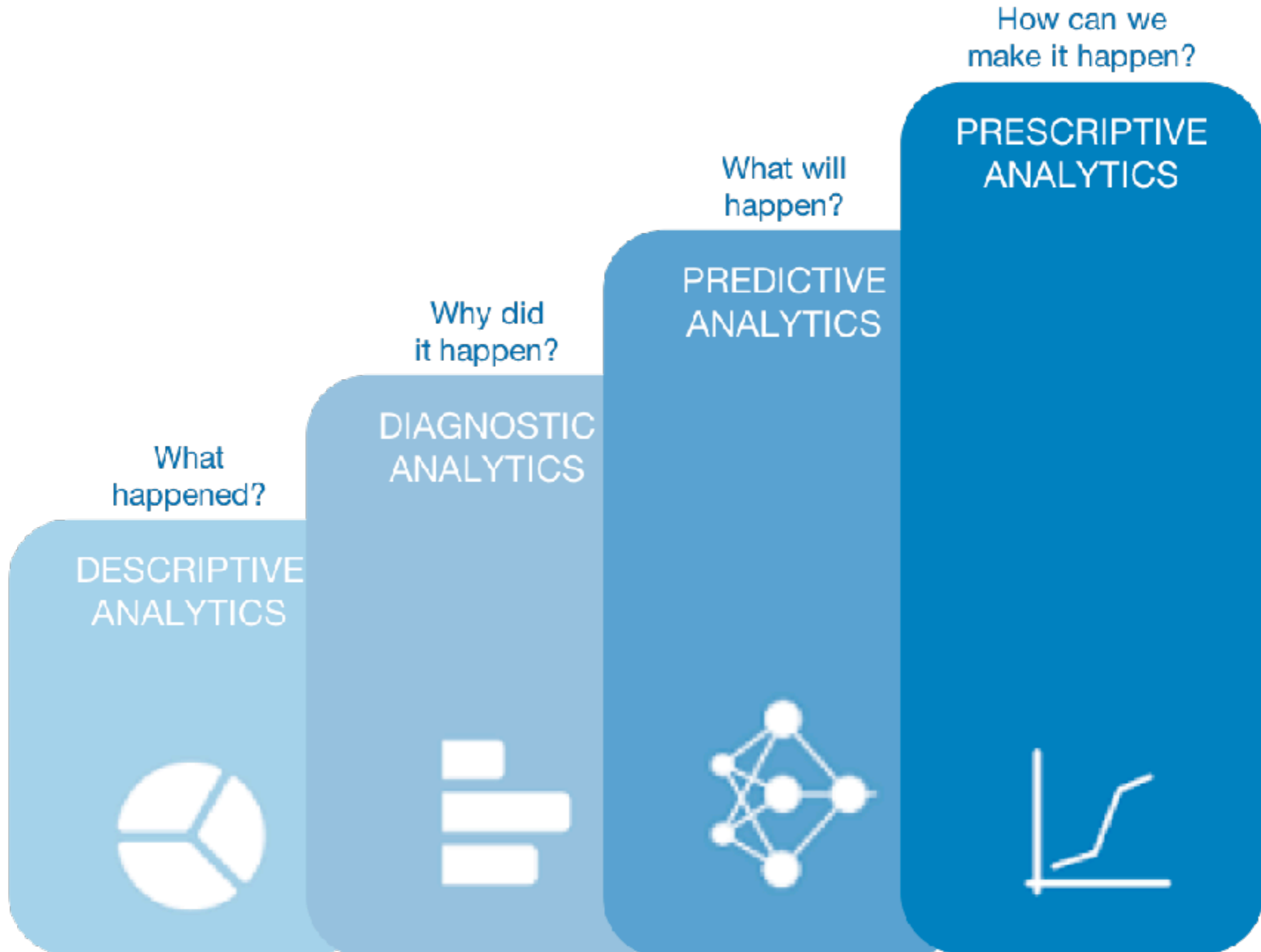
AI SOFTWARE

- ▶ **Customer segmentation and analytics**
- ▶ **Predictive analysis and optimization**
- ▶ **Data Visualization**
- ▶ **Attribution modeling**
- ▶ **Competitive Analysis**



Demographic Segmentation Example







Refresh Ads

Updated: a day ago

Running an effective social campaign requires keeping your ads fresh and relevant. Let's build on your current success and create some new content for these ad sets. Experiment with new creative copy and imagery. New ads are shown more and improve performance!

Campaign / Ad Set

Midweek Lodging Promo / Midweek Lodging Promo

Your ads are getting stale, and people are not interacting with them anymore. The **conversion rate has declined by 71%**. Create some fresh ads with new offers, images, and text to re-engage your audience.

Create fresh ad



Create Animated Display Ads

Animated display Ads typically get twice the Click Through Rate of static image ads. Using our Smart Ads technology, we'll automatically build a fully customizable collection of beautiful, motion-graphic display ads in the most common sizes.

Campaign/AdGroup

Type

1

Tickets_Display /
Interest

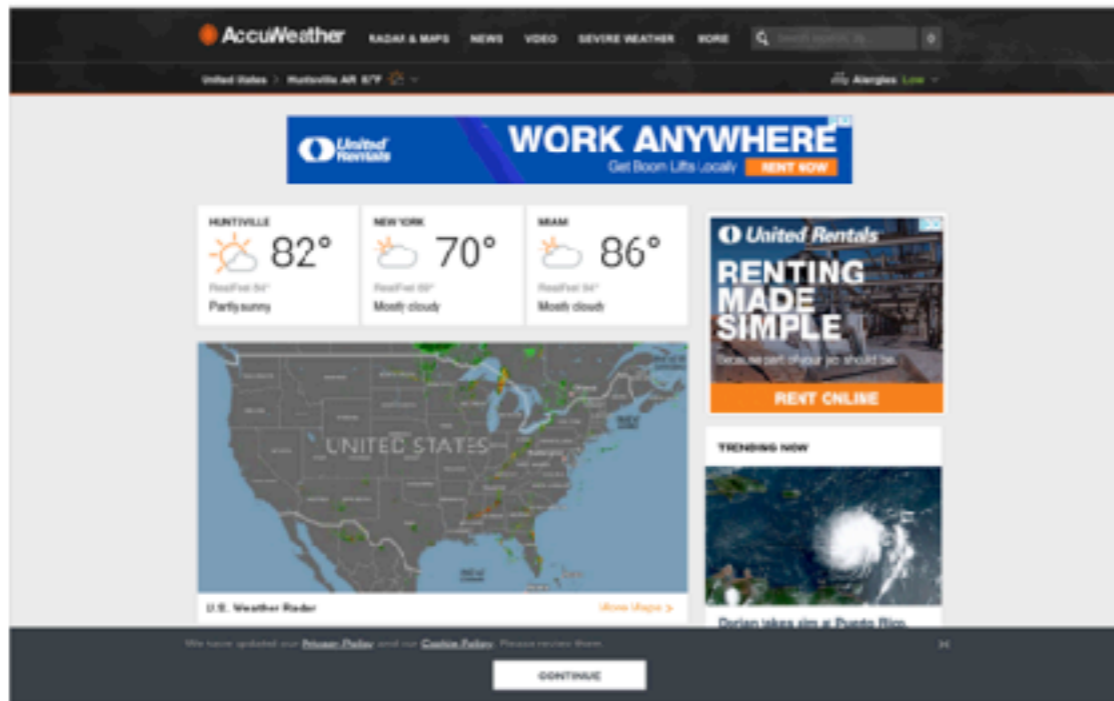
Display

Create ad





Your ad appeared on this website. Do you want your ad to appear on this website?



URL

[Accuweather.com](https://www.accuweather.com)

CAMPAIGN

Tickets_Display

AD GROUP

Website Visitors

Impressions: 364

Clicks: 3

CTR: 0.82%

Conversions: 0

Cost: \$3.37

CPC: \$1.12

CPA: -

This placement is underperforming.

Over the last 33 days, this placement is responsible for 10% of spend in this ad group. Excluding this placement may reduce your spend.

We recommend:

[Exclude](#)

or if you'd rather, [Adjust bid](#)



Create Additional Ads

For optimal performance your search ad groups should have at least two Expanded Text Ads and one Responsive Search Ad. Display ad groups should have at least one Responsive Display Ad and seven standard display ad sizes.

Campaign/AdGroup	Campaign Type	
1 Tickets_Search / Branded_Promo	Search	Create ad 
2 Tickets_Search / Branded_Misc	Search	Create ad 
3 Tickets_Display / Topics	Display	Create ad 

DATA VISUALIZATION



Dashboard Dashboard 2 ▾

📅 This Year ▾



[Edit Dashboard](#)

\$19.44 M

GA Revenue

▲ 550%

936 K

GA4 Conversions

▲ 100%

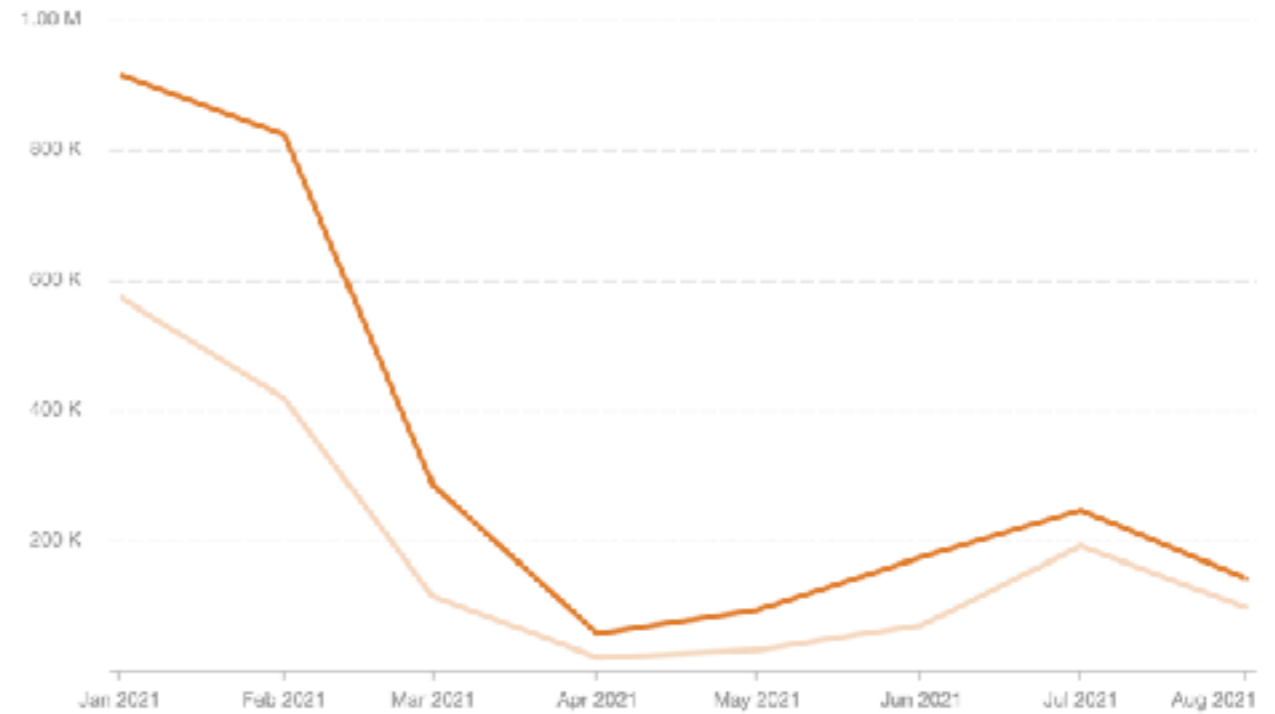
1.77 M

Users on Website

▲ 80%

Web Traffic (Sessions)

2.74 M ▲ 80%



1.75 M

GA Users

- Direct - 861 K
- Organic Search - 657 K
- Referral - 92,775
- Social - 70,790
- Paid Search - 37,644
- Display - 31,940
- (Other) - 159
- Email - 111

207 K

Google Directions

▲ 191%

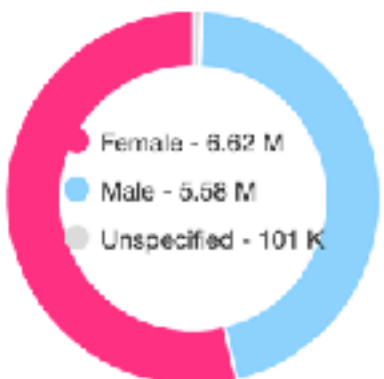
25,578

Google Tracked Calls

▲ 290%

Social Media

Facebook Reac...



Female - 8.62 M

Male - 5.58 M

Unspecified - 101 K

37,005

Insta Reach

12.74 M

Facebook Total Reach

▲ 5%

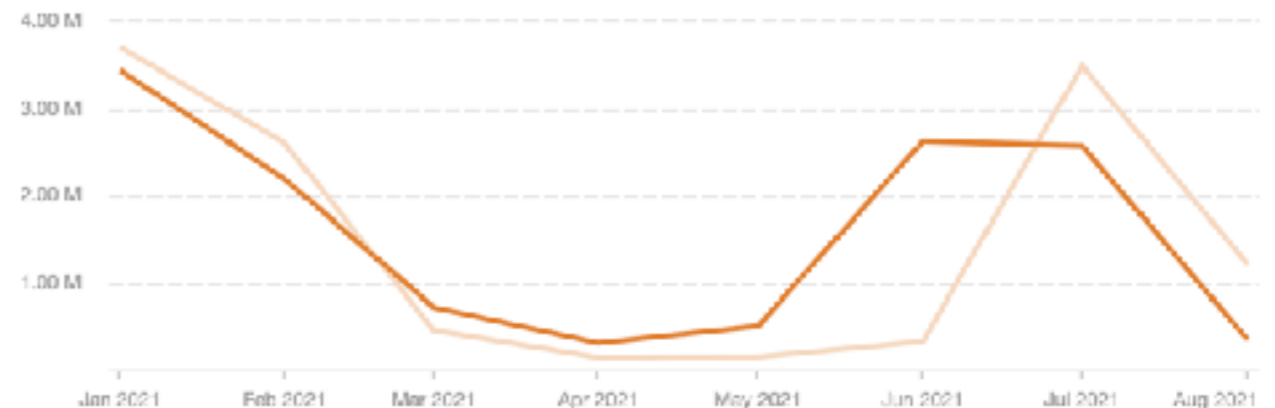
112 K

Facebook Total Likes

▲ 5%

Facebook Total Reach

12.74 M ▲ 5% ***





Market Insights

Here's how you're doing in comparison to approximately 40 other advertisers in:
Travel & Tourism > Tourist Attractions & Destinations > Winter Travel Destinations*

EDIT INDUSTRY

[Research Another Industry](#)



Cost Per Click (CPC)

Industry Average	\$0.50
Your Average	\$0.45
Difference	-9%



Click Thru Rate (CTR)

Industry Average	1.65%
Your Average	2.44%
Difference	48%



Target Best Demographics

Updated: a day ago

We've preselected what we believe are the most impactful audiences for you to target.

Campaign

Recommended Gender

Recommended Age Range

1

Midweek Lodging Promo



13 yrs



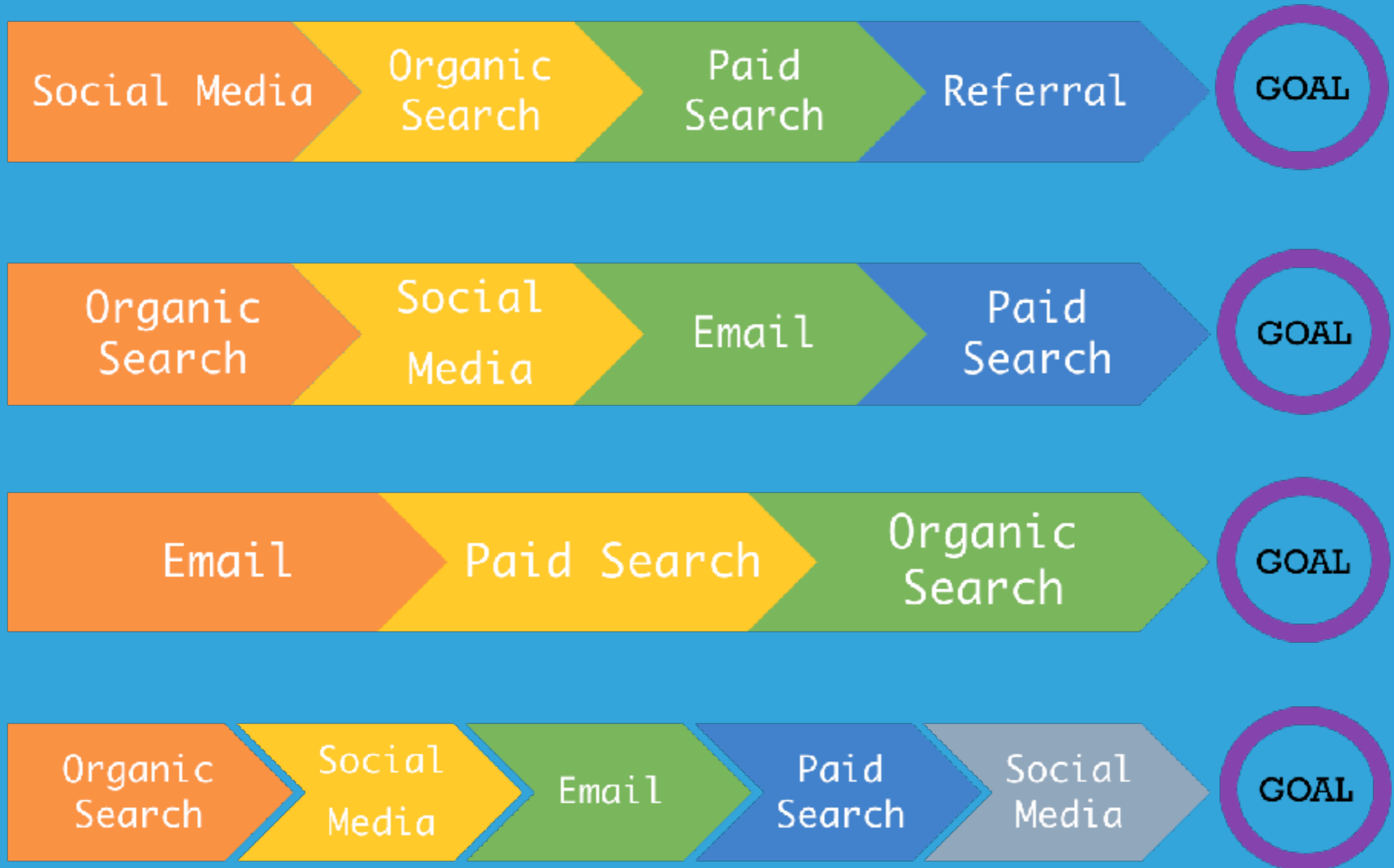
65+ yrs

25 - 54 yrs

Review



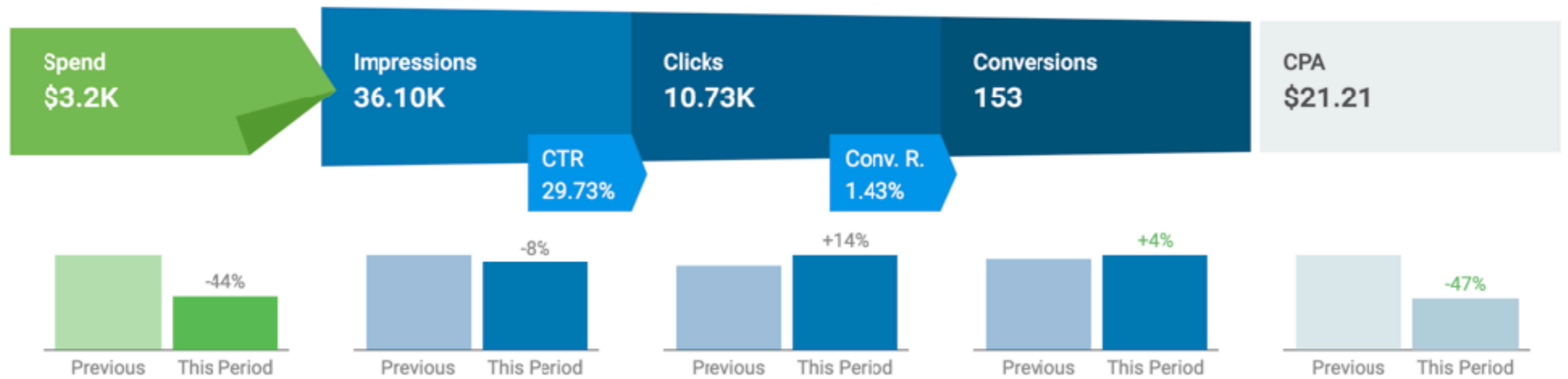
ATTRIBUTION MODELING





Google: Search

Performance Funnel



Jul. 1 - Jul. 31, 2021 (Compared to: Jun. 1 - Jun. 30, 2021)

CONVERSIONS



Trends over Time

CTR: 29.73%

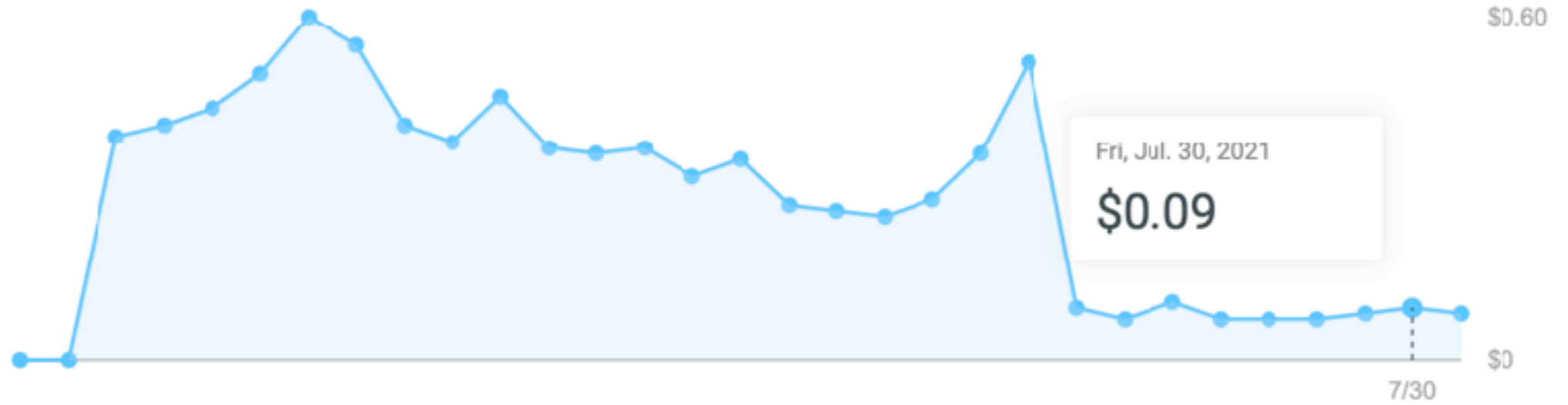
Avg CPC: \$0.30

Spend: \$3,244.87

CPA: \$21.21

\$0.30

(\$0.32 ↓)

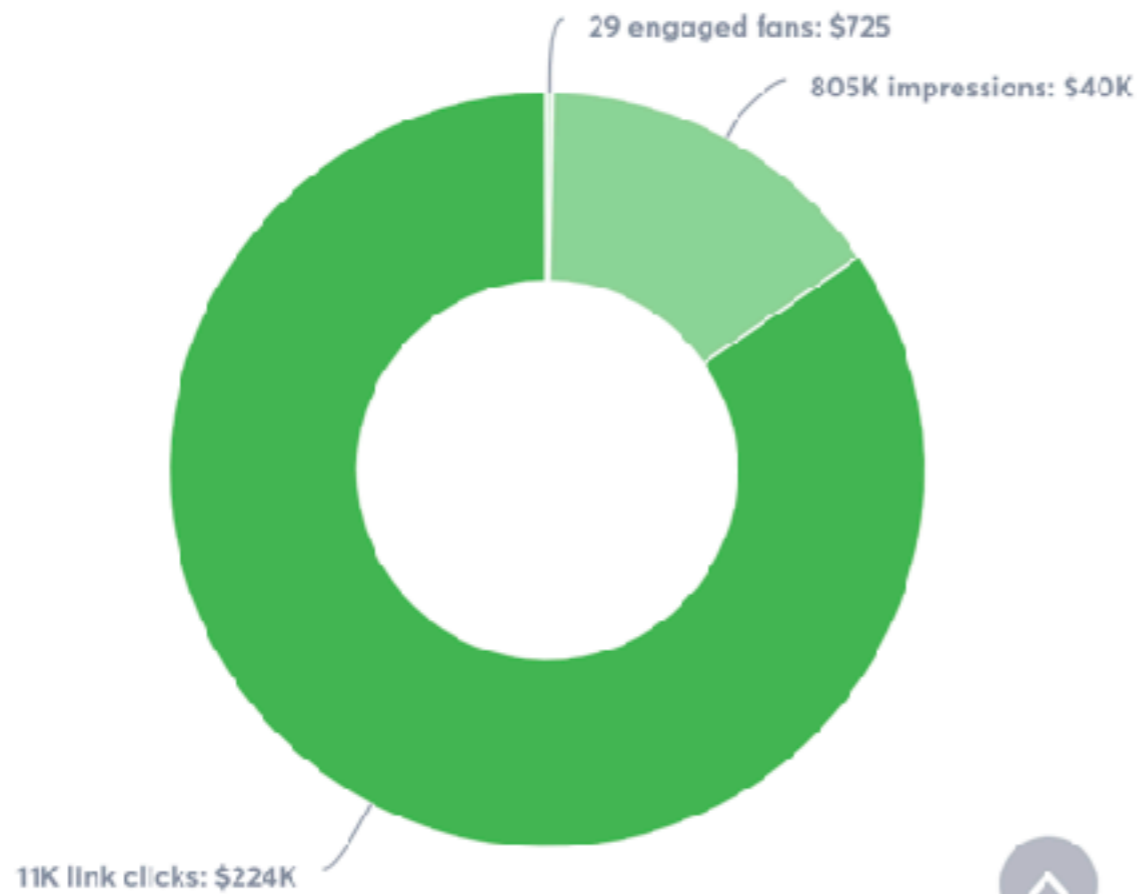


CONVERSIONS



ROI

Value generated by your page for the selected period.
Click on the `⋮` in this chart to customize value for each KPI.



The total generated value is

\$265,136

representing a variation of **+ 12.8%**
compared to Jun 18, 2021 - Jul 17, 2021

COMPETITIVE ANALYSIS



COMPETITIVE ANALYSIS



Dashboard > Traffic Analytics

[User manual](#) [Send feedback](#)

Traffic Analytics: grandgeneva.com [Company Info](#)

[PDF](#) [Pitch mode](#)

Historical data: [Jul 2021](#) new | Location: [All Regions](#) | Devices: [All devices](#) | Estimated accuracy: —

[Overview](#) [Audience Insights](#) [Traffic Journey](#) [Top Pages](#) [Subfolders](#) [Subdomains](#) [Geo Distribution](#) [Bulk Analysis](#)

Root domain [▼](#)

grandgeneva.com Competitor [Compare](#) [+ Add up to 3 competitors](#)

Visits Jul 2021 79.6K +10.13%	Unique Visitors Jul 2021 58.9K +23.62%	Pages / Visit Jul 2021 2.83 +0.47%	Avg. Visit Duration Jul 2021 03:49 -49.67%	Bounce Rate Jul 2021 45.89% -0.59%
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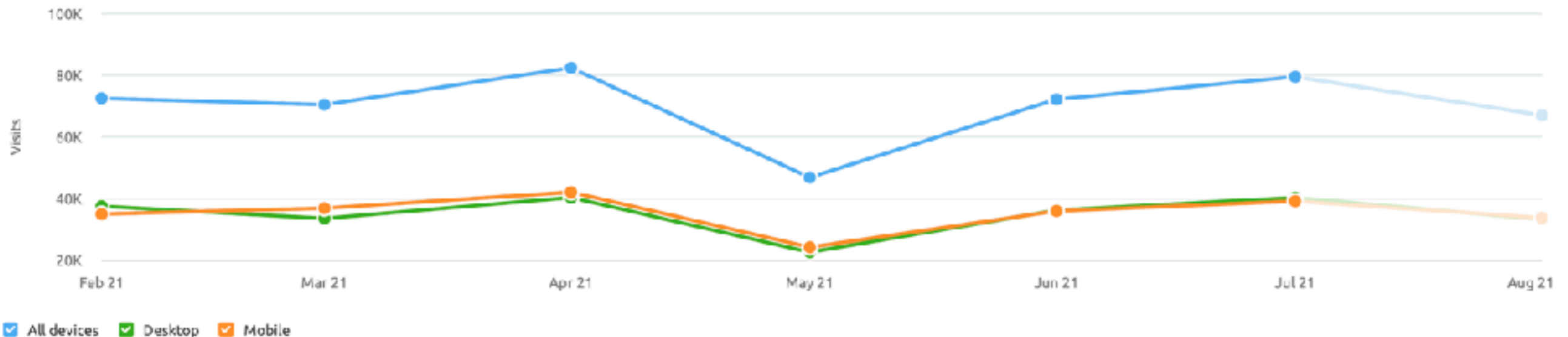
Market Metrics [🇺🇸 Jul 2021](#) [Market Share 8.7%](#) [Market Traffic 911.6K](#) [Explore your market](#)

Trend by Device [▼](#)

[Export](#)

[Visits](#) [Unique Visitors](#) [Pages / Visit](#) [Avg. Visit Duration](#) [Bounce Rate](#) [All devices](#)

[6M](#) [12M](#) [All Time](#)



COMPETITIVE ANALYSIS



Top Pages Top Subfolders Top Subdomains

Desktop Jul 2021

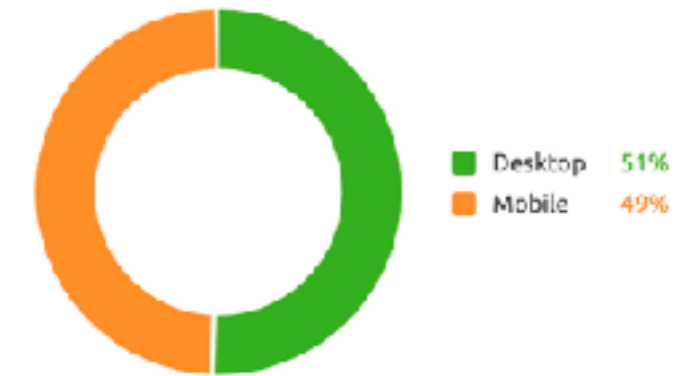
Page	Unique Pageviews	Unique Visitors
grandgeneva.com	18.3K	17.5K
/restaurants/geneva-chophouse	6.9K	5.7K
/things-to-do/pools	6.9K	5.7K
/restaurants/geneva-chophouse/dinner-menu	5.5K	5.7K
/restaurants/grand-cafe/dinner-menu	4.1K	4.3K

[View full report](#)

Traffic Share

[Export to PNG](#)

All devices Jul 2021

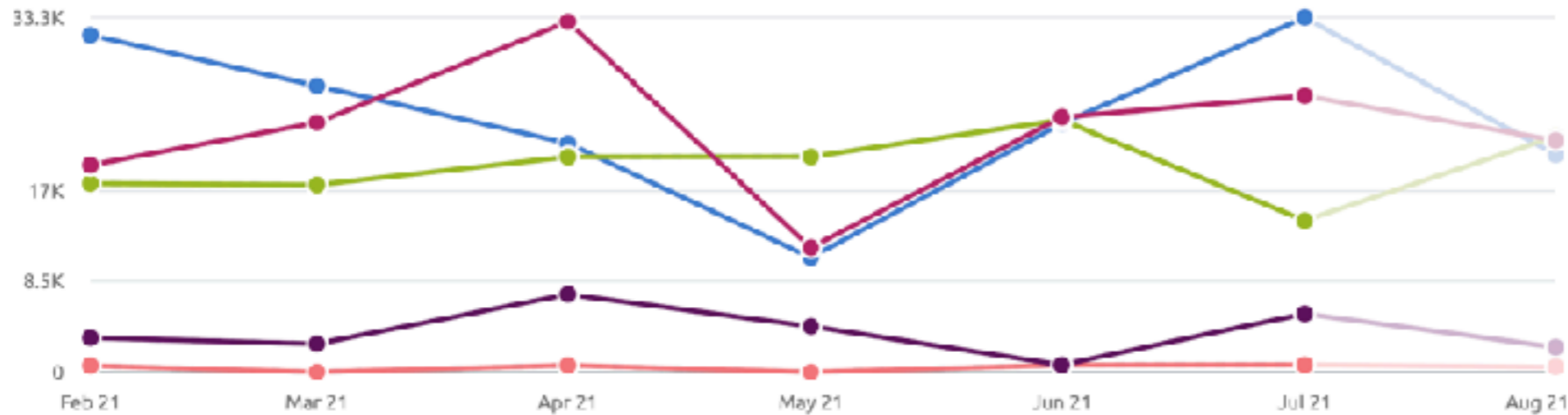


Traffic Sources by Type

[Export](#)

All devices

6M 12M All Time



Direct Referral Search Social Paid

[View full report](#)

79.6K

All devices Jul 2021

Direct	41.83%	33.3K
Referral	17.87%	14.2K
Search	32.59%	25.9K
Social	0.84%	655
Paid • Google Ads	6.88%	5.5K

COMPETITIVE ANALYSIS



Traffic Journey

Export to PNG

All devices | Jul 2021

Top Sources

Out of 14



Top Destinations

Out of 12



View full report



TODAY THINGS HAPPEN IN REAL TIME.

WE NEED THE TOOLS TO KEEP UP

I THINK MY NEST SMOKE
ALARM IS GOING OFF.
GOOGLE ADWORDS JUST
PITCHED ME A FIRE
EXTINGUISHER AND AN OFFER
FOR TEMPORARY HOUSING.



TOM
FISH
BURNE



4 THINGS TO DO

- ▶ Build multiple plan scenarios
- ▶ Update your marketing software
- ▶ Track down and gather relevant data
- ▶ Create the tracking to test and optimize and report



THANK YOU

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<https://nxtconcepts.com/ideas/seminars>

The screenshot shows the website's navigation menu with 'IDEAS' highlighted. The main heading is 'SEMINARS & WORKSHOPS'. Below it, there is introductory text about seminars and a list of downloadable PDF documents.




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SEMINARS & WORKSHOPS

Over the past decade, Samantha Ruffo the President of nxtConcepts has given quite a few Seminars and Workshops to businesses and organizations across the U.S. In this area you will find the talk outlines and handouts from multiple topics such as social media, marketing, Blog Outreach, Advertising, Websites and much more.

All of the downloadable documents are in Adobe Acrobat PDF format. You will need to have Adobe Acrobat Reader installed on your computer in order to view and print the documents.

Seminars/Workshops

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