Today’s Agenda

- Introductions
- Digital Marketing Strategy Ingredients
- Digital Revenue Planning

*Tea/Coffee Break @ 11am*

- SEO & PPC
- Your Website & Mobile Commerce

*Lunch @ 12.45pm*

- Social Media
- Location & Group Marketing
- Reputation Management
Introductions
What we hope to achieve today

The aim of today’s session is to give you all the tools and techniques to improve and/or develop your Digital Marketing activity
Your Approach

Do you have strategy/plan for any element of your Digital/Online Marketing activity?
Digital Marketing will allow you and your business to...

- Build a brand
- Sell your product/service
- Reach international prospect
- Talk directly to your current/previous customers
- Connect with personal and business contacts
- Respond to customer queries/complaints
- Manage PR stories
- Recruit staff
- Get referrals from people who have used your business
Glossary
Glossary

- Blogging/Micro blogging
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) or PPC
- UGC
- Mobile Sits & Apps
- QR Codes
- 3rd Party Booking Engines
- OTA’s
- M Commerce
Glossary – Social Media

- Followers
- Fan’s
- Tweets
- DM’s
- ‘Likes’
- @
- Tagging
- Hash Tag
- Short Code
- Facebook Apps
- Social Commerce
- F-Commerce
Part 1:
Digital Marketing & Tourism
Digital Strategy Ingredients
The Digital World
Digital Marketing
Be Integrated!

Your Sales & Marketing Activity/Plan
Know what consumers are doing online
Be aware of new trends
Digital Marketing Trends

• Move from passive advertising to active engagement

• With social networking pages, its quality rather than quantity

• Social media opens you and your brand up to feedback and potentially criticism

• Digital marketing gives the control back to the consumer
Digital Marketing and Tourism
Online Booking Travel

- 80% of all visitors to Ireland purchased some part of their trip online
- 70% of all accommodation providers have online booking capability
- 50% of all accommodation bookings are completed online (Fáilte Ireland & CSO)
- Higher % of research and planning is done online
- 60% of those who use an OTA for research, don’t book with them
- Majority who research on OTA’s also visit the property website

Ref: itic Tourism & Travel distribution in a changed world, Sept 2010
OTA Bookings

On average, hotel consumers make:

- 12 visits to an OTA’s website
- View 7.5 pages per visit
- Spend almost five minutes on each page

BEFORE BOOKING!

(Cornell University research, April 2011)
OTA Bookings

- A hotel listing by an online travel agency (OTA) particularly Expedia, directly boosts bookings at the hotel's website

Cornell tracked internet activity of 1,720 reservations at
- InterContinental Hotels Group websites and found:
  - 75% of consumers visited an OTA prior to making the reservation
  - 83% performed a Web search on Google, Yahoo or Bing
  - 66% did both
  - Nearly 62% of consumers visited Expedia before booking, but many of those buyers visited more than one OTA
OTA Bookings

• Consumers on average spent an hour on OTAs viewing about 90 pages of content before booking at an IHG website.

• For each reservation at the OTA, nine hotel reservations at the brand's website are directly influenced by the OTA listing (the "billboard effect")

"One lesson here for hotel firms is that the magnitude of the billboard effect indicates the effectiveness of OTAs in marketing to consumers and educating them on product assortment and characteristics"
OTA Bookings

Questions to ask when picking an OTA:

• How will they be marketing themselves to your target audience?

• How do they use their own social media channels?

• What additional promotional opportunities are there?

• What is their min and max commission rates (10-30%*)

• Are your competitors on their site?
OTA Tips

- Be clever about how you work with them.
- Manage Direct Customers
- Room Quality
- Pick 5-6 sites and monitor
- Account Manager Relationship
- Be aware of special promotions
- Use to track competitor rates
# Hotel Sector Performance 2010

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<td>%</td>
<td>%</td>
<td>%</td>
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<td>Direct Enquiry</td>
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<td>6.9</td>
<td>6.7</td>
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<td>4.1</td>
</tr>
<tr>
<td>Tour Operator/Conference &amp;</td>
<td>9.9</td>
<td>10.9</td>
<td>9.4</td>
<td>8.7</td>
<td>8.6</td>
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<tr>
<td>Incentive Agent</td>
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<td>Hotel Representative</td>
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<td>3.7</td>
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<td>35.2</td>
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<td>100</td>
<td>100</td>
<td>100</td>
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</tr>
</tbody>
</table>

Ref: HBC Hotel Report 2011
Digital Strategy Ingredients
You need a plan...
The key ingredients...
The key ingredients...
The key ingredients...
The key ingredients...
Your business USP’s

What are the elements of your business that make you different to your competition?
Your business USP’s

Why are these relevant to your customer/prospect?
Your business USP’s

Where can you communicate each USP?
What are the top 3 benefits to buying online directly with your business?
The key ingredients...
Core & Support Channels

Website  SEO
Mobile site  PPC
Apps  Affiliate marketing
Facebook  Banner advertising
Twitter  Social Media advertising
LinkedIn  Group deals
Email newsletter  Location based advertising
Action Plan

1. Decide on your ‘Core’ digital assets

2. Decide which other digital channels you are going to use as marketing support

3. Weight them in terms of importance/focus

4. For each site/channel decide in advance what the key objectives are (be specific!)
Complete the following:

CORE: 

SUPPORT:
**Weighting**
Weight them in terms of future business importance:

**CORE:**
- Website – 80%
- Mobile site – 20%

**SUPPORT:**
- SEO – 30%
- Facebook – 30%
- Email Newsletter – 20%
- Twitter – 10%
- LinkedIn – 5%
- PPC – 5%
Setting Objectives

Some objectives you might have:

- Increase website sales by 5%
- Improve website conversion by 1%
- Increase newsletter open rate by 5%
- To get 20% of all customers to become a ‘fan’ on Facebook (over next 6-12 months)
- To convert 30% of current email database to ‘followers’ on Twitter
- To get an average of 10 Likes/Comments on each post on FB
Fresh Ideas will bring your plan to life
Obermutten

http://www.youtube.com/watch?v=e91c0mWP960
Sarkozy Letters

It centred around an exchange of seemingly genuine letters between Irish and French diplomats
Results

• Blog hits – over 1,500,000 hits worldwide!
  • 250,000 of these hits were in one day

• At one stage the blog was the fastest growing WordPress blog on the world

• Featured in various national & international media including:
  • CNN's Sports Illustrated
  • BBC.com
  • guardian.co.uk
Part 2: Your Website, M-Commerce, SEO & PPC
SEO & PPC
Building an Effective Digital Marketing Strategy

Galway Hotels: Cheap hotels in Galway | Expedia.ie
www.expedia.ie/Galway-Hotels-803082-Travel-Guide-Hotels

Need a hotel in Galway? Choose from over 82 Galway hotels with huge savings. Whatever your budget, compare prices and read reviews for all our Galway...

Galway Hotels
www.galwayhotelsguide.com/
The hotels in Galway City and County are all here on the Galway Hotel Guide. Every hotel in Galway is on the Galway Hotel Guide, along with links to Galway...
Hotels in Spiddal - Clarenbridge - Hotels in Glinamaddy - Top ten hotels

Galway Hotels, City Centre Hotels Galway...
www.radissonhotelsgalway.com/
Radisson Hotels Luxuty 4 Star Hotels Galway. The four star Radisson Blu Hotel in Galway Ireland...
7 Google reviews - €135

Galway Hotels, Galway City Hotel | Jurys Inn
galwayhotels.jurysinn.com/
Jurys Inn Galway City Hotel is Ideal for Business or Leisure. Great Room Rates, Book Now...
3 Google reviews - €55

Galway Hotels, City Centre Hotel Galway...
www.harbour.ie/
Galway Hotels, City Centre Hotel Galway. Harbour Hotel Galway City Centre. Special Offers...
9 Google reviews - €74

Galway Hotels, Hotels In Galway, 4 Star H...
www.hotelsmeyrick.ie/
Galway Hotels - Welcome to The Meyrick Hotel Galway Official Site. One of the leading hotels in...
4 Google reviews - €98

Map for hotels in galway

Cheap Galway Hotels
www.laterooms.com/Galway-Hotels
48 Cheap Hotels in Galway.
Up to 75% off if you book online

Get Galway Deals
www.livingsocial.com/Galway
Amazing Daily Deals On Area Hotels Activities, Tours, Events and More!

Westwood Hotel Galway
www.westwoodhousehotel.com/OfficialSite
Official Site, Saturday Night Special Book B&B + Dinner Only €79pp

Glenlo Abbey Hotel Galway
www.glenlo.com
5 Star Hotel, Clifden Road, Galway. Book Hotel Direct & Pay Nothing Now

See your ad here
Exercise - SEO

What search terms, do you think, are most important to your business?
SEO - Google Keyword Tool
Exercise

Pick out 3 search terms that you think are used by potential customers when looking for your business:

• Look them up on the Google KeyWord Tool and see how many searches are being performed for each locally

• Search for these terms in Google and see where you and your competitors rank
Exercise - SEO

How is your site currently set up in terms of keywords, page descriptions and page titles?
Exercise - PPC

How do you set your PPC budget?
Current PPC Campaigns

• Ignore impressions and clicks stats in your report

• Get the total actual spend on Adwords for 1 month (not the budget)

• Get the total sales that have been tracked via your Google account

• Divide one by the other!

• Get the average sale per PPC booking
Planning New PPC Campaigns

- Work out the average spend per customer on your website
- Take out direct costs
- Work out the max. amount you can afford to attract each customer to your business
- Set this amount as a limit that your PPC campaign must deliver per paying customer
Exercise

25 Bedroom Guesthouse in Galway:

• Average sale on the website is €150

• They pay 4% commission on website bookings

• How much should they spend on PPC?
Search Checklist

- SEO and PPC Keyword planning – know what to ask for
- Flash sites reduce your sites visibility on search engines
- PPC is a good way to get to the top of the listings in the short term, but a good SEO strategy will get you there in the long term
- Make sure your site is being optimised by ‘local’ terms and that your Google map is set up correctly
- Make sure you are running bespoke campaigns with Google (i.e. send to Spa page if ‘spa’ is part of the search term)
Building an Effective Digital Marketing Strategy
Website Homepages
What is the objective of your website?
4 Second Rule!

Worldwide studies on website usability, say visitors to your site take 4 seconds to decide if they will stay on your website.
Wynn and Encore hold more Forbes Five Star awards than any other casino resort in the world.
Building an Effective Digital Marketing Strategy
4 Second Rule!

Worldwide studies on website usability, say visitors to your site take 4 seconds to decide if they will stay on your website. So don’t...

- Confuse them with too many messages
- Keep text short and to the point
- Slow down the website with heavy images/flash graphics
Homepage Improvements

• Use landing pages carefully
• Allow me to get to the offers I want quickly (filter)
• Tell me why I should book with you (give me guarantees, assurances etc)
• Imagery is important – no stock photos! – don’t be afraid to show your product
Exercise

Come up with 3 changes you should make to your websites homepage to increase conversion
Planning a new website?
Mobile

Mobile web browsing on travel sites has increased by almost three quarters in the past six months and now accounts for an average of 17.4% of traffic.

One site is getting 24% of all its traffic from mobile and tablet devices.
M Commerce

- 86% year on year growth
- $3 billion annual business in 2010
- $30 billion expected by 2016
- 7% of overall e-commerce sales by 2016

*Forrester Research Inc.*
M Commerce

Although Smartphone adoption is growing quickly, most online consumers have not used mobile phones to buy a product main reasons:

- security concerns
- mobile traffic speed
- low spending by businesses in optimizing their sites
- confusion about the best mobile business strategies
- difficult-to-measure return on investment

*Forrester Research Inc.*
Exercise

Do you know what your website looks like on a Smart Phone?
Mobile Sites

Glendale Convention & Visitors Bureau

Crossings Grill & Pub

http://www.visitleadale_mobi

http://www.crossingsgrill_mobi
Mobile Sites
Mobile Sites

The Bridge House Hotel
Tullamore, County Offaly, Ireland Tel: +353 57 932 5600

Trinity Capital Hotel
Pearse Street, Dublin 2, Ireland Tel: +353 1 648 1000

Fitzwilliam Hotel Belfast
Great Victoria Street, Belfast, Northern Ireland Tel: 00 44 2890 442080
## Mobile Sites

Currently, 1.5 to 2% of hotel bookings originate from mobile sources. Hotels with mobile websites are experiencing doubling and tripling of mobile generated revenues. (Tnooz, April 2011)

<table>
<thead>
<tr>
<th>Total Visits</th>
<th>Main Site</th>
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<td>339</td>
</tr>
<tr>
<td>4888</td>
<td>4607</td>
<td>281</td>
</tr>
</tbody>
</table>

Average Percentage of Visits via mobile: 5.4%
Part 3: Social Media
New Trends
Reputation Management
Social Media & Social Networking
Social Media Tools

• Blogging
• Micro-blogging
• Social networking
• Video sharing
• Photo sharing
• Podcasts
Social Media Wheel
Over 50% of the world’s population is under
Social Media

- The average person spends 66% more time on social sites than a year ago, almost 6 hours vs. 3 hours, 31 minutes last year. (Nielsen, 2011)

- 64% of people say they use social media to make their travel plans (this is higher in the 25-34 age group)
Social Media

- 76% look to popular social media sites to plan their next getaway (Shearaton Survey, Nov 2010)

- 35% of social media users changed their hotel choice after browsing a social platform (Tnooz, World Travel Market, 2010)
Effective Social Media

Understand
what you are doing and why

Be enthusiastic
to make your campaign interesting

Have a discussion plan
to ensure you keep on track!
Key Questions to Ask

• What are you trying to achieve?
• What do you want to say?
• Who do you want to say it to?
• Who is going to say it?
• Who is leading the strategy/plan?
• How often will you review your plan?
Global Users

800 million users
462 million users
135 million users
Irish Users

2.025 mil users (800k from mobile)

400k users

614k users
Key Tips

• Make sure your page is set up as a Business Page
• Set up a vanity URL
• Claim your Facebook Places page
• Start to build your ‘fans’ via your email newsletters, your website and via other channels within the hotel
• Focus on quality ‘fans’ rather than quality
• If selling only focus on ‘exclusive’ FB only offers
Vanity URL
Building an Effective Digital Marketing Strategy

Clarion Hotel

Address: Lapps Quay, Cork, Ireland
Phone: 214224942

Hours (estimated):
- Mon - Tue: 9:00 am - 3:00 am
- Wed: 3:00 pm - 12:00 am
- Thu: 9:00 am - 11:00 pm
- Fri - Sat: 5:00 am - 4:00 am
- Sun: 10:00 am - 1:00 am

139 like this
34 talking about this
9,231 were here
Building an Effective Digital Marketing Strategy
Targets & Measurement

When you set clear targets it makes it easier to measure results. Areas that you might like to set targets around include:

- Number of fans your page has
- Ave. number of ‘reactions’ to a post (ie: a ‘like’ or a comment)
- RSVP’s to events (eg: wedding fair, parties etc)
- Visits to your website
- Direct sales in room nights (don’t expect these to be huge!)
Landing Pages
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy

Hilton Hotels & Resorts

HOW TO WIN

"Like" Hilton Hotels & Resorts and then submit your description of your musical adventure. You can also include up to 5 pictures that capture the experience. Submitting pictures is optional.

Our participating Facebook audience and your friends and fans will vote for their favorites.

A Hilton Hotels & Resorts Panel of Judges will select a single winner based on its judgment of the best entry.

SUBMISSIONS DEADLINES
01/17/2012 - 02/06/2012

VOTING
02/07/2012 - 02/14/2012

PANEL OF JUDGES REVIEW
02/15/2012 - 02/20/2012

WINNER SELECTED BY JUDGES ON OR ABOUT
02/20/2012

See Official Rules for complete details.

MAKE YOUR ENTRY SING

Don't just tell, show. You have the option of submitting up to 5 pictures with your entry.
Building an Effective Digital Marketing Strategy

Chili's Grill & Bar

YOU LOVE US.
NOW LIKE US!

LIKE OUR FACEBOOK PAGE TO FIND OUT ABOUT OUR OFFERS, GIVEAWAYS, CONTESTS, AND OTHER COOL THINGS!
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy

The Gibson Hotel

Reviews

Hotel: Dublin, Ireland

You are currently viewing reviews preferentially in English. Click here to see reviews in all languages.

From: Sarah Twomey (Ireland)  
Submitted on 18-Apr-2011 (English)  
Customer Rating: 5/5

This is the best hotel I have stayed in. We were given a great welcome on arrival and received impeccable service until the moment we checked out. Friendly and helpful staff made it a delightful stay. We can’t wait to go back!

From: Hotel Guest, details on file. (Ireland)  
Submitted on 18-Apr-2011 (English)  
Customer Rating: 5/5

Hotel was exactly as it is online. All staff were very helpful and friendly. We ate in the restaurant and the food was lovely. Fab location if your going to the O2. Hotel was buzzing with a great atmosphere before and after the concert. Overall very pleased.

From: Mary Murphy (Ireland)  
Submitted on 18-Apr-2011 (English)  
Customer Rating: 5/5

Great hotel, fabulous location for the O2. The group of 6 of us enjoyed our stay and would definitely return.
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy

For anyone celebrating their birthday this Friday the 13th in Roganstown, we have prepared a special 4-Course Dinner menu for McLoughlins Restaurant at only €23.95 per person! Places are filling up fast, so pre-booking is advised – menu is of course open to everyone not staying as well!!

Like · Comment · Share · January 11 at 4:20pm · 4

6 people like this.

Write a comment...

Tara Kenny
Hi Andy i can’t get into my hotmail with the reply u sent me today can u send me a Mail back on my Facebook regarding Friday thanks Tara kenny

Like · Comment · January 9 at 9:11pm · 4

2 people like this.

Allbhen Ali Baba Fagan My birthday was January 5th !!! :))))))
January 9 at 10:16pm · Like · 1

Roganstown Hotel & Country Club Hi Tara – I can see your E Mail and we are just going through them all now
January 10 at 9:26am · Like

Roganstown Hotel & Country Club Hi Allbhen - Happy
Selling via Facebook
Building an Effective Digital Marketing Strategy
Twitter uses

• Building an ‘expert’ profile
• Building a brand personality
• Reaching out to an international audience
• Dealing with customer queries and complaints
Twitter uses

• Monitoring

• Keeping customers aware of developments at your business

• Driving loyalty

• Promoting your USP

• Giving your customers ‘live’ information
Twitter Topics

Content of Tweets according to Pear Analytics.[39]
- News
- Spam
- Self-promotion
- Pointless babble
- Conversational
- Pass-along value
We connect hotels with guests in real time.

Reach.ly is a real-time marketing tool for the hospitality industry. We help you use Twitter and other social media to get personal engagement and paying guests. Those guests book directly so you save on OTA fees.

- No OTA fees
- Direct Selling
- Personal Engagement

1. Someone tweets about their trip to your city
2. We gather these tweets and present them to you
Reach.ly is a real-time marketing tool for the hospitality industry. We help you use Twitter and other social media to get personal engagement and paying guests. Those guests book directly so you save on OTA fees.

- No OTA fees
- Direct Selling
- Personal Engagement
- It's free

We gather these tweets and present them to you.

So you can interact directly with potential guests.
Building an Effective Digital Marketing Strategy

Reach.ly - real-time marketing for hotels

Look what we have found

@Ciaaaaaaan @_oog @xbeckzz I always get Mc Ds in athlone when I'm going to galway lol
30th jan 1:56am @vEMahon

Amazing time skiing with the law gals! Now excited for a trip to Galway with CJDAers. #Whoopps
29th jan 9:07pm @tpoloek32

@RealRomaDowney I'm going to Galway tomorrow with my boy! So if I see any beautiful scenery I'll take some pics for u:)y first time goin x
28th jan 11:39pm @Laetitia250489
@AnseoAMuinteoir I got a hotel in Galway for €50 recently on it. Only thing is I’m plagued by emails since.
27th Jan 11:34pm @luffamalia

But the money will be really useful for next week, can't wait for the bus trip to Galway on Tuesday, gonna be CRAZY!!
27th Jan 7:25pm @SadhbhLambert

Hmm. Yeah. I'm going to Galway for a bit.
27th Jan 7:23pm @MayJoonJJuly

@Dexketoprofeno By next week! I'm going to Galway 6th-8th February...eeeeep
27th Jan 11:21am @KellieDoherty1

On my way to Galway Ros Na Run here I come!
27th Jan 6:24am @AislingS@f1xo

@ur_little_stars know :) Tuesday wouldn't come half quick enough lol hahaha nice one I'm waiting for my grant planning a trip to Galway :) x
@ur_little_star I know :) Tuesday wouldn't come half quick enough lol hahaha nice one I'm waiting for my grant planning a trip to Galway :) x
26th jan 7:21pm @Heatherr_xox

Planning a trip to Galway to interview HR Team members
26th jan 3:41pm @ZeniMaxZOSjobs

@PatCarrollTouch @SmallBC I'm going to galway!
26th jan 10:03am @VOfficewprx

But on a good note, just 3 weeks til my trip to Galway with my boyfriend and 2 glorious days of work !!
26th jan 8:08am @scarle

@JohnnyGrennan I may make another trip to Galway soon too :P
25th jan 3:18pm @JohnMcD14

I'm going to Scroobius Pip at Roisin Dubh in Galway, Ireland - Mar 13
http://t.co/YQHRl3t6
Targets & Measurement

Twitter is harder to set targets and measure results from. However here are a few things you can look at:

- Number of followers
- Number of click-throughs to your site
- Number of direct messages
- Sign ups to your newsletter/loyalty programme
- Direct sales
Twitter for hotels

“Creating brand awareness and maintaining guest loyalty are the platforms most important purposes. Its not about return on investment – its about return on engagement”

John Wolf, Senior Director of PR, Marriott Hotels
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy

Hyatt Concierge (HyattConcierge) on Twitter

HyattConcierge Hyatt Concierge
@shakewell As long as you received confirmation that you’re checked out, you can leave the keys in the room. Tweet if you need anything else.
5 Nov

HyattConcierge Hyatt Concierge
Great to hear! RT @BrainTumorWalk: The Hyatt Regency in Tampa ROCKS! Loved the place. If you are in Tampa ya just got to stay there.
5 Nov

HyattConcierge Hyatt Concierge
@FabScoutHoward Could you follow @HyattConcierge, and DM your name, and dates of stay, please? I’ll be happy to look into these issues.
5 Nov

HyattConcierge Hyatt Concierge
@QueenofSpain Yes Hyatt Valencia is on twitter. There twitter handle is Hyatt_Valencia.
4 Nov

HyattConcierge Hyatt Concierge
KLM Twitter Campaign

An experiment on How happiness spreads

In the coming weeks we’ll be committing little acts of kindness to surprise our passengers. Because we want to discover how happiness spreads.
Tourism Ireland

Welcome to myirish140.com! You could win an Irish adventure.

MY IRISH 140
We’ve found our winner

Congratulations, Mark Stone @DJStoney
“CORR! B*witched said Blame It On The Weatherman, I agree. I’ve been on SNOW PATROL all week! U2, uh? Need THERAPY? To be sure #makesmeirish”
Your tweet is pure perfection.

See Mark on his Irish adventure

@myirish140 Read our Tweets
Who knew Co. Clare was so flipping stunning! It’s lovely here. We are heading to Dingle next? Any special tips? #irelandRoadtrip

Use your knowledge of Ireland to tell Nick and Sam what to do on their live road trip! Ideas to #irelandRoadtrip

http://tinyurl.com/65ndbko Check this little beauty out. It all starts tomorrow. Be part of it - u might just win a prize! #irelandroadtrip

Get excited. Get very excited. Something’s cooking for the fun table this very week. Better spread the word with a cheeky RT.

Get ready! Something very exciting and wonderfully Irish is happening later this week. Any idea what it might be?
Tourism Ireland
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy

http://www.palms.com/

Palms

RESERVATIONS
- HOTEL
- HOTEL+FLIGHT

CHECK IN
02/08/2012
CHECK OUT
02/10/2012

ROOMS
1

ADULTS
CHILDREN
ROOM 1
2
0

GET RATES

Secure Booking

Las Vegas' Song-and-Dance Man

RICK FAUGNIO

Tuesdays at 9pm

THE LOUNGE

RT @AlizaLV: Elevate your Valentine's Day celebration this year to new heights with an unforgettable dinner @AlizaLV at the Top of @Palms

CONNECT WITH US:
Building an Effective Digital Marketing Strategy

Jenny Taaffe | Klout Influence Report

Jenny Taaffe
iZest is my business. We create brilliant marketing campaigns for even better brands. My opinions here are my own...if they weren’t, whose would they be?!
Dublin

Influences 532 others

Influential about 2 topics
Branding
Conferences
Your Klout Score measures your online influence on a scale of 1 to 100

People have always had the power to influence others, and that power is being democratized with new social media tools. Klout’s mission is to provide insights into everyone’s influence.

We measure your influence based on your ability to drive action in social networks. We process this data on a daily basis to give you an updated Klout Score each morning.
Social Media Discussion & Implementation Plan
Before you start

1. Decide which site(s) you are going to focus on (know why you are picking them)

2. For each site, decide in advance what the key objectives are (be specific!)

3. Pick your discussion topics and allocate a % of time to each

4. Decide who on your team is going to help you with each campaign
Discussion topics

• What are you going to talk about? And NOT talk about!

• Decide on your ‘Topic Areas’ and allocate a % of mentions to each

  15% - Promoting events happening at the hotel
  10% - Staff news and achievements (profile key personnel, etc)
  10% - Exclusive FB special offers (rooms)
  30% - What’s going on today!
  15% - Spa & Leisure offers
  20% - Local: events, festivals, concerts, sponsorships
Implementation

• The most important thing you can do is include 1 or 2 staff members in the campaign – do not try to run these campaigns yourself.

• Pick team members who occasionally have quiet times during their day and who have a personal interest in Social Networking.

• Ideally these staff will have easy access to a computer.
Implementation

• Social Networking should take no more than 20 mins per day (once there is a clear plan in place)

• Never out source your Social Networking

• Agree how you will handle complaints

• Keep an eye on the activity
Social Media Links
Hotel Description

Swissôtel Sydney is a deluxe five star hotel located in the heart of the city. All of Sydney’s famous landmarks are within walking distance of the hotel, including The Sydney Harbour Bridge, the historic Rocks precinct, Sydney Opera House and the beautiful Botanic Gardens.

Experience luxury Sydney accommodation at its best in one of our 359 hotel rooms and suites, reflecting a contemporary and sophisticated style, and featuring breathtaking Sydney skyline views.

A range of different leisure activities are available for our guests to enjoy, such as spa treatments at Amrita Spa, an outdoor heated pool and spa, cocktails at the Crossroads Bar or modern Australian cuisine at Jpb Restaurant.

The Conference Centre at Swissôtel Sydney is the perfect setting for any event or conference.
Building an Effective Digital Marketing Strategy

Las Vegas Hotel Promotions – Social Media

Social Media

Bellagio is pleased to be on Facebook, Twitter and YouTube. Click the icons above to visit our pages. We also provide smartphone users with applications for iPhone and Android devices. You may also sign up for our mobile text message offers or visit our mobile website from your device at “mobile.bellagio.com”. In addition to the above social media links, you may also sign our guestbook for additional offers via email.

Latest News

Looking for all the latest news from our Twitter and Facebook connections? See what’s happening at Bellagio and what new and exciting events are coming up! Check back often so you won’t miss a thing.

TWITTER

08 / 06 / 2011 –
Soon we’ll let you know! “@maryannfox5news: @BellagioLV When are you having another wine tweet up? @BellagioWine”
Top Tips

- Look at the placement of your Social Media links
- Make sure they are visible on every page
- Bring in live feeds if you can, but keep them short
- Great content for your ‘News’ page
- Easier to keep up to date than a blog
LinkedIn

- Is generally a business to business marketing and networking tool
- First impressions last – spend time on creating your profile
- It’s about relationships – not direct sales
LinkedIn

• Great for keeping in touch with business contacts old and new

• Update your profile regularly

• Use to reach out internationally

• Join relevant groups to build your network
LinkedIn

- Networking
- Keeping in touch with old contacts
- Finding old contacts
- Recruitment
- Sharing information
- Asking questions
- Giving and receiving referrals
LinkedIn

• All senior managers and anyone involved in Sales should have a LinkedIn page

• As soon as you meet a corporate customer or contact check if they are on LinkedIn

• Keep the management profiles consistent

• Ensure each profile has a photo

• Join relevant groups
Profile Page
Exercise

1. Log on to LinkedIn

2. Critically review your own LinkedIn profile and identify the key changes/additions you need to make

3. Critically review the profile of person next to you & share feedback
Social Media Summary
Social Media will help you to...

- Build a brand
- Create ‘viral’ marketing campaigns
- Engage directly with your customers
- Connect with personal and business contacts
- Respond to customer queries/complaints
- Manage PR stories
- Recruit staff
- Get referrals from people who have used your business
Social Media

• Have a strategy for each Social Networking campaign/site
• Pick your social media spokesperson carefully
• Make sure they are briefed to know what they are allowed to say or not to say
• Have a back up plan if something goes wrong
• Monitor what your social media person is doing or saying
• Review your campaigns regularly
• Don’t allow the volume of information you receive to slow you down
New Trends
Location Based Tools

• Claim your page
• Or set one up
• Update with the correct information
• Keep an eye on check-ins
Building an Effective Digital Marketing Strategy
Building an Effective Digital Marketing Strategy
Foursquare has deemed you the mayor (aka you’ve been here more than any other user)? Enjoy this free order of french fries."

We’ve seen venues promote their involvement with foursquare via Twitter, signs at cash registers and sidewalk blackboards. We’re just starting to make these specials “official” by including them in our mobile apps and on our website.

We’d be thrilled to have your bar / cafe / coffee shop / restaurant / store as part of our foursquare specials program. This can happen in a variety of ways, but essentially comes down to rewarding customer loyalty based on the data behind foursquare usage.
Some local offers

<table>
<thead>
<tr>
<th>Venue Name</th>
<th>Location</th>
<th>Offer Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maia</td>
<td>Dublin, Ireland</td>
<td>Free coffee or cappuccino to our Mayor every Friday morning before 9am - just say Sasha sent you!</td>
</tr>
<tr>
<td>The Market food store</td>
<td>Stepaside, Dublin</td>
<td>Free pizza every friday for the mayor! This offer will go on for the next 4 weeks starting on the 15th of October 2010. Just find manager Trevor and show that you're the mayor!</td>
</tr>
<tr>
<td>Schoolhouse Hotel</td>
<td>Dublin, Ireland</td>
<td>Free cocktail for the Mayor of the Schoolhouse Hotel to be had in either the The Marble Bar or Cafe Novo. Buy 1 cocktail and get 1 free when you visit as Mayor.</td>
</tr>
<tr>
<td>Camden Court Hotel</td>
<td>Dublin, Ireland</td>
<td>After your 5th Check-In enjoy a dinner for 2 in The Iveagh Restaurant for €50.00 with a free bottle of prosecco!</td>
</tr>
<tr>
<td>The Watermill Bar</td>
<td>Dublin, Ireland</td>
<td>Foursquare users check in on Wednesdays and get a free pint of beer with every main course ordered! Just ask for Dave or Podge! Enjoy!</td>
</tr>
<tr>
<td>The Marble Bar</td>
<td>Dublin, Ireland</td>
<td>Free cocktail for the Mayor of The Marble Bar. Buy 1 cocktail and get 1 free when you visit as Mayor.</td>
</tr>
<tr>
<td>Cafe en Seine</td>
<td>Dublin, Ireland</td>
<td>Free Coffee (max 1 per day) any time before 9pm! Ask for the manager on duty</td>
</tr>
<tr>
<td>The Farm</td>
<td>Dublin, Ireland</td>
<td>2 for one special on any meals sold between 230pm and 5pm Sunday to Thursday. Ask staff for more details.</td>
</tr>
<tr>
<td>Bellamy's</td>
<td>Dublin, Ireland</td>
<td>One Free pint of beer to our Mayor on a Wednesday evenings! Bring your phone &amp; ask for Ray!</td>
</tr>
<tr>
<td>The Gasworks Bar</td>
<td>Dublin</td>
<td>One Free bottle of beer to our Mayor on a Thursday evening! See you there!</td>
</tr>
<tr>
<td>Wilde - The Restaurant</td>
<td>Dublin, Ireland</td>
<td>Complimentary three course meal when checking in on your birthday. Offer applies to patron who is celebrating their birthday. Notify restaurant before ordering.</td>
</tr>
<tr>
<td>Domino's Pizza Dublin - Rathmines</td>
<td>Dublin, Ireland</td>
<td>Every Wednesday the Mayor of each store receives a free small pizza. T&amp;Cs apply.</td>
</tr>
<tr>
<td>Domino's Pizza Dublin - Dundrum</td>
<td>Dublin, Ireland</td>
<td>Every Wednesday the Mayor of each store receives a free small pizza. T&amp;Cs apply.</td>
</tr>
<tr>
<td>GAA Club Raheny</td>
<td>Dublin, Ireland</td>
<td>One Free pint of beer to our Mayor on Thursday evenings! Bring your phone &amp; show it to the barman!</td>
</tr>
<tr>
<td>David Lloyd ()</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Groupon

How Groupon Works

1. Get It
   Check your email, Facebook or Twitter feeds for daily deals on cool local businesses.

2. Share It
   Groupons are more fun when used with friends. Pass along deals by email or broadcast them to your social networks.

3. Enjoy It
   Print the voucher or bring it up on your mobile device, then present it at the business to get your deal.
Groupon for hotels

$99 for a Room at the Historic InterContinental Chicago on the Magnificent Mile ($249 Value)

Expires Mar 12, 2010
Reservation required: Subject to availability. Valid 12/6/09 - 3/12/10. Not valid 12/11-12/12/09, 12/31/09 or 2/24/10 - 2/26/10. 15% tax not included.

Highlights:
- Modern amenities with 1920s aesthetics
- Junior-Olympic size pool
- High speed internet, 37-inch HD televisions in each room
- Stunning city and lake views

1,499 bought

$30 for $60 Worth of Custom Handbags and More at 1154 Lill Studio

More Great Deals Nearby
- $26 for a Topcoat-Level Manicure and Pedicure at Sugarcoated Nail Boutique ($57 Value)
- $49 for Two Months of Unlimited Yoga Classes at Bikram Yoga St. Charles ($249 Value)

Buy it for a friend!

This deal ended at:
11:59PM
11/29/2009

Tipped at 9:26AM with 50 bought

Failte Ireland
National Tourism Development Authority

Building an Effective Digital Marketing Strategy
Subject: MegaDeals: EUR59 B&B in Galway / EUR30 Home Teeth Whitening!
Date: 28 August 2011 07:05:22 GMT+01:00
To: Jennifer Taaffe <jtaaffe@izest.ie>
Reply-To: curly@pigsback.com

The Mega Deal
from Pigsback.com

TODAY’S DEALS
€59 instead of €127 for 1 night B&B for 2 and a bottle of wine at the Maldron Hotel Galway!

€127  54% Off  €59

- Superior B&B for 2 in Galway City
- Complimentary bottle of wine
- Full access to leisure facilities: including 20m pool, gym, sauna, steam room, spa pool, solarium, health & beauty suite
- Range of dining options at Stír bar and restaurant

VIEW DEAL
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Living Social Escapes

Safari | File | Edit | View | History | Bookmarks | Window | Help

http://livingsocial.com/escapes

Affordable Weekend Getaways and Vacations – Livingsocial

south dublin

today’s deal

families

how it works

more cities

Living Social

Sunshine and Spa Luxury in Las Américas
Hotel La Siesta • Arona, Tenerife, Spain

Luxury Rushton Spa Retreat
Northamptonshire, United Kingdom

3-Night Regal Spa Experience
County Durham, United Kingdom
Living Social Escapes

Sunshine and Spa Luxury in Las Américas

- Six-Night Stay for Two in a Standard Double
- Full Board with Breakfast, Lunch, and Dinner (Drinks Not Included)

Original price: £1,166

£641

buy now!
Group Deals

• % saving

• Tgt number of new customers

• Up-selling opportunities

• Limit the number of deals sold

• Staff to handle the uplift

• Repeat business
Online Reviews
Online Reviews

- **69% of online shoppers** said they trusted the internet for advice, versus 43% for magazines and 35% for TV (Yahoo, May 2011)

- **78% of internet users** conduct product research before making a purchase (Pew Internet, May 2010)

- **83% of all holiday shoppers** are influenced by customer reviews. (ChannelAdvisor “Consumer Shopping Habits Survey”, August 2010)

- TripAdvisor reviews are **viewed 3 times more** often on partner websites than on TripAdvisor.com (Tnooz, June 2011)
Online Reviews

- OTA shoppers who visit hotel review pages in OTAs are twice as likely to convert. (Source: PhoCusWrigh)

- A negative review or comment on the Twitter, Facebook or Youtube Web sites can lose companies as many as 30 customers (Research: Convergys Corp)

- Expedia.com good reviews of 4.0-5.0 generate more than double the conversion of 1.0-2.9 reviews (Hotelmarketing.com)

- A 1 point increase in a review score = 9% inc in ave daily rate (HotelNewsNow.com)
Online Reviews

- Guest experience factors which include past experience, reputation, recommendations and online reviews are critical to selecting a hotel by:
  - 51% of hotel guests
  - And more important than location (48%)
  - And more important than price (42%)
Checking Your Rep Online

- Googling your property name
- Search ‘Business x Reviews’ to see what this throws up
- Check different country versions of Google
- Set up Google Alerts for your hotel & competitors
- Social Mention - finds and sorts data from a 100+ Social Media sites
- BlogPulse
- Board Reader
Trip Advisor

The Worlds largest Travel Site - 6.686 million visitors per day!

- What comments are being made about my business online?
- What learnings can I gain from this?
- Can this influence the packages that I sell online?
- What is happening with your competitors?
- How often are you going to review?
- Who is going to review each sites comments?
- How are you going to respond? (Positive v’s Negative)
Trip Advisor Exercise

• What is your current Trip Advisor ranking and what would you like it to be in the next 3 months?

• What strategies are you going to employ to make this happen?

• What factors currently impact your hotels Trip Advisor ranking?

• What practical steps can you take to improve your Trip Advisor ranking?
Summary
Courses Available

- Facebook for Business (Beginners & Advanced)
- Managing TripAdvisor and your Online Reputation
- Getting the Most out of Google Tools
- Finding and Converting your Website Visitors to Sales
- Create Engaging Content that Sells
- Using Email Marketing to Generate Business
- Managing the Relationship with OTAs
- Web Gain (website review and workshop)
- Gaining Business Online (3 day programme)
- Using Mobile Technology to grow Your Business
- Building and Effective Digital Marketing Strategy
- Social & Search Engine Optimisation (SEO)