



**Fáilte Ireland**

National Tourism Development Authority

# **BUILDING AN EFFECTIVE DIGITAL MARKETING STRATEGY**

**Version 2.1**

**20 August 2012**

## 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



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Building an Effective Digital Marketing Strategy

# **Glossary**

## Glossary

- Blogging/Micro blogging
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM) or PPC
- UGC
- Mobile Sits & Apps
- QR Codes
- 3<sup>rd</sup> 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



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Building an Effective Digital Marketing Strategy

**Part 1:**  
**Digital Marketing & Tourism**  
**Digital Strategy Ingredients**

# **The Digital World**

## Digital Marketing



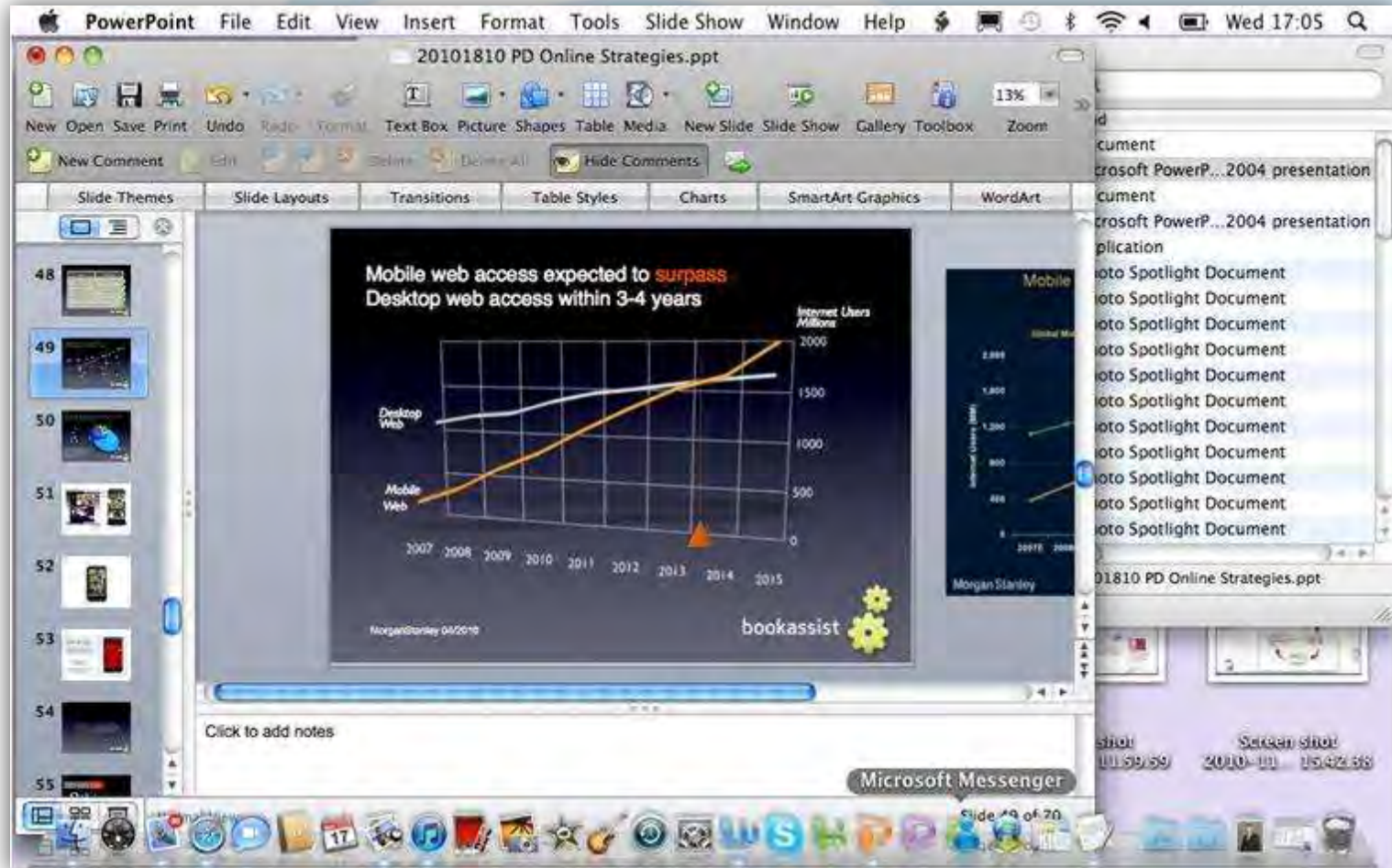
## Be Integrated!



## 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

## **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

All Hotels	2006	2007	2008	2009	2010
	%	%	%	%	%
Direct Enquiry	48.3	40.8	39.2	42.1	41.9
Travel Agent	6.7	6.9	6.7	4.0	4.1
Tour Operator/Conference & Incentive Agent	9.9	10.9	9.4	8.7	8.6
Hotel Representative	4.4	3.4	3.4	3.7	3.6
GDS	5.1	6.5	6.1	5.2	5.2
Internet	25.6	31.6	35.2	36.3	36.6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

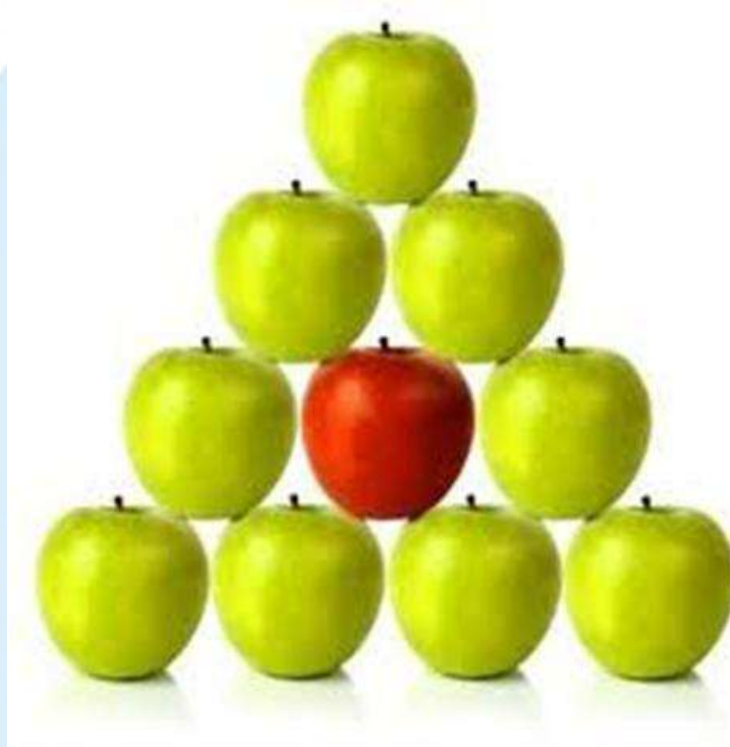


# Digital Strategy Ingredients

**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?

## **Your online USP's**

What are the top 3 benefits to buying online directly with your business?

## The key ingredients...



## Core & Support Channels

Website

Mobile site

Apps

Facebook

Twitter

LinkedIn

Email newsletter

SEO

PPC

Affiliate marketing

Banner advertising

Social Media advertising

Group deals

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!)



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**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**



## Obermatten



The screenshot shows a Safari browser window displaying a YouTube video. The video player is the central focus, showing the text "Obermatten. A little village goes global." in a red serif font. Below the video player, there are interaction buttons for "Like", "Add to", "Share", and "Print", along with a view count of "34,334" and a "dl" icon. The video was uploaded by "JvMLimmat" on "Nov 10, 2011".

The browser's address bar shows the URL "http://www.youtube.com/watch?v=e91c0mWP960" and the search bar contains "Obermatten". The browser's tab bar shows several open tabs, including "Cornell stud...avel Weekly", "Hotels strug...avel Weekly", "How The Wor...e Online", "Hotel Online... | ReviewPro", "Popular", "News (367)", and "Apple".

On the right side of the video player, there is a list of recommended videos:

- Best VW-Commercial ever** by abx4121, 7,537,503 views, 0:30
- Eröffnung Facebook Webseite Obermatten** by obermattenGR, 8,004 views, 1:16
- Your A Faggot Harry "Explicit Version"** by TheUnlashedCast, 39,503 views, 0:36
- Jung von Matt/Limmat: Pro Infirmis Avvicinatevi** by JvMLimmat, 7,890 views, 1:29
- Jung von Matt/Limmat: Migros Chocolate** by JvMLimmat, 4,524 views, 1:01
- Jung von Matt/Limmat: Pro Infirmis Kommen** by JvMLimmat

<http://www.youtube.com/watch?v=e91c0mWP960>

# Ireland for Sale

**Safari** File Edit View History Bookmarks Window Help Tue 9:14

Daft+Ireland+for+sale.jpg 600x504 pixels

[http://4.bp.blogspot.com/\\_XcLJqZsrnJA/TOaBJHd\\_s7I/AAAAAAAAADG8/ruDhXFguf4c/s1600/Da...](http://4.bp.blogspot.com/_XcLJqZsrnJA/TOaBJHd_s7I/AAAAAAAAADG8/ruDhXFguf4c/s1600/Da...)

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Daft+Ireland+for+sale.jpg 600x5...

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217,258 properties online (X 115) (06 1602) Home


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Island for sale  
Floor Area: 74,000 km<sup>2</sup>  
Unit Price: €121262121.56 per sq. km

Contact Name: Brian Cowen  
Phone: 01-26787655  
Phone Between Hours: 9:30-5pm

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Neighbours are curts but can be quiet helpful. Generally a nice area  
Also comes with a variety of weather, nationalities and political opinions.

## Sarkozy Letters

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



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BBC NEWS | Europe | Spoof diplomatic dispute a 'tall tale'

World Soccer > INSIDE SOCCER

Q&A with Ireland coach Trapattoni

By Kevin Palmer, Special to SI.com, World Soccer

World Soccer's Kevin Palmer recently caught up with Republic of Ireland coach Giovanni Trapattoni, who has the Irish within one game of reaching their first World Cup since 2002. Down 1-0, Ireland visits France on Wednesday in the second leg of their playoff for a European berth at South Africa 2010.

World Soccer: What have you done to get Ireland back on track?

Trapattoni: I have helped the players to believe again. They did not believe they could win as an Irish team, but this attitude is changing. I know that once we got the players to believe in themselves, and in us...

BBC NEWS

ONE-MINUTE WORLD NEWS

Spoof diplomatic dispute a 'tall tale'

By Bryce McDaniel, BBC News

A series of spoof letters between the French and Irish governments have been posted online leading to fears of a "diplomatic dispute" between the nations.

The two countries played each other in a vital first-leg World Cup qualifying match in Dublin on Saturday.

France won the match 1-0.

The tall tale, which is posted on the Irish Soccer Insider blog, centres around a request from a French diplomat asking the fictitious Irish President Nicholas Sarkozy to provide a vip box at Croke Park for

Replying to the request, 'Irish diplomat' Bill O'Leary corresponds to his French counterpart at the "Consulate General de France" on the Rue de Blague (which roughly translates as Joke Road).

He informs him that the stadium offers a number of options and asks if they have any specific requirements - for example, size.

Thanking him for his prompt response, French official Jacques de Maignier writes again asking if the size of the box will 'have any bearing' on the president's enjoyment of the game.

SEE ALSO

- Divided soccer loyalties of Dublin's French 13 Nov 09 | Europe
- Ready to set sights on France upset 12 Nov 09 | International
- Can Ireland give France Les Bleus? 13 Nov 09 | Football
- Sarkozy height row grips France 08 Sep 09 | Europe

RELATED INTERNET LINKS

- Irish Soccer Insider

The BBC is not responsible for the contents of external

How smart are you?

How many triangles do you see?

a: 3 c: 5  
b: 4 d: 6

Telegraph.co.uk

Nicholas Sarkozy's height mocked in spoof posted online

Each France's World Cup play-off against Ireland 1 spoof diplomatic exchange causing hilarity

France news  
German news  
Italy news  
Spanish news  
Russian news  
European Union

INTERNATIONAL JOBS

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Site Credits Manager  
Midland, On Application

Display General Manager - Saudi  
Al Fhailah - Saudi Arabia, On Application

How smart are you?

wa

FAQ Search

Author

National/General Issues - French Irish fallout

Posted: Sun Nov 15, 2009 5:55 pm

byrdy

Posted: Sun Nov 15, 2009 6:40 am

Display posts from previous: All Posts | Oldest First | Newest First

Discussion

1 to 20 of 359 Messages

Time	Subject	Author	Votes
15:59	Re: oil	Preston1	1A
15:37	silver	Preston1	2A
15:22	Re: YH	Tradingcube	2A
15:04	Re: oil	Preston1	1A
14:58	Re: oil	Preston1	1A
14:49	Re: oil	Preston1	1A
14:32	Re: oil	Preston1	1A
14:29	oil	Preston1	1A
12:46	Faber Writes	Preston1	2A
12:11	Re Recovery a delusion, but it may last...	monkiki	1A
11:49	Re: Fade play orders	SAHD72	2A
11:44	Re: Fade play orders	Preston1	1A
11:24	Re: Fade play orders	SAHD72	1A

ships...

coursework.info

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Ford Focus 1.6i Zetec or Vauxhall Astra 1.6i SD

Is global warming theory or reality?

Potential genius??? or not??

## 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](http://guardian.co.uk)



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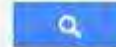
# **Part 2: Your Website, M-Commerce, SEO & PPC**

# SEO & PPC





hotels in Galway



Search

About 16,400,000 results (0.26 seconds)

Everything

Images

Videos

News

More

Dublin

Change location

The web

Pages from Ireland

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★★★★★ 7 Google reviews - €135▼

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[5 Star Hotels Ireland, Galway Hotels 5 Star, 5 Star Hotels In Galway ...](#)  
[www.thehotel.ie/](http://www.thehotel.ie/)  
5 Star Hotels Ireland - The 5 star **G Hotel in Galway** Official Website, one of Ireland's finest 5 Star **Hotels Galway** located in the heart of Galway City. View 5 Star ...

Searches related to hotels in galway

<a href="#">hotels in galway special offers</a>	<a href="#">hotels in galway eyre square</a>
<a href="#">hotels in galway with swimming pools</a>	<a href="#">clayton hotel galway</a>
<a href="#">jurys hotel in galway</a>	<a href="#">hotels in galway city</a>
<a href="#">hotels in salthill galway</a>	<a href="#">g hotel galway</a>

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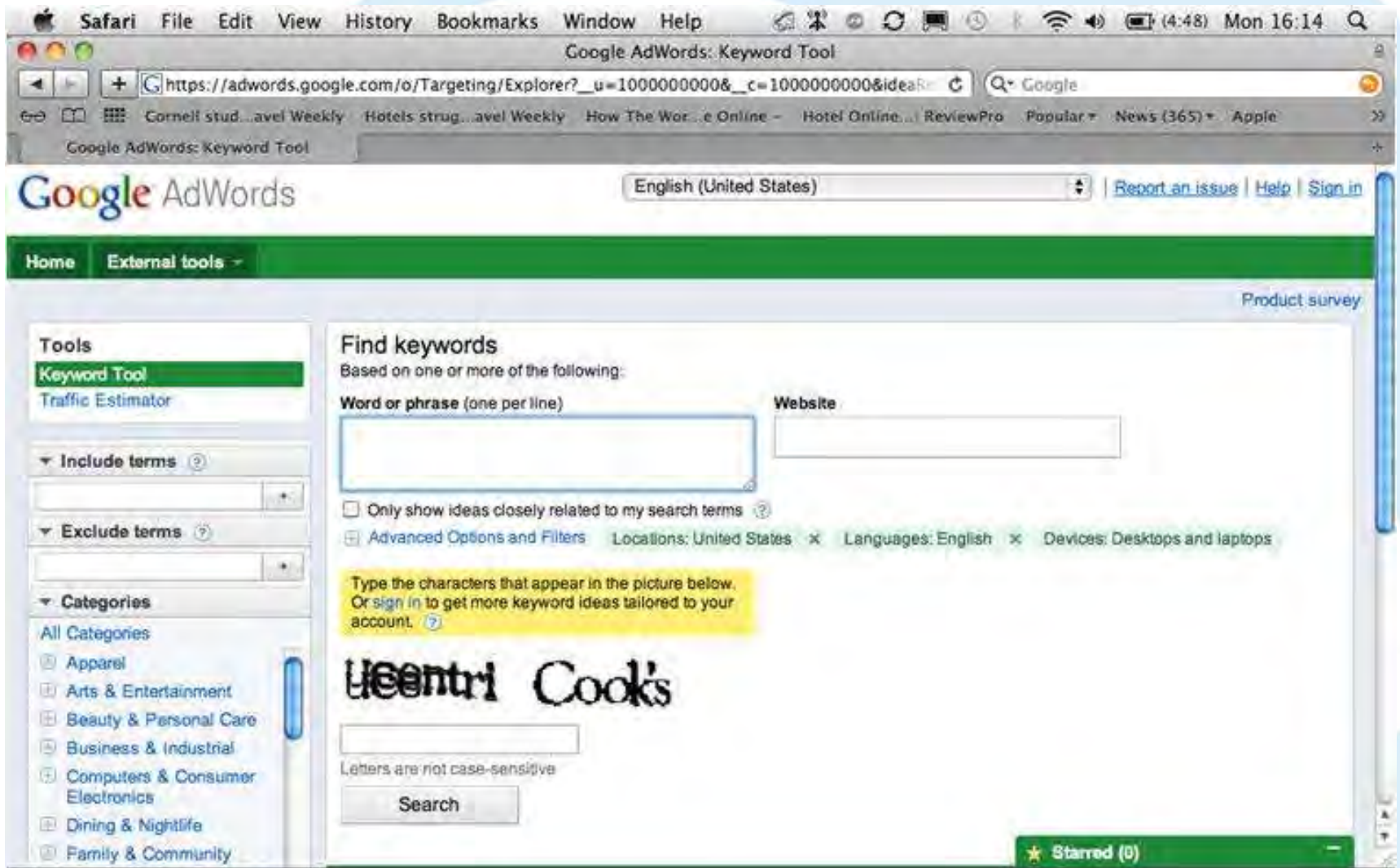
1 2 3 4 5 6 7 8 9 10

Advanced search Search Help Give us feedback Go to Google.com

## **Exercise - SEO**

What search terms, do you think, are most important to your business?

## SEO - Google Keyword Tool



The screenshot shows the Google AdWords Keyword Tool interface. The browser window title is "Google AdWords: Keyword Tool". The address bar shows the URL: [https://adwords.google.com/o/Targeting/Explorer?\\_u=10000000000&\\_c=10000000000&ideaRe](https://adwords.google.com/o/Targeting/Explorer?_u=10000000000&_c=10000000000&ideaRe). The page header includes the Google AdWords logo, a language dropdown set to "English (United States)", and links for "Report an issue", "Help", and "Sign in".

The main content area is titled "Find keywords" and includes the following elements:

- Tools sidebar:** Lists "Keyword Tool" (selected), "Traffic Estimator", "Include terms", "Exclude terms", and "Categories" (with sub-categories like Apparel, Arts & Entertainment, etc.).
- Find keywords section:** Contains a "Word or phrase (one per line)" input field, a "Website" input field, and a checkbox for "Only show ideas closely related to my search terms".
- Advanced Options and Filters:** Shows "Locations: United States", "Languages: English", and "Devices: Desktops and laptops".
- Image CAPTCHA:** A yellow box with the text "Type the characters that appear in the picture below. Or sign in to get more keyword ideas tailored to your account." Below this is an image of the text "Heentri Cook's" with a small input field for the CAPTCHA.
- Search button:** A "Search" button is located below the CAPTCHA input field.
- Footer:** A green bar at the bottom right contains a star icon and the text "Starred (0)".

## 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



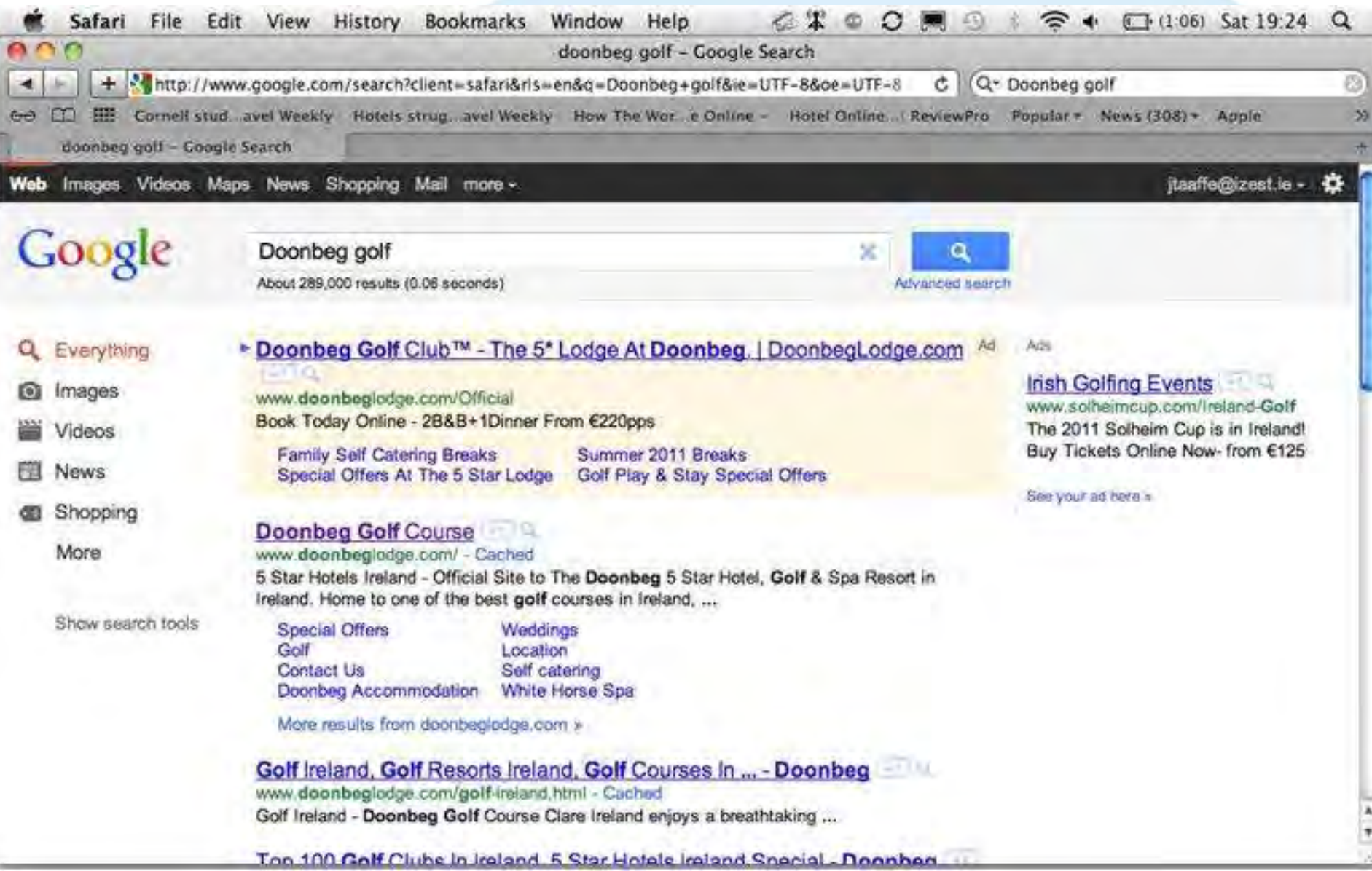
## Exercise

### **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)**



The screenshot shows a Safari browser window with the following elements:

- Browser Menu:** Safari, File, Edit, View, History, Bookmarks, Window, Help.
- Address Bar:** <http://www.google.com/search?client=safari&rls=en&q=Doonbeg+golf&ie=UTF-8&oe=UTF-8>
- Search Bar:** Doonbeg golf
- Navigation:** Web, Images, Videos, Maps, News, Shopping, Mail, more -
- Google Search Results:**
  - Search Query:** Doonbeg golf (About 289,000 results (0.08 seconds))
  - Left Sidebar:** Everything, Images, Videos, News, Shopping, More, Show search tools
  - Search Results:**
    - Doonbeg Golf Club™ - The 5\* Lodge At Doonbeg. | DoonbegLodge.com** (Ad)
      - www.doonbeglodge.com/Official
      - Book Today Online - 2B&B+1Dinner From €220pps
      - Family Self Catering Breaks | Summer 2011 Breaks
      - Special Offers At The 5 Star Lodge | Golf Play & Stay Special Offers
    - Doonbeg Golf Course**
      - www.doonbeglodge.com/ - Cached
      - 5 Star Hotels Ireland - Official Site to The Doonbeg 5 Star Hotel, Golf & Spa Resort in Ireland. Home to one of the best golf courses in Ireland, ...
      - Special Offers | Weddings | Golf | Location | Contact Us | Self catering | Doonbeg Accommodation | White Horse Spa
      - More results from doonbeglodge.com >
    - Golf Ireland, Golf Resorts Ireland, Golf Courses In ... - Doonbeg**
      - www.doonbeglodge.com/golf-ireland.html - Cached
      - Golf Ireland - Doonbeg Golf Course Clare Ireland enjoys a breathtaking ...
    - Top 100 Golf Clubs In Ireland, 5 Star Hotels Ireland, Special - Doonbeg**
  - Right Sidebar (Ads):** Irish Golfing Events (www.solheimcup.com/Ireland-Golf) - The 2011 Solheim Cup is in Ireland! Buy Tickets Online Now- from €125. See your ad here >



Safari File Edit View History Bookmarks Window Help (1:04) Sat 19:21

5 Star Hotels Ireland, 5 Star Hotels In Ireland, Hotels In Clare – The Lodge at Doonbeg Golf Club Ireland

http://www.doonbeglodge.com/ golf hotels in Florida

Special Offer: Summer Offers 5 Star Hotels Ireland, 5 Star Hotel...

HOME ACCOMMODATION SELF-CATERING GOLF DINING SPA OUT & ABOUT WEDDINGS EVENTS MEMBERSHIP REAL ESTATE LOCATION OFFERS

**The LODGE**  
DOONBEG GOLF CLUB  
County Clare, Ireland

Online Reservations Best Rates Guaranteed >  
Arrive: 6 Aug-2011 Nights: 1 **BOOK NOW**

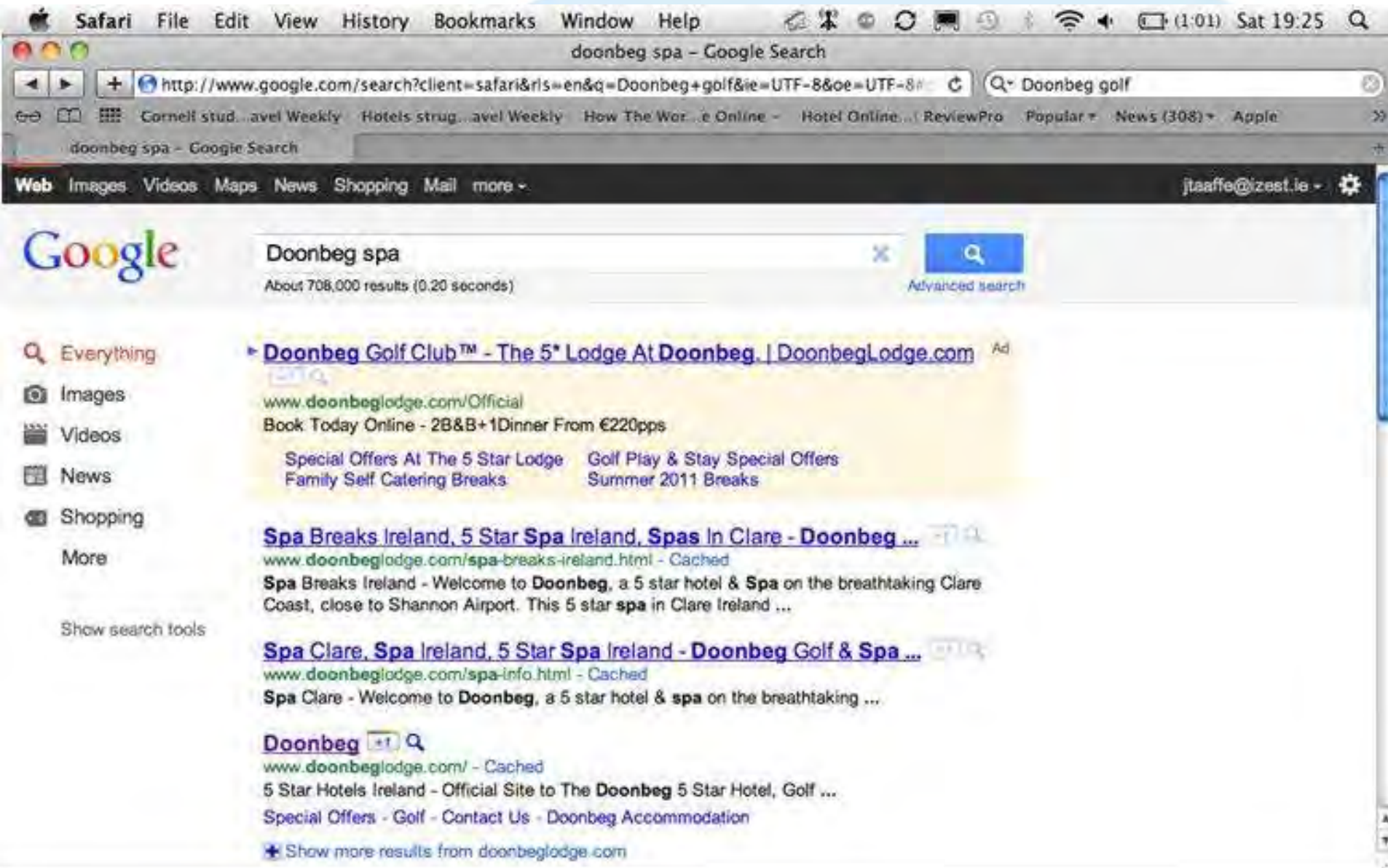
Read More

1 Night B&B and a Round of Golf from €170 per adult **BOOK NOW**

Gift Vouchers The Perfect Gift **BUY NOW**

Special Offers Relax in Luxury **BOOK NOW**

The Lodge at Doonbeg, Doonbeg, Co. Clare, Ireland | T: 353-65-90-55690 | E: info@doonbeglodge.com | Contact | Newsroom | Links | Sitemap | An Avvio / Vilasi Solution



The screenshot shows a Safari browser window with the following elements:

- Browser Title Bar:** Safari File Edit View History Bookmarks Window Help
- Address Bar:** doonbeg spa - Google Search
- Search Bar:** Doonbeg golf
- Navigation Bar:** Web Images Videos Maps News Shopping Mail more -
- Google Search Results:**
  - Search Query:** Doonbeg spa (About 708,000 results (0.20 seconds))
  - Results:**
    - Doonbeg Golf Club™ - The 5\* Lodge At Doonbeg. | DoonbegLodge.com** (Ad)
      - URL: [www.doonbeglodge.com/Official](http://www.doonbeglodge.com/Official)
      - Text: Book Today Online - 2B&B+1Dinner From €220pps
      - Special Offers At The 5 Star Lodge | Golf Play & Stay Special Offers
      - Family Self Catering Breaks | Summer 2011 Breaks
    - Spa Breaks Ireland, 5 Star Spa Ireland, Spas In Clare - Doonbeg ...**
      - URL: [www.doonbeglodge.com/spa-breaks-ireland.html](http://www.doonbeglodge.com/spa-breaks-ireland.html) - Cached
      - Text: Spa Breaks Ireland - Welcome to Doonbeg, a 5 star hotel & Spa on the breathtaking Clare Coast, close to Shannon Airport. This 5 star spa in Clare Ireland ...
    - Spa Clare, Spa Ireland, 5 Star Spa Ireland - Doonbeg Golf & Spa ...**
      - URL: [www.doonbeglodge.com/spa-info.html](http://www.doonbeglodge.com/spa-info.html) - Cached
      - Text: Spa Clare - Welcome to Doonbeg, a 5 star hotel & spa on the breathtaking ...
    - Doonbeg**
      - URL: [www.doonbeglodge.com/](http://www.doonbeglodge.com/) - Cached
      - Text: 5 Star Hotels Ireland - Official Site to The Doonbeg 5 Star Hotel, Golf ...
      - Text: Special Offers - Golf - Contact Us - Doonbeg Accommodation
      - Text: Show more results from doonbeglodge.com



Safari File Edit View History Bookmarks Window Help (1:09) Sat 19:25

5 Star Hotels Ireland, 5 Star Hotels In Ireland, Hotels In Clare - The Lodge at Doonbeg Golf Club Ireland

http://www.doonbeglodge.com/ Doonbeg golf

HOME ACCOMMODATION SELF CATERING GOLF DINING SPA OUT & ABOUT WEDDINGS EVENTS MEMBERSHIP REAL ESTATE LOCATION OFFERS

**The LODGE**  
DOONBEG GOLF CLUB  
County Clare, Ireland

Online Reservations Best Rates Guaranteed >

Arrive: 6 Aug-2011 Nights: 1 **BOOK NOW**

Read More

Relax, Recharge... and Reconnect from €160 ppp **BOOK NOW**

Time to yourself Unparalleled Luxury from €325 ppp **BOOK NOW**

Special Offers Relax in Luxury **BOOK NOW**

The Lodge at Doonbeg, Doonbeg, Co. Clare, Ireland | T: 353 65 90 55600 | E: info@doonbeglodge.com | Contact | Newsroom | Links | Sitemap | An Avvio / Vilasi Solution



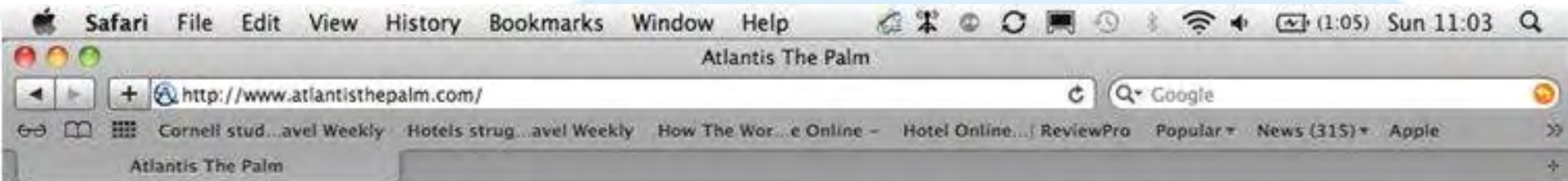
# Website Homepages

## 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.



ATLANTIS





The screenshot shows a Safari browser window displaying the website for St. Michael's Hotel and Spa in Falmouth, Cornwall. The browser's address bar shows the URL <http://www.stmichaelshotel.co.uk/>. The website's navigation menu includes links for Home, Hotel, Flying Fish Restaurant, St. Michael's Spa, Meetings & Conferences, Weddings & Occasions, Out 'n' About, News & Coming Up, Special Breaks / Offers, and Contact/Find Us. The main content area features a large image of three stacked stones on a beach. To the right, there is a promotional banner for "Spring Breaks Gift Vouchers" with a "HOTEL OF THE YEAR" badge. At the bottom, the text reads "St. Michael's Hotel and Spa in Falmouth, Cornwall".

Apple Safari File Edit View History Bookmarks Window Help (1:39) Sat 18:50

Cornwall Hotels in Falmouth - St Michael's Hotel and Spa

<http://www.stmichaelshotel.co.uk/> Reader Cornwall hotels

Cornell stud...avel Weekly Hotels strug...avel Weekly How The Wor...e Online - Hotel Online... ReviewPro Popular News (305) Apple

Cornwall Hotels in Falmouth - St

Home Hotel Flying Fish Restaurant St. Michael's Spa Meetings & Conferences Weddings & Occasions Out 'n' About News & Coming Up Special Breaks / Offers Contact/Find Us

**Spring Breaks**  
**Gift Vouchers**

Book Online  
01326 312707  
Call me back

**St. Michael's Hotel and Spa in Falmouth,**  
Cornwall



Safari File Edit View History Bookmarks Window Help

Las Vegas Hotels - Wynn Las Vegas and Encore - Homepage

http://www.wynnlasvegas.com/ The wynn

Las Vegas Hotels - Wynn Las Vegas...

WYNN | ENCORE

ROOM RESERVATIONS DINING RESERVATIONS SHOW TICKETS

GUESTBOOK  
VIDEO GALLERY  
RED CARD  
ABOUT US  
HOME

AUDIO: OFF

SHOWS ROOMS & SUITES PACKAGES DINING NIGHTLIFE MEETINGS CASINO

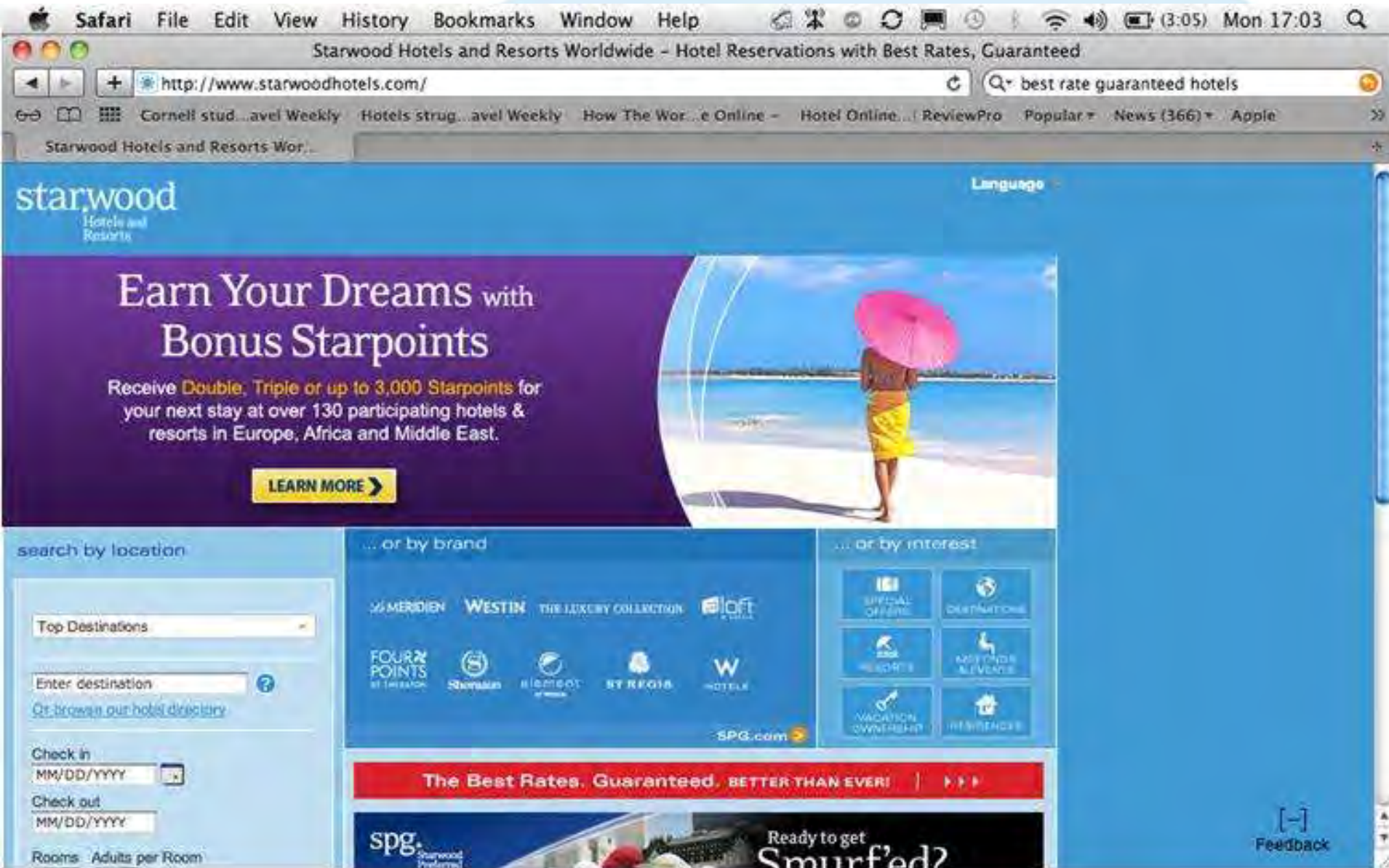
Wynn and Encore hold more Forbes Five Star awards  
than any other casino resort in the world.

Forbes 2011

Forbes 2011

Forbes 2011

Forbes 2011



**Starwood Hotels and Resorts Worldwide - Hotel Reservations with Best Rates, Guaranteed**

http://www.starwoodhotels.com/ best rate guaranteed hotels

starwood Hotels and Resorts Language

## Earn Your Dreams with Bonus Starpoints

Receive **Double, Triple or up to 3,000 Starpoints** for your next stay at over 130 participating hotels & resorts in Europe, Africa and Middle East.

[LEARN MORE](#)

search by location

Top Destinations

Enter destination ?  
[Or, browse our hotel directory](#)

Check in MM/DD/YYYY

Check out MM/DD/YYYY

Rooms Adults per Room

... or by brand

MERIDIEN WESTIN THE LUXURY COLLECTION loft

FOUR POINTS BY SHANGHAI Sheraton RIMBOUTO BY REGIS HOTELS

SPG.com

... or by interest

SPECIAL OFFERS DESTINATIONS

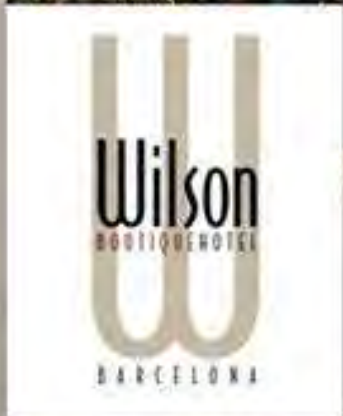
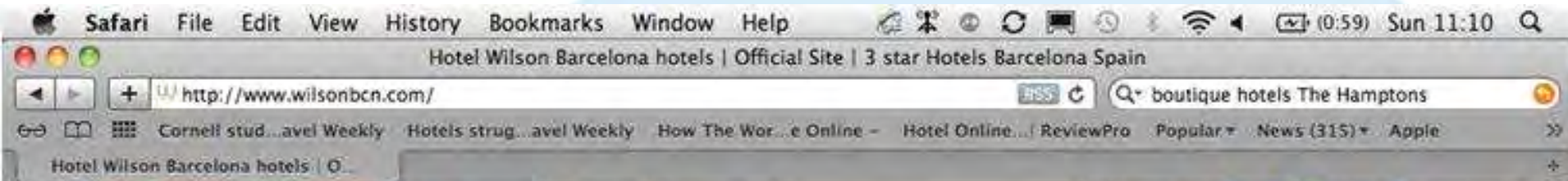
RESORTS AND OTHER EVENTS

VACATION OWNERSHIP RESIDENCES

The Best Rates. Guaranteed. BETTER THAN EVER!

spg. Ready to get Smurfed?

Feedback



Choose Language:

English  
Español  
Français  
Deutsch

[LOCATION](#) [ROOMS](#) [REVIEWS](#) [PHOTO GALLERY](#) | [SPECIAL OFFERS](#) [RATES AND RESERVATIONS](#)

In one of Barcelona's most important commercial districts, the **Wilson Boutique Hotel** is

[Online bookings](#)



## **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?

# M-Commerce

## 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



The screenshot shows the Tnooz website interface. At the top, there is a green banner with the text "Market your property for free at the push of a button - and upload images" and the TripAdvisor logo. Below this is a red navigation bar with links for Home, News, Events, Advertise, Nodes, About, and Blog. The main content area features a news article titled "Research shows massive surge in iPad travel browsing" dated February 7, 2012, by Linda Fox. The article text states: "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." Below the text is an image of three mobile devices (two tablets and one smartphone) displaying a clock and travel-related icons. To the right of the article is a sidebar with social media icons (Twitter, RSS, Facebook, YouTube, LinkedIn) and a "Subscribe to our daily email" button. Below the social media icons is a Skyfall advertisement with the text "Enabling us to find the perfect job for you" and a "Register Here" button. At the bottom of the sidebar is a Facebook widget for Tnooz, showing "2,742 people like Tnooz".

## **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



<http://www.visitglendale.mobi>

### Crossings Grill & Pub



<http://www.crossingsgrill.mobi>

## Mobile Sites



## Mobile Sites



## Mobile Sites

Total Visits	Main Site		Mobile	
19118	17822	93.2%	1296	6.8%
14728	14051	95.4%	677	4.6%
12017	11365	94.6%	652	5.4%
7425	7086	95.4%	339	4.6%
4888	4607	94.3%	281	5.7%
Average Percentage of Visits via mobile				5.4%

*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)*



**Fáilte Ireland**

National Tourism Development Authority

Building an Effective Digital Marketing Strategy

**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





## Video



## 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**

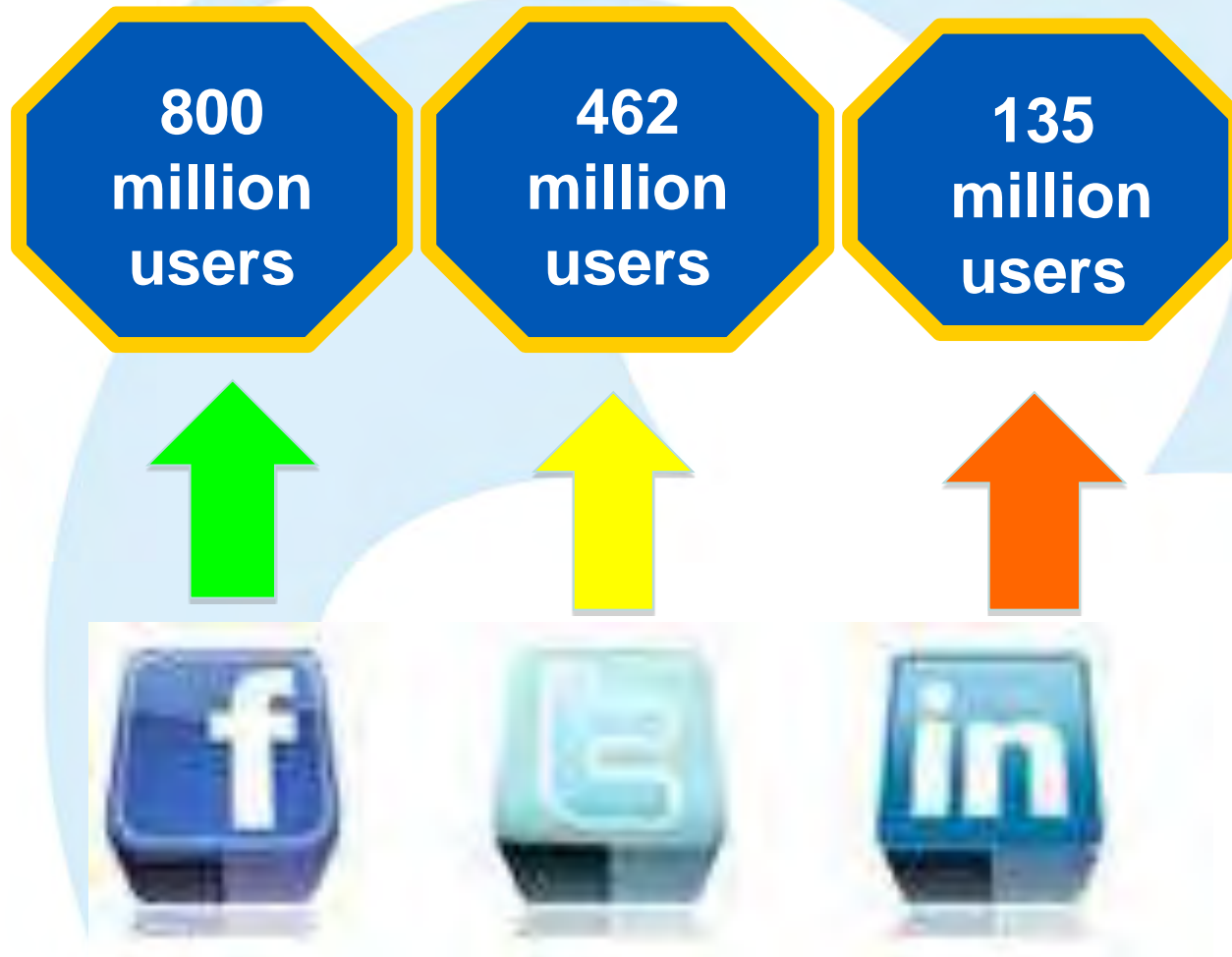
to ensure you keep on track!

## Key Questions to Ask

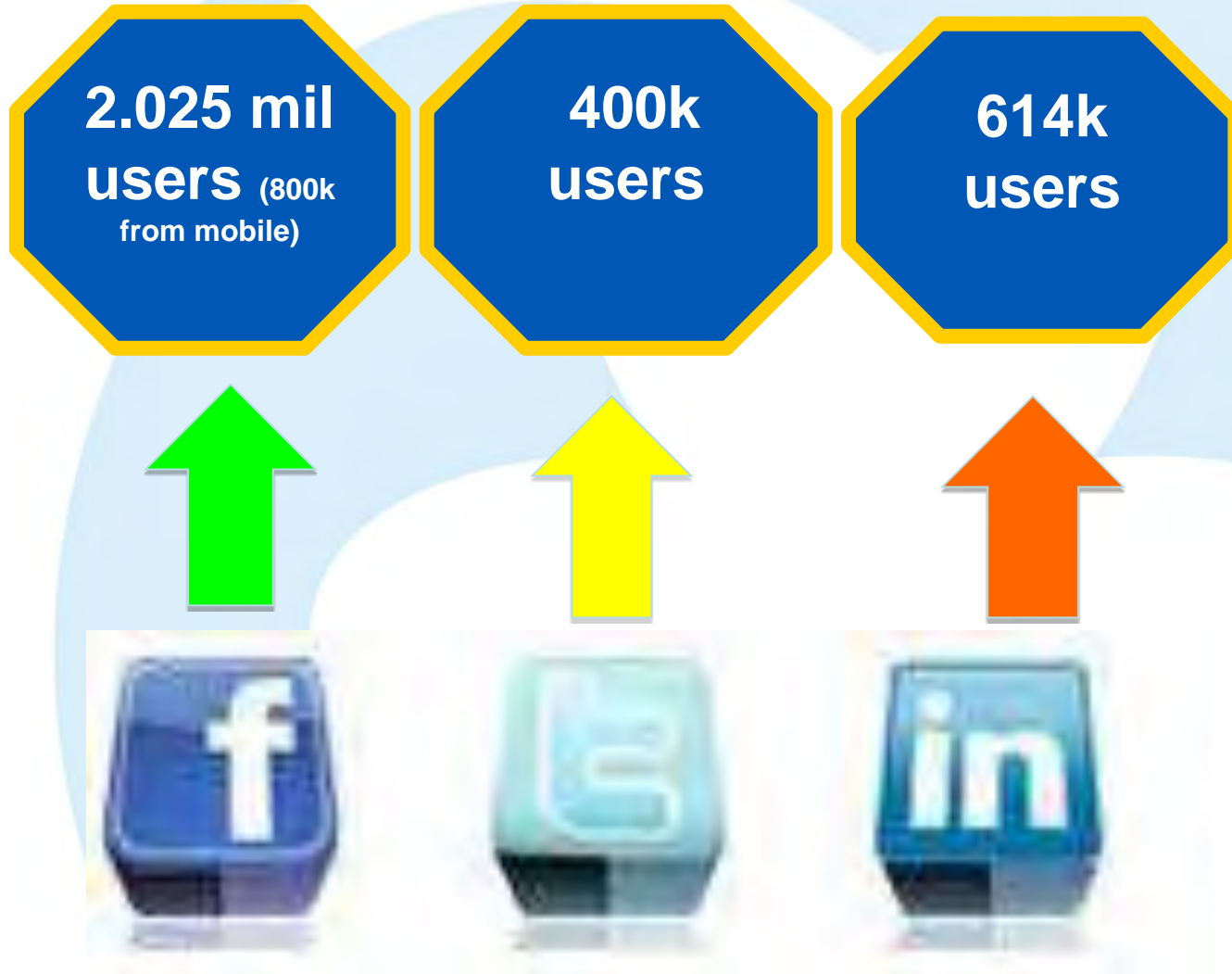
- What are you trying to achieve?
- What do you want to say?
- Who do you want to say it to?
- Who is going to say it?
- Who is leading the strategy/plan?
- How often will you review your plan?



## Global Users



## Irish Users







**Fáilte Ireland**

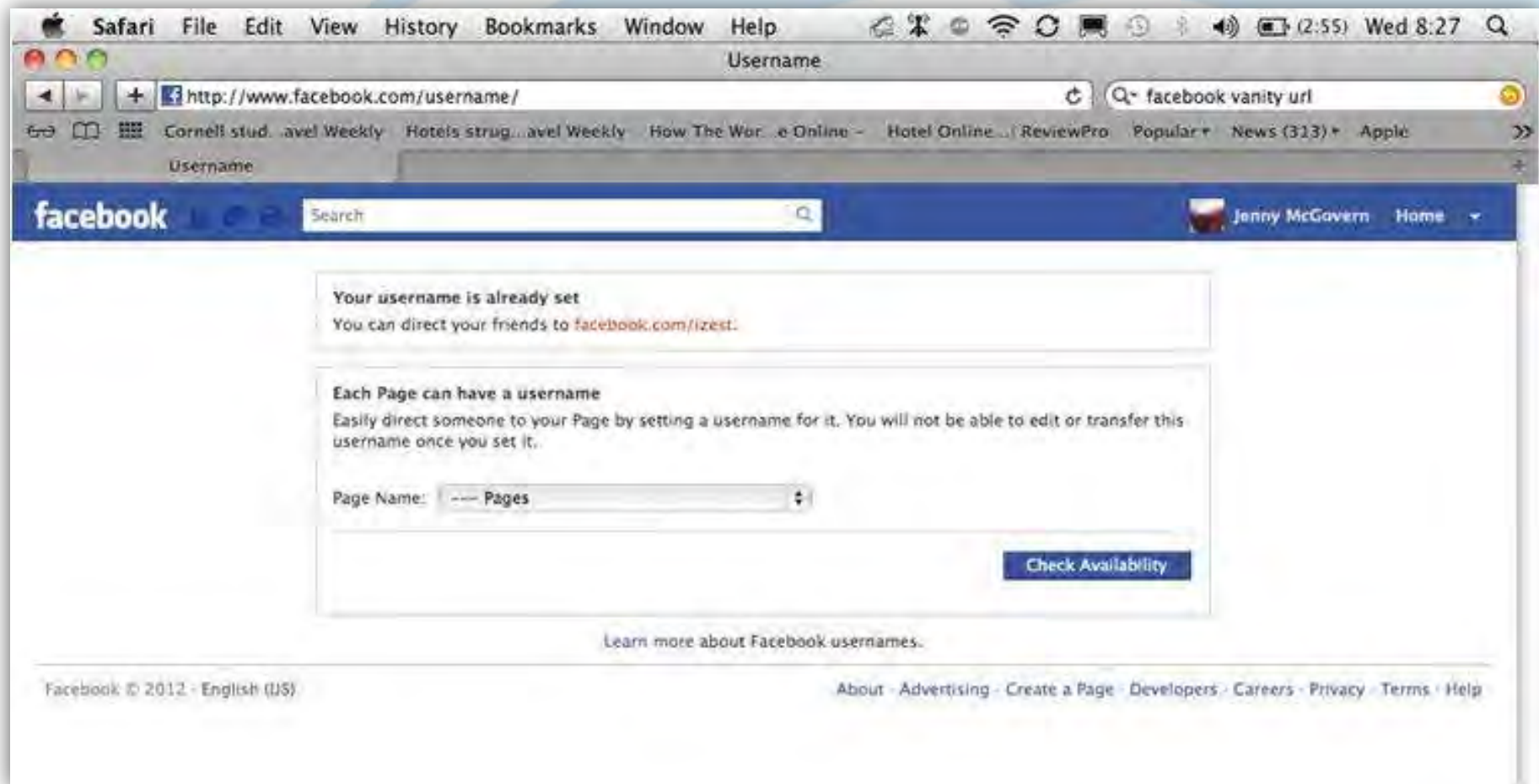
National Tourism Development Authority



## 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 quantity**
- **If selling only focus on 'exclusive' FB only offers**

## Vanity URL



Safari File Edit View History Bookmarks Window Help (2:55) Wed 8:27

Username

http://www.facebook.com/username/ facebook vanity url

Search Jenny McGovern Home

Your username is already set  
You can direct your friends to [facebook.com/izest](https://www.facebook.com/izest).

Each Page can have a username  
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name: --- Pages

Check Availability

Learn more about Facebook usernames.

Facebook © 2012 - English (US) About - Advertising - Create a Page - Developers - Careers - Privacy - Terms - Help

Safari File Edit View History Bookmarks Window Help (5:04) Wed 13:44

El Digital Marketingo Course Duhlin Feb 2012.nnt  
Social Media Revolution 2012 [Socialnomics 3].mp4 - YouTube

(1) clarion hotel - Facebook Search

http://www.facebook.com/search/results.php?q=clarion%20hotel&type=places&init=quick&tas=0 Google

Cornell stud...avel Weekly Hotels strug...avel Weekly How The Wor...e Online - Hotel Online... ReviewPro Popular News (318) Apple






(1) clarion hotel - Facebook Search

**facebook** clarion hotel Jenny McGovern Home

**SEARCH FILTERS**


- All Results
- People
- Pages
- Places**
- Groups
- Apps
- Events
- Web Results
- Posts by Friends
- Public Posts
- Posts in Groups

**Places**

-  **Clarion Hotel**  
Liffey Valley - Dublin, Ireland - Dublin 22  
Local Business  
1,248 were here - 160 likes [Like](#)
-  **Clarion Hotel**  
Lapps Quay - Cork  
Hotel  
9,231 were here - 139 likes [Like](#)
-  **Clarion Hotel**  
1255 S Shiloh Dr - Fayetteville, Arkansas - 72701-7800  
Inn  
338 were here - 8 likes [Like](#)
-  **Hotel Clarion**  
Tegucigalpa, Honduras  
Hotel  
11,748 were here - 396 likes [Like](#)
-  **Hotel Clarion**  
Santo Domingo, Dominican Republic  
Hotel  
3,928 were here - 36 likes [Like](#)


**Sponsored** Create an Ad

**Facebook Marketing UK**

 LIKE the official Facebook Marketing UK Page today for product information and tips to success on Facebook!

[Like](#) - Linda O'Connor likes this.

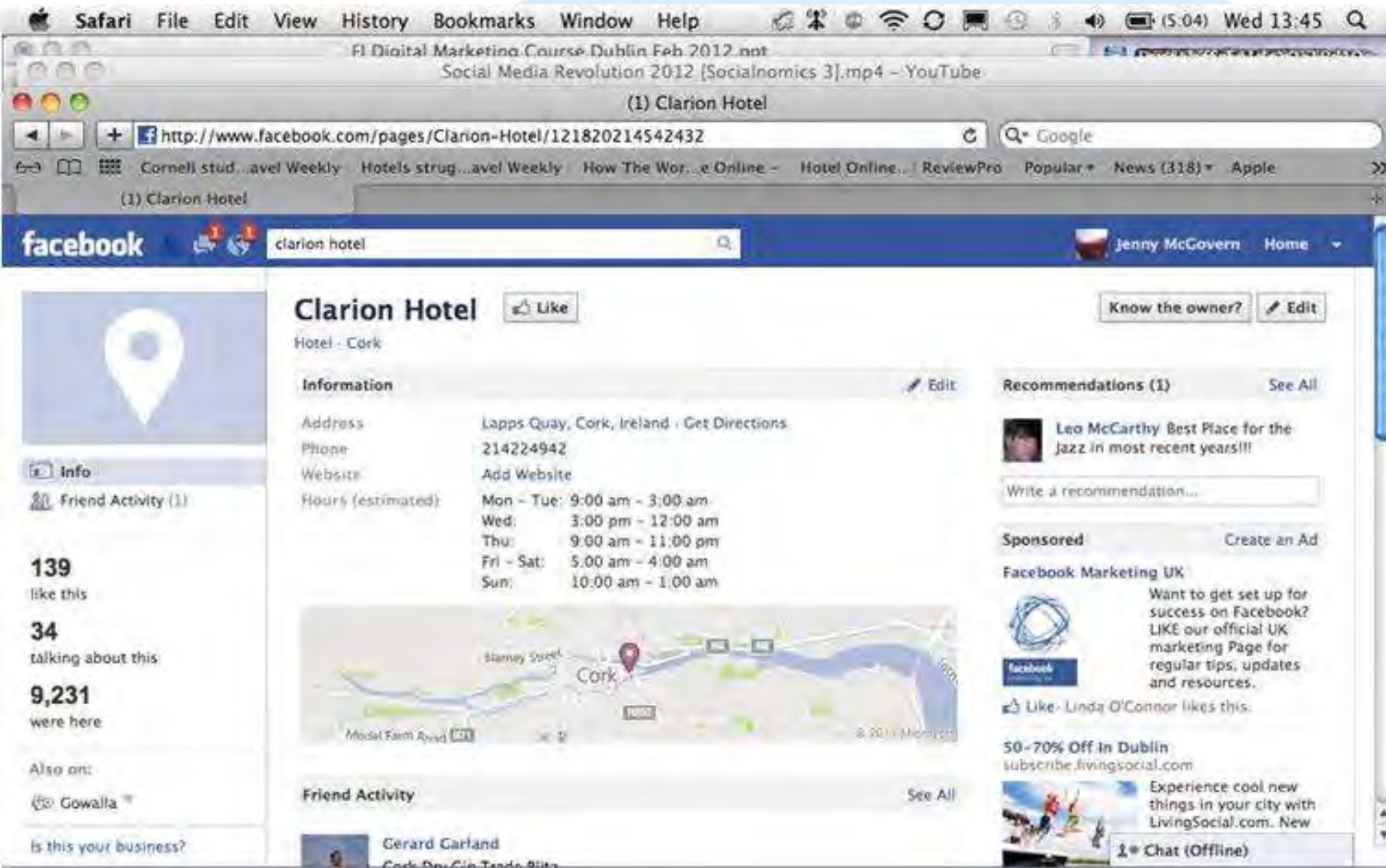
**Auris Hybrid. Win €3,000.**

 Enter our competition to win cash every day. Plus a €3,000 grand prize! Auris Hybrid. When you drive it, you'll understand.

Joy Coffey likes Toyota Ireland.

**Shopify**  
SAM BAT and Happy Goat Coffee Co. share why they love Shopify

[Chat \(Offline\)](#)



Safari File Edit View History Bookmarks Window Help (5:04) Wed 13:45

FI Digital Marketing Course Dublin Feb 2012.nnt  
Social Media Revolution 2012 [Socialnomics 3].mp4 - YouTube

(1) Clarion Hotel

http://www.facebook.com/pages/Clarion-Hotel/121820214542432

facebook clarion hotel Jenny McGovern Home

## Clarion Hotel

Hotel · Cork

Like Know the owner? Edit

**Information** Edit

Address Lapps Quay, Cork, Ireland · Get Directions  
 Phone 214224942  
 Website Add Website  
 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

Map showing location in Cork, Ireland near Lapps Quay.

**Friend Activity** See All

Gerard Garland  
Cork One-Click Trade Bits

**Recommendations (1)** See All

Leo McCarthy Best Place for the Jazz in most recent years!!!

Write a recommendation...

**Sponsored** Create an Ad

**Facebook Marketing UK**  
Want to get set up for success on Facebook? LIKE our official UK marketing Page for regular tips, updates and resources.

Like · Linda O'Connor likes this.

**50-70% Off in Dublin**  
subscribe.livingsocial.com

Experience cool new things in your city with LivingSocial.com. New

Chat (Offline)



**Safari** File Edit View History Bookmarks Window Help (4:31) Wed 13:45

FI Digital Marketing Course Dublin Feb 2012.nnt  
Social Media Revolution 2012 [Socialnomics 3].mp4 - YouTube

(1) Clarion Hotel

http://www.facebook.com/pages/Clarion-Hotel/121820214542432

facebook clarion hotel Jenny McGovern Home

talking about this **9,231** were here

Also on: Cowalla

Is this your business? Do you know the owner? Create a Page Add to My Page's Favorites Report Page Share

**Friend Activity** See All

**Gerard Garland**  
Cork Dry Gin Trade Blitz  
Like · Comment · May 19, 2011 at 12:50pm in Cork, Ireland ·

2 people like this.

**Conor Begley** Ger I want your "job"  
May 19, 2011 at 7:22pm · Like

**Anne Garland** mmmmmmmmmmm  
May 19, 2011 at 9:22pm · Like

Write a comment...

**Nearby Places** Create a Page · See All

**Havana Browns**  
Hanover Street · Cork

marketing Page for regular tips, updates and resources.  
Like · Linda O'Connor likes this.

**50-70% Off in Dublin**  
subscribe.livingsocial.com  
Experience cool new things in your city with LivingSocial.com. New deals every day.

**Great Ireland Run**  
The SPAR Great Ireland Run 10k is back! Sunday April 15 in the Phoenix Park, Dublin. Be part of it at greatirelandrun.org  
Like · Aisling Wynne likes this.

**DealRush Dublin**  
Only \$9 euro for a Luxury Spa Package at the 4 Star Castleknock Hotel. Includes Lunch, Prosecco and Treatments!

Donal Taaffe | **2** Chat (Offline)

Safari File Edit View History Bookmarks Window Help (4:31) Wed 13:45

FI Digital Marketing Course Dublin Feb 2012.npt  
Social Media Revolution 2012 [Socialnomics 3].mp4 - YouTube

(1) Clarion Hotel

http://www.facebook.com/pages/Clarion-Hotel/121820214542432 Google

Cornell stud...avel Weekly Hotels strug...avel Weekly How The Wor...e Online - Hotel Online... ReviewPro Popular \* News (318) \* Apple

(1) Clarion Hotel

facebook clarion hotel Jenny McGovern Home

talking about this  
**9,231**  
were here

Also on:  
Cowalla

Is this your business?  
Do you know the owner?  
Create a Page  
Add to My Page's Favorites  
Report Page  
Share

Blarney Street  
Cork

**Is this your business?**

**Claim Your Business**

- You can make changes to the information in this Places Listing by turning it into a Facebook Page for your business. A Facebook Page gives you one central place to manage your business, likes, and interactions.
- If your business already has a Facebook Page, you can combine it with this listing in the next step. People who are already connected to your Places Listing will be included with the people who are connected to your Facebook Page so you will not lose any of your existing connections.

I certify that I am an official representative of Clarion Hotel.

**Proceed with Verification** Cancel

marketing Page for regular tips, updates and resources.  
Like - Linda O'Connor likes this.  
-70% Off in Dublin  
Experience cool new things in your city with LivingSocial.com. New deals every day.  
Great Ireland Run  
The SPAR Great Ireland Run 10k is back! Sunday April 15 in the Phoenix Park, Dublin. Be part of it at greatirelandrun.org  
Like - Aisling Wynne likes this.  
DealRush Dublin  
Only 59 euro for a Luxury Spa Package at the 4 Star Castleknock Hotel. Includes Lunch, Prosecco and Treatments!

Nearby Places Create a Page - See All

Havana Browns  
Hanover Street - Cork

Donal Taaffe | Chat (Offline)

## 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



The image shows a screenshot of the Liverpool FC Facebook page. The page header includes the Facebook logo, a search bar, and the page name "Liverpool FC" with a "Like" button. Below the name, it says "Professional sports team". The main content area features a large red promotional post. On the left side of the post is a photo of a player in a red jersey pointing upwards. On the right is the Liverpool FC crest with the motto "YOU'LL NEVER WALK ALONE" and "EST. 1892". Below the crest, the text reads "LIVERPOOL FC NEEDS YOU." and "CLICK THE Like BUTTON ABOVE AND HELP MAKE LFC THE BIGGEST FOOTBALL CLUB ON FACEBOOK." The left sidebar of the Facebook page is visible, showing navigation options like Wall, Info, Friend Activity, Welcome, Shopping, Photos, Twitter, Videos, Reviews, and Events. It also displays the club's achievements, a follower count of 7,114,546, and a list of likes including LFC TV, adidas Football, and Standard Chartered.



**Safari** File Edit View History Bookmarks Window Help (3:51) Tue 21:37

Varsity

http://www.facebook.com/Varsity8ars

Search

Jenny McGovern Home

**Varsity** Like

Bar

CLICK THAT LIKE BUTTON, YEAH?

**Varsity**

LIKE US  
and we'll give you  
A LOT OF LOVE

You and Varsity

ASOS

Sponsored Stories See All

Gemma Lynch, Criona O'Daly and Róisín McBrinn like Poulet Bonne Femme.

Poulet Bonne Femme Like

Donal Taaffe likes European Parliament.

European Parliament Like

Cillian Barry and Donal Taaffe like Nissan LEAF Ireland.

Chat (Offline)

Safari File Edit View History Bookmarks Window Help (4:16) Tue 21:35

Marcus Theatres

http://www.facebook.com/MarcusTheatres

Facebook landing pages theater

Search

Jenny McGovern Home

### Marcus Theatres

Company Like

Create a Page



Wall

Info

Friend Activity

Showtimes

Spotlight Movie Coupon

Enter Now

Star Wars Photo Contest

Monthly Coupon

Kid's Dream

Movie Calendar

Gift Cards

Locations

Twitter

Birthdays See All

Paula Thomas  
It's her birthday.  
Say Happy Birthday

Sponsored Stories See All

Gemma Lynch, Criona O'Daly and Róisín McBrinn like Poulet Bonne Femme.

Poulet Bonne Femme Like

Chiara Murphy likes Aviva Ireland.

Aviva Ireland Like

Powered by Word of Social

Donal Taaffe likes European Parliament Chat (Offline)

Safari File Edit View History Bookmarks Window Help

FI Digital Marketing Course Updated 2012.ppt

Hilton Hotels & Resorts

http://www.facebook.com/hilton

good hotel Facebook landing pages

Search

Jenny McGovern Home

### Hilton Hotels & Resorts

Travel/Leisure · McLean, Virginia

Like

Create a Page

Official Rules Privacy

TELL US YOUR STORY AND YOU COULD

# GO TO THE GRAMMY<sup>®</sup>S



GRAMMY<sup>®</sup> AWARDS

GREAT ARTISTS INSPIRE GREAT TRIPS.  
YOUR MUSICAL JOURNEY



## Hilton

HOTELS & RESORTS

ENTER TO WIN THE  
GO TO THE  
GRAMMY<sup>®</sup>S  
CONTEST



Sponsored Story See All

 Gemma Lynch, Emer O'Leary and Justine Broderick like Poulet Bonne Femme.

 Poulet Bonne Femme  
Like

Sponsored Create an Ad

Authentic brand with gTLD

 cloudnames

Using a Top Level Domain to promote your brand, proves its authentic. Apply for your brand gTLD before the application window closes.

25 people like CloudNames.

Make Amazing Slides  
slideroc

Chat (Offline)



**facebook** Search Jenny McGovern Home

**GREAT ARTISTS INSPIRE GREAT TRIPS. YOUR MUSICAL JOURNEY COULD WIN YOU THE EXPERIENCE OF A LIFETIME.** [ENTER NOW](#)

**GO TO THE 55TH ANNUAL GRAMMY® AWARDS IN 2013 GRAND PRIZE DETAILS**

- Airfare for two (2) to Los Angeles, CA
- 3 Nights at The Beverly Hilton
- Ground Transportation (airport/hotel & hotel/event venues)
- 2 Tickets to the 55th Annual GRAMMY Awards in 2013
- 2 Tickets to the Official GRAMMY Celebration® After-Party in 2013

**HOW TO WIN**

**Make Amazing Slides** sliderocket.com  
Presentations that generate leads & track viewers with analytics. Really? Make a splash & present like a pro. Try SlideRocket for free!

**Aviva Stadium**  
Win the Ultimate Rugby Fan Experience! You could be our VIP Reporter at Ireland v Wales, Aviva Stadium on Sun, Feb 5th. Click to enter.

**GrabOne Ireland**  
Save between 50-90% on the best things to eat, see and do in Dublin with GrabOne. Like our page to get the inside scoop.

**True Career Networking**

1 Chat (Offline)

Safari File Edit View History Bookmarks Window Help

FI Digital Marketing Course Updated 2012.ppt Hilton Hotels & Resorts

http://www.facebook.com/hilton

good hotel Facebook landing pages

Cornell stud... avel Weekly Hotels strug... avel Weekly How The Wor... e Online - Hotel Online... ReviewPro Popular News (370) Apple

Hilton Hotels & Resorts

**facebook** Search Jenny McGovern Home

Follow us on Twitter at [www.twitter.com/HiltonOnline](http://www.twitter.com/HiltonOnline)

**210,144** like this

**29,428** talking about this

Likes See All

 SPARK - Hilton Lyon

 Gay Days Bears

 The Beverly Hilton

 Hilton Villahermosa & Conference

 Hilton Los Angeles Airport

**HOW TO WIN**

- 1 "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.*
- 2 Our participating Facebook audience and your friends and fans will vote for their favorites.
- 3 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.

**True Career networking**  
Put your Facebook network to work.  


**Bingo Island**  
Play BINGO with your Friends - WIN BIG!  
  
Kenny Vaughan played this.

1 Chat (Offline)

AUTOGRAPH T-SHIRTS & MERCH BACKSTAGE PASSES



**Chili's Grill & Bar** Like Create a Page

**YOU LOVE US. NOW LIKE US!**

LIKE OUR FACEBOOK PAGE TO FIND OUT ABOUT OUR OFFERS, GIVEAWAYS, CONTESTS, AND OTHER COOL THINGS!

**YOU AND Chili's Grill & Bar**

- Oreo

**Sponsored Story** See All

- Gemma Lynch, Criona O'Daly and Róisín McBrinn like Poulet Bonne Femme.
- Poulet Bonne Femme Like

**Sponsored** Create an Ad

- Aviva Ireland**  
Aviva Get Fit  
Looking to take action in January? Take control with Aviva's Get Fit Action Plan! Join us on Facebook to learn how to get started.  
Like · Chiara Murphy likes this.
- Welcome To Renovate Right**  
renovateright.ie  
Renovate Right is a definitive guide to renovation and building addressing the areas of energy efficiency and acoustic performance.
- GrabOne Ireland**  
Love sushi? "Like" GrabOne and get the...

**Comments:**

- Aoife Maybury commented on Caroline Dolan's status: "Hi"
- Barbara Galvin commented on The Nursery's link: "I still can't believe there's..."
- Hannah Downing and Oria Perdue are now friends.
- Mirella Glasthule and Carmel Knight are now friends.
- Mai Nideren commented on Colette Monahan's photo: "A cup of scald and a plate of..."

**Navigation:** Wall, Locations, Info, Friend Activity (13), Meet the 'Ritas, Our New Hot Look, Valentine's Date!, Chili's Fancorps, Videos, Photos, Events

Safari File Edit View History Bookmarks Window Help (3:34) Tue 21:42

Chili's Grill & Bar

http://www.facebook.com/Chilis?sk=wall

facebook Search Jenny McGovern Home

## Chili's Grill & Bar

Restaurant/Cafe Like

Wall Chili's Grill & Bar - Everyone (Top Posts)

Share: Post Photo Video

Write something...





**Chili's Grill & Bar**  
Skinny Margarita... with Patron... and only 110 calories, now that is awesome!



You and Chili's Grill & Bar

Sponsored Stories

- Joy Coffey, Ciara Gorman Fennessy and Kerrie Coghlan like **Lidl Ireland**
- Simon Taaffe, Leonie Khan and Shammy Khan like **GrabOne Ireland**
- Gemma Lynch, Criona O'Dair and Róisín McBriinn like **Poulet Bonne Femme**
- Alan McGovern, Sarahlane Johnston and Anna-Marie O'Sullivan like **TheJournal.ie**

Derek Thornton commented on his own post on Zara Arcana's wall: "I have a bottle chilled and re..."

Aoife Maybury commented on Caroline Dolan's status: "..."

Barbara Calvin commented on The Nursery's link: "I still can't believe there's..."

Hannah Downing and Orla Perdue are now friends.

Mirella Glasthule and Carmel Knight are now friends.

Go online to see who's online to chat.



Safari File Edit View History Bookmarks Window Help (3:34) Tue 21:42

Chili's Grill & Bar


http://www.facebook.com/Chilis?sk=locations

facebook

### Chili's Grill & Bar - Locations

Restaurant/Cafe

Search by location  Search



0 results

There are no locations for this business in your area. Drag the map or use the search box above it to look in other places.

Wall

Locations

Info

Friend Activity (1)

Meet the 'Ritas

Our New Hot Look

Valentine's Date!

Chili's Fancorps

Videos

MORE-

**You and Chili's Grill & Bar**

0 Drep

**Sponsored Stories** See All

Alan McGovern, SarahJane Johnston and Anna-Maree O'Sullivan like TheJournal.ie.

**TheJournal.ie** Like

Gemma Lynch, Ciara O'Daly and Róisín McBrinn like Poulet Bonne Femme.

**Poulet Bonne Femme** Like

Chiara Murphy likes Aviva Ireland.

**AVIVA** Like

SarahJane Johnston, Gillian Lacy and Nathalie Carroll like Life Style Sports.

Derek Thornton commented on his own post on Zara Arcana's wall: "I have a bottle chilled and re..."

Aoife Maybury commented on Caroline Dolan's status: "..."

Barbara Galvin commented on The Nursery's link: "I still can't believe there's..."

Hannah Downing and Orla Perdue are now friends.

Mirella Glasthule and Carmel Knight are now friends.

Go online to see who's online to chat.



**facebook** Search Jenny McGovern Home

**Chili's Grill & Bar** - Our New Hot Look Like Create a Page  
Restaurant/Cafe

**YOU'RE GONNA LIKE OUR NEW LOOK**  
SPACIOUS DESIGN, BIGGER FLAT SCREENS.  
MORE FLAVOR THAN EVER.

**STEP INSIDE OUR BOLD NEW REMODEL**

**You and Chili's Grill & Bar**  
Drew

**Sponsored Stories** See All

Joy Coffey, Ciara Gorman, Fennessy and Kerrie Coghlan like Lidl Ireland.

**LIDL** Lidl Ireland Like

Simon Taaffe, Leonie Khan and Shammy Khan like GrabOne Ireland.

**GrabOne Ireland** Like

Gemma Lynch, Criona O'Daly and Róisín McBriinn like Poulet Bonne Femme.

**Poulet Bonne Femme** Like

Alan McGovern, SarahJane Johnston and Anna-Marie O'Sullivan like TheJournal.ie.

Vicky Lyons changed her profile picture.

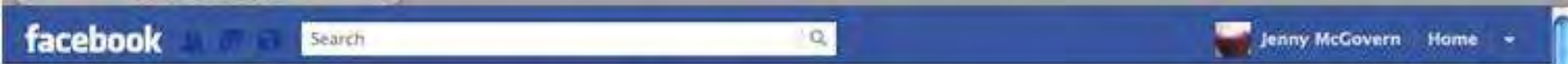
Alison Conn <http://www.youtube.com/watch?v=zTF8JgnNgU4&feature=youtu.be>  
Coldplay - Charlie Brown

Derek Thornton commented on his own post on Zara Arcana's wall: "I have a bottle chilled and re..."

Aoife Maybury commented on Caroline Dolan's status: "..."

**Wall**  
Locations  
Info  
Friend Activity (13)  
Meet the 'Ritas  
**Our New Hot Look**  
Valentine's Date!  
Chili's Fancos  
Videos  
MORE+

1 Go online to see who's online to chat.  
Search



## Chili's Grill & Bar • Chili's Fancorps

Like

Create a Page

Restaurant/Cafe



**CHILIHEAD NATION**

Earn **FREE FOOD, COUPONS GIFT CARDS & MERCHANDISE** for spreading the word to your friends and family!

**JOIN NOW! IT'S FREE**

You and Chili's Grill & Bar

Oreo

Sponsored Stories

See All

Joy Coffey, Ciara Gorman Fennessy and Kerrie Coghlan like Lidl Ireland.



Lidl Ireland

Like



Simon Taaffe, Leonie Khan and Shammy Khan like GrabOne Ireland.



GrabOne Ireland

Like



Gemma Lynch, Criona O'Daly and Róisín McBrinn like Poulet Bonn. [Chat \(Offline\)](#)

- Wall
- Locations
- Info
- Friend Activity (1)
- Meet the 'Ritas

Safari File Edit View History Bookmarks Window Help  (2:29) Wed 8:49

the gibson hotel

http://www.facebook.com/thegibsonhotel

facebook Search Jenny McGovern Home

### the gibson hotel

Hotel - Dublin, Ireland Create a Page



Wall the gibson hotel · Everyone (Top Posts)

Share:  Post  Photo  Link  Video

Write something...

 the gibson hotel  
Looking for something special to do this Valentine's Day? Why not book our 'Love Is In The Air' package including an overnight stay for two people with breakfast, pre dinner cocktail in the Hemi Bar, three course meal and a gibson treat in your room :) Check it out on [www.thegibsonhotel.ie](http://www.thegibsonhotel.ie) :)



Like · Comment · Share · 20 hours ago

**You and the gibson hotel**

 Richie Huggard and Paula Lonergan like this.

**Sponsored Stories** See All

 Joy Coffey, Clara Gorman Fennessy and Kerrie Coghlan like Lidl Ireland.

 Lidl Ireland 

 Gemma Lynch, Criona O'Daly and Róisín McBrinn like Poulet Bonne Femme.

 Poulet Bonne Femme 

 Simon Taaffe, Leonie Khan and Shamm  Chat (Offline)



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

the gibson hotel

http://www.facebook.com/thegibsonhotel

Search

Jenny McGovern Home

**Special Offers**

**Reviews**

**The Gibson**

**Twitter**

**Photos**

MORE=>

About

The Gibson Hotel is now open! Great location in Dublins new cultural hub -...

More

**6,614** like this

**54** talking about this

Likes

Visrez

Shannon Colleg...

**the gibson hotel**

So what's everybody's plans for this weekend... Who are the lucky ones going to see Van Morrison tomorrow night? :)

Like · Comment · Share · February 3 at 11:11am · @

2 people like this.

View all 4 comments.

Write a comment...

**the gibson hotel**

A 12 screen Odeon cinema in The Point Village - we can't wait for it to open :)

 **Dublin Docklands To House Odeon IMAX Cinema, Entertainment.ie**  
entertainment.ie

Cinema chain Odeon are to open up their first Cineplex in Dublin's dockland area. The cinema will be a part of The Point Village plan, and will be a 12-screen theatre with an IMAX screen - the first one in Ireland in well over a decade. Owner Harry...

Like · Comment · Share · January 24 at 11:38am · @

43 people like this.

Write a comment...

Chiara Murphy, Andy Markey and Susan Anderson like Aviva Stadium.

 **Aviva Stadium**  
Like

Selina Sharpe, Aoife Maybury and Ciara Gorman Fennessy like MummyPages.

 **MummyPages**  
Like

**Sponsored** Create an Ad

**70% Off - Dublin Deals**  
subscribe.livingsocial.com

 Experience cool new things in your city with LivingSocial.com. New deals every day.

**Bingo Island**

The #1 BINGO on Facebook! Play with...

1 Chat (Offline)



The screenshot shows a Safari browser window with the following elements:

- Browser Title Bar:** Safari File Edit View History Bookmarks Window Help
- Address Bar:** http://www.facebook.com/thegibsonhotel?sk=pe&s=1
- Search Bar:** Bantry marketing campaign
- Facebook Page Header:** facebook Search Jenny McGovern Home
- Page Content:**
  - the gibson hotel Past Events** (Hotel · Dublin, Ireland)
  - July 2010:**
    - CIRQUE DU SOLEIL** (Wednesday, July 7 at 7:00pm)
    - CROSBY STILL & NASH** (Thursday, July 1 at 6:30pm)
  - June 2010:**
    - LEONA LEWIS** (Tuesday, June 29 at 6:30pm)
    - LEONA LEWIS** (Sunday, June 27 at 6:30pm | 1 guest)
    - STEVIE WONDER** (Thursday, June 24 at 6:30pm)
- Right Sidebar:**
  - You and the gibson hotel:** Richie Huggard and Paula Lonergan like this.
  - Sponsored Story:** Gemma Lynch, Emer O'Leary and Justine Broderick like Poulet Bonne Femme.
  - Sponsored:** Authentic brand with gTLD. Using a Top Level Domain to promote your brand, proves its authentic. Apply for your brand gTLD before the application.
- Left Sidebar:**
  - Right beside the O2
  - Free Rooms for our Facebook Fans
- Bottom Right:** Chat (1)



The screenshot shows a Safari browser window with the following elements:

- Browser Title Bar:** FI Digital Marketing Course Updated 2012.ppt
- Address Bar:** the gibson hotel
- Search Bar:** Bantry marketing campaign
- Facebook Page Header:** facebook | Search | Jenny McGovern | Home
- Page Content:**
  - the gibson hotel - Newsletter** (Hotel - Dublin, Ireland)
  - Signup for our newsletter**
  - Form Fields:** Name: [input], Surname: [input], Email Address: [input]
  - Sign Up** button
- Left Sidebar:**
  - the gibson hotel
  - Right beside the O2
  - Free Rooms for our Facebook Fans
- Right Sidebar:**
  - You and the gibson hotel**: Richie Huggard and Paula Loneragan like this.
  - Sponsored Story**: Gemma Lynch, Emer O'Leary and Justine Broderick like Poulet Bonne Femme.
  - Sponsored**: Authentic brand with gTLD. Using a Top Level Domain to promote your brand, proves its authentic. Apply for your brand gTLD.



The screenshot shows a Safari browser window displaying the Facebook page for 'the gibson hotel'. The browser's address bar shows the URL: [http://www.facebook.com/thegibsonhotel?sk=app\\_208685142481250](http://www.facebook.com/thegibsonhotel?sk=app_208685142481250). The page title is 'the gibson hotel Special Offers'. The main content is a promotional offer for a Facebook Fan Offer: 'B&B for 2 People From €99'. The offer is exclusive to Facebook fans and is subject to availability. A 'Book Now' button is prominently displayed. The offer is powered by Bookassist. On the right side of the page, there are sections for 'You and the gibson hotel' (showing likes from Richie Huggard and Paula Lonergan), 'Sponsored Stories' (featuring Joy Coffey, Ciara Gorman, Fennessy and Kerrie Coghlan, and Lidl Ireland), and a list of users who like the page (Gemma Lynch, Criona O'Daly, and Róisín McBrinn).

**facebook** Search Jenny McGovern Home

## the gibson hotel Special Offers

Hotel / Dublin, Ireland Create a Page



### Facebook Fan Offer – B&B for 2 People From €99

This offer is Exclusive to our Facebook Fans. Subject to availability. Book Now!

**From: € 99.00**

[Book Now](#)

powered by Bookassist

**You and the gibson hotel**

Richie Huggard and Paula Lonergan like this.

**Sponsored Stories** See All

Joy Coffey, Ciara Gorman Fennessy and Kerrie Coghlan like Lidl Ireland.

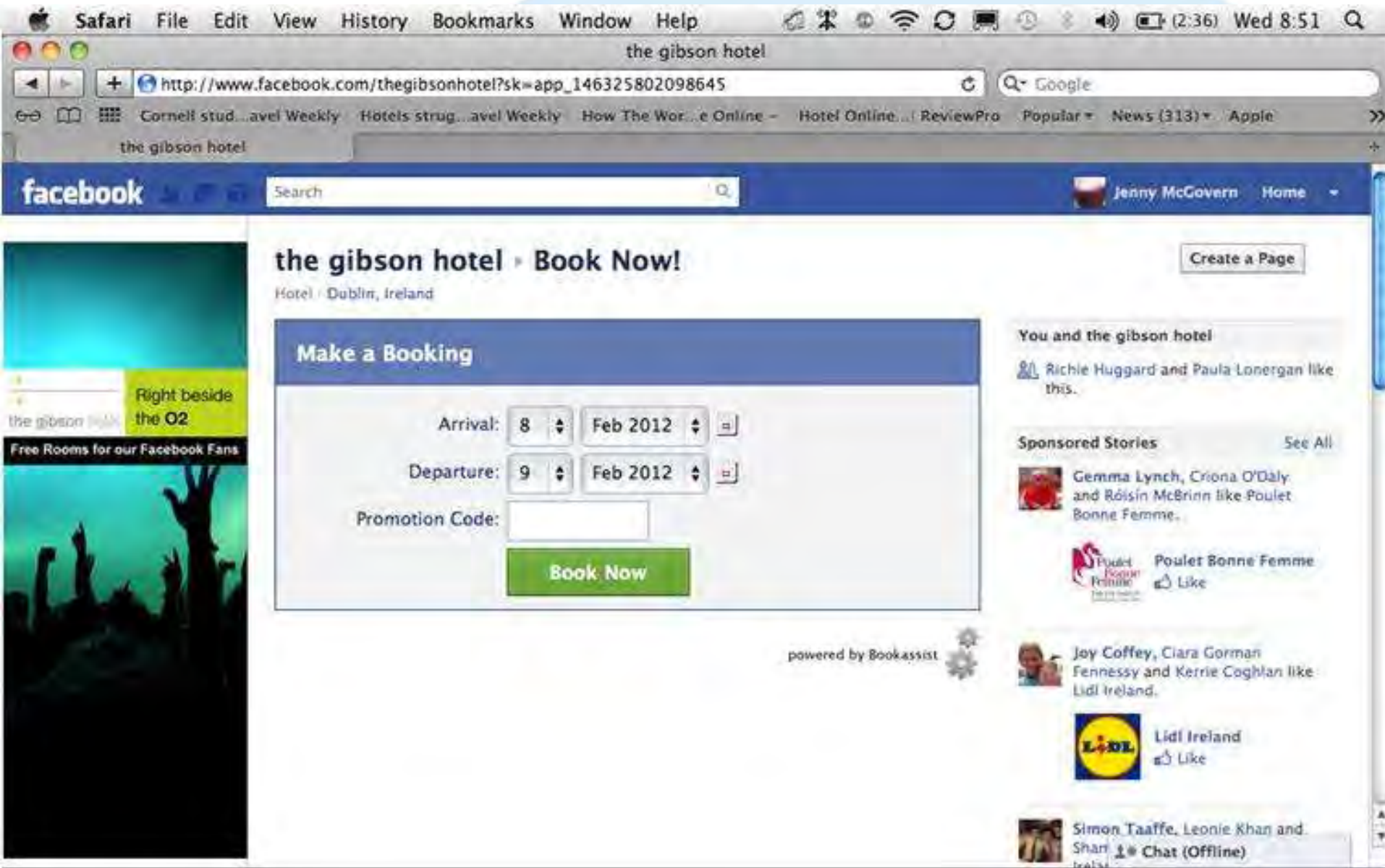
 **Lidl Ireland** Like

Gemma Lynch, Criona O'Daly and Róisín McBrinn like Poulet Bonne Femme.

 **Poulet Bonne Femme** Like

Simon Taaffe, Leonie Khan and Shari Chat (Offline)





The screenshot shows a Safari browser window with the address bar displaying `http://www.facebook.com/thegibsonhotel?sk=app_146325802098645`. The page title is "the gibson hotel". The Facebook interface includes a search bar, a user profile for "Jenny McGovern", and a "Create a Page" button. The main content area features a "the gibson hotel" profile header with the text "Book Now!" and "Hotel · Dublin, Ireland". Below this is a "Make a Booking" widget with the following fields:

- Arrival: 8 Feb 2012
- Departure: 9 Feb 2012
- Promotion Code:
- Book Now** button

The widget is powered by Bookassist. On the right side of the page, there are several social media posts and sponsored stories:

- "You and the gibson hotel" section: "Richie Huggard and Paula Lonergan like this."
- "Sponsored Stories" section: "Gemma Lynch, Cíona O'Daly and Róisín McBriinn like Poulet Bonne Femme." and "Joy Coffey, Ciara Gorman Fennessy and Kerrie Coghlan like Lidl Ireland."
- Additional sponsored stories for "Poulet Bonne Femme" and "Lidl Ireland" are visible.

On the left side of the page, there is a sidebar with a banner for "the gibson hotel" that says "Right beside the O2" and "Free Rooms for our Facebook Fans".

Safari File Edit View History Bookmarks Window Help  (2:27) Wed 8:52

the gibson hotel

http://www.facebook.com/thegibsonhotel?sk=app\_209139435766194

Search  Jenny McGovern Home

## the gibson hotel ▸ Reviews

Hotel · Dublin, Ireland Create a Page

You are currently viewing reviews preferentially in English. [Click here](#) to see reviews in all languages.

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

This is the best hotel i have stayed in. We were given a great welcome on arrival and recieved impeccable service until the moment we checked out. Friendly and helpful staff made it a delightful stay. We cant wait to go back!

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

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) **Customer Rating:** 5/5  
*Submitted on 18-Apr-2011 (English)*

Great hotel,fabulous location for the O2.The group of 6 of us enjoyed our stay and

**You and the gibson hotel**  
 Richie Huggard and Paula Lonergan like this.

**Sponsored Stories** See All

 Gemma Lynch, Cripina O'Daly and Róisín McBriinn like Poulet Bonne Femme.

 Poulet Bonne Femme  Like

 Simon Taaffe, Leonie Khan and Shammy Khan like GrabOne Ireland.

 GrabOne Ireland  Like

 Selina Sharpe, Lesley Kenny Osbd  Chat (Offline)

Right beside the O2  
Free Rooms for our Facebook Fans

Safari File Edit View History Bookmarks Window Help (0:34) Mon 23:26

good hotel campaigns on facebook – Google Search

Roganstown Hotel & Country Club

http://www.facebook.com/roganstown?ref=ts

how many Irish people on Twitter

facebook Search Jenny McGovern Home

## Roganstown Hotel & Country Club

Hotel - Swords, Dublin

Create a Page



You and Roganstown Hotel & Country Club

Tourism Ireland, Mr. Tayto

Sponsored Story See All

Gemma Lynch, Emer O'Leary and Justine Broderick like Poulet Bonne Femme.

Poulet Bonne Femme Like

Sponsored Create an Ad

YogaGlo

Yoga in Your Living Room – YogaGlo.com offers HD videos in every yoga style to practice yoga at home or on the go. Join us!

Like · Coll · Chat (3)

Wall Roganstown Hotel & Countr... - Everyone (Top Posts)

Share: Post Photo Link Video

Write something...

Roganstown Hotel & Country Club

Happy Australia Day to all our 'likers' from Down Under!





The screenshot shows a Safari browser window with the following elements:

- Address Bar:** `http://www.facebook.com/roganstown?ref=ts`
- Search Bar:** `how many Irish people on Twitter`
- Facebook Header:** Search bar, user profile for Jenny McGovern, and Home link.
- Post 1:**
  - Profile:** Roganstown Hotel & Country Club
  - Text:** "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!!"
  - Metadata:** Like · Comment · Share January 11 at 4:20pm · 🌐
  - Engagement:** 6 people like this.
  - Form:** Write a comment...
- Post 2:**
  - Profile:** Tara Kenny
  - Text:** "Hi Andy i can't get into my hotmailwith the reply u sent me today can u send me a Mail back on my Facebook regarding Friday thanks Tara kenny"
  - Metadata:** Like · Comment · January 9 at 5:11pm · 🌐
  - Engagement:** 2 people like this.
- Post 3:**
  - Profile:** Ailbhen All Baba Fagan
  - Text:** "My birthday was January 5th !!! :))))))"
  - Metadata:** January 9 at 10:16pm · Like · 👤 1
- Post 4:**
  - Profile:** Roganstown Hotel & Country Club
  - Text:** "Hi Tara - I can see your E Mail and we are just going through them all now"
  - Metadata:** January 10 at 9:26am · Like
- Post 5:**
  - Profile:** Roganstown Hotel & Country Club
  - Text:** "Hi Ailbhen - Happy"
- Footer:** Chat (3)

## Selling via Facebook



The image shows a screenshot of the Green Isle Conference & Leisure Hotel website with a Facebook overlay. The website features a navigation menu with options like HOME, SPECIAL OFFERS, ROOMS, WINE & DINE, CONFERENCES, WEDDINGS, GIFT VOUCHERS, EVENTS, and CONTACT US. A large red banner advertises a "20% OFF ALL ROOMS SALE" starting on 23rd March at 12 noon, with a "48hr Only!" badge. A Facebook overlay on the left side of the page shows a search bar and a post for the hotel's sale, including a "Book Now" button. The website also includes a "Check Availability" section with date pickers for arrival and departure, and a "Room Only Sale - Save 20%" section with a description of the offer.

Green Isle Conference & Leisure Hotel

BRENNAN HOTELS

HOME SPECIAL OFFERS ROOMS WINE & DINE CONFERENCES WEDDINGS GIFT VOUCHERS EVENTS CONTACT US

Corporate & Meetings > 20% OFF ALL ROOMS

Weddings >

Leisure Centre >

Entertainment & Events >

Things To Do >

Facebook fans will gain 24 hour exclusive access on 22nd March

Phone: +353 (0)1 459 3406

Check Availability

Arrival Date: 23 Mar 2011

Departure Date: 24 Mar 2011

Room Only Sale - Save 20%

Description: Room Only Sale - **Save 20% off all rooms**. Bookable until 12 noon on Friday 25th March 2011. You can stay from 22nd March to 30th June 2011. Excluding 16th - 22nd April, &

twitter



## Twitter uses

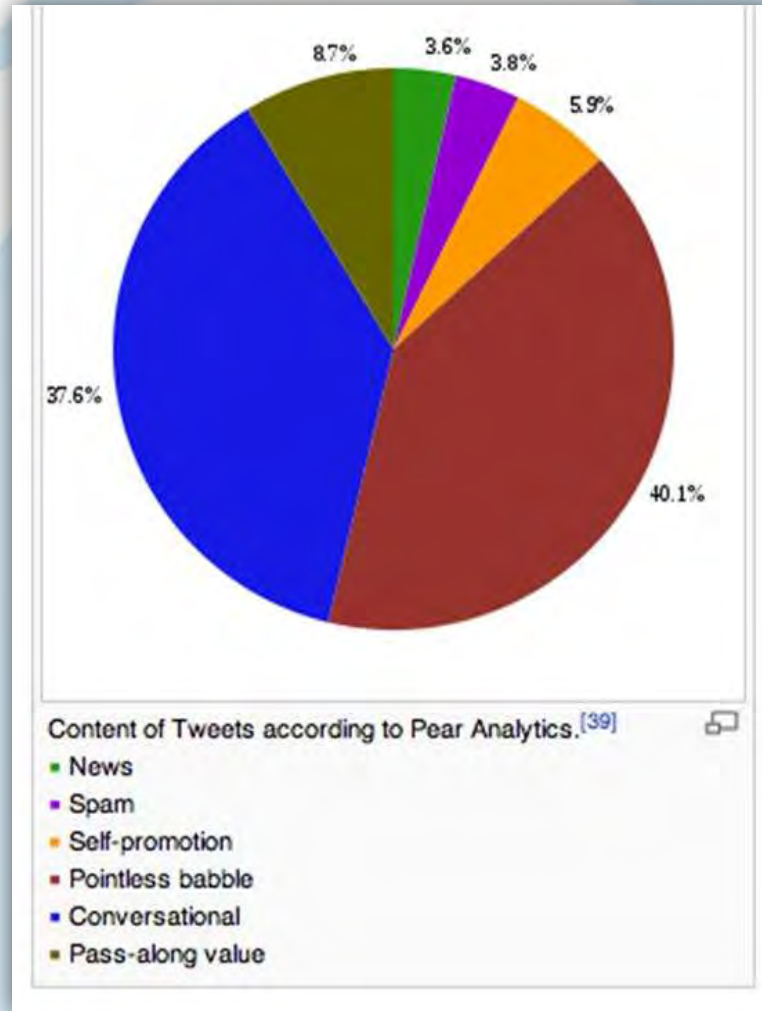
- Building an 'expert' profile
- Building a brand personality
- Reaching out to an international audience
- Dealing with customer queries and complaints

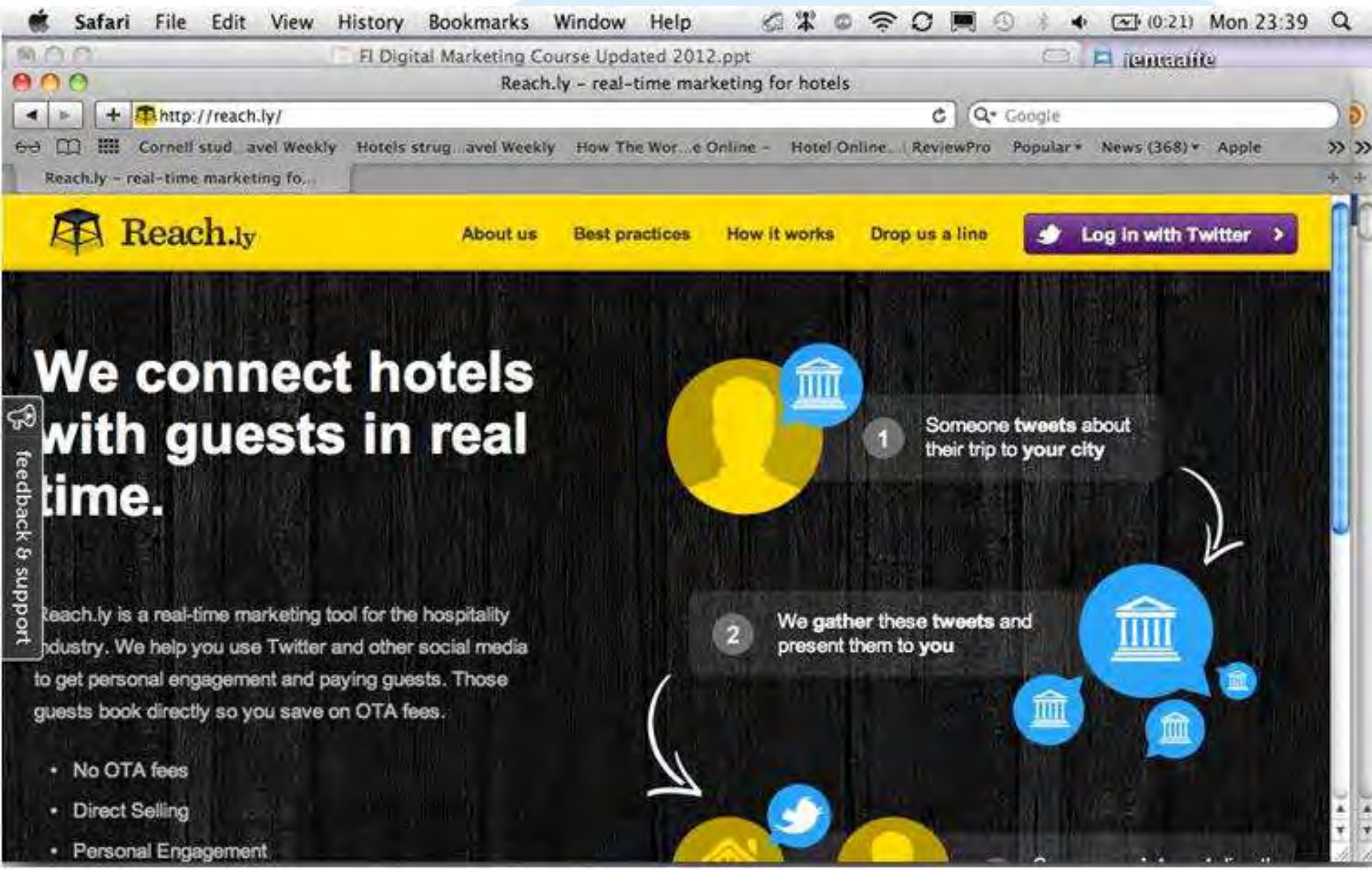
## Twitter uses

- Monitoring
- Keeping customers aware of developments at your business
- Driving loyalty
- Promoting your USP
- Giving your customers 'live' information



## Twitter Topics





Safari File Edit View History Bookmarks Window Help (0:21) Mon 23:39


FI Digital Marketing Course Updated 2012.ppt

Reach.ly - real-time marketing for hotels

http://reach.ly/ Google

Cornell stud... vel Weekly Hotels strug... vel Weekly How The Wor... e Online - Hotel Online... ReviewPro Popular\* News (368) Apple

Reach.ly - real-time marketing fo...

 **Reach.ly** About us Best practices How it works Drop us a line [Log in with Twitter](#)

# 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

feedback & support



Safari File Edit View History Bookmarks Window Help

FI Digital Marketing Course Updated 2012.ppt

Reach.ly - real-time marketing for hotels

http://reach.ly/ Google

Cornell stud... vel Weekly Hotels strug... vel Weekly How The Wor... e Online - Hotel Online... ReviewPro Popular\* News (368) Apple

Reach.ly - real-time marketing fo...

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

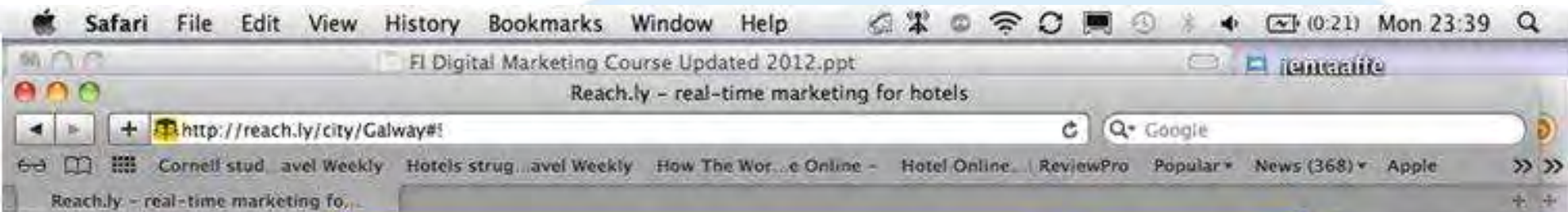
feedback & support

 **Log in with Twitter** >  
and find your first guests

2 We gather these tweets and present them to you

3 So you can interact directly with potential guests

Twitter it out, enter your city here Find tweets



Galway

Find tweets

For example: "Manchester" or "New York"

## Look what we have found



@Ciaaaaaaan @\_ocg @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. #Whooooop

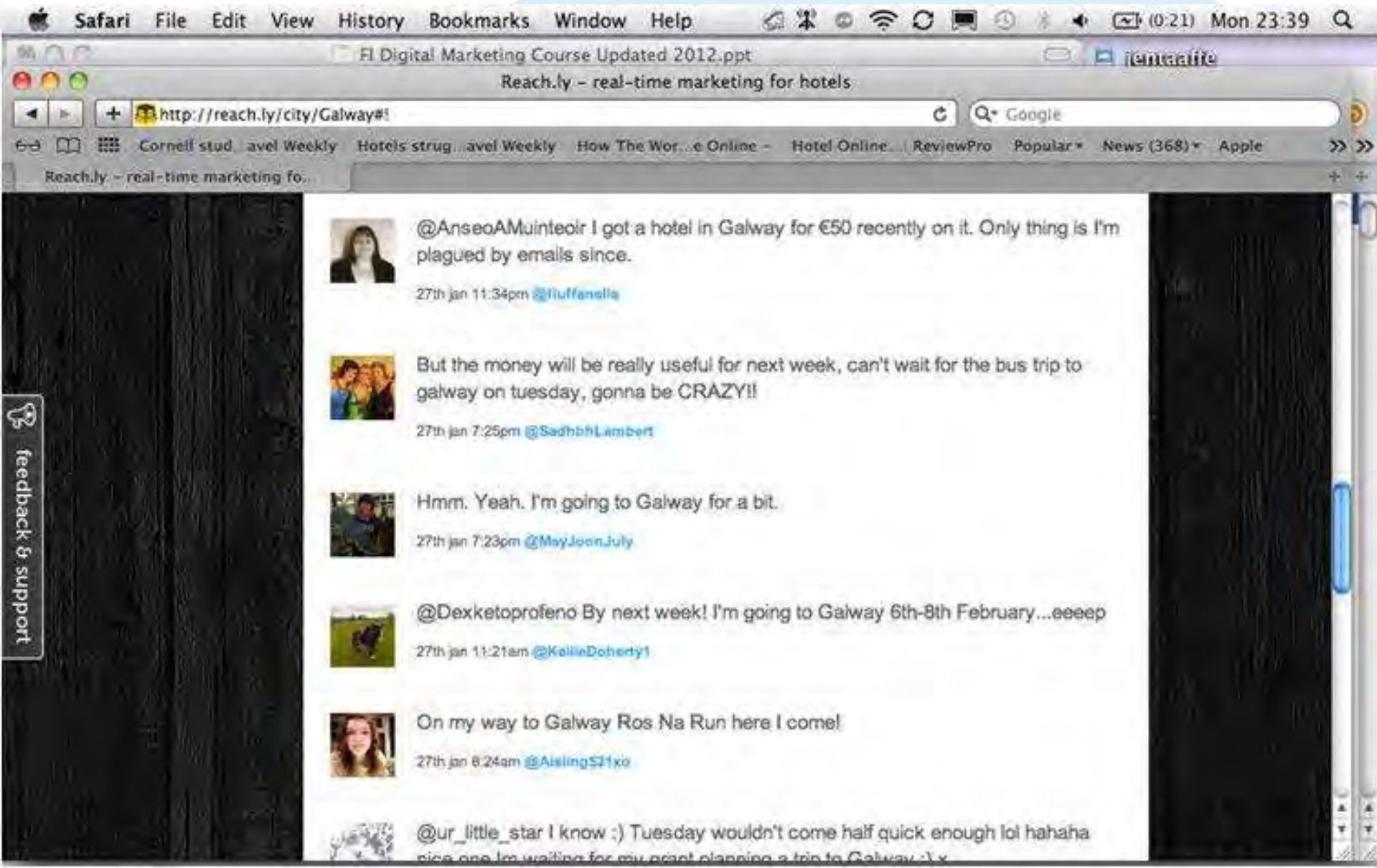
29th jan 9:07pm @Ipollack32



@RealRomaDowney I'm going to Galway tomorrow with my boy! So if I see any beautiful scenery I'll take some pics for u:;) first time goin x

28th jan 11:39pm @Liamns250489

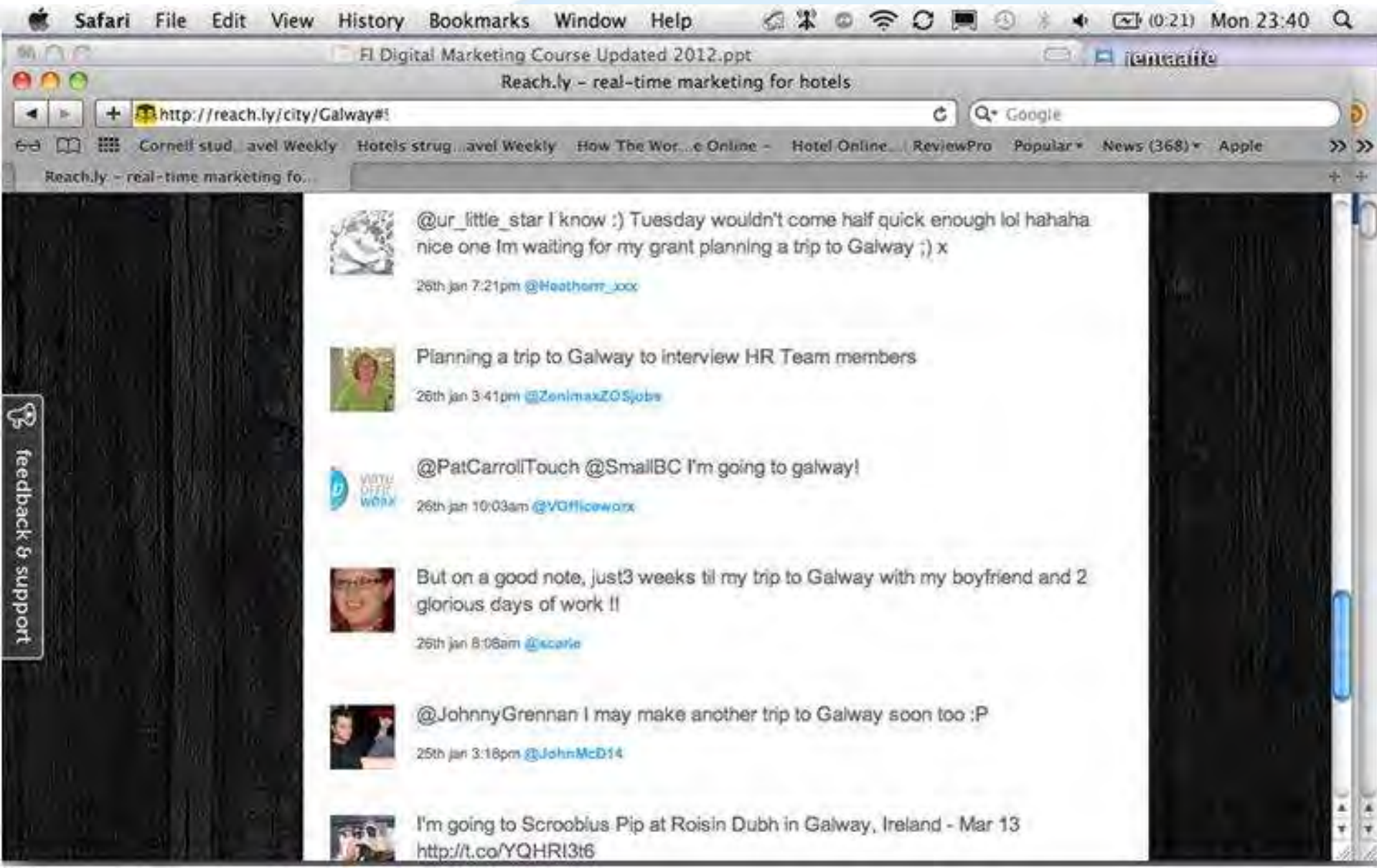
feedback & support



The screenshot shows a Safari browser window with the following elements:

- Menu Bar:** Safari, File, Edit, View, History, Bookmarks, Window, Help.
- Address Bar:** http://reach.ly/city/Galway#!
- Search Bar:** Google
- Page Title:** Reach.ly - real-time marketing for hotels
- Twitter Feed:**
  - User 1:** @AnseoAMuinteoir. Text: "I got a hotel in Galway for €50 recently on it. Only thing is I'm plagued by emails since." Time: 27th Jan 11:34pm. Retweeted by @iuffanella.
  - User 2:** Profile picture of a group of people. Text: "But the money will be really useful for next week, can't wait for the bus trip to galway on tuesday, gonna be CRAZY!!" Time: 27th Jan 7:25pm. Retweeted by @SadhbhLambert.
  - User 3:** Profile picture of a man. Text: "Hmm. Yeah. I'm going to Galway for a bit." Time: 27th Jan 7:23pm. Retweeted by @MayJeenJuly.
  - User 4:** Profile picture of a horse. Text: "@Dexketoprofeno By next week! I'm going to Galway 6th-8th February...eeeeeep" Time: 27th Jan 11:21am. Retweeted by @KallieDoherty1.
  - User 5:** Profile picture of a woman. Text: "On my way to Galway Ros Na Run here I come!" Time: 27th Jan 8:24am. Retweeted by @AislingS21xo.
  - User 6:** Profile picture of a dog. Text: "@ur\_little\_star I know :) Tuesday wouldn't come half quick enough lol hahaha nice one Im waiting for my parent planning a trip to Galway :)"

A vertical sidebar on the left contains the text "feedback & support" with a speech bubble icon.



Safari File Edit View History Bookmarks Window Help


FI Digital Marketing Course Updated 2012.ppt


Reach.ly - real-time marketing for hotels


http://reach.ly/city/Galway#!


Reach.ly - real-time marketing fo...


feedback & support


 @ur\_little\_star I know :) Tuesday wouldn't come half quick enough lol hahaha nice one Im waiting for my grant planning a trip to Galway ;) x  
26th Jan 7:21pm @Heatherrt\_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 @VOfficeWork

 But on a good note, just 3 weeks til my trip to Galway with my boyfriend and 2 glorious days of work !!  
26th Jan 8:06am @scarle

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

 I'm going to Scroobius Pip at Róisín Dubh in Galway, Ireland - Mar 13  
<http://t.co/YQHRI3t6>

## 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**



Safari File Edit View History Bookmarks Window Help Sun 19:28

Hyatt Concierge (HyattConcierge) on Twitter

http://twitter.com/#!/HyattConcierge

Apple Wikipedia Google Maps News (283) Yahoo! YouTube Popular Social.com

Hyatt Concierge (HyattConcierge)

twitter Search Home Profile Messages jen\_iZest



## Hyatt Concierge

**@HyattConcierge** 370+ properties, 44 countries.  
*HyattConcierge. Striving to make a difference for our guests every day.*  
<http://hyatt.com>

Follow

Timeline Favorites Following Followers Lists



**HyattConcierge** Hyatt Concierge  
@alexpickett Thank you for letting us know, we are looking into this further, please DM me if I can assist any further.  
17 hours ago



**HyattConcierge** Hyatt Concierge  
@k3vy no problem, tweet back soon!  
6 Nov



**HyattConcierge** Hyatt Concierge  
@k3vy or the is a Boarders one block behind the hotel where you



### About @HyattConcierge

<b>3,449</b> Tweets	<b>7,359</b> Following	<b>12,768</b> Followers	<b>767</b> Listed
------------------------	---------------------------	----------------------------	----------------------

Following 7,359



### Similar to @HyattConcierge

 <b>fairmonthotels</b> - Follow fairmonthotels	 <b>HyattPR</b> Hyatt PR
 <b>OmniHotels</b> - Follow Omni Hotels	 <b>RitzCarlton</b> Allison Stinch

About - Help - Blog - Status - Jobs - Terms - Privacy - Shortcuts  
Businesses - Media - Developers - Resources - © 2010 Twitter





Safari File Edit View History Bookmarks Window Help

Hyatt Concierge (HyattConcierge) on Twitter

http://twitter.com/#!/HyattConcierge

Apple Wikipedia Google Maps News (283) Yahoo! YouTube Popular Social.com

Hyatt Concierge (HyattConcierge)

twitter Search Home Profile Messages jen\_iZest

**HyattConcierge** Hyatt Concierge  
@k3vy no problem, tweet back soon!  
6 Nov

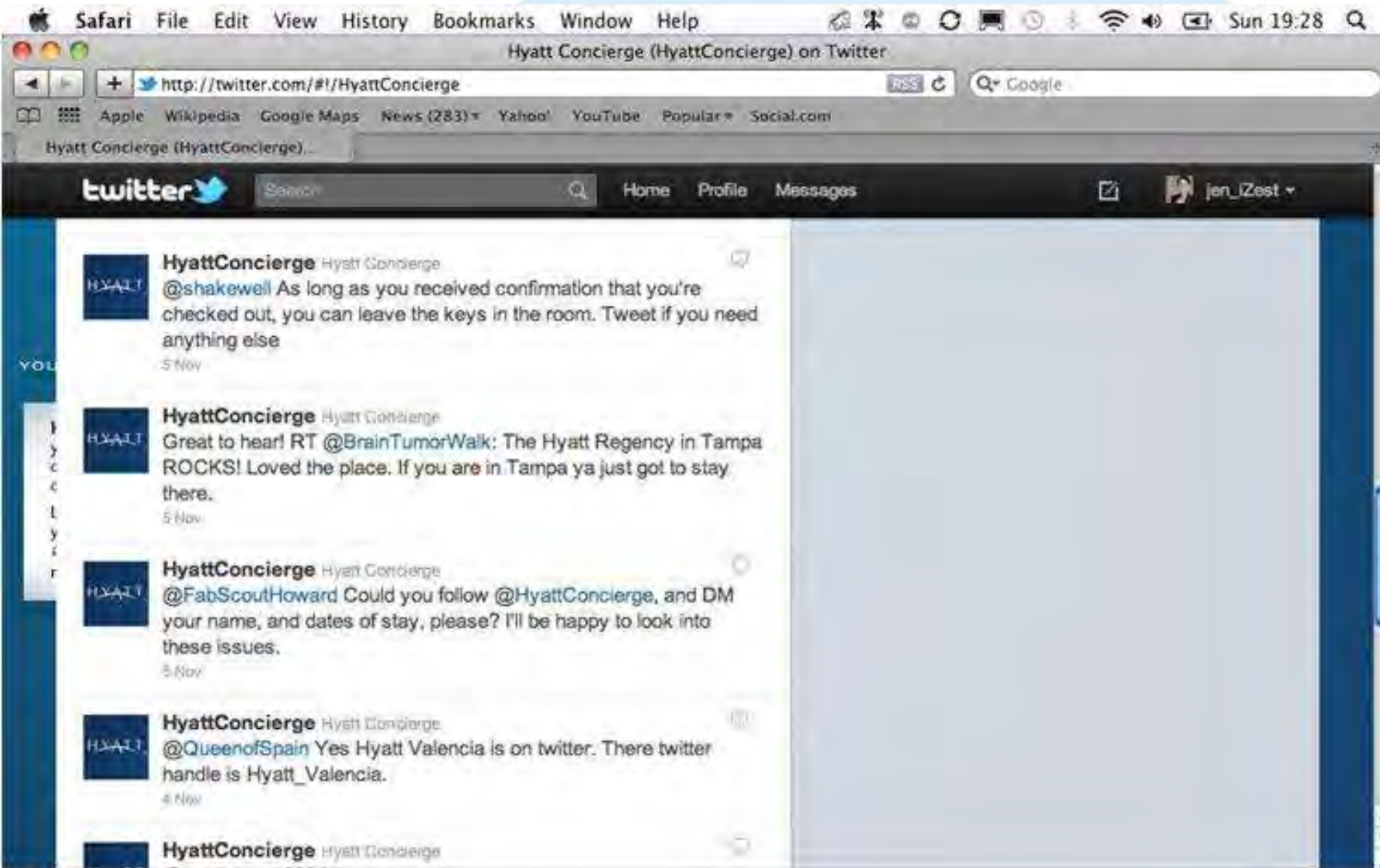
**HyattConcierge** Hyatt Concierge  
@k3vy or the is a Boarders one block behind the hotel where you can get coffee and there is also free wi-fi.  
8 Nov

**HyattConcierge** Hyatt Concierge  
@k3vy they had 2 reconciliations near by. One was a Starbucks across the street, (cont.)  
6 Nov

**HyattConcierge** Hyatt Concierge  
@LuxeTiffany Thanks for the tweet!  
6 Nov

**HyattConcierge** Hyatt Concierge  
@brianlinca We look forward to welcoming you to the Andaz Wall ST and the Andaz 5th Ave. Thanks for the tweet and have a great weekend!  
5 Nov

About - Help - Blog - Status - Jobs - Terms - Privacy - Shortcuts  
Businesses - Media - Developers - Resources - © 2010 Twitter



The screenshot shows a Safari browser window with the address bar set to <http://twitter.com/#!/HyattConcierge>. The browser's search bar contains the text "Google". The Twitter interface is visible, showing a search for "HyattConcierge". The search results list several tweets from the account HyattConcierge:

- 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





## Tourism Ireland

**MY IRISH 140**

**We've found our winner**

**Ireland**

**HOME**

**BLOG**

**THE PRIZE**

**THE 140 LIST**

**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.**

**@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?

**See Mark on his Irish adventure**

## Tourism Ireland



The image shows a screenshot of a web browser displaying the Twitter profile for 'My Irish 140' (@myirish140). The browser is Safari, and the address bar shows the URL 'https://twitter.com/#/myirish140'. The profile page features a blue header with the Twitter logo and navigation links. The main content area includes the profile name 'My Irish 140', a bio celebrating Ireland, and a 'Following' button. Below the bio, there are suggestions for accounts to follow, such as 'IrishDanceMom02' and 'Joanne\_Jedward'. On the right side, there is a green sidebar with statistics (1,920 Tweets, 1,502 Following, 904 Followers, 12 Listed) and sections for 'Recent Images' and 'Similar to @myirish140'.

**MY IRISH 140**  
**My Irish 140**  
@myirish140 Celebrating fantastic Ireland!  
*Everyone's a little bit Irish! Well done @DJStoney - winner of our #makesmeirish competition. In fact, congratulations to all who took part - you were superb!*  
<http://www.myirish140.com>

Following

You might also want to follow:

- IrishDanceMom02** Mary Kolar-DeNunzio · Follow  
*Mom of an Irish dancer, freelance writer, contributor & Irish Dance Magazine & ...*
- Joanne\_Jedward** Joanne Cluskey · Follow  
*Joanne Cluskey is a freelance writer and contributor to TWIST&PULSE & ...*

Tweet to @myirish140

Tweets Favorites Following Followers Lists

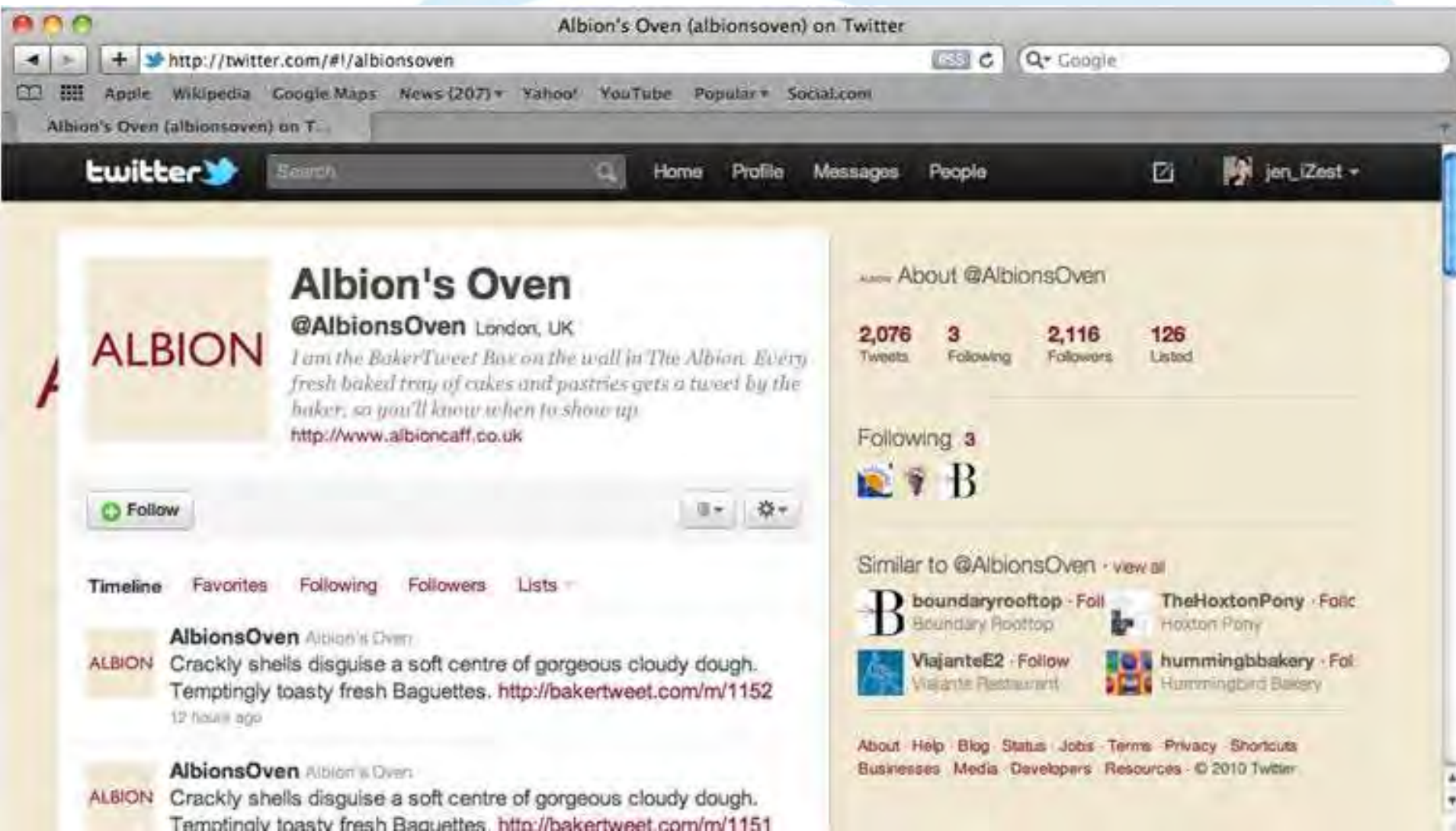
**About @myirish140**

1,920 Tweets 1,502 Following 904 Followers 12 Listed

Recent Images · view all

Similar to @myirish140 · view all

- IrishDanceMom02** Mary Kolar-DeNunzio · Follow  
*Mom of an Irish dancer, freelance writer, contributo...*
- Joanne\_Jedward** Joanne Cluskey · Follow  
*Joanne Cluskey is a freelance writer and contributo...*
- sarahmoro** Sarah Rogers · Follow



The screenshot shows a browser window with the address bar containing `http://twitter.com/#!/albionsoven`. The browser's address bar also includes a search field with the text "Q Google". The browser's tab bar shows several open tabs: "Albion's Oven (albionsoven) on T...", "Apple", "Wikipedia", "Google Maps", "News (207)", "Yahoo!", "YouTube", "Popular", and "Social.com".

The Twitter profile page for **Albion's Oven** (@AlbionsOven) is displayed. The profile header includes the name "Albion's Oven", the handle "@AlbionsOven", and the location "London, UK". The bio reads: "I am the BakerTweet Box on the wall in The Albion. Every fresh baked tray of cakes and pastries gets a tweet by the baker, so you'll know when to show up." The website link is `http://www.albioncaff.co.uk`. The profile has 2,076 tweets, is following 3 accounts, has 2,116 followers, and is listed on 126 profiles.

The "Following" list shows three accounts: a profile with a sun icon, a profile with a lightbulb icon, and a profile with a large letter 'B' icon.

The "Similar to @AlbionsOven" section lists several accounts: "boundaryrooftop" (Boundary Rooftop), "TheHoxtonPony" (Hoxton Pony), "ViajanteE2" (Viajante Restaurant), and "hummingbbakery" (Hummingbird Bakery).

The "Timeline" section shows two tweets from AlbionsOven. Both tweets feature the "ALBION" logo and describe "Crackly shells disguise a soft centre of gorgeous cloudy dough. Temptingly toasty fresh Baguettes." The first tweet includes the link `http://bakertweet.com/m/1152` and is dated "12 hours ago". The second tweet includes the link `http://bakertweet.com/m/1151`.

The footer of the page contains links for "About", "Help", "Blog", "Status", "Jobs", "Terms", "Privacy", "Shortcuts", "Businesses", "Media", "Developers", and "Resources", along with the copyright notice "© 2010 Twitter".





The screenshot shows a Safari browser window with the address bar displaying `http://twitter.com/#!/albionsoven`. The browser's menu bar includes Safari, File, Edit, View, History, Bookmarks, Window, and Help. The page title is "Albion's Oven (albionsoven) on Twitter". The Twitter interface shows a list of tweets from the account "AlbionsOven".

**AlbionsOven** Albion's Oven  
ALBION Plain, Almond and Chocolate. Its like Shoreditch meets Paris. Come and get them! <http://bakertweet.com/m/1143>  
25 Nov

**AlbionsOven** Albion's Oven  
ALBION Another load of our popular almond crossaints just been flying out of the oven, come and get them before they fly out of the caff!  
25 Nov

**AlbionsOven** Albion's Oven  
ALBION Crackly shells disguise a soft centre of gorgeous cloudy dough. Temptingly toasty fresh Wholemeal Tin Loaf.  
25 Nov

**AlbionsOven** Albion's Oven  
ALBION For a lunch to make your toes curl, check out today's satisfying sarnie Sandwich selection. Have you tried our new Mackerel roll?  
24 Nov

**AlbionsOven** Albion's Oven  
ALBION Plain, Almond and Chocolate. Its like Shoreditch meets Paris. Come and get them! <http://bakertweet.com/m/1139>



**Fáilte Ireland**

National Tourism Development Authority

**Klout**



# PALMS

CASINO RESORT  
LAS VEGAS 702-942-7777

MY CART: 0 ITEMS

PALMSPLACE PLAYBOY PEBBL

- ACCOMMODATIONS
- DINING
- NIGHTLIFE & ENTERTAINMENT
- GAMING
- POOLS & AMENITIES
- MEETINGS & EVENTS
- SPECIAL OFFERS

## RESERVATIONS

HOTEL  HOTEL+FLIGHT

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

### ROOMS

ROOMS: 1  
ADULTS: 2  
CHILDREN: 0

GET RATES  Secure Booking 






Tuesdays AT 9pm  
**THE LOUNGE**

LAS VEGAS' SONG-AND-DANCE MAN  
**RICK FAUGNO**

COMMENTS

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

QUICK INFO 

CONNECT WITH US:   



The screenshot shows a web browser window displaying the Klout profile of Jenny Taaffe. The browser's address bar shows the URL [http://klout.com/#/jen\\_iZest](http://klout.com/#/jen_iZest). The Klout profile header includes the Klout logo, a search bar, and navigation links for HOME, UNDERSTANDING KLOUT, and a user profile for JENNY with a score of 51. The main profile section features a large orange '51' badge, a profile picture of Jenny Taaffe, and a 'SPECIALIST' tag. Her bio reads: "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?!" and lists her location as Dublin. Below the bio, it states "Influences 532 others" and "Influential about 2 topics: Branding, Conferences". At the bottom of the page, there are buttons for "INVITE TWITTER FRIENDS" and "INVITE FACEBOOK FRIENDS".

Safari File Edit View History Bookmarks Window Help Wed 8:43

Jenny Taaffe | Klout Influence Report

http://klout.com/#/jen\_iZest example of excellent Twitter campaigns

KLOUT 51 JENNY

**51**

**Jenny Taaffe**

[t](#) [f](#) [in](#)

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

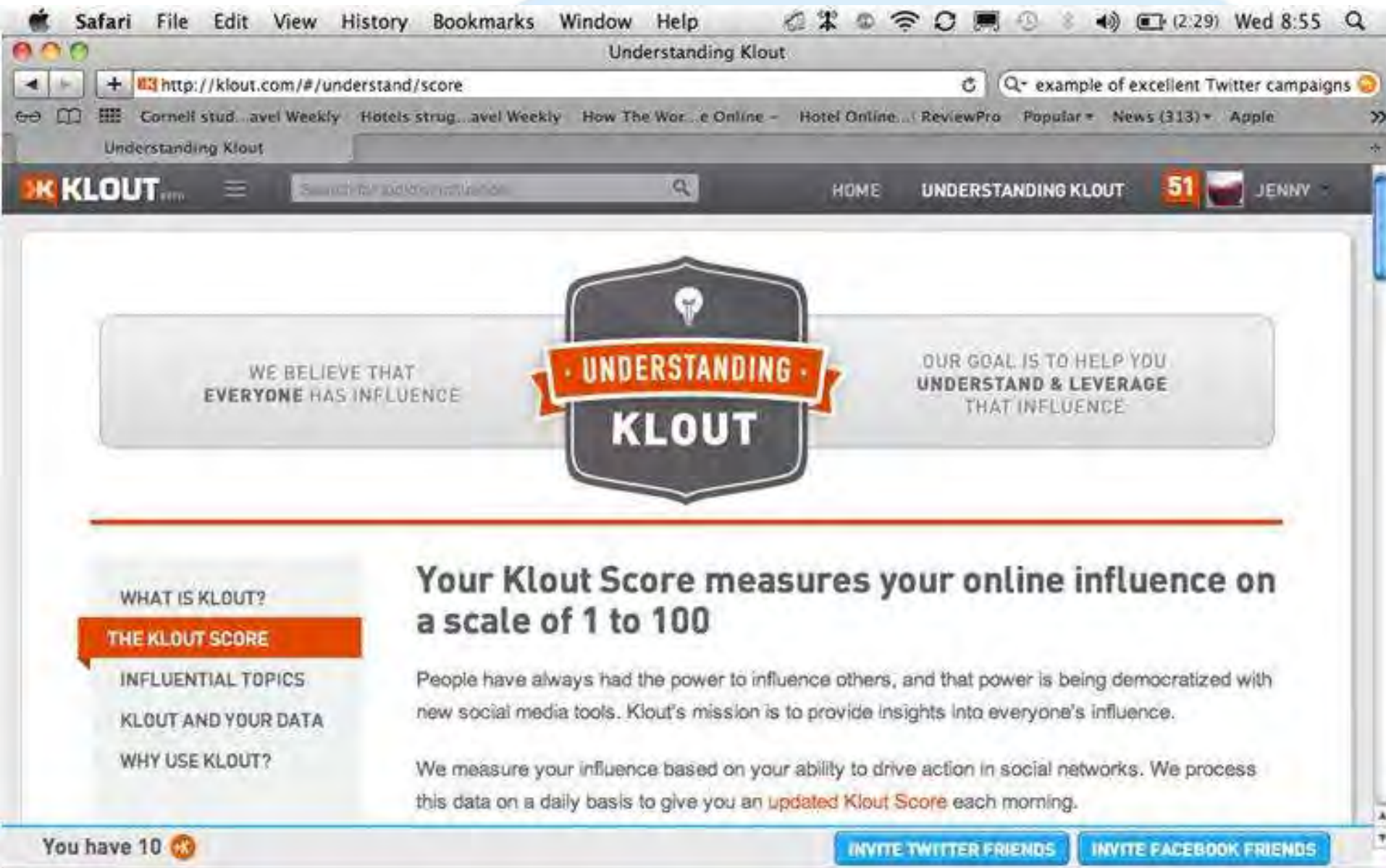
Influences 532 others

Influential about 2 topics

**Branding**

**Conferences**

INVITE TWITTER FRIENDS INVITE FACEBOOK FRIENDS



Safari File Edit View History Bookmarks Window Help

Understanding Klout

http://klout.com/#/understand/score

example of excellent Twitter campaigns

Cornell stud...avel Weekly Hotels strug...avel Weekly How The Wor...e Online - Hotel Online... ReviewPro Popular News (313) Apple

Understanding Klout

**KLOUT**  HOME UNDERSTANDING KLOUT 51 JENNY

WE BELIEVE THAT EVERYONE HAS INFLUENCE

**UNDERSTANDING KLOUT**

OUR GOAL IS TO HELP YOU UNDERSTAND & LEVERAGE THAT INFLUENCE

WHAT IS KLOUT?

**THE KLOUT SCORE**

INFLUENTIAL TOPICS

KLOUT AND YOUR DATA

WHY USE KLOUT?

## 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.

You have 10

INVITE TWITTER FRIENDS INVITE FACEBOOK FRIENDS



**Fáilte Ireland**

National Tourism Development Authority

Building an Effective Digital Marketing Strategy

# **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% - Whats going on today!
  - 15% - Spa & Leisure offers
  - 20% - local: events, festivals, concerts, sponsorships



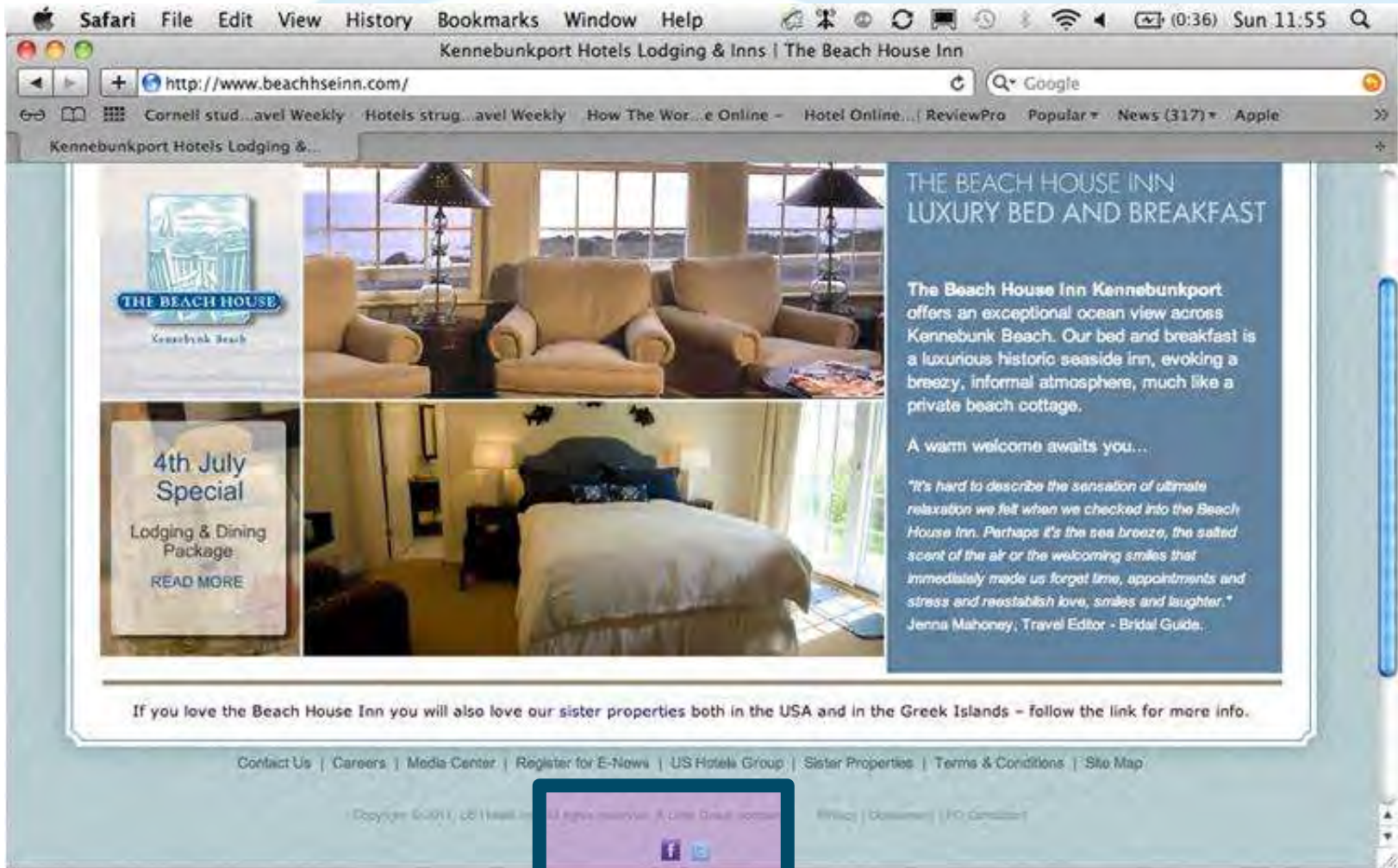
## Implementation

- The most important thing you can do it 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




Safari File Edit View History Bookmarks Window Help (0:36) Sun 11:55


Kennebunkport Hotels Lodging & Inns | The Beach House Inn

http://www.beachseinn.com/ Google

Cornell stud...avel Weekly Hotels strug...avel Weekly How The Wor...e Online - Hotel Online... / ReviewPro Popular News (317) Apple

Kennebunkport Hotels Lodging &...

  
THE BEACH HOUSE  
Kennebunk Beach




**THE BEACH HOUSE INN  
LUXURY BED AND BREAKFAST**

**The Beach House Inn Kennebunkport** offers an exceptional ocean view across Kennebunk Beach. Our bed and breakfast is a luxurious historic seaside inn, evoking a breezy, informal atmosphere, much like a private beach cottage.

A warm welcome awaits you...

*"It's hard to describe the sensation of ultimate relaxation we felt when we checked into the Beach House Inn. Perhaps it's the sea breeze, the salted scent of the air or the welcoming smiles that immediately made us forget time, appointments and stress and reestablish love, smiles and laughter."*  
Jenna Mahoney, Travel Editor - Bridal Guide.





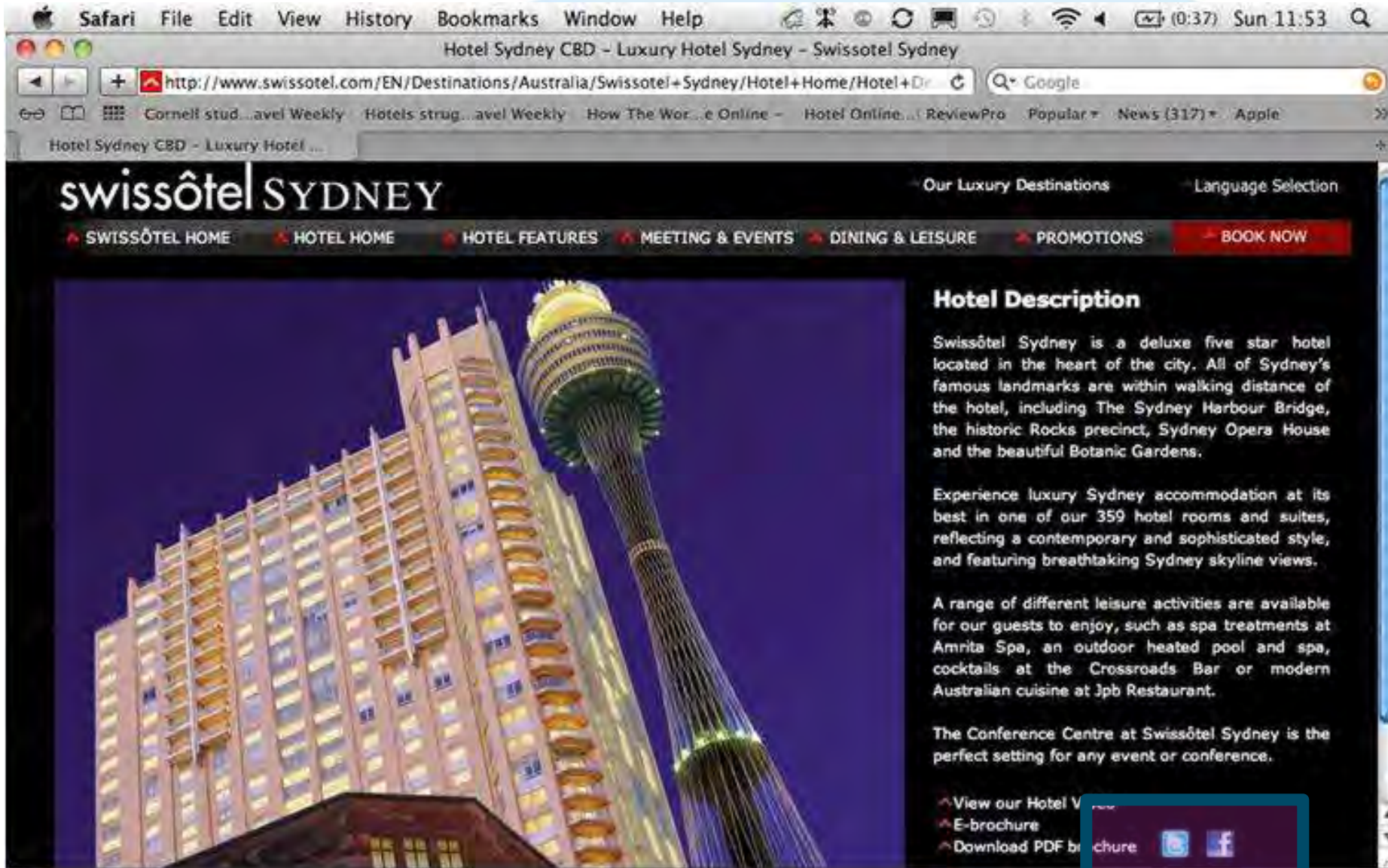
**4th July Special**  
Lodging & Dining Package  
[READ MORE](#)

If you love the Beach House Inn you will also love our sister properties both in the USA and in the Greek Islands - follow the link for more info.

Contact Us | Careers | Media Center | Register for E-News | US Hotels Group | Sister Properties | Terms & Conditions | Site Map

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**swissôtel SYDNEY**

Our Luxury Destinations Language Selection

SWISSÔTEL HOME HOTEL HOME HOTEL FEATURES MEETING & EVENTS DINING & LEISURE PROMOTIONS **BOOK NOW**

## 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 3pb Restaurant.

The Conference Centre at Swissôtel Sydney is the perfect setting for any event or conference.

- View our Hotel Website
- E-brochure
- Download PDF brochure





The screenshot shows a Safari browser window with the address bar displaying <http://www.bellagio.com/hotel/social-media.aspx>. The page title is "Las Vegas Hotel Promotions - Social Media". The browser's address bar also shows a search engine (Google) and a search icon. The page content includes a navigation menu on the left with options like "EXCLUSIVE WEB OFFERS", "UNIQUE EXPERIENCES", "AIR & HOTEL PACKAGES", "DIRECT ADVANTAGE", and "SOCIAL MEDIA". The main content area features a "Social Media" section with icons for Facebook, Twitter, YouTube, and a "text" icon. Below this is a paragraph of text explaining the hotel's social media presence and providing a link to their guestbook. A "Latest News" section follows, with a sub-section for "TWITTER" and a tweet from @maryannfox5news dated 08/06/2011.

**EXCLUSIVE WEB OFFERS**  
**UNIQUE EXPERIENCES**  
**AIR & HOTEL PACKAGES**  
**DIRECT ADVANTAGE**  
**SOCIAL MEDIA**

[Home](#) [Hotel](#) [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 smart phone 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



**Fáilte Ireland**

National Tourism Development Authority

Building an Effective Digital Marketing Strategy

**Linked** 

## 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



The screenshot shows a Safari browser window displaying a LinkedIn profile page for Jenny Taaffe. The browser's address bar shows the URL: [http://www.linkedin.com/profile/edit?id=17384141&trk=hb\\_tab\\_pro\\_top](http://www.linkedin.com/profile/edit?id=17384141&trk=hb_tab_pro_top). The page title is "Edit My Profile | LinkedIn".

The LinkedIn interface includes a navigation bar with "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox", "Companies", and "More". A search bar is visible with "People" and "Advanced" options. The user's account type is "Basic", and the name "Jenny Taaffe" is displayed with an "Add Connections" button.

The profile section for Jenny Taaffe shows her as the "Owner at iZest Marketing - Commercial Marketing Experts" in "Ireland" under the "Marketing and Advertising" industry. A profile picture is shown with an "Edit" button below it. To the right of the profile picture are several settings links: "Forward profile to a connection", "Change Contact Settings", "Change Public Profile Settings", and "Create profile in another language".

A post by Jenny Taaffe is visible, titled "The 2nd piece of research I've seen this week that indicates iPhone ownership is 7-8% in Ireland bit.ly/cAqArL". The post includes options to "Like (1)", "Comment", "See all activity", and "Post an update".

The "Current" section lists her role as "Owner at iZest Marketing" with an "Add a current position" link. The "Past" section lists previous roles: "MD at Pigsback.com", "Account Manager - Account Director at Pigsback.com", and "Marketing Exec. at Gresham Hotel Group Plc".

At the bottom right, there are advertisements for "Got Spare Capacity?" and "Compare & Save on Flights". A "100% profile completeness" progress bar is also visible.

## 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**

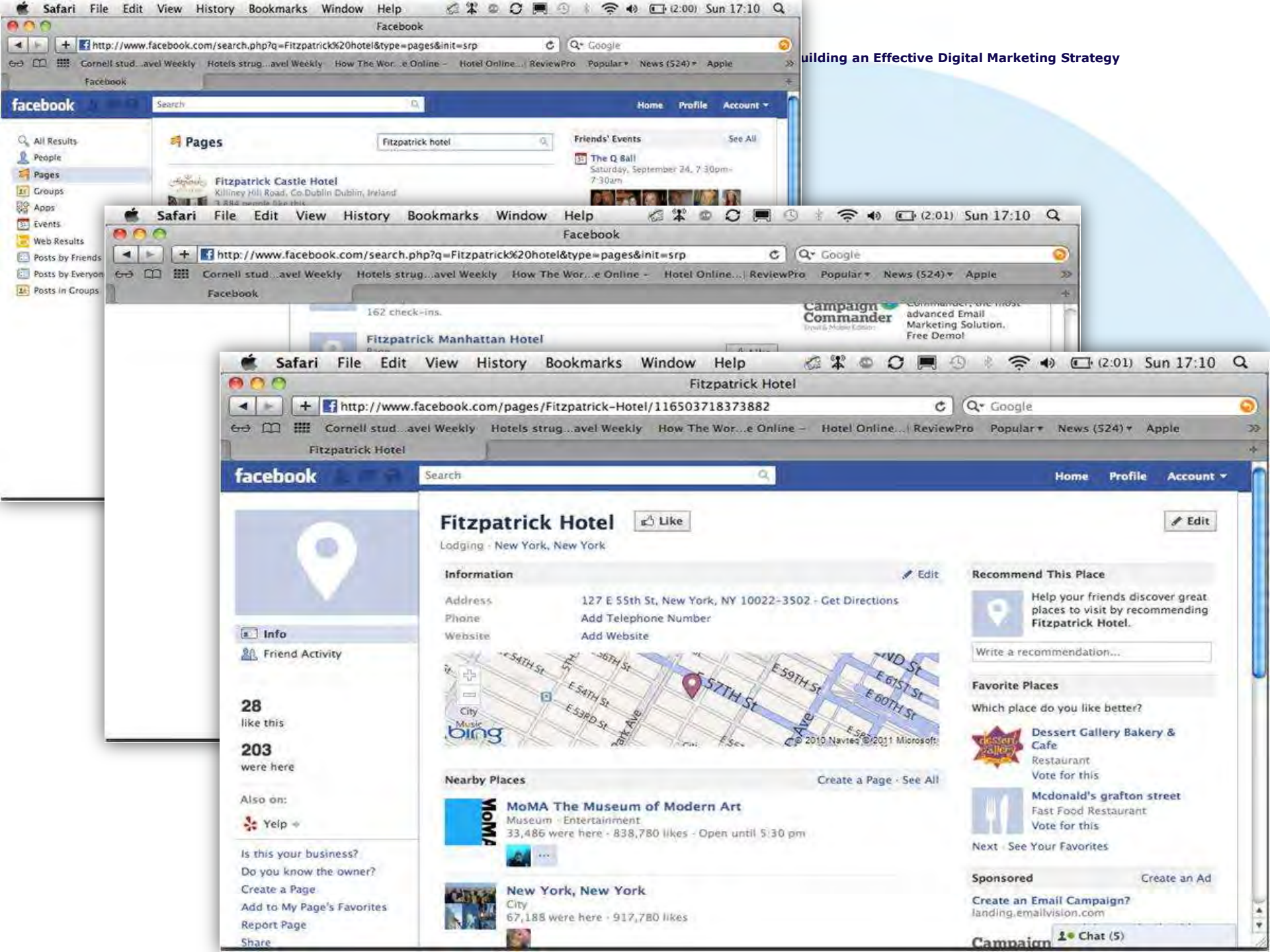


# New Trends



## **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

Safari File Edit View History Bookmarks Window Help Sun 17:10

http://www.facebook.com/search.php?q=Fitzpatrick%20hotel&type=pages&init=srp

facebook

Pages

Fitzpatrick hotel

Friends' Events

The Q Ball  
Saturday, September 24, 7:30pm - 7:30am

Fitzpatrick Castle Hotel  
Kiliney Hill Road, Co.Dublin Dublin, Ireland

Safari File Edit View History Bookmarks Window Help Sun 17:10

http://www.facebook.com/search.php?q=Fitzpatrick%20hotel&type=pages&init=srp

facebook

162 check-ins.

Fitzpatrick Manhattan Hotel

Campaign Commander  
Commander, the most advanced Email Marketing Solution. Free Demo!

Safari File Edit View History Bookmarks Window Help Sun 17:10

Fitzpatrick Hotel

http://www.facebook.com/pages/Fitzpatrick-Hotel/116503718373882

facebook

Search

Home Profile Account

**Fitzpatrick Hotel** Like

Lodging · New York, New York

Information

Address 127 E 55th St, New York, NY 10022-3502 - Get Directions

Phone Add Telephone Number

Website Add Website

Map

City

bing

28 like this

203 were here

Also on:

Yelp

Is this your business?  
Do you know the owner?  
Create a Page  
Add to My Page's Favorites  
Report Page  
Share

Recommend This Place

Help your friends discover great places to visit by recommending Fitzpatrick Hotel.

Write a recommendation...

Favorite Places

Which place do you like better?

Dessert Gallery Bakery & Cafe  
Restaurant  
Vote for this

Mcdonald's grafton street  
Fast Food Restaurant  
Vote for this

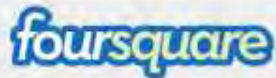
Next · See Your Favorites

Sponsored Create an Ad

Create an Email Campaign?  
landing.emailvision.com

Campaign

Chat (5)



Jenny in Dublin, Ireland Notifications 1 Apps Help Settings Log Out

Me History Badges Stats Friends

**The Burlington**

Upper Leeson Street  
Dublin, Ireland

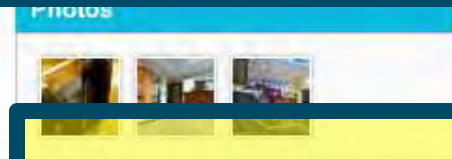
Categories: Hotel, Hotel Bar  
Tags: *untagged*

edit

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
1	199	899

**Mayor** *Last 80 Days*

**Ursula J.**  
6 check-ins



Do you manage this venue? Claim here.

**Tips** POPULAR RECENT

Example: Order the burger and ask for the secret sauce!

SHARE

**Paul A.**  
Irish Hotels Federation

Save Done

54 check-ins



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.

- + [Angels and Kings](#) (New York, NY)
- + [Ardeo at Waterplace](#) (Providence, RI)
- + [Artichoke Gallery Cafe](#) (Sydney, NSW)
- + [Artisan Baking Co.](#) (Fort Worth, TX)
- + [Aster Coffee Lounge](#) (Seattle, WA)
- + [Azul at Mandarin Oriental](#) (Miami, FL)
- + [Baby Blues BBQ](#) (West Hollywood, CA)
- + [Back to Eden Bakery Boutique](#) (Portland, OR)
- + [Bad Decisions](#) (Baltimore, MD)
- + [BalletMet Columbus](#) (Columbus, OH)
- + [Bangkok House / Shanghai Restaurant](#) (Elgin, IL)
- + [Baohaus](#) (New York, NY)
- + [Bar Adagio](#) (San Francisco, CA)
- + [Barbette](#) (Minneapolis, MN)
- + [Bare Back Grill \(Downtown\)](#) (San Diego, CA)
- + [Barnes & Noble at Student Union](#) (Charlotte, NC)
- + [BarNone](#) (Milwaukee, WI)
- + [Baroque Bistro Patisserie](#) (The Rocks, Australia)
- + [Barrel](#) (New York, NY)
- + [Barrington Area Library](#) (Barrington, Illinois)
- + [Barrio Tequila Bar - Minneapolis](#) (Minneapolis, MN)
- + [Barrio Tequila Bar - Saint Paul](#) (St. Paul, MN)
- + [Barrio Truck](#) (Saint Paul, MN)
- + [Bea's of Bloomsbury](#) (London, UK)
- + [Beanheads Coffee](#) (Sacramento, Ca)



## Some local offers

### Take a look at some of our official venue partners below.

#### **Maia** (Dublin, Ireland)

Free coffee or cappuccino to our Mayor every Friday morning before 9am - just say Sasha sent you!

#### **The Market food store** (Stepaside, Dublin)

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!

#### **Schoolhouse Hotel** (Dublin, Ireland)

Staying overnight at the Schoolhouse? Enjoy a complimentary room upgrade! Subject to availability.

#### **The Westbury Hotel** (Dublin, Ireland)

Free cocktail for the Mayor of The Westbury 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.

#### **Camden Court Hotel** (Dublin, Ireland)

After your 5th Check-In enjoy a Dinner for 2 in The Iveagh Restaurant for €50.00 with A Free Bottle of Prosecco!

#### **The Watermill Bar** (Dublin, Ireland)

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!

#### **The Marble Bar** (Dublin, Ireland)

Free cocktail for the Mayor of The Marble Bar. Buy 1 cocktail and get 1 free when you visit as Mayor.

#### **Cafe en Seine** (Dublin, Ireland)

Free Coffee (max 1 per day) any time before 9pm! Ask for the manager on duty

#### **The Farm** (Dublin, Ireland)

2 for one special on any meals sold between 230pm and 5pm Sunday to Thursday. Ask staff for more details.

#### **Bellamy's** (Dublin, Ireland)

One Free pint of beer to our Mayor on a Wednesday evenings! Bring your phone & ask for Ray!

#### **The Gasworks Bar** (Dublin)

One Free bottle of beer to our Mayor on a Thursday evening! See you there!

#### **Wilde - The Restaurant** (Dublin, Ireland)

Complimentary three course meal when checking in on your birthday. Offer applies to patron who is celebrating their birthday. Notify restaurant before ordering.

#### **Domino's Pizza Dublin - Rathmines** (Dublin, Ireland)

Every Wednesday the Mayor of each store receives a free small pizza. T&Cs apply.

#### **Domino's Pizza Dublin - Dundrum** (Dublin, Ireland)

Every Wednesday the Mayor of each store receives a free small pizza. T&Cs apply.

#### **GAA Club Raheny** (Dublin, Ireland)

One Free pint of beer to our Mayor on Thursday evenings! Bring your phone & show it to the barman!

#### **David Lloyd** ()

# 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

**Great Local Business**

**See Today's Deal**

Earn \$10 in Groupon Bucks by inviting friends. Refer a friend now.

## Groupon for hotels



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

InterContinental Chicago Deal of the Day | Groupon Chicago

http://www.groupon.com/deals/inter-continental-chicago

Apple Wikipedia Google Maps News (907) Yahoo! YouTube Popular

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

**\$99** No Longer Available

Value	Discount	You Save
\$249	60%	\$150

 Buy it for a friend!

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

**1,499 bought**

 **The deal is on!**  
Tipped at 9:26AM with 50 bought



**INTERCONTINENTAL CHICAGO**

### The Fine Print

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

marketing article regarding thisgroupon... more

[Join the discussion!](#)  
50 comments

### More Great Deals Nearby

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

**\$30**  
\$60 value

[View it!](#)

[View](#) Chicago: \$26 for a Topcoat-Level Manicure and Pedicure at Sugarcoated Nail Boutique (\$57 Value)

[View](#) St. Charles: \$49 for Two Months of Unlimited Yoga Classes at Bikram Yoga St. Charles (\$249 Value)

[View](#) Chicago: Half Off Ticket





# The Mega Deal

from Pigsback.com



## TODAY'S DEALS

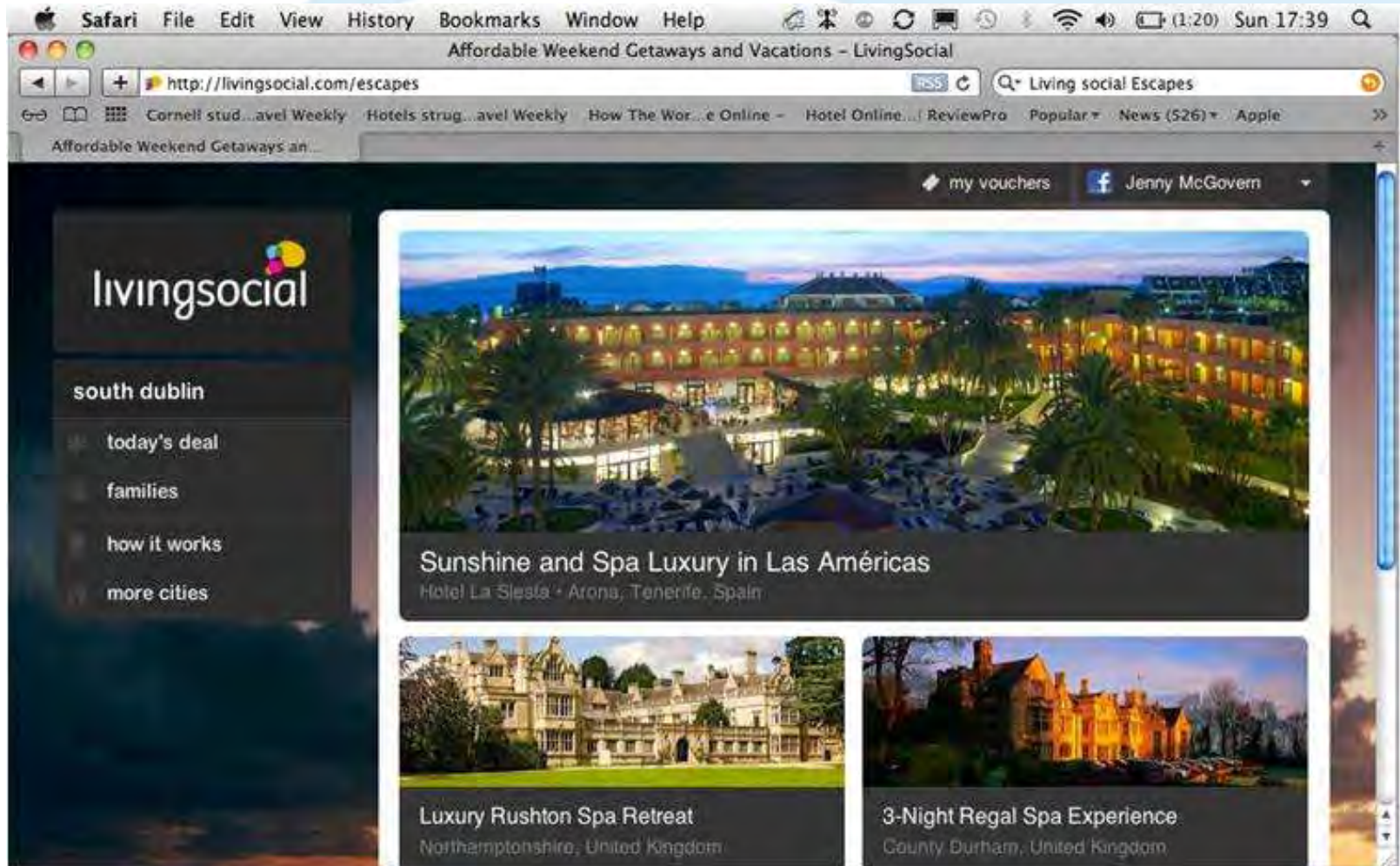
€59 instead of €127 for 1 night B&B for 2 and a bottle of wine at the Maldron Hotel Galway!

€127      54% Off      €59

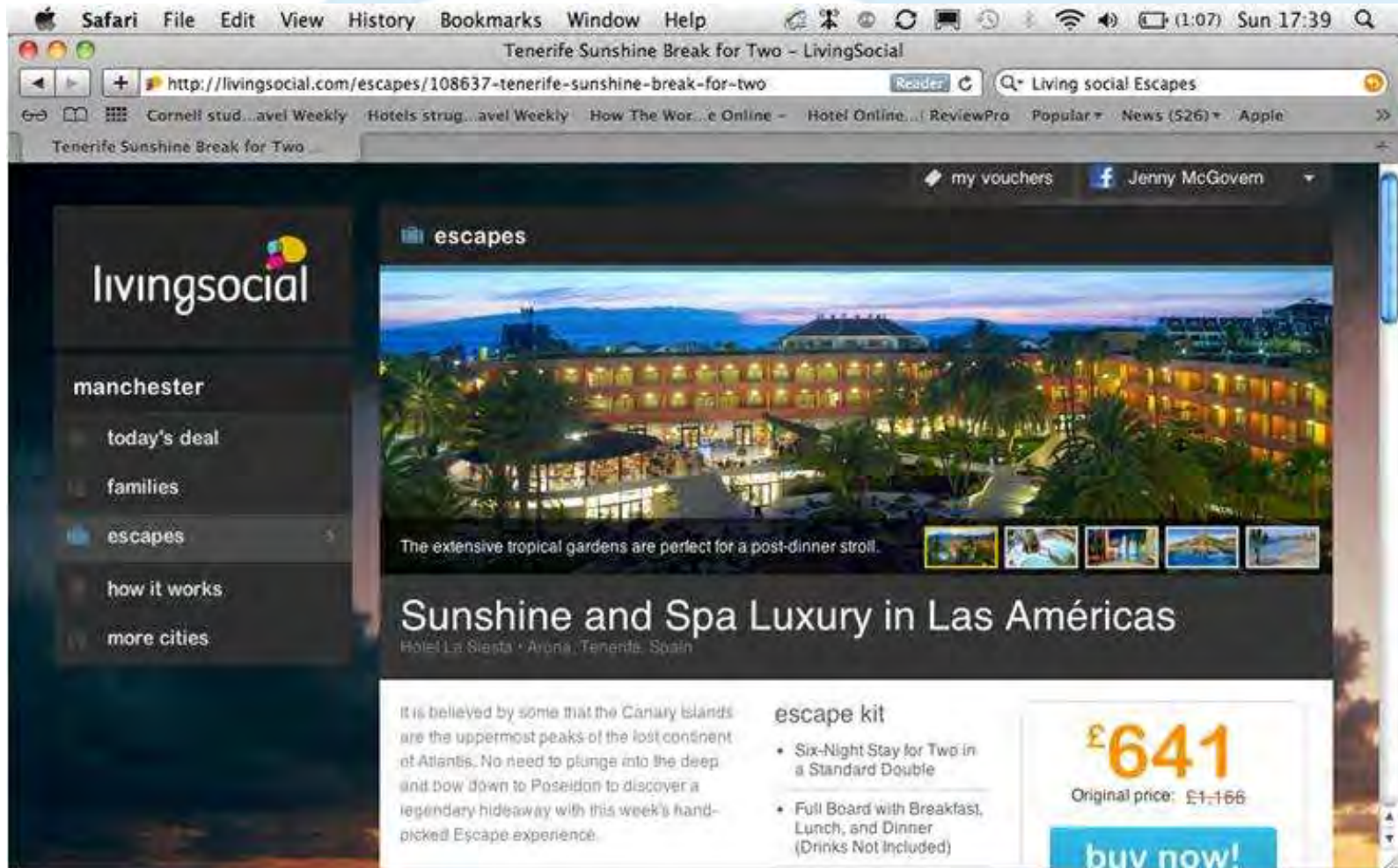
- Superior B&B for 2 in Galway City
- Complimentary bottle of wine
- Full access to leisure facilities: including 20m pool, gym, sauna, steam room, spa pool, solarium, health & beauty suite
- Range of dining options at Stir bar and restaurant



## Living Social Escapes



## Living Social Escapes



The screenshot shows a Safari browser window displaying a LivingSocial page for a "Tenerife Sunshine Break for Two". The browser's address bar shows the URL: <http://livingsocial.com/escapes/108637-tenerife-sunshine-break-for-two>. The page features a large image of a hotel at night, with the headline "Sunshine and Spa Luxury in Las Américas" and the location "Hotel La Siesta • Avona, Tenerife, Spain". A sidebar on the left contains navigation links for "manchester", "today's deal", "families", "escapes", "how it works", and "more cities". The main content area includes a description of the tropical gardens, an "escape kit" section listing the offer details, and a prominent price tag of £641, with the original price of £1,166 crossed out. A "buy now!" button is visible at the bottom right.

my vouchers Jenny McGovern

escapes

The extensive tropical gardens are perfect for a post-dinner stroll.

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

It is believed by some that the Canary Islands are the uppermost peaks of the lost continent of Atlantis. No need to plunge into the deep and bow down to Poseidon to discover a legendary hideaway with this week's hand-picked Escape experience.

**escape kit**

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

**£641**  
Original price: ~~£1,166~~

**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: PhoCusWright)
- 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?



**Fáilte Ireland**

National Tourism Development Authority

**Building an Effective Digital Marketing Strategy**

# **Summary**

## Keep in Contact

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Webinars:	<a href="http://failteireland.ie/News-Features/News-Library/Web-Supports-now-available-Online.aspx">failteireland.ie/News-Features/News-Library/Web-Supports-now-available-Online.aspx</a>
Online Resources:	<a href="http://failteireland.ie/Market-Your-Business-With-Failte-Ireland.aspx">failteireland.ie/Market-Your-Business-With-Failte-Ireland.aspx</a>
Courses Available:	<a href="http://failteireland.ie/Business-Supports/Websupports/Events">failteireland.ie/Business-Supports/Websupports/Events</a>
Online Business Tools	<a href="http://failteireland.ie/Develop-Your-Business/Business-Tools.aspx">failteireland.ie/Develop-Your-Business/Business-Tools.aspx</a>

For any other questions, contact the Business Supports team on **01-8847762**



### **Fáilte Ireland**

88-95 Amiens Street  
Dublin 1  
Ireland  
Lo-Call: 1890 525 525

## Courses Available

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- 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)