[Company logo omitted]

facebook

twitter

Note to *BCQ* readers:

- This is a sample student PowerPoint presentation for a hotel that requested confidentiality. Therefore, all references to the hotel and its competitors have been omitted.

- The presentation is dense because it was sent to the client, who could not travel to see students' presentations.

- This is far from perfect! But the client found this group's presentation to be the most valuable.

[Hotel photos omitted]

Using Social Media to Increase Revenue For [Company]

By: [omitted]

For: [omitted]
Date: [omitted]

Executive Summary

In order to come up with suggestions as to how [Company] can improve their social media efforts to generate more revenue, we first analyzed [Company]'s use of social media, namely Twitter and Facebook. We have found that [Company] uses Twitter and Facebook to effectively communicate the hotel's offerings with both potential and established guests as well as to develop personal connections with the clientele. [Company] should continue to use both of these social media outlets because both sites continue to grow in terms of their user base.

Twitter Recommendations

To continue to increase revenue, [Company] should make several changes to their use of social media. First, [Company] should post messages on the Twitter accounts of airlines, car rental companies, and travel agents in order to increase the exposure of its message to those interested in traveling. Ideally, the operators of these Twitter accounts, in an effort to increase their own usefulness to their customers, will retweet [Company]'s posted messages into their networks. Next, [Company] should run contests through Twitter. Under a contest, [Company] would have followers retweet a certain message (e.g. "I want to [Company] a vacation") into their personal networks. There would then be a random drawing from the pool of retweets to determine the winner of a vacation package. This will encourage excitement about the Twitter account and draw more publicity towards the hotel, building a greater customer base.

Facebook Recommendations

Next, [Company] needs to reformat its Facebook site. The Facebook site should have more pictures of the hotel itself in order to show guests what the [Company] experience is really like and include contact information under "Information," along with a call to action. The Facebook page would also be enhanced by a virtual tour of the hotel hosted by [CEO] himself. Unlike [Company]'s competitors, [Company]'s Faceboook page does not advertise special deals or promotions. Deals and promotions on Facebook will encourage new guests to come to [Company].

Metrics

Finally, in order to measure the effect of these new revenue-generating initiatives, we recommend undertaking a study of Return on Investment, or ROI. The steps to do so are detailed in this report. ROI will not only show how effective social media is at generating revenue, but it will also justify continued social media expenditures into the future.

Agenda

- Twitter SWOT Analysis

- Recommendations for Twitter

- Facebook SWOT Analysis

- Recommendations for Facebook

- Search Engine Optimization

- Metrics

- Questions

[Company] SWOT Analysis

[Company logo omitted]

Strengths

- Largest number of Twitter followers out of comparable hotels
- Dedicated job function in organization
- Personal responses to individual Twitter followers
- Opportunity for "the moment" to solidify brand loyalty
- Followers will retweet posts they like into their networks (see [Company] example)
- Measurable

Weaknesses

- Extremely short-term. For average follower, going to be interested in [Company] only when planning a trip or in [area] and not much more often
- Not an effective means of communicating [Company]'s diverse offerings
- Have to search to find account
- Does not currently use Twitter to its full capacity (see [Company] Example)

Opportunities

- Growth of Twitter
- Majority of Twitter users are in [Company]'s target age group

Threats

- Slowing Growth
- Low retention rate
- Those who stay do not access accounts frequently

Strengths

[Company logo omitted]

Largest number of Twitter followers out of comparable hotels

Hotel	Twitter Account	Followers
[Example omitted]		

Personal responses to individual Twitter followers

less than one month until i'm staying @▮▮▮▮▮▮▮▮▮▮

about 7 hours ago via web

▮▮▮▮▮▮▮▮▮▮▮▮▮▮ Let us know if you need any recommendations!

35 minutes ago via CoTweet in reply to ▮▮▮▮

Opportunity for "the moment" to solidify brand loyalty

4:52 PM Mar 8th via Echofon   ↰ Reply   ⇄ Retweet
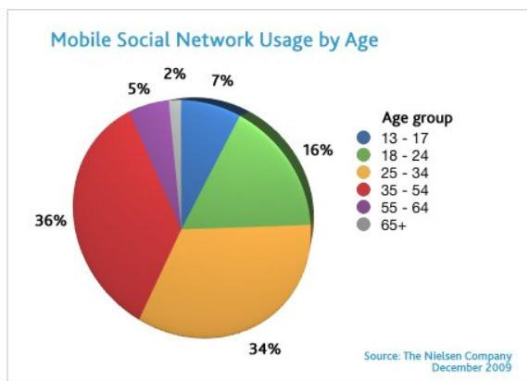
[Competitor]: Retweeting

[Example omitted]

Opportunities

Growth

- 1382% growth in unique audience from 2008 - 2009
- 347% growth in Access to Twitter accounts by mobile users between January 2009 and January 2010
- January of 2010, 11.1% of all mobile phone users accesses a social networking site via a mobile browser, up 4.6% from January of 2009

Age Group

- Leaders in mobile social networking are in the 35-to-54-year-old age range, as they accounted for 36% of all mobile social network usage in December 2009
- Women are responsible for 55% of mobile social networking, while men are responsible for only 45%

Mobile Social Network Usage by Age

Age group	
13 - 17	7%
18 - 24	16%
25 - 34	34%
35 - 54	36%
55 - 64	5%
65+	2%

Source: The Nielsen Company December 2009

Top 20 Social Network Sites, December 2008			
	Feb 09	Feb 08	YOY Growth
Site	Unique Audience	Unique Audience	Unique Audience
Facebook	65,704	20,043	228%
Myspace.com	54,164	56,313	-4%
Classmates Online	15,545	12,955	20%
LinkedIn	13,418	7,392	82%
Reunion.com	11,220	4,323	160%
Twitter.com	7,038	475	1382%
Club Penguin	6,073	4,727	28%
Ning	3,944	1,464	169%
AOL Community	3,637	3,337	9%
Tagged.com	3,488	1,316	165%
Bebo	3,165	2,255	40%
Imeem	2,665	2,187	22%
Flixster	2,520	2,619	-4%
Multiply	2,394	821	192%
Last.fm	2,262	1,980	14%
MyYearbook	2,248	1,738	29%
Meetup.com	2,216	1,940	14%
Care2.com	2,120	1,765	20%
CarDomain Network	1,627	1,322	23%
Gaia Online	1,544	1,222	26%

Source: Nielsen Online, http://www.marketingcharts.com/interactive/mobile-facebook-twitter-growth-explodes-12179/; http://www.marketingcharts.com/interactive/women-middle-aged-do-most-mobile-social-networking-12137/

Weaknesses

Cannot communicate everything through Twitter. Too many sub-brands and types of attractions. [Company] should sample a little bit of each.

[Example omitted]

[Another Competitor]: #[omitted]

[Example omitted]

Does not currently use Twitter to its full capacity
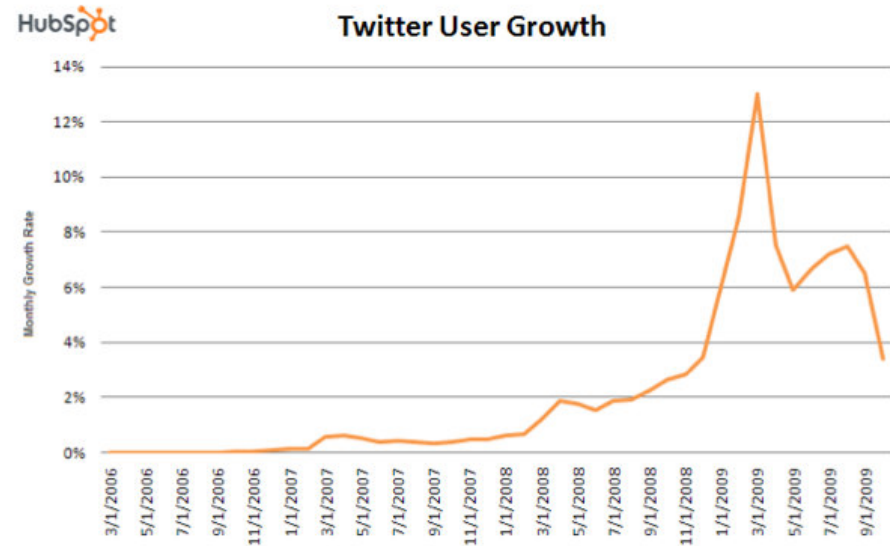
[Competitor's] Contest

[Example omitted]

Slowing Growth

- Growth peaked in early 2009
- In mid-2009, growth slowed from 7.8 million new users a month to 6.2 million new users a month

Low Retention Rate

- 60% of Twitter users do not return from one month to the next
- Neilson predicts Twitter is a fad and the retention rate is too low for Twitter to catch on (compare to Facebook retention rate of 70%)

Low Frequency of Account Access

- Only 17% of all Twitter users updated their accounts in December 2009

HubSpot **Twitter User Growth**

Source: http://www.businessweek.com/the_thread/brandnewday/archives/2009/04/twitter_is_a_fa_1.html;
http://www.readwriteweb.com/archives/twitters_growth_slows_down_dramatically.php; Wasserman, T. (2010). The Tweet Hereafter. Adweek, 51(6), 8-10. Retrieved from Business Source Complete database.

Twitter Recommendations

1. Tweet on the accounts of companies in the Travel and Lodging Industry

2. Use contest promotions

Twitter Recommendations

1. Tweet on the accounts of companies in the Travel and Lodging Industry

- Tweet about [Company] offerings and promotions on the accounts of:
  - Travel agencies
  - Airlines
  - Car rental companies
  - Destination Management Companies

- The goal is to have [Company] on top of a potential guest's mind when thinking of [area] hotels

- As a result, [Company] will gain exposure to potential guests who are not following [Company]'s account

- Other companies (e.g., Southwest) have an incentive to retweet [Company]'s offerings and promotions into their own networks in order to add utility to their Twitter account and encourage their own customers to use their services during the customers' vacation to [Company]

Twitter Recommendations

2. Use contest promotions

- WIN a [Company] vacation contest

  - [Company] followers will retweet a certain message into their networks ("I want to [Company] a vacation at [Company] [area] Hotels")

  - [Manager] will then randomly select a winner from the pool of retweets

  - The winner will receive an all-expense-paid weekend at [Company]

- This strategy will create "buzz" about the [Company] brand

[Example omitted]

Facebook SWOT Analysis

Strengths

- Personal examples of great service
- Portrays the real guest experience
- Attractive pictures of rooms and amenities
- Personal interaction with wall posters
- Ability to share multimedia

Weaknesses

- Few pictures of interior of hotel
- [Company] and [Company] Facebook pages are very similar
- Have to search to find page

Opportunities

- Growth of Facebook
- Majority of Facebook users are in [Company]'s target age group

Threats

- The social media industry is quickly changing
- High degree of competition between [Company] and other hotels on social media

Strengths

[Company logo omitted]

[Example omitted]

[Example omitted]

Personal examples of great service

Portrays the real guest experience

Personal interaction with wall posters

[Example omitted]

Weaknesses

[Example omitted]
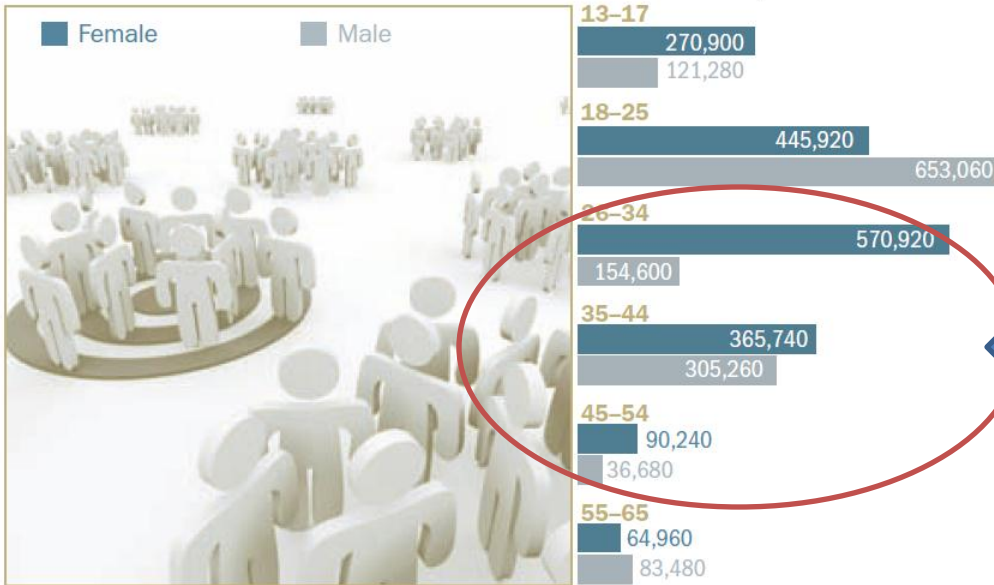
Few pictures of interior of hotel

[Example omitted]

[Company] and [Company] Facebook pages are very similar

[Example omitted]

Opportunities

U.S. Facebook Audience Growth in the Past 30 Days, by Age and Gender, January 2010

■ Female ■ Male

13–17
270,900
121,280

18–25
445,920
653,060

26–34
570,920
154,600

35–44
365,740
305,260

45–54
90,240
36,680

55–65
64,960
83,480

Source: Facebook as cited by Inside Facebook, Jan. 4, 2010

[Company]'s Target Market

Source: Ni (2010). metrics. *EContent*, *33*(2), 4. Retrieved from Business Source Complete database.

[Company logo omitted]

[Example omitted]

[Example omitted]

Abundant Competition

Social media is quickly changing

Linked **in** ™

myspace **.com**

twitter

Facebook Recommendations

1. Include more pictures!

2. Place contact information and promotions in more visible areas

3. Direct [Company] fans immediately to a Promotions page with attractive images

4. If possible, upload a virtual tour of the hotel hosted by [CEO]

Facebook Recommendations
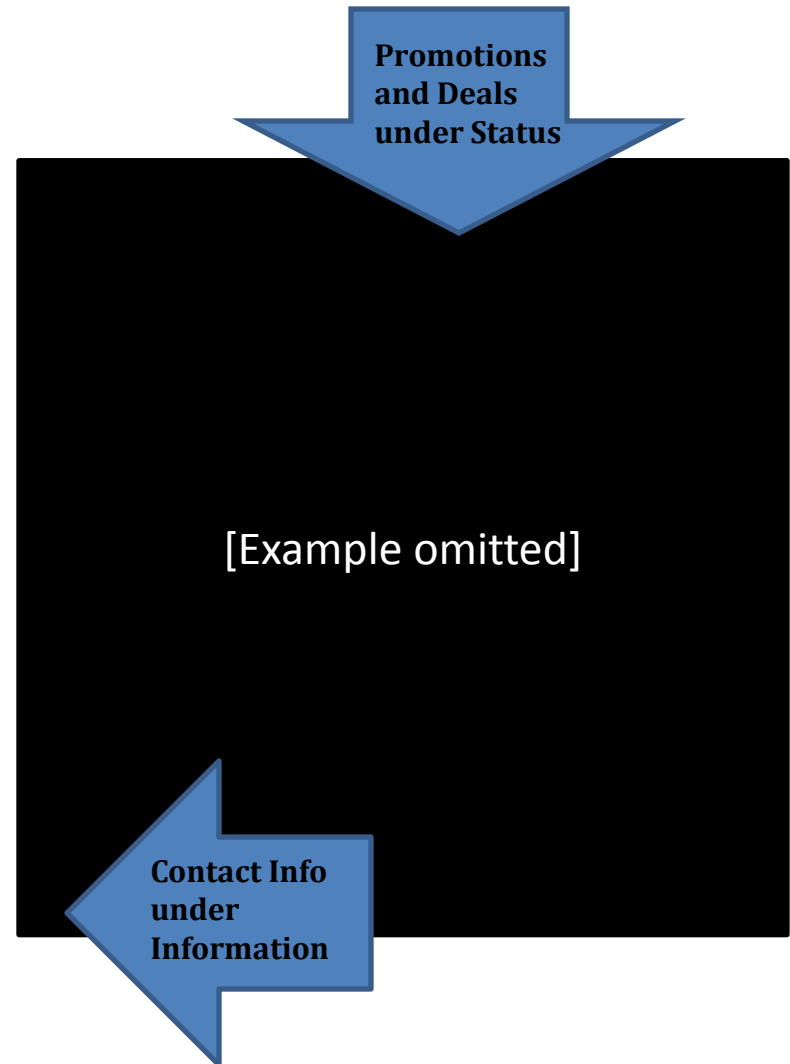
1. Include more pictures!

- Photos of standard guestrooms in addition to suites for a more comprehensive idea of the hotel

- Pictures of some bathrooms in guestrooms

- Include pictures of actual guests rather than just models in the restaurants and poolside

Facebook Recommendations

2. **Place contact information and promotions in more visible areas**

- Currently they are at the bottom of the left hand side of the fan page

- Include contact information under Information Bar instead of the year founded

- Use the status tool for promotions and deals so fans can view them immediately on Newsfeed

Promotions and Deals under Status

[Example omitted]

Contact Info under Information

Facebook Recommendations

3. **Direct [Company] fans immediately to a Promotions page with attractive images**

- Here is an example of [Competitor] directing users to their Special Offers page upon visiting their profile

- [Company]'s current Facebook has an Entertainment section with their promotions for upcoming deals and events

[Example omitted]

This is [Competitor's] initial page of their Facebook profile, notifying fans of new promotions

Fans have to go to another tab to find [Company]'s promotions

[Example omitted]

Facebook Recommendations

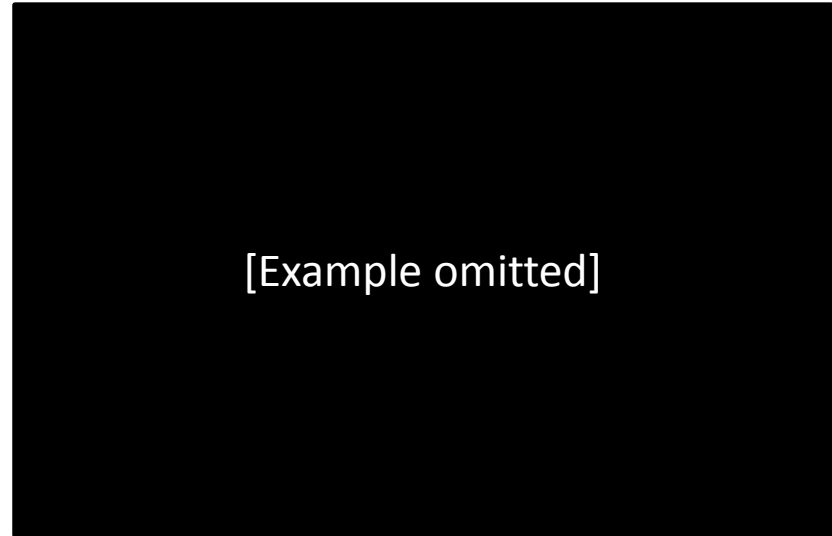**4. If possible, upload a virtual tour of the hotel hosted by [CEO]**

Include the following in the video: guestrooms, lobbies, restaurants, nightclubs, spas, pools, and fitness centers

[Example omitted]

Recommendations for Both

Search Engine Optimization

- Expand [Company]'s Twitter bio to fill it with

  key words such as:

  – "Nice hotel"

  – "[area]"

  – "Luxury"

  – "Casino"

[Example omitted]

- Since the **bio** is regularly indexed from search engines, [Company]'s Twitter will be more likely to show up in the results when a potential guest searches for one of these terms

- Place a link to [Company]'s Twitter (and Facebook) account on its homepage so that a search engine is able to make a connection in the search results between [Company]'s social media efforts and its main website

- Choose keyword-rich content and put this towards the beginning of a tweet since search engines focus on the first 42 characters

[Example omitted]
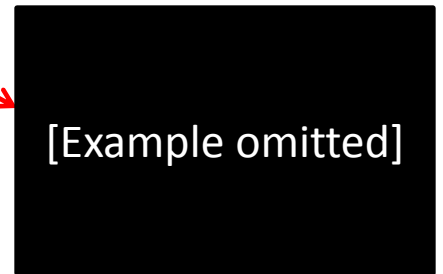
Review of Recommendations

Twitter

1. Tweet on the accounts of companies in the Travel and Lodging Industry

2. Use contest promotions

Facebook

1. Include more pictures!

2. Place contact information and promotions in more visible areas

3. Direct [Company] fans immediately to a Promotions page with attractive images

4. If possible, upload a virtual tour of the hotel hosted by [CEO]

Search Engine Optimization
Use key words
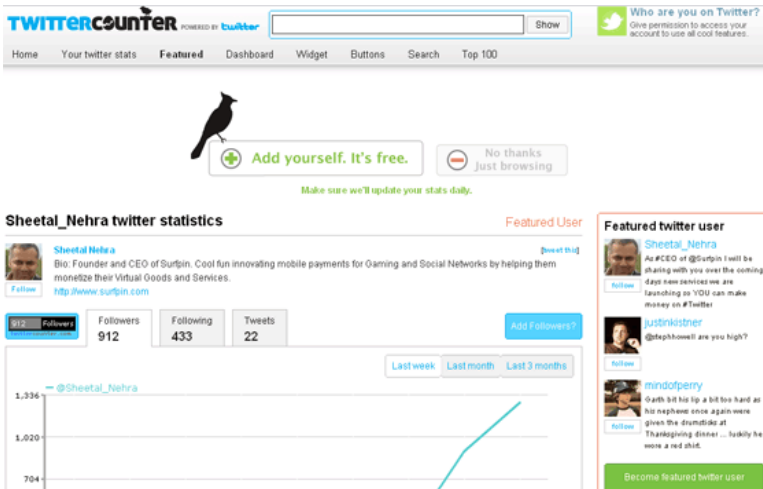
TwitterCounter
- Stats of followers, following, and daily tweets
- Can compare [Company]'s activities with competitors'

Twitteranalyzer
- Basic stats
- Tracks who retweets [Company]'s messages, who is writing about [Company], and how many followers are on presently

Return on Investment (ROI)

Step 1: Establish a baseline

8% YoY Growth

before social media | since social media

www.thebrandbuilder.wordpress.com

Step 4: Measure transactional precursors

Social Media ROI series

positive mention

negative mention

overall mentions

2008 ... 2009

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

www.thebrandbuilder.wordpress.com

Step 2: Create Activity Timelines

www.thebrandbuilder.wordpress.com

Step 5: Overlay all timelines

activities
social data
web data
transactions
loyalty metrics
etc.

ROI Steps

1. Establish a baseline
2. Create activity timeline
3. Look at sales revenue, number of transactions, and net new customers before and after baseline
4. Measure transactional precursors (e.g. number of Twitter posts, reservations, casino visitors)
5. Overlay all timelines
6. Look for patterns (e.g. if number of positive Twitter mentions spikes at same time as dining reservations)
7. Prove relationships

ROI = (Gain from Investment - Cost of Investment)
Cost of Investment

Step 3: Look at Sales Revenue

Social Media ROI series

5.3M 6.6M 7.1M 7.7M 9.7M 9.1M 12M 15M 15.8M 16.3M 16.4M 17.2M

sales revenue

2008 ... 2009

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

www.thebrandbuilder.wordpress.com

Step 6: Look for patterns

Social Media ROI series

Uncertain Impact

Impact
Impact
Impact

No Impact

2008 ... 2009

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

www.thebrandbuilder.wordpress.com

Before | After

Step 7: Prove relationships

Social Media ROI series

How was this group Touched by SM?

2008 ... 2009

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

www.thebrandbuilder.wordpress.com

Before | After

[Company logo omitted]

Questions?

[Photos omitted]