Likeable Social Media: How to Leverage Facebook to Drive Tourism

Presented by Dave Kerpen, CEO, Likeable Media

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our heritage
what this means for you...

Word of Mouth will always be the best form of marketing and advertising for your destination.

Friends will always take advice from friends...
With Social Media, the definition of “Friends” has changed drastically
the shocking truth

More people use social media than use email!

This number will only grow!

- Email and Text Messaging data source 2008 MRI
- Google data source to ComScore
- Social media data source 2008 Cone Institute Study
In late 2008, a study on social media was completed by The Cone Institute. It found:

- 184,000,000 Americans use social media.
- 93% of those Americans believe that companies should have a presence on those social mediums
- 85% believe that companies and organizations should not only be present, but should regularly interact with their customers on social media.
but the question is...

Are You **READY** To Change How You Do Business?
Joining the conversation using Facebook helps you connect and share with the people in your life.

It’s not a question of if but when and how you will join the conversation.
I don’t know what’s wrong. We posted our brand of lug nut to every social media site and no one is talking about us. Must be a technical error.

We do have 5 fans!

That’s the 5 of us.

Ask for a refund.
Individual Profiles: People have individual profiles. This features your personal info and preferences.

Groups: Groups can be created around any topic or interest.

Fan Pages: Customizable places where users become a “fan” of a location or CVB. Benefits include SEO from Google (Pages are public and searchable), ability to customize and create interactivity on the page and virality.
Introducing... The Public Profile

Your communication vehicle for your customers, clients, fans, and contacts
Fan Pages aka Public Profiles Are

Functional
Ad-Ready
Business-focused
how your public profile works: a brief overview
It's all in the name

Hint: Go to facebook.com/username to set your URL aka facebook.com/LikeableMedia

Are you more likely as a consumer to become a fan of New York or The New York Convention & Visitors Bureau?

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Tabs can be customized, and can feature a different application on each tab. A Facebook Fan Page now really acts as a microsite for your destination.

Bonus! You can target social ads to hit different tabs on your Public Profile!
the settings button is your friend!

Settings allow you to customize where fans and potential fans land when they find your page.

People who already love you can see something different than people who are not yet your fans!

This provides a unique opportunity…
speak directly to your fans-to-be

Custom landing page

Custom space allows you to welcome new fans with a specific message geared towards them.

Create coupons, discounts, offers, etc. - VALUABLE content that they receive when becoming a fan.
the public profile wall...importance of public response

Follow the D.N.D. rule...

DO NOT DELETE!

Unless a wall response has hateful or offensive language, the correct thing to do is RESPOND.

Respond publicly, and individually message a follow up.
and don’t forget about: STATUS UPDATES!

Companies can now update their statuses....and the more comments and likes you get, the more you’ll show up in the News Feeds of their fans!!!

Hint: Be “Like-able”
In a recent study on responsive updates conducted by likeable media where...

1. Status updates that pose a question or challenge directly to fans (ex: “what’s your favorite type of flower?” or “fill in the blank: summer is ______”)
2. Status updates that ask fans to “like” it (ex: “Like this status if you’re ready for the weekend!”)

3. Status updates that announce winners of a Facebook-hosted contest or sweepstakes (ex: “Congrats to Devin Sugameli, winner of a $25 gift card from us!”)

4. “Everything else” – all remaining status updates that didn’t fit any of the above categories.

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Likeable Media found the following…

• In 100% of cases, engagement rates for “other updates” were below the overall average.

• In 100% of cases where applicable, engagement rates for posts that asked fans to “Like’ this” were up to 5.5 times (on average 2.7x) higher than those for “other updates”.*

• In 9 out of 10 cases, status updates that posed a question directly to fans were up to 6 times (on average 2x) as engaging as “other updates”.

*On one page, we found a “like this” update that was actually 26.6 times more engaging than “other updates”.
If nobody “like”s your updates, (or comments), nobody will even see your updates in their News Feeds.
the 5 most engaging STATUS UPDATES!

1) Photos
2) Videos
3) Links
4) Questions
5) Interactive Apps (Polls, Quizzes, Virtual Gifts, etc.)
use promotions, contests & sweepstakes to drive buzz!
facebook best practices

– Make your public profile a place filled with valuable content.
– Give your fans *a reason* to become fans.
– Use updates to ask questions and elicit response, not deliver press releases.
– Engage fans through creative content.
– Think of your page in terms of being for your fans, not being for your brand.
– Hypertarget with Social Ads and with Updates.
– Give fans reasons to post content on your profile page.
– Worry less about developing a custom good application, and worry more about creating good conversation.
– Monitor conversation.
– Thank and respond to the positive.
– Respond even more diligently to the negative.
Landing tab, Coupons, Sweepstakes, Hyperlinks, Engagement

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likeable

Facebook.com/visitGalvestonIsland

optimized profile pic and photo albums

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Excellent use of Reviews app, great engaging posts!
Great Page name, tied-in to other local Pages, updates everyday
Updates regularly and responds to fans!
Using Facebook Ads to Target a Specific And/Or Local Audience
So You’ve Got A Page, and you’re ready to advertise

Is your target REALLY on Facebook?

*Here’s how to check...*
1. Design Your Ad

**Destination URL**  
Example: http://www.yourwebsite.com/  
http://www.facebook.com/BarefootTess?v=app_1386080661

**Title** 25 characters left.  
Tall Never Looked So Good

**Body Text** 3 characters left.  
Are you tall & fabulous? Adore shoes but find it difficult to find them in size 10+? "Like" this & get 20% off Barefoot Tess shoes!

**Image (required)**  
Browse...  
Remove uploaded image.
define your perfect target...and then think just like they do.

Approximate reach: 50,642,680
I want to reach people age 18 and older in the United States.
facebook ads

best. targeting. ever.

Your Next Meeting in Utah

Join the conversation about planning meetings and learn more about beautiful Park City, Utah. Become a fan for exclusive deals and info

Like
Dave Kerpen likes this.

This ad targets users:

- who live in the United States
- age 18 and older
- who like meeting planner or event planner

Happy Birthday!

Happy birthday to you! You love skiing, right? Book a ski trip to Sun Valley, Idaho and we'll give you a birthday surprise.

Like
Dave Kerpen likes this.

I love you more than

This device. And I'm only miserable when I'm without you. Hope we can unplug for a day soon. I love you.

Unlike
You like this.

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Analyze your Page with Facebook Insights!
Do You Ever Recommend Linking Off Site?

NO

Why Not?

BECAUSE IT’S A SOCIAL AD.
Places

Share Where You Are

"Best. Concert. Ever."
Easily share where you are, what you're doing and the friends you're with right from your mobile.
- Check in and your update will appear on the Place page, your friends' News Feed and your Wall.
- Tag the friends you're with so they can be part of your update.
- Appear in "Here Now" to friends and others nearby who are also checked in.

Connect With Friends Nearby

"I'm just down the street!"
Never miss another chance to connect when you happen to be at the same place at the same time.
- Browse status updates of friends checked in nearby.
- After checking in, tap "Here Now" to see who else is checked in where you are.
new social plugins: the like button
the like button
Free resources from Likeable: Visit our blog or our Facebook Page for constant tips on your entrance into the social media space.

Small Business: For Seamless strategy and execution…
Likeable Local: http://likeable.com/local

Likeable Social Media, the book and the Likeable Learning Platform, both coming in 2011!
thank you & grand prize

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http://likeable.com

Engage with us @likeablemedia on Twitter

Ask us questions @
http://facebook.com/LikeableMedia

Or, call us anytime @
212.660.2458
Now What Do I Do?

I’m back at my desk on Thursday. Now how can I pull this all together to make sense for my business?

Dave Kerpen, CEO Likeable
Start with 1
Which one?
The more things change…

The more they say the same.
It’s not about you.

I DON’T KNOW WHAT’S WRONG. WE POSTED OUR BRAND OF LUG NUT TO EVERY SOCIAL MEDIA SITE AND NO ONE IS TALKING ABOUT US.

MUST BE A TECHNICAL ERROR

WE DO HAVE 5 FANS!

ASK FOR A REFUND

THAT’S THE 5 OF US
The internet is your friend.
18 ways to leverage social media to be more likeable.

1. Listen First

2. Define Your Target Audience Better Than Ever Before

3. Think Like a Consumer

4. Convert Your Current Customers to Become Fans First

5. Engage!

6. Respond Quickly to All of the Bad Comments
7. Respond to the Good Comments Too

8. Be Authentic

9. Be Transparent

10. Should You Ask a Lot of Questions?

11. Provide Value

12. Share Stories
13. Inspire Your Customers to Share Stories
14. Integrate Social Media into the Entire Customer Experience
15. Use Social Ads Carefully & Efficiently
16. Admit When You F—K Up – & then Leverage It
17. Consistently Deliver Value, Excitement & Delight
18. Sell
Just be likeable.

The ability to concentrate and to use your time well is everything if you want to succeed in business— or almost anywhere else for that matter.

Lee Iacocca