

USING SOCIAL MEDIA TO ATTRACT MORE GUESTS

DEFINITION:

SOCIAL MEDIA

Any form of online interaction or conversation, including:

- Social networks
- Blogs
- Online reviews and classifieds

SOCIAL MEDIA IN HOSPITALITY

How can it benefit my business?

Social Media is a communication channel that can be used for sales and marketing. Similar to an old fashioned ad or store-front sign, it can **ATTRACT** more guests through message and placement. The difference is that social media is much more targeted and personal – enabling you to turn guests into advocates through word of mouth!

As an example, imagine you were speaking with friends or family, and someone mentioned that they tried an amazing new restaurant or hotel, you would now be even more inclined to try it than if you'd just driven past it 100 times or seen it on a billboard.

Social Media Marketing works in exactly the same way. But, the audience is **LARGER**, much more **DIVERSE**, and the opportunity to attract large groups is far **GREATER**.

BENEFITING FROM GUEST CONVERSATIONS

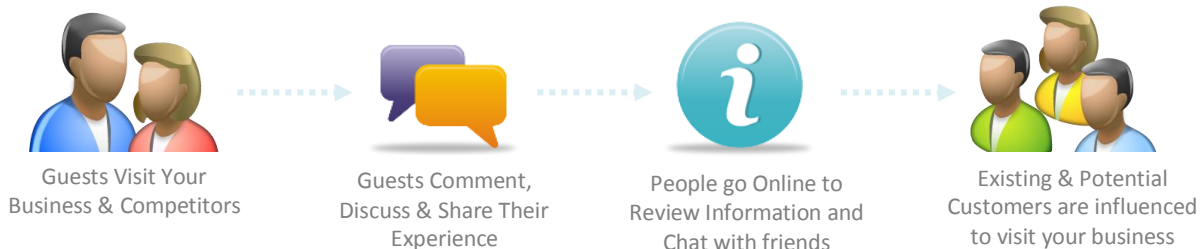
How can I attract more customers?

Your guests will talk about your business. It's inevitable. Now, you have the opportunity to take advantage of these conversations, learn from them and join the discussion.

First, you'll need to **LISTEN** to what they're saying. Why? Because you'd never turn down a customer comment, right? In tackling Social Media, think of it as online comment cards. Review them individually to understand customer service feedback, quality comments, and much more. These comments will help you know what's working and what may need attention.

Lastly, you'll need to **RESPOND** to guest comments. Your customers will appreciate the one-to-one communication, even if they're not yet a fan of your business. Remember to talk to them just as you would if they were at your place of business because they will go and share that experience and influence many other guests. Gradually you will be turning guest comments and conversations into new and repeat business!

Word of Mouth Drives New Customers



ENGAGING WITH GUESTS

How can we influence future decisions?

So, now you're ready to dive into Social Media and get to know your guests. Beyond responding to customer comments, you can really spread your message and engage past and future guests.

How? Start the conversation. Proactively reach out to guests and influence their future decisions. you'll not only get those customers into your place of business but also you'll promote referrals and accelerate your message.

