

Additional free training resources from
this presentation for Attendees:

Text the two letters: FB to 345345

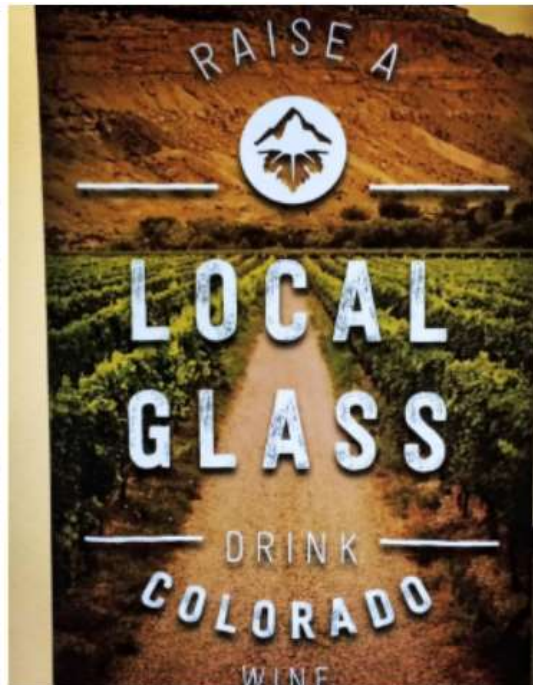
Text the word: TWITTER to 345345

Certifications:

www.hospitalityfan.com/training

Jim Traister
jim@hospitalityfan.com
214-909-1487





VINC



VINCO 2018!
JANUARY 15 - 18, 2018

Three Tactics to Beat your Competition on FB and Twitter

PREPARED FOR:



MY GOAL

GIVE YOU A SCALABLE PLAN FOR TRANSFORMING
STRANGERS INTO RABID BUYERS AND RAVING SUPER-
FANS...PROFITABLY AND PREDICTABLY

Resources

www.winecolorado.org/events/vinco/



+ WHAT IS VINCO?

RESOURCES FROM PAST CONFERENCES

[2017 Schedule](#)

[2017 Speaker Resources](#)

[2016 Schedule](#)

[2016 Speaker Resources](#)

....

[2015 Schedule](#)

[2015 Speaker Resources](#)

....

[2014 Schedule](#)

[2014 Speaker Resources](#)

....

[2013 Schedule](#)

[2013 Speaker Resources](#)

Sales, Sales, Sales

- Existing customers coming back for more
- The result of word of mouth (referrals and recommendations)
- Acquire new customers discovering you via exposure to advertising and SEO

Objectives

- Steps
- Ideas
- Results

Facebook's Future

- “We’re going to become video first,” Facebook CEO Mark Zuckerberg said
- Zuckerberg, COO Sheryl Sandberg, and CFO David Wehner repeated throughout the call that video is the future of Facebook.

Game Plan



**And that my child
Is where babies come from!**



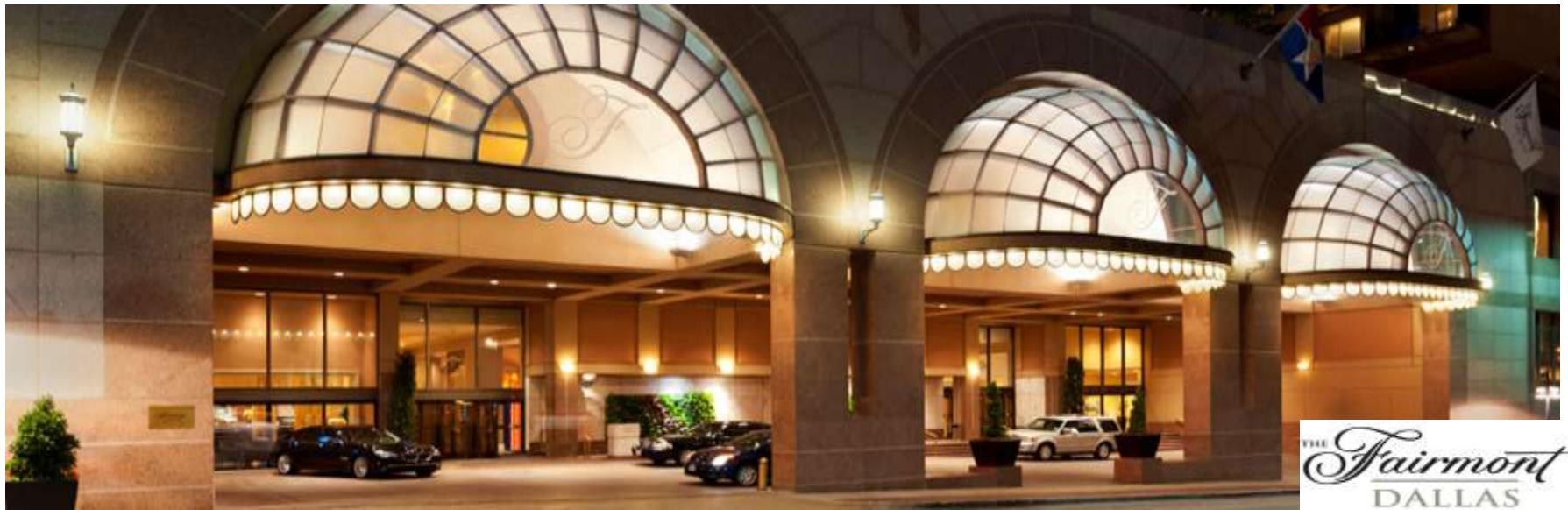
Tweeting?

\$%!
@*

One Day
Ahhh Hello
in class

Tweeting

I am not
texting



THE *Fairmont*
DALLAS





Fast Forward



HospitalityFan





Published by Hospitalityfan 171
Like This Page · August 25, 2016 ·

Have you ever desired to stay in a Luxury Hotel Suite with a view of the city skyline?

Click here for additional details: <http://bit.ly/FairmontSuites>

Tag Photo

Tag Products

Add Location

Edit

Like Comment Share

65

Chronological

1 share

7 Comments

View 1 more comment



Iris Orozco I absolutely love this hotel, their service is superb

Unlike · Reply · Message · 1 · August 25, 2016 at 9:01pm



The Fairmont Dallas Thank you, Iris! We're honored to hear that! 😊

Like · Reply · 1 · August 26, 2016 at 11:49am



Maria E. Duran I love this hotel and miss my old coworkers. Best upscale hotel ever

Unlike · Reply · Message · 1 · August 25, 2016 at 10:02pm



The Fairmont Dallas Thank you, Maria! I'm glad you have great memories from your time here! How is life now? 😊

Like · Reply · 1 · August 26, 2016 at 11:50am

View more replies



Carlton Higgins I proposed to my wife here almost two years ago. It's about time we come back to reminisce.

Unlike · Reply · Message · 1 · August 25, 2016



The Fairmont Dallas

Published by Hospitalityfan [?] · August 25, 2016 ·

Have you ever desired to stay in a Luxury Hotel Suite with a view of the city skyline?

Click here for additional details: <http://bit.ly/FairmontSuites>



1,900 people reached



[View Results](#)

Edward Meeker, Kelvin Smith and 63 others 7 Comments 1 Share

Like Comment Share

1,900 People Reached

92 Reactions, Comments & Shares

62 Like	62 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
25 Comments	24 On Post	1 On Shares
2 Shares	1 On Post	1 On Shares
70 Post Clicks		
38 Photo Views	13 Link Clicks	19 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts
0 Report as Spam **0** Unlike Page






























[Add Pages](#)[Reactions, Comments & Shares](#)

Page			Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1		The Boiling Crab	29K <div><div></div></div>	▲ 0.1%	0	0 <div><div></div></div>
2		Big Shucks	12.6K <div><div></div></div>	▲ 0.2%	8	339 <div><div></div></div>
3		Shell Shack	10.7K <div><div></div></div>	▲ 0.1%	3	19 <div><div></div></div>
YOU 4		Crab Station	3K <div><div></div></div>	▲ 0.1%	4	279 <div><div></div></div>

Keep up with the Pages you watch.

[Get More Likes](#)

5		Pappadeaux Seafood Ki...	2.9K 	▲ 0.6%	0	0
6		Orchid City Cafe	2.9K 	▲ 0.1%	4	331 
7		The Draft House Bar & ...	2.5K 	▲ 0.5%	1	1
8		The Draft House	2.5K 	0%	0	0
9		Tasty Tails Richardson	2.1K 	▲ 0.1%	8	45 
10		Crab Station - Carrollton	990 	▲ 0.5%	4	232 

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1		The Boiling Crab	29.1K 	▲ 0.1%	0 0
2		Big Shucks	12.7K 	▲ 0.1%	7 315 
3		Shell Shack	10.8K 	▲ 0.2%	7 27 
YOU					
4		Crab Station	3K 	▲ 0.1%	3 192 
Doesn't include 517 video views 					
Keep up with the Pages you watch.			Get More Likes		
5		Pappadeaux Seafood Ki...	3K 	▲ 0.3%	0 0
6		Orchid City Cafe	2.9K 	▲ 0.2%	3 143 
7		The Draft House Bar & ...	2.5K 	▲ 0.1%	3 56 
8		The Draft House	2.5K 	▲ 0.3%	0 0
9		Tasty Tails Richardson	2.1K 	0%	5 26 
10		Crab Station - Carrollton	1K 	▲ 1.5%	3 179 
Doesn't include 1,004 video views 					

Doesn't include 517 video views

Keep up with the Pages you watch.

Get More Likes

Doesn't include 328 video views

Result of 1 post that I am guessing was boosted



Hansen's Farm
Fresh Dairy
@HansenDairy

- Home
- About
- Photos
- Reviews
- Videos
- Events
- Posts
- Services



Like

Follow

Share

...

Call Now ✎

Farm in Hudson, Iowa
4.8 ★★★★★
[Open Now](#)





Hansen's Farm
Fresh Dairy
@HansenDairy

- Home
- About
- Photos
- Reviews
- Videos
- Events
- Posts
- Services



Like Follow Share ...

Call Now

Farm in Hudson, Iowa
4.8 ★★★★★
[Open Now](#)



Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Local

Shop

Your 5 Most Recent Posts

Scroll Down the page



Reach: Organic / Paid Post Clicks Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/16/2018 11:00 am	 🚩 Contest time! 🚩 One lucky fan gets a FREE gallon of milk! 🌱🥛			2.5K 	262 158 	Boost Post
01/12/2018 2:00 pm	 It's time for one of our lucky fans to enjoy a FREE gallon of			1K 	24 18 	Boost Post
01/11/2018 11:00 am	 Check out how our new packaging came to be! 😎😎😎			2.7K 	232 86 	Boost Post
01/09/2018 11:00 am	 ➡ CONTEST TIME! ➡ One lucky fan has the chance to win a			3.9K 	258 162 	Boost Post
01/05/2018 2:00 pm	 It's Friday and that means it's time to announce our winner!!			1.1K 	26 35 	Boost Post

See All Posts



Hansen's Farm Fresh Dairy

Published by Angela May [?] · January 11 at 11:00am · 🌐

Check out how our new packaging came to be! 😎😎😎
Which ice cream flavor is your favorite? 🍦🍦



Value Added Producer Grant: Hansen's Farm Fresh Dairy
YOUTUBE.COM



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.



2,723 people reached

Boost Post



Stacy Jolly, Jean Schmidt and 27 others



10 Comments 1 Share

 Like

 Comment

 Share



2,723 People Reached		
86 Reactions, Comments & Shares ⓘ		
49  Like	29 On Post	20 On Shares
3  Love	1 On Post	2 On Shares
32 Comments	22 On Post	10 On Shares
2 Shares	1 On Post	1 On Shares
232 Post Clicks		
0 Photo Views	120 Link Clicks	112 Other Clicks ⓘ
NEGATIVE FEEDBACK		
1 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reactions, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Reactions

Comments

Shares

Impact of Video

- Comments 10X vs other videos

Smartphones

- People are attracted to the “new”



Bavarian Grill was live.

Published by Cindy Chapman [?] · December 7 at 12:24pm · 🌐

Jürgen is talking about Glühwein.



5564 people reached

Boost Post

2.5K Views



Like



Comment



Share



Troy St-Michael, Wally Hain and 128 others

Top Comments ▼

23 Shares

**Life in 76262** was live.

Published by Cindy Chapman [?] · October 30 at 10:38am · 🌐

We're LIVE with Westlake Mayor [Laura Wheat!](#)Thank you, [Town of Westlake-Government](#) for having us today! Town Hall Open House... Wednesday, November 1st, 5 - 7pm...
[See More](#)

1,501 people reached

[View Promotion](#)

13

1 Share

Like Comment Share

Performance for Your Post

1,501 People Reached**890** Video Views**18** Reactions, Comments & Shares

14 Like	13 On Post	1 On Shares
1 Wow	1 On Post	0 On Shares
1 Comments	0 On Post	1 On Shares
2 Shares	1 On Post	1 On Shares

29 Post Clicks

14 Clicks to Play	2 Link Clicks	13 Other Clicks
-----------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Video

Post

[See metrics for all videos](#)

Life in 76262 was live.

Published by Cindy Chapman [?] · September 20 ·

Join us for a tour with Mayor Sanders at the new Town Hall in Trophy Club!



4,626 people reached

[View Promotion](#)

15

3 Shares

Like Comment Share

Performance for Your Post

4,626 People Reached

2,756 Video Views

87 Reactions, Comments & Shares

72 Like	15 On Post	57 On Shares
------------	---------------	-----------------

1 Love	0 On Post	1 On Shares
-----------	--------------	----------------

2 Haha	2 On Post	0 On Shares
-----------	--------------	----------------

6 Comments	0 On Post	6 On Shares
---------------	--------------	----------------

6 Shares	3 On Post	3 On Shares
-------------	--------------	----------------

401 Post Clicks

45 Clicks to Play	0 Link Clicks	356 Other Clicks
----------------------	------------------	---------------------

NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



Life in 76262 was live.

Published by Cindy Chapman [?] · December 7 at 2:45pm · 🌐

We're at Northwest ISD talking about all the great things going on around the district this holiday season. 🌲



Northwest ISD December happenings!

76262MAGAZINE.COM

Learn More

👤 1842 people reached

Boost Post

Active Boosts

Boosted on Dec 08

Audience: United States: Roanoke (+25 mi) Texas, ...

By Jim Traister · Finished 5 days ago

View Results

👍❤️ 21

3 Comments

👍 Like 💬 Comment ➦ Share

Performance for Your Post

1,842 People Reached

941 Video Views

37 Reactions, Comments & Shares

22 👍 Like	18 On Post	4 On Shares
--------------	---------------	----------------

3 ❤️ Love	3 On Post	0 On Shares
--------------	--------------	----------------

7 Comments	6 On Post	1 On Shares
---------------	--------------	----------------

5 Shares	0 On Post	5 On Shares
-------------	--------------	----------------

107 Post Clicks

20 Clicks to Play	11 Link Clicks	76 Other Clicks
----------------------	-------------------	--------------------

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

What do You Need For Facebook Live?



**&
Five Minutes**

Alex will be sharing his expert tips about actions you can take when you find ants crawling around. 🐜 🐜 🐜



 **Get More Likes, Comments and Shares**
Boost this post for \$9 to reach up to 2,900 people.

1,058 people reached

  26

4 Comments 2 Shares 

Boost Post

Performance for Your Post

1,058 People Reached

481 Video Views



88 Reactions, Comments & Shares

63  Like	26 On Post	37 On Shares
6  Love	5 On Post	1 On Shares
2  Wow	0 On Post	2 On Shares
11 Comments	8 On Post	3 On Shares
7 Shares	2 On Post	5 On Shares

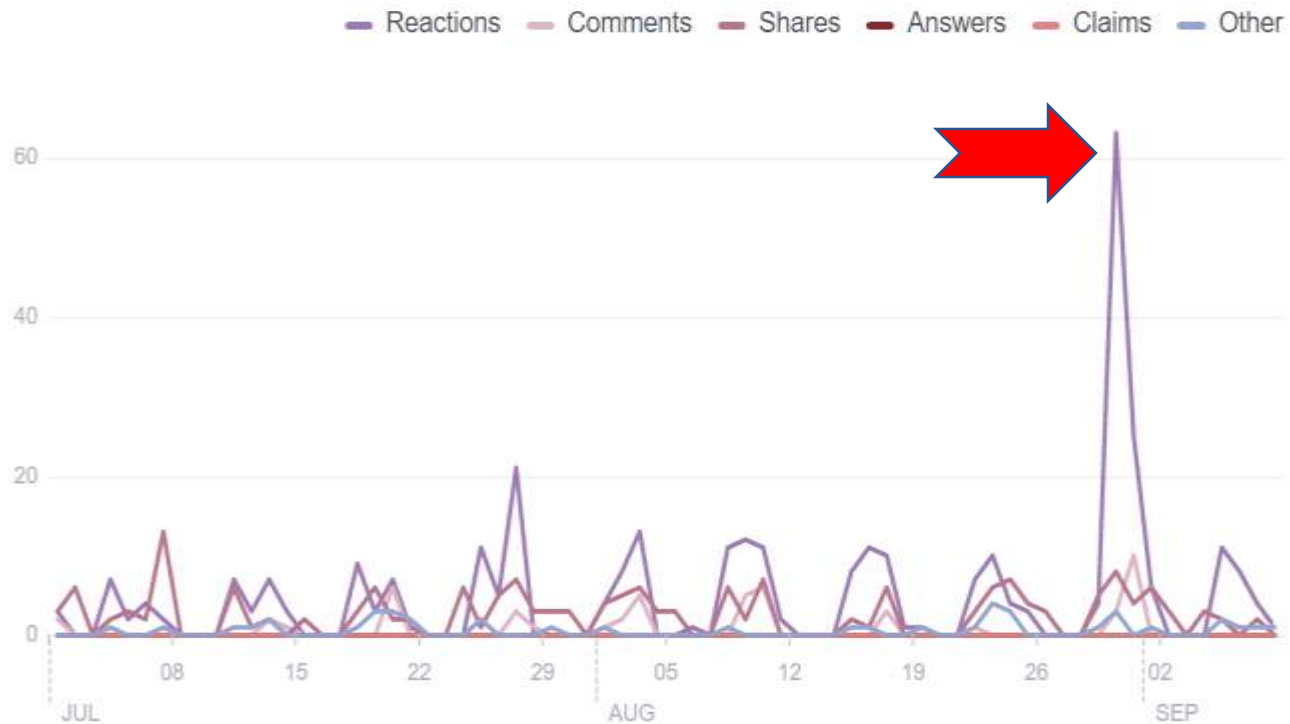
128 Post Clicks

16 Clicks to Play 	0 Link Clicks	112 Other Clicks 
--	------------------	---

Facebook Live

Reactions, Comments, Shares, and More

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Reactions

Comments

Shares

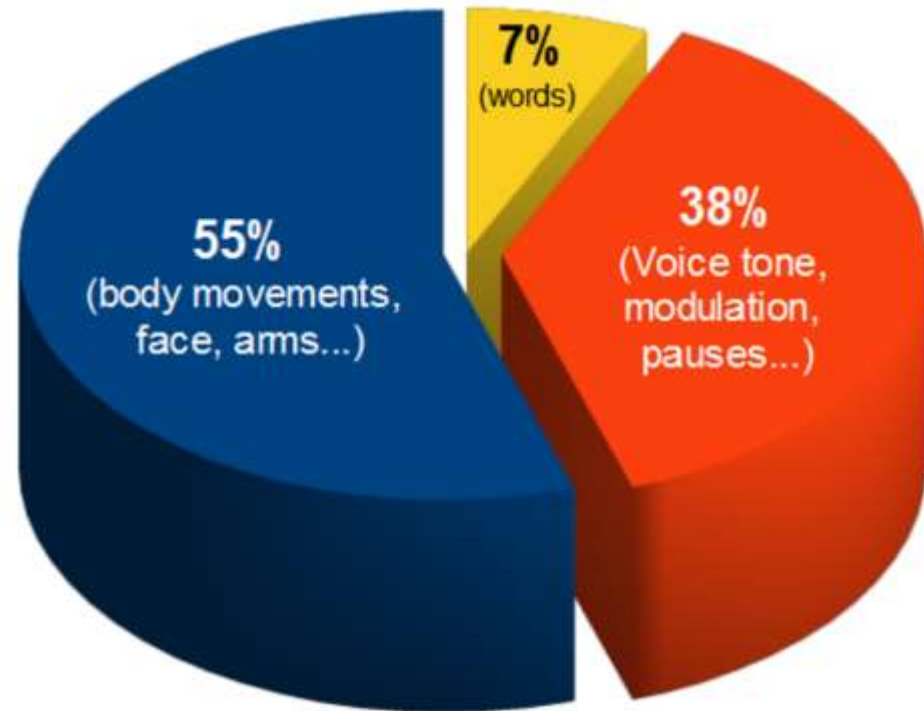
Answers

Claims

Other



What is special about FB Live?



Text FB to 345345

Focus

Authentic



EDUCATE YOUR CUSTOMER
ON VALUE, NOT PRICE



Expert





Considerations



Steps

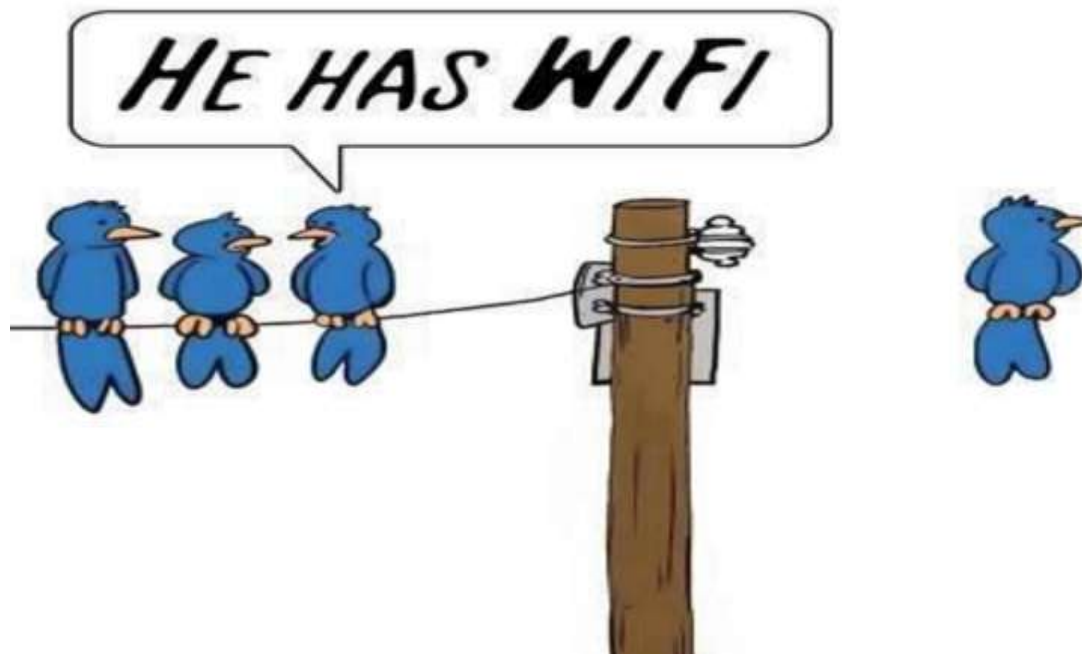


Steps

Text FB to 345345



Text FB to 345345



Equipment



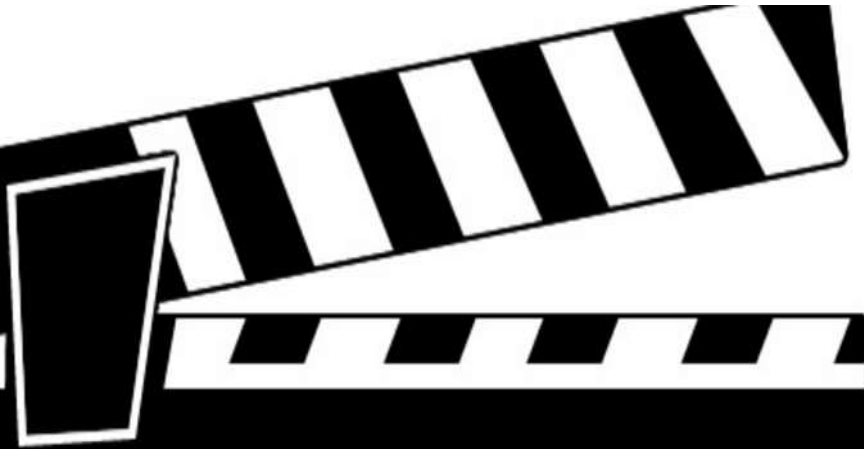
Steps



Tell the audience what you're going to say, say it; then tell them what you've said.

(Dale Carnegie)

Ideas



Behind The Scenes

Ideas



Other Options



Other Options

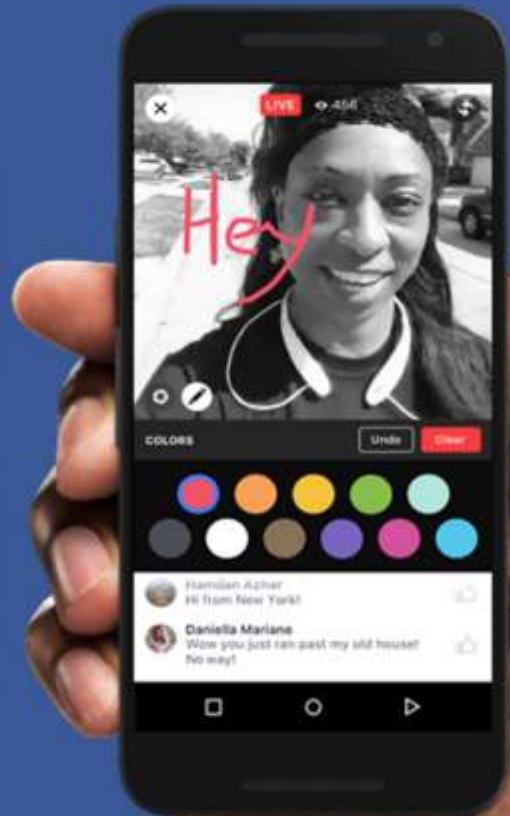


Text FB to 345345

HospitalityFan

Social Media Management & Creative Agency

facebook
Live





Text FB to 345345



Komali Restaurant was live,
about a month ago

Chef Geo demonstrating how to make Cochinita Pibil.

2,351 Views

Like Comment Share

66

Realtime Comments

2 shares



David Aguilar · 1:16 Una orden para To Go !!!
Chef Geo.,
See Translation

Like · 2 · August 3 at 9:36pm



Robert BJ Davis · 0:32 Yummy
Like · 2 · August 3 at 7:03pm



Petrita Ortiz · 0:06 K riko!
See Translation

Like · 2 · August 3 at 7:49pm



Geo Arredondo Hdz · 0:00 ,thank you every
botye sorry for me inglish. Lol

Like · 2 · August 3 at 8:28pm



Text FB to 345345

Video

Post



Hirschs Specialty Meats

Gary will be explaining Dry Aged Beef on this Facebook Live morning edition:

2:11 · Uploaded on 08/25/2016 · [View Permalink](#)

Video Performance In This Post

	Peak Live Viewers	4	
	Minutes Viewed	252	
	Unique Viewers	560	
	Video Views	604	
	10-Second Views	196	
	Average % Completion	19%	
	Audience and Engagement		

Text FB to 345345

Historically: 56% Women, 44% Men

Video

Post



Hirschs Specialty Meats

Gary will be explaining Dry Aged Beef on this Facebook Live morning edition:

2:11 · Uploaded on 08/25/2016 · [View Permalink](#)

← Top Audience ▾

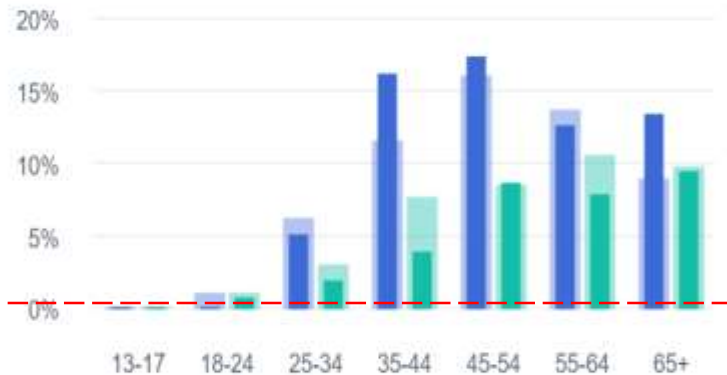
Men, 45-54

Aug 25 - Sep 6

252 Minutes Viewed

65% Men

33% Women



Twitter Monthly Active Users

MILLIONS



DATA SOURCE: TWITTER'S QUARTERLY PRESS RELEASES. CHART BY AUTHOR.

<https://www.fool.com/investing/2017/04/27/how-many-users-does-twitter-have.aspx>

twitter



twitter



Text TWITTER to 345345

Chiavari Chairs of Dallas

#eventplanning	#needchairs	#rentals
-----------------------	--------------------	-----------------

- Someone Tweeted: Need to rent tables tents chairs
- Someone Tweeted: Black chiavari chairs with Black Pads; Hello need to rent around 120 black chairs.

Text TWITTER to 345345

Advanced Search

Text TWITTER to 345345

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

Any Language



People

From these accounts

To these accounts

Mentioning these accounts

Places

Search.Twitter.Com

SAVOR DALLAS

FOOD | WINE | CULTURE



Henry's Ice Cream @HenrysIceCream · Mar 21

Looking fwd 2 serving you Award Winning Ice Cream @savordallas in Centennial Hall @fairpark from 7-10 pm #SavorDallas



Text TWITTER to 345345

Text TWITTER to 345345

mikedmerrill:

On way to @savordallas - save me some wine, especially Malbec or Cabernet

HenryslceCream:

#savordallasri#timeforwine

@mikedmerrill Have a wonderful time... plenty of gr8 wine here & we have a scoop of our

Mar 21, 2015 7:48 pm sounds good! @savordallas

Mar 21, 2015 7:55 pm

homemade ice cream w/ your name on it @savordallas

Mar 21, 2015 7:52 pm





Mike Merrill @mikedmerrill · Mar 21

@HenrysIceCream it was great but the line for your ice cream was just too long. I'll come by some time in Plano since I live there.



Henry's Ice Cream

@HenrysIceCream



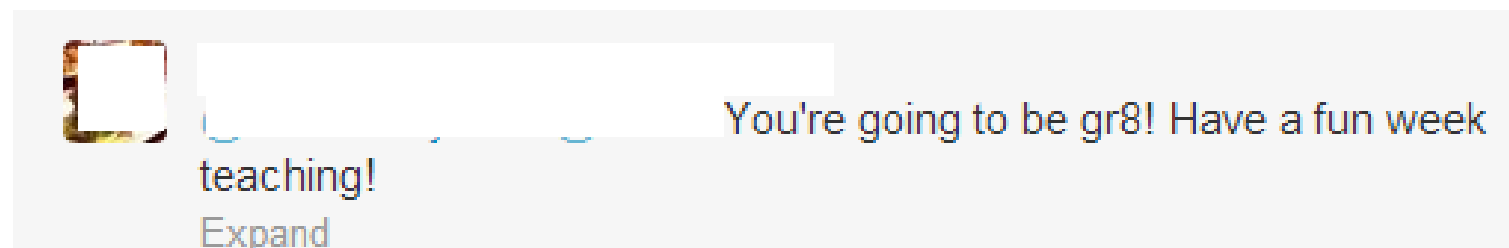
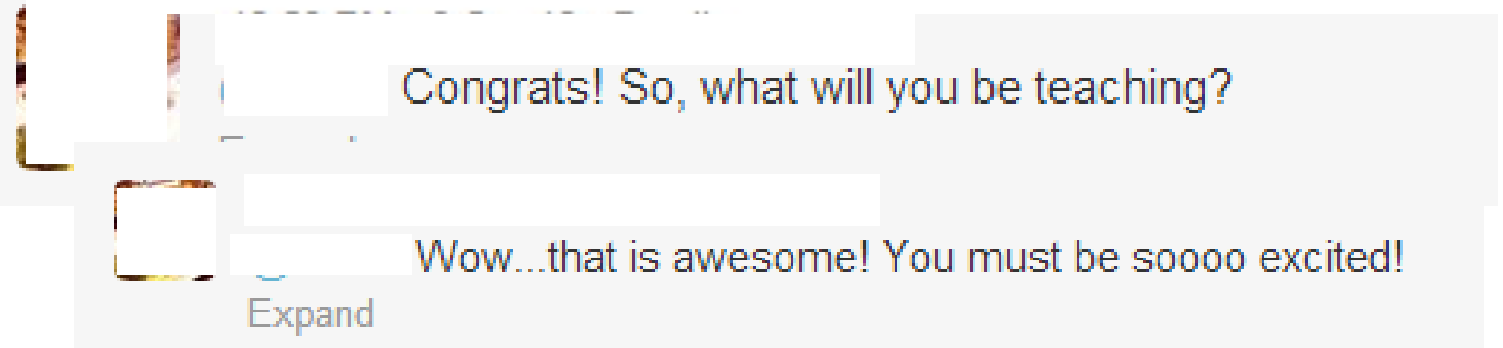
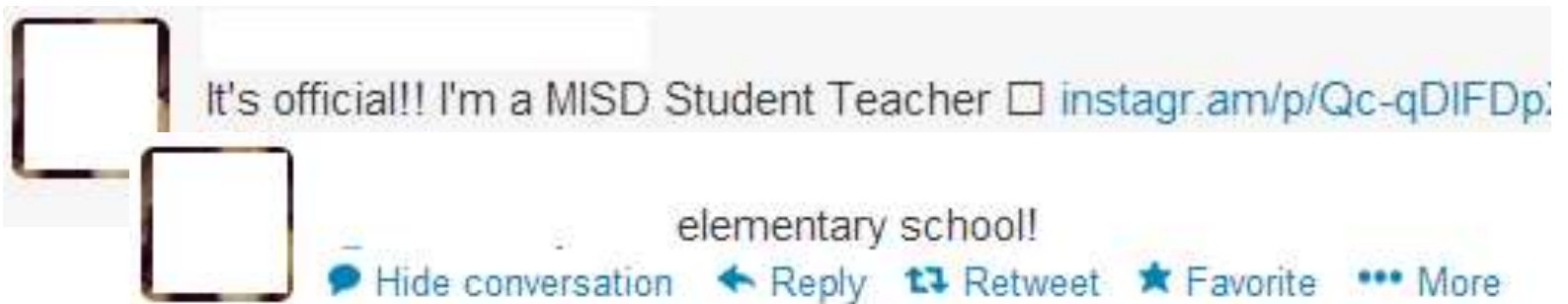
Follow

@mikedmerrill fair enough. Imagine u enjoyed the event! Sharing w/u an image of our Cherry Bordeaux since u luv wine



Text TWITTER to 345345

Acquire Guests via Twitter



Text TWITTER to 345345



AWARE



ENGAGE



SUBSCRIBE



CONVERT



EXCITE



ASCEND



ADVOCATE



PROMOTE

OPPORTUNITIES:

- Making customer

- \$\$\$\$\$\$\$\$
\$\$

Spoke to Austin on the phone at the Pyramid tonight to make this reservation.

Location: Pyramid

Name: Pauline

Phone: 215-531-5643

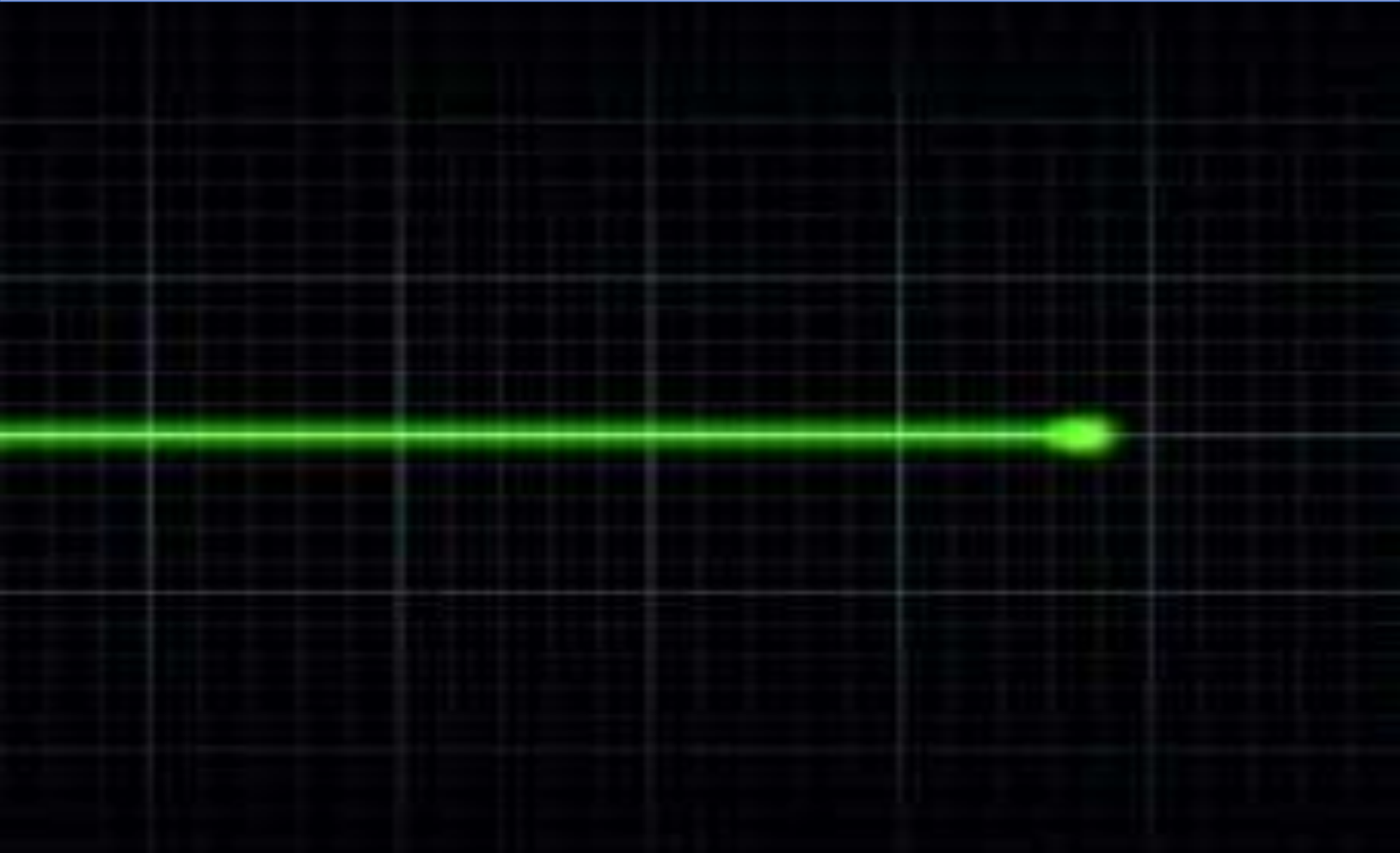
Date: Saturday, December 31st,

Time: 12:00 pm

of guests: 4 (2 adults, 2 kids)

Offered a free appetizer.

What We Are Seeing:



5 minutes per week:

Text FB to 345345

Text TWITTER to 345345

Training

www.hospitalityfan.com/training

Additional Resources for this presentation:

More information text the two letters: FB to
345345

More information text the word: TWITTER to
345345

Jim Traister
jim@hospitalityfan.com
214-909-1487

