

Additional free training resources from
this presentation for Attendees:

Text the two letters: FB to 345345

Text the word: TWITTER to 345345

Certifications:

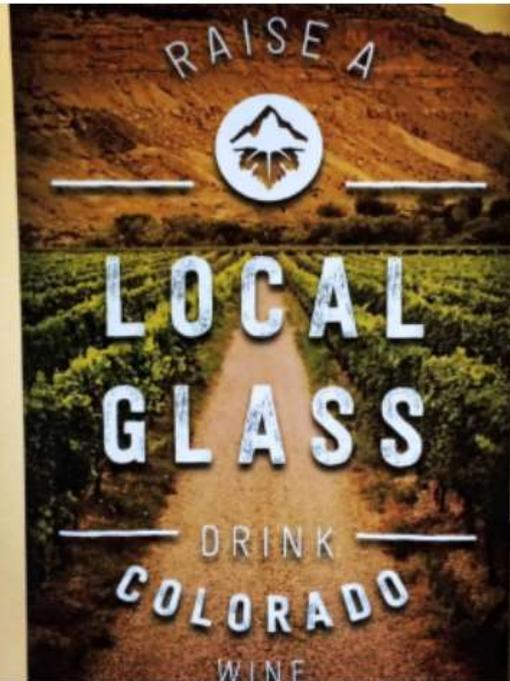
www.hospitalityfan.com/training

Jim Traister

jim@hospitalityfan.com

214-909-1487





VINCO



VINCO 2018!
JANUARY 15 - 18, 2018

Social Media Advanced Session

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](#)



Credit: The VAR Guy

HospitalityFan

Social Media Management & Creative Agency





Hirschs Specialty Meats was live, 1 (7) - August 3 · @

Gary is showing us what makes Hirsch's Specialty Meats a real meat market.



Game Plan



And that my child
Is where babies come from!



MYTH VS FACT





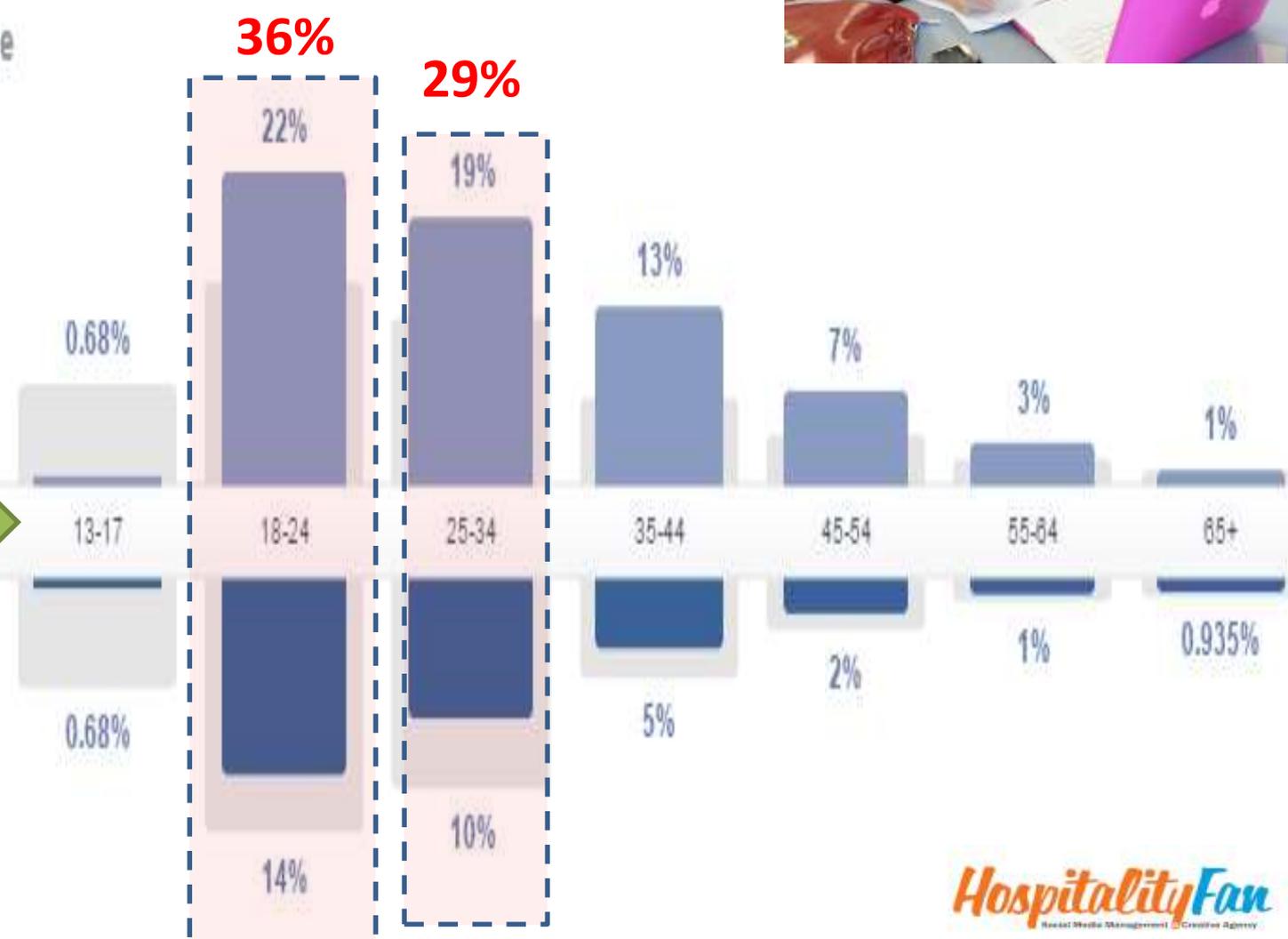
The people who like your Page

Women

65% Your Fans
46% All Facebook

Men

34% Your Fans
54% All Facebook





See Who is on Facebook

Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

82% of 18-29 Year Olds
Use Facebook

79% of 30-49 Year Olds
Use Facebook

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Algorithm

EDGERANK ALGORITHM ON FACEBOOK

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e - AFFINITY SCORE BETWEEN VIEWING USER AND EDGE CREATOR

w_e - WEIGHT FOR THIS EDGE TYPE (PHOTO, VIDEO, LIKE, TAGS, EVENT, ETC.)

d_e - TIME DECAY FACOR BASED ON HOW LONG AGO THE EDGE WAS CREATED



The New FB Algorithm

“prioritize posts that spark conversations and meaningful interactions between people” and to

“prioritize posts from friends and family over public content.”

Mark Zuckerberg – CEO of Facebook

Our Focus

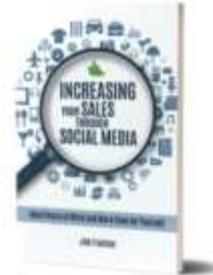
- Automated Email Marketing
- Targeting Emails via Facebook
- Facebook Group

Attention Business Owners:

Increase Your Sales Through Social Media... and Have More Time for Yourself!

In this Free book you will discover...

- ✓ How to increase your sales by using the right social media platform
- ✓ How to find consumers and ideal clients within 25 miles of your business location
- ✓ How to save time and decrease your marketing costs by using review sites



[Get Your Free Book Now!](#)



"Within a month HospitalityFan increased our online Review Response Rate from 62% to 98%. Their expert services have provided me with peace of mind and a significant amount of time savings for our Marketing team."

James Winning, Director of Sales and Marketing at The Fairmont Dallas Hotel



"They have literally taken everything entirely off our plates and grew the business by 7% in the first year."

Gary Hirsch, Owner of Hirsch Speciality Meats since 1992



"The characteristic that I most appreciate about Jim is his integrity and ability to save us time on our social media. He regularly shares an easy two-minute fix to my social media problem over the phone vs charging for a visit."

Kim Keen, Diamond Oaks Country Club
Director of Catering, Tournament & Event Sales



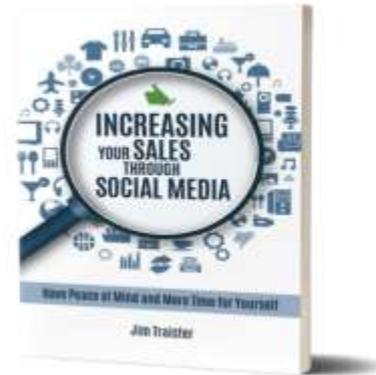
[Get Your Free Book Now!](#)

Attention Business Owners:

Increase Your Sales Through Social Media... and Have More Time for Yourself!

In this Free book you will discover...

- ✓ How to increase your sales by using the right social media platform
- ✓ How to find consumers and ideal clients within 25 miles of your business location
- ✓ How to save time and decrease your marketing costs by using review sites



 **Get Your Free Book Now!**



"Within a month HospitalityFan increased our online Review Response Rate from 62% to 98%. Their expert services have provided me with peace of mind and a significant amount of time savings for our Marketing team."

James Winning, Director of Sales and Marketing at The Fairmont Dallas Hotel

<http://www.hospitalityfan.com/book/>

Social Media



Engage



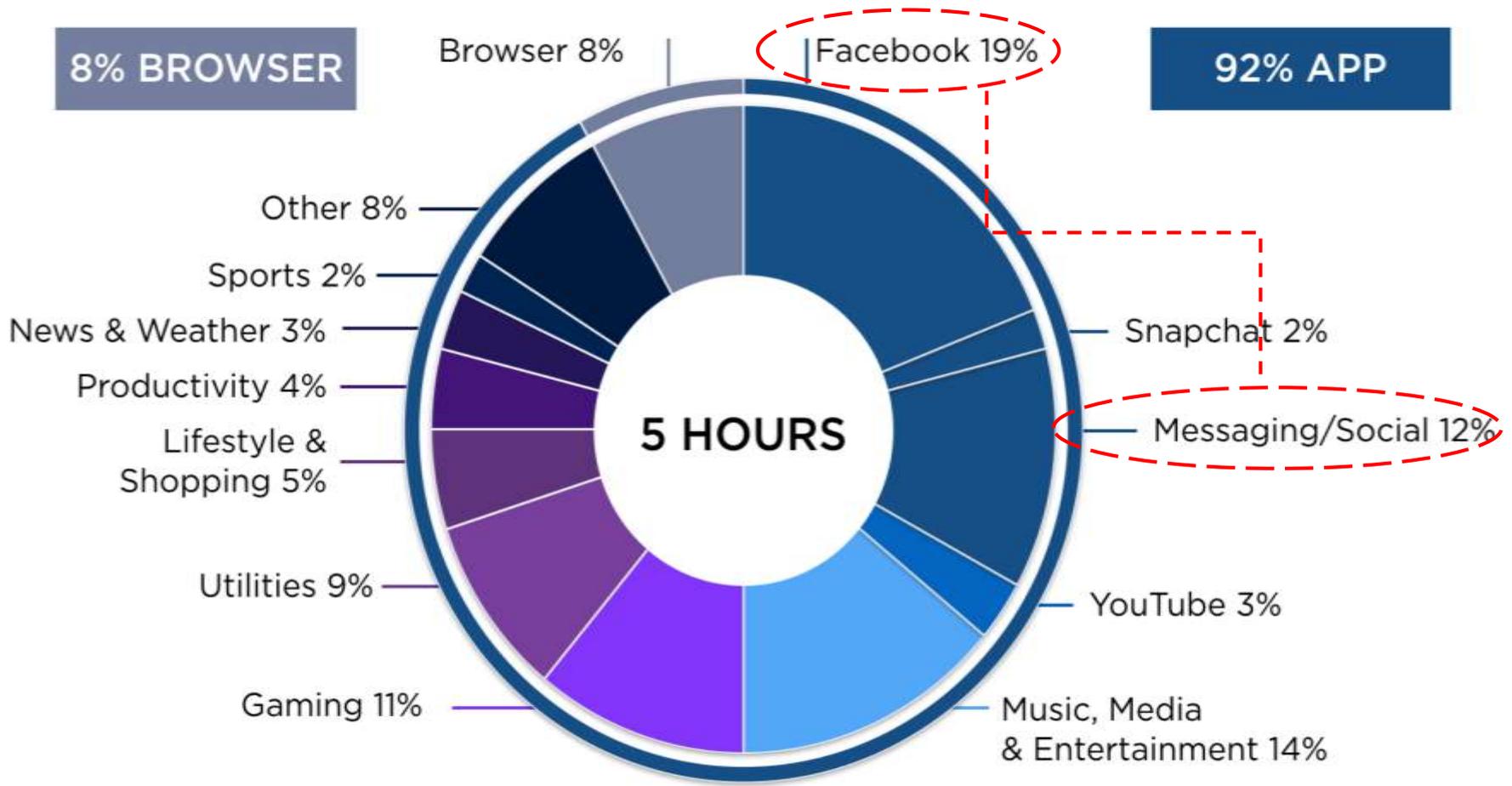
1.2 BILLION

PEOPLE ON MESSENGER



*source: Techcrunch

US Time Spent By App Category



Chatbot

- Program that allows communication with prospective guests and fans.
- Similar to email marketing
- Humanize the experience and drive engagement
- Very inexpensive to build
- Track Behavior
- Very Personalized

Facebook Messenger Bot

Example

Chatbot Benefits

- Conversion!!!!
- Qualified Leads
- Segmentation of your leads
- Targeted Advertising
- Faster Communication



AWARE



ENGAGE



SUBSCRIBE



CONVERT



EXCITE



ASCEND



ADVOCATE



PROMOTE

OPPORTUNITIES:

- Getting some personal information from your customer/client.
- Retarget customers



Join The Crab Station Insider's Club
Get monthly treats, free rewards and a special birthday present on us! Let us know when to send you your present...

First Name*

Last Name*

Email*

Birthday

What is your favorite dish?*

Join the Club!

#1 in FTC Compliance Training

Legal Protection For Your Online Business

The Internet's Most Advanced 'Next Generation' Online Compliance & SaaS Document Generation Platform, Plus Easy-To-Understand Rules of The Road And Strategies!

What Do These Online Business Owners Have In Common

(Other Than Getting Nailed By The FTC)?

1. They All Had Website Documents on Their Sites
2. They Didn't Understand The Risk They Faced
3. They Didn't Have Easy-To-Understand Strategies To Manage Their Risk

The Steps to use your email:

1. Create an email list
2. Save your list in CSV or TXT Format
3. Go to the Ads Manager
4. Click Create Audience
5. Click Custom Audience
6. Click Customer File
7. Click Add Customers
8. Click Upload File
9. Click Next
10. Click Upload File
11. Click Done



The screenshot shows a sign-up form for 'THE CRAB STATION OYSTER BAR'. At the top is a red crab logo with the text 'THE CRAB STATION OYSTER BAR' below it. The form title is 'Join The Crab Station Insider's Club'. Below the title is a short paragraph: 'Get monthly treats, free rewards and a special birthday present on us! Let us know when to send you your present...'. The form contains five input fields: 'First Name*', 'Last Name*', 'Email*', 'Birthday', and 'What is your favorite dish?*' (a dropdown menu). At the bottom right is a red button with the text 'Join the Club!'.

Training

www.hospitalityfan.com/training

EMAIL MARKETING

IN A NUTSHELL

METHOD

Every email your business sends will fall into one of these three categories:

- 1. Transactional Email** - Emails sent containing information about a transaction or a process such as shipping notifications, purchase receipts and support tickets. According to Experian, the average revenue per transactional email is 2X - 5X higher than standard bulk email. Most marketers are underutilizing this type of email.
- 2. Relational Email** - Any email that follows through on a promise made to a subscriber including new subscriber welcome emails and newsletters containing valuable content.
- 3. Promotional Email** - Emails sent to generate leads or sales including sale announcements, webinar or event announcements and new product releases.

Each of these email categories has an obvious primary goal:

- Transactional email provides customer service.
- Relational email increases engagement and nurturing.
- Promotional email is responsible for generating sales.

But each category of email actually accomplishes much more than its primary purpose. In addition to these obvious primary benefits, email also provides brand awareness, lead generation, and an increase in the retention of your existing customers.

	Customer Service	Brand Awareness	Lead Generation	Retention & Loyalty	Engagement & Nurturing	Sales & Revenue
TRANSACTIONAL	✓	✓	✓	✓	✓	✓
RELATIONAL		✓	✓	✓	✓	✓
PROMOTIONAL			✓	✓	✓	✓

RELEVANT ROLES

Email marketing should be studied by members of the following departments:



MARKETING & OPERATIONS

Every marketing professional should understand how the email marketing channel can be leveraged to move prospects through the customer journey.



ECOMMERCE, SALES, & BUSINESS DEVELOPMENT

One of the most effective ways to create sales ready conversations is via email.



CONTENT & EDITORIAL

Any team member that is producing content (blogs, podcasts, videos, press releases, etc) must understand how that content can be distributed via email.

IMPORTANT METRICS

Deliverability Rate - The percent of messages delivered to the recipient's inbox relative to the number of emails sent.

Open Rate - The percent of messages opened by the recipient relative to the number of emails sent.

Click-Through Rate (CTR) - The percent of email messages clicked relative to the number of emails sent or, in some cases, relative to the number of emails opened.

Unsubscribe Rate - The percent of emails that lead to an unsubscribe relative to the number of emails sent.

Complaint Rate - The percent of emails marked as Spam relative to the number of emails sent.

IMPORTANT LINGO

Customer Journey - The development of a relationship with a prospect that takes them on a path from awareness of your business, products and brand to rabid fan.

Broadcast Email - An email sent out to all email subscribers or a segment of your email subscriber list.

Triggered Email - An email sent as a result of a specific action taken by a customer or a prospect. For example, a specific offer might be sent automatically to someone that fills out a lead form.

Promotional Calendar - The 30 and 90 day calendar containing the planned email campaigns that will intentionally move a prospect through the customer journey.

Email Storyboarding - The process of planning the structure, timing and content of an email campaign.

CERTIFICATION OVERVIEW

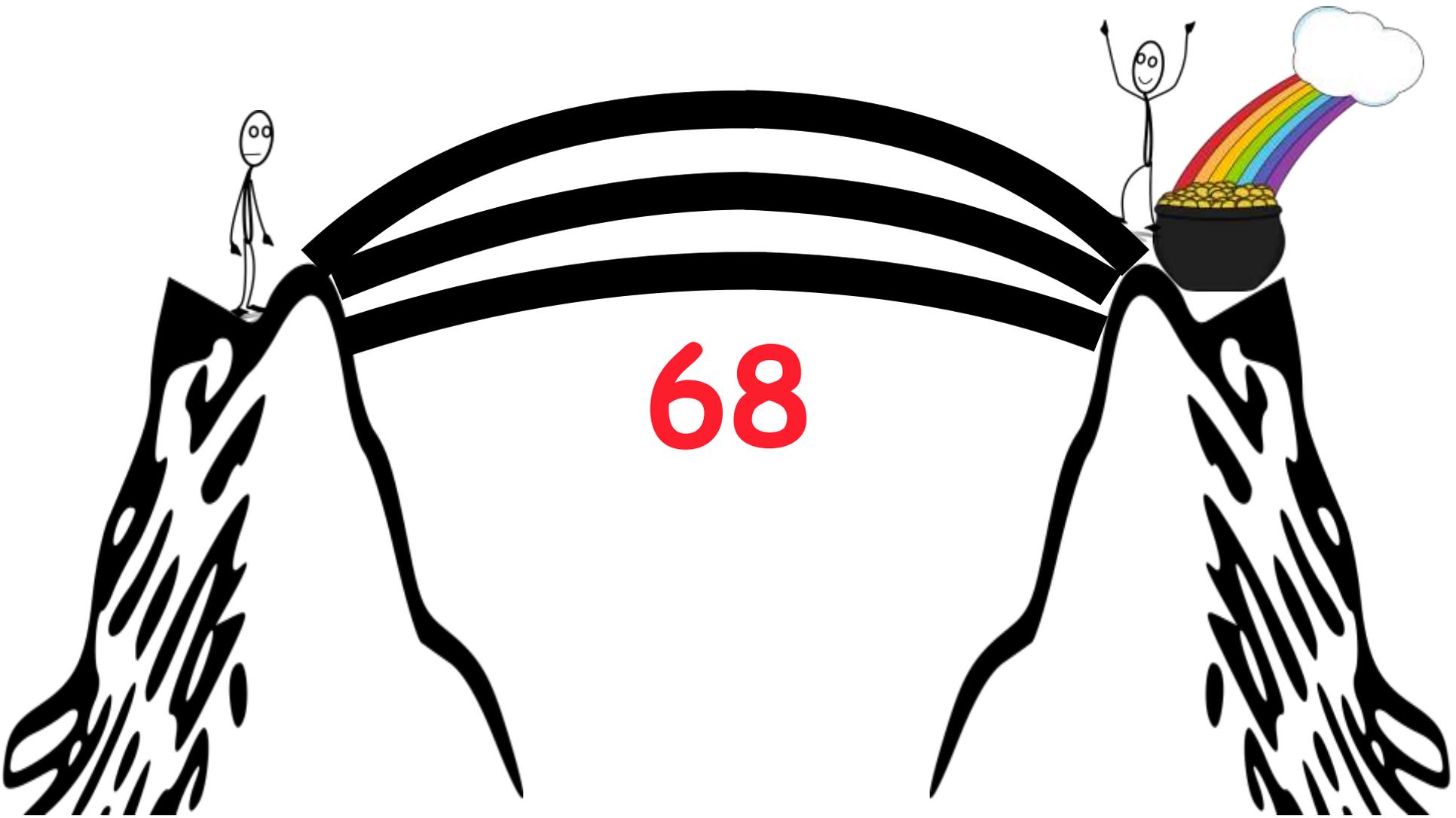


Email marketing consistently generates the highest ROI of any marketing activity, but sadly most businesses are doing it wrong (or ignoring it completely). In this mastery course, you'll learn the three types of email campaigns and how and WHEN to use them. You'll also learn how to architect the perfect promotional calendar, and how to use automated email marketing to literally "sell while you sleep." By the time you finish, you'll be able to effectively monetize any email list, while simultaneously increasing engagement with your subscribers.

- How to create the PERFECT promotional calendar for your business... (Do this right and you'll see revenue AND engagement hockey stick straight up!)
- How to use proven tricks to get MORE opens and MORE clicks from even your most engaged and loyal subscribers
- Which goals and metrics you should be tracking on a day to day basis to measure your Email Marketing success.

BEFORE & AFTER GRID

BEFORE	CUSTOMER SEGMENTS	AFTER
 <p>HAVE:</p> <p>FEEL:</p> <p>AVERAGE DAY:</p>		 <p>HAVE:</p> <p>FEEL:</p> <p>AVERAGE DAY:</p>
<p>STATUS:</p> <p>GOOD VS. EVIL:</p>	PRODUCTS/SERVICES	<p>STATUS:</p> <p>GOOD VS. EVIL:</p>



68

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

