



BCV

A RateGain Company



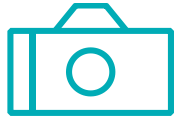
CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

MAXIMIZING GUEST EXPERIENCE ON SOCIAL MEDIA

WHO WE ARE

BCV, A RATE GAIN COMPANY, IS THE HOSPITALITY INDUSTRY'S PREMIER, AWARD-WINNING PROVIDER OF TECH-ENABLED SOCIAL MEDIA SOLUTIONS TO OVER 300 HOTEL CLIENTS

- Our comprehensive social media solution allows us to: drive revenue, tell your hotel's story & manage your hotel's reputation 24/7



TARGETED CONTENT MARKETING

Customized Social Media Strategy
Original Content Creation
Advanced Targeting Capabilities
Conversion Tracking



OPERATIONS SUPPORT

24/7 Monitoring Capabilities
Driving Guest Engagement
Unique Guest Profiles
Reputation Protection & Enhancement



ANALYTICS & REPORTING

Property Performance Reporting
Competitive Set Analysis
Advanced Analytics
Proprietary Data Insights

SOCIAL MEDIA LANDSCAPE



SOCIAL MEDIA ACTIVE USERS



**2.3 BILLION
MONTHLY
ACTIVE USERS**

EVERY 60 SECONDS ON FACEBOOK: **510 COMMENTS** ARE POSTED, **293,000 STATUS'** UPDATED, AND **136,000 PHOTOS** UPLOADED



**1 BILLION
MONTHLY
ACTIVE USERS**

INSTAGRAM USERS UPLOAD AN AVERAGE **OF 60 MILLION** PHOTOS TO THE PLATFORM EVERY DAY



**330 MILLION
MONTHLY
ACTIVE USERS**

TWITTER APPEARS TO GENERATE THE MOST **CUSTOMER SERVICE** OPPORTUNITIES AND AROUND **500 MILLION TWEETS** PER DAY

SOCIAL MEDIA IN HOSPITALITY



OF TRAVELERS TURN
TO SOCIAL MEDIA WHEN
PLANNING
A TRIP



SWITCHED HOTELS
AFTER SOCIAL MEDIA
RESEARCH



OF TRAVELERS POST
TO SOCIAL
NETWORKS WHILE
ON VACATION

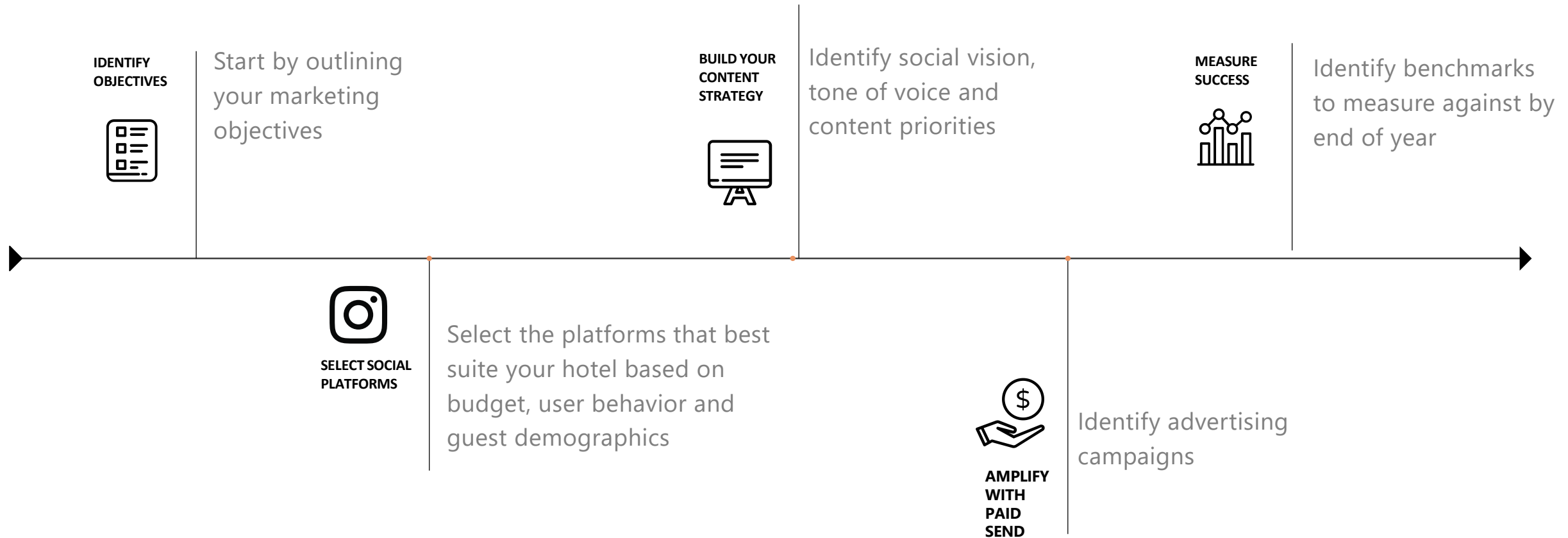


OF USERS
MENTIONING A
BRAND EXPECT A
REPLY WITHIN
ONE HOUR

ENGAGING GUESTS ON SOCIAL MEDIA



BUILDING A SUCCESSFUL STRATEGY



SELECT THE RIGHT SOCIAL PLATFORMS



FACEBOOK



INSTAGRAM



TWITTER

Core marketing, communications and guest service social hub	Visual storytelling platform Content such as behind-the-scenes events, UGC & influencers	Primarily a guest service platform Focus on 1:1 conversations
83% of women 75% of men (of all people using the internet)	500 million daily active users	22% of men 15% of women (of all people using the internet)
Best place to reach GEN X	90% of IG users are under 35	36% of adults between 18-29 are on Twitter
75% of users spend 20 minutes or more on Facebook every day	53% of Instagram users follow brands and businesses	Customer service interactions have increased 250% in the last two years

BUILD A CONTENT STRATEGY



PROPERTY SHOWCASE

- Views
- Rooms
- Seasonal Décor



BRAND CAMPAIGNS

- Meetings/Weddings
- Wellness



DESTINATION

- Local hotspots
- Property Location
- Nearby attractions



OFFERS & PROMOTIONS

- Packages
- Seasonal offers
- Room rates



FOOD & BEVERAGE

- New Menu Items
- Specials/Unique Local Specialties
- Events/Tastings/Classes



HOLIDAYS & TRENDS

- Local festivals
- Nearby events
- Trending and relevant news

REACH YOUR TARGET AUDIENCE WITH PAID SPEND

AS FACEBOOK'S AD REVENUE GROWS EACH YEAR, THEY ALSO GROW THEIR CAPABILITIES.

Best practices to get the most out of paid spend:

- Always support organic content
- Spend \$5 minimum per day per campaign
- Plan budgets annually, but select campaigns based on need periods



ENGAGING GUESTS THROUGH SOCIAL MEDIA MONITORING



COMMUNITY MANAGEMENT

KEY COMPONENT OF ANY SOCIAL STRATEGY

65%

Of social media users expect a brand to respond **with 2 hours**

72%

Of social media users expect a brand to respond **within one hour** if they are complaining



DIFFERENT MESSAGE TYPES

BCV RECOMMENDS MONITORING THE SOCIAL SPACE 24/7

PLATFORM

KEY AREAS TO MONITOR



- Comments on posted content
- Wall posts
- Private messages
- Facebook reviews



- Comments on posted content
- Posts using property hashtag
- Geo-tagged content



- Replies to content
- @mentions
- Keyword search for hotel name
- Direct Messages

30%

Of users say that they would switch to a competitor if a brand ignores them on social media

84%

Of users mentioning a brand expect a reply within one hour

INFLUENCER ON PROPERTY



DC friends - if you see me around town this weekend crying like a baby, it's because I am dropping my oldest off at @GWTweets @MarriottGtown

Wishing the best of luck to your oldest at college, Dana! When will you be arriving?



I will see you tomorrow - we are staying with you this weekend (and again in October)



Dana Freeman
@DanaHFreeman

Follow

Thank you @MarriottGtown you made my day. The tissues! Will be using tomorrow at @GWTweets move in. And the 🍷 at night #RaiseHigh #travel



4:54 PM - 25 Aug 2017

2 Retweets 7 Likes



Marriott Hotels, Marriott Internat'l, Marriott Rewards and 3 others

1 2 7



Dana Freeman
@DanaHFreeman

Follow

And the handwritten card. @MarriottGtown you have gone above and beyond - thank you!



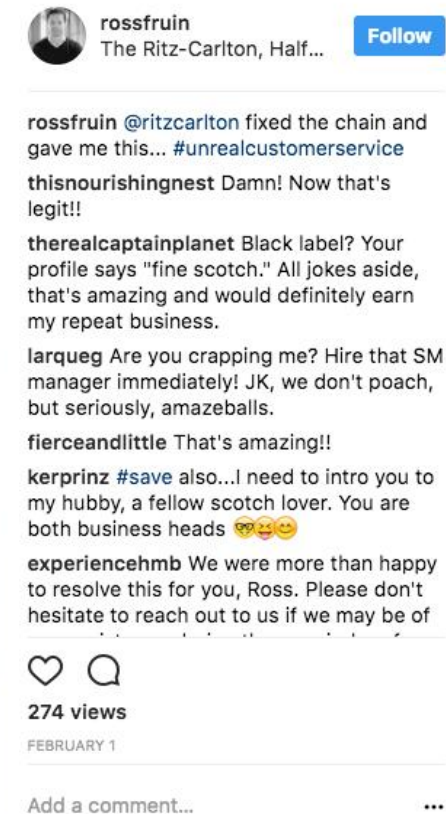
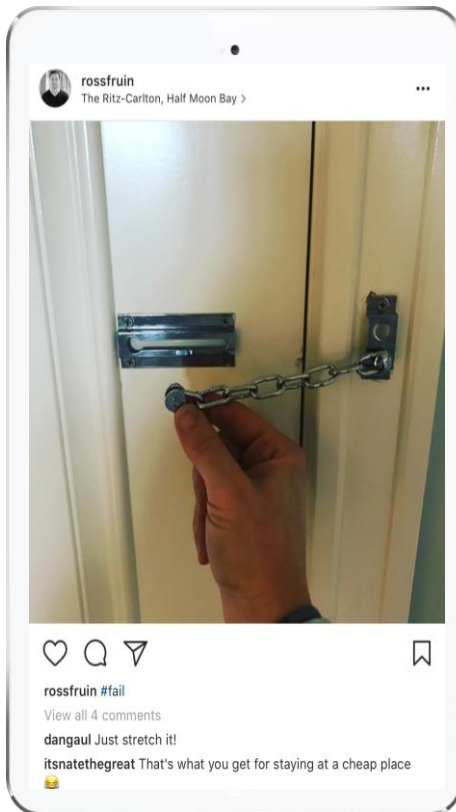
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4 Likes



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REPUTATION PROTECTION

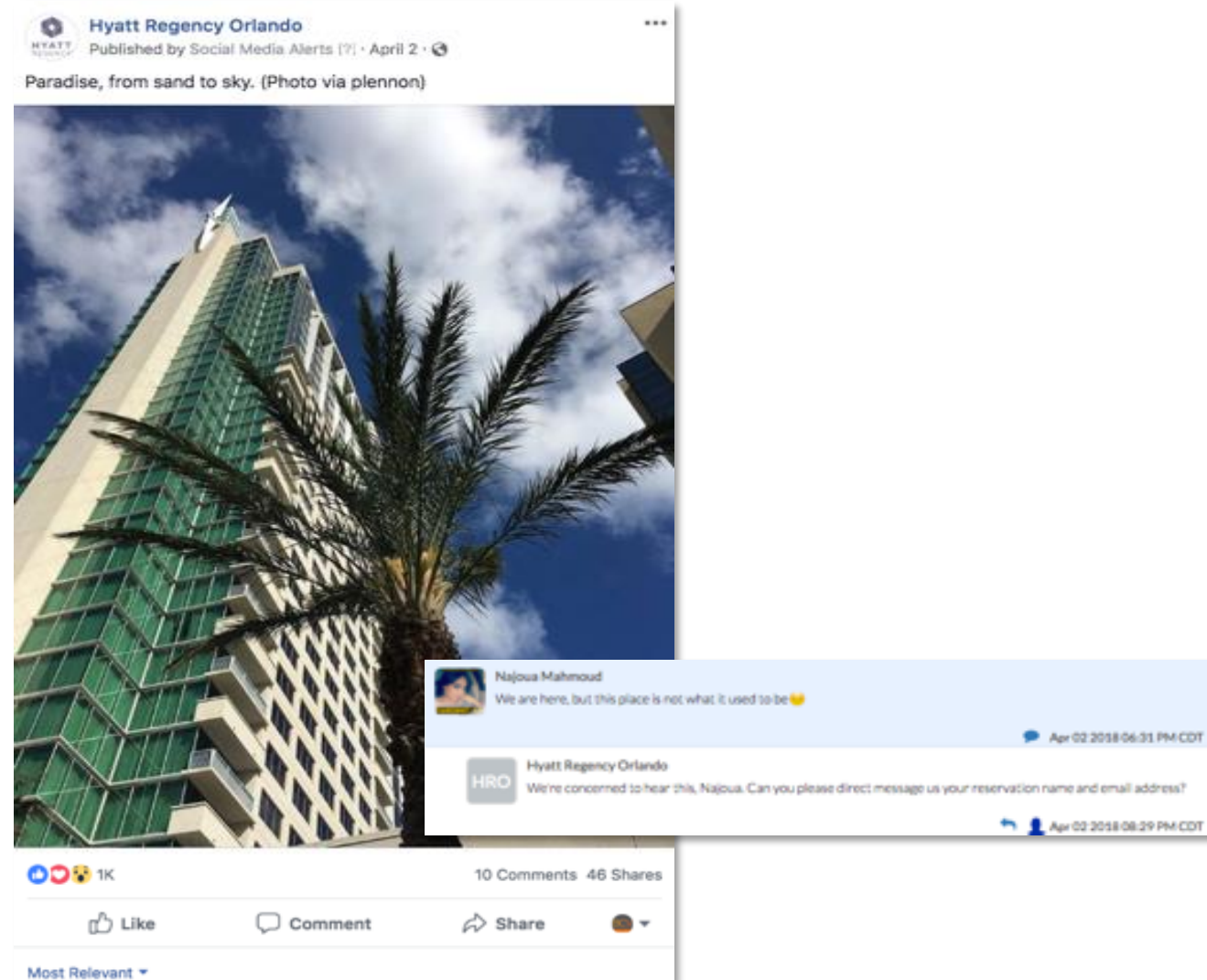


NEGATIVE SITUATION MITIGATION

HYATT REGENCY ORLANDO

CONVERSATION CONTEXT

- Interaction Type: Negative Mitigation
- Najoua initially commented on the property's Facebook post that she was currently there, but the hotel was not what it used to be.
- On behalf of the property, BCV replied to Najoua, asking for her to send a private message with more details.
- BCV sent a **“Negative Message Alert”** to the property, who in turn reached out to Najoua.



NEGATIVE SITUATION MITIGATION RESULTS

HYATT REGENCY ORLANDO

- Najoua proceeded to praise the property's customer service, noting "Thank you for getting back to me, the housekeeping manager called me in my room and asked to see me, will talk to her once back to the hotel. I appreciate that! Thanks a lot "
- **Najoua then deleted her initial negative comment on the property's Facebook post and posted a 5 star review**



MONITORING: KEY TAKEAWAYS

- Respond to majority of messages in a timely manner (within one to two hours is recommended)
- Match the level of effort
- Implement a process to serve both negative and positive interactions
- Escalate and involve where appropriate



IN SUMMARY

SOCIAL MEDIA IS A PROMINENT PIECE OF GUEST EXPERIENCE

STRATEGY:

- Identify key objectives and content priorities for reaching your guests and stick to them
- Social media advertising is essential in order to engage the right guests for your property
- Leverage social targeting opportunities to drive the most opportunity; including use of Facebook Pixel

CONTENT:

- Plan content in advance
- Diversify the types of content you share with your community

MONITORING:

- Implement a process to serve both negative and positive interactions
- Respond in a timely manner (within two hours)
- Ensure interactions are authentic and meaningful



QUESTIONS?

LET BCV TRANSFORM YOUR SOCIAL MEDIA GUEST EXPERIENCE FROM GREAT TO LEGENDARY

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