Local + Social
The Future of Promotion

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Agenda

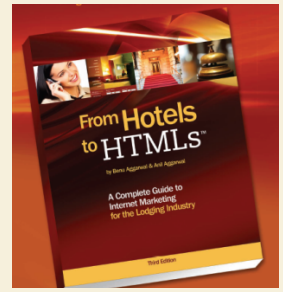
1. Your ultimate goal
2. NAP optimization and search funnel - how social and local tie together?
3. Social & local Interaction potential - why, how and who?
4. Integrating local and mobile - connect with local offline customers
5. Which channels and how? - step by step social local marketing plan
6. Leveraging hyperlocal channels to target ultralocal customers
7. Cross channel optimization and integration
8. Social media analytics - tracking returns across all channels
9. Appendix – Local Search

Milestone at a Glance

Mission	Driving Reservations for the Lodging Industry on the Internet
Founded	1998
Location	HQ - Santa Clara, CA (Silicon Valley) Sales Offices – US, Mexico, India
People	100 Employees
Products	Website Design, SEO, PPC, Social Media Optimization, Social Media Monitoring Tools
Customers	1000+ Customers

Lodging Industry Educator

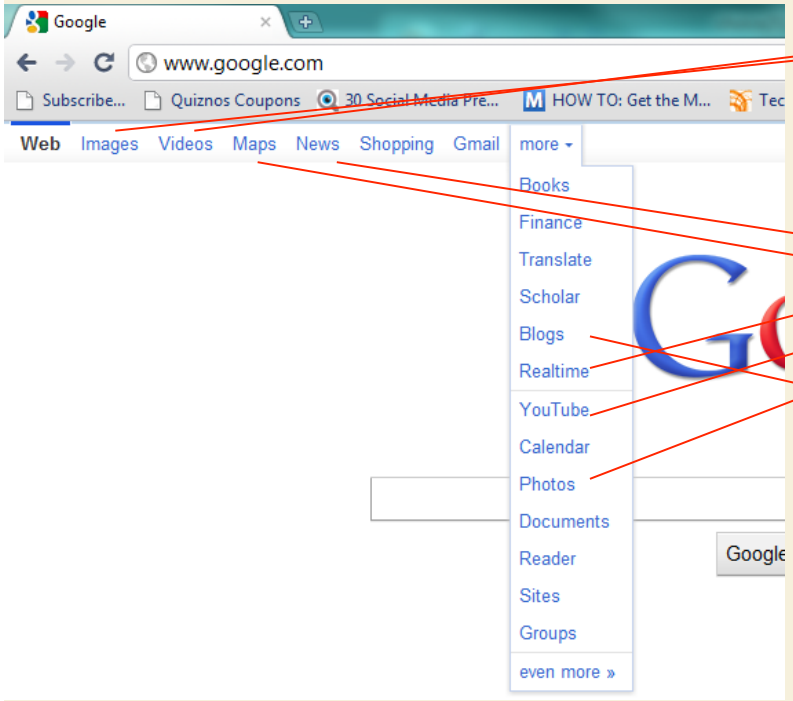
- **Hospitality Industry Internet Marketing Educator**
  - AHLA Pushing Your Profits Series, CLIA, AAHOA, Best Western, Wyndham, Eye for Travel, HFTP, HITEC, HSMAI, PhocusWright, State Associations, Brand Coops, Regional Meeting, Cornell University, SJSU
  - Over 100 Educational Sessions Conducted in 2009 for brands, Management Companies, State Associations, College Universities
- **"From Hotels to HTMLs"**
  - Hotel Internet Marketing Handbook for GMs and Managers
  - Best Western International, Wyndham (Wingate Inn) franchisees. Used as a text book in San Francisco State University
  - 3rd Edition Launched in Mar 2010 jointly with AHLA Education Institute

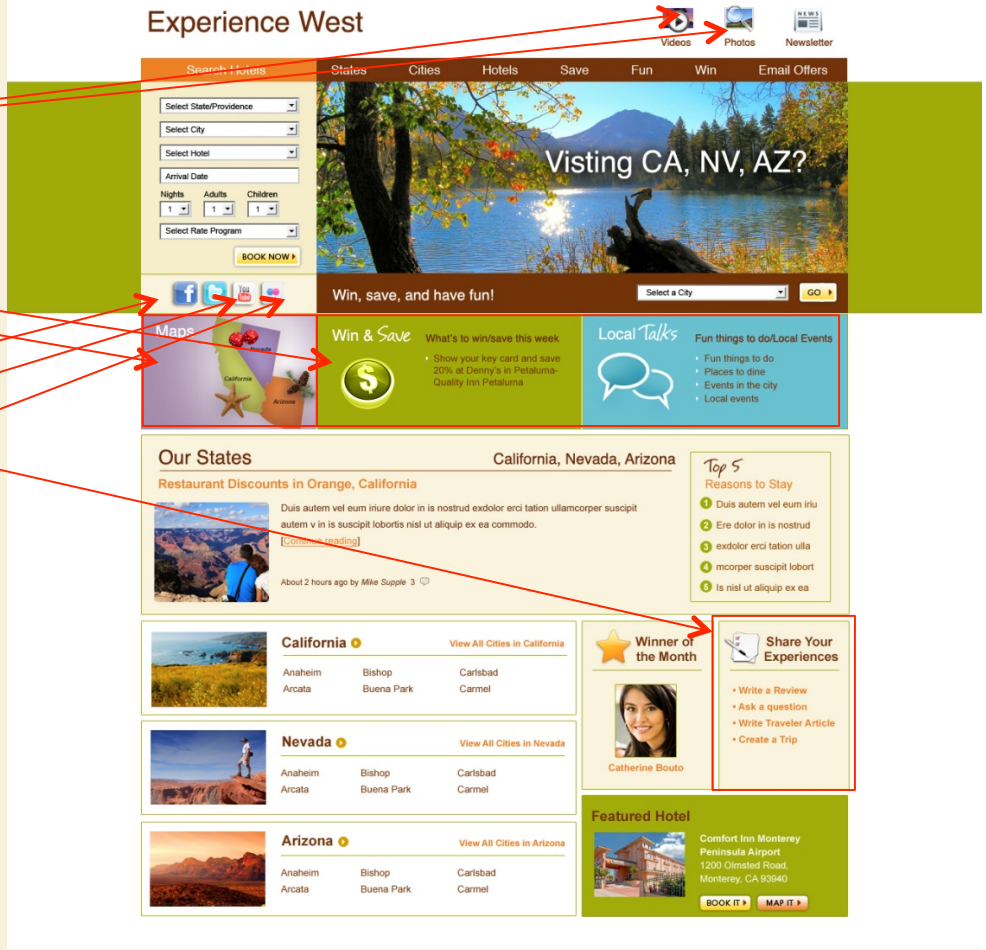


1

Your Ultimate Goal

1 Saturating all search engine buckets ideal scenario for any platform





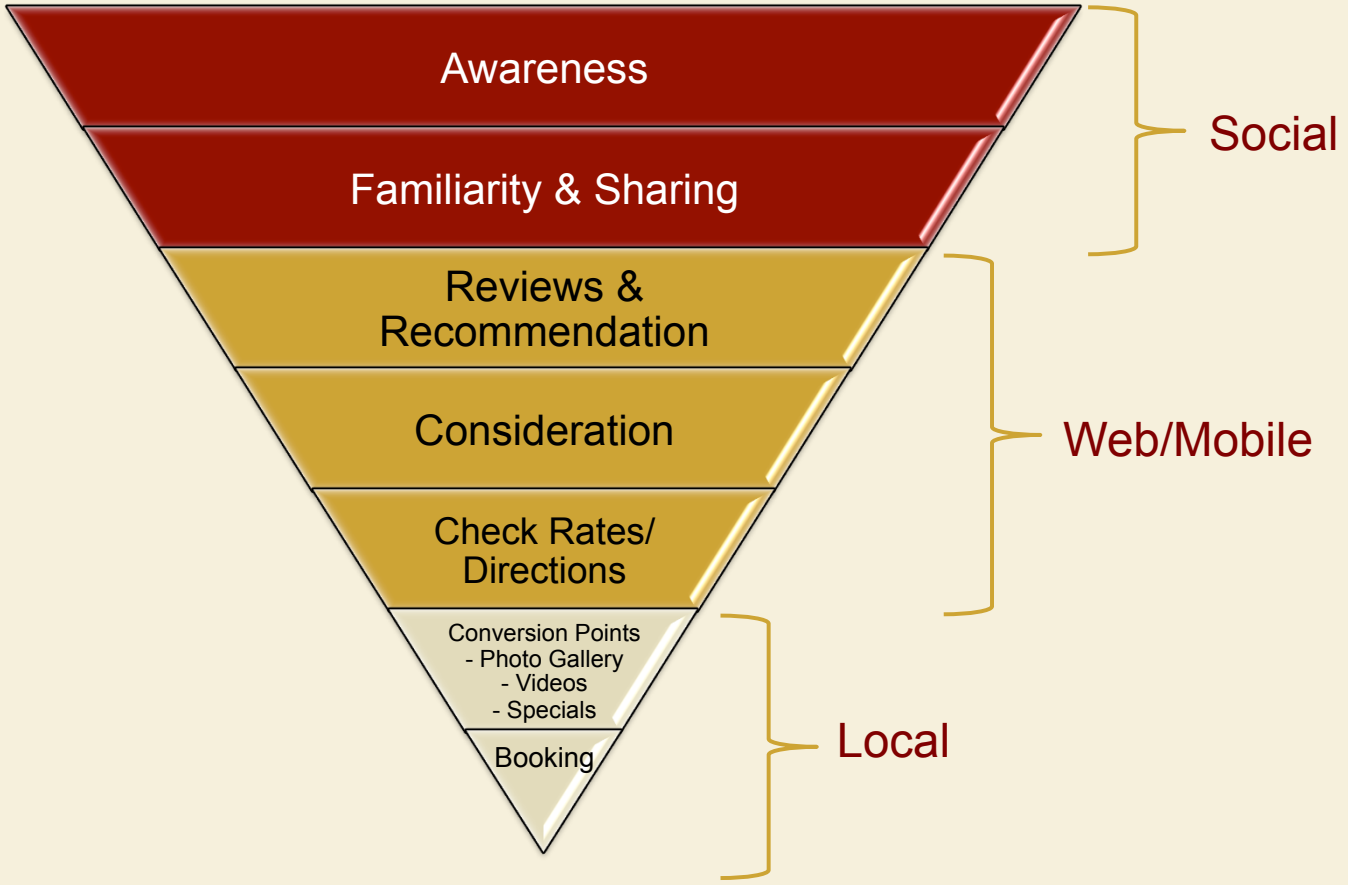
2

NAP Optimization and Search Funnel – How Social and Local Tie Together?

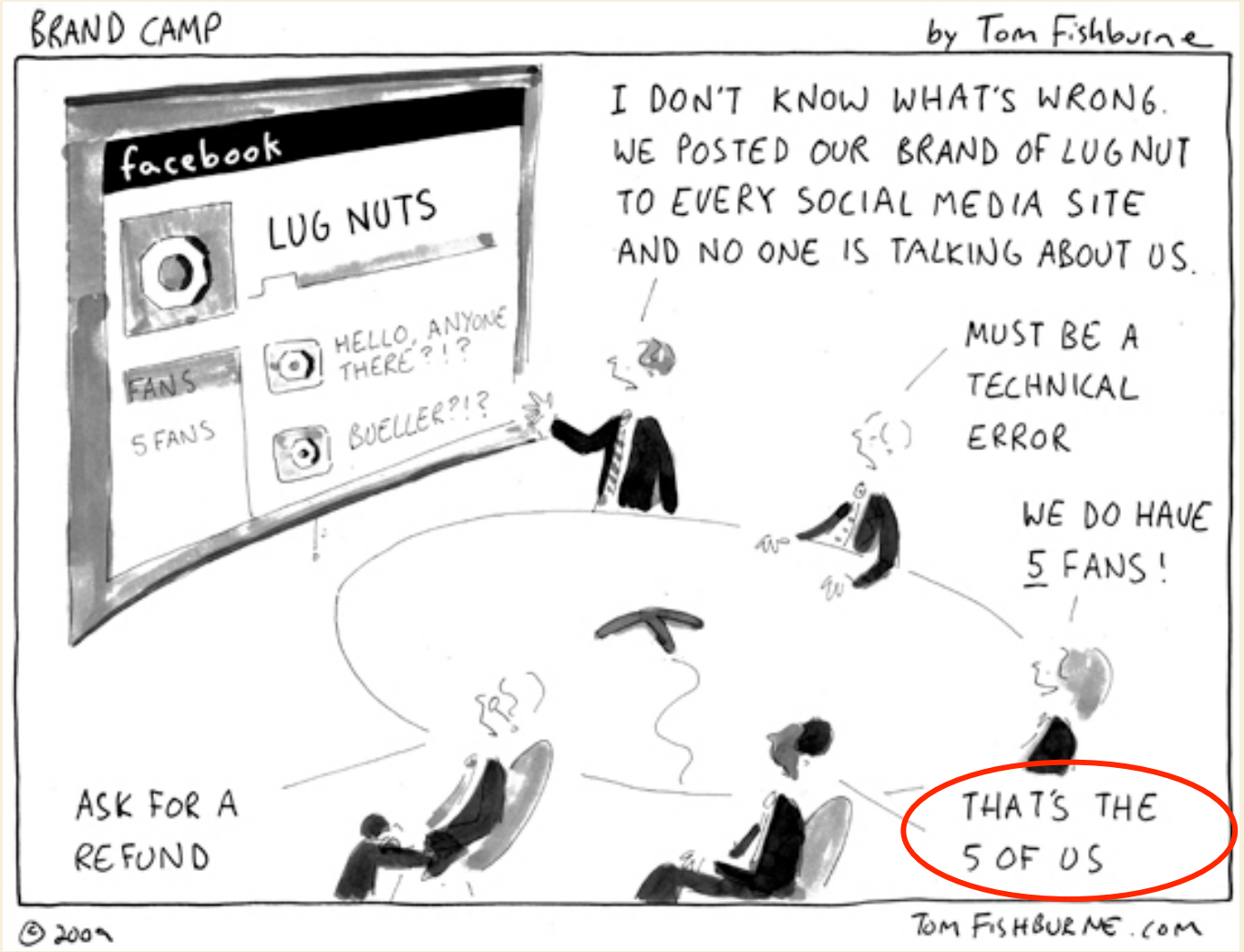
2.1 Consistent NAP and Message Across All Channels

2.2

Milestone Marketing Funnel



Social Interactions – Why it might not work?



3

Social & Local Interaction Potential – Why, How, and Who?

3.1 Social & Local Interaction Potential – Why, Who and How

1. Why Connect?
2. Who to Connect With?
3. How to Connect?
4. Find out what are your target audience taking about, which channels they are socializing on.
5. Create well define plan

3.2

Why Connect?

- Search queries for events/attractions are much higher than for your business (hotel)
- Talking about these events/attractions connects you with users searching for them

Keyword	Global Monthly Searches
san antonio river walk	201,000
san antonio hotels river walk	49,500
henry b gonzalez convention center	3,600
gonzalez convention center	4,400
henry b gonzalez convention center hotels	320
six flags tx	165,000
six flags fiesta	40,500
six flags fiesta texas hotels	390
sea world san antonio	165,000
sea world san antonio hotels	9,900
alamodome	22,200
alamodome hotels	880

3.3

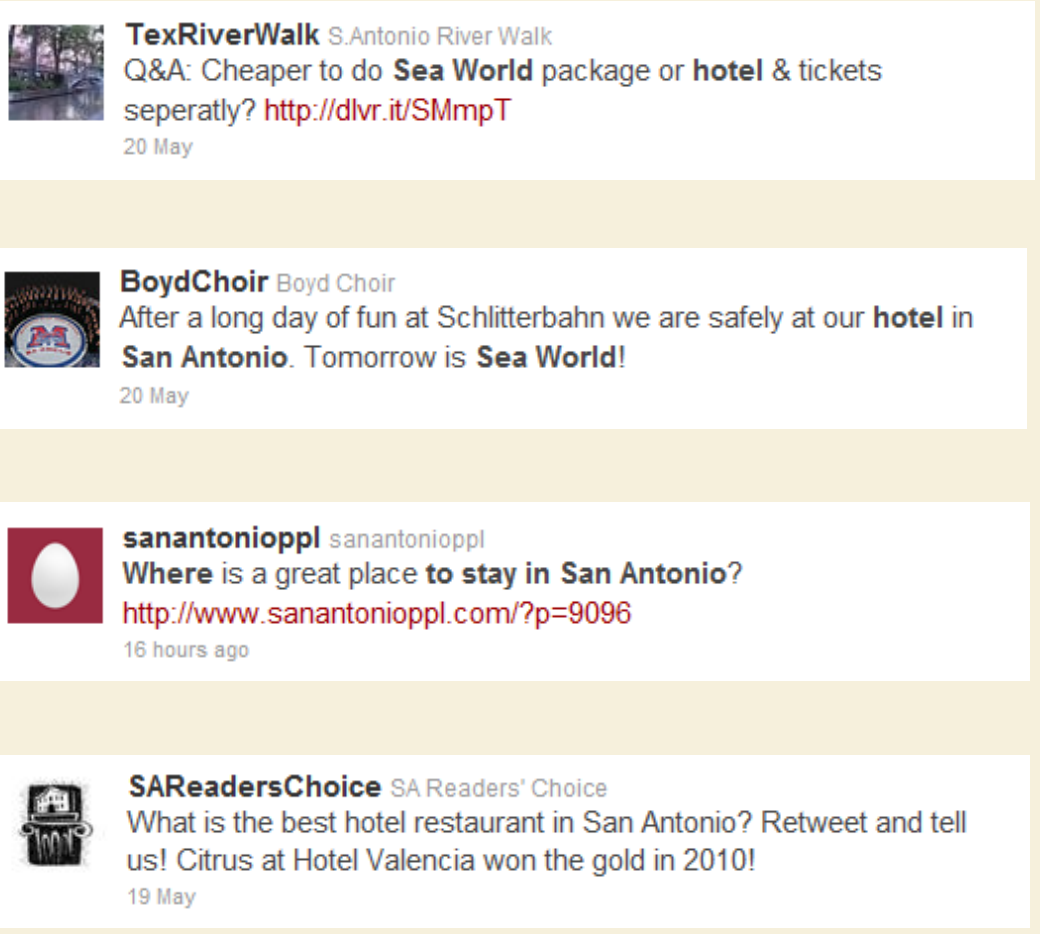
Who to Connect With?

- Major attractions are active in social channels. These attractions/ businesses are **driving 80% of the traffic in the area.**

Attraction	Facebook	Twitter	YouTube
San Antonio CVB	40 fans	7,531 followers	50 videos, 175k views
Six Flags Fiesta	73k fans	25k followers	74 videos, 600k views
Sea World San Antonio	27k fans	4k followers	127 videos, 1.1M views
San Antonio Medical Center	600 fans	300 followers	
Lackland Air Force Base (AFB)	2500 fans	300 followers	
San Antonio River Walk	1000 fans	450 followers	2 videos, 150 views
San Antonio Airport	900 fans, 34k check-ins	800 followers	
AlamoDome	2000 fans	200 followers	
Schlitterbahn Water Park	10k fans	1700 followers	15 videos, 136k views
Gruene Hall	112k fans	3,600 followers	

3.4 How – What are people talking on the twitter?

- Connect with San Antonio visitors – turn them into evangelists
- Respond to direct questions about great places to stay before your competition does
- Connect with organizations that give awards and recognition



3.5

How - Facebook Networking

Put your messages on other Facebook pages to increase your reach

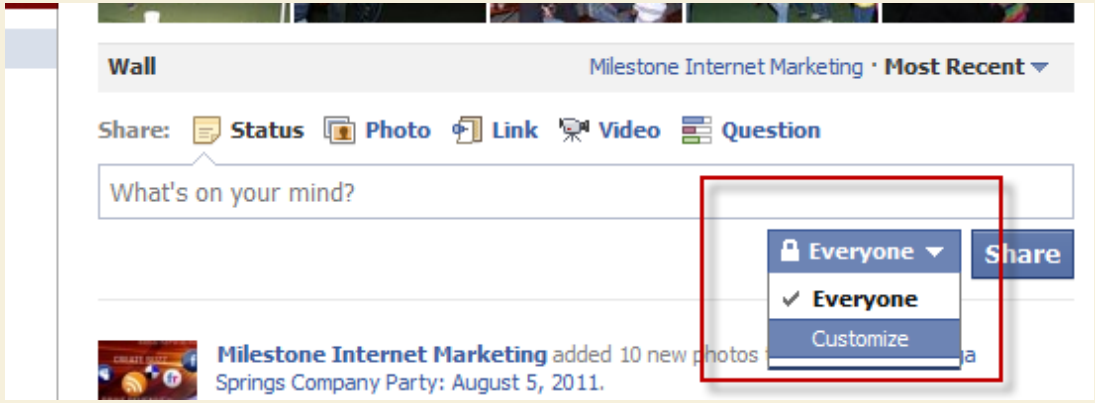
3.6

How - Twitter Networking

- **Connect with other users via @mentions and keyword targeting.**

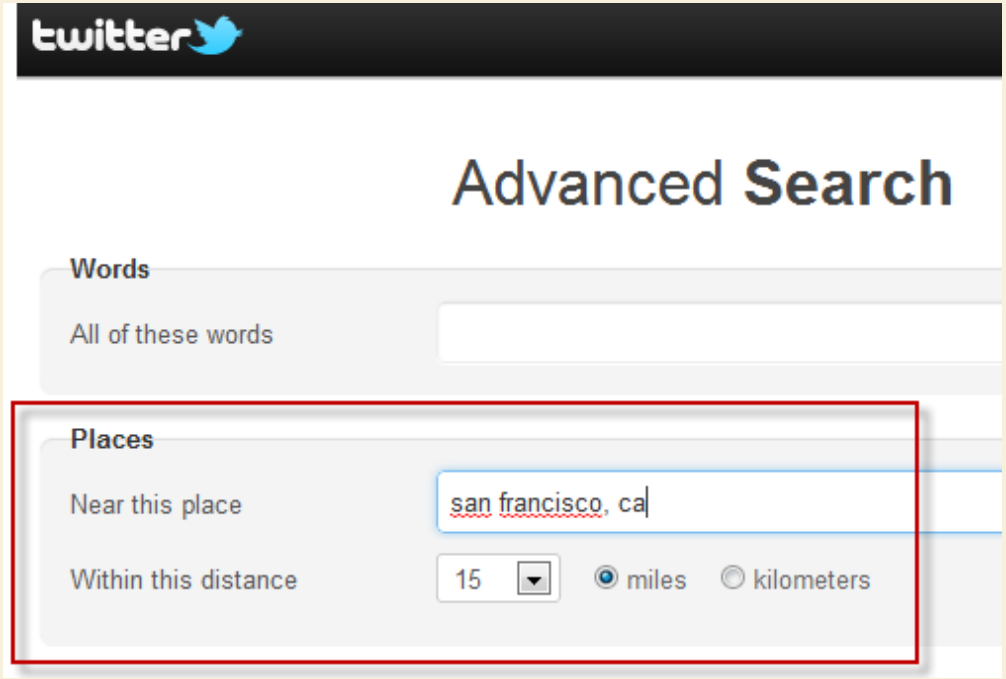
3.7 How - Hyperlocal Targeting on Facebook

- Avoid overloading your fans' newsfeeds by only sending them targeted relevant information.
- Segment your posts by:
  - Country
  - State
  - City
  - Language



3.8 How - Explore Local Trends on Twitter

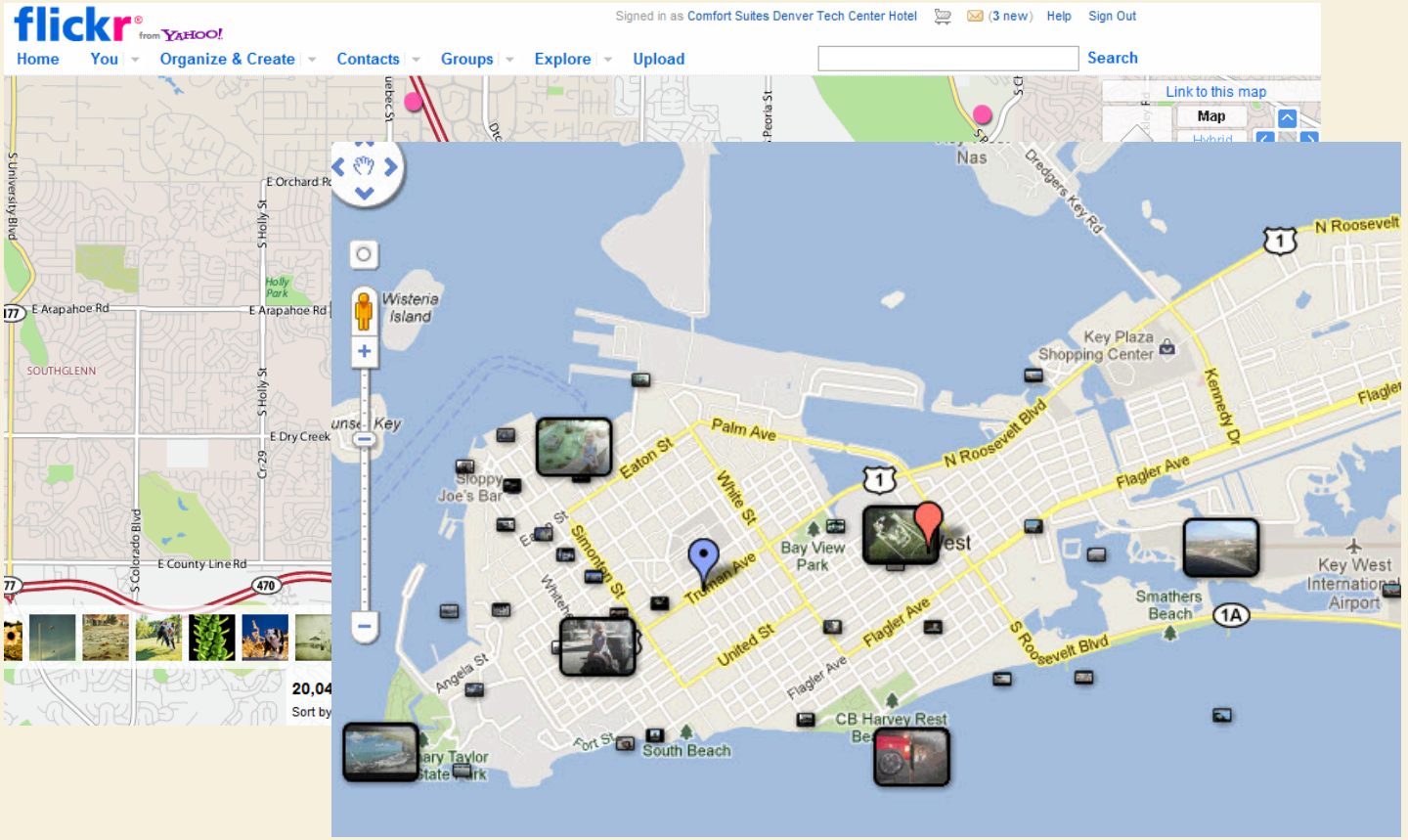
- Search.twitter.com is an extremely useful tool
- Don't wait for users to come to you
- Explore discussions that are happening in your target markets
- Insert yourself into those existing conversations in a productive manner – add to the discussion, don't just sell
- Raise awareness of your brand in regions that are difficult to reach with other forms of marketing
- Create content (blog posts) around trending topics and relate them to your business



Article picked up by Hospitality Net

3.9 Geo-tagging Images and Videos

Geo-tagging images and Video helps in connecting with local customers.



4

Integrating Local and Mobile – Connect with Local Offline Customers

4.1

Integration of Local & Mobile

Using QR codes to convert local users to mobile users

4.2

Reviews

Encourage users to write reviews about the property.

- Google improves search results by collecting user reviews about the listing which are available on the web.
- Encourage users to write reviews or blog about the business. Connect all the reviews sites, Hotpot site from your site.
- Leverage your site, Google Hotpot and reviews site specific to your vertical and gather reviews from users.

5

Which Channels and How? Step-by-step Social Local Marketing Plan

5.1

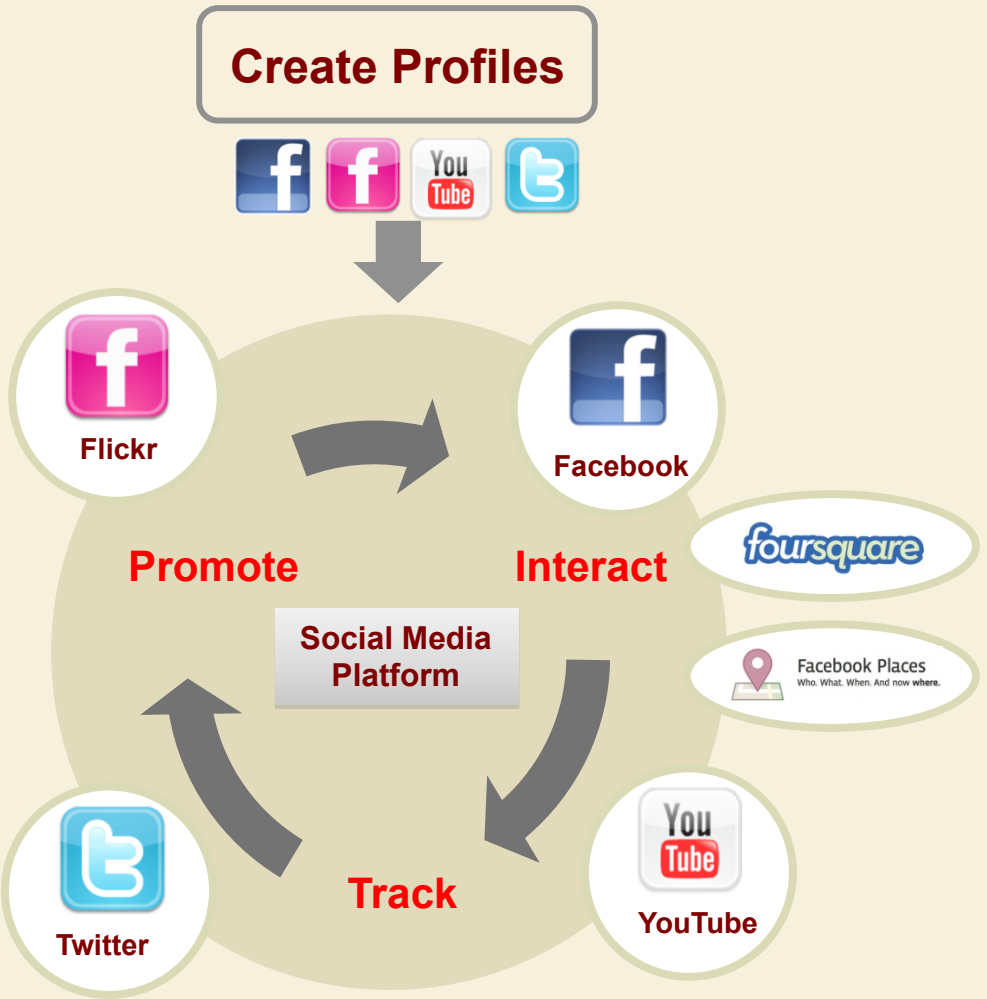
Promotion Overview

Overall Strategy

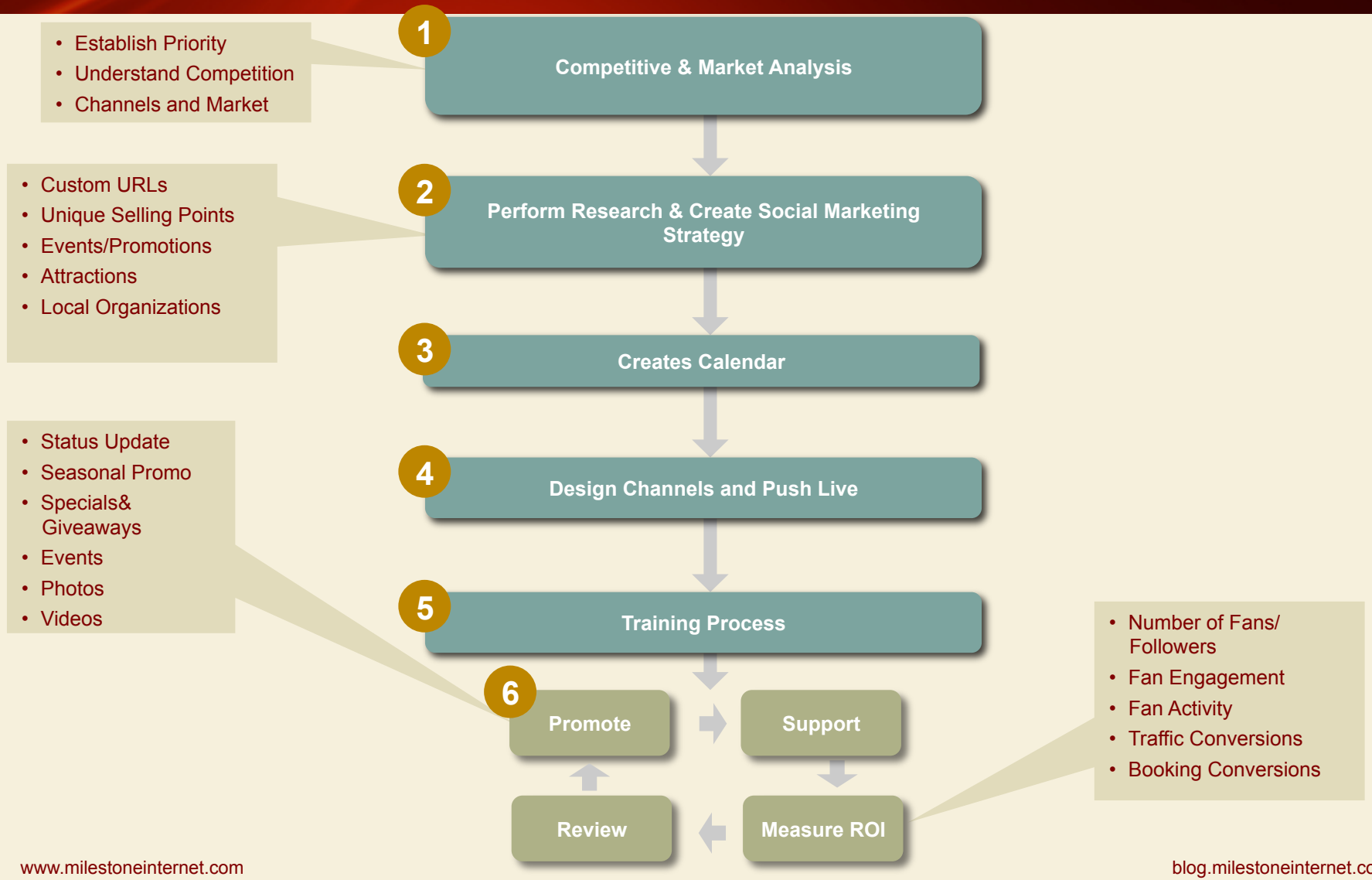
1. Improve SERP domination
2. Create brand awareness
3. Provide direct interaction opportunities
4. Drive traffic and bookings

Specific Actions

1. Create calendar to socialize
2. Stay engaged and active
3. Network with influential users to increase reach of client messaging

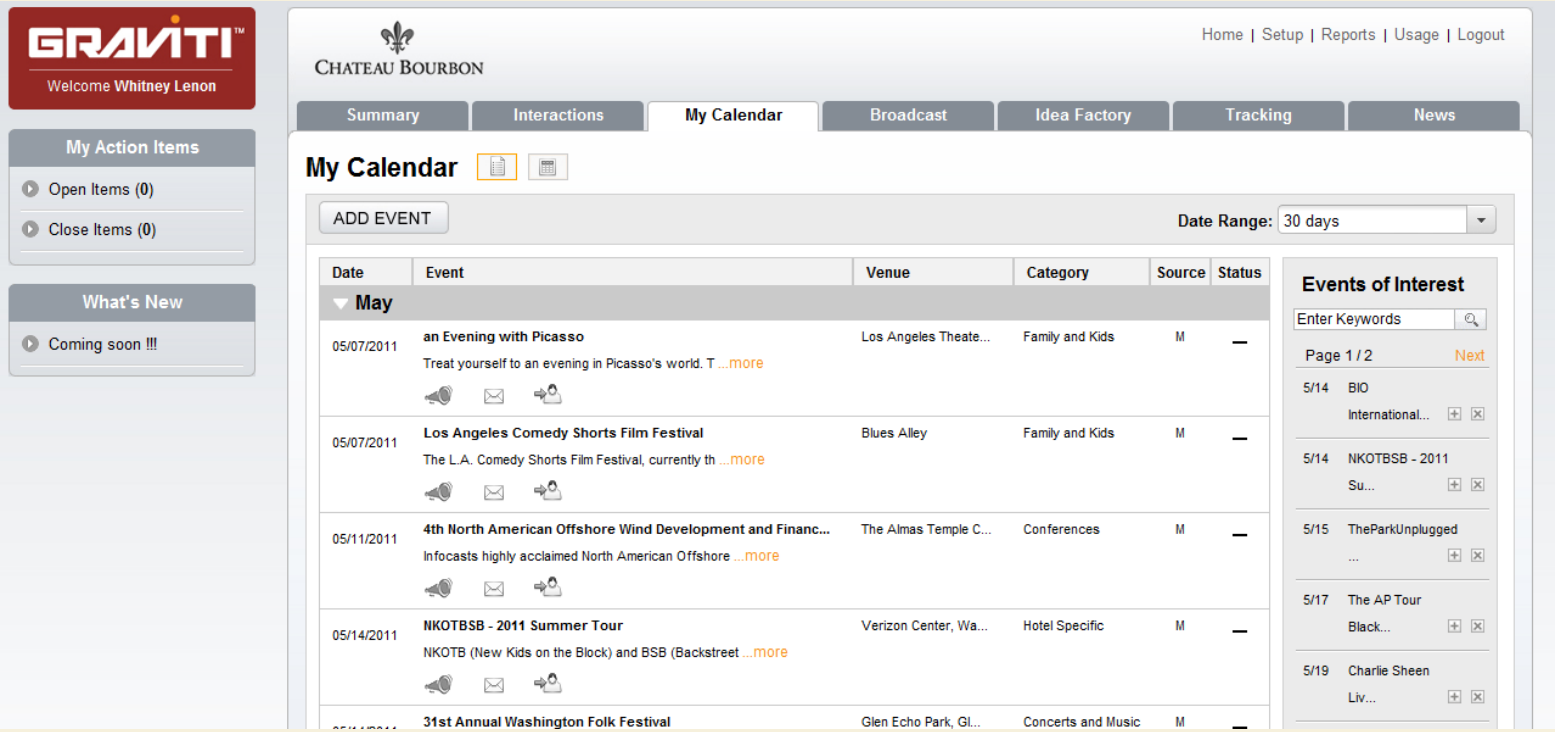


5.2 Your Social Media Process – Planned Strategy



5.3 Content Calendar – Tool help in managing social interaction

- Research the local area and find out hot topics on social media
- Develop Content Calendar around events and things to do in local market
- Goal – have handy list of things to socialize about and social profiles remain active



6

Leveraging Hyperlocal Channels to Target Ultralocal Customers

6.1

Hyperlocal

What is Geolocal / Hyperlocal Channels?

- Helps in verifying accurate and consistent location information for any business
- Promoting Businesses in their very own local online community

Why?

- Helps build relevance in organic SERP results and local search results
- Captures considerable long-tail local search traffic
- Connects with residents of a particular area with highly targeted and locally relevant content
- Rewards customer loyalty
- Generates new customers
- Engages users in conversations

6.2 Hyperlocal

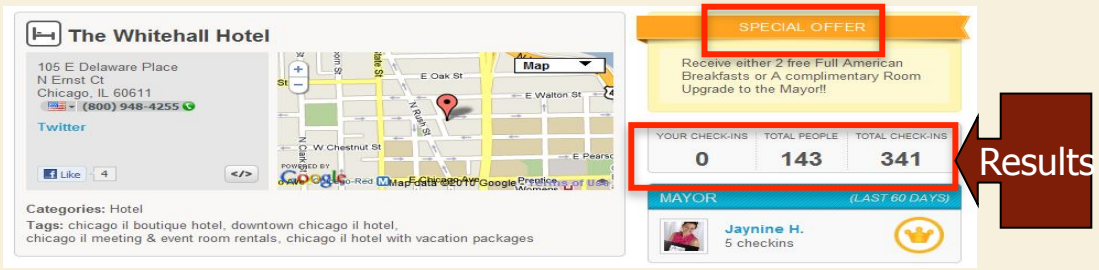
Which Channels?

- Social Media provides an ideal platform to build a Hyperlocal presence and reward users for connecting /engaging with you

Facebook Places (mobile)	200+ million users
Foursquare	4+ million users
Gowalla	500,000+ users
SCVNGR	500,000+ users
Yelp	50+ millions users

How?

- Create account, claim and verify the hotel location
- Set up special deals to encourage user participation
- Enable guests to check-in on site
- Post a check-in message and monitor user analytics



6.3

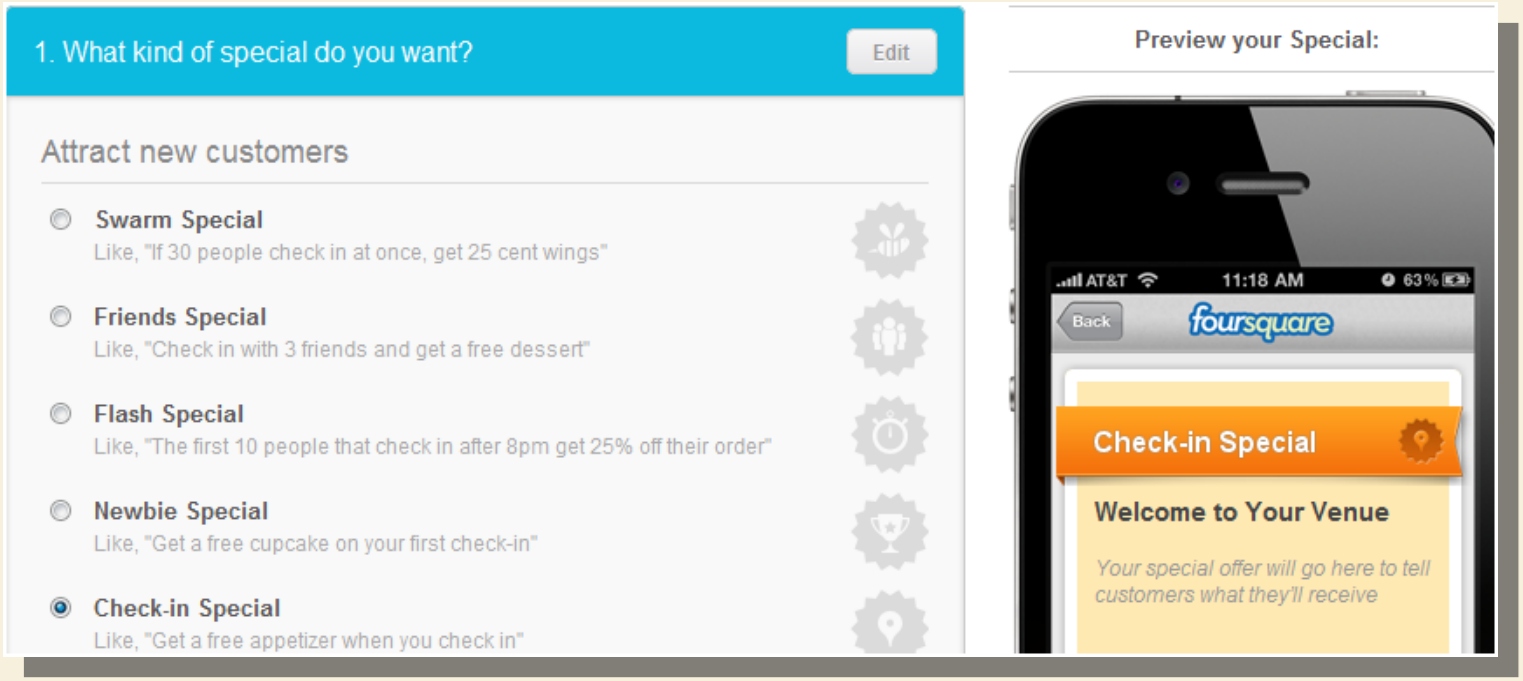
Hyperlocal FlowChart

6.5

Four Square - Listings

Create a Special Campaign or Deal:

1. Select the type of special
2. Define when the special should unlock
3. Select an offer

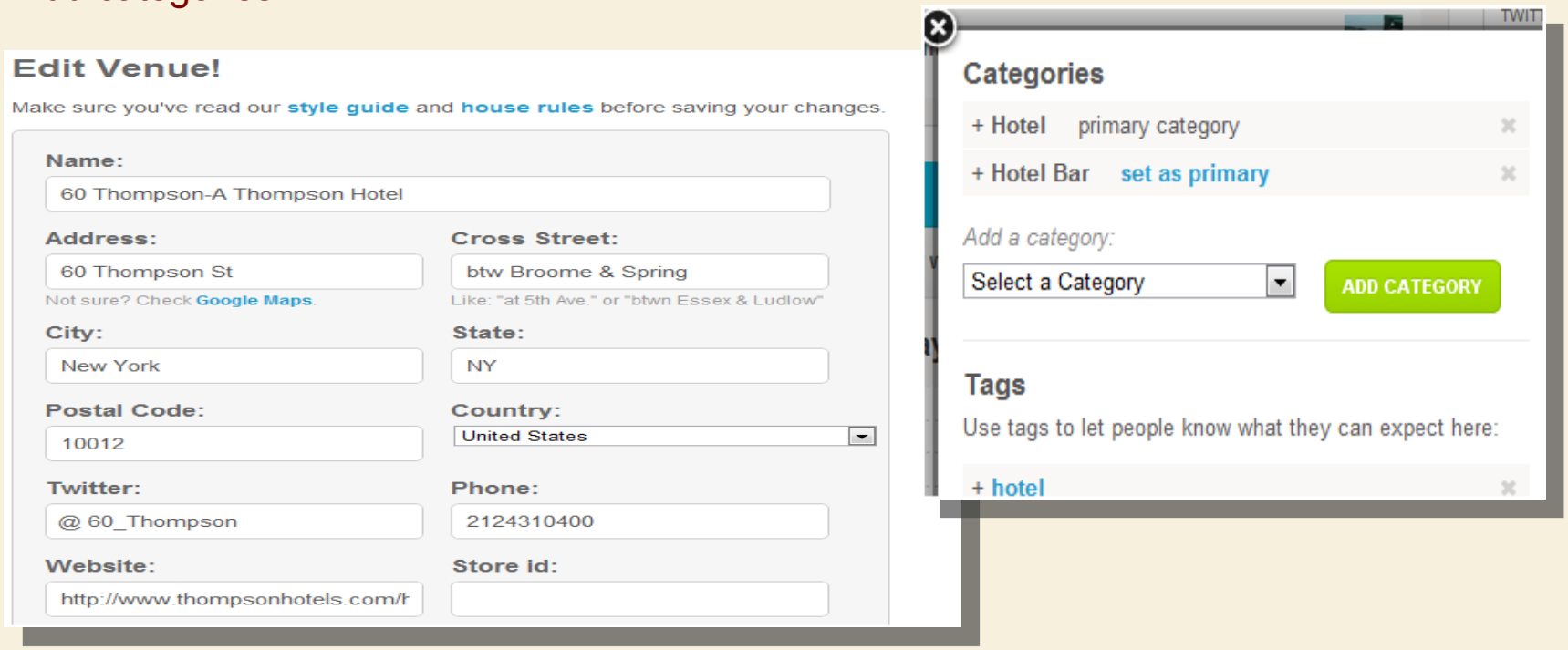


6.6

Four Square - Listings

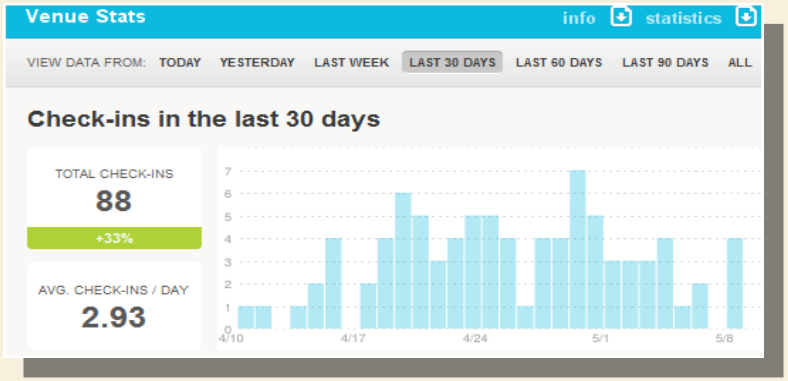
Tailor your campaigns to maximize :

1. Add information about the venue
2. Add tags
3. Add categories

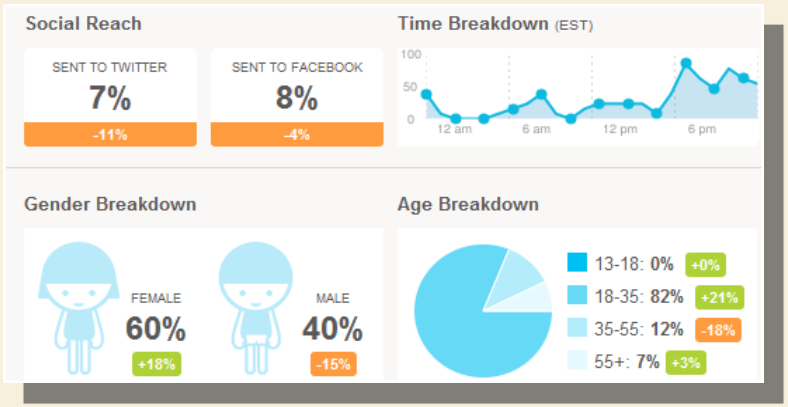


6.7 Four Square - Listings

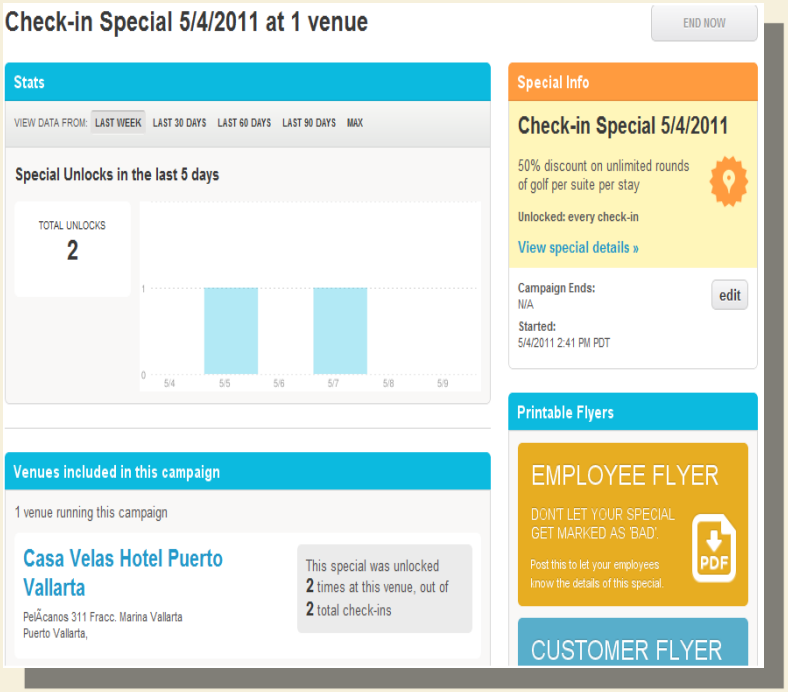
Check Venue Stats



Reach, Usage Stats



Campaign Stats

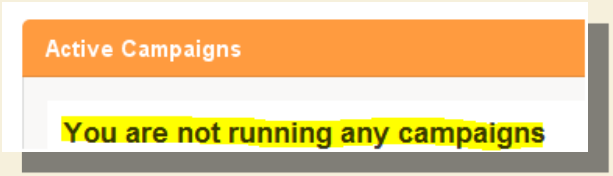


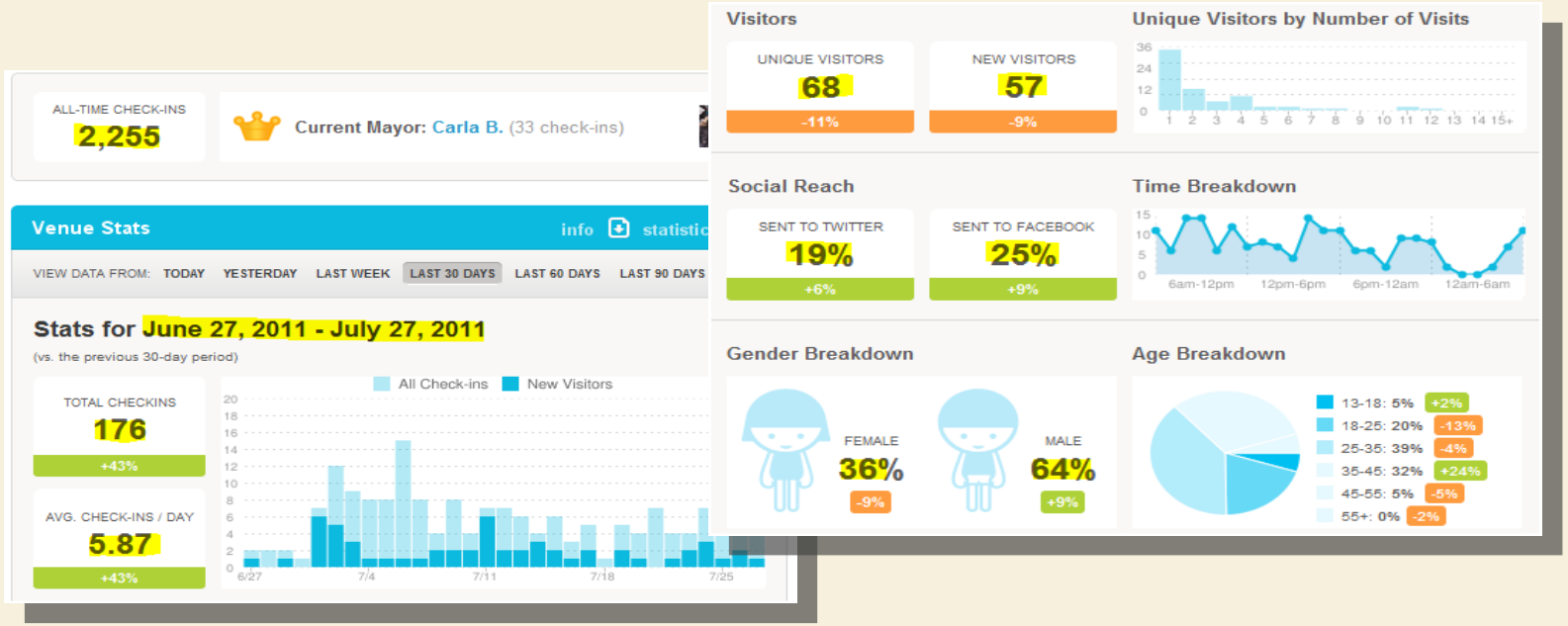
6.8

Four Square – Listings & Results

- 6 users check in everyday on an average.
- Missing out on promotion.
- Run active campaigns, offer specials and deals
- Target these opportunities by offering a special promotion.

Business can connect and engage by offering special offer

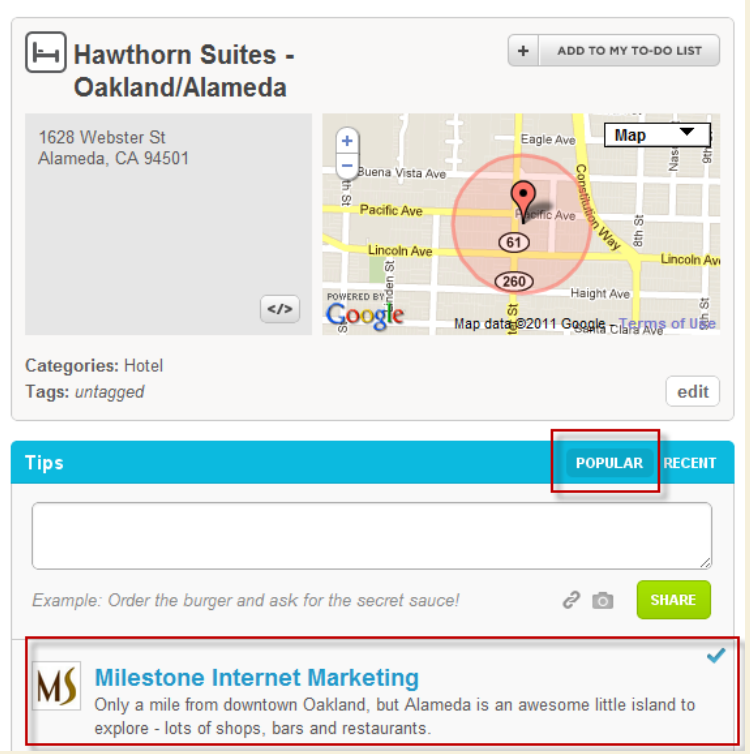


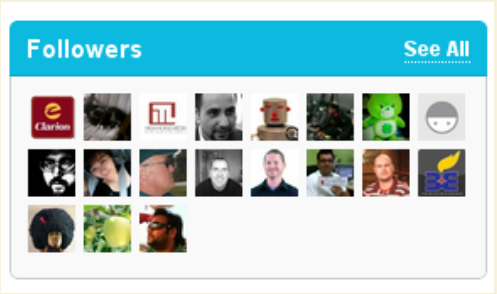


6.9

Become a Local Expert on Foursquare Business Pages

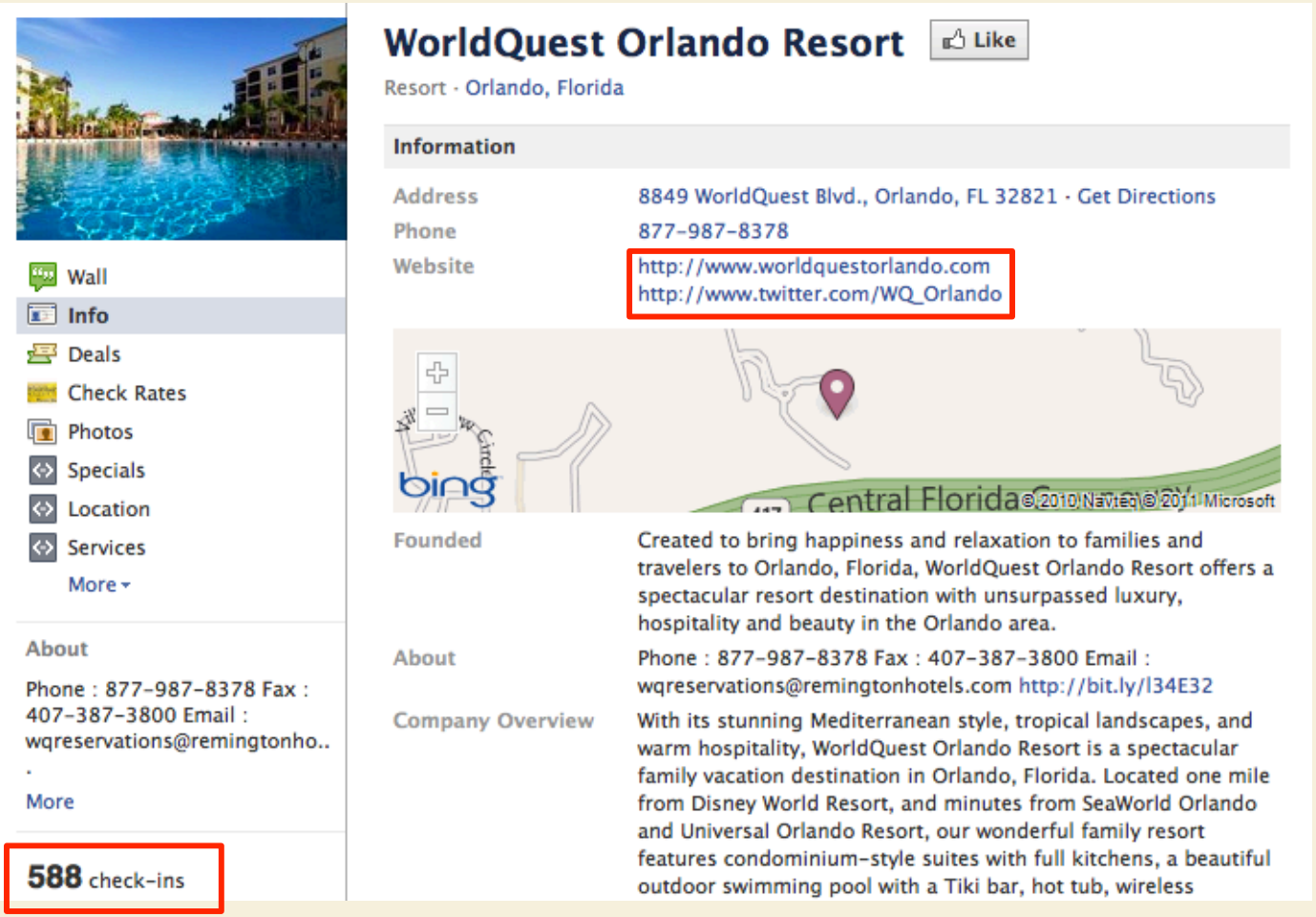
- Claim and optimize your listing so people can find your business
- Create a new Foursquare Business Page
  - Leave tips about local attractions, hot spots, eateries, etc
  - Show your knowledge of the area and share how you add to that in the tips
  - Be visible when Foursquare users Check-In to places around you
  - Build a list of loyal followers interested in your tips



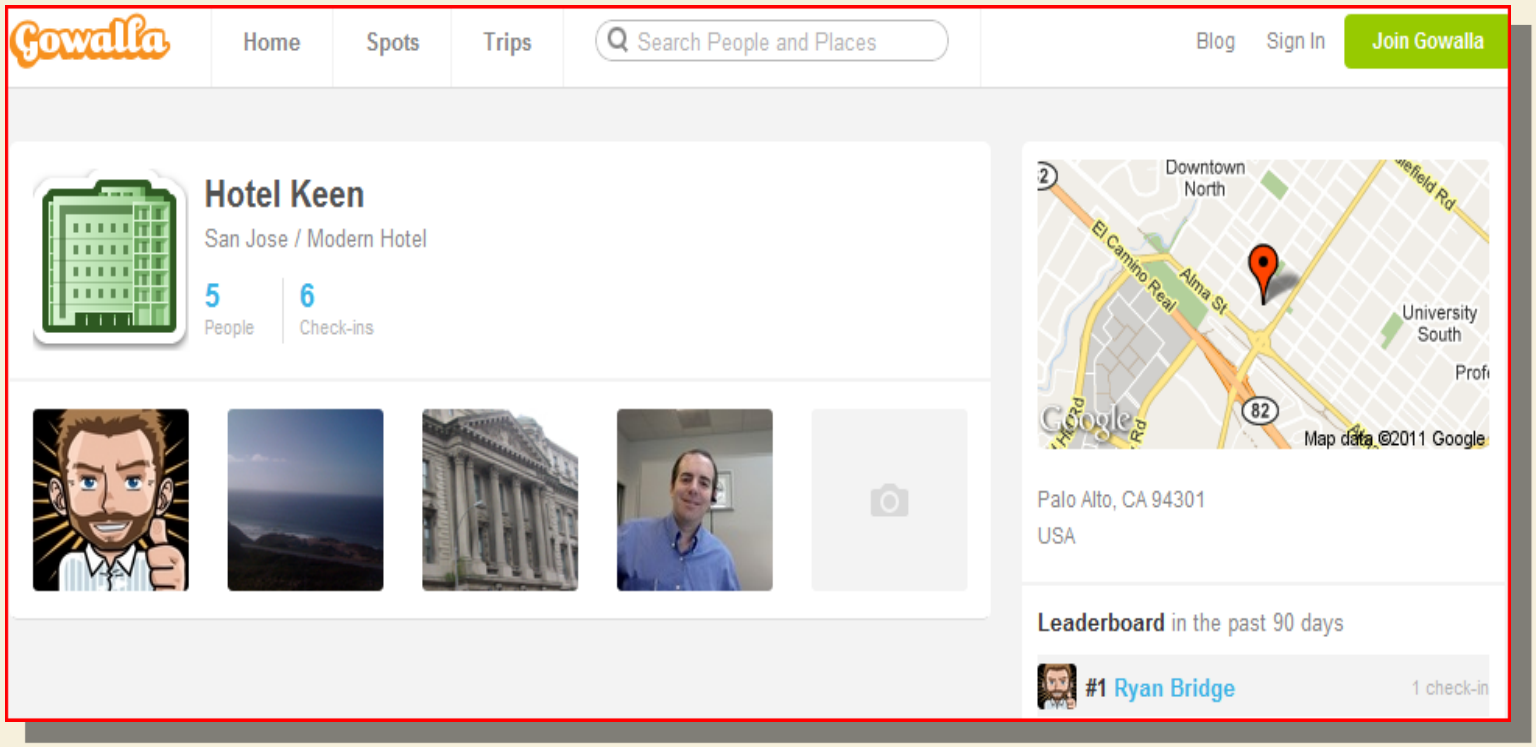


6.10

Facebook Places – Claimed Listing



Gowalla – Claimed Listing



7

Cross Channel Optimization and Integration

7.1 Cross Optimization: Channels and Tools

Tools

SQR reports

Webmaster

Local data

Real Time search

Analytics

1

Local
Google Place, Bing & Hyperlocal

2

Organic
Website, Emails, PR

3

Mobile
Website, Mobile, Promotion

Cross Optimization

4

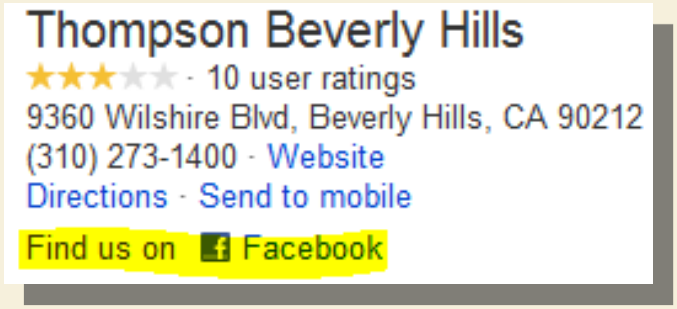
Paid Search
Facebook, Google, Content, Display

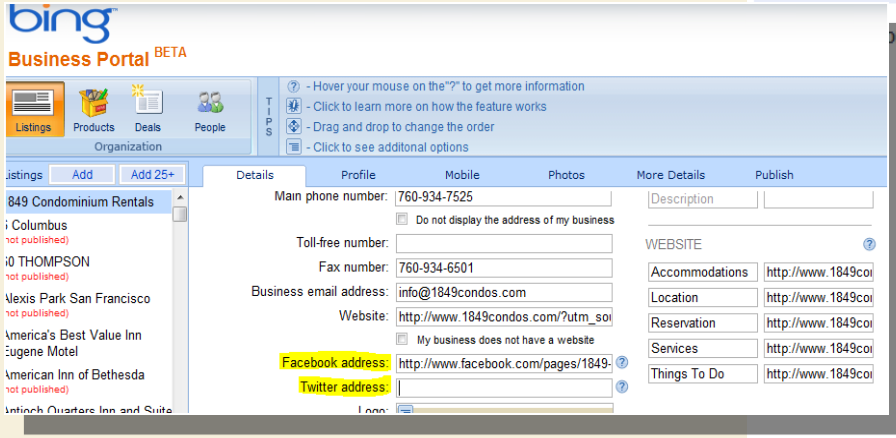
3

Social Media Marketing
Facebook, Blog, Youtube, Flickr

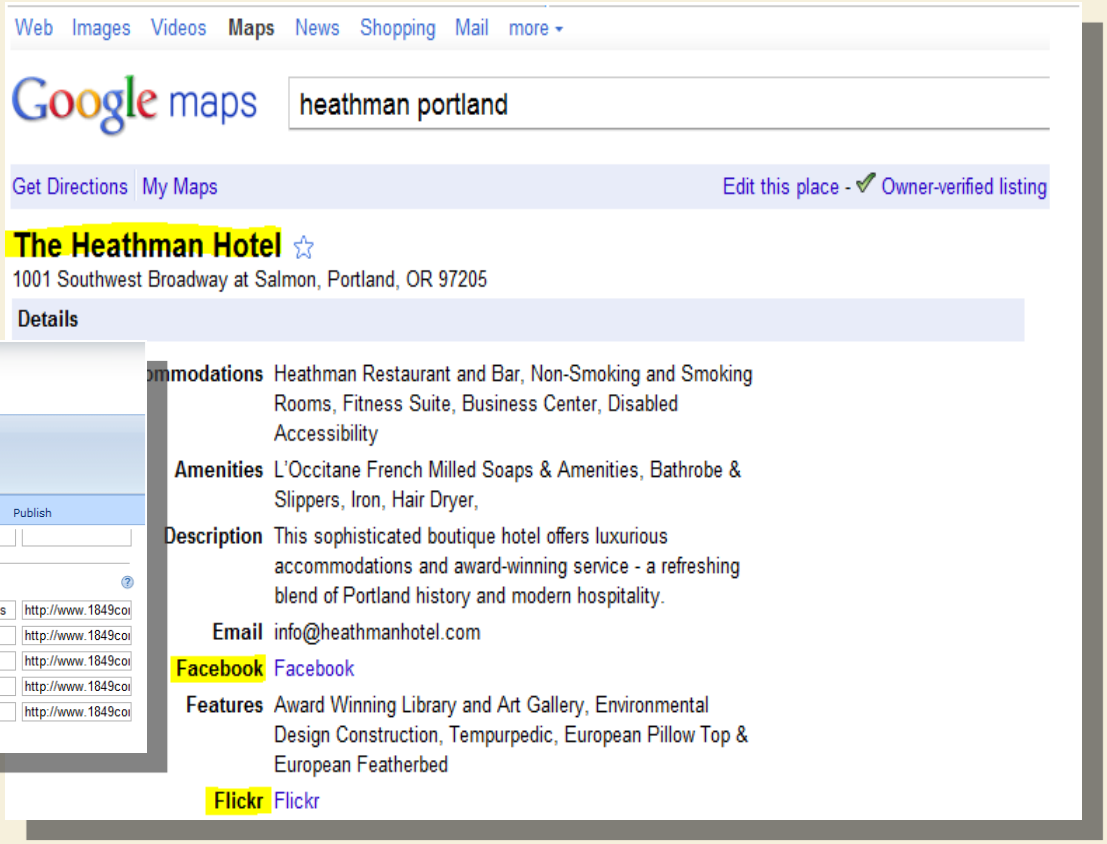
7.2 Cross Optimization of Social & Local

Bing Local





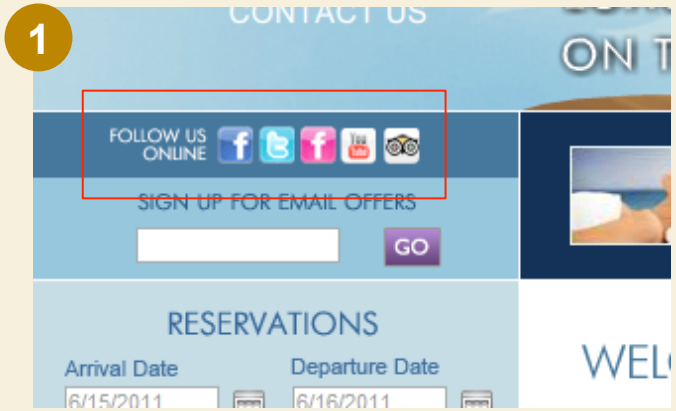
Google Places

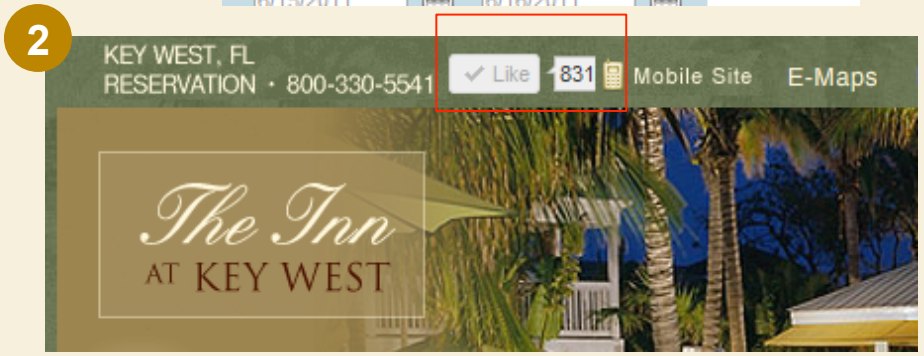


7.3

Social Integration

- Why Integrate? Facebook and Twitter effect search rankings on Google and Bing.
  1. Linking to all social channels from home page
  2. Facebook Like buttons on key pages (home, package, manager's special) to encourage social sharing
  3. Integration of SEO relevant social sharing buttons on all blog posts



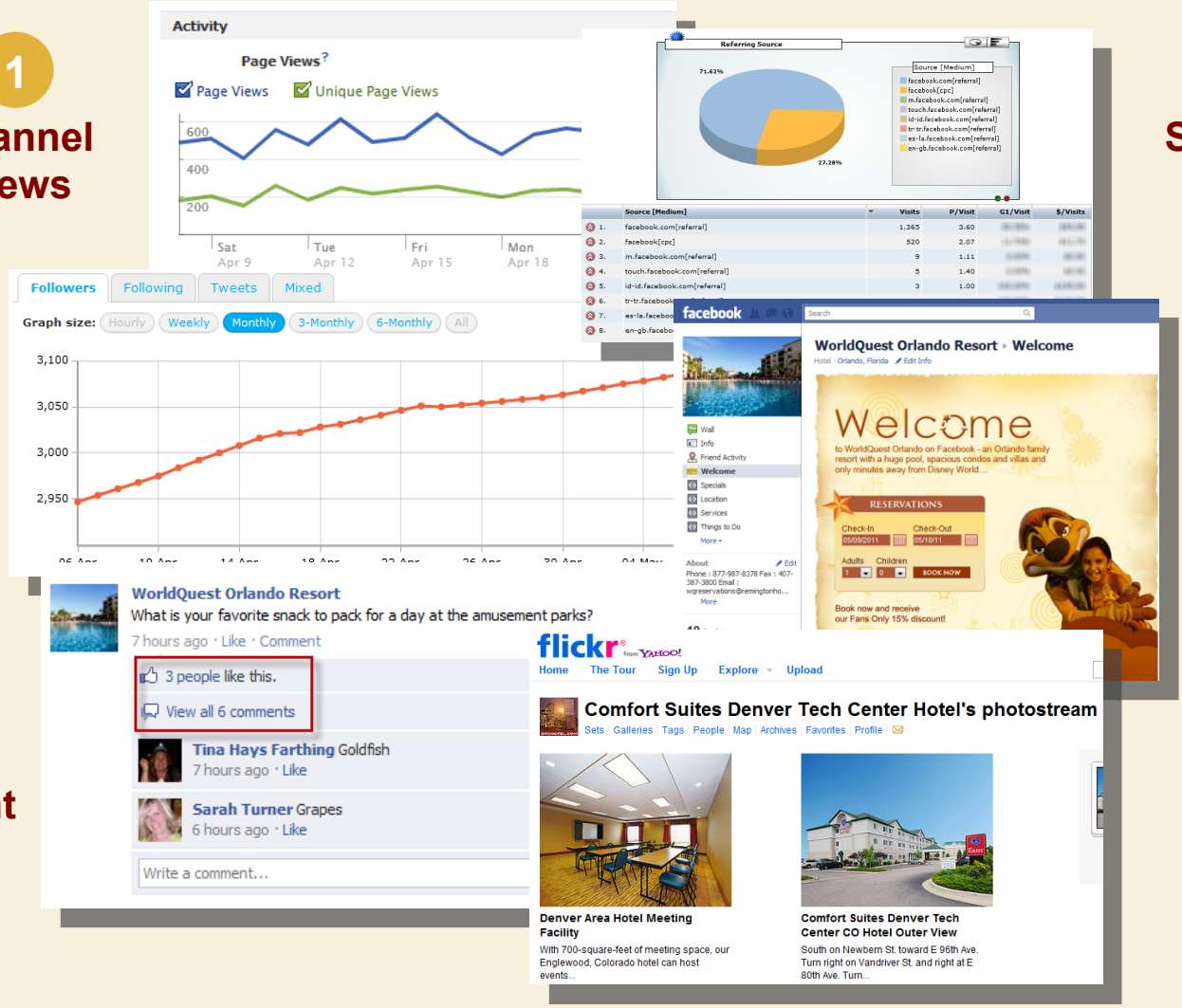


8

Social Media Analytics – Tracking Returns Across All Channels

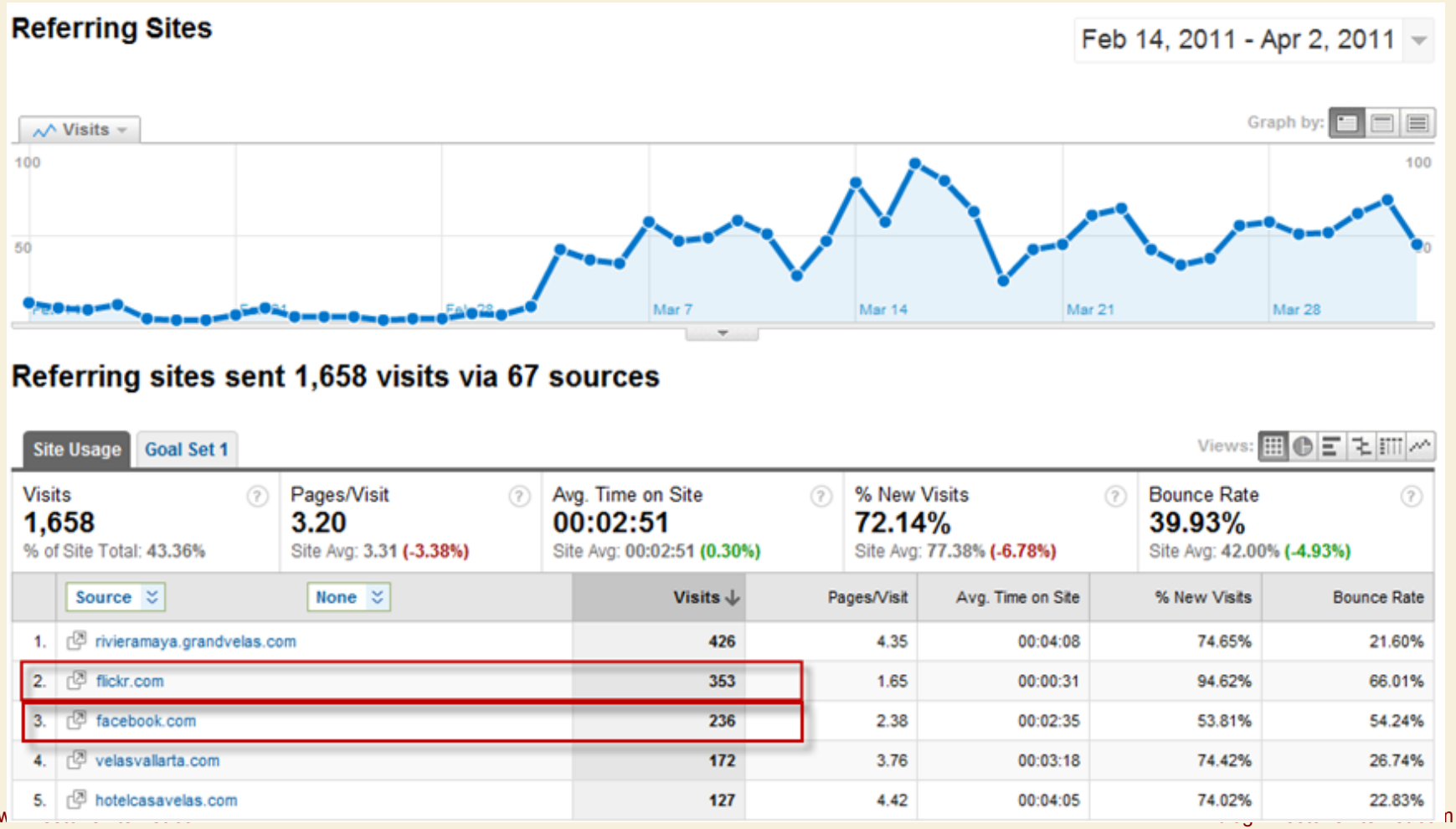
7.4 Key Performance Indicators for Social Media

1. **Channel Views**
2. **Connections**
3. **User Engagement**
4. **Social Media Referrals**
5. **Social Media Conversions**
6. **Broadcasts to Build Engagement**



8.2 Creating Links

- Embed URLs in descriptions to drive traffic to hotel website



Referring Sites

Feb 14, 2011 - Apr 2, 2011

Visits

Graph by:

Referring sites sent 1,658 visits via 67 sources

Site Usage | Goal Set 1

Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1,658 % of Site Total: 43.36%	3.20 Site Avg: 3.31 (-3.38%)	00:02:51 Site Avg: 00:02:51 (0.30%)	72.14% Site Avg: 77.38% (-6.78%)	39.93% Site Avg: 42.00% (-4.93%)

	Source (None)	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	rivieramaya.grandvelas.com	426	4.35	00:04:08	74.65%	21.60%
2.	flickr.com	353	1.65	00:00:31	94.62%	66.01%
3.	facebook.com	236	2.38	00:02:35	53.81%	54.24%
4.	velasvallarta.com	172	3.76	00:03:18	74.42%	26.74%
5.	hotelcasavelas.com	127	4.42	00:04:05	74.02%	22.83%

8.2.1

Blog – Social Sharing Impact

1. Facebook traffic increased by 13k% over the previous 5 months
2. Facebook is now the #1 source of traffic
3. Google organic traffic increased 87% over the previous 5 months

	Source/Medium	Visits ↓
1.	facebook.com / referral	
	Mar 8, 2011 - Jul 29, 2011	37,146
	Oct 15, 2010 - Mar 7, 2011	266
	% Change	13,864.66%
2.	google / organic	
	Mar 8, 2011 - Jul 29, 2011	13,796
	Oct 15, 2010 - Mar 7, 2011	7,384
	% Change	86.84%

Key Takeaways

1. Define your goals, your target audience, know where are they and how you can connect with them
2. Understand social / local search funnel and remember to optimize NAP across all the channels
3. Create well define marketing plan. Integrate all the channels
4. Engage in conversations and leverage social /hyperlocal channels to target ultra local customers
5. Cross channel optimization and integration
6. Always remember to track returns across all channels

Thank You

Questions?

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www.milestoneinternet.com

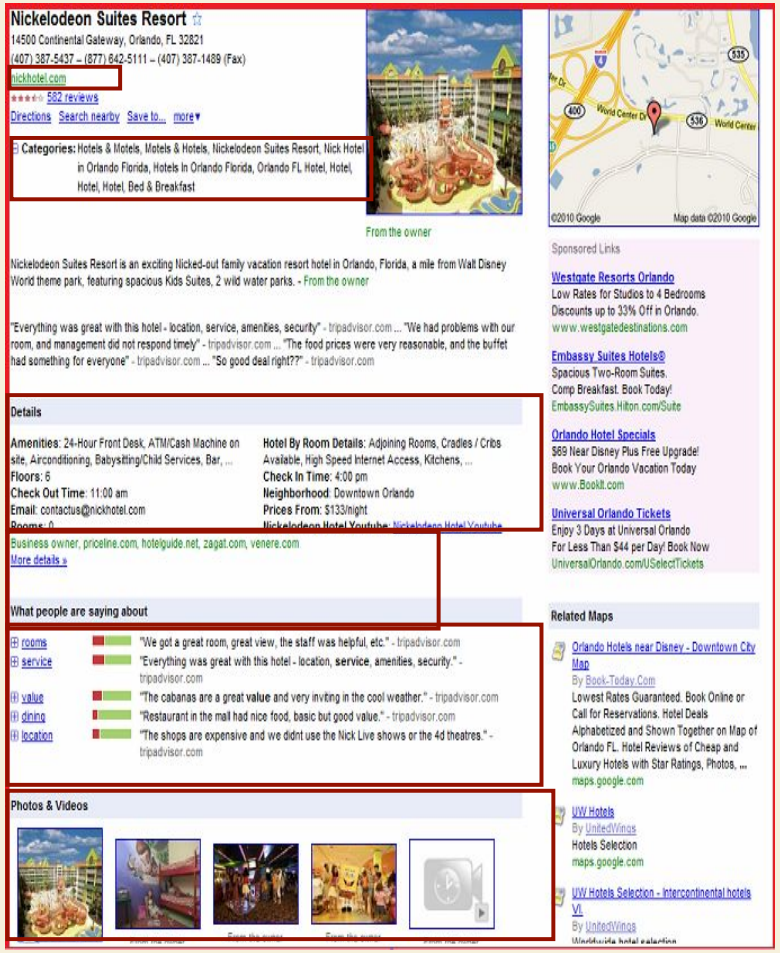
http://twitter.com/milestonemktg

http://www.facebook.com/Milestoneinc

Appendix

Example of 100% Local Enhancement

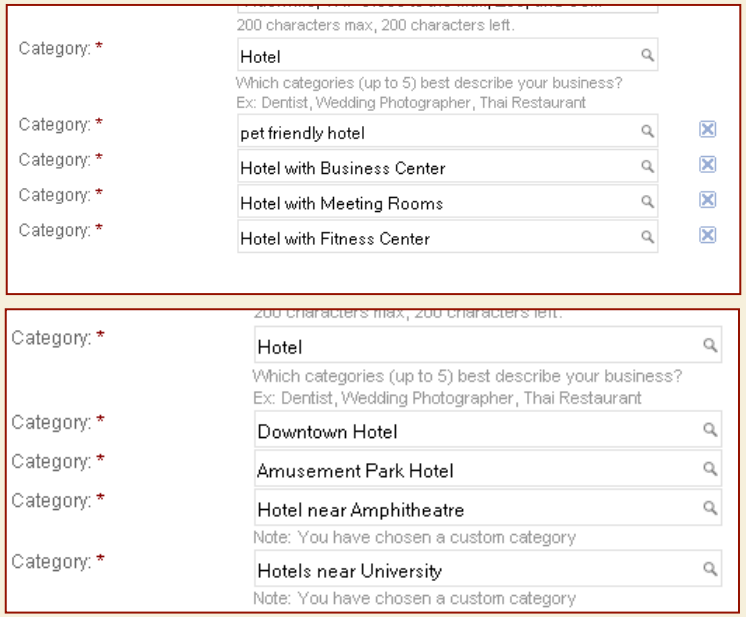
1. Site URL
2. Categories
3. Hotel Details
4. Site powering reviews
5. Reviews
6. Photos and Video



Best Practices – Google Places

- ✓ **Validate and Enhance Google place listing.** Claim and delete duplicate listings**.**
- ✓ **Use exact business name as it is on maps & real world.** Do not add additional keywords in the title of the listings.
- ✓ **Proper Use of Categories**. Do not add random categories. See which categories are recognized by google in that location.. Use 7 pack help finding in relevant categories.
- ✓ **Reference Social Media Profiles.** Add as many photos / videos as possible. (Owner/ User created video on You tube)
- ✓ **Fix incorrect marker location**. Add coupons, Google Map and tags
- ✓ **Include keywords and geomodifiers** in "Additional Details"
- ✓ **Multiple businesses are at the same location and getting citation to different URL** - Claim /enhance listing separately for each business. Try to differentiate business by adding suite number or changing location on the map

Google Local Optimization



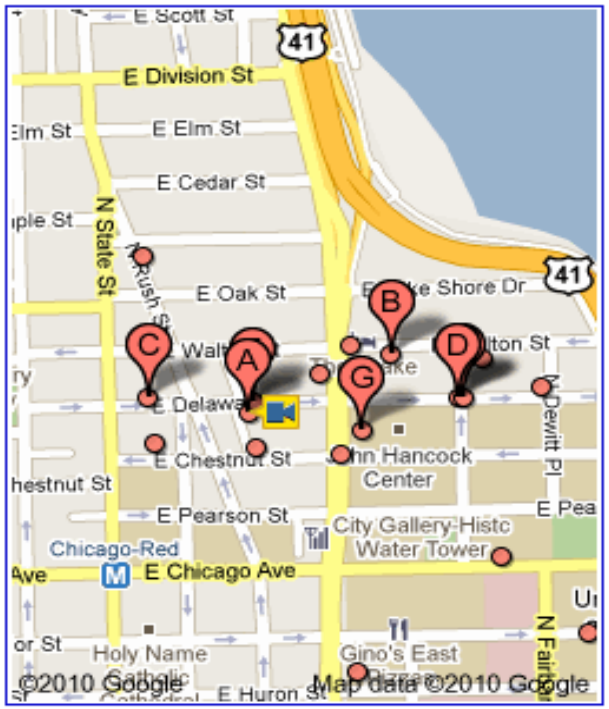
Things to avoid

What we shouldn't do with Google Local

1. Use agency email address to claim / enhance listings
2. Alter the Business name
3. Adding Keywords to Business Name and Categories
4. Use Geo-modifiers in categories
5. Use 800 phone number for the hotel
6. Duplicate Listing

Google Tags

Local business results for **hotels** near **Chicago, IL**



A [The Whitehall Hotel](#) ☆
www.thewhitehallhotel.com - (312) 944-6300 - 446 reviews
Watch videos about our business Sponsored

B [Millennium Knickerbocker Hotel **Chicago**](#) ☆
www.millenniumhotels.com - (312) 751-8100 - 870 reviews

C [The Talbott Hotel](#) ☆
www.talbotthotel.com - (312) 944-4970 - 392 reviews

D [Hilton Suites **Chicago** Magnificent Mile](#) ☆
www.chicagomagnificentmile.hilton.com - (312) 654-4132 - 374 reviews

E [Seasons Bar](#) ☆
www.fourseasons.com - (312) 280-8800 - 53 reviews

F [Raffaello Hotel](#) ☆
www.chicagoraffaello.com - (312) 943-5000 - 305 reviews

G [Hancock Observatory](#) ☆
www.hancockobservatory.com - (888) 875-8439 - 375 reviews

More results near **Chicago, IL** »

Best Practices - Local Search

- ✓ Enhance Local Listings
- ✓ Description written keeping Local and Regional Factors in mind
- ✓ Check if your website is optimized for Local Search?
- ✓ Consistent Information – IYP's, Business & Travel Vertical
- ✓ Securing Valuable Local Citations / Listings
- ✓ Custom Local PPC Campaign
- ✓ Google eMaps Tagged with Local Attractions
- ✓ Promotion - Wikipedia Profile, Real Time Search and use of social channels to promote / network locally