

Local + Social

The Future of Promotion

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<http://bit.ly/vEw8Rf>

Agenda

1. Ultimate goal
2. Most popular “SOLOMO” Channels
 - Consistent NAP & “SOLOMO” Funnel
3. Social & local Interaction potential - why, who and how?
4. Integrating local and mobile - connect with local offline customers
5. Why Reviews ? Tools and Tips
6. Leveraging hyper-local channels to target ultra-local customers
7. Cross channel optimization and integration

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	120 Employees
Products	Website Design, SEO, PPC, Social Media Optimization, Social Media Monitoring Tools
Customers	1000+ Customers

1

Your Ultimate Goal

Saturating all search engine buckets ideal scenario for any platform

The image shows a Google search results page for 'Experience West'. The search bar contains 'www.google.com'. The search results include a snippet for 'Experience West' with a search form and a 'BOOK NOW' button. Below the search results, there are several featured snippets and sections:

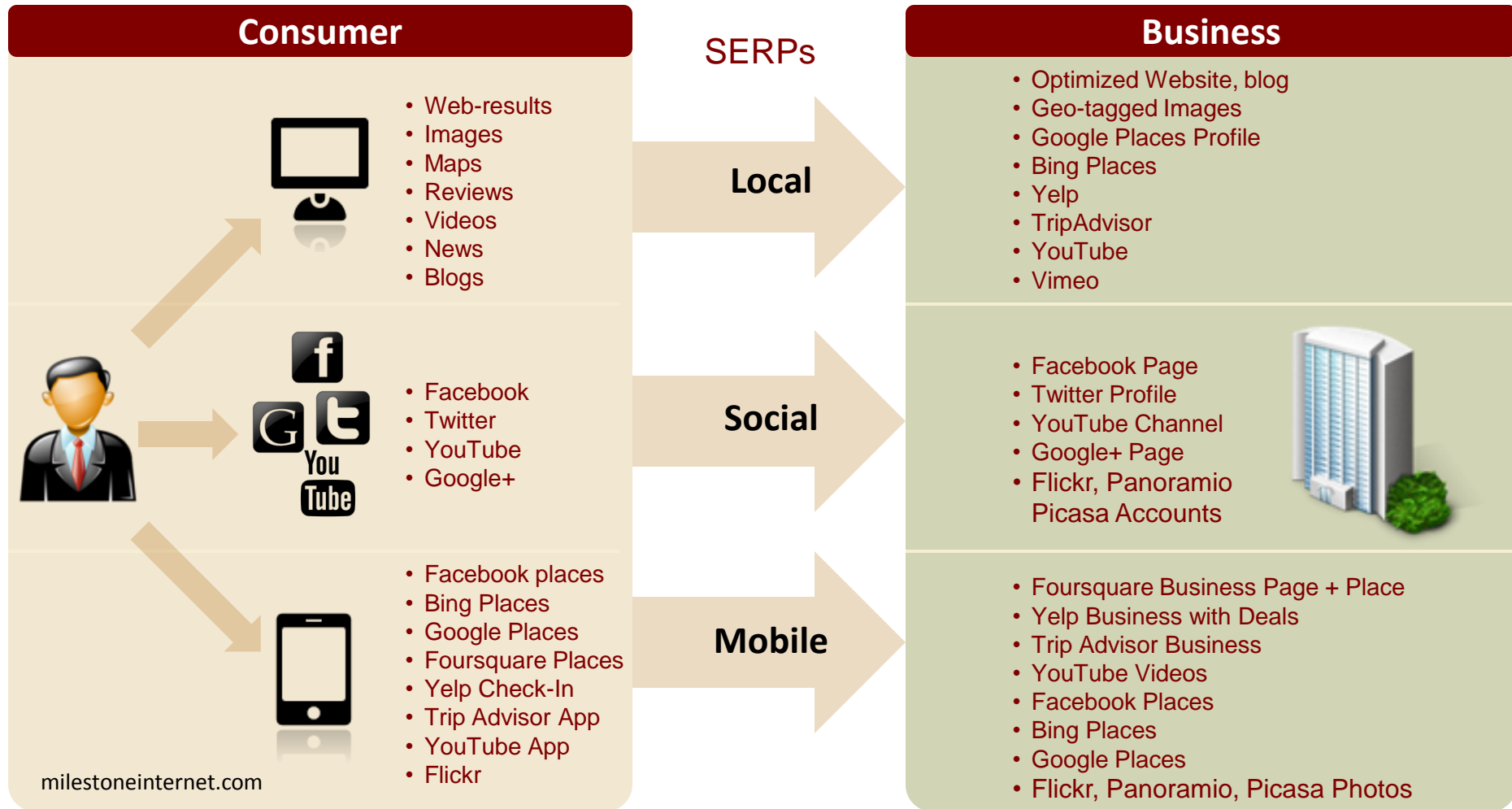
- Win & Save:** A section with a dollar sign icon and text: "What's to win/save this week... Show your key card and save 20% at Denny's in Petaluma... Quality Inn Petaluma".
- Local Talks:** A section with a speech bubble icon and text: "Fun things to do, Local Events... Places to dine... Events in the city... Local events".
- Our States:** A section titled "California, Nevada, Arizona" with a sub-section "Restaurant Discounts in Orange, California". It includes a photo of a person in a blue shirt and text: "Duis autem vel eum inire dolor in is nostrud exdolor erci tation ullamcorper suscipit autem v in is suscipit lobortis nisl ut aliquip ex ea commodo.".
- California:** A section with a star icon and text: "View All Cities in California". It lists cities: Anaheim, Arcata, Bishop, Buena Park, Carlsbad, Carmel.
- Nevada:** A section with a star icon and text: "View All Cities in Nevada". It lists cities: Anaheim, Arcata, Bishop, Buena Park, Carlsbad, Carmel.
- Arizona:** A section with a star icon and text: "View All Cities in Arizona". It lists cities: Anaheim, Arcata, Bishop, Buena Park, Carlsbad, Carmel.
- Winner of the Month:** A section with a star icon and text: "Share Your Experiences". It includes a photo of Catherine Bouto and text: "Write a Review... Ask a question... Write Traveler Article... Create a Trip".
- Featured Hotel:** A section with a photo of a hotel and text: "Comfort Inn Monterey Peninsula Airport... 1200 Cimmaron Road, Monterey, CA 93940... BOOK IT... MAP IT".

Red arrows point from the search bar and the search results to various elements on the page, indicating saturation of search engine buckets. The arrows point to the search bar, the search results, the 'BOOK NOW' button, the 'Win & Save' section, the 'Local Talks' section, the 'Our States' section, the 'California' section, the 'Nevada' section, the 'Arizona' section, the 'Winner of the Month' section, and the 'Featured Hotel' section.

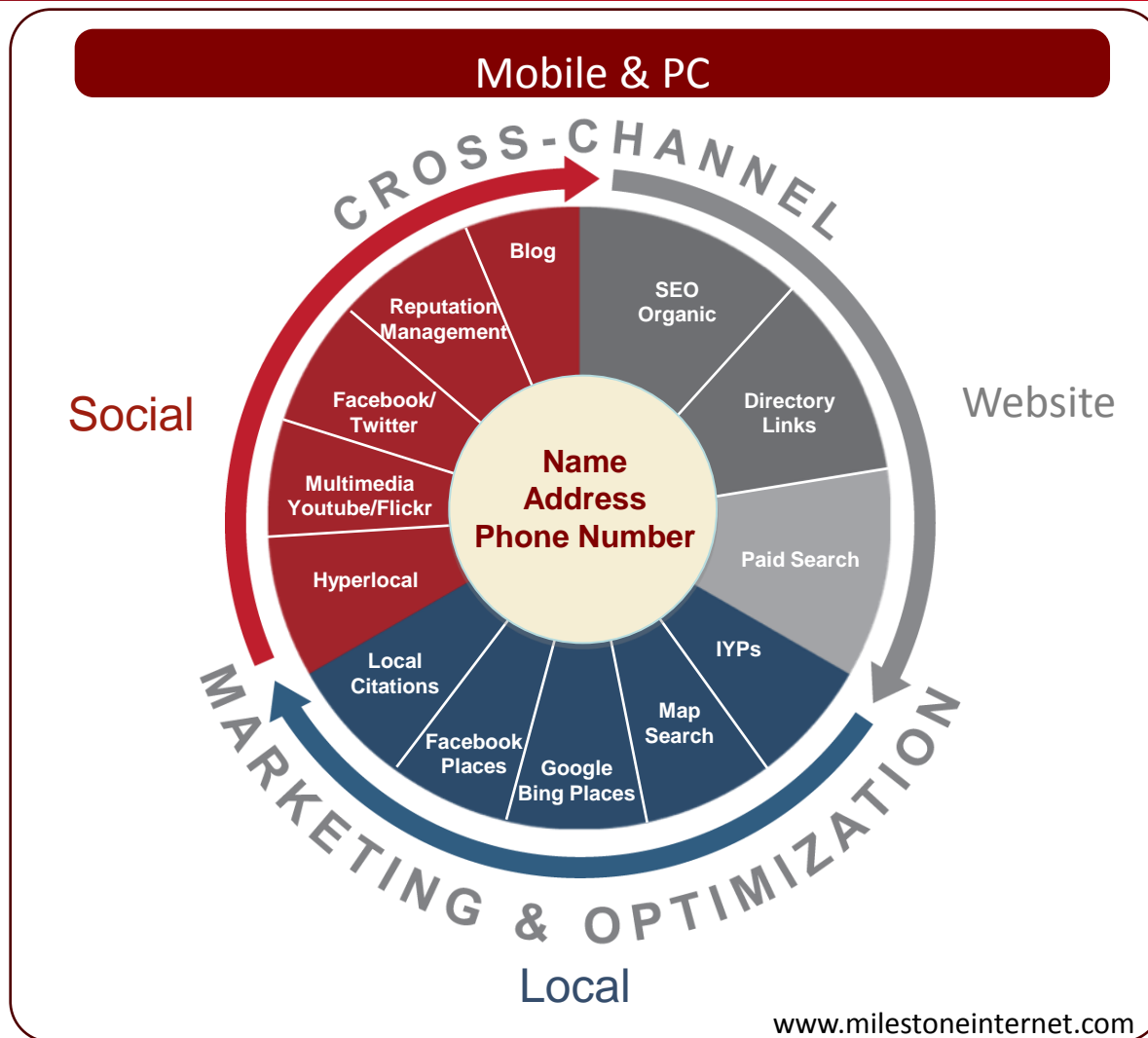
2

Most popular SOLOMO Channels
Consistent NAP & Message
Milestone Marketing “SOLOMO” Funnel

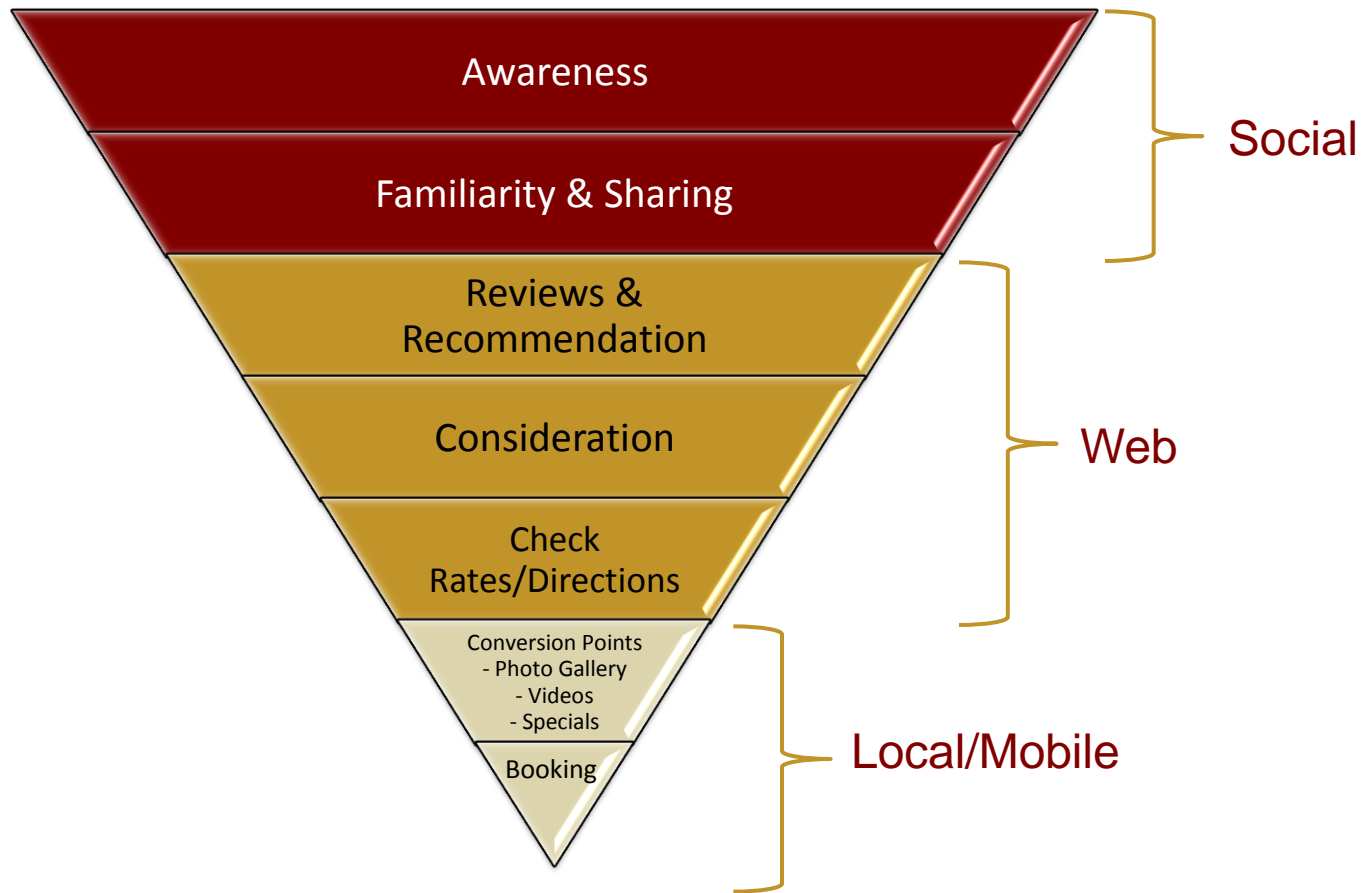
Most popular “SoLoMo” channels connecting businesses with consumer



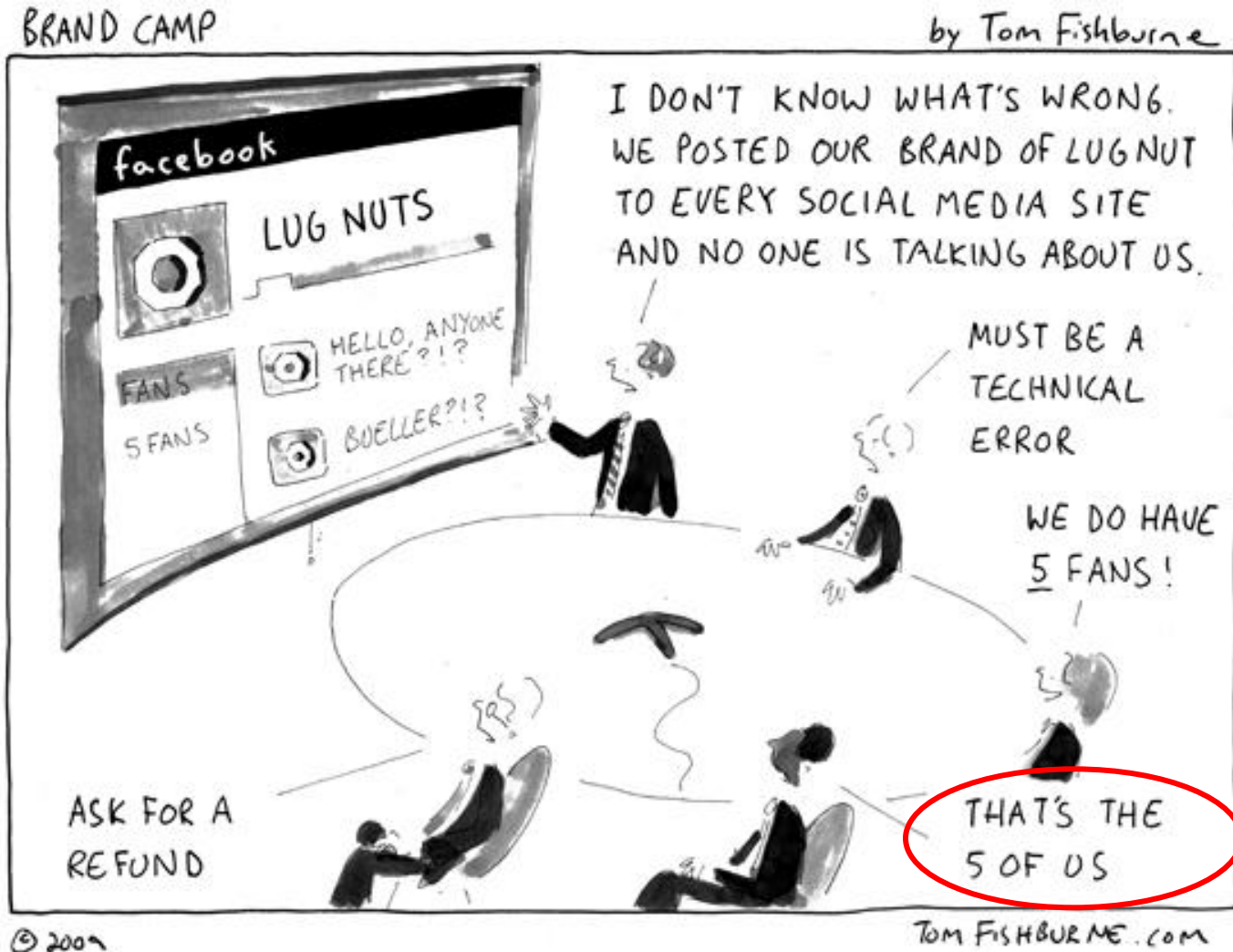
Consistent NAP and Message Across All Channels



Milestone Marketing “SOLOMO” Funnel



Social Interactions – Why it might not work?



3

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

Social & Local Interaction Potential – Why, Who and How

Why connect?

Who to connect with?

How to connect?

Research - what are your target audience taking about and where are they socializing?

Create social media marketing plan

Set up well define goals

The Magnificent Mile Like
Travel/Leisure · Chicago, Illinois

Millennium Park Like
Local Business · Chicago, Illinois

Navy Pier Like
Tourist Attraction · Movie Theatre · Restaurant · Chicago, Illinois

Navy Pier
11.11.11 is HERE! Navy Pier will be open until 11 p.m. tonight, FREE Ferris Wheel rides all day in honor of Veterans Day! Thank you to all the brave men and women who have made this country strong through their sacrifice. We owe it all to you.

11,553 like this	20,290 like this	34,726 like this
712 talking about this	1,110 talking about this	2,079 talking about this
20,970 were here	49,889 were here	93,173 were here

www.milestoneinternet.com

Why Connect – Chicago

Keyword	Global Monthly Searches
Navy Pier	201,000
Navy Pier Hotels	5,400
Millennium Park	135,000
Millennium Park Hotels	1,600
Magnificent Mile	90,500
Magnificent Mile Hotels	22,200
The Art Institute of Chicago	165,000
Hotels near the Art Institute of Chicago	210

Search queries for events/attractions are much higher than for hotels

Talking about these events/attractions connects you with non branded location driven customers

Who to Connect With – Chicago

Major attractions are active in social channels. These attractions/ businesses are driving 80% of the traffic to the websites.

Attraction	Facebook	Twitter	YouTube
adler planetarium	8.7k fans, 400 check-ins	4.4k followers	60k views
black ensemble theater	6.4k fans		26k views
brookfield zoo	95k fans, 12k check-ins	3.4k followers	700k views
chicago bears	1.8M fans	55k followers	
chicago blues festival	7k fans		
chicago bulls	3.2M fans	172k followers	
chicago cubs	1.3M fans	53k followers	
chicago white sox	714k fans	28k followers	
frank lloyd wright architecture	7.2k fans		
garfield park conservatory	2.5k fans, 600 check-ins	436 followers	
joffrey ballet	7k fans	4.4k followers	27k views
john hancock center observatory	3.8k fans, 2k check-ins	1.6k followers	18k views
lincoln park conservatory	5.8k fans	3k followers	
lincoln park zoo	20k fans, 13k check-ins	4.5k followers	128k views
lookingglass theatre company	5k fans	4k followers	56k views
navy pier	34k fans / 93k check-ins	5.4k followers	9k views
magnificent mile shopping	11k fans / 20k check-ins	2.3k followers	
millennium park	20k fans, 50k check-ins	1.8k followers	
museum of science and industry	27k fans, 900 check-ins	5.6k followers	
taste of chicago	64k fans		
the art institute of chicago	82k fans, 9k check-ins	22k followers	86k views
willis tower skydeck	3.5k fans, 212 check-ins	1.3k followers	135k views

Overview – Active Conversations

- Connect with brand evangelists in your local area
- Respond to direct questions about great places to stay before your competition does
- Connect with users who have the power to influence others
 - Greg Seiter is a travel writer for AAA
 - Tom Chiarella is a writer for Esquire



EJPint Erica

Hyatt Regency Chicago on **#Yelp**: I'm updating this based on the customer service experience we've had since last stay...

<http://bit.ly/oLTDSg>

27 Jul



12
78

Erica H.
Grimes, IA



Updated - 7/27/2011



1 Check-in Here

I'm updating this based on the customer service experience we've had since last staying at the hotel. We're back in Chicago this weekend, and I was thrilled that we were able to book at the Hyatt Regency again!

I feel like this hotel really has social marketing down - follow them on Twitter or "like" them on Facebook and it opens up a new world of communication. They're responsive, offer specials on parking and free wi-fi, even drink specials at the bar. It kind of made my day when I "checked in" on Yelp and got a welcome message back through Twitter!

I'm looking forward to our stay this weekend, and the Hyatt Regency is quickly becoming my hotel of choice when I'm in the Windy City.



gregseiter Greg Seiter

Dinner in **#chicago** now. Pizza! Watching the Reds/Braves game. Beautiful view from the **Hyatt Regency Chicago**. Sears Tower straight ahead.

24 Jul



Chiareality Tom Chiarella

Finally... A weekend off in **#Chicago** I don't even know what to do but I'm thankful to loaf **#loafing**

23 Jul

How - Facebook Networking?

Put your messages on other Facebook pages to increase your reach

The image shows a screenshot of a Facebook profile for "Larry The Cable Guy". The profile is for a "Musician/Band". The cover photo shows Larry sitting on a truck with a dog. The profile picture shows Larry and a woman. The "Wall" section shows a post from "Go West Choice Hotels" about Larry performing at Pechanga Resort & Casino. The "Like" count is highlighted with a red box and a red arrow pointing to it. The "Like" count is 486,533. The "Like" button is labeled "331" and "people like this".

Larry The Cable Guy
Musician/Band

Wall Larry The Cable Guy · Most Recent ▾

Share: Post Photo Link Video

Write something...

Go West Choice Hotels
Larry The Cable Guy will be at Pechanga Resort & Casino this Saturday night (3/26) for two shows. Don't miss your opportunity to see one of the hottest comedians around. Take a relaxing weekend trip and stay at Quality Inn Wine Country Temecula!

Larry the Cable Guy
www.pechanga.com
Pechanga Resort & Casino - Entertainment - Larry the Cable Guy

2 minutes ago · View Post

331 people like this

people like this

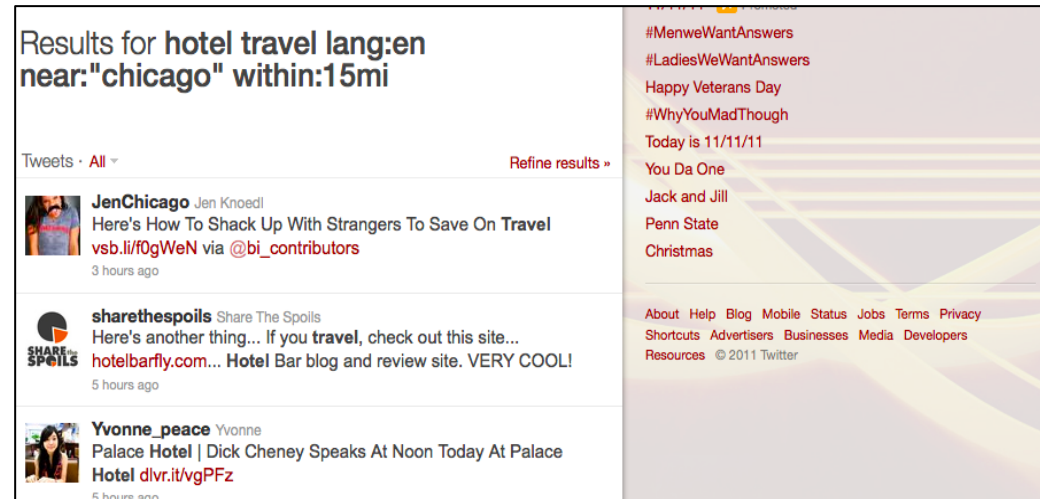
How - Hyperlocal Targeting on Facebook?

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



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

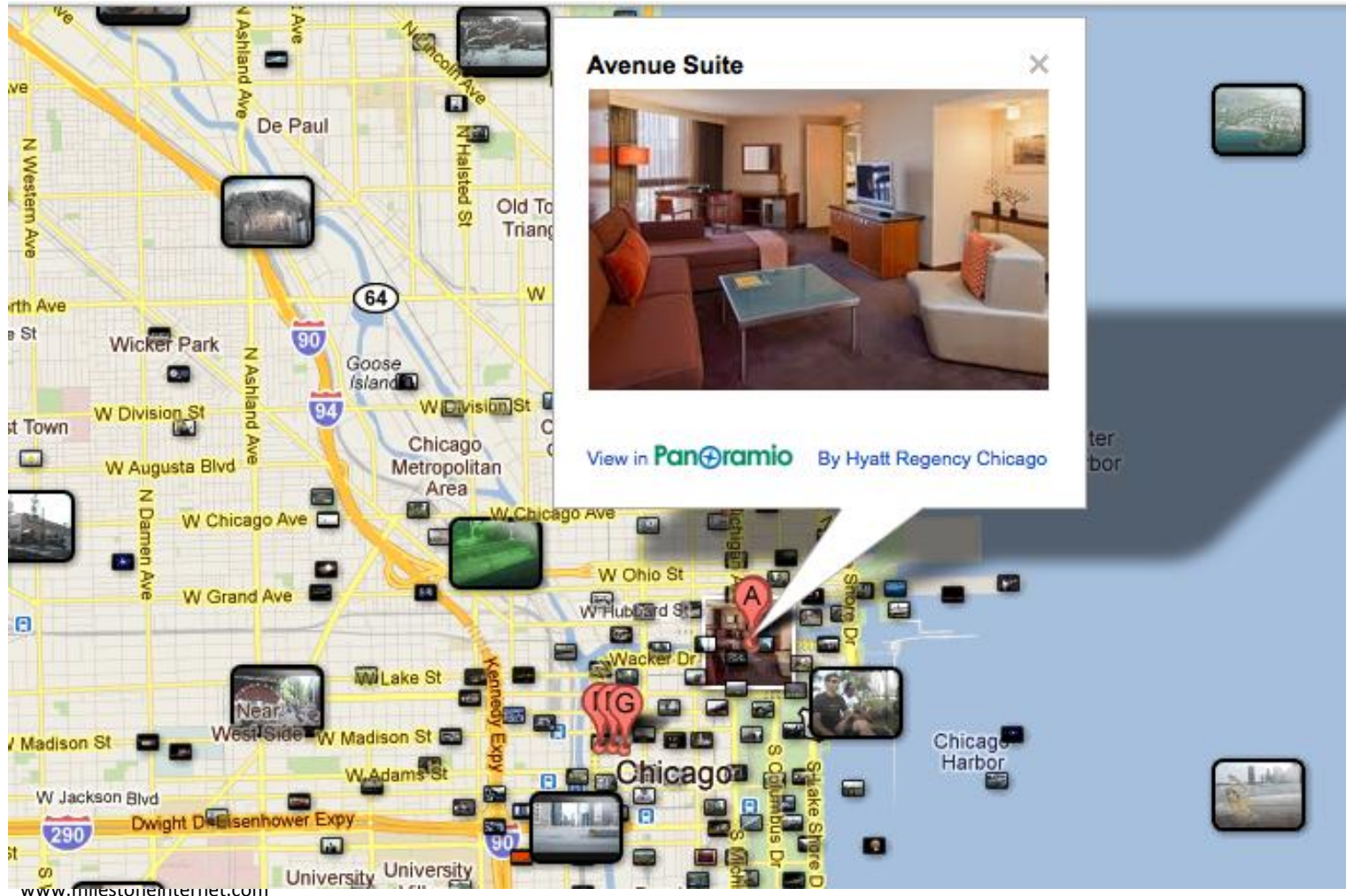


The screenshot shows a Twitter search interface. At the top, it reads "Results for hotel travel lang:en near:'chicago' within:15mi". Below this, there are three tweets. The first tweet is from JenChicago (@JenKnoedl) and says "Here's How To Shack Up With Strangers To Save On Travel vsb.li/f0gWeN via @bi_contributors". The second tweet is from sharethespoils (@ShareTheSpoils) and says "Here's another thing... If you travel, check out this site... hotelbarfly.com... Hotel Bar blog and review site. VERY COOL!". The third tweet is from Yvonne_peace (@YvonnePeace) and says "Palace Hotel | Dick Cheney Speaks At Noon Today At Palace Hotel divr.it/vgPFz". On the right side of the screenshot, there is a sidebar with various trending topics and links, including "#MenweWantAnswers", "#LadiesWeWantAnswers", "Happy Veterans Day", "#WhyYouMadThough", "Today is 11/11/11", "You Da One", "Jack and Jill", "Penn State", "Christmas", "About", "Help", "Blog", "Mobile", "Status", "Jobs", "Terms", "Privacy", "Shortcuts", "Advertisers", "Businesses", "Media", "Developers", and "Resources".

Talk about relevant things related to Christmas
Connect with Relevant People

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

Social & Local Integration

Bing Local

Thompson Beverly Hills
★★★★☆ - 10 user ratings
9360 Wilshire Blvd, Beverly Hills, CA 90212
(310) 273-1400 - [Website](#)
[Directions](#) - [Send to mobile](#)
Find us on  Facebook

Google Places

Web Images Videos Maps News Shopping Mail more -

Google maps heathman portland

[Get Directions](#) [My Maps](#) [Edit this place](#) - ✓ [Owner-verified listing](#)

The Heathman Hotel ☆
1001 Southwest Broadway at Salmon, Portland, OR 97205

Details

Accommodations Heathman Restaurant and Bar, Non-Smoking and Smoking Rooms, Fitness Suite, Business Center, Disabled Accessibility

Amenities L'Occitane French Milled Soaps & Amenities, Bathrobe & Slippers, Iron, Hair Dryer,

Description This sophisticated boutique hotel offers luxurious accommodations and award-winning service - a refreshing blend of Portland history and modern hospitality.

Email info@heathmanhotel.com

Facebook [Facebook](#)

Features Award Winning Library and Art Gallery, Environmental Design Construction, Tempurpedic, European Pillow Top & European Featherbed

Flickr [Flickr](#)

bing
Business Portal BETA

Listings Products Deals People

Organization

1 - Hover your mouse on the "?" to get more information
2 - Click to learn more on how the feature works
3 - Drag and drop to change the order
4 - Click to see additional options

Organization

849 Condominium Rentals
i Columbus
10 THOMPSON
Nexis Park San Francisco
America's Best Value Inn
Eugene Motel
American Inn of Bethesda
Intouch Quarters Inn and Suite

Details Profile Mobile Photos More Details Publish

Main phone number: 760-934-7525
 Do not display the address of my business

Toll-free number: WEBSITE
Fax number: 760-934-6501
Business email address: info@1849condos.com
Website: http://www.1849condos.com/?utm_so
 My business does not have a website

Facebook address: <http://www.facebook.com/pages/1849->
Twitter address:

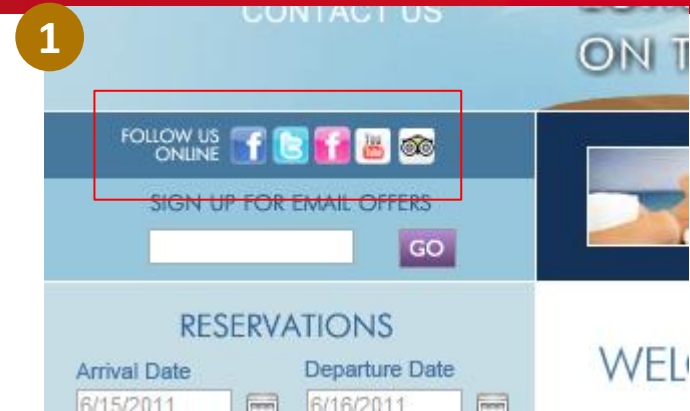
Accommodations <http://www.1849co>
Location <http://www.1849co>
Reservation <http://www.1849co>
Services <http://www.1849co>
Things To Do <http://www.1849co>

Integration with online and offline channels

Why Integrate?

Social Signal impact your search rankings

1. Linking to all social channels from home page
2. Facebook like and google + buttons on key pages to encourage social sharing
3. Integration on blog post
4. Offline collaterals



Hyatt Regency Chicago facebook profile



Wall

Info

Deals

Hyatt Regency Chicago



Create a Page

Lodging · Chicago, Illinois

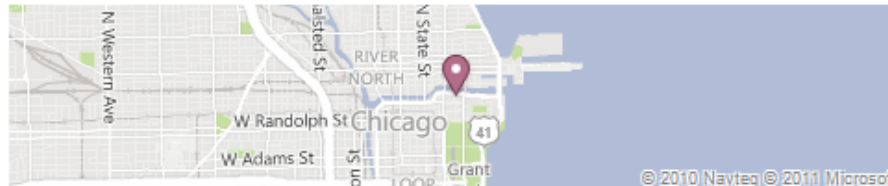
Information

Description Chicago is the ultimate destination & Hyatt Regency Chicago provides the ideal home away from home for your visit. Situated near Chicago's Magnificent Mile, the hotel is surrounded by downtown's premier landmarks & attraction.

Address 151 East Wacker Drive, Chicago, IL 60601 · [Get Directions](#)

Phone 1 312.565.1234

Website <http://chicagoregency.hyatt.com>
<http://twitter.com/hyattchicago>



About Hyatt is a global hospitality company with widely recognized, industry leading brands and a tradition of innovation developed over our more than fifty-year history.

General Information We welcome all Hyatt Regency Chicago guests and incoming downtown Chicago travelers to reach out to us on Facebook. We're happy to offer assistance, give recommendations and provide authentic hospitality online. Stay social.

Parking Valet

Public Transit L Train, Bus, Cab

Likes and Interests

Deal



Free Appetizer with Purchase of Two Entrees

Check in here to claim.

Lodging in Nearby Cities



Des Plaines Lodging
99 near Des Plaines



Schiller Park Lodging
86 near Schiller Park



Elk Grove Village Lodging
54 near Elk Grove Village

More ▾

Integration of Local & Mobile

Using QR codes to convert local users to mobile users



5

Why Reviews? – Tools and Tips

Why Encourage Reviews?

Influence of Online Reviews, Summer 2010
% of US internet users

Read product reviews	92%
—of which, influenced to purchase	46%
—of which, deterred from purchasing	43%
—of which, decisions were unaffected	3%

Source: ChannelAdvisor, "Through the Eyes of the Consumer: 2010 Consumer Shopping Habits Survey," Aug 31, 2010
119679 www.eMarketer.com

- Places for **hotel** near **San Francisco, CA** - Travel dates: Sep 25 to Sep 26
- A **Edwardian San Francisco Hotel** 16 Google reviews - \$109▼
www.bookhotels.com - 1668 Market Street, San Francisco - (415) 864-1271
 - B **San Francisco Central Travelodge** 20 Google reviews - \$149▼
www.staysf.com - 1707 Market Street, San Francisco - (415) 621-6775
 - C **Hotel Kabuki** 34 Google reviews - \$229▼
jdvhotels.com - 1625 Post Street, San Francisco - (415) 922-3200
 - D **Hotel Whitcomb** 37 Google reviews - \$239▼
hotelwhitcomb.com - 1231 Market Street, San Francisco - (415) 626-8000

RESERVATIONS

Check-In: 9/15/2011
Check-Out: 9/16/2011

Adults: 1
Children: 0

BOOK NOW

- People
- 89% of consumers are influenced by reviews¹

+

- Search Engines
- Search engines use reviews as a ranking signal²

=

- Conversions
- Good reviews = increased bookings & better SERP placement

¹ [eMarketer.com](http://www.eMarketer.com) – November 2010

² [Search Engine Land](http://www.searchengineland.com) – 1 December 2010

Tools to Encourage Reviews

QR Codes – on all print material leading to a mobile review page.



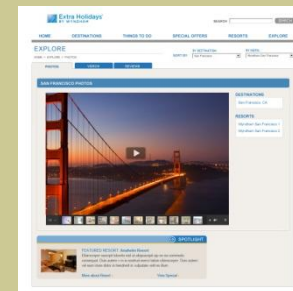
Enabling User Reviews



On the website – link to hotel pages on the different review sites.

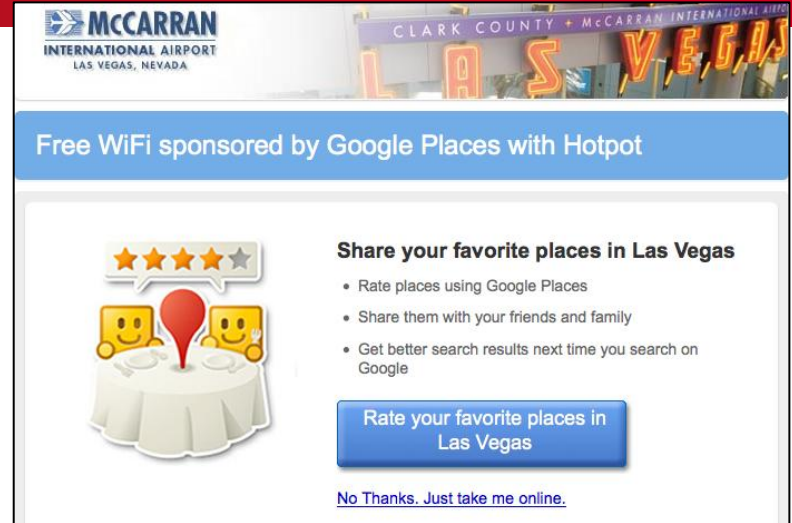


Link to review sites from the WiFi login page when guests access the hotel's internet.



Create a UGC module to encourage guest interaction with your website.

Examples of Integrated Reviews Page



Free WiFi sponsored by Google Places with Hotpot

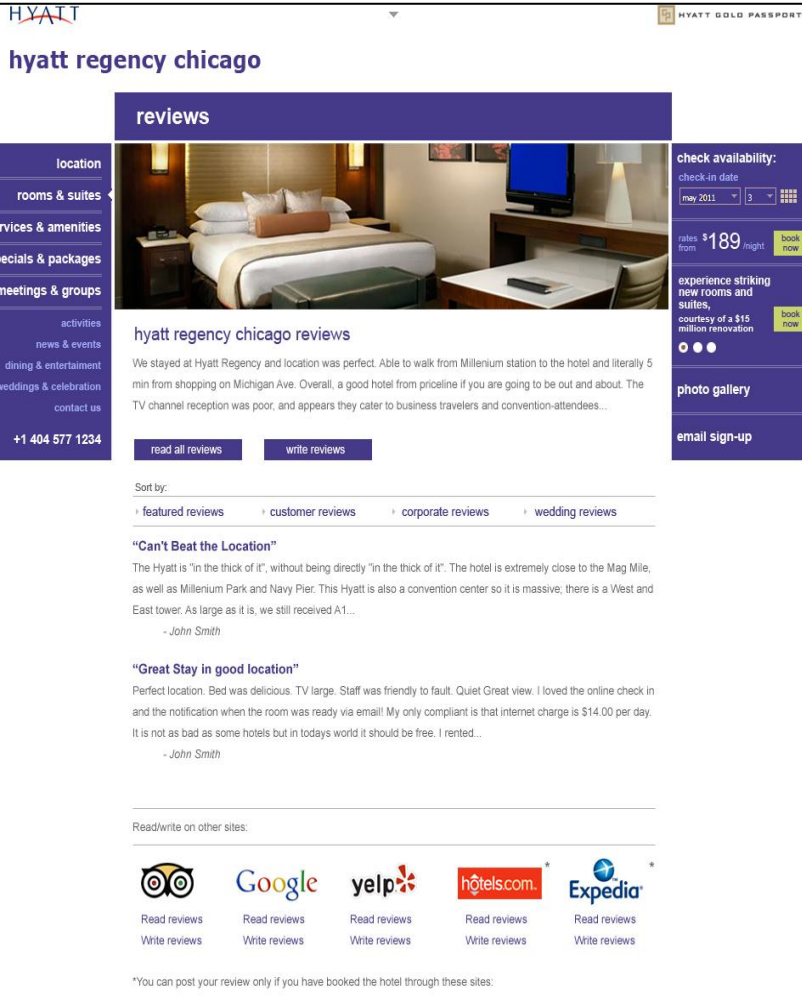
Share your favorite places in Las Vegas

- Rate places using Google Places
- Share them with your friends and family
- Get better search results next time you search on Google

Rate your favorite places in Las Vegas

[No Thanks. Just take me online.](#)

1. Encourages user interaction
2. Supplies fresh content to search engines
3. Reviews signal trust to search engines
4. Enables users to recommend your property on any channel
5. Rich snippets show up in SERPs



HYATT HYATT GOLD PASSPORT

hyatt regency chicago

reviews

location
rooms & suites
services & amenities
specials & packages
meetings & groups
activities
news & events
dining & entertainment
weddings & celebration
contact us
+1 404 577 1234

check availability:
check-in date
may 2011 3
rates from \$189/night book now
experience striking new rooms and suites, courtesy of a \$15 million renovation book now
photo gallery
email sign-up

hyatt regency chicago reviews

We stayed at Hyatt Regency and location was perfect. Able to walk from Millenium station to the hotel and literally 5 min from shopping on Michigan Ave. Overall, a good hotel from priceline if you are going to be out and about. The TV channel reception was poor, and appears they cater to business travelers and convention-attendees...

read all reviews write reviews

Sort by:
featured reviews customer reviews corporate reviews wedding reviews

"Can't Beat the Location"
The Hyatt is "in the thick of it", without being directly "in the thick of it". The hotel is extremely close to the Mag Mile, as well as Millenium Park and Navy Pier. This Hyatt is also a convention center so it is massive, there is a West and East tower. As large as it is, we still received A1...
- John Smith

"Great Stay in good location"
Perfect location. Bed was delicious. TV large. Staff was friendly to fault. Quiet Great view. I loved the online check in and the notification when the room was ready via email! My only complaint is that internet charge is \$14.00 per day. It is not as bad as some hotels but in todays world it should be free. I rented...
- John Smith

Read/write on other sites:

Read reviews Write reviews
Read reviews Write reviews
Read reviews Write reviews
Read reviews Write reviews
Read reviews Write reviews

*You can post your review only if you have booked the hotel through these sites.

5

How ? Content Calendar

Content Calendar – Tool help in managing social/local interaction

- Research the local area and find out hot social trending topics in your local area
- Develop Content calendar around events and things to do in local market
- Have planned out list of things to socialize about on a monthly basis

The screenshot shows the GRAVITI content calendar interface. The top navigation bar includes 'Home | Setup | Reports | Usage | Logout'. The main navigation tabs are 'Summary', 'Interactions', 'My Calendar', 'Broadcast', 'Idea Factory', 'Tracking', and 'News'. The 'My Calendar' tab is active, displaying a calendar view for May. The interface includes a sidebar with 'My Action Items' (Open Items (0), Close Items (0)) and 'What's New' (Coming soon !!!). The main content area features an 'ADD EVENT' button, a 'Date Range' dropdown set to '30 days', and a table of events. The table has columns for Date, Event, Venue, Category, Source, and Status. The events listed are:

Date	Event	Venue	Category	Source	Status
05/07/2011	an Evening with Picasso Treat yourself to an evening in Picasso's world. T...more	Los Angeles Theate...	Family and Kids	M	—
05/07/2011	Los Angeles Comedy Shorts Film Festival The L.A. Comedy Shorts Film Festival, currently th...more	Blues Alley	Family and Kids	M	—
05/11/2011	4th North American Offshore Wind Development and Financ... Infocasts highly acclaimed North American Offshore...more	The Almas Temple C...	Conferences	M	—
05/14/2011	NKOTBSB - 2011 Summer Tour NKOTB (New Kids on the Block) and BSB (Backstreet...more	Verizon Center, Wa...	Hotel Specific	M	—
05/19/2011	31st Annual Washington Folk Festival	Glen Echo Park, Gl...	Concerts and Music	M	—

On the right side, there is an 'Events of Interest' section with a search bar and a list of events with expand/collapse icons:

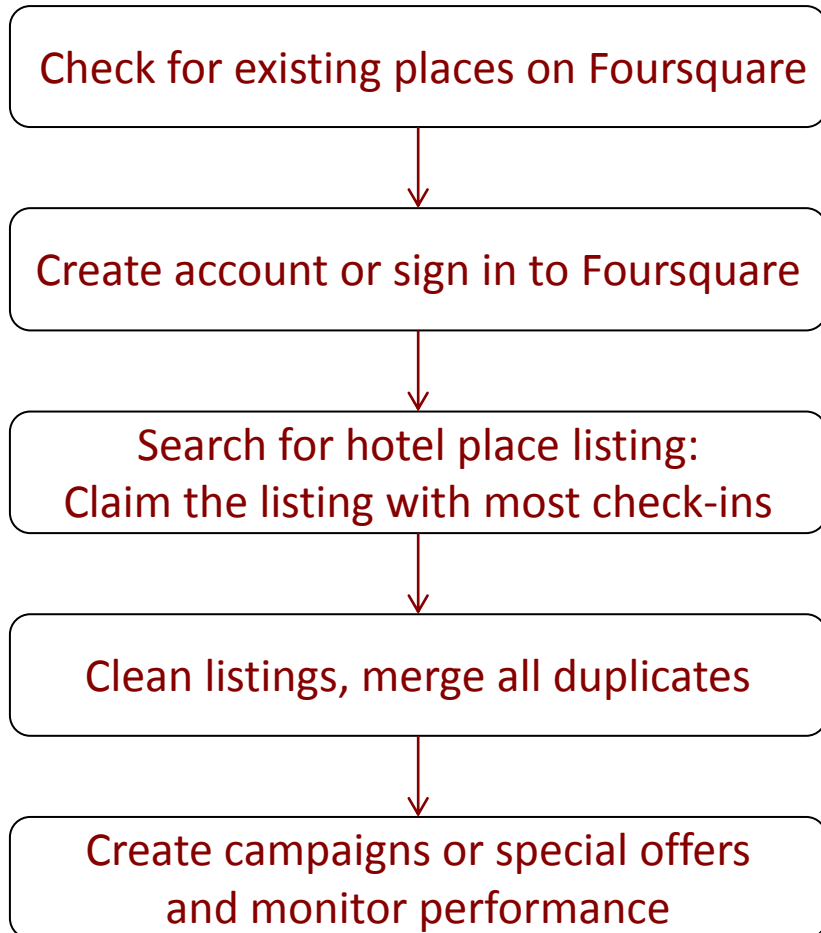
- 5/14 BIO International...
- 5/14 NKOTBSB - 2011 Summer Tour
- 5/15 TheParkUnplugged
- 5/17 The AP Tour Black...
- 5/19 Charlie Sheen Live...

6

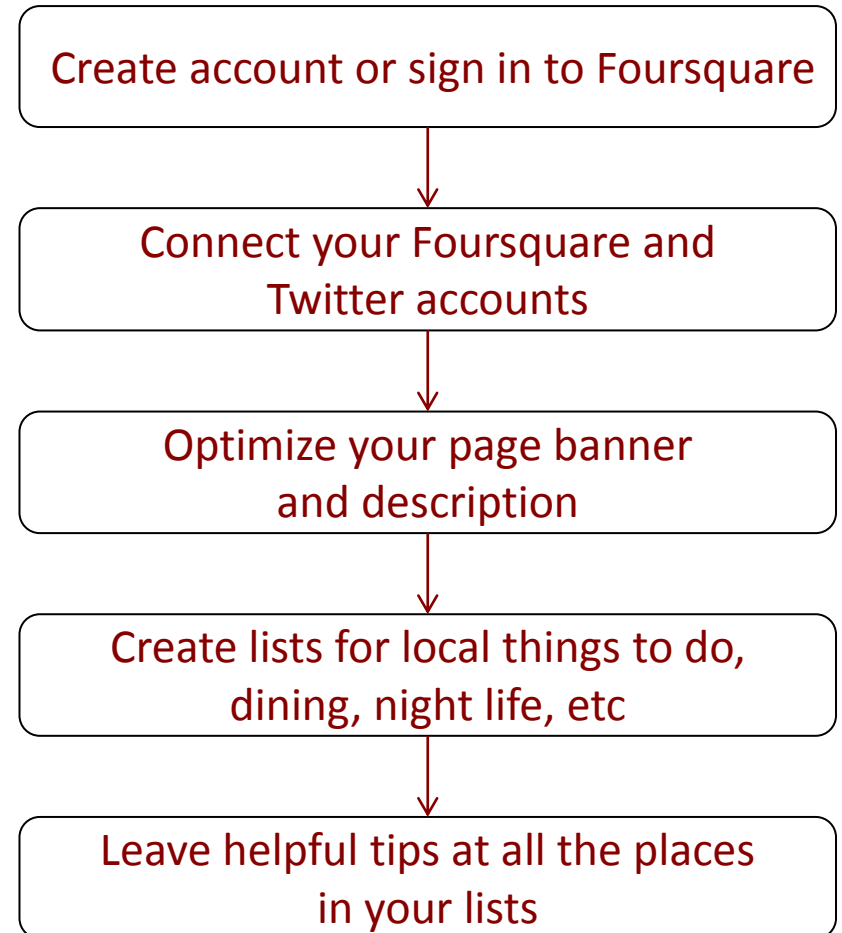
Leveraging Hyperlocal Channels to Target Ultra local Customers

Foursquare Flowchart

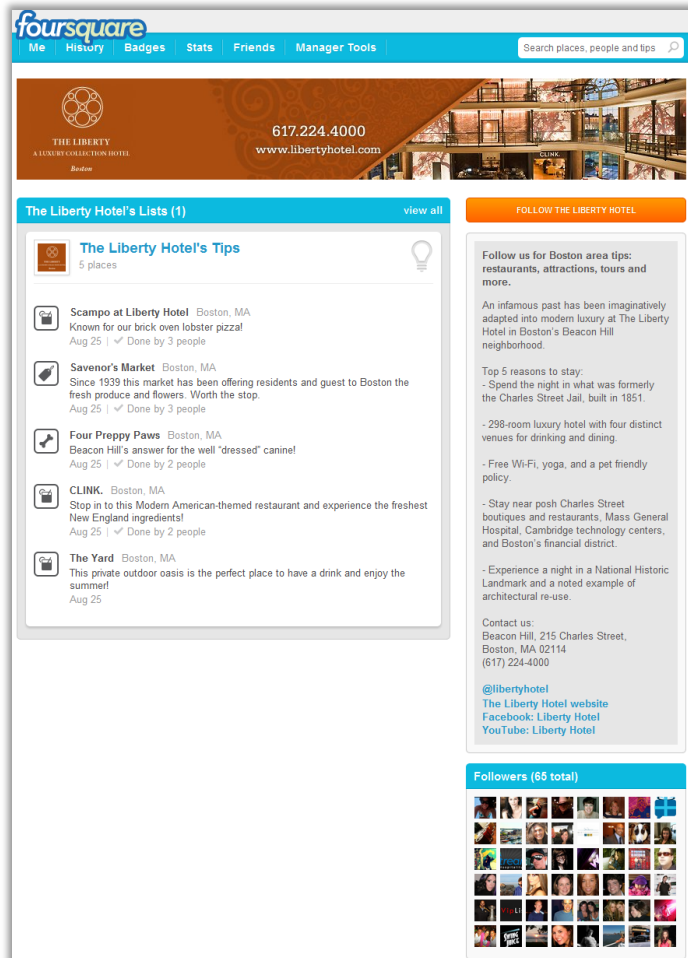
Foursquare Place Listing



Foursquare Business Page



Foursquare Business Page



Five Ways to Enhance

1. Optimize banner: include logo and NAP
2. Use keywords and bullet points in description
3. Link to your other key online channels: Twitter, website, blog, Facebook
4. Create lists of local interest categories: Things To Do, Dining, Night Life
5. Leave compelling and engaging tips on local businesses for each of the list categories

Foursquare Place Listing

The screenshot shows a Foursquare profile for 'The Liberty Hotel'. The header includes navigation links: Me, History, Badges, Stats, Friends, Manager Tools, and a search bar. The main content area features a map of the hotel's location at 215 Charles St, Boston, MA 02114. To the right of the map is a summary box with the text: 'Set at the foot of Beacon Hill, the Liberty is the ultimate luxury Boston hotel, with 400-800 square-foot rooms & suites and three acclaimed restaurants.' Below this is a statistics table:

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	3,623	6,012

Below the statistics are sections for 'Mayor' (Keith V., 20 check-ins, reason: employs), 'Upcoming Shows' (The Lance Houston Jazz Quartet, Nov 15, 2011 6:00 PM), and 'Photos' (Showing 12 of 41). The bottom section contains user-generated content, including an 'AskMen' article about a chef challenge and a 'Boston Phoenix' article about a future mayor.

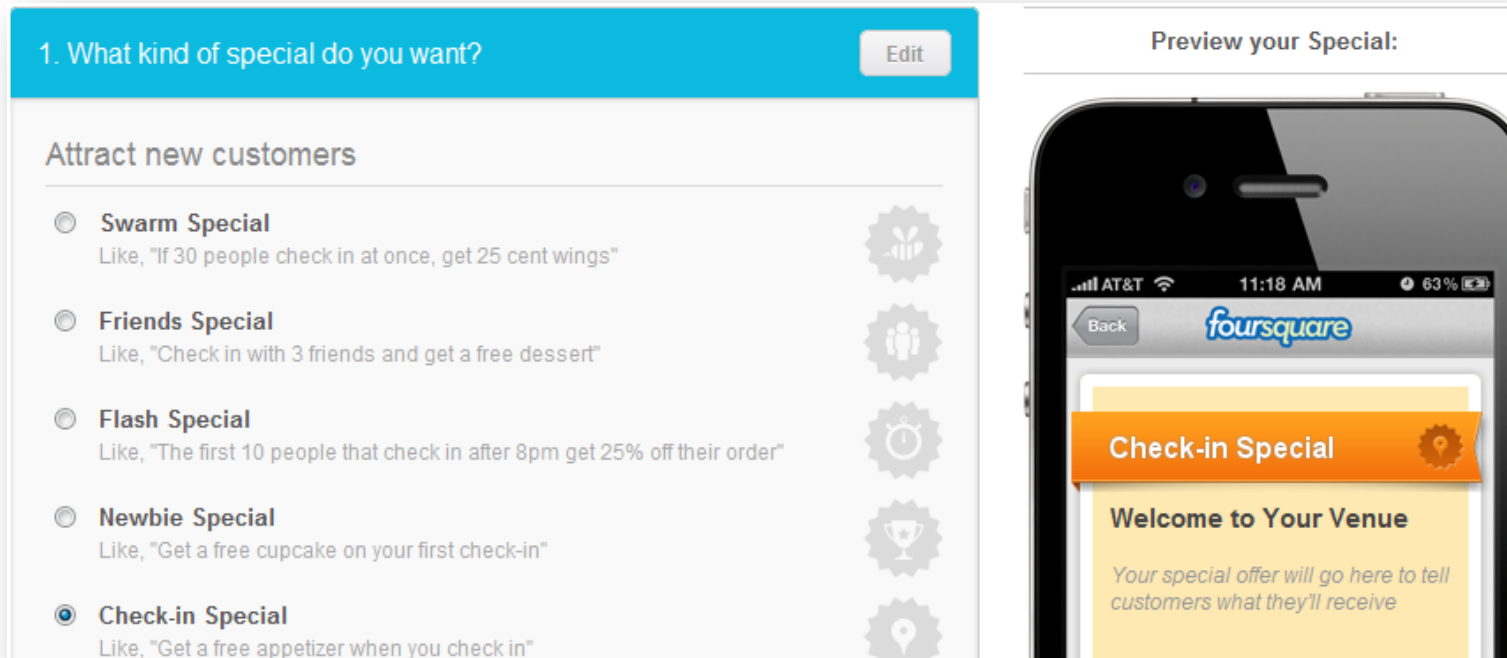
Five Ways to Enhance

1. Claim your place and optimize NAP, categories and tags
2. Link to your website and Twitter account
3. Create a check-in special to incentivize users
4. Monitor check-ins and place page activity
5. Reach out via Twitter to influential users checking in to the property

Four Square - Listings

Create a Special Campaign or Deal:

- Select the type of special
- Define when the special should unlock
- Select an offer



Four Square - Listings

- Tailor your campaigns to maximize :
 - Add information about the venue
 - Add tags
 - Add categories

Edit Venue!

Make sure you've read our [style guide](#) and [house rules](#) before saving your changes.

Name:

Address:

Not sure? Check [Google Maps](#).

Cross Street:

Like: "at 5th Ave." or "btwn Essex & Ludlow"

City:

State:

Postal Code:

Country:

Twitter:

Phone:

Website:

Store id:

Categories

+ Hotel primary category

+ Hotel Bar set as primary

Add a category:

Select a Category

ADD CATEGORY

Tags

Use tags to let people know what they can expect here:

+ hotel

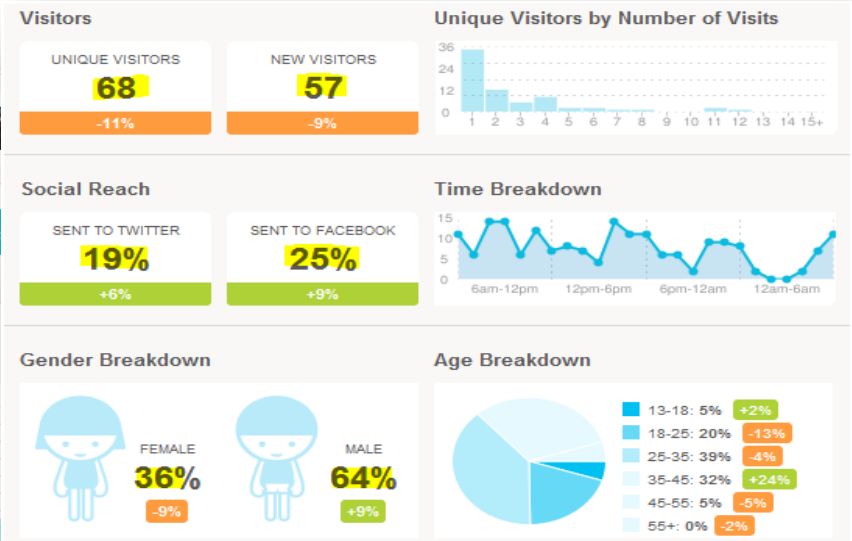
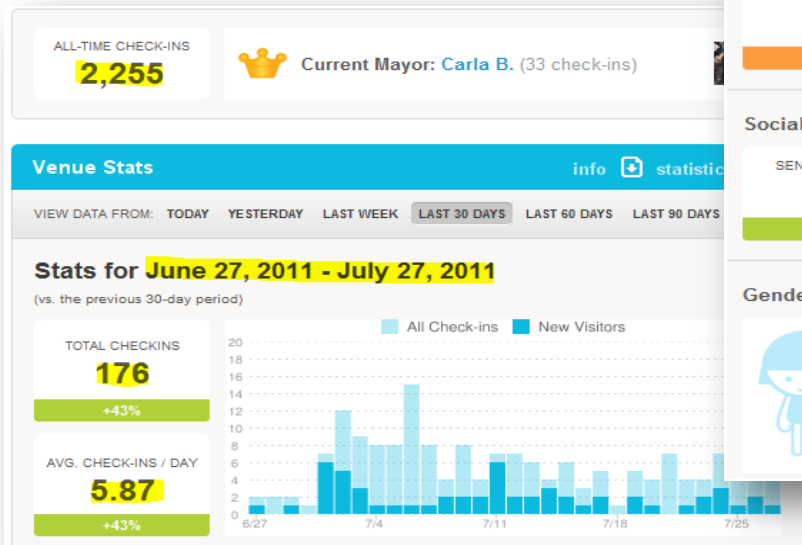
Four Square – Listings & Results

- 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

Active Campaigns

You are not running any campaigns



7

Cross Channel Optimization and Integration

Cross Optimization: Channels and Tools



Tools

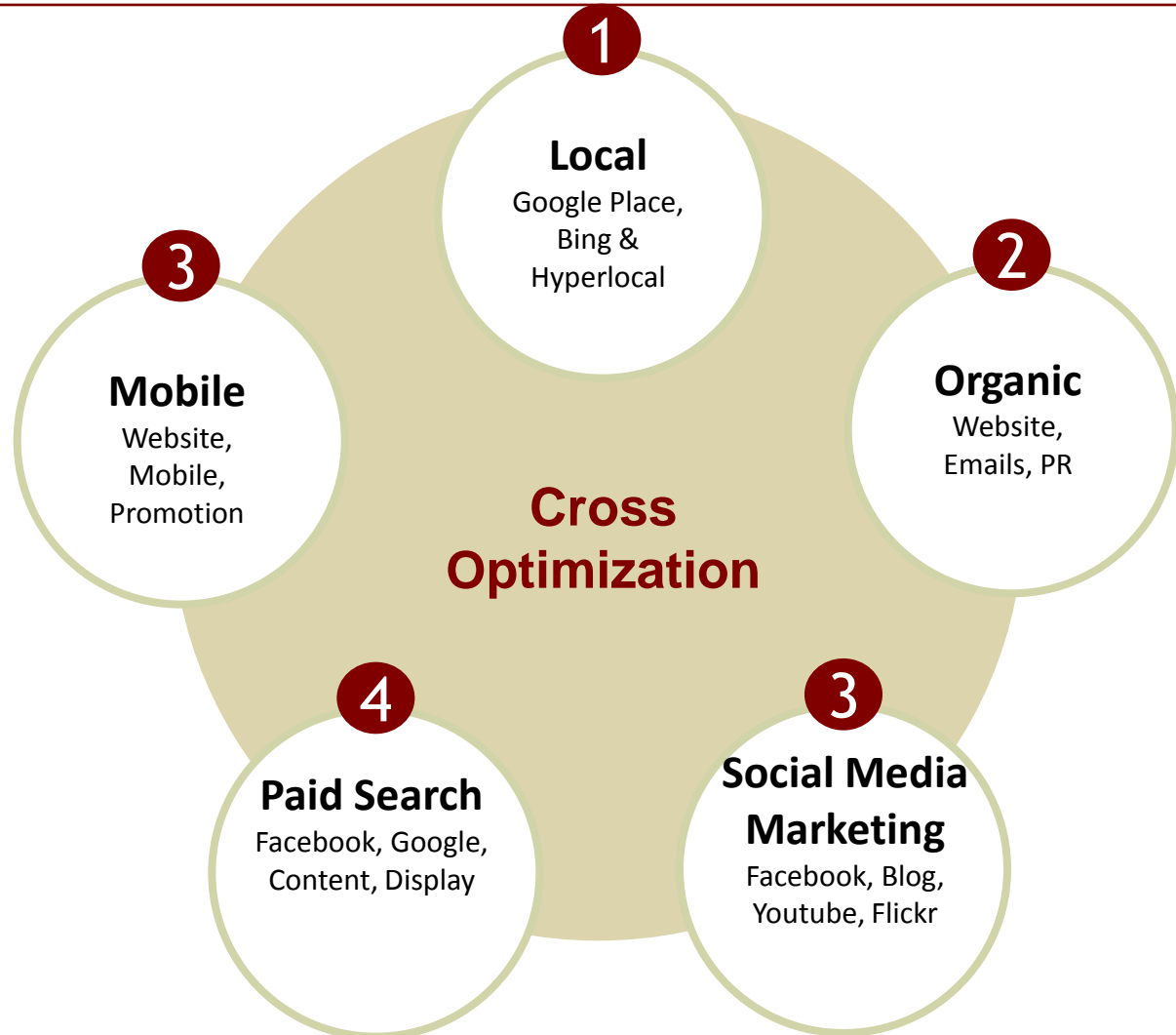
SQR reports

Webmaster

Local data

Real Time search

Analytics



Cross Channel Optimization Organic, Local and Social

Webmaster

- ☆ [magnificent mile chicago illinois](#)
- ☆ [magnificent mile](#)
- ☆ [chicago magnificent mile](#)
- ☆ [chicago hotels magnificent mile](#)
- ☆ [magnificent mile chicago](#)
- ☆ [chicago hotels near magnificent mile](#)



Local

Hyatt Regency Chicago ☆
151 East Wacker Drive, Chicago, IL 60601
(312) 565-1234
[chicagoregency.hyatt.com](#)
[Directions](#) [Search nearby](#) [Save to map](#) [more](#) ▾

[WRITE A REVIEW](#) [Upload a photo](#)


Categories: Hotel, Wedding Venue, Downtown Hotel, [hotel near magnificent mile](#)
Hotel class: 4 stars
Transit: [Randolph/Wabash](#) (0.3 mi SW) [M](#) Brown Line, Green Line, Orange Line, Pink Line...


★★★★☆ 71 reviews 🗣️ 1 Your rating: ★★★★★

great location · concierge · valet · great view · breakfast buffet

📍 Top 10 Business Hotels 2011 - [gayot.com](#)

Social

 **Hyatt Regency Chicago**
Make your shopping plans for Black Friday in the best place to shop in Chicago- the Mag Mile! Stay with us for super early check-in and 25% off the rate plus 50% off parking: <http://revinate.me/3eg>

 **Chicago Black Friday Shopping | Hyatt Regency Chicago Blog**
hyattregencychicago.wordpress.com

👍 Like · Comment · Share · Wednesday at 7:30am via Hyatt Regency

Organic

News And Events

Magnificent Mile Shopping

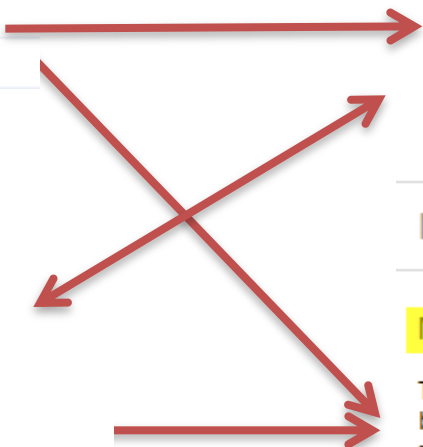
They don't call it Magnificent Mile for nothing! Downtown Chicago boutiques to discount outlet malls, but the prime shopping strip runs just north of Hyatt Regency Chicago on Michigan Avenue. Or Chicago recommended shops:

Water Tower Place

Located on next to the Historic Chicago Water Tower, Water Tower stores and restaurants. It offers everything from unique boutiques traveler.

Bloomingdale's

Just a hop, skip and a jump from Hyatt Regency Chicago, Bloomingdale's handbags, shoes, jewelry, home furnishings, cosmetics and acc



Key Takeaways

- Define your goals, your target audience, know where they are and how you can connect with them
- Leverage most popular “SOLOMO” channels & understand social / local search funnel
- Remember to optimize NAP across all the channels
- Integrate social, local, offline and online channels
- Create tools, set up process to gain reviews
- Hyper local channels are gonna be next big wave. Use them effectively
- Optimize your presence across all the channels

Thank You
Questions?

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