



It's not who you know...
it's who your guests
know.

The Value of Social Sharing - Kristi White
HME Conference
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Word of Mouth

Happy Customers



Studies show that a dissatisfied customer tells an average of 11 people about the problem while a happy customer tells only three people.

14 June 1986, San Jose (CA) *Mercury News*

Unhappy Customers



Word of Mouth

Happy Customers



“an unhappy customer will tell a million of their closest strangers”

Apr 13, 2010 Joseph Jaffe

Unhappy Customers



Community

Early Communities



The original development of a community began as a small group of related human beings sharing resources, banding together for hunting, gathering and protection.

Today's Communities



Community



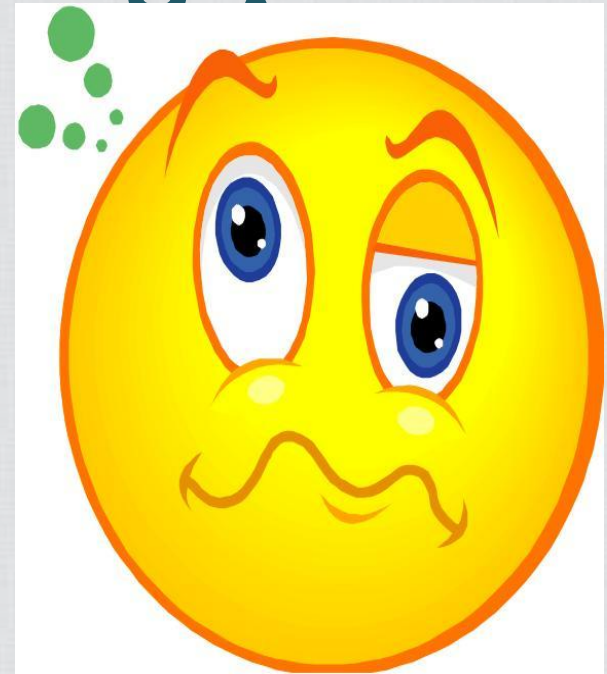
facebook



So, How Do I Control
It?



You
Don't!



You
enable
it!



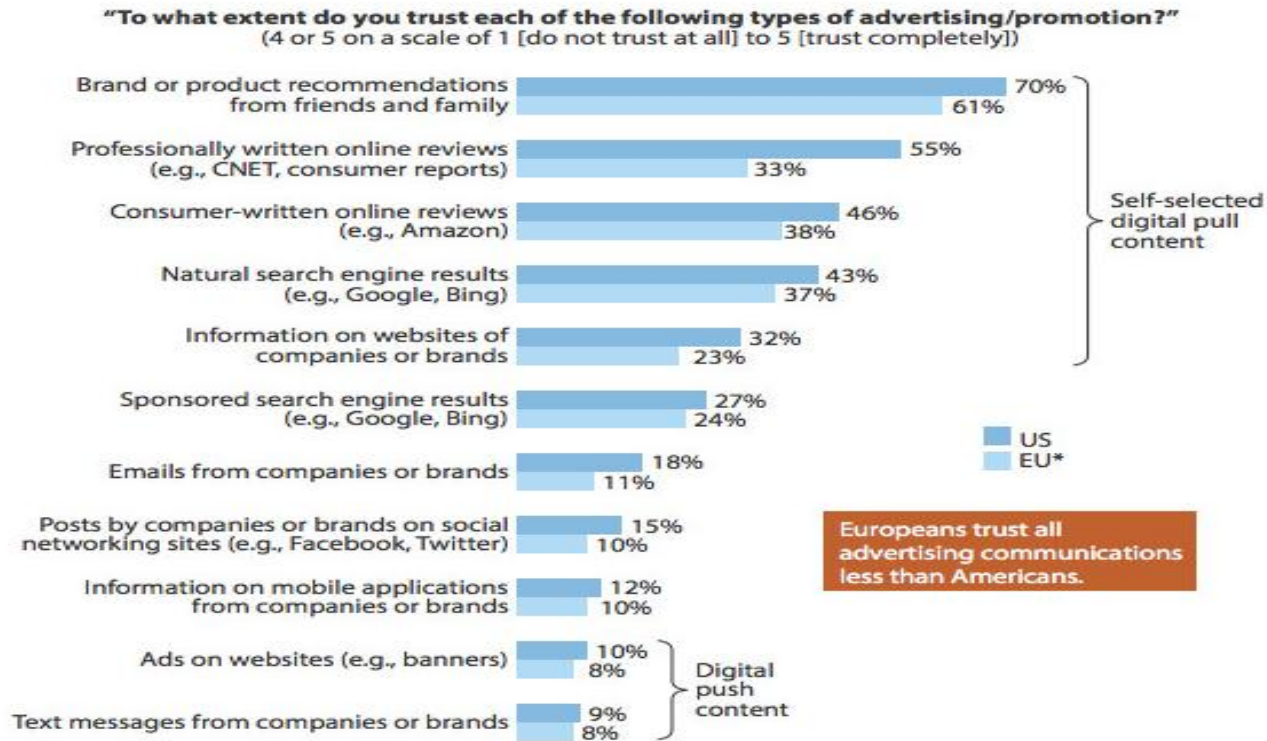
4 Pillars of Social Media

- Social Media is all about enabling conversations
- You cannot control those conversations, but you can influence them
- Influence is the bedrock on which all economically viable relationships are built
- Paranoia in business is a good and healthy thing



Most folks trust their friends & family more than advertisements. Collectively, they're a huge, untapped marketing force.

Figure 1 Consumers Trust Self-Selected Content More Than Push Communications



Base: 57,499 US online adults (ages 18+)

*Base: 15,654 EU-7 online adults (ages 18+)

Source: North American Technographics® Online Benchmark Survey (Part 1), Q2 2012 (US, Canada)

*Source: European Technographics Online Benchmark Survey, Q3 2012

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Source: Forrester Research, Inc.



Use the Funnel



Flip the Funnel



Flip the Funnel

Business that comes from marketing led acquisition or conquering (1st time customers).

Business that comes from repeat customers (as defined by two or more times).

Business that comes from successful upgrading or migrating of customers to increased or higher levels of spending.

Referrals from existing customers (new business from old customers).



New Business from Old Customers

- Marketing at the micro-level
- Turning customers into advocates
- Using their advocacy for marketing
- Creating a new type of unique visitor



Marketing at the Micro-Level

- Who are your best customers?
- What are they saying about your hotel?
- Where are they saying it?
- When is the last time they talked about your hotel?



Turning Customers into Advocates

- Who are most likely to share?
- What can you do to get them to share?
- Where is the best place for them to share?
- When is the best time for them to share?



Using their Advocacy for Marketing

- Who will manage the process?
- What can you share?
- Where is the best place to share?
- When should it be viewed?



Creating New Unique Visitors

- Who are these mythical creatures?
- What makes them more valuable?
- Where are they coming from?
- When will they come?



Take Aways

- Social sharing is here to stay
- Enabling this behavior will benefit your hotel
- Existing customers are your most powerful marketing tool
- Do it now





Thanks! Let us know how we can help.

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