



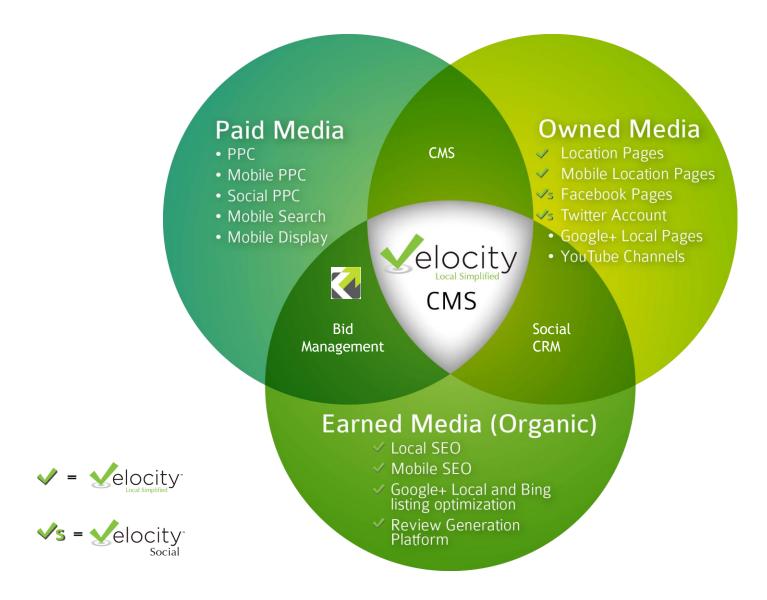


Being National, Going Local!

Hospitality Marketing Exchange Thursday May 9th, 2013

Converged Media Opportunity



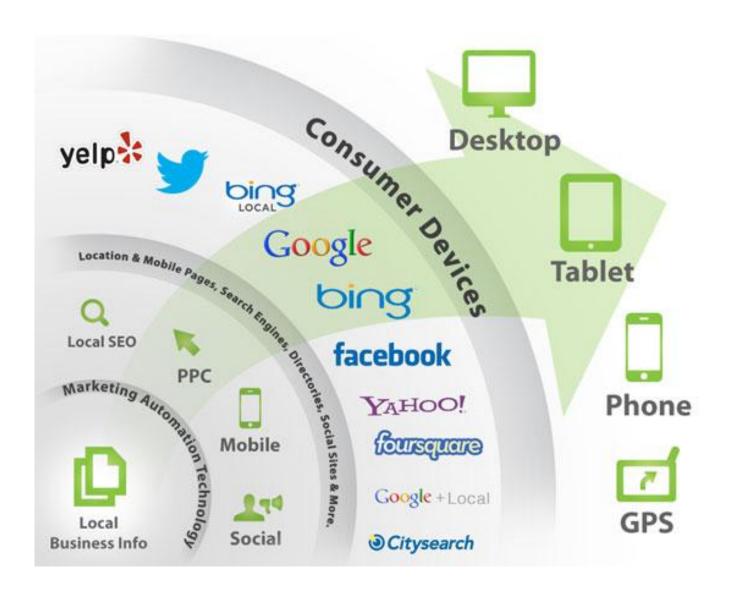




- 1. The 'Connective Tissue' for these three media types within converged media consist of these items: Bid Management Technology, Content Management System and Social CRM.
- 2. Technology will help large brand advertisers 'connect the dots' between Paid, Owned & Earned media. This will allow for cross channel attribution, so large advertisers can spend their online budgets more effectively based on pre-defined KPI's.
- 1. CMOs and CTOs must work together and break down silos with technology to make it work. Brands must remain flexible to maximize success and minimize potential stumbling blocks. Regardless, companies must act now or risk wasting the opportunity.

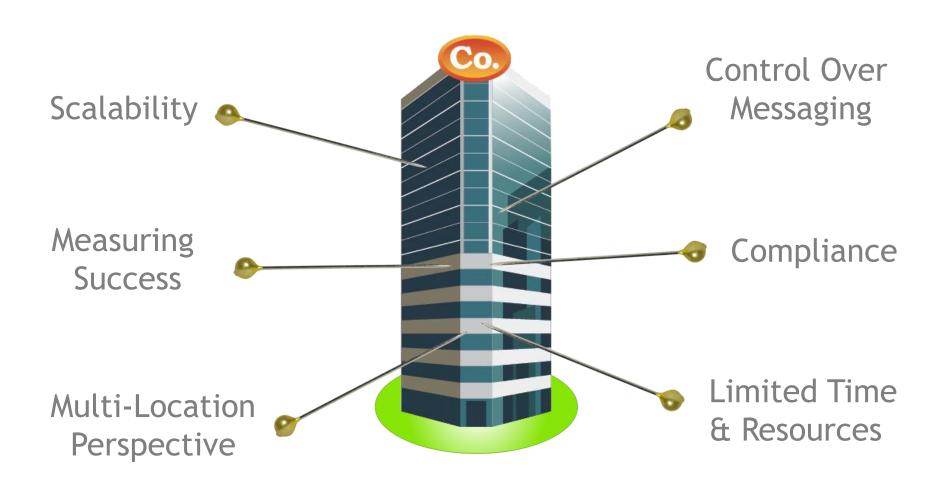
Scale Requires Some Marketing Automation





Facebook Pain Points for Multi-Location Brands





Graph Search Forcing National to go Local



- Launched in January, Social search tool within Facebook
- Searches a users social graph for likes, check-ins, recommendations, photos and more



How Graph Search Works



 Users can combine phrases (for example "Restaurants in London my friends have been to") to get that set of people, places, photos or other content that has been shared with them on Facebook

Restaurants in **London** my friends have been to



12:00 pm - 1:00 am
 325 like this

Jonathan Chang was here - Jonathan has been friends with you since July

9 Festival Terrace, South Bank Centre, Belvedere Road, London, United Kin...

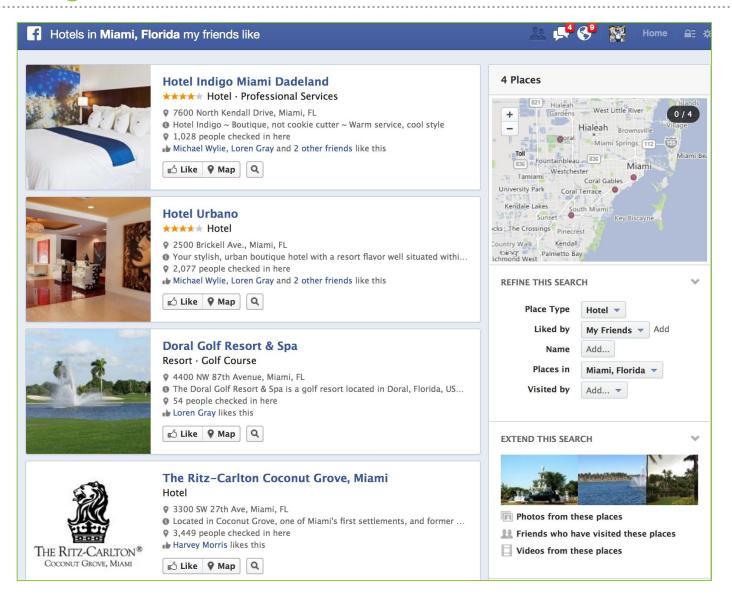


16 Places

REFINE THIS SEARCH

Traveling to Miami, FL???





Note: Social Connections & Check-Ins

E-Mail Signature . . . WTF?



From: Loren Gray @

Subject: Re: Invitation: DrivingBuddy.com 4:30pm CST @ Fri Oct 12 4:30pm - 5pm (Igray@oplhotels.com)

Date: October 10, 2012 8:45:44 AM CDT

To: Jon Schepke <jschepke@simpartners.com>

Hide

34

14 Attachments, 123 KB

Cave w

Quick Look

Dear frozen in Minny... (yes take the pun),

No-can-do balu at 5:30 Friday ya see me and my 'bike candy' are in route at that time for a March of Dimes charity motorcycle ride called "Bikers for Babies" in warm sunny Naples FL. We'll be partyin' Friday night at the Harley store before partyin' Saturday with bands and stuff before riding along the beach for 35 miles on Sunday with about 5,000 of our closest biker friends...... So you go ahead and enjoy the wonderfulness that is Minnesota while we fondly think of you and how you did not make a trip to our warm and sunny local this year to enjoy why we keep telling you to buy one of your many yachts down here for just such a time...... perhaps we can chat earlier, if not I'll have to settle for some 'scraps' of your time next week?

Your warm and happy biker / boater / Oktoberfest participanting friend,.....



Loren Gray

Director of eCommerce
Ocean Properties Ltd. Hotels, Resorts & Affiliates

Office: 561-279-9900 · Voice: 813-421-GRAY · Fax: 561-431-5794 | Skype State

Collow Me











11 icons along with a bar code... REALLY?

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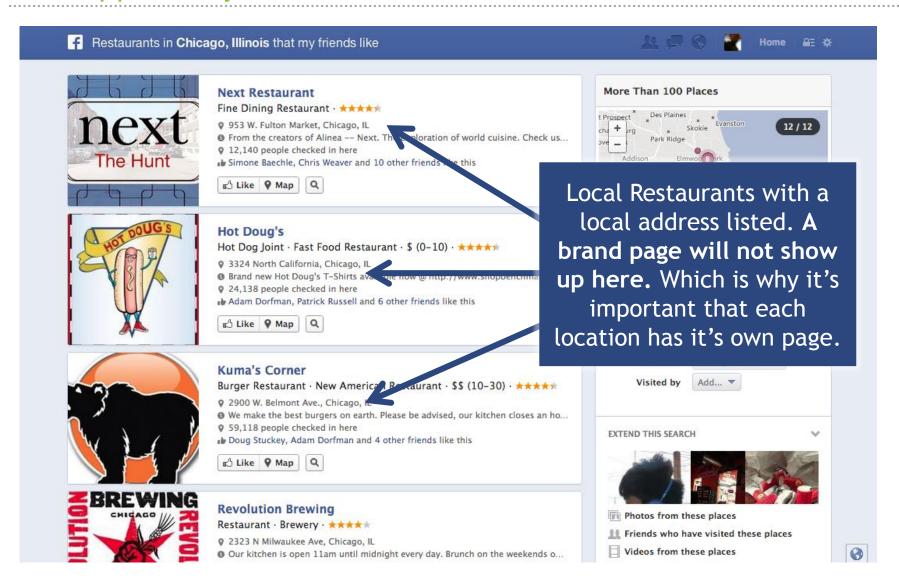


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The Opportunity for Multi-Location Brands





Graph Search Ranking Factors



- 1. Social Connections
- 2. Likes
- 3. Check-Ins
- 4. Proximity to location in search query



Implications for Social and Local Search



- Users are using Facebook more and more to search for things that they were previously using traditional search engines for (Google, Bing, Yahoo etc)
 - Acquisition, Retention, Referrals...
- It is now more important than ever for local businesses to optimize their Facebook pages
- With the announcement of Graph Search, Social and Local Search are further converging!

The Challenge for Multi-Location Brands





The Challenge for Multi-Location Brands



- These local businesses, however, operate at a local level, so it makes sense then that each location should have their own Facebook page!
- Facebook marketing strategy for multi-location brands is being flipped on its head. The vast majority of value generated from Facebook for these companies will come from their local pages going forward.



Graph Search Optimization Steps



- 1. Create Facebook pages for each location.
- 2. Update current location pages with accurate contact details, categorization, and geocode (latitude and longitude).
- 3. Identify and merge unauthorized duplicate pages for each location.
- 4. Encourage customers to like, check in, recommend, rate and tag photos on local pages.
- 5. Publish authentic and relevant content on local pages.
- 6. Utilize automated technology to help scale, regulate and measure social activity across locations.

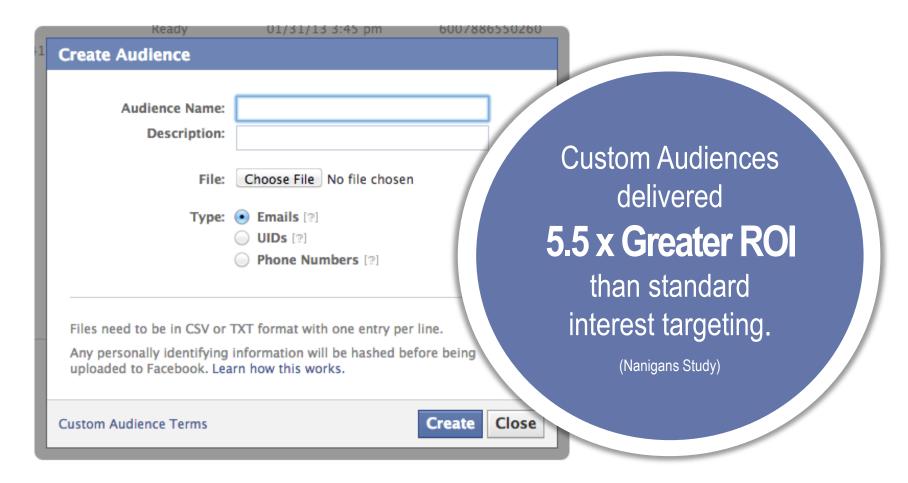


- Local brick-and-mortar businesses show up in the Facebook Graph search results.
- Increased likelihood of being discovered and generating real-world referral traffic. This amounts to new customer acquisition.
- New customers can opt in to receive content and offers by liking the page. When this occurs in a virtuous cycle, it will create a tremendous competitive advantage at the local level that can be measured.

Take Advantage of Custom Audiences



 Facebook Custom Audiences allow you to target specific Facebook users based on their email, user id or phone number. You can then use interest based targeting to further narrow down your desired audience.





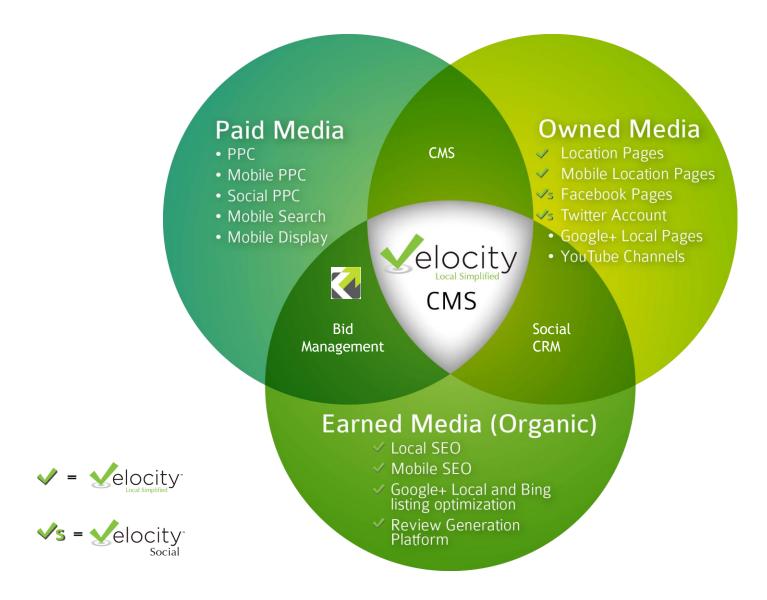




Case Study: National healthcare brand with 100's of locations solving the "Converged Media Challenge"
(i.e. specialty doctors)

Converged Media Opportunity





Challenges: National Going Local





SEM Program Solution (Paid & Organic)



- Launched Kenshoo Local & Implemented Optimized Location Pages
 - Paid Ads were created through Kenshoo and directed to location specific landing pages
 - Paid & Organic programs managed to a target CPL

Initial PPC Strategy

- Manage PPC coverage and track conversions (Calls & Web Leads) at all levels
 - National
 - Regional
 - Location
- Provide reporting to: Locations, Regional Managers & Corporate
- Prioritize budget allocation: Location, Regional, National
- Maintain a National presence for all areas not within the very narrow targeting areas (zip codes) of the locations
- On-going optimization of Ad Copy & Cost/Conversion

Leveraging Kenshoo Local

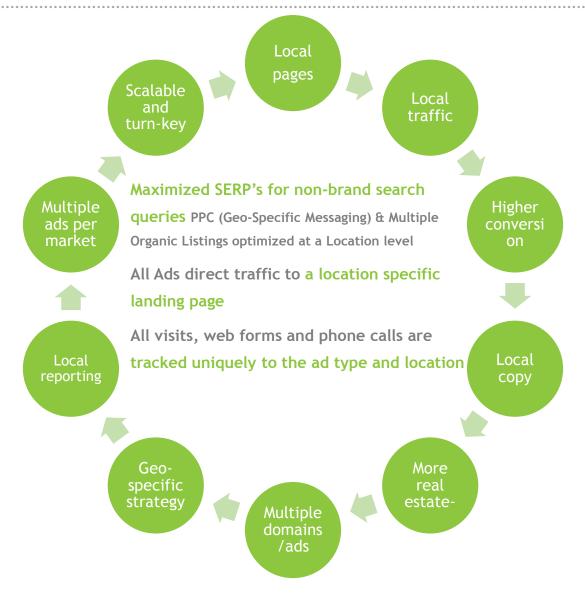


PPC Account Structure

- +700 campaigns live
- 40,000 live keywords live
- +22,000 localized pieces of ad copy live
- Since program launch we have added >28,000
 keywords and >9,000 pieces of copy to the account.
- Paid Search Specific Reporting Dashboards
 - Keyword Types, Location, Regional, Trend, Path-To-Conversion

Hyper Local @ Scale for Multi-Location Brands









Case Study Results - Solving the Converged Media Opportunity

Holistic Strategy Generating Results



Month	Paid CPL	Organic CPL	Blended CPL
September	\$124.63	\$141.59	\$131.29
October	\$103.37		\$58.71
November	\$78.57		\$43.93
December	\$79.85		\$51.56
January	\$64.48	\$29.84	\$43.46

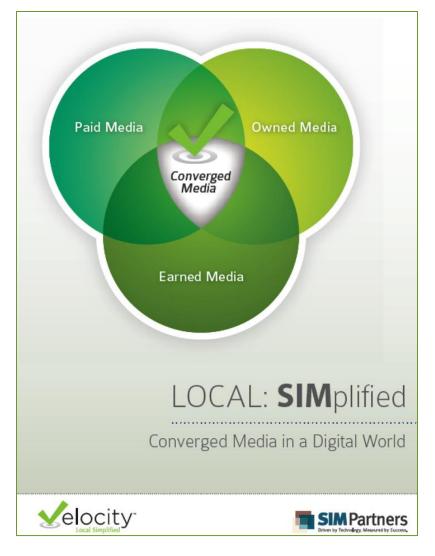
Source of Leads: 40% 60%

Decrease in CPL & Increase in lead volume!

Online Resource Center - Multiple eBooks











Thank You!

Identify and Merge Duplicate Pages/Places for Locations



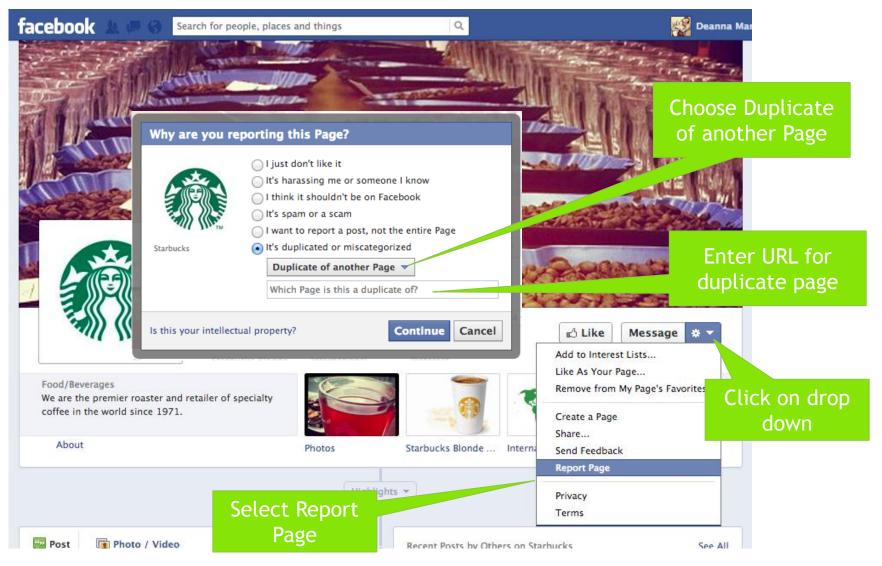
Merged Duplicate page

- Po a Facebook Search
- Identify Duplicates
- Request the pages to be merged or removed





Reporting a Duplicate Page







The Parent Child Relationship on Facebook

- Links Main Brand Page to Location Pages
- Map application on Parent Page
- Location Pages link back to Parent Page
- Penefits
 - Easier to manage
 - Likes on individual location pages roll up to the Parent Page
 - Check-in deals can be pushed out to each location from the Parent Page







