

{ Social Media Marketing Like The Stars

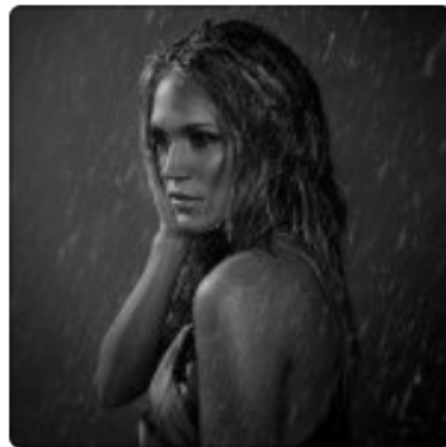
Mandy Volpe
Marketing Manger
#uvamc



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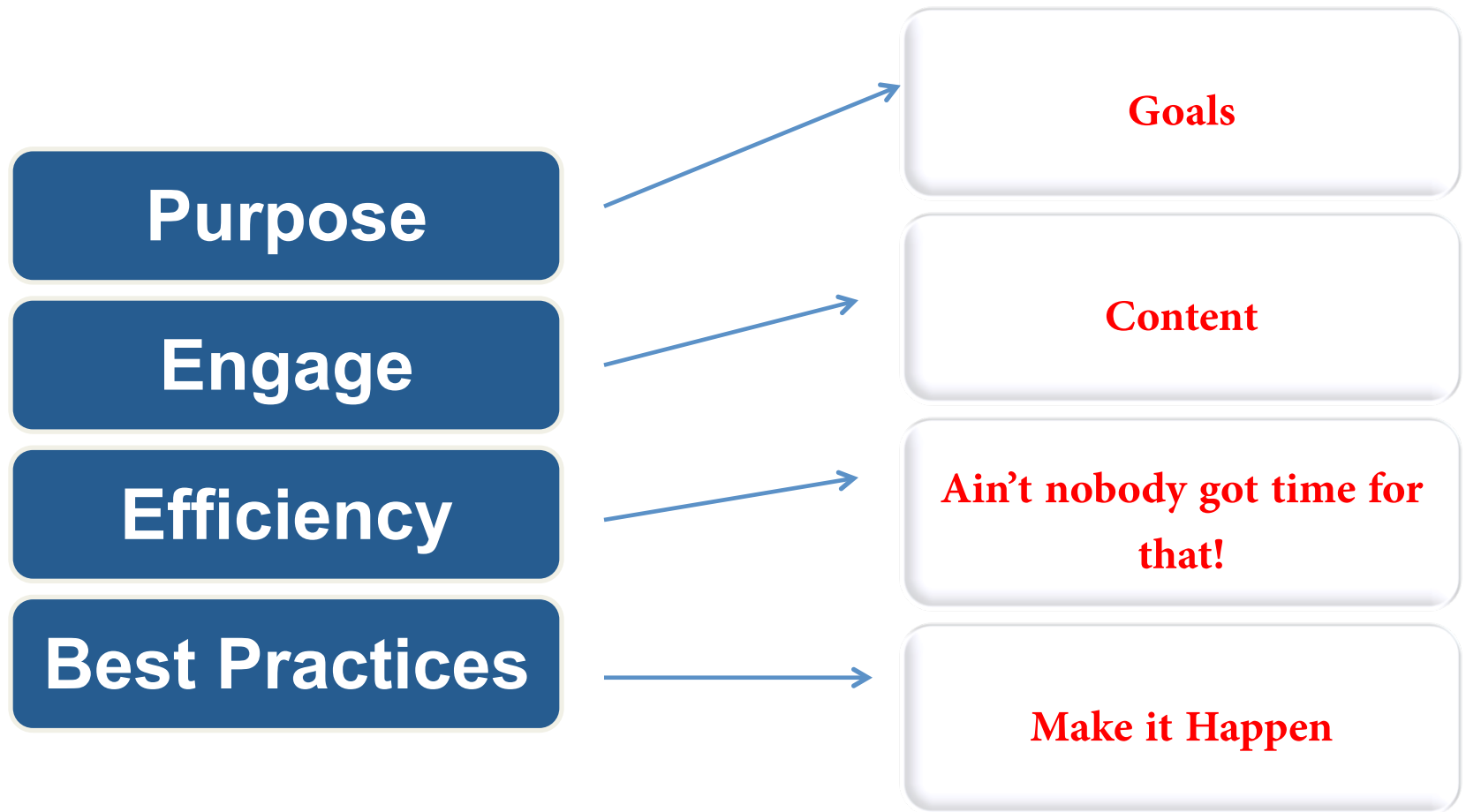


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“80% check their
smart phones before
brushing their teeth”

-IDC Research

{ Where are we going?



{ Purpose

- Defined Goals
- Define who should post
 - Tone
 - Types of content
 - Pictures
 - Links

Marketing at the root
is good storytelling

Ques from the artists



uniquevenues

about 11 hours ago



We are only a day away from the start of #uvamc! Looking forward to meeting at Vanderbilt!



UDConferenceServices

@UDConferences



National dessert day may have been yesterday, but we couldn't help ourselves today. #uvamc



Kathy Smith

@kikiannsmith187



People watching at BWI waiting for our Nashville connection. Looking forward to seeing the Unique Venues peeps #uvamc

15 Oct 10:29am



Food for thought for those attending #uvamc (& others): How Social Media Listening Can Improve Your Content Marketing zite.to/1nIYlxZ

15 Oct 12:27pm



Julia Clarke

@JuliaClarke2

Excited To be heading to the @UniqueVenues annual marketing conference in #Nashville #uvamc

The new sales funnel



Engage

Create Wow

Listen

ENGAGE

{ Engage

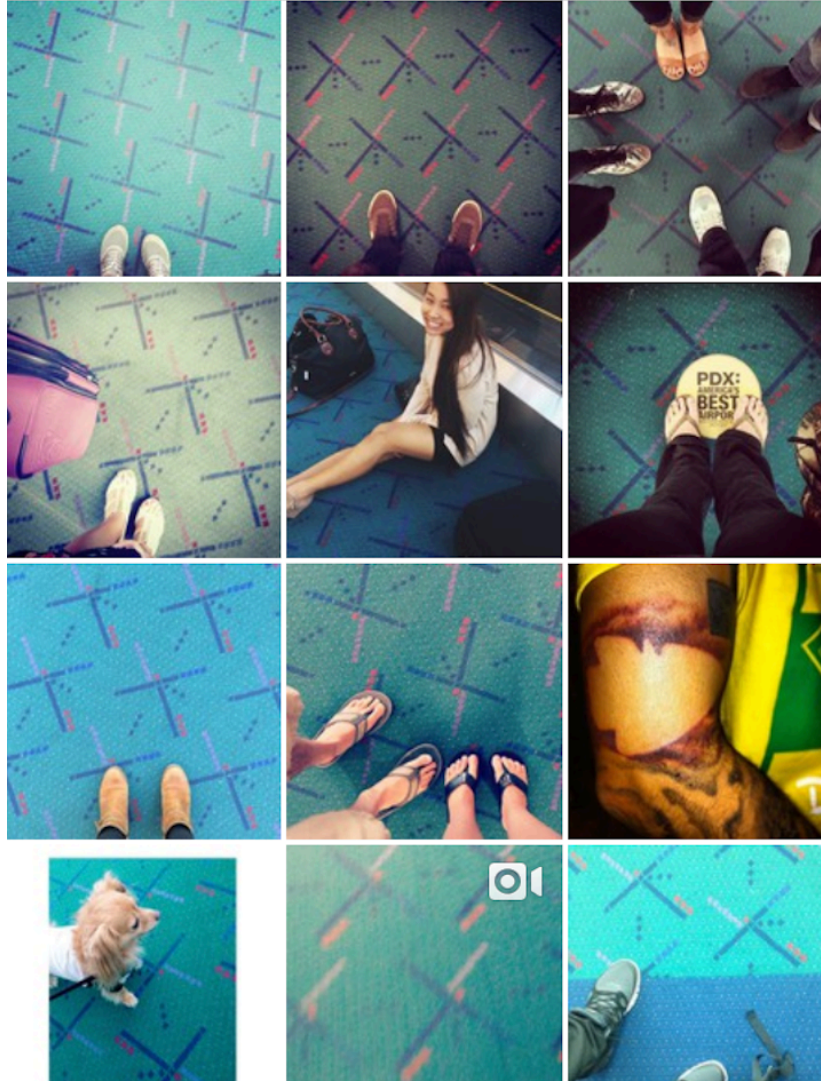
- Shareable
- Hashtag conversations
- Meme's
- Contests
- Scenery = Likes
- Food = Shares



#PDXCARPET



16,860 posts



{ What is Trending?

- Free Hashtags
 - #uvamc
- No registration required
- Join the Conversation
 - #TBT
 - #Weddingwednesday
- Hashtag commercials during SuperBowl

Hashtag The Conversation



February 2014- Hootsuite

25% of all Superbowl ads mentioned Hashtags



Be a content curator
DJ

{ Everyone is a reporter



“People use the internet primarily for 2 reasons:

Either to find a solution to
a problem
or to be entertained”

-Jay Baer



ENTERTAIN

EDUCATE





Ellen DeGeneres

@TheEllenShow



Follow

If only Bradley's arm was longer. Best photo ever. [#oscars pic.twitter.com/C9U5NOtGap](https://pic.twitter.com/C9U5NOtGap)

Reply Retweet Favorite More



Be your-selfie

RETWEETS

3,390,752

FAVORITES

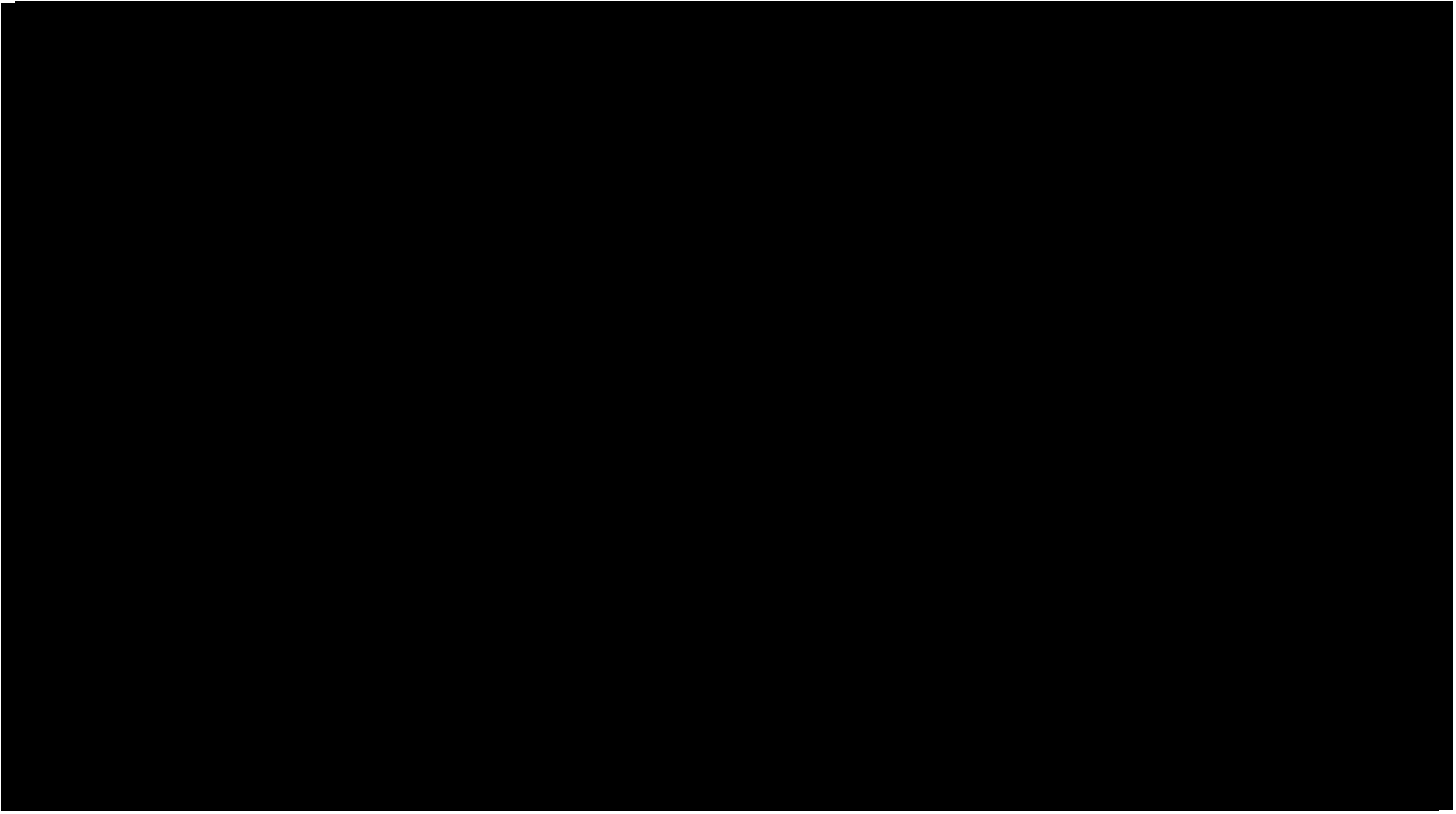
1,957,843



{ Videos

- Do you currently have videos
- Are they professional videos
- Name one video idea





{ Educate: Videos

- How to make a bed with the two flat sheets.
- How to get in the gates at your school.
- Tutorial of the fact that your campus is trayless

There are more
smartphones sold
each year than
there are babies
born

CREATE WOW



Sorry
It was my mistake
Sorry for the
confusion.

Wanda



STOP:
Name your Big 3!



Smartphones
trump DSLR
Camera

{ Pictures are more
interesting when
there are people in
them

{ Interesting Pictures

- Backs of heads
- Photo releases
- Share photos



LISTEN



Angelo Lagdameo
@AngLives

@lululemon I'm guessing you didn't intend to ship me 19 extra running toques. Returning them now;) #namaste

Reply Favorite More



11:57 AM - 19 Sep 2014

Flag media



lululemon athletica @lululemon · 2h
@AngLives What happened there?

Reply Retweet Favorite More



Angelo Lagdameo @AngLives · 1h
@lululemon Instead of sending me ONE toque, you sent me ONE FULL BAG of toques! I know you're generous but lol. On their way back to you.

Reply Favorite More



lululemon athletica @lululemon · 1h
@AngLives You have 19 toques worth of good karma - get ready for an amazing weekend!



lululemon athletica @lululemon · 38m
@AngLives On second thought - if you haven't already sent them back, keep them. Pay it forward and give them to friends!

Reply Retweet Favorite More



Angelo Lagdameo @AngLives · 47s
@lululemon That's AWESOME! I WILL happily pay it forward! You all are wonderful. Have a happy #NationalYogaDay

Reply Favorite More





SHAKE IT OFF



YOU CAN STILL DUNK IN THE DARK



{ People are 401%
more likely to follow
you back if you
engage with them
in the comments



target

Follow

2 days ago

Knock once to trick-or-treat! Or, click here: [@_trick_07](#) or [@_treat_07](#)

♡ [nikkijohnson99](#), [ryry9000](#), [some_weird_chocoholic801](#) and 5,023 others like this.



[madelynn.rc](#)



[ngrangeno](#)



[chilforever](#)

First



[httpilly](#)



[cutegirlshairstylesfamilyfan](#)



[apassanisi26](#)

[@ashmarsh24](#)



[penuttpie](#)

So clever!



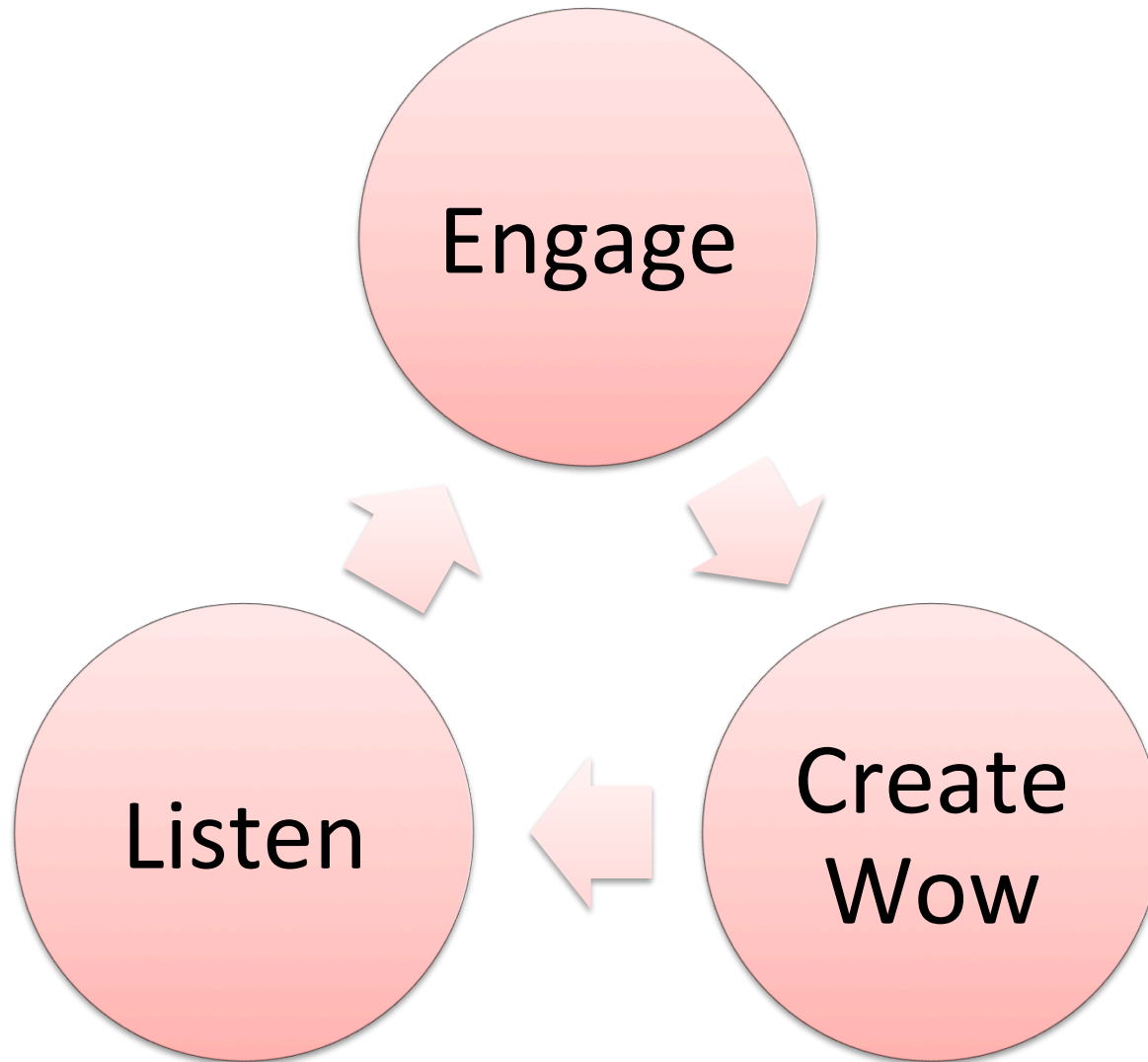
[_evermonsters_](#)

[@_trick_07](#)

{ Listen

- Twitter:
 - Expect to be heard
 - Need it now
 - Hyatt Concierge app vs. phone

Source: www.hotelnewsnow.com



EFFICIENCY

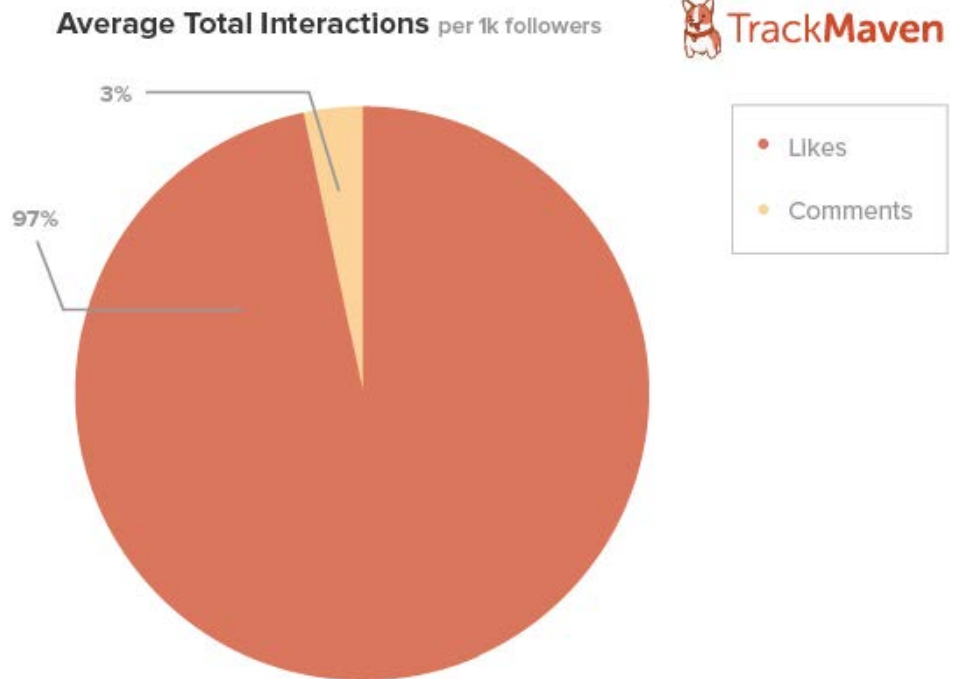
{ “You’re either
remarkable or
invisible”

-Seth Godin, Purple Cow

Likes vs. Comments Battle

Statistics from Track
Maven:

- 37 interactions per 1,000 followers
- 97% likes vs. 3% Comments
- Videos posted after 9pm



{ Instagram

- Hashtags
- Inspire Action
- Use Video
- 3 times a week
- Create community
 - Comment
 - Reply
 - LISTEN

{ Pinterest

- Long shelf-life
- Curated pins
- Authentic search term driven
- Unique boards

{ Purchasing Power



{ Efficiency

- Scheduling Content
- Measure Success
- Bye Unused Platforms
- Content Calendar
- Connect the sites

When to Pin



thursday
saturday &

Let's Climb The Charts Together!



#uvsocial

Choose a
program:

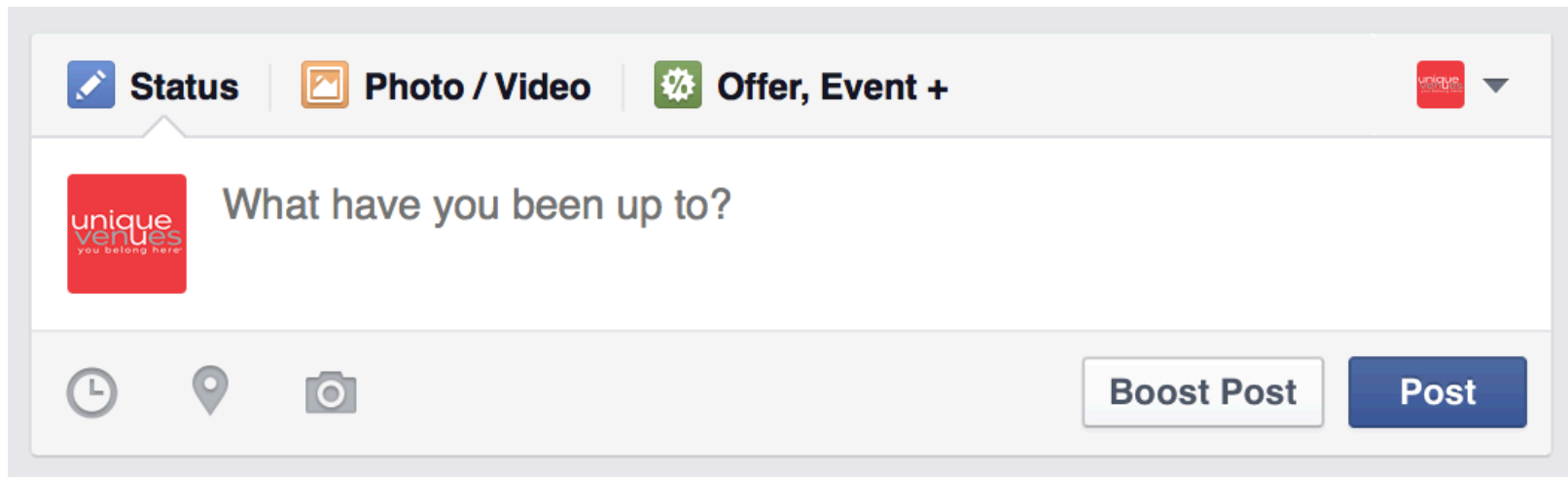
Jump Start \$1995
Kitchen Sink \$3795
Trend-Worthy \$2495
Selfie Workshop \$99

SELFIE WORKSHOP
October 27, 2014 at 2pm EST

{ The Best...

- Time to post
 - Facebook: Tuesday, Wednesday and Friday afternoon
 - Blog: Monday morning and Thursday
 - Twitter: Lunch time
- Way to measure success
- Tag people

Schedule Your Content



{ Blogging

- 3 Hyperlinks
- Pictures
- Open links in external browsers
- Link to your Facebook/Twitter
- Write like you would search
- Be consistent

{ Spread the Word

- Links on email
- Posters in Residence Halls
- Website
- QR Codes
- Brochures

{ If you aren't excited...



No one else will be either

{ Questions

@mandyvolpe

@uniquevenues

www.facebook.com/uniquevenues