

DIGITAL MARKETING BEST PRACTICES

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KEY PREMISE

Deliver **user-centric, contextual-based experiences** that meet **individual customer needs**—when they want those needs met, in **the manner they prefer**, and in line with wherever they are in their **brand experience**.



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SERVICES

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CHECKLIST



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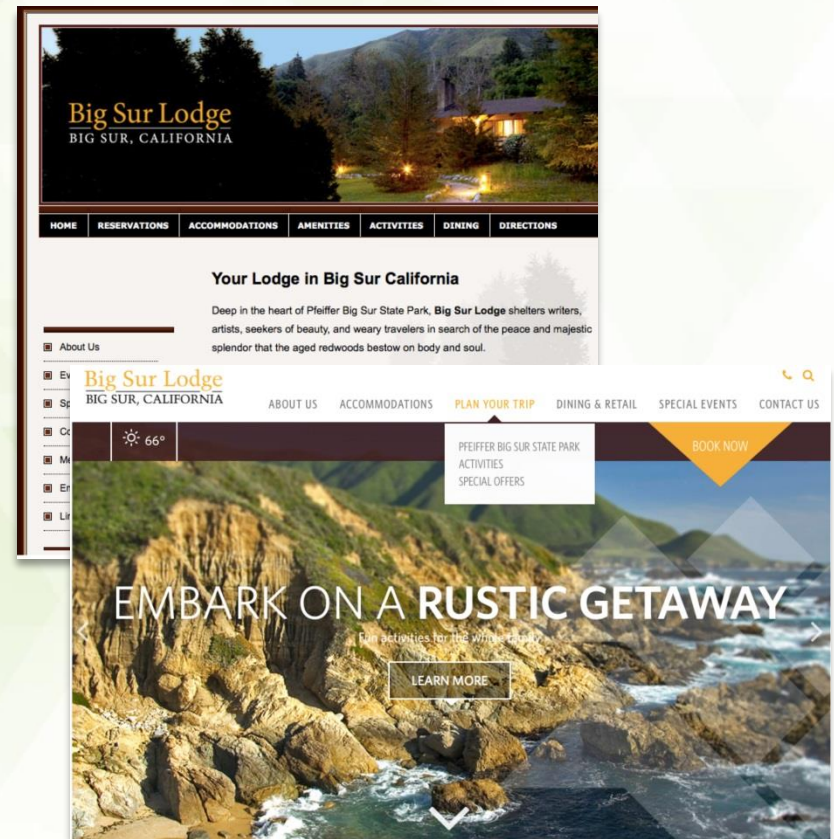
- ✓ Website
- ✓ SEO
- ✓ Social Media
- ✓ PPC/Search
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ Video Marketing
- ✓ Online Reputation
- ✓ Customer Relationship Management (CRM)

RESPONSIVE WEBSITE DESIGN



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- Delivers all the features customers have come to expect, such as mobile-friendliness, fast loading pages, and easy navigation
- Ensures that customers see your company in the best possible light
- 96 percent of customers reach for their smartphones when looking for information and mobile-first indexing will be complete by 2018 (according to Google)



Before and After Website Designs for Big Sur Lodge.

SEARCH ENGINE OPTIMIZATION

- Search engine optimization (SEO) is the practice of increasing the **quantity and quality of traffic** to your website through **organic search engine results**
- 87 percent of customers turn to online searches as the first place to find information (Google)
- In 2018, searches are leaning towards verbal rather than typed as people turn to the virtual assistants in their phones, homes, tablets, and TVs for information
- Voice-first SEO strategies focus on including long-tail phrases that are used in verbal searches



SEARCH ENGINE OPTIMIZATION



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The screenshot displays a search engine results page for the query "iPhone 6". It is divided into two main sections: "Paid" and "Organic".

Paid Section: This section is titled "Shop for iPhone 6 on Google" and is marked as "Sponsored". It features a grid of product listings for various iPhone 6 models and accessories, including prices and ratings. For example, the "Apple iPhone 6 Plus 128GB" is listed for \$499.99 on Sprint with a 3.5-star rating from 32 reviews. Other listings include "iPhone 6 Naked Tough" for \$35.00 on Case-Mate and "iPhone 6 - 64GB - Verizon" for \$299.00 on the Apple Store.

Organic Section: This section is titled "iPhone 6" and is marked as "Organic". It includes several search results, such as the official Apple website, a T-Mobile advertisement, and news articles. The top organic result is from Apple, with the headline "iPhone 6" and a sub-headline "Bigger than bigger. Learn more." Below this are several news snippets, including "This is the keyboard iPhone 6 Plus owners deserve" from The Verge and "Shattered Dream: Apple Supplier Declares Bankruptcy After iPhone 6 Snub" from Mashable.

Orange arrows and text labels are overlaid on the image to identify the sections: "Paid" points to the sponsored product listings, and "Organic" points to the natural search results.

Organic search traffic is specifically any **unpaid traffic that comes from search engine results pages (SERPs)**

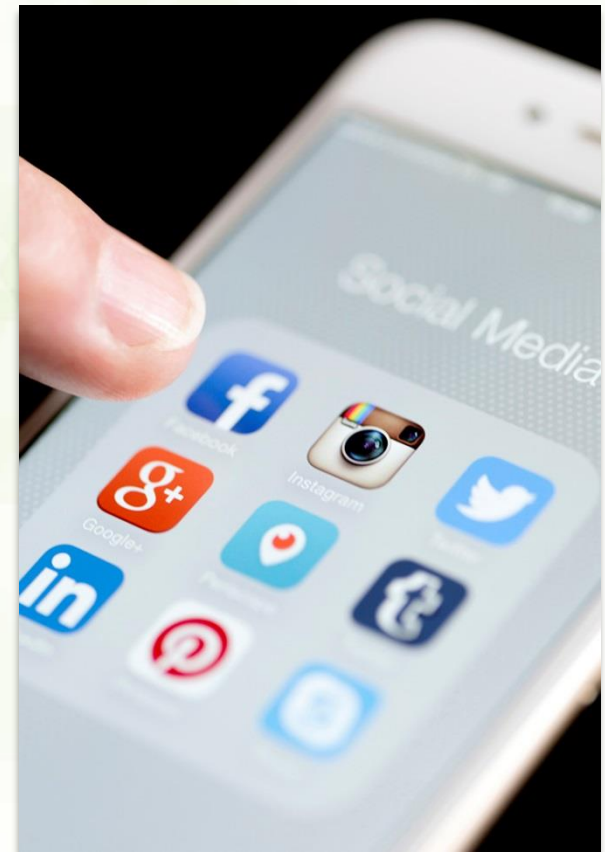
SOCIAL MEDIA



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- Social media strategies remain the best way to engage with customers so you can build the strong personal connections that drive referrals
- Utilize social media monitoring and management platforms such as Hootsuite, Buffer or Agorapulse to create your content calendar and post organic content



SOCIAL MEDIA



Giants Ridge “Make Giant Memories” Snapchat Geofilter

Purpose:

To engage with the Giants Ridge brand during ski season

Uses: 4k

This is how many times the filter was SENT to a friend.

Views: 150k

This is how many times the filter was SEEN in a Snap sent directly to a friend.

Campaign schedule:

January 2018 through Present Day

SOCIAL MEDIA

Social Media Advertising = Content Amplification

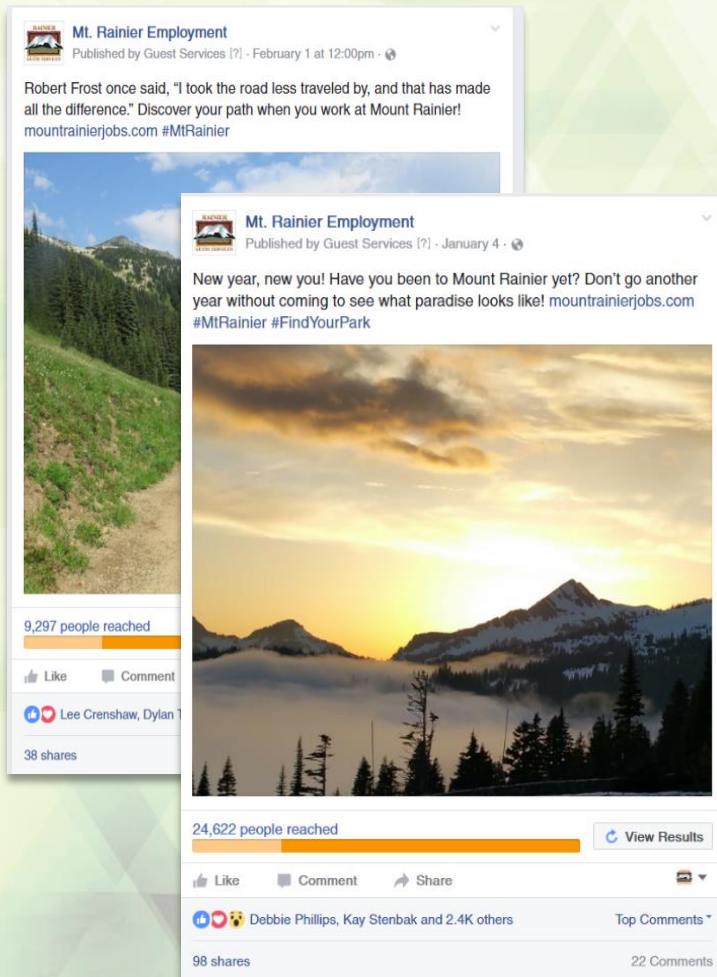
Mount Rainier Employment Social Ads

Purpose:

To increase brand awareness about Mount Rainier jobs

Reach: More than 90k users

Post Engagement/Reactions: 20k



The image shows two overlapping Facebook posts from the page 'Mt. Rainier Employment'. The top post, published on February 1 at 12:00pm, features a quote from Robert Frost: "I took the road less traveled by, and that has made all the difference." It includes the text "Discover your path when you work at Mount Rainier!" and the website "mountrainierjobs.com #MTRainier". The bottom post, published on January 4, features a scenic sunset photo of Mount Rainier and the text: "New year, new you! Have you been to Mount Rainier yet? Don't go another year without coming to see what paradise looks like! mountrainierjobs.com #MTRainier #FindYourPark". This post shows 24,622 people reached, 98 shares, and 22 comments. The top post shows 9,297 people reached and 38 shares.

SOCIAL MEDIA



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- **Influencer Marketing:**
Individuals with a large social reach are enlisted to promote your products, services or company
 - You'll find that micro-influencers with a thousand or even just a few hundred viewers can drive enough traffic to improve your social reach significantly



PPC (PAID SEARCH)

“One Does Not Simply Get to the Top of Google.”



PPC (PAID SEARCH)



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- Pay per click ads provide a fast, affordable way to improve your online visibility, generate leads, and increase traffic to your website
- Create a PPC ad strategy that includes Google, Bing and Yahoo!, and invest in social PPC ads on Facebook, Twitter, and other social networks

The image shows a search engine results page for 'iPhone 6'. The top section is labeled 'Paid' in orange text. It contains several search results:

- iPhone 6** (www.apple.com/): Includes a 'Buy now Design' button and 'Cameras iOS 8'.
- iPhone 6 at T-Mobile®** (www.t-mobile.com/iPhone6): Features a 3.5 star rating, a 'Buy now Design' button, and a list of other iPhone models.

The middle section is labeled 'Organic' in orange text. It includes:

- In the news**: A snippet from 'The Verge' titled 'This is the keyboard iPhone 6 Plus owners deserve'.
- Shattered Dream: Apple Supplier Declares Bankruptcy After iPhone 6 Snub** from Mashable.
- Gmail for iOS now takes full advantage of your iPhone 6** from Engadget.
- More news for iPhone 6**
- Apple - iPhone 6** (https://www.apple.com/iphone-6/): A snippet from Apple Inc. describing the phone's features.

The right side of the page shows a 'Shop for iPhone 6 on Google' section with a grid of sponsored products:

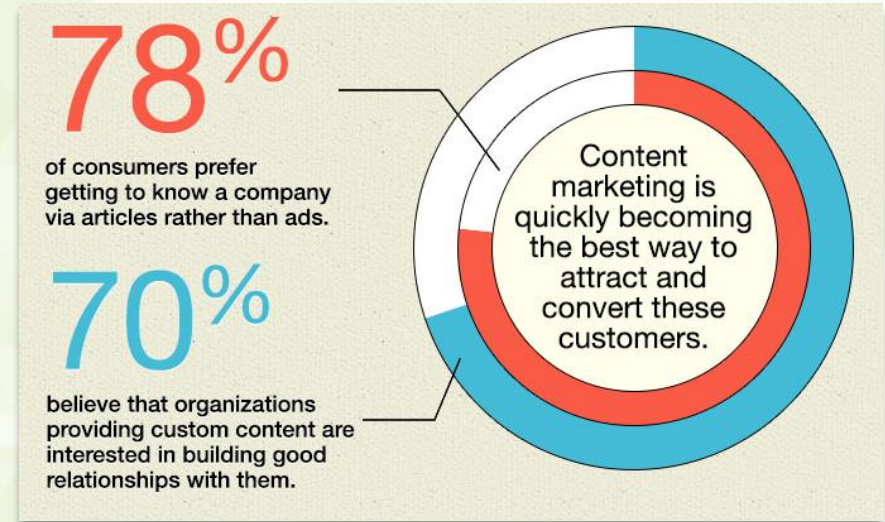
Product	Price	Carrier/Store	Rating
Apple iPhone 6 Plus 128GB...	\$499.99	Sprint	★★★★★ (32)
Apple iPhone 6 Plus 16GB (w...)	\$299.99	Sprint	★★★★★ (32)
iPhone 6 Naked Tough...	\$35.00	Case-Mate	★★★★★ (17)
iPhone 6 - 64GB - Veriz...	\$299.00	Apple Store	★★★★★ (529)
Apple iPhone 6 Plus 64GB (w...)	\$399.99	Sprint	★★★★★ (32)
iPhone 6 - 16GB - AT&T...	\$199.00	Apple Store	★★★★★ (529)
OtterBox® iPhone 6 Def...	\$29.95	OtterBox	★★★★★ (529)
iPhone 6 - 16GB - Sprint...	\$199.00	Apple Store	★★★★★ (529)

Below the grid is another sponsored result:

- iPhone 6 is here** (www.uscellular.com/iPhone6): A snippet from uscellular.com.
- Get Unlocked iPhone 6+** (www.ebay.com/): A snippet from ebay.com.

CONTENT MARKETING

- Content marketing is a huge part of marketing. It works with SEO, email marketing and social media
- Quality content drives traffic and conversions
- Brands that provide the best answers to customer searches are going to be the big winners in 2018



Improve brand reputation by building trust through content marketing

CONTENT MARKETING



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“If Your Content Has No Purpose, Then Don’t Waste My Time.”



CONTENT MARKETING

Great Content Helps Influence Conversions

Here are just a few of the stats that really speak to the importance of content marketing when it comes to [improving website conversions](#):

“Content marketing provides conversion rates about six times higher than other digital marketing methods.”

-ABG Essentials

“After reading recommendations on a blog, 61% of online consumers in the U.S. then decided to make a purchase.”

*-Content Marketing
Institute*

“According to 74% of companies surveyed, content marketing has increased their marketing leads, both in quantity and quality.”

-Curata

“Video content can help provide a great ROI and significantly increase conversions, according to 72% of businesses surveyed.”

-CrazyEgg

EMAIL MARKETING

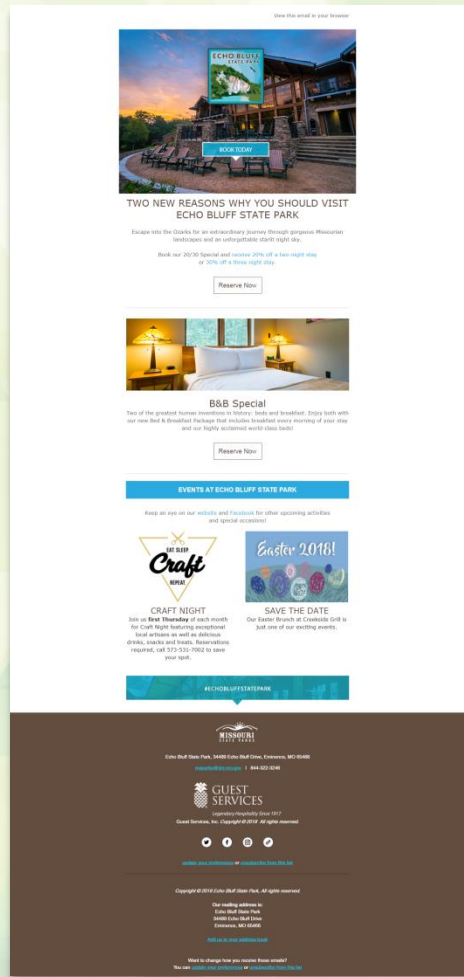
- Email marketing remains one of the most cost-effective ways to stay in touch with customers
- Create fully fleshed email campaigns, using segmented lists, catchy headlines, and powerful Call-to-Actions to drive engagement



EMAIL MARKETING

Echo Bluff Spring eNewsletter

- 46.7% Open Rate
(Industry Average: 13.7% - Travel)
- 12.7% Click Through Rate
(Industry Average: 1.2% - Travel)
- Delivered to 6.7k subscribers





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By 2019

80%

of internet traffic
will be **video**.

Cisco, 2017

VIDEO MARKETING

- Brands that use [video marketing](#) grow revenue 49% faster than non-video users, according to HubSpot
- Use short video clips to punch up interest in your social posts, embed videos in your emails, and incorporate videos onto your website

Bear Mountain 6sec Snow Video

- **Post Engagement:** 470
- **Reach:** 5.5k
- **Video Views:** 3.1k
- Shared 50 times in a span of 2 days



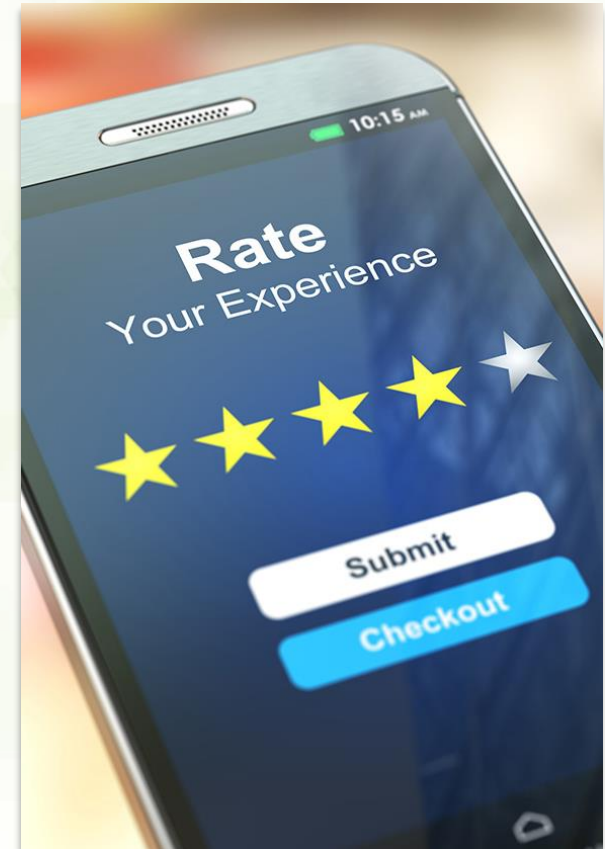
ONLINE REPUTATION



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- **Review Monitoring:**
 - Identifies and aggregates the review sites and business listings and all its locations
- **Collect More Reviews:**
 - Generates reviews for your business
 - Engages customers to give feedback about your business on the review sites like Google Maps, Facebook Reviews and others
- **Amplify Customer Feedback:**
 - Designed to take your great reviews and broadcast it to the world, amplify the positive reviews with testimonials on your website



ONLINE REPUTATION



Average star ratings per week or month

Locations Public Reviews

Search:

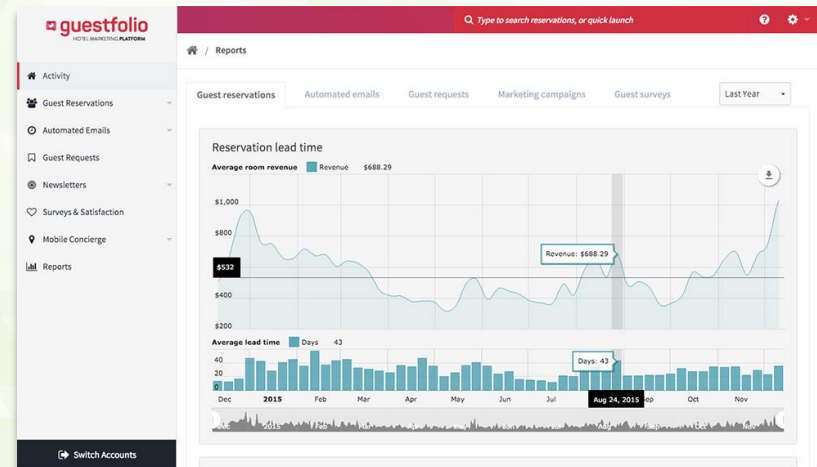
Location	Total	Apr-2018	Mar-2018	Feb-2018	Jan-2018	Dec-2017	Nov-2017	Oct-2017	Sep-2017
Total	4.6 ★	4.3 ★	4.7 ★	5.0 ★	4.0 ★	4.2 ★	4.9 ★	4.4 ★	4.5 ★
GSEchoBluffStatePark	4.6 ★	4.3 ★	4.7 ★	5.0 ★	4.0 ★	4.2 ★	4.9 ★	4.4 ★	4.5 ★

Sends reviews via email for easy access

Weekly Reviews

Review Site	Rating	Name	Subject	Comment	Date	Location
Google	★★★★★	Boo danger		Beautiful place. Very nice staff. I'll definitely stay here again	9-Apr-18	GSBigSurLodge
Google	★★★★★	Deron Koontz		Staff was great. Awesome scenery views.	9-Apr-18	GSTheLodgeatBreckenridge
Google	★★★★★	Naomi C		Wonderful Brunch	9-Apr-18	GSOverlookLodgeStoneCottages
tripadvisor	★★★★☆		Big Sur Lodge	The room was clean and spacious but austere in terms of amenities. The linens were nothing special and towels were small. No TV, fridge or microwave. Wi-fi was iffy at best. We drove off-property to check our emails, etc. The park is beautiful but we... (read more)	9-Apr-18	GSBigSurLodge

- Guestfolio is designed around how hoteliers manage their tasks and interactions with guests throughout the travel journey
- Send pre-stay, post-stay, onsite emails
- Quickly access in-house and arriving guests so you're ready for their arrival and use vital information from the guest profile to make informed marketing decisions
- See data trends with our reporting and use it to action targeted marketing initiatives or updates to your guest engagement strategy



Integrates with your PMS to create guest profiles

Profile information



Robert Ballantyne

Email test_guest+e0b15164c1@guestfolio.net

 100%




Overall satisfaction rate

 £106.25

Total reservation revenue

 £0.00

Total request revenue

 Director of design, Audi Europe
 31
 1684 followers

Created Oct 26th, 2012 at 7:27AM
Profession Product Designer, Audi
Location London, United Kingdom
Gender Male
Age 46

Subscriber interests

- Golf Spa Family

All guest reservations

Reservation number ↓↑	Check-in ↓↑	Check-out ↓↑	Room revenue ↓↑	Sign in's ↓↑	Status ↓↑
13931	Oct 25th, 2012	Oct 26th, 2012	\$106.25	5	Reserved 

KEY TAKEAWAYS



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- Responsive website design is now a requirement
- Content marketing – foundation for success
- Amplify your content via paid digital campaigns
- Do not underestimate call-to-actions
- Get creative with influencer marketing
- Video marketing is NOT the future – it's happening now
- Guests say it best – share your reviews
- Review your website and social analytics to get to know your audience

KEY TAKEAWAYS

- **Tell a story.** Stories create an emotional connection, particularly when listeners form mental images of elements of the story that matter most to them

“No Matter What You Do,
Your Job Is To

**TELL YOUR
STORY”**

—Gary Vaynerchuk

THANK YOU

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