



Creating a Social Media Marketing Strategy and Making It Work

Practical Social Media for Family Entertainment Centers

Overview

Not What or Why but

HOW

- Investment (1)
- Defining Goals (1)
- Process (1)
- Monitoring Your Brand Online (1)
- Social Media Sites (22)
- Understanding the Philosophy (1)
- Creating a Strategy (2)
- Measuring Success (1)

Investment

- **Participation** in Social Media is FREE
- The Investment will be time:
 - Initial time to set up accounts
 - Not more than 4 hours total
 - Weekly commitment to updating content
 - A half hour a week or less
- Additional paid advertizing on Social Media sites is:
 - Highly targeted
 - Reasonably Priced

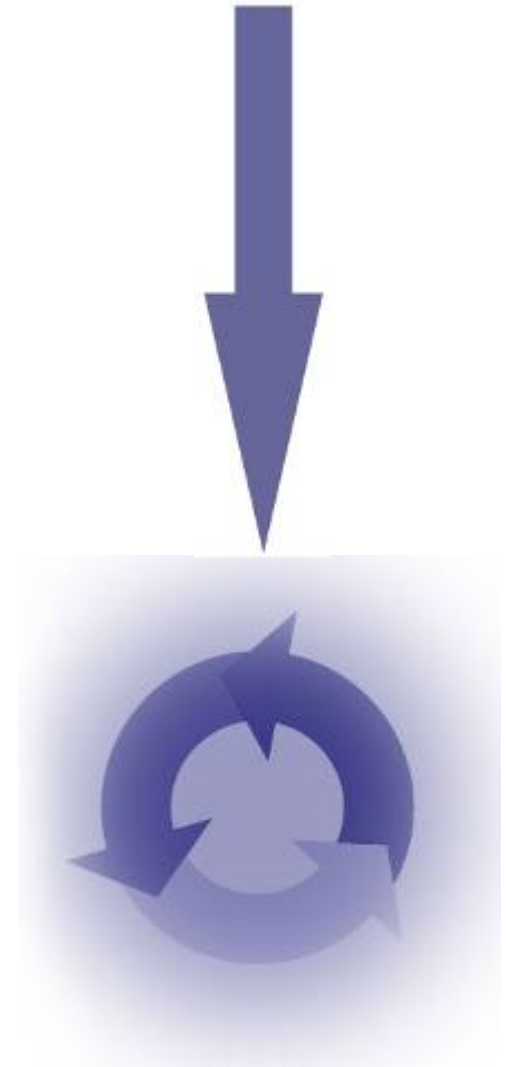
Defining Goals

- Drive visits to your facility
- Maximize Customer Communication Touch Points
 - Meet people where they are
 - Communicate timely information
 - Take advantage of a new advertizing medium
- Enhance your relationships with customers
- Build your company brand
- Provide excellent customer service
- Employee recruitment



Process

- Monitor Your Brand Online
- Select Social Media Channels
 - Sign up and Create Profiles
 - Create Connections
 - Post and Interact
- Understand the Philosophy
- Create a Strategy
- Measure Results



Monitor Your Brand Online

1. Google Alerts

1. Receive email reports each time your facility or any topic of interest to you is mentioned online in news articles and blogs.

2. SocialMention Alerts

1. Email updates of the latest relevant social media results base on search phrase.

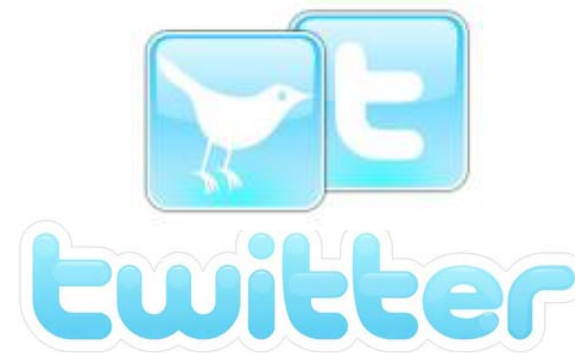
3. Twilerts, TweetBeep, TweetAlarm

1. Receive email reports when your brand or any topic of interest to you is tweeted.

4. Video Alerts

1. Email updates once per day of up to 10 keywords.

Selecting the Channels



LinkedIn



Social Media for Business Relationships

Professional Networking



- You create a **PROFILE** and have **CONNECTIONS**
- Use LinkedIn to communicate and maintain relationships with business associates. See who your Connections are working with and who they recommend.
 - Keep track of connections who change jobs
- Join Groups related to your industry to receive news and participate in discussions.
 - [IAAPA](#)
 - [IAAPA FEC Community](#)
 - Subgroup: [Operators](#)
 - [FEC-Family Entertainment Center/Location Based Entertainment](#)
- Receive email updates, so you only need to visit when you want to.



Join and Create Profile



[Home](#) | [What is LinkedIn?](#) | [Join Today](#) | [Sign In](#) | [Language](#)

Over 50 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) *

Already on LinkedIn? [Sign in](#)

Search for someone by name:

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).

Profile

[Edit My Profile](#) | [View My Profile](#)

Katie (Kelley) Bruno

Director of Website Design & Development

Cleveland/Akron, Ohio Area | Internet



Katie Bruno is working on her talks for the IAAPA show in Las Vegas. I'll be working hard in Vegas while Mark takes a motorcycle to Zion National Park. 8 days ago

Current	<ul style="list-style-type: none">Director at Website Design & Development, Ltd.
Past	<ul style="list-style-type: none">Post Doctoral Research Fellow at University of Akron
Education	<ul style="list-style-type: none">The University of AkronNorthern Illinois University
Recommendations	3 people have recommended Katie
Connections	101 connections
Websites	<ul style="list-style-type: none">My Company
Public Profile	http://www.linkedin.com/in/katiebruno

Summary

After earning a PhD in Polymer Science and working in research for several years, Katie founded wddonline in 1996 and continues to direct the company. Her experience since the early days of the Internet have given her a broad knowledge of the medium and perspective on current and emerging Internet technologies. She works as the overall director for all wddonline projects, in both art and programming.

She is active in IAAPA and has spoken at several meetings on web related topics. Currently she serves as a member of the Family Entertainment Center Committee for IAAPA.

Specialties

Information architecture, content management, website design, search engine optimization, email marketing, social media.

Create Connections



- Search for People or Companies you have worked with and invite them to Connect.
 - **Do not connect with people you do not know personally .**
- Once you have created some connections, look at *their* connections for other people you may know or have worked with.
- Join Groups of interest to you.
- LinkedIn can automatically search your email contacts at Hotmail, GMail, Yahoo! Mail or AOL upon request.
- Enter Email addresses individually or upload a contacts file from Outlook.
 - [How to export your contacts from Outlook](#)

Participate



- Post “Network Updates” to your connections on what you are currently working on or dealing with at your organization.
 - Example: Attending IAAPA in Las Vegas November 16 – 21 and giving a presentation on Practical Social Media for Family Entertainment Centers
- Continue to develop Connections .
- Initiate and participate in discussions in Groups.
- Recommend Connections.
- Find vendors and associates of people you respect.
- Targeted paid advertisements to businesses you want to reach.

Facebook

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font on a blue rectangular background. A registered trademark symbol (®) is located at the end of the word.

facebook®

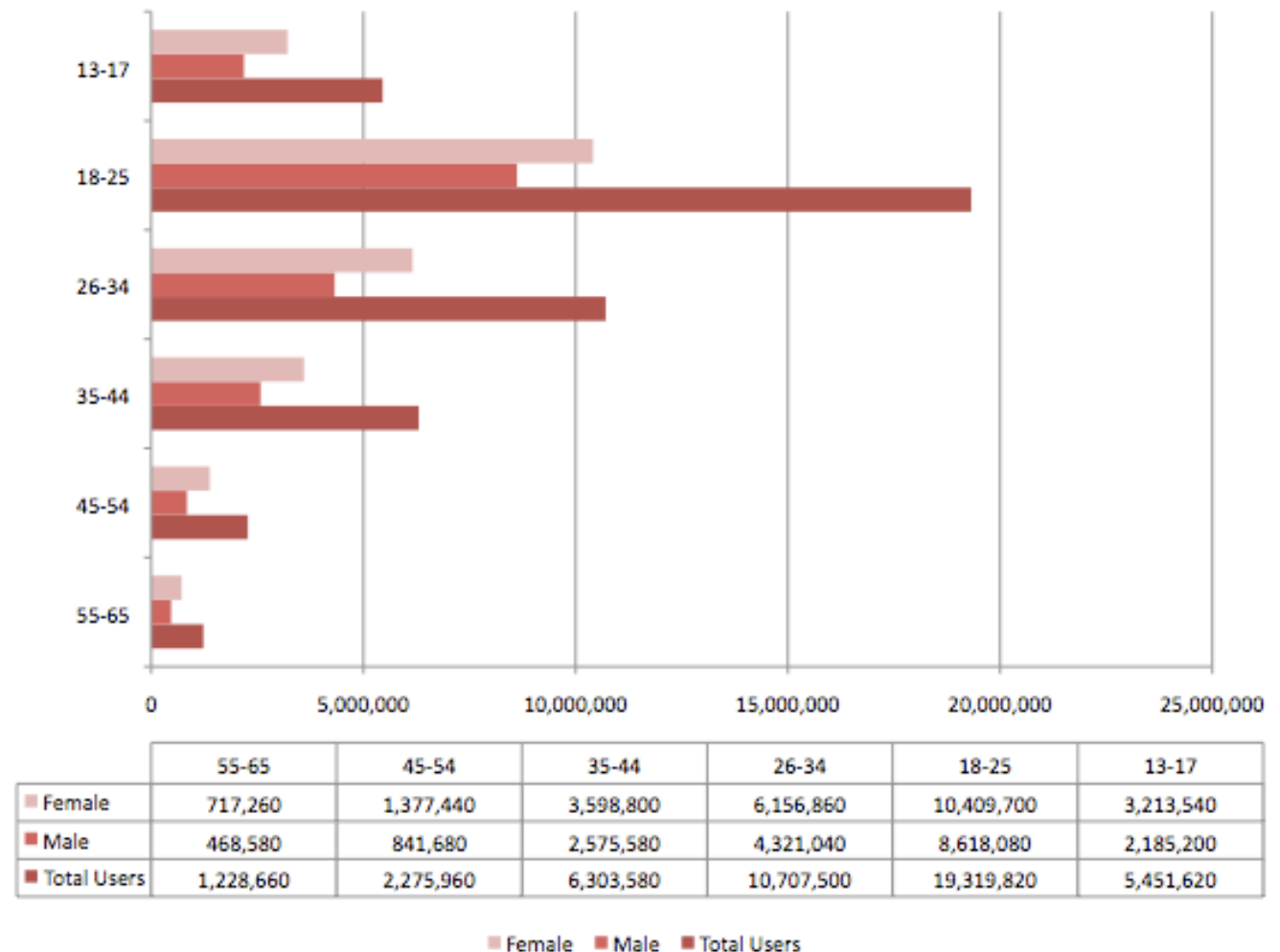
The 800 pound gorilla

Demographics



- Fastest Growing Network
- Excellent Demographics
- Higher Income Users

US Facebook Users By Age Group and Gender (2/1/09)
(InsideFacebook.com)



Profiles vs. Pages

facebook®

- **PROFILES** are for Individuals

- You create a **PROFILE** and have **FRIENDS**
- Only friends can view your profile and you can only view profiles of your friends.
- Wall: Only your Friends can post to your Wall
- News Feed/Live Feed shows what your Friends are posting
- Only your Friends can tag you in photos and videos
- You upload videos and photos to your own page only
- Only the Profile owner can update the Profile



- **PAGES** are for Businesses

- You create a **PAGE** and have **FANS**
- Anyone can view your Page but you cannot view your Fans' Profiles
- Wall: Only Fans can post to your Wall
- You do not see what your Fans are posting
- Fans can tag your photos and videos with their Friends
- You can add the ability for Fans to upload photos and videos to your Page
- Pages can have multiple administrators



Create a Page

facebook®

- Category
 - Museum/Attraction
- Name of your Page
 - Name of your Facility
 - Check box: Do not make page publicly visible at this time.
- Already have an account?
 - If you have a Profile, Fans of your Page will not be able to view your Profile or see your personal posts to your Profile.
- I do not have an account.
 - Date of Birth: Checking to be sure you are over 13



Configure Your Account

facebook®

- Settings
 - Published or Unpublished
- Wall Settings
 - Show posts by you and fans? Yes
 - Default landing tab for your page?
 - Info
 - Wall
 - Fan Permissions
 - Post to Wall? Post Photos? Post Videos? Post Links?
- Facebook Mobile: Do It
 - Update your status AND upload photos and videos from your phone!
- Applications
 - Discussion Board: Your choice. Most People will just post to your wall.
 - Events: Yes. Allows you to post events, fans to RSVP and share the event.
 - Links: Yes
 - Notes: Yes, sort of like a Facebook Blog, Good place for coupons.
 - Photos: YES!
 - Reviews: Your choice.
 - Video: YES



Add Additional Admins

facebook®

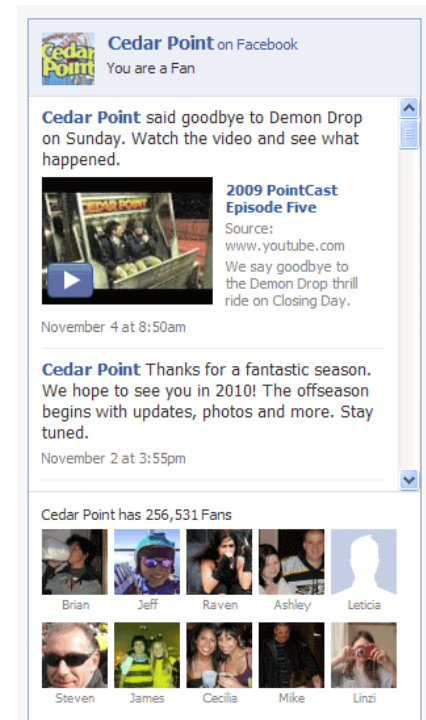
- Don't want to do it alone? Delegate!
 - Add a trusted employee as an *additional* Admin to be able to manage the Page for you.
 - You can delete them as an Admin at any time, but they can't delete you.
 - Spot check the Page to make sure they are keeping up and posting appropriate content.
 - Become a Fan of your own Page



Create Connections

facebook®

- Post a sign on-site at your Facility
- Your Website
 - Page Badge
 - Fan Box Widget (Cut and paste code into your site.)
 - Share Content (Cut and paste code into your site.)
- Include a link in your personal email signature and in all of your Email Marketing mailings.
- Encourage all of your employees, friends and family to become Fans of your Page.
- Advertise on Facebook.
 - Target Geographically and Demographically
 - Create your own daily budget
 - Pay per click or pay per impression



Post and Interact

facebook

- Post at least 1 time per week, not more than 3 (rare exceptions)
 - Update your status with special offers, discounts, coupons, or just entertainment.
 - Interact with Fans who post on your wall
 - Fun Photos: with permission of course
 - Attractions
 - Parties: Camps, Group Events
 - Guests enjoying attractions and food
 - Employees, Employee Families
 - Videos
 - From your phone, Flip Video, or any video camera that plugs into your computer
 - Special Events
 - No school tomorrow?
 - Facebook Friends Day?
 - A great example of good execution: [Swings-n-Things](#) 3,344 Fans and Counting!



Swings-N-Things Vote for Swings-N-Things as the Best Miniature Golf Course in Cleveland on the Fox 8 Hotlist, after you vote for us print the confirmation page of your vote for Swings-N-Things and bring it in anytime between March 26, 2010 – May 2, 2010 and receive either a FREE round of Miniature Golf OR \$5 off a Karts Plus Pass as 0...[Read More](#) ▾

fox8.cityvoter.com

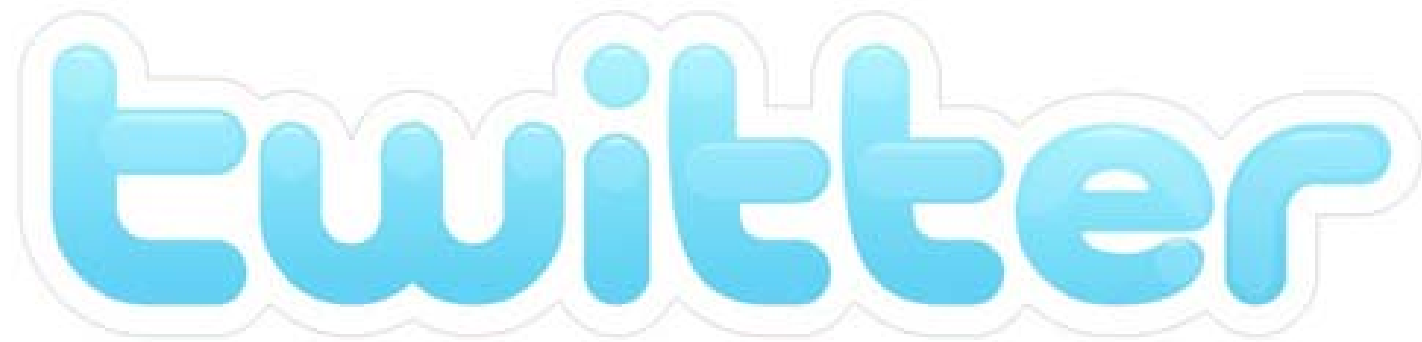
Source: fox8.cityvoter.com

📅 October 26 at 1:22pm · [Comment](#) · [Like](#) · [Share](#)

👍 Nicole Martin likes this.

Write a comment...

Twitter



What are you doing right now?

The Microblog



- You have an **ACCOUNT** and have **FOLLOWERS**



websitejeff Checking out the new @DisneyParks mobile magic websites; so far, I'm impressed. Will definitely be including in my #iaapa2009 presentation.

12:26 PM Nov 11th from TweetDeck

- Twitter allows you to post Tweets which are 140 character messages to your Followers.
- Many users receive Tweets on their cell phones .
- Users can “ReTweet” your message to their Followers, and so on and so on.
- Anyone can see anyone else’s Tweets by searching on a topic and anyone can comment on anyone else’s Tweets, unless specifically marked as private.
- Mention other Twitter Accounts in your Tweets: @cedarpoint



Create an Account



- Sign up Now on Twitter.com
 - Full name
 - Username
 - Password
 - Email
 - That's it!



- Here is a great video on [How To Use Twitter](#) (4 minutes)
- Explore using Search or Trending Topics

Settings

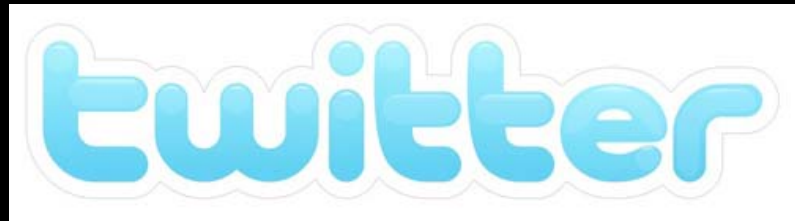


- Fill in the Account Information under Settings to help people find you
 - URL of your website
 - One line "bio" you can use as a description of your facility
 - Location
 - Protect my tweets? NO!

- Picture and Design
 - Add a picture to display with your tweets
 - Customize the background of your Twitter feed online. ([Example](#))

- Mobile
 - Input your mobile phone number to allow you to send Tweets via text message.
 - Device Updates "On" will send to your phone Tweets you are following, replies to your Tweets and direct messages to your phone.

Get Followers



- Promote via signage on-site at your facility.
- Display the Twitter logo and link to your Account from your website.
- Link to your Twitter Account in the signature of your personal email and also from all of your Email Marketing emails.
- Promote your Twitter Account on your Facebook, YouTube and LinkedIn page.
- Ask Friends, Family and Employees to become Followers.



Katie R. Bruno

Marketing Manager, Katie's Fun Center
330-334-3132



Post and Interact



- Messages must be 140 characters or less.
 - Use services such as <http://tinyurl.com> to shorten long URLs you may want to include in your message.
 - <http://www.cedarpoint.com/public/park/rides/coasters/corkscrew/index.cfm> becomes <http://tinyurl.com/mahyv>
- Messages from your facility should be timely and relevant.
Tweet only when you have something of value.
 - Come in today for a Twitter rainy day special. Mention this Tweet.
 - Special event this weekend
 - Added something cool to your website , YouTube, or Facebook account
 - [Swings-N-Things](#) Twitter Account
- Post Photos using TwitPic.com
- Post your Facebook status updates on Twitter automatically.
 - You set this up in your Facebook Page settings.

YouTube

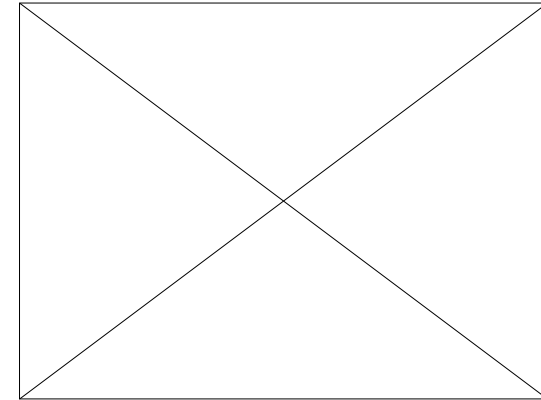


Broadcast yourself.

Free Online Videos!



- You create a **CHANNEL** and have **SUSCRIBERS**
- Upload your videos for the world to see to generate interest in your facility and traffic to your site.
- YouTube video content is searched by Google and is considered quality content. Your videos may be easier to find than your site.
- YouTube Videos can be easily embedded on your website to allow you to have video on your site for free.



Sign Me Up



- Click on “Create Account” on the YouTube homepage
 - No difference between personal and business accounts.
 - Username: Use your facility name as one word such as “KatiesFunCenter”
 - Location: Country
 - Postal Code
 - Date of Birth: Making sure you are over 13
 - Gender
 - Add YouTube to my Google Account or create a Google Account
 - Email address
 - Password
 - Verify Email Address
 - You now have a YouTube “Channel” that you can:
 - Customize the look
 - Upload videos
 - Favorite other’s videos



Customize Your Channel



- Settings
 - Title: Full name of your facility
 - Channel Tags: Keywords and Phrases
 - Mini golf
 - Go karts, go carts
 - Paintball
- Themes and colors
- Modules
 - Comments
 - [Wilsonville Family Fun Center Channel](#)
 - [YouTube Help](#)

Add Videos



- Upload any and all videos you have.
- Up to 2 GB and up to 10 Minutes.
- You can automatically share your uploads on Facebook and Twitter.
- Make sure your Title includes the **name of your facility** and **keywords** that describe the content.
- For each video write a unique keyword rich Description that includes the URL of your website and an invitation to join one of your other social media sites.
- Add Tags which are keywords the help your video be found by other users and allow users to create a Playlist based on your tag.

Promote Your Videos



- Take advantage of the Transcript, Caption and Annotation features to make your video more visible to search engines
- Add a link to your YouTube Channel on your site
- Add a link to your YouTube Channel in the signature of your emails
- Link to specific videos within your email marketing campaigns
 - Highlight a specific attraction
 - Show an event
- Embed videos into your website
 - Just cut and paste a piece of code.
- Examples:
 - [Wilsonville Embedded Video on Their Site](#)

Putting it all together



Understand the Philosophy

1. Unlike other marketing avenues where people are just addresses, the core of Social Networking is that people are PEOPLE.

2. Give your users the type of information *you would like to receive* as a consumer.



cedarpoint Eating leftover chocolate fudge from the season. See? Winter has its benefits! (P.S. It's still fresh)

4:26 PM Nov 6th from web

3. Value Entertainment and Humor

4. Strive for Authenticity, Transparency and Honesty

5. In all writing, maintain a Conversational Tone vs. Marketing Tone

1. Come to Cedar Point for our last two weekends of Halloweekends.
2. Cedar Point is rockin' the scares for two more weekends. Not much time left! Who's coming?

6. Consider negative comments and feedback a customer service opportunity. Serve instead of defend. Your fans and followers *will defend you!*

Create a Strategy (1 of 2)

1. Set aside or set up an email address you control for all of your Social Media accounts.
2. Select which of the Social Media opportunities you will use.
3. Delegate responsibility for each channel to an appropriate staff member *if you do not want to do it yourself*.
4. Set up the account and customize the profile or have your delegated staff member do it.

Create a Strategy (2 of 2)

5. Review the account setup and profile design with your staff member to be sure you like it, it represents your brand and that all information is correct and appropriate.
6. Decide on the appropriate level of participation and communicate your expectations to your staff member.
7. Review postings by your staff on a regular basis, (depending on your level of trust).
8. Review the overall strategy and staff member performance annually.

In Conclusion: Measuring Success

1. Growth trends in the Number of Fans, Subscribers, Connections or Followers
2. Amount of interaction and how often your information is shared – creating engaged customers
 1. [Facebook Insights Tool](#)
 2. [Retweet trackers](#)
3. Traffic generated on your website from Social Media Channels
 1. Read your traffic reports
 1. Traffic Sources and Referring Websites
4. Direct response at the facility to announcements and promotions
5. Improved Search Engine Ranking
6. Improved Click Through Rates on Online Ads

Mobile Marketing

- **Internet In The Palm Of Your Hand: A Guide To Mobile Web Sites And Applications**
 - **Jeff Prystajko**
 - **Thursday at 9:00 a.m.**
 - **Room s225**
 - **Facilities Operations Track**