

Integrating Social Media Into Your Resort



Social Media can serve multiple areas of a resort

- ✓ Marketing
- ✓ PR
- ✓ HR
- ✓ Customer Service
- ✓ Operations



Integrated Online Marketing



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Marketing

- ✓ Word Of Mouth : leveraging the influence of your brand advocates
- ✓ Engagement: retention
- ✓ Direct marketing : Direct messaging via Facebook, Tweeting
- ✓ Indirect marketing : News feed updates (Facebook)
- ✓ Viral distribution of media : Users sharing videos/photos/posts
- ✓ SEO



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Public Relations : Influencing the Professional Influencers

- ✓ Traditional Media : Hungry for spoon-fed content
- ✓ Bloggers
- ✓ Reputation Management



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Human Resources

- ✓ Recruiting
- ✓ Employee retention & rewarding



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Customer Service

- ✓ Answering questions
- ✓ Responding to issues
- ✓ Feedback



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Operations

- ✓ Awareness of on-mountain status or hazards
- ✓ Feedback



Implementation of Social Media



People

To setup, customize and tune the engine



People

To monitor and drive (you)



People

Yes, but I'm already slammed



People

WANTED : Social Media Manager

Savvy resort wishing to increase skier visits and customer yield seeks social media personality to engage with customers, and produce fun authentic media for fans to share with all of their social friends.

Skills

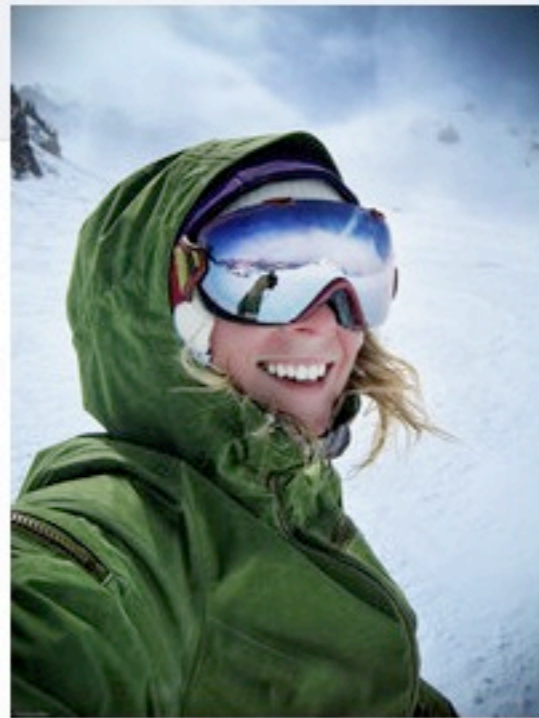
- **Video production**
- **On-air broadcasting**
- **Understanding of social media tools and methods**
- **PR/Marketing/Customer Service experience**

Personality

- **Friendly**
- **Self drivens**
- **Good judgement**
- **Creative**



People



[Send Halley a Message](#)

[Poke Halley](#)

In a nutshell, I snowboard, film, host, write, take pictures, and travel.

<http://halleyobrien.com/>

Halley O'Brien

Wall

Info

Photos

Video

Write something...

Attach:   

Share

Filters



Halley O'Brien via **Mountain Creek**: Yeah Huge!!



Industry Profile: Mountain Creek Marketing & Sales Manager Hugh Reynolds - Shayboarder.com

www.shayboarder.com

Shayboarder.com features articles on the snowboard industry, riding trips, resort reviews, product reviews, and interviews.

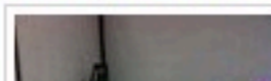
 Yesterday at 9:47am · [Comment](#) · [Unlike](#) · [Share](#) · [Flag](#)

 You and Elizabeth De Rosa like this.

Write a comment...



Halley O'Brien Waiting on a picture of my actual family...



Social Engagement Examples



Mountain Creek

Wall Info Photos Video Links Notes >>

Write something...

Attach:  Share

Mountain Creek + Others Mountain Creek Just Others

Mountain Creek Mountain Creek's own Hugh Reynolds got some love on Shayboarder.com.

 Industry Profile: Mountain Creek Marketing & Sales Manager Hugh Reynolds - Shayboarder.com www.shayboarder.com Shayboarder.com features articles on the snowboard industry, riding trips, resort reviews, product reviews, and interviews.

Yesterday at 9:33am · Comment · Like · Share · Flag

Halley O'Brien and 6 others like this.

Homer Horowitz Huge timin' it for the win! 20 hours ago · Like · Flag

Write a comment...

Mountain Creek

Mountain Creek's High Five 5-Pak Explained www.youtube.com Hi kids! Do you want to save big on your Mountain Creek All-Access Season Pass? Of COURSE you do. Buy your season pass in a group of 5 to save \$40 a person - that's a group savings of \$200! Or, you could join a boy band and ruin your life. The choice is yours.

Thursday at 3:53pm · Comment · Like · Share · Flag

Hugh Reynolds and 7 others like this.

View all 10 comments

Doug Petro ^ i agree Thursday at 10:02pm · Like · Flag

6 Friends Like This

Hugh Reynolds Steve Dodge Stew Jensen

Halley O'Brien Becca Welch Geoff Hablow

13,157 People Like This

Emily Hurley Long Dori Desiderio Karpinski Matt Calandra



Social Engagement Examples

Schweitzer Mountain
SchweitzerID's Channel

Subscribe

Uploads

MISSING

Barbie Doll

Height: 11 inches (in heels)
Weight: Unknown (they never tell the truth anyway)
Hair Color: Light Brown (this week)
Eye Color: Blue (of course)

Last Seen: Strutting her stuff at Schweitzer Mountain Resort with Ken Doll (no relation... that they'll admit to).

0:01 / 2:13

360p CC



Social Engagement Examples



Take Aways

1. Set goals and measure
2. Integrate across your marketing plan and throughout your resort
3. The easy part is setting it up. You must have people to drive it.
4. Engage with Influencers and turn them into Brand Advocates
5. Listen, Test, Adapt continuously
6. Fear not
7. As resorts – people love you and want others to love you too.
8. So... share the Love



Thank You

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