

RESTAURANT & HOSPITALITY SOCIAL MEDIA MARKETING BOOTCAMP 2010

Bootcamp Agenda

1. Understand how social media has evolved
2. Define social media
3. Understand the power of the guest experience and how it's amplified in social media
4. Understand where your operations lies in being "ready" to be "social"
5. Review how social media reflects your brand
 - a. Our industry's reaction and acceptance to the “re-inclusion” of conversation and engagement into our business
 - b. Importance of reputation management and recovery
 - c. How your brand is evolving with or without your involvement
 - d. Facilitating guest experiences across different social channels
 - e. Examples of the good, the bad and the very ugly
6. Define how social media affects multiple marketing & business objectives
 - a. Learn how social media ties into search
 - b. Understanding the importance of content

- c. Importance of creating new priorities: authenticity and transparency
7. Learn about new roles, responsibilities & positions
- a. Passing a point of no return
 - b. Stepping outside of your comfort zone
 - c. Establishing rules of engagement for social media
 - d. Adapting existing social behaviors to new platforms
 - e. Review the social media marketing process
 - i. Steps to participating in the “conversation”
 - ii. Implementing a solid process for success
 - f. Steps to defining clear objectives
 - i. Develop a strategy specifically for your business and objectives
 - ii. Understand the different ways that guests engage with your brand
 - g. Learn about different ways to build and participate in your community
 - h. Review of the various social media platforms and purposes
 - i. Define what each channel means to your brand
 - j. Review how to monitor social activity and conversation
 - i. What consumers are saying about your brand
 - ii. Capabilities of social media monitoring tools
 - iii. Overview of the tools and the players
 - k. Define and identify the influencers for your business and your community
 - l. Understand how to apply the data and trends gathered from monitoring
 - m. Review why and how to measure

- i. Collecting feedback from multiple sources
 - ii. Measurement based on objectives
 - n. Define direct and indirect metrics
 - o. Learn how to calculate ROI
 - i. Understand the expenses relating to social marketing management
 - ii. Calculate ROI is not always straightforward
 - iii. Sort out the “black & white” amid the “gray”
- 8. Review of the social network market(s)
 - a. Scale: dissecting the market leaders
 - b. Highlight the trends and fastest growing platforms
- 9. Define opportunities within leading networks Facebook, LinkedIn, Twitter
 - a. How to become part of the experience
- 10. How to maintain authenticity of your brand's' presence
- 11. Learn the differences between marketing versus advertising opportunities
 - a. What marketing or advertising within social networks means to your brand
- 12. Examine why blogs matter to your business
 - a. The state of the blogosphere
 - b. Review blog structure and elements
- 13. Define what people are blogging about and why
 - a. Is blogging right for you?
 - b. Advertising on blogs
- 14. Learn how blogger outreach programs can help influence the influencers
 - i. Managing a new type of PR

ii. Ways to work with bloggers

15. Review the evolution and trends of micro-blogging
 - a. What is micro-blogging?
 - b. The players: Twitter and beyond
 - c. Lack of rules, no lack of etiquette
16. Define the unique benefits to guests & brands
 - a. The power of multi-platform
 - b. Living in the “now” generation
17. Learn about the marketing applications of Twitter
 - a. Various marketing & business objectives
 - b. Required commitments to participate
18. Review of the power of word of mouth
19. Define viral marketing
 - a. Viral is an outcome not a marketing discipline
 - b. Developing compelling content and assets
 - c. Does buzz equal success?
20. Learn about the most common pitfalls of trying too hard
21. Practicing social media: checklist of platforms to experience
22. Review steps to establish your social media programs