

Facebook for Hospitality



Presented by:

HEATHER PIAZZA

Marketing Advisor, Business & Entrepreneurship Center

ANDREW HEALY

Chief Social Officer, 3 rock marketing



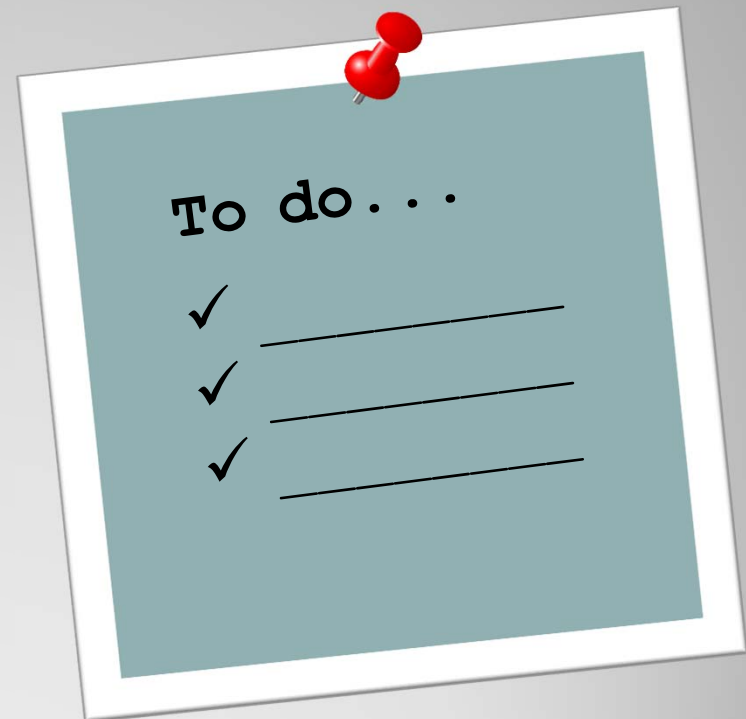
Facebook: Facts & Figures

- Created & founded in 2004
- 880 Million+ daily users
- 145 Million + U.S. users
- Multi-generational usage
- #1 Outlet for social media advertising



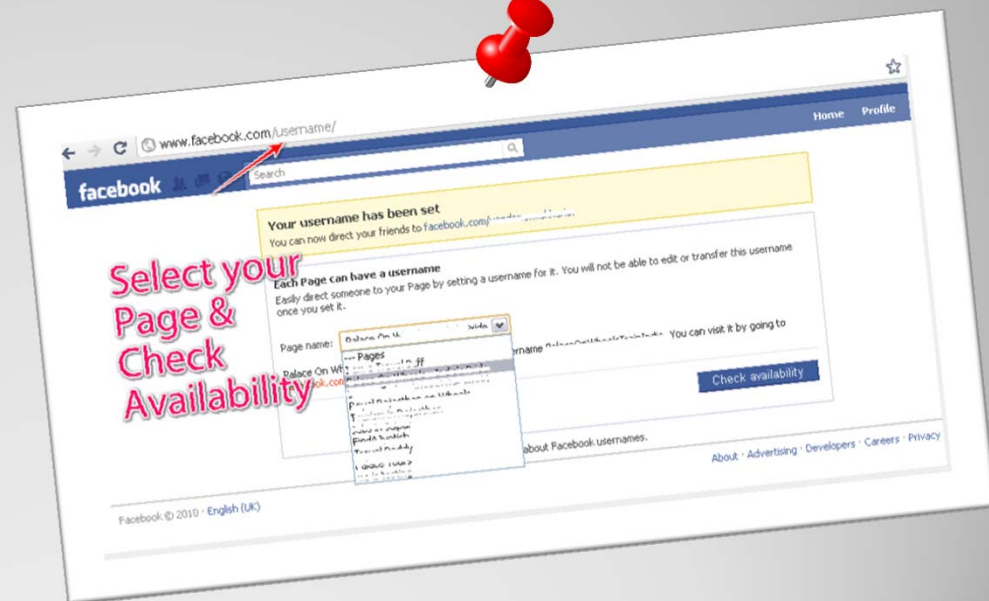
Facebook: Must Do List

- Claim your URL
- Fill in your information
- Build your social circle
- Check your insights
- Engage as the page
- Add your email list
- Facebook advertising
- Facebook Timeline



Claim Your URL

- www.facebook.com/username
- Why?
 - Uniform branding
 - Search ranking
 - Looks professional



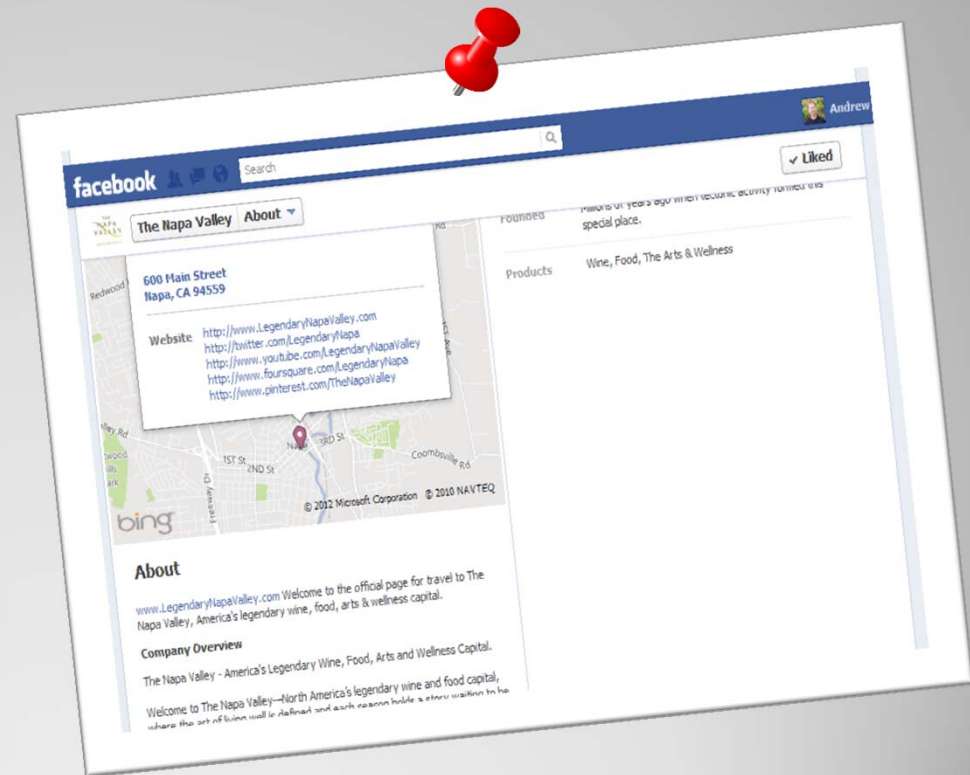
Add Your Information

- Why?
 - Sell yourself
 - Tell your story
 - First impressions



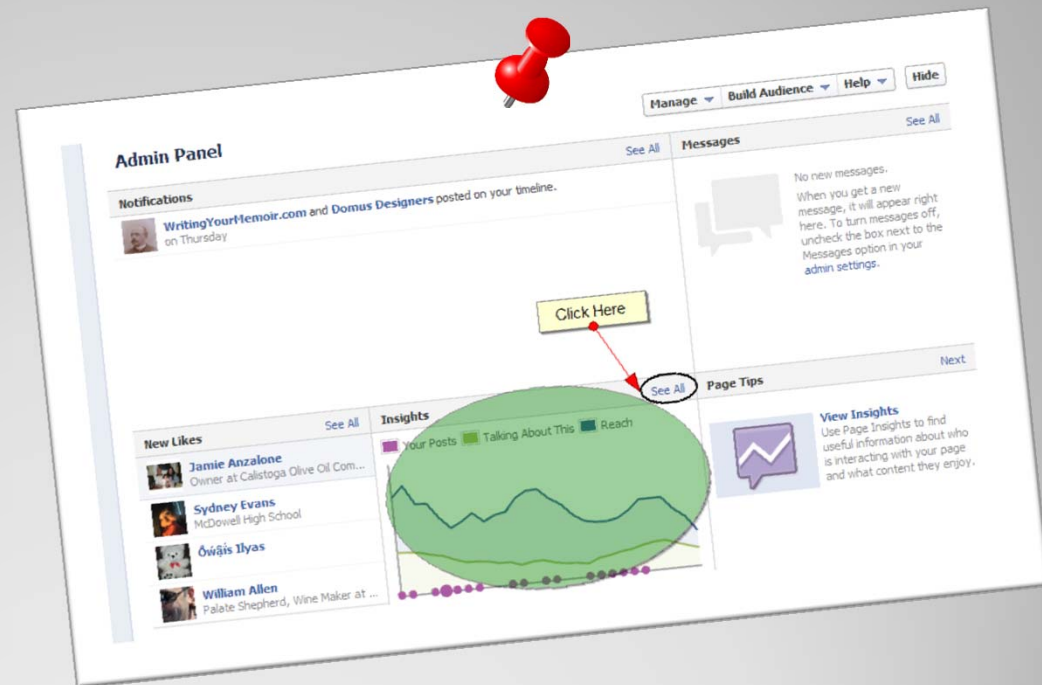
Build Your "Social Circle"

- Why?
 - Website is the Hub
 - Extended engagement time
 - Utilize existing platforms



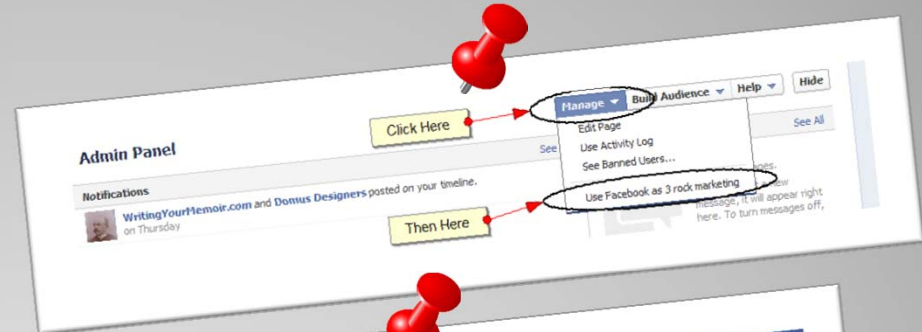
Check Your Insights

- Why?
 - Data is power
 - Is it working?
 - Who are you talking to?



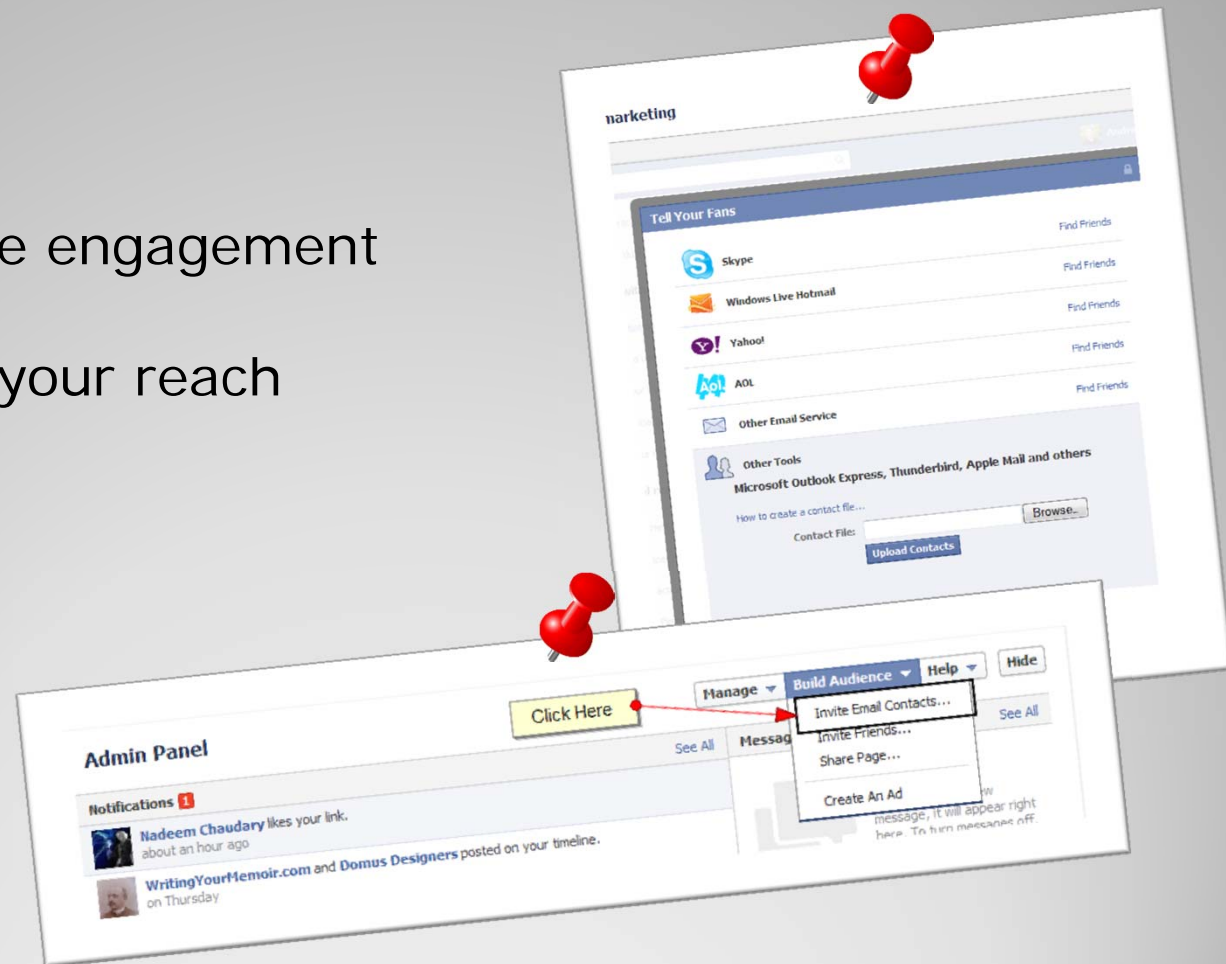
Engage as the Page

- Why?
 - More genuine
 - Join conversation
 - Increase your reach



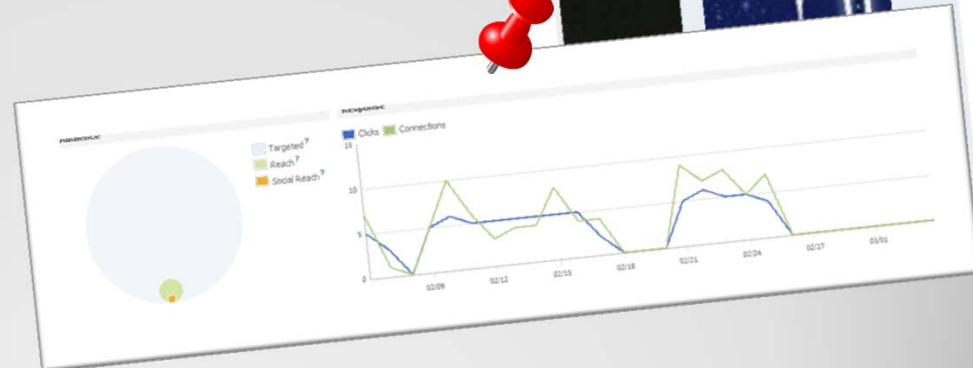
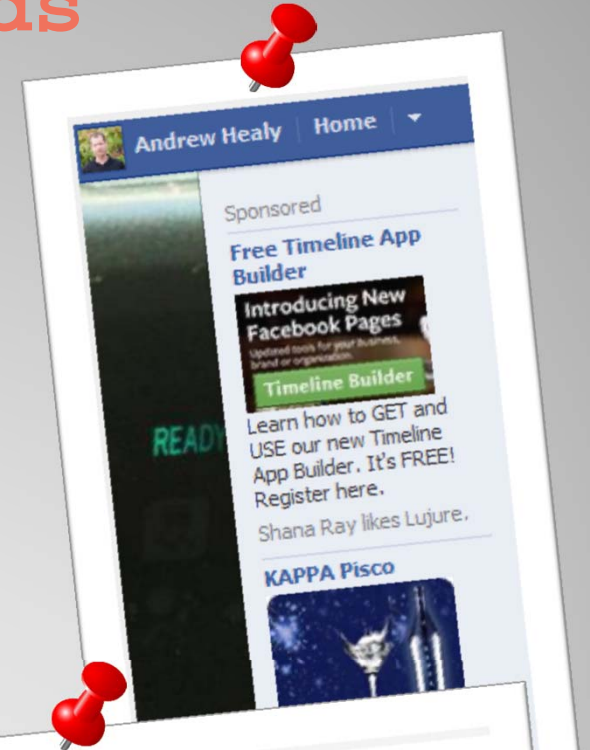
Harness Your Email List

- Why?
 - Encourage engagement
 - Increase your reach



Facebook Ads

- www.facebook.com/ads
- Why?
 - Low cost
 - Highly targeted & relevant
 - Simple to start & manage



Facebook Timeline

- Increased Facebook real estate
- Greater integration of apps
- Loss of default landing page
- Focus on Facebook ads
- Engaging (visual) content will be key



Resources

- www.allfacebook.com
- www.mashable.com
- www.socialcandy.com



What do we do at 3 rock marketing?

- **Social Media**

Set Up | Training | Strategy | Optimization | Advertising | Reporting | Monitoring | Output | Viral Campaign Management | At Event Coverage | Workplace Policies, Procedures & Guidelines | Custom Facebook Development | f-commerce

- **Website Development & Design**

Design | Creation | Coding | Content Creation | Analytics | Integration | Hosting | Management | e-Commerce | Mobile Optimization

- **Email Marketing**

Template Creation | Social Media Integration | Analytics | Video Email

- **Visual Media**

Photography | Videography | Graphic Design

- **New Media Relations**