

# Visual Media for Hospitality



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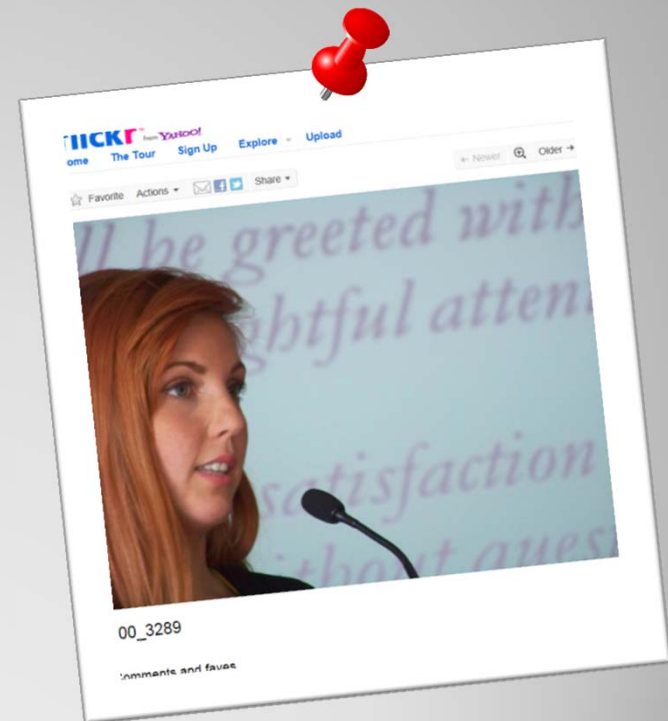
# Photo Sharing

- Additional outlets for customers to find you
- We live in a “Visual Paradise” all year long
- Tag photos & videos with search terms
- Images are evocative & trigger emotion
- Optimize your website
- Say “BYE” to Flash



## Flickr: Must Do List

- Use your website URL as your screen name
- Promote your business, products & services on your profile
- Upload quality photos
- Caption each image
- Find & join appropriate groups
- Link your site to your photo stream
- Interact & share!



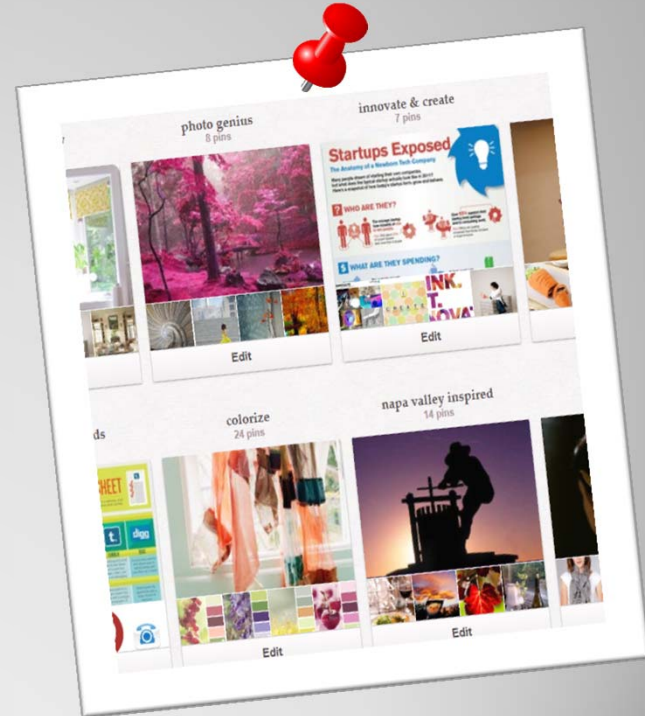
# Pinterest

- 103 Million visits in February
- Travel, food & wine are HUGE online conversations
- Visually appealing
- Easy-to-use, quick & easy interface
- Huge usage by young, female, educated mid-western demographic
- Refers almost as much traffic as Twitter



# Pinterest: Must Do List

- Don't just put up a page – be creative!
- Update boards every week
- Create links back to your website & to other social media sites
- Have a daily or weekly theme
- Promote beyond your business
- Follow early adopters & big leaders
- Use keywords & hashtags like Twitter
- Enable your community to add



# Video as a Viral Tool

- YouTube gets 2 billion+ views per day
- YouTube appears in Google searches
- Ability to target advertising
- Videos are “timeless”
- Referenced from other outlets
- Open-coded videos can be placed anywhere & drive views to YOUR channel



## Video: Must Do List

- Invest \$ in good quality
- Tag your channel & video
- 30-90 seconds in length
- Create uniform top & tails
- Put your website at the “top”
- Leave your code “open”
- Include a call to action
- Build your social circle



## Resources

- [www.smallbusinesssem.com](http://www.smallbusinesssem.com)
- [www.pinaquote.com](http://www.pinaquote.com)
- [www.usatoday.com](http://www.usatoday.com)
- [www.prnewsonline.com](http://www.prnewsonline.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**