

Social Media and your Door County Business

THE MARKETING BENEFITS OF SOCIAL MEDIA

- Allows you to have one-to-one communication with your customers, enhancing your relationship with them.
- Gives you the opportunity to begin listening to what others are saying about your company.
- Gathers feedback about your company's new products.
- Personalizes your brand and creates stronger loyalty.
- Provides channels to produce and distribute exclusive content that can be shared, which in turn extends the "voice" of your brand.
- Shares exclusive information and offers with your most loyal customers.
- Provides a cost-effective extension of your public relations strategy.
- Provides a platform to build communities for your brand enthusiasts – around your products, services, and company.
- Offers opportunities that will bring continuing exposure to your company.
- Provides potential opportunities for word-of-mouth buzz.



THE IMPORTANCE OF MANAGING YOUR ONLINE REPUTATION

Online reviews are here to stay...and they are one of the most influential things that drive customers to, or from, your business. Staying on top of and responding to reviews is a necessary part of creating a relationship with potential customers based on trust. Every business will eventually get some negative reviews. How you handle it is what matters. 78% of online users said that online reviews help them decide whether to purchase a product or visit a venue. Even if you choose not to pay attention to online reviews, your customers still will be doing so. Taking the time to respond to both positive and negative reviews shows your customer something important: you care about your business. You give value to future customers by showing you take feedback seriously and strive to constantly better your business. Studies show that when a potential customer sees a negative review that was politely responded to they are still likely to use your business. Everyone makes mistakes...it's how you handle it that matters.

Responding to negative reviews in a timely fashion also helps to prevent more negative reviews. It helps reviewers realize that you are paying attention and some become too shy to go against a business that speaks back. A recent Harris survey also found that 33% of negative reviews that got responded to were actually deleted and turned into positive reviews! Sometimes customers just want to be heard and once they realize you care...they change their tune. All businesses should take their online reputation seriously. It can do nothing but benefit you in the future.

KATE RISPENS: SOCIAL MEDIA MANAGER



Kate Rispens is always proud to say she was born and raised in Door County. After graduating from Gibraltar High School she attended the University of Wisconsin-Milwaukee where she studied Marketing and

Computer Technology. Kate spent the next 10 years in Milwaukee using her marketing and business skills to help launch numerous ventures and turn them into successful small businesses. After returning home to Door County, Kate is very excited to use her extensive skills to help local businesses get the most out of their social media presence, helping to drive customers right to their door. Kate stays up-to-date on all the current trends in social media and uses her unique knowledge of Door County to help merge the two worlds together.

SOCIAL MEDIA PLANS

BASIC We handle creating and managing the full scope of your social media platforms, including Facebook, Instagram, Pinterest, and Twitter, among others. This includes the writing of creative copy, the shooting of new photography and relevant postings on your behalf at least twice per week, as well as handling client messages and requests and creating and managing your accounts for Yelp, TripAdvisor and Google Places. **\$195 per month**

PREMIUM Everything featured in the Basic plan, plus managing and responding to your online reviews on all of the most popular review sites. Includes a monthly report with reviews and productivity. **\$295 per month**

PRO Everything featured in the Premium plan, plus a monthly e-newsletter to your subscribed clients. We'll also help you develop and expand your opted-in email lists with promotional programs and other email-collection devices. **\$395 per month**

ASSOCIATIONS Everything featured in the Pro plan, plus a monthly e-newsletter to your subscribed clients, and regular visits to members and other vested interests to gather news and photography. **\$495 per month**

RETAIL PRO Everything featured in the Pro plan, plus setting up an online store. We handle everything from creating the online store to photographing merchandise to assuring customer payment. All you need to do is pack and ship it! **Custom... Ask for pricing**

SOCIAL MEDIA QUICKLY EXPLAINED



FACEBOOK

One of the best ways to connect with your potential clients and get the word out about your business. With 2 billion users, 47% of users polled said Facebook has a greater impact on their purchasing than any other social network.

- Increases exposure to potential clients
- Shares photos and news regarding your business to engage customers
- Creates "share-worthy" content that your followers will share to their friends and colleagues
- Creates specials or events for your loyal followers
- Keeps your customers up-to-date on specials, sales or events
- Keeps you informed as to what your customers really want from your business
- Builds loyalty: Studies show that customers who see you are active and available on your Facebook page are more likely to do business with you.

Who should use Facebook: All Businesses



INSTAGRAM

With over 800 million users, Instagram is the go-to place for visual media. Share photos and videos with your followers that pertain to your business. Generate buzz! *Who should use Instagram: Resorts, Hotel and Motels; Restaurants, Stores, Salons, Craft Businesses, and other Businesses for whom Visuals are important marketing tool*



TWITTER

Over 300 million users. When polled, more than 85% of Twitter users said they are more likely to buy products or services from a business they follow, when given the option... • Communicates directly with potential customers • Shows customers your personality...what sets you apart

- Helps you stay current on trends that affect your business
- Generates more leads and gains exposure for your company

Who should use Twitter: All Businesses



PINTEREST

With over 1.7 billion users Pinterest has become a major player in social media. Pinterest brings your products and services to the forefront and allows other users to share them, making your products visible to millions of users. Also helpful for linking back to your website, driving traffic to where you need it most. A visual form of advertising, Pinterest works best for businesses with a product or location.

Who should use Pinterest: Resorts, Hotels and Motels; Restaurants, Stores, Salons, Craft Businesses, and other Businesses for whom Visuals are important marketing tool



YELP

An excellent way to get valuable information to its 70 million users. Display your menu, pricing, photos of your products and other important information. View customer reviews of your business, gain valuable feedback, and have the opportunity to respond to customer input.

Who should use Yelp: All Tourism-Based Businesses



TRIPADVISOR

Like Yelp, a great way to get valuable info to millions of users. The audience is a slightly older demographic than Yelp. Display your menu, pricing info, photos of your product and other important details. View customer reviews of your business, gain valuable feedback, and have the opportunity to respond to customer input. *Who should use TripAdvisor: All Tourism-Based Businesses*



GOOGLE PLACES

Ensure your business is easily found via a Google search. Google Places gets you a link on the map as well as ensures your information is current for potential customers. A must in this smartphone-driven world. With a click of a button, your potential customers can find your website, contact info and even driving directions, leading them right to your door!

Who should use Google Places: All Businesses



CONSTANT CONTACT AND/OR MAIL CHIMP This subscriber-based email service is a must for hotels and resorts, but it's also the perfect tool for any business that's willing to collect customer email addresses as a means of staying in direct future contact. A monthly newsletter can highlight all your upcoming events, plus the other Door County attractions that might lure someone back for a visit. Create weekend specials that can encourage subscribers to book quickly. Subscribers who had no prior plan to return then see an event they didn't know about or a deal they like and book the same day. Also a great tool to promote new products and services. *Who should use Constant Contact and/or Mail Chimp: Resorts, Hotels and Motels, Retail Stores, and all Service-Based Professions*



MORE REASONS TO MAKE SOCIAL MEDIA A KEY PART OF YOUR MARKETING

- 1) For just one quick example, if two families of four come into a restaurant and order dinner based on a posting they saw on social media, the package has already paid for itself that month!
- 2) For hotels, if someone books one room for the weekend, the social media package has already paid for itself!
- 3) Your competitors are on social media. When customers are trying to decide where to shop-eat-stay, the stronger your online presence, the greater chance you have of bringing in customers.
- 4) Smartphones are now a key way that tourists find things to do and places to go. Social media has thus become one of the major tools your business can use to get in front of these visitors.
- 5) E-newsletters are a terrific way for hotels to bring in new customers. Creating special packages that are only available to subscribers can grab the attention of people who weren't even thinking of a trip. Your e-newsletter should showcase events around the county, causing e-news recipients to find an immediate reason to book a room...and immediately paying that month's social media fee.
- 6) Most businesses say that they are going to do their social media, but the majority quickly lose steam. Then their pages look unattended and can scare off potential customers. Some businesses have a staff member who plans to handle it. But that staff member also usually loses interest or leaves the company, and the pages are left unattended once again. In social media, it's very important to stay present, timely, and engaged!



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