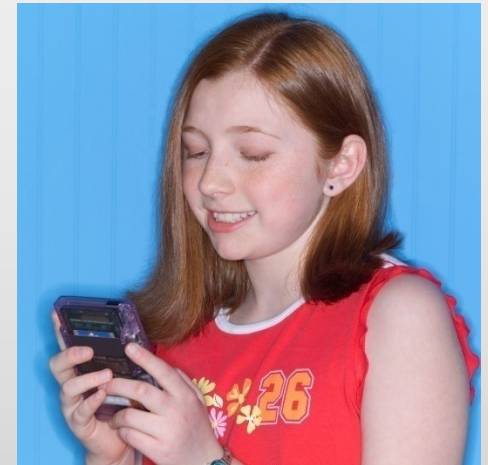


Making It Real in a Virtual World

Deb Kohls, VP Friend Communications/Leisure Holding
Peter Pelland, President, Pelland Advertising

Agenda:

- ▶ Define and differentiate the virtual world
- ▶ Why it matters
- ▶ Managing the new virtual
- ▶ Making it real
- ▶ Measuring and Monitoring(tools)

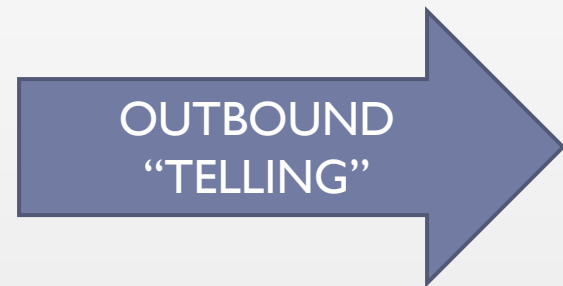


What is Virtual?

Goal: Touch More with Less

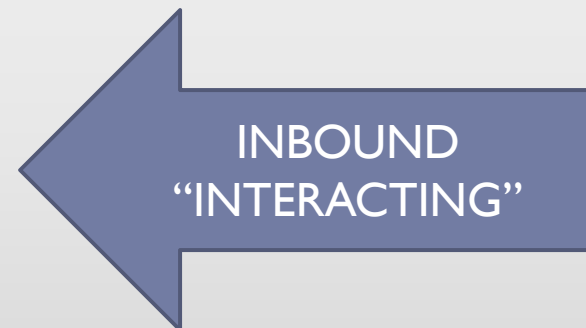
- ▶ Touching without the physical:

- ▶ How the web looks
- ▶ How does it sound
- ▶ What is the tone



- ▶ The new media channels:

- ▶ What does the consumer say
- ▶ How do they feel
- ▶ Authentic "real" tone



Social Media

- ▶ **Social Media (Consumer-Generated Media/CGM)** is online content created by Internet users and made available to other Internet users via Web 2.0 interactive technology applications.



▶ **Forms:**

- ▶ Blogs
- ▶ Forums
- ▶ Review Sites
- ▶ Discussion Boards
- ▶ Wikis



Why It Matters

▶ Facts and Stats:

- ▶ Perceived as more credible by online visitors
- ▶ 38% of US Internet users (72 million) use a social media site at least once a month (Hebs)
- ▶ 89% of US Online Buyers read customer reviews before they buy - 43% most of the time, 22% always (eMarketer)

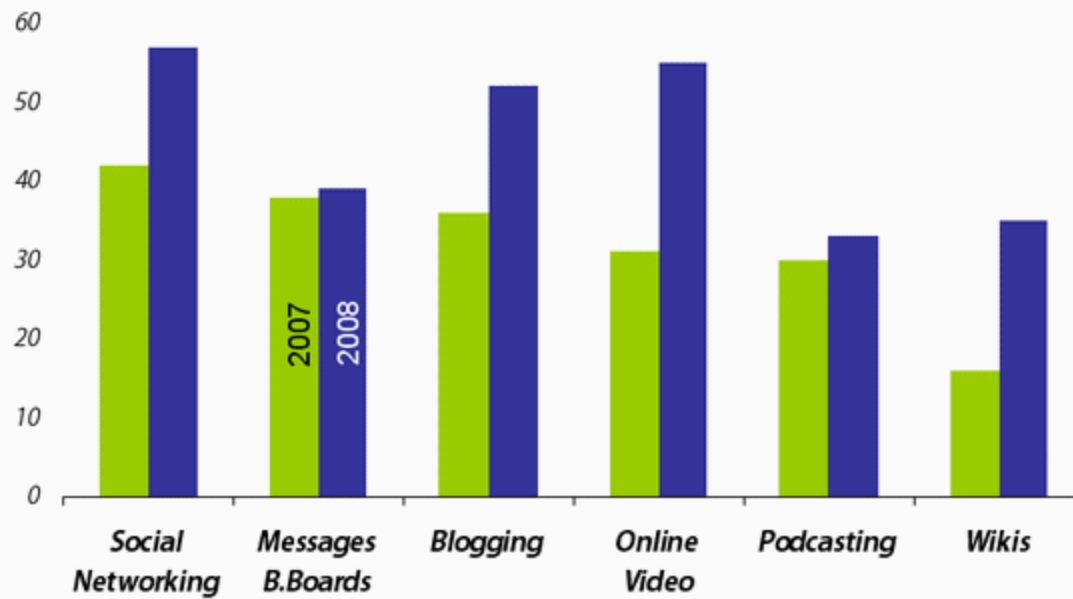
▶ **Don't ignore the popular vote**

▶ How to manage:

- ▶ Monitor frequently for gaps
 - ▶ The bigger the gap the less credibility you have
- ▶ Stand by your products/services (be authentic)



**How familiar are you with the following social media?
(% Very Familiar)**





Consumer Value

Credible

Trusted

In control



Examples: Social Networks

Travel:

General
Outdoor Recreations

Activities:

Fishing
Hiking
Climbing

New Social Media:

YouTube.com
MySpace.com
Twitter.com
Flkr.com



TRAVEL Social Networks

Travel:

TripAdvisor.com

VirtualTourist.com

Uptake.com

IGoUGo.com

Camping:

RVReviews.com

CampRate.com

GoCampingAmerica.com

Social Media:

YouTube.com

MySpace.com

Twitter.com

Flkr.com

RV Park Reviews

Home Submit Review Forum Campground Search Downloads FAQ 58690 User submitted reviews online!

Location: Home

Show USA Show Canada Show Mexico

To view campground reviews click on the region or select from the menu below. Just remember that another person's rating may not be what you are looking for, so look at the whole picture of what is at that campground.

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Idaho
Illinois

Most Recent Reviews

11/12/2008 Inland Harbor RV Park ☆☆☆☆ Darius Georgia
11/12/2008 Yolo County Fairgrounds ☆☆☆ Woodland California
11/12/2008 Colorado Springs South KOA ☆☆☆ Fountain Colorado

tripadvisor get the truth, then go

Over 12,065,000 travelers from 190 countries planned trips here this week

Home Everglades Campgrounds Cabin/Campground

Home United States Florida (FL) Miami Miami hotels

Search

Miami Overview
Miami Hotels
Miami Everglades Campgrounds
Flights to Miami
Miami Deals

More On Miami
Before You Go
Things to Do
Restaurants
Map
Traveler Photos
Traveler Videos
Forum

Miami Everglades Campgrounds

20675 SW 162nd Avenue, Miami, FL 33187
Property Type: Cabin/Campground

TripAdvisor Traveler Reviews

TripAdvisor Traveler Rating: 3.5/5
Based on 2 traveler reviews

What to Expect:

Recommended For:

Best deals: Miami Everglades Campgrounds

YouTube

Sign Up | QuickList | Help | Sign In

Videos | Channels | Community | Upload

Search

Smithfield KOA

Smithfield KOA
Joined April 09, 2008
Last Sign In: 2 hours ago
Videos Uploaded: 0
Subscribers: 1
Channel Views: 385

Name: Smithfield KOA
Located just off I-95 close to Raleigh, NC, Smithfield KOA campground is open year round and features RV sites and cabins. This quiet shady oasis is minutes from great food, shopping, antique and the Bentonsville Battleground, and makes a great stopover for all points - North, South, East, West.

City: Smithfield, NC
Hometown: Smithfield, NC
Country: United States
Website: <http://www.koa.com/nc>
[Report profile image violation](#)

Connect with Smithfield KOA

Send Message
Add Comment
Show Channel

Welcome to Smithfield KOA
From: [Smithfield KOA](#)
Views: 1,855

Videos (8)

Subscribe to Smithfield KOA's videos

Impacts to the business:

▶ Positive:

- ▶ Word of mouth advertising at a low cost
- ▶ Provides access to new prospects
- ▶ Detects problems early and often
- ▶ Improved employee management

▶ Negative:

- ▶ Less control of the message
- ▶ More time to review



Managing the New Virtual

Why:

- ▶ You need to know
- ▶ Build credibility
- ▶ Fix the problem
- ▶ Show you care
- ▶ Learn from yours and competitor's mistakes



Managing the New Virtual

What:

- ▶ Personal name
- ▶ Legacy name
- ▶ Other business within the business
- ▶ Your manager
- ▶ Travel writers
- ▶ Disgruntled employees
- ▶ Your industry
- ▶ Destination area
- ▶ Your competition



Managing the New Virtual

How:

- ▶ Research top sites for feedback
- ▶ Monitor frequently (weekly/monthly)
 - ▶ Respond to negative reviews



Managing the New Virtual

▶ How to Respond: (yelp.com)

My business has been reviewed on Yelp. Now what should I do?

Congratulations! Now that you are in the game. We've come up with this simple list of DOs and DON'Ts for business owners, and we hope you'll [keep us posted](#) on what works best.

First the DON'Ts:

DON'T review your own business or solicit reviews from your employees or friends.

DON'T spam yelpers with promotional messages about your business.

DON'T overestimate the impact of a single negative review. It happens to even the best businesses. That said, if you see a trend of negative reviews, you may want to take this feedback and determine if there is a way to improve your business.

DON'T lash out at the people who have written negative reviews about you. Tempting as that may be, we see that backfiring in some cases as the Yelp community may up the ante and even engage in "vigilante justice" by spreading more negativity. Try to remember, "the customer is always right".

DON'T offer incentives or payment for your customers to write positive reviews about your business on Yelp. This sort of "shilling" often causes ill will with both current and potential customers. In addition, these paid reviews violate Yelp's Review Guidelines and will be removed.

Now the DOs:

DO [claim your business page](#) and afterwards, login to [Yelp for Business Owners](#) to keep track of your business' page on Yelp and to engage with the Yelp community.

DO add photos to your business page and make sure your business information is correct. You'll be able to immediately update your business' information via the [Yelp for Business Owners](#) website.

DO thank those customers who have reviewed your business using [Yelp for Business Owners](#). In general your best bet is to keep it simple and positive, keeping in mind that these are your most vocal customers.

DO take the feedback to heart but remember that each review is just one single opinion.

DO start thinking about every customer as a potential yelper and supporter... and providing the excellent customer service that will encourage them to spread the word.



What to monitor:

- ▶ **Target sites to monitor:**
 - ▶ Travel/trip planning sites
 - ▶ Activity/special interests sites
 - ▶ Destination sites

- ▶ **What to measure:**
 - ▶ Referrals of or to your web sites
 - ▶ Conversions



How to measure

Referrals to your website

- ▶ Google Analytics (or other web analytics)

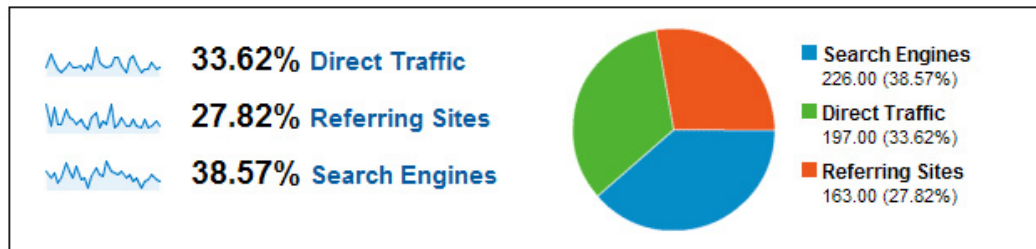
Referrals of your business:

- ▶ Google Alerts
- ▶ Yelp.com

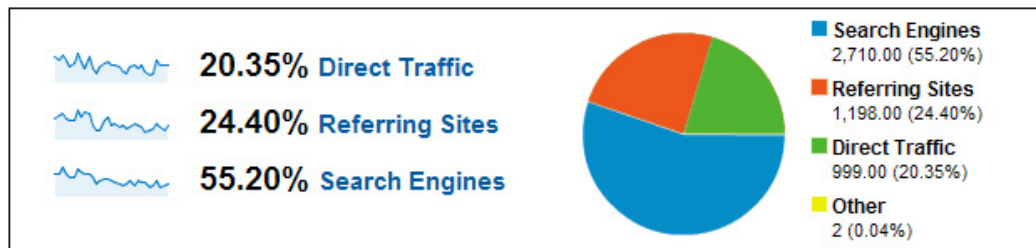


Why Bother?

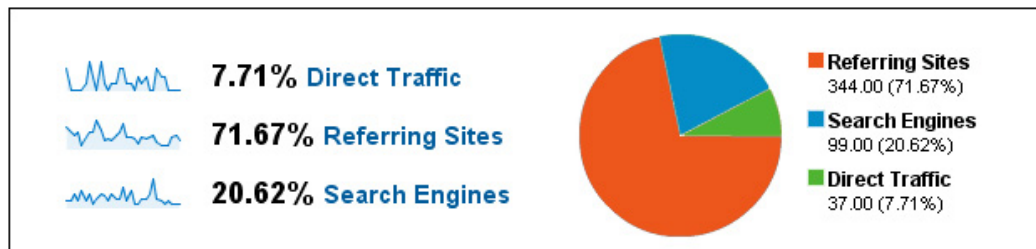
Three Ways to Get Traffic to Your Website: Search Engines Referring Sites Direct Traffic



Flat Rock Bridge Family Resort - A larger (350 site) campground in Maine



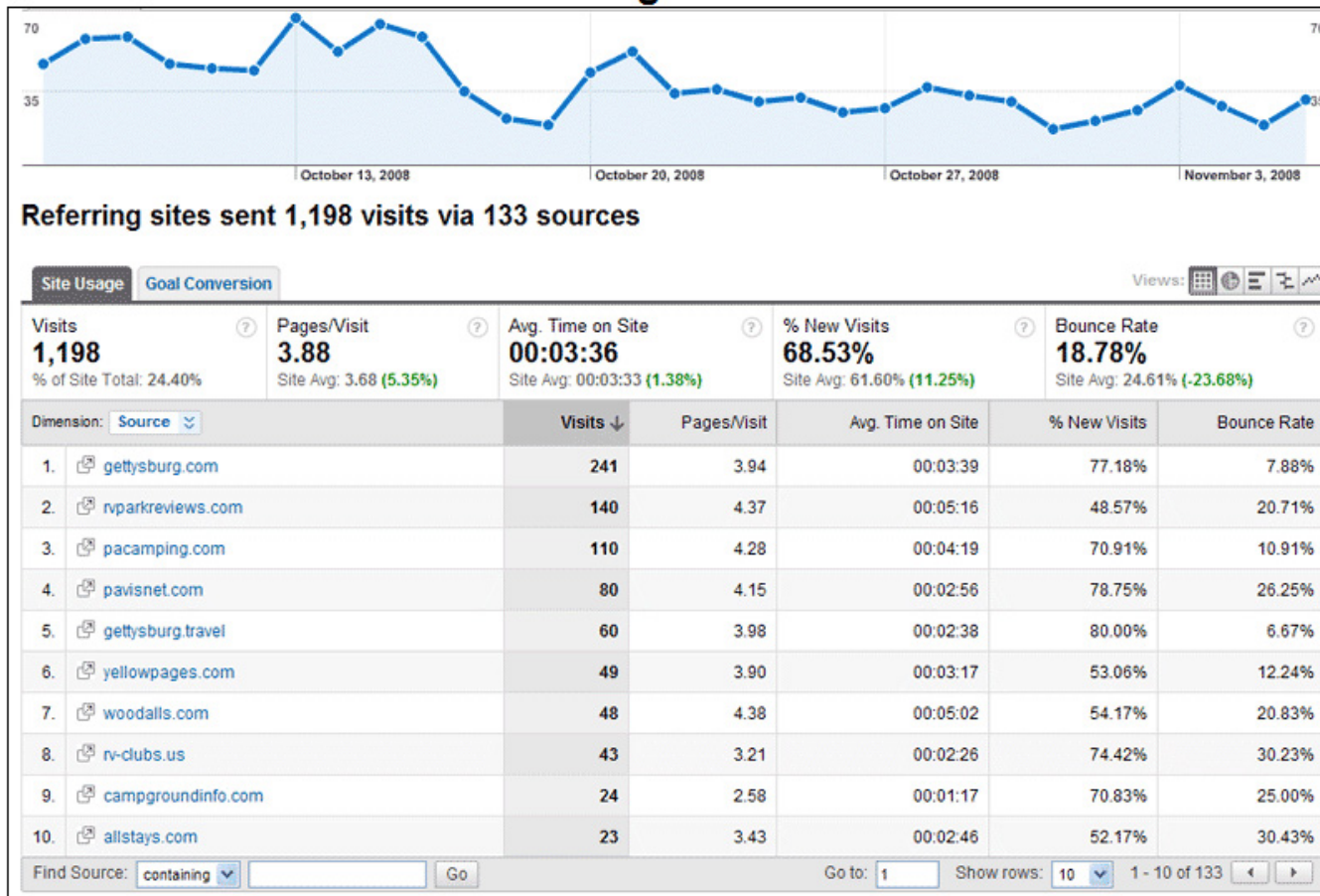
Gettysburg Campground - A medium-sized (260 site) campground in Pennsylvania



Ashuelot River Campground - A smaller (70 site) campground in New Hampshire

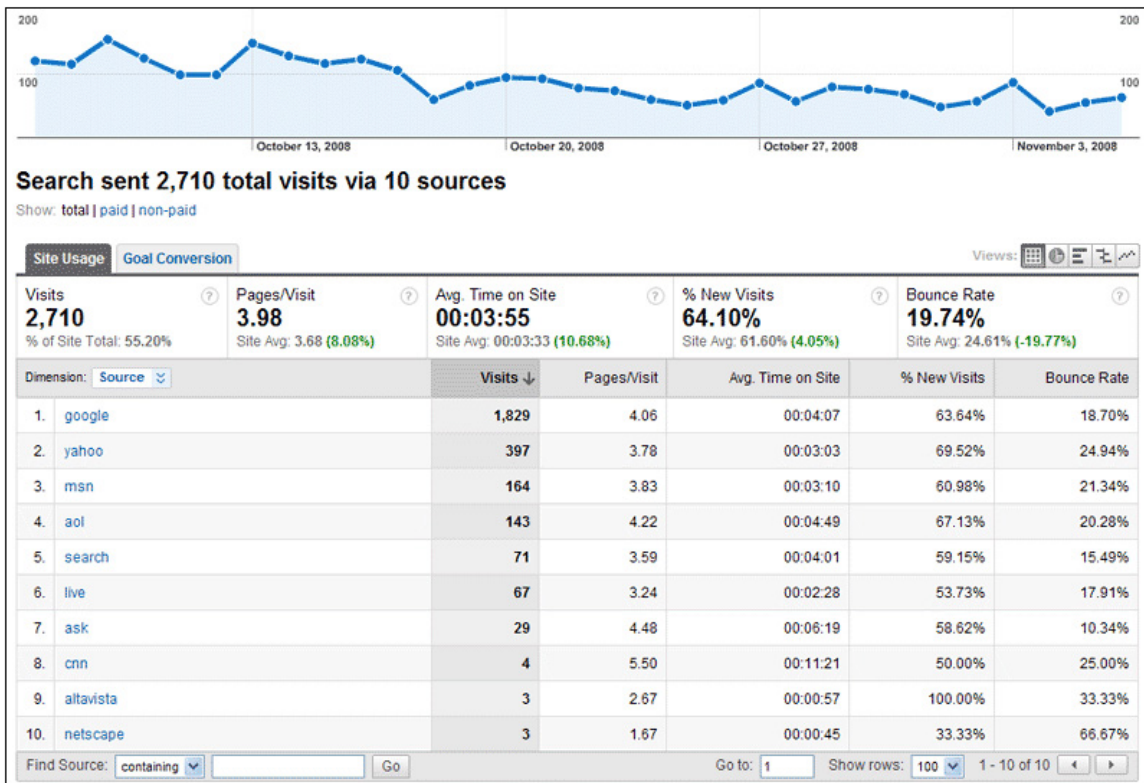
Notice the importance of Referring Sites, particularly for smaller campgrounds.
Every Web 2.0 reference is both a source of traffic to your site
and an inbound link that builds your site's organic search engine ranking!

Let's break down referring sites with a bit more detail:



Notice that the Top 10 referring sites (out of 133) for Gettysburg Campground over a recent 30-day period include 3 Chamber of Commerce websites (#'s 1, 4 and 5), the PCOA website (# 3), Woodalls (# 7), a Yellow Pages site (# 6), and four of what could be considered "grassroots" campground directories or review sites.

If we expand upon the list within this report, the same trends continue, with the Trailer Life directory coming in at # 15, and Go Camping America nowhere to be found.



Similarly, if we look at Search Engine Traffic for Gettysburg Campground over this same time period, it is no surprise that Google is the source of 67.5% of this traffic, followed by Yahoo at 14.6%.

Setup a Google Alert so you will know every time your business is referenced online:

<http://www.google.com/alerts>

[Settings](#) | [FAQ](#) | [Sign out](#)

Google Alerts (BETA)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

© 2007 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)

How to measure

Revenue:

Email Requests:	Real-time Revenue:
Track referrals to requests	Track referrals to web reservations
Track requests to reservations	



Bringing It All Together-Making It Real

- ▶ Baker's Acres, in Little Egg Harbor, New Jersey goes out of its way to integrate Web 2.0 content into their official website *and* to use that Web 2.0 content to send traffic to their site.

The Campground's News & Events Page:

<http://www.bakersacres.com/news.htm>

The Campground's MySpace Page:

<http://www.myspace.com/bakersacrescampground> - includes photos, videos, text messages and more.

The Campground's MyFoxPhilly's Promotional Page:

<http://myfoxphilly.cityvoter.com/bakers-acres/biz/67006>

Monica Baker-Frazer's Interview on the lovetoknow Website:

http://camping.lovetoknow.com/Small_Motor_Homes

- ▶ Social Media:

Review Sites:	Social Media Sites:	
RVParkReviews.com About.com Thatscamping.com Campgroundreviews.org Campgroundreport.com Rvbuddy.com Yelp.com	Travel: TripAdvisor.com VirtualTourist.com Uptake.com IGoUGo.com MyRVSpace.com	General: Facebook.com YouTube.com Myspace.com Myspace.com Linkedin.com Squidoo.com

Resources

Monitor Sites:

- ▶ www.yelp.com/business
- ▶ www.trackur.com/index.php

Review Sites

- ▶ www.rvparkreviews.com
 - ▶ www.camping.about.com/od/campgroundreviews/l/blpcgnew.htm
 - ▶ www.camping.about.com/od/campgroundreviews/l/blpcgndx.htm
 - ▶ www.campgroundreport.com
 - ▶ www.campgroundreviews.org
 - ▶ www.thatscamping.com/reviews
 - ▶ <http://rvbuddy.com>
-



Resources

Social Network Sites

- ▶ www.myspace.com
- ▶ www.facebook.com
- ▶ www.linkedin.com
- ▶ www.squidoo.com
- ▶ www.youtube.com

Blogger Sites

- ▶ www.wordpress.com
 - ▶ www.blogger.com
-



Contact:

- ▶ Peter Pelland –

- ▶ www.pelland.com

- ▶ Deb Kohls –

- ▶ www.friendcommunications.com

- ▶ www.leisureholding.com

