

Sense of Place

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Online Reputation Management



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Our agenda:

- Overview
- Creating Online Advocates
- Content Types and Platforms
- Making the Most of the Content

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The largest audience in the history of humankind is...

- Not a mass audience
- Using a fully active medium
- Focused and on a mission
- Enjoying a customized user experience

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And it is everywhere, all the time:

- Instant and unlimited feedback
- Content available 24/7
- Follows a moving target
- Comfort in anonymity

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Marketing...

Offline is a message and a response

Started by you

Online is an ongoing conversation

Whether you are in it or not

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Online Brand Definition:

- Your message
- Responses to that message
- Experiences with your brand
- Your message when something goes wrong
- Sharing and opining

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Definition: Content vs Advertising & PR

Advertising and PR
statements. They are all
about attention.

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Definition: Content vs Advertising & PR

Content is a story. It is all
about Connection,
Inspiration and
Motivation

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User-Generated Content is powerful:

- Personal
- Opinionated
- Emotional
- Authentic
- But it can be abused

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Reputation Management:

Encouraging the creation of, monitoring, engaging with and utilizing user-generated content to insure a maximum positive impact on your business or organization.

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An Influencer by the Minute



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Cosenza Italy

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Reputation Tip #1:

Don't screw up...

Thinks thing through...

All the way through!

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“Love and Venezuela”

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Reputation Tip #2:

Always tell the truth

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That's it. We surrender. Winter, you win. Key West anyone?

Due to this ridiculously stupid winter, Ithaca invites you to visit [The Florida Keys](#) this week. Please come back when things thaw out. Really, it's for the birds here now. (Still want to Visit Ithaca? Are you sure? Ok, [click here](#).)

P.S. [Send us a postcard](#).

VisitIthaca.COM

The Florida Keys & Key West
...come as you are™

PLACES TO STAY »

THINGS TO DO »

CALENDAR OF EVENTS »

The Florida Keys
Key West
Close To Perfect - Far From Normal

KEY WEST ISLAMORADA MARATHON BIG PINE KEY AND THE LOWER KEYS KEY LARGO

The southernmost city in the continental USA.

Key Largo Islamorada Marathon Big Pine Key and the Lower Keys Key West

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Reputation Tip #3:

Adjust your strategies for this new environment

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Visit Sweden on Twitter

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Reputation Tip #4:

Online communities are like offline communities – they attract all sorts of people!

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Online Advocates: Getting the Most Without Going Too Far



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Advocates...

Create online content for themselves and friends

Influencers...

Create online content for an audience

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There are four ways to engage potential advocates:

- Ask verbally
- Use marketing tools
- Inspire in your location
- Incentivize

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Advocates Tip #1:

Create an online advocate recruitment strategy that is specific to your business

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Advocates Tip #2:

Train your customer service team to listen for cues to gauge enthusiasm or disappointment

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Advocates Tip #3:

Tours, transport and other businesses that move people around should ask for this content twice – once at the beginning of the journey and again at the end

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Key advocate marketing tools:

- Signage
- Fused into regular collateral
- Email

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Advocates Tip #4:

Make sure signs in public areas (lobbies, doorways, etc.) are big enough to be seen and feature everything



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Advocates Tip #5:

Keep signage in intimate places (hotel rooms, dining tables) small and simple

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Advocates Tip #6:

Names and logos are great, but specific URL's are too long to be effective on any signage

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Advocates Tip #7:

Every business, if possible, should build an email list



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Advocates Tip #8:

Use email to ask for content judiciously so you are not viewed as a spammer



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Advocates Tip #9:

Make sure your email links go directly to the pages with your content on them

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Inspiring Advocates:

- Great view or iconic experience
- Special occasion
- Encourages immediate upload
- Selfies

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Advocates Tip #10:

Clearly mark the best locations or icons for a photo/video opportunity



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Advocates Tip #11:

Have your team regularly offer to take photos of customers on their own cell phones



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Advocates Tip #12:

Watch your customers/guests and let them lead you to the undiscovered moments and icons



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Advocates Tip #13:

Only encourage selfies where people are likely to look good or entertaining



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Incentivizing Advocates:

- Good way to get more content in a short period of time
- Great way to build a larger promotion
- Can cause content to be exaggerated and less authentic

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Advocates Tip #14:

Plan any promotion so that it aligns well with the content you are looking for



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Advocates Tip #15:

Giving incentives for reviews on TripAdvisor and Yelp is not allowed and can be penalized



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Meet the Internet's biggest influencer:



His name is Pewdiepie.

He has over 53 million followers on Youtube.

He has a branded game app.

Because: He acts like an idiot while playing video games in front of a camera.

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Advocates Tip #16:

Influencers are the new “dime a dozen.”
Choose yours based on quality, not quantity



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Advocates Tip #17:

Travel bloggers and vloggers often make the best influencers given their cost and the quality of their followers

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Advocates Tip #18:

People are going to do what they want to do. You can't make somebody choose a different platform.

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Content and Platforms:
Some Tips to Get the Most



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The Answer is to Prioritize

	Lodging	Experiences	Dining	Retail	DMO's
Top Tier	TripAdvisor OTA Reviews	YouTube Instagram Pinterest	Foodspotting Yelp	Facebook Pinterest	Facebook Twitter Pinterest
Middle Tier	Instagram Facebook YouTube	TripAdvisor Yelp Facebook	YouTube TripAdvisor Instagram Pinterest	Twitter Instagram Tumblr	Bloggers Tumblr YouTube Instagram
Bottom Tier	Bloggers Twitter Tumblr Pinterest	Bloggers Twitter Tumblr	Facebook Twitter Tumblr Bloggers	Yelp Bloggers TripAdvisor	TripAdvisor

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Content Tip #2:

Register to use the free business pages on TripAdvisor and Yelp to allow you to monitor and communicate

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Content Tip #3:

Check the listing information to make sure everything is accurate

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Content Tip #4:

High ranking is useful, but moving your ranking up takes time as it is based on number of positive ratings, number of ratings and recency

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Content Tip #5:

Check with any OTA's you work with to see what their policy on user reviews is

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Content Tip #6:

Keep an eye on Google Reviews

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Content Tip #7:

Overcome Facebook's wall well-planned,
very compelling content

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Content Tip #8:

Develop a Twitter personality and engage tweeters who refer to your business personally



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Content Tip #9

Always post with a photo or video

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Content Tip #10

Live video and chats require really strong content and regular use to work, plus planning, planning, PLANNING.

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Content Tip #11

Get the social content and videos on your website

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Content Tip #12

Highlight videos that are short and authentic

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Content Tip #13

Find your niche and put your content there.

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Content Tip #14:

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Content Tip #18:

Create 1 hashtag, stick with it, and use it everywhere.

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Now What?
Making the Most of Content
About You



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Making the Most Tip #1:

Sign up for Google Alerts so you don't miss anything



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Making the Most Tip #2:

Create a LinkedIn group for the travel industry in the region



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Making the Most Tip #3:

Go cross-platform - If you see a good piece of content, don't forget to share it with ALL your social followers

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Making the Most Tip #4:

Get permission to use independent content.

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Making the Most Tip #5:

Use short and easily understood pieces of content in off-line advertising



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Making the Most Tip #6:

Take a bow – respond to positive content by saying “thank you”



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Tip #7: What to Do About Bad Content

- If you believe it is fraudulent then ask to have it removed
- Publically respond in a timely and professional manner
- Acknowledge and apologize for mistakes
- Fix the problem

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Making the Most Tip #8:

If any customer demands free service and then threatens to create bad content, say “no”

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Making the Most Tip #9:

Use the online content as a free focus group

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Your free focus group:

- Examine the content output for the past 1 – 3 months
- Tally important concepts and phrases
- You can even create a word cloud (www.wordle.net)

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Making the Most Tip #10:

Share the content with other businesses



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Thank you!

Jim Brody

President and CDN (Chief DMO Nerd)

Phone: +1 401-749-9448

Email: jbsenseofplace@gmail.com

Twitter: @jbsenseofplace

Skype: JBtakenote