

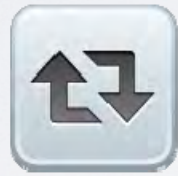
Provocative M@rketiing

Creating a Social Media Strategy for Fractional Properties

From Digital Marketing to Social Media

Luxury Markets Symposium 2011





The **LAST** Thing You

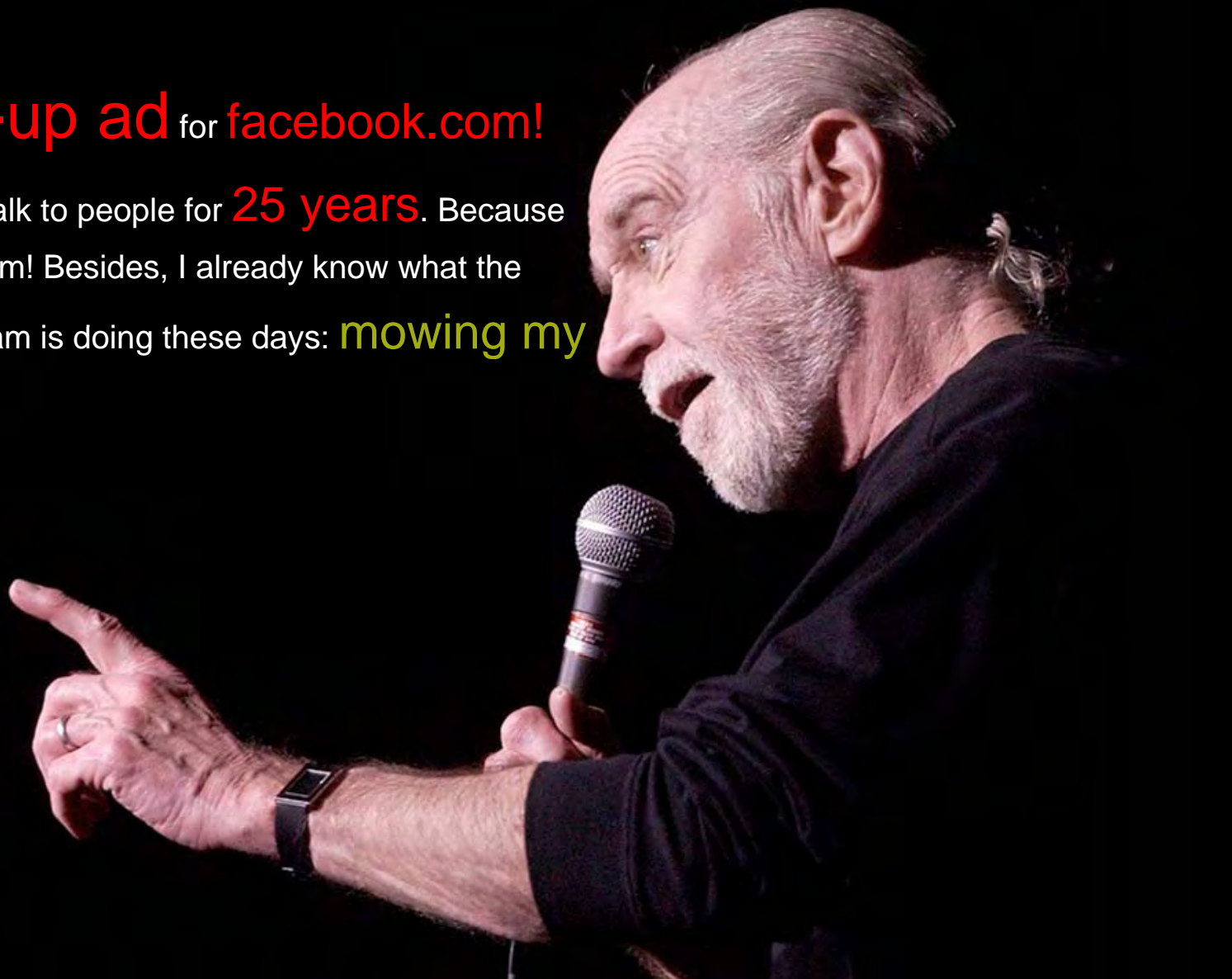
NEED is Social Media!

Stop giving me that **pop-up ad** for **facebook.com!**

There's a reason you don't talk to people for **25 years**. Because you don't particularly like them! Besides, I already know what the

captain of the football team is doing these days: **mowing my**

lawn!



So what are the first things you need?

1. A Strong Brand
2. Competent Brand Management
3. Human-to-Human Interaction
4. Integrated Marketing Plan

1. A STRONG BRAND

1. A Strong Brand

What is a brand in terms of Social Media?

It's not a logo. It's not a tagline.

1. A Strong Brand

When it comes to Social Media:

What your customers **think** and **say** about you...

is your brand.

2. COMPETENT BRAND MANAGEMENT

2. Competent Brand Management

Who is managing
your brand's social media?

Your assistant?

15 Year-old Nephew?

Intern?

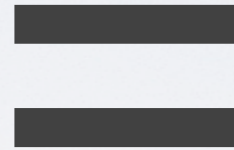
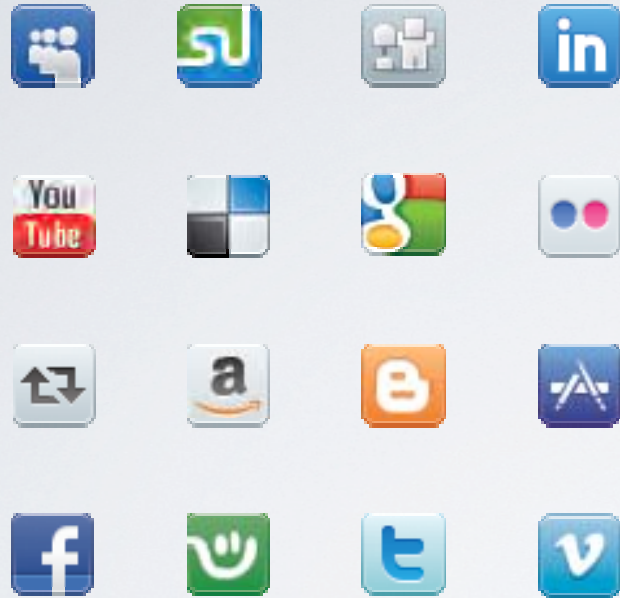
is it this guy...

2. Competent Brand Management



3. HUMAN-TO-HUMAN INTERACTION

3. Human-to-Human Interaction



3. Human-to-Human Interaction

Social Media doesn't fix problems, **it exposes them**
AND... it allows you to know exactly what your **customers**
perceive them to be so that YOU can fix them!

3. Human-To-Human Interaction

Social Media doesn't fix problems,
it exposes them!

3. Human-To-Human Interaction

Social networks are built of like minded individuals

That follow trends

Trust opinions

Make buying decisions

and ultimately...

Become communities

3. Human-To-Human Interaction

How well do you KNOW your

COMMUNITY OF CUSTOMERS?

4. INTEGRATED MARKETING PLAN

4. Integrated Marketing Plan



RADIO



PRINT



WEBSITE



E-MAIL



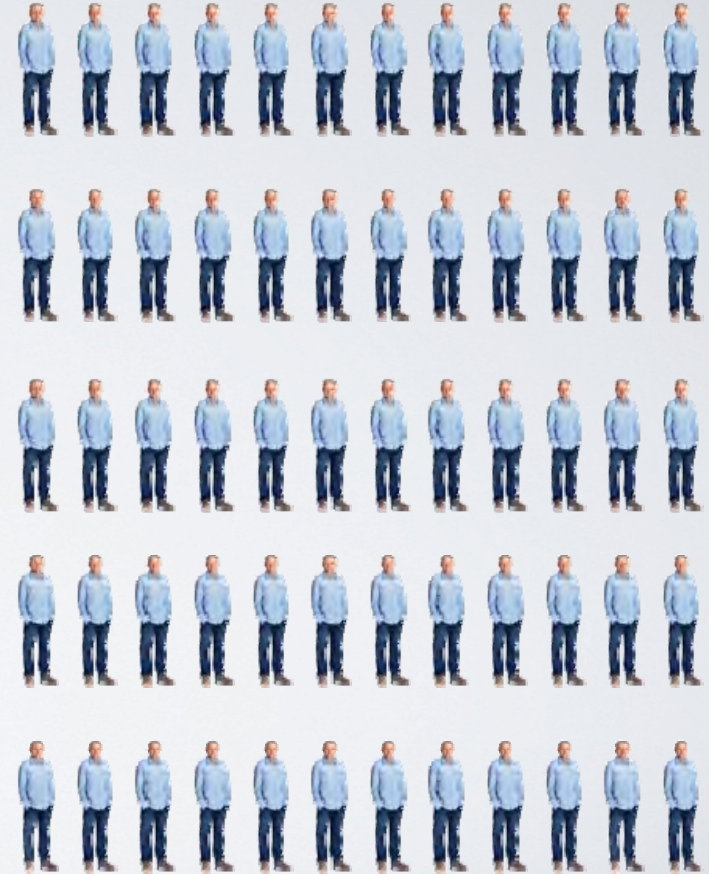
SOCIAL



TELEVISION

4. Integrated Marketing Plan

Is this your
social media approach?



We are in the Age of...



LISTENing

This should be your
social media strategy



You can still control your identity if
you **JOIN** the conversation!



Steve Tassler

Vice President, Interactive Marketing

720 Corporate Circle, Suite D, Golden, CO 80401

Direct Dial: 303-285-5520 • **Toll Free:** 1-800-296-1735, ext. 5520 • **Fax:** 303-302-3750

E-Mail: stassler@aerios.com • **Web:** www.aerios.com