

From Liking...



To Pinning...



Is my social media strategy...

#WINNING

What is
**SOCIAL
MEDIA**



DEFINE SOCIAL MEDIA

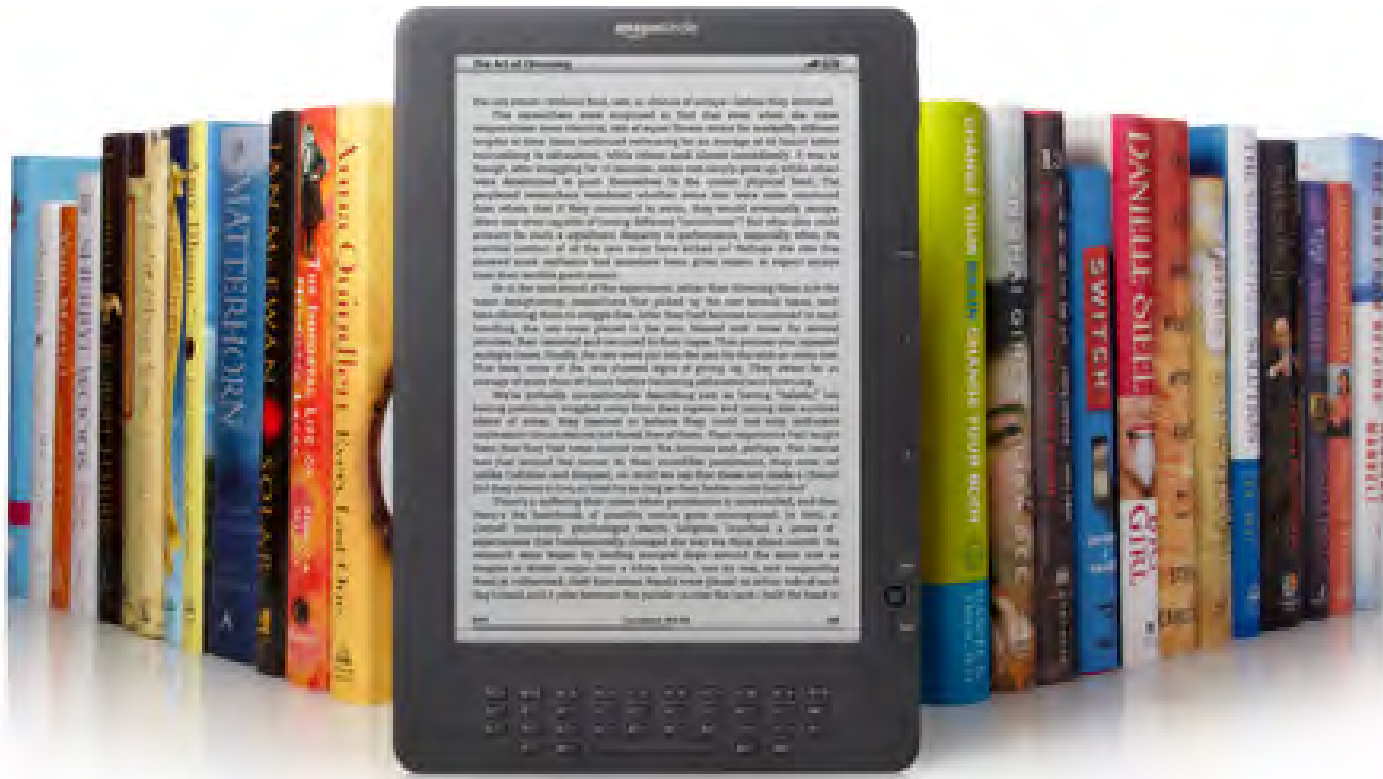
noun

forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

SOCIAL MEDIA IS...

CONVERSATION

CONVERSATION

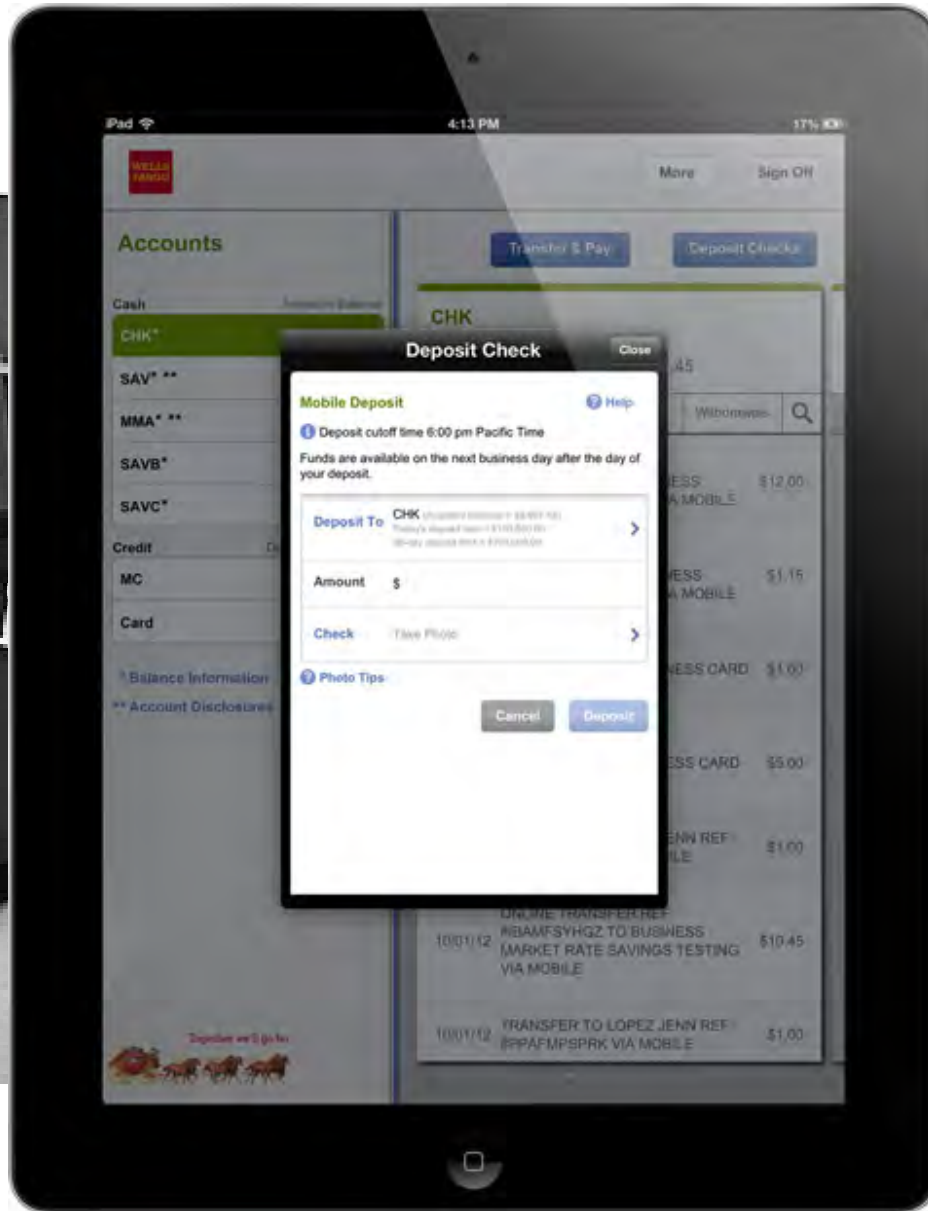




**Where is
everyone?**

Oh, there they are...









Social Media Landscape

Expressing

Publication					Discussion			
Blog	Wiki	Microblog	News	Livestream	Forum	IM	Comment	3D

Aggregation

Networking

Search	Niche	BtoB	Mobile	Tools

Social Platforms

Content

Video	Photo	Music	Links

Social Games

Casual Games

Product

Recommend*	Suggestions	Share

Place

Addresses	Events	Trip

Casual MMO

MOG

MMORPG

Sharing

Gaming



**YOU DON'T
HAVE TO
BE ON
SOCIAL MEDIA!!!!**



What is really important?



the PEOPLE

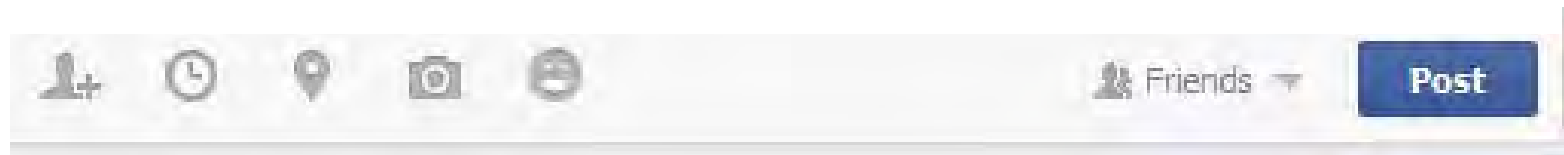


WHAT ARE MY GOALS?

- Brand Awareness
- Customer Service



Like, oh my gosh... did you hear what Ashli just said? She said WORD OF MOUTH is still KING and Facebook is essentially a form of Word of Mouth advertising. LIKE if you agree with her.





Nemacolin Woodlands Resort

Liked · October 10

It looks like we found where the rainbow ends... Have a great evening, friends!

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) [Comment](#) [Share](#) [Edit](#)

[Allison Mazer and 365 others like this.](#) [Top Comments](#)

[40 shares](#)



Kristy McMahan Sagi #18 Mystic Rock?

[Like](#) [Reply](#) · October 10 at 10:45pm via mobile



Nemacolin Woodlands Resort Kristy McMahan Sagi - Hello. It is actually #17 on Mystic Rock.

[Like](#) · [1](#) · October 11 at 8:57am



Debbie Steadman I've stayed there, it is as perfect as the pictures show!

[Unlike](#) [Reply](#) · [1](#) · October 10 at 11:22pm via mobile



Michelle Bryant I've been there it's a nice get away!

[Unlike](#) [Reply](#) · [1](#) · October 10 at 10:10pm via mobile



Barbara Dennis Wow

[Unlike](#) [Reply](#) · [1](#) · October 11 at 1:35pm via mobile



Toni Daley Wow nice

[Unlike](#) [Reply](#) · [1](#) · October 10 at 9:05pm via mobile



515 – Likes

27 – Comments

42 – Shares

9,764 - People Reached



Nemacolin Woodlands Resort · 15,988 like this


November 2 at 4:57pm · 



Take advantage of our SOCIAL MEDIA SPECIAL, valid November 3 - 5, 2013!

\$100 SPA SPECIAL on NEWLY BOOKED Services: Valid for Any 50-Minute Massage, the 50-Minute Woodlands Cleansing Wrap, or Spa Mani/Spa Pedi Combo.

Reservations required. Please contact the Woodlands Spa at 724.329.6772 and mention the \$100 Spa Special! Not valid with any other offers. Offer only good for specific dates and specific services, no substitutions.

 Like ·  2 · August 1 at 12:25pm

DO US A FLAVOR





WHAT ARE MY GOALS?

- Customer Service
- Public Relations Initiatives
- Build Relationship



SAY WHAA?!

Q. Fastest growing demographic on Twitter?

A. 55-64 Year Olds.

Q. How do users access Twitter?

A. 60% of Twitter users access it from mobile.

Q. Why should I care? When I have free time, I am not 'playing around' on Twitter but watching TV. Speaking of... are you watching #TheVoice this season? #TeamChristina!

A. Two words – Nielsen Ratings.

LISTEN
INTERACT
REACT
SELL

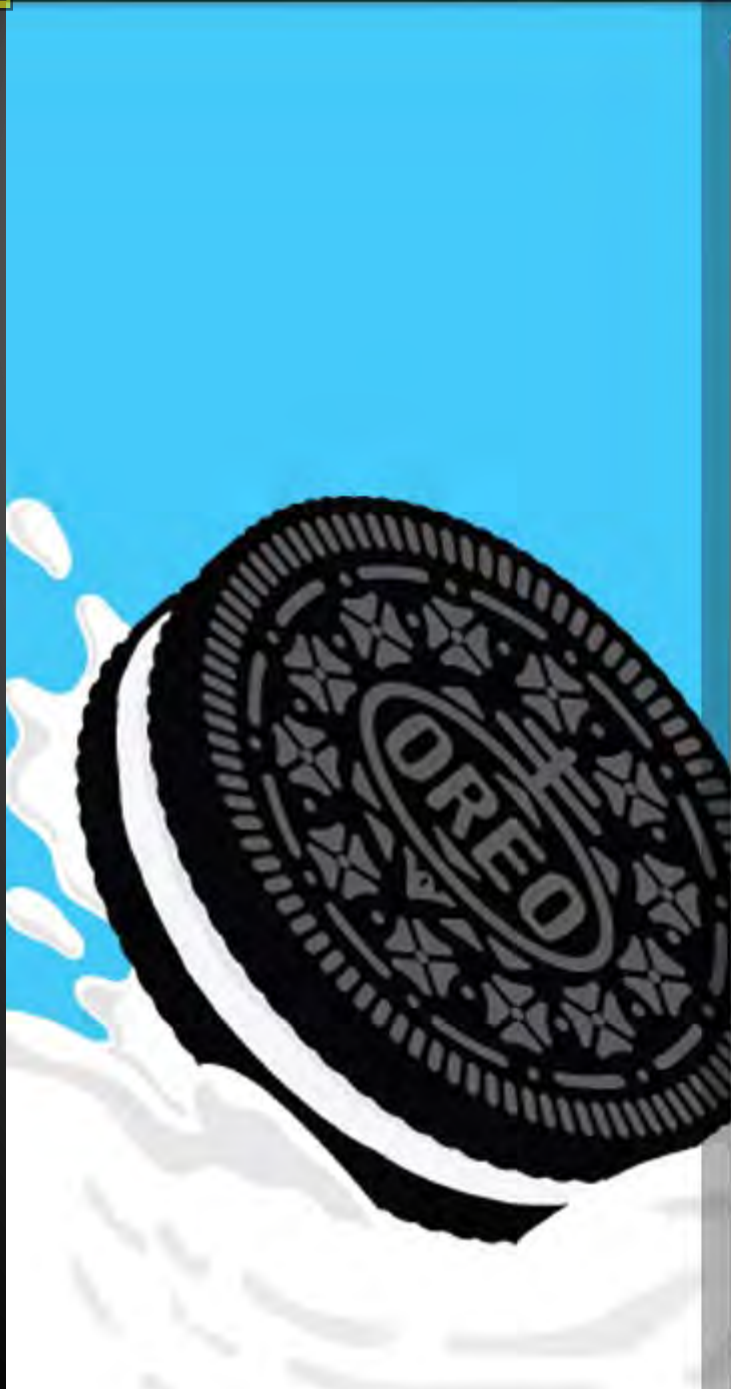
TWITTER & CUSTOMER SERVICE

My point is this, Nemaacolin's marketing team is in touch with their customers. If they hadn't been following their Twitter traffic, my Tweet may have gone unnoticed and my frustration would have grown. But since they responded to my Tweets and actually followed through by called engineering to repair the problem, they've earned a fan for life!

Customer service can make or break your business plan; using social media won't improve your customer service, but it will help you stay better connected to your customers so you can provide the level of service your clients expect from you. That's what Nemaacolin did for me!

So what are people saying about your company? Are you keeping up with your Twitter stream? You better!

PS. I can't wait until my next trip to [Nemaacolin Woodlands!](#)



Oreo Cookie 

@Oreo



Follow

Power out? No problem.
pic.twitter.com/dnQ7pOgC

 Reply  Retweet  Favorite  More



15,876
RETWEETS

6,303
FAVORITES



9:48 PM - 3 Feb 13

Flag media



You Tube





WHAT ARE MY GOALS?

- Visibility
- Content Sharing

YouTube is the **#2** search engine in the world. Why aren't you there?

A YouTube Audience is **10x** more likely to engage with video than blogs or social content.

90% of online shoppers find brand videos helpful when making a purchasing decision and **65%** of consumers will visit a brand's website after viewing a video to learn more.



WHAT ARE MY GOALS?

- Brand Awareness
- Content Sharing

WHY DID NEMACOLIN JOIN INSTAGRAM?

Instagram

Log in

nemacolin

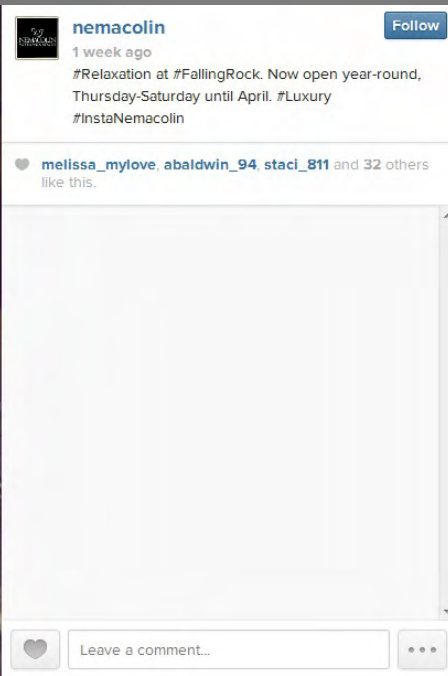
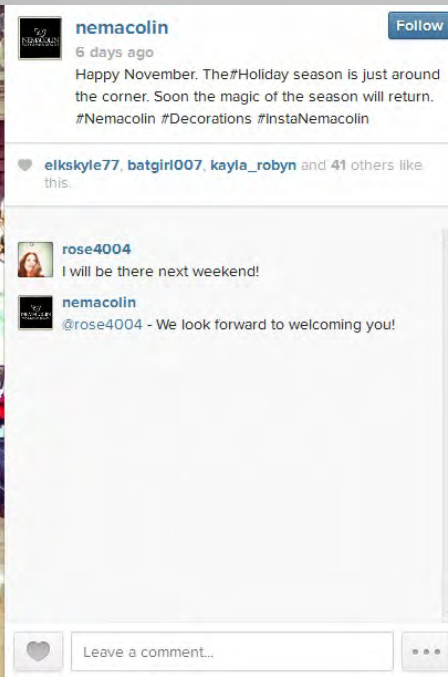
Nemacolin Woodlands Resort Welcome to the official Nemacolin Woodlands Resort account. Tag your Nemacolin pictures w/ #InstaNemacolin. Expect the unexpected at Nemacolin! <http://www.nemacolin.com/>

100 posts 270 followers 24 following

What is really important?



the PEOPLE



COMPLETE YOUR PROFILE

- Use Company Logo for Profile Picture
- Username - Company Name & Match Twitter Handle
 - Include a URL

INSTAGRAM FOR BUSINESS BLOG

business.instagram.com/blog/

LEARN POPULAR HASHTAGS

Examples: #tbt #latergram #dogsofinstagram #nofilter

CREATE YOUR OWN HASHTAG

#InstaNemacolin



**KEEP
CALM
AND
PIN
ON**



Food is the TOP category discussed on
Pinterest at **57%**!

Nordstrom is MOST popular Brand on
Pinterest with **4.4** million followers!

Pinterest buyers spend more money, more
frequently, than other networks.

Pinterest - (AOV) **\$140-\$180**

Facebook – (AOV) \$80

Twitter – (AOV) \$60

CONTENT, CONTENT, CONTENT

BE SPECIFIC

PIN REGULARLY BUT DON'T OVER DO IT

THINK VISUALLY

**VIDEO KILLED THE RADIO STAR BUT THE
PINTEREST STAR LIVES ON**

**DON'T FORGET SEO & LINK BACK TO
YOUR WEBSITE**


WHAT ARE MY GOALS?


- Brand Awareness
- Content Sharing
 - E-Commerce



Top Nemacolin Gifts!


We have compiled our list of our Favorite Things! Give the gift the keeps on giving when you surprise your loved ones or corporate partners with a memento of their time spent at Nemacolin Woodlands Resort.


Add a Pin



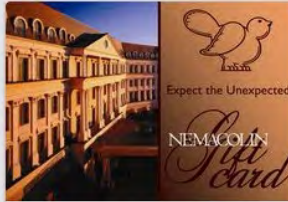
Woodlands Spa Membership
Nemacolin Woodlands Resort - Spa
Resorts in Pennsylvania

Pinned from
nemacolin.com



2014 Golf Memberships! Available
on The Links Golf Course & Mystic
Rock Golf Course. Nemacolin
Woodlands Resort - Pennsylvania
Golf Resort


Pinned from
nemacolin.com



Give an Experience with a
Nemacolin Gift Card!

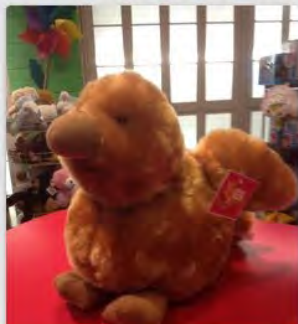
★ 1 ♥ 1

Pinned from
nemacolin.com




Nemacolin Woodlands Resort
Mystic Mountain Season Passes
Ski & Ride all season long!


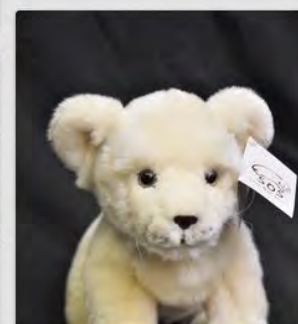
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nemacolin.com



Nemacolin Woodlands Spa Terry



Balance and Harmony Gift Set
Balance and Harmony was
developed exclusively for the
Woodlands Spa.




A Nemacolin Woodlands Resort
exclusive. Our Wine Box features
the Nemacolin logo laser etched on
a rosewood finished wine box.
Complete with wine tools. *Wine
not included.



WHAT ARE MY GOALS?

- Brand Awareness
- Customer Service
- NEW 2014 – Sales!!






Enter dates for best prices


Check In Check Out

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Compare best prices from top travel sites

Professional photos



201 traveler photos

86% 

Ranked #1 of 4 hotels in Farmington

 1,182 Reviews

 Certificate of Excellence 2013

A recent review



"Girls Get Away - Nemaocolin"

 Reviewed November 6, 2013

connie y Royersford

1,182 reviews from our community [Write a Review](#)

Traveler rating

Excellent		788
Very good		231
Average		92
Poor		43
Terrible		28

See reviews for

 Families	328
 Couples	494
 Solo	23
 Business	113

Rating summary

Location	
Sleep	
Quality	
Rooms	
Service	
Value	
Cleanliness	

[See which rooms travelers prefer - 328 traveler tips](#)

1,182 reviews sorted by [Date](#) [Rating](#) [English first](#)



"Girls Get Away - Nemaocolin"

 Reviewed November 6, 2013 **NEW**

What a terrific way to celebrate a birthday. The resort was first class (from the initial call to make a reservation, schedule restaurants, spa and activities) everyone there was very helpful, courteous, extremely friendly, knowledgeable. Our spa experience (massages) was one of the best i have ever had - very professional. Most of all we LOVED the African Safari. Getting...

[More](#)

Was this review helpful? **Yes** [Problem with this review?](#)



"Great upscale getaway!"

 Reviewed November 5, 2013 **NEW**

My wife and I stayed here of our anniversary. It was worth the time and money. It is a bit off the beaten path but the amenities there make the short drive worthwhile. We enjoyed the spa and fine dining options on the premises. They also have numerous other things to do depending on the

Related hotels...

 **Historic Summit Inn**
 212 Reviews
Farmington, PA [Show Prices](#)

 **Holiday Inn Express & Suites Donegal**
 142 Reviews
Donegal, The Alleghenies [Show Prices](#)

 **Inn At Deep Creek**
Great Value!
 91 Reviews
Oakland, Garrett County [Show Prices](#)

Browse nearby

Hotels (4) | Restaurants (12) | Things to Do (6)

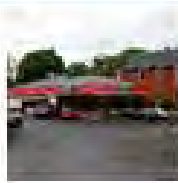


[Interactive map](#)

Sponsored by: 

[Nemaocolin Woodlands Resort & Spa: Great Rooms, Great Rates.](#)
Travelocity Hotel rooms at up to 50% off.

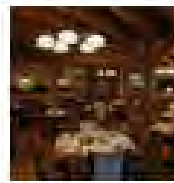
[Nemaocolin Woodlands Resort & Spa: Plenty of choices](#)



Fat Boys

4.5 (21 Reviews)

Frostburg, MD



Savage River Lodge

4.5 (39 Reviews)

Frostburg, MD



Hen House Restaurant

4.5 (49 Reviews)

Frostburg, MD



Sand Springs Saloon and Steakhouse

4.5 (57 Reviews)

Frostburg, MD

[All restaurants in Frostburg](#) (31)

Been to mountain city coffeehouse & creamery? Share your experiences!

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Owners: What's your side of the story?

If you own or manage mountain city coffeehouse & creamery, register now for free tools to enhance your listing, attract new reviews, and respond to reviewers.

[Manage your listing](#)

Reviewer

★ 4 reviews

🍴 3 restaurant reviews

🌐 Reviews in 5 cities

[Booking.com](#) Excellent value, low rates

[Frostburg: Hotels Up to 50% off!](#)

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of San Fran

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Powered by tripadvisor



Nemacolin Woodlands Resort & Spa
1001 LaFayette Drive
Farmington, PA 15437

[Add Photo](#)

How was Nemacolin Woodlands Resort & Spa? [\[Edit\]](#)

Thank you for choosing Nemacolin Woodlands Resort & Spa for your recent stay in Farmington.

We'd be grateful if you would review us on TripAdvisor. It's the world's largest travel site, helping millions of visitors every month plan the perfect trip.

Our guests often tell us how helpful it is to read past guests' reviews before booking their own visits. And we're always eager to hear what you liked and how we can improve.

Thanks again, and we hope you'll choose Nemacolin Woodlands Resort & Spa the next time you're in Farmington.

How would you rate us overall?



[Click to begin your review](#)

This Review Express email is sent on behalf of Nemacolin Woodlands Resort & Spa. Please email ashli.mazer@nemacolin.com with any comments or questions.

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Sign out
In France.

SEARCH

Winner

by

Attraction

Attraction

Attraction

Wed

Been to

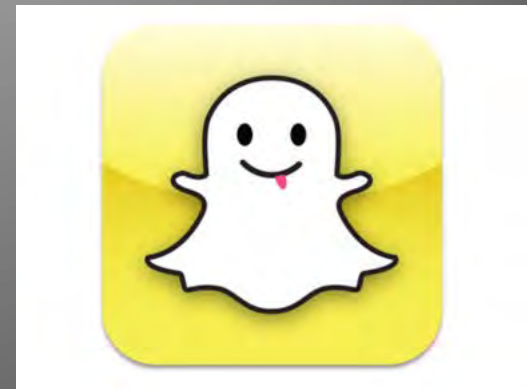
Likes this

Day

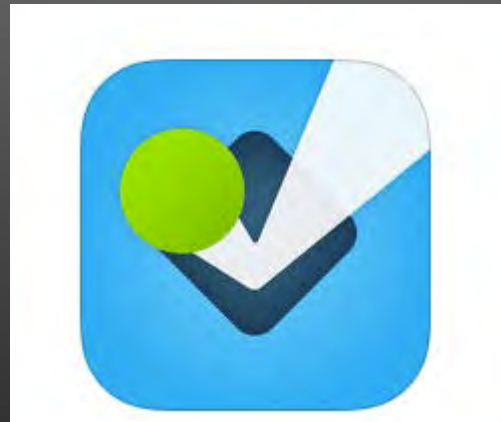
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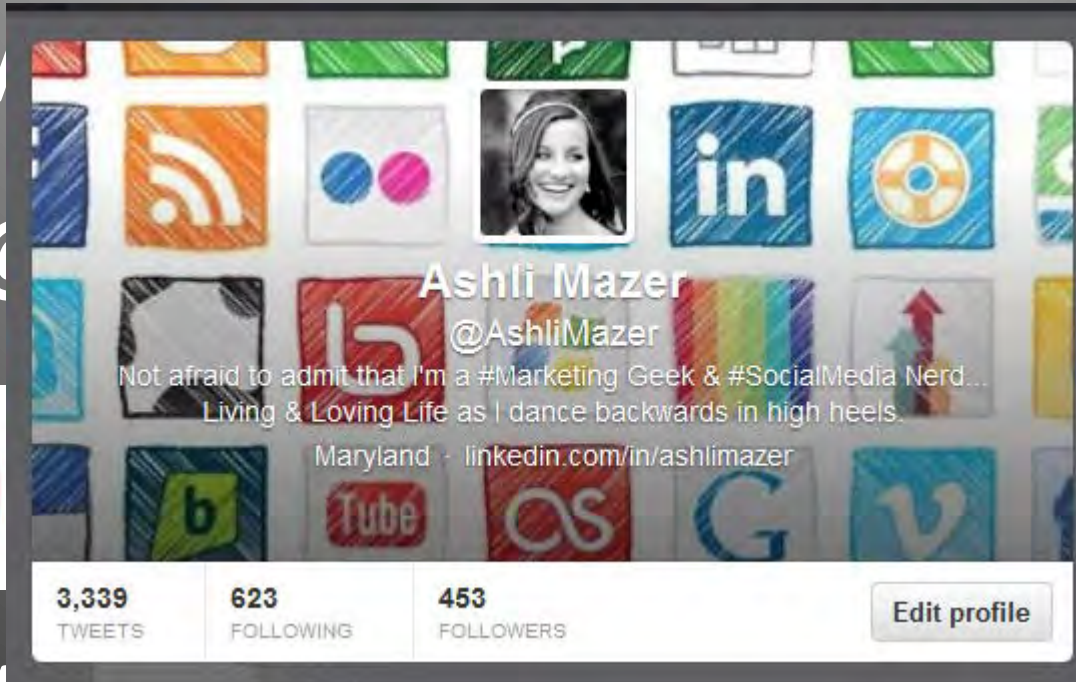
2014 PREDICTIONS...



#What #NoWay #IDontBeliveIt
#YouAreBeingDramatic



THANK YOU!!



/Nemacolin



@AshliMazer

/Nemacolin