



Escape the Social Media Black Hole

Matt Bailey
Author, Trainer, Entrepreneur

 The slide features a title "Escape the Social Media Black Hole" in a dark blue font. Below it, the name "Matt Bailey" and his titles "Author, Trainer, Entrepreneur" are listed. The SiteLogic logo is prominently displayed in the center. A smaller version of the CLIN cruise3sixty 2015 logo is in the bottom right corner. The background has a blue and white gradient with horizontal bars.

Matt Bailey
President, SiteLogic

Consulting
Johnson & Johnson
Toys R Us
Local.com
F&T
SmartPulse
Britannica
NORTHSTAR TRAVEL MEDIA
Travel

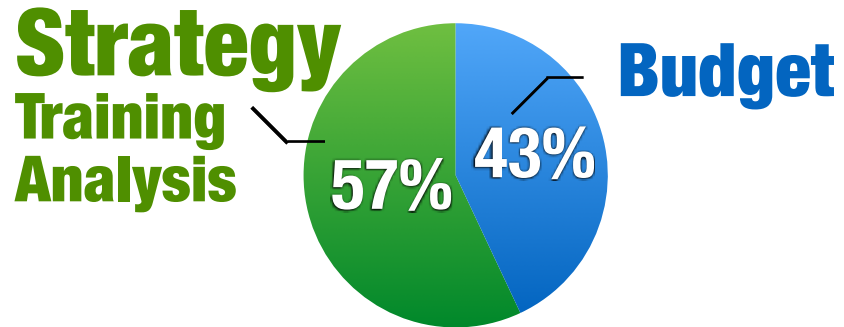
Training
abc
P&G
hp
Experian
MarketMotive
DMA
RUTGERS UNIVERSITY
Google
MAXIMUS
COSE
BLOCK
Creighton UNIVERSITY
Disney
ABA
ESPN

Writing
Internet Marketing AN HOUR A DAY
WIRED TO BE WOWED

@MattBaileySays
@SiteLogic

 This slide is a professional bio for Matt Bailey. It includes a headshot on the left, his name and title in the top right, and three columns of logos for his consulting, training, and writing work. Social media handles are listed at the bottom left.


Biggest Marketing Obstacle



Shiny Object Syndrome



December 2008

DigitalBeat

Twitter has made Dell \$1 million in revenue

December 15, 2008 | MG Siegler | Comments | [Share](#) | [Retweet](#)

June 2009

InformationWeek

Dell Makes \$3 Million From Twitter-Related Sales

December 2009

Mashable

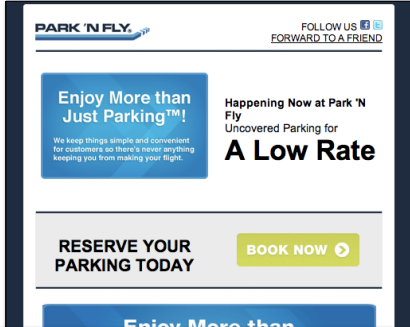
The Social Media Guide

Dell Rides Twitter to \$6.5 Million in Sales

**Dell makes
\$3 million
with Twitter**

**\$61 billion
0.01% of revenue**



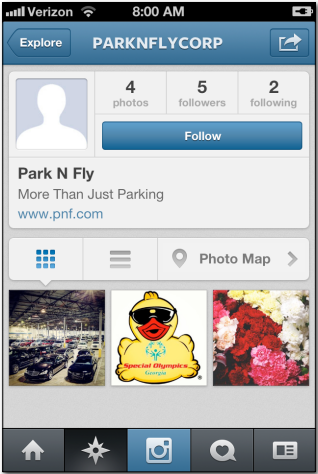


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Your social network, united

No two United customers are alike — and we understand that there are many different ways to connect with us. Join in the conversation with members of our team and fellow United travelers on your favorite social sites.

 Stay current with United updates, airfare deals and contests. Like us >	 Get answers to your questions wherever you travel. Tweet with us >
 Subscribe to our channel and take flight with us. Get a behind-the-scenes view. Watch us in action >	 Capture, share and comment on your favorite travel photos. Give us your best shot >
 Be a part of our vibrant online community and share your United perspective. Connect with us >	 Learn about our products and services, and view new United career opportunities. Network with us >



STEP 1: Who are You?

Who
are
You



Narrative



Narrative

~~Elevator Pitch:~~

Twitter Pitch:

Can you explain your business
and customer value benefit ...
in 140 Characters?



STEP 2: Who

are you
talking to?



**Who is Your
Best
Customer**

A stylized icon of a person with a tan face and brown hair, wearing a black shirt, is shown in a white-bordered frame. To the right of the frame is a large, grey, bold question mark.A group of five business professionals (three men and two women) are shown in a professional setting, shaking hands and smiling, representing a successful business deal or partnership.

**STEP 3: What
do they
Want?**

A large, grey, bold question mark is positioned to the right of the text.

Search Keywords

caribbean cruise

Keyword	Avg	Traffic	QSR	KQI	SEO
caribbean cruise	330933	56259	300	●	41
caribbean cruises from new york city	56	10	23	●	94
royal caribbean cruise ship	5472	931	302	●	11
best royal caribbean cruise	80	14	86	●	98
caribbean cruise royal caribbean	7925	1348	146	●	89
royal caribbean cruise deal	3566	607	166	●	82
cheap royal caribbean cruise	753	129	97	●	94
all inclusive caribbean cruises	3011	512	225	●	77
best caribbean cruise deal	448	77	29	●	96
caribbean cruise deals	6566	1117	236	●	73
caribbean cruise all inclusive	8475	1441	45	●	91
royal caribbean cruise deals	3608	614	199	●	82
caribbean cruise holidays	6322	1075	203	●	73
caribbean cruise line	39301	6682	308	●	7
royal caribbean cruise vacation	6126	1042	347	●	11

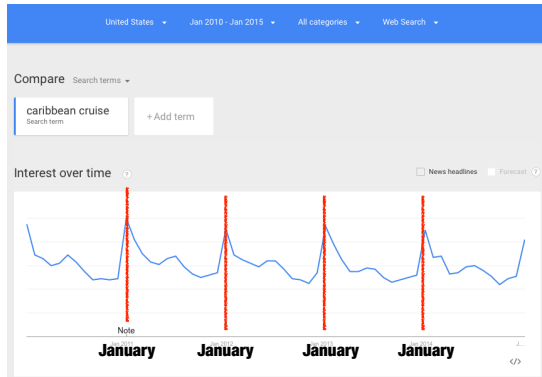
Related Brainstorm

last minute caribbean cruise deal
 cruise caribbean cruise
 best caribbean cruise
 royal caribbean cruise lines
 cheap caribbean cruises
 royal caribbean cruise
 royal caribbean cruise line
 caribbean cruises
 royal caribbean cruises
 royal caribbean cruise lines official site
 carnival cruise
 carnival cruises 2014
 carnival cruise lines
 royal caribbean international

hawaii vacation cruise	7,174
disney cruise line vacation	7,029
family cruise vacation	6,772
cruise vacation package	6,558
european cruise travel vacation	5,960
caribbean vacation travel cruise	5,945
caribbean cruise vacation	5,285
cruise vacation packages	5,161
hawaii cruise vacation	4,626
cruise europe tour travel vacation	4,276
last minute cruise vacation	4,004
cruise vacation travel	3,836
discount vacation cruise	3,543
bermuda cruise vacation	3,376
cruise vacation special	3,309
royal caribbean cruise vacation	2,989
cruise touraid travel vacation	2,974
alaska vacation cruise	2,971
adult cruise vacation	2,952
cruise vacation deal	2,805
disney cruise vacation package	2,394
bahamas cruise vacation	2,276
carnival cruise vacation	1,808
agency cruise dallas travel vacation	1,771
cruise desk toulard travel vacation	1,713
toulard travel cruise and vacation desk	1,679
cruise line vacation package	1,651
luxury cruise vacation dallas travel agency	1,629
cruise disney line package vacation	1,567
costa rica travel cruise vacation	1,484
carnival cruise line vacation	1,415
cruise insurance travel vacation	1,393

STEP 4: When
 do they
 Want it

Planned Content

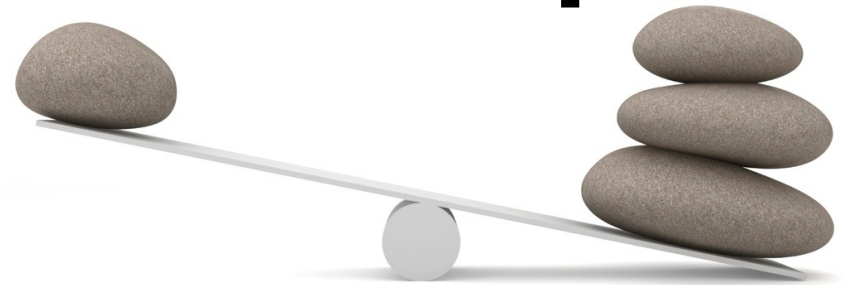


STEP 5: Where
 do they
 want it

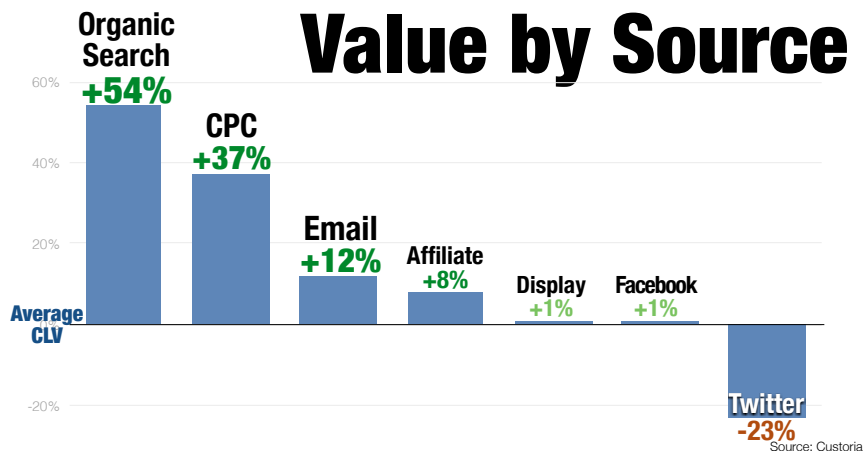
Google



All Channels are **NOT** Equal



Value by Source



What kind of Conversation?

Acquisition

Search Marketing

- SEO: search phrases & content
- Pay-per-Click
- Blogging/Articles
- Destination Information
- Content Marketing
- Buying Cycle



Develop Audience

“Shareable” Content

- Lists: tips, packing list, Must-have's
- Article Series: history, recommendations
- Reader feedback
- Best of...
- Updates
- Interviews



Build Loyalty

Email Rewards

- “Best” Customers
- Identify & Feed Loyalists
- Insider deals
- Announcements
- Personal, Relevant, Timely
- Match the message to the customer



Conversations

Fan Feedback

- Fan's favorite cruise
- Best cruise experience
- Best sunset
- Best meal
- Submit pictures - stories - contests

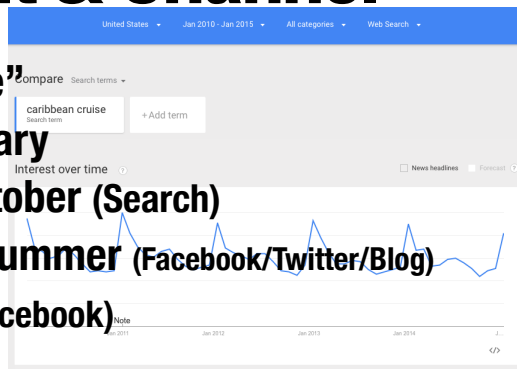


STEP 6: How will you Engage them?

Develop a Marketing Schedule

Schedule Content & Channel

- “Caribbean Cruise”
- Peaks every January
- Publish by late October (Search)
- Develop through Summer (Facebook/Twitter/Blog)
- Close the Trend (Facebook)



(Keywords + Trends) + Strategy

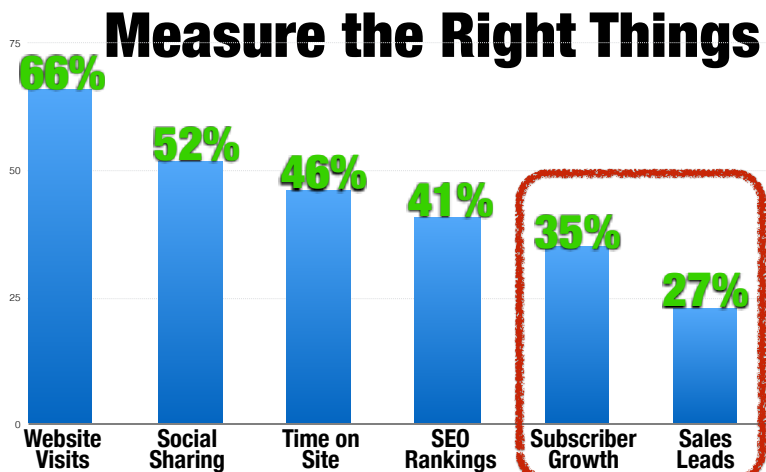
Search peaks
Demand curves
Search lows
Known events
Annual events
Industry events

A graphic of a calendar for the month of January. The days of the week are listed at the top: SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. The dates are arranged in a grid. The numbers 5, 12, 19, and 26 are highlighted in red, corresponding to the search peaks mentioned in the text.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

46% of marketing leaders cite
Strategy
as their main obstacle

Why are you talking?
Who are you talking to?
What do they want?
When do they want it?
Where is the conversation?
HOW do I know if it's working?



Content Marketing Institute and Marketing Profs: Benchmarks, Budgets and Trends

Escape

the Social Media
Black Hole