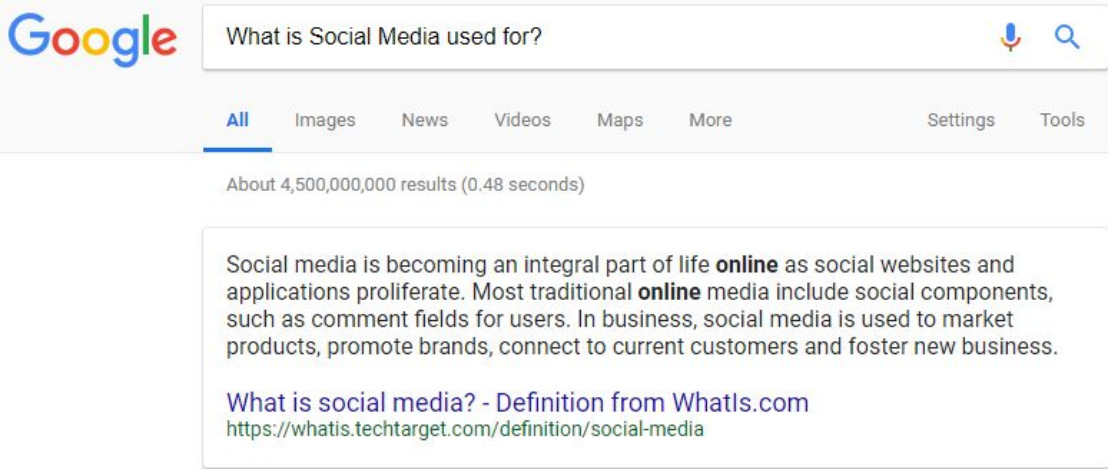
How VRMs Can Use Social Media as a Customer Service Tool

RedAwning

Intro

What is Social Media, Really?

What is Social Media Used For?



Be Human.

Show Your Personality.

Intro

What Channels Should I Use?

Two Criteria:

1. Ease of Use

2. Go Where Your Customers Are.

PRIVACY – SENSITIVE INFORMATION

EASY TAGGING OF PEOPLE, PLACES, HASHTAGS

LINK SHARING

Share

Intro

Why Should I Care?

Because Your Guests Do.

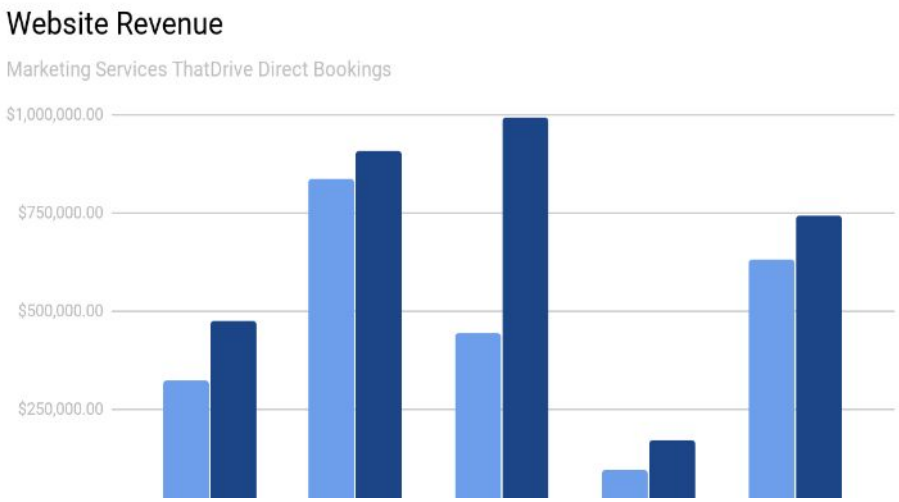
Customers can spend up to 20% more when a business engages their customer service-related tweets.

-Applied Marketing Science

More Repeat Guests.

More Direct Bookings.

Less Time & Money Spent on Marketing.



Remember to Link To Your Website

3 Ways

?
Answer Questions.
BREAKING NEWS
Update the World.
Build Your Reputation.

FAQs / Self-Service

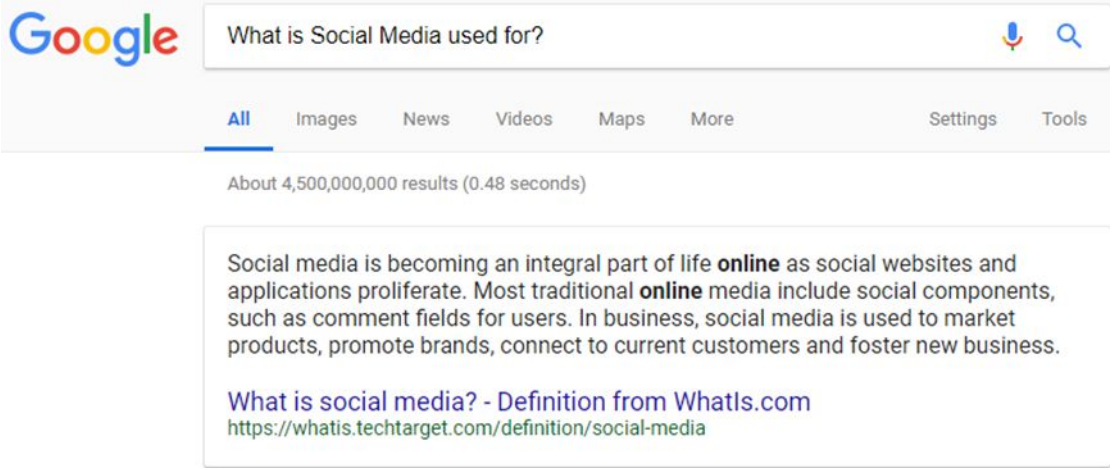
1 **QUESTIONS**
Reservationists Know.

2 **VACATION QUESTIONS.**

3 **IN-HOME QUESTIONS.**

90% of surveyed consumers have used social media in some way to communicate with a brand.
-Sprout Social

ADD A FAQ TO YOUR WEBSITE.



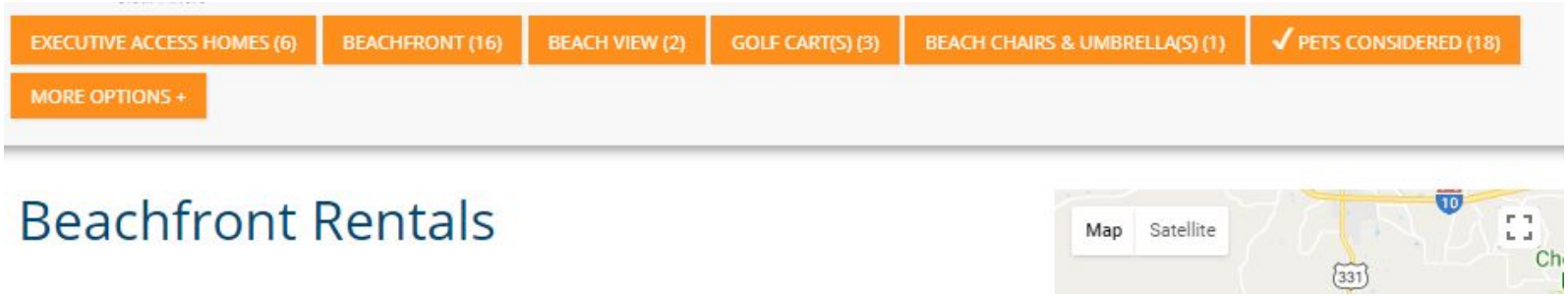
SHARE GREAT INFO

1. Breckenridge Snowfall
2. Local Policies
3. Safety

SHARE LINKS TO PROPERTY GROUPS ON SOCIAL

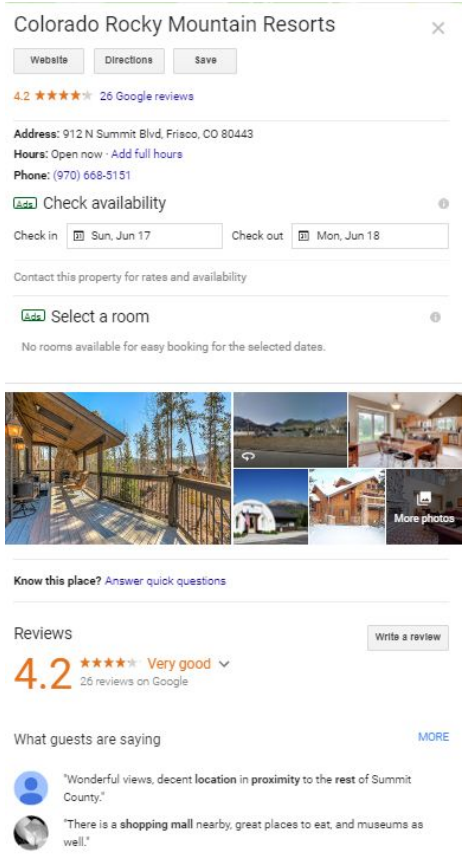
1. Luxury Homes
2. Ski-in / Ski-out
3. Pet Friendly

https://www.360blue.com/rentals/custom-group/beachfront-rentals/

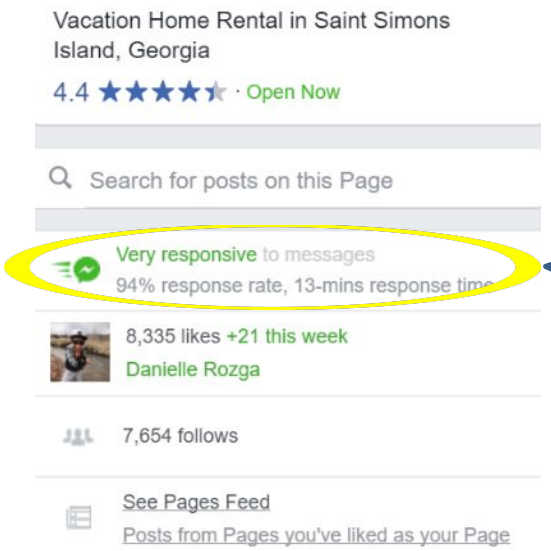


Google MyBusiness

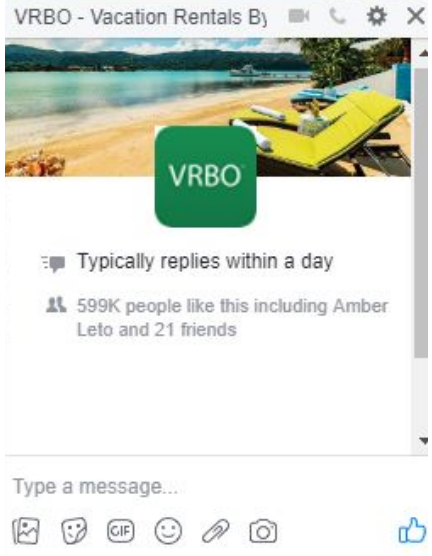
Holiday Hours?



Facebook Messenger = Free Live Chat

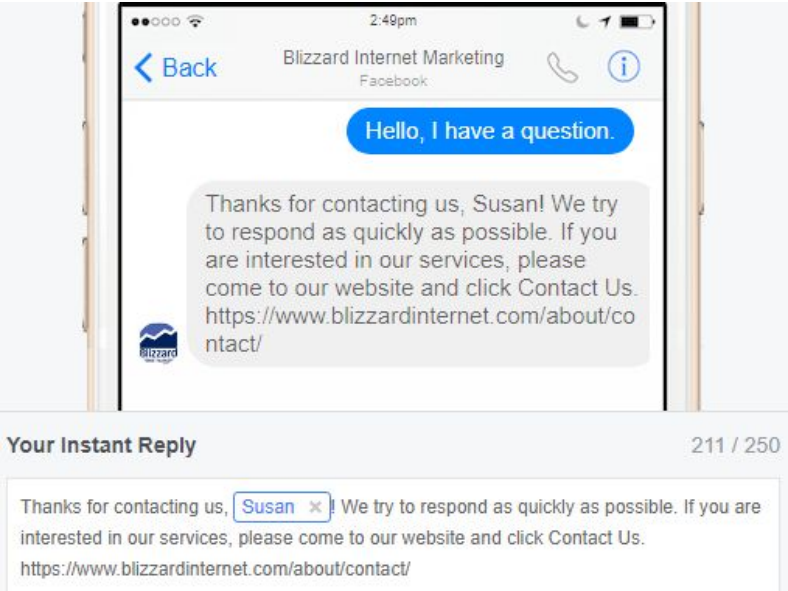


69% of customers believe fast resolution of problems is vital to good service, making social media support invaluable.
-Zendesk



Private Conversations

Facebook Instant Replies



Facebook Live

3 Ways

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PR & COMMUNICATION

1. Welcome new employees
2. Business Changes
3. Local regulation changes, construction
4. Celebrations!

PR & COMMUNICATION

Major Weather Updates

3 Ways

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Reviews

“I am confident that my company is in good hands with the capable team at Blizzard. Everyone is personable, professional, and knowledgeable. I’ve enjoyed building our new website and look forward to continued improvements and an on-going relationship with the Blizzard Team!”
Danielle Poret, Hauserman Rental Group

95.6% of consumers have been affected by other comments on a brand’s social pages.

-Conversocial

Responding to Complaints, a 5 Step Checklist

- ❑ Acknowledge Receipt.
- ❑ Find Out What Happened.
- ❑ Try To Take Action.
- ❑ Within 24 Hours – Reply with Resolution. Take Any Further Conversation Offline.
- ❑ If Problem Resolved, Ask Guest to Take Down The Review.

Online Complaint Responses

State the Facts and correct any misinformation.

Do not blame.

Speak to Future Improvements.

Let them know they were heard.

Apologize.

Your Tone is Most Important

- ❑ **Show that you care.**
- ❑ **Show that you are friendly.**
- ❑ **Be professional and courteous.**

3 Ways

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Blizzard Team

We combine our knowledge, quality and passion to deliver a kick-ass product while celebrating the successes of our customers, teams and company.
We value our clients and offer superior customer service.

Susan Blizzard

The Blizzard Team

BlizzardInternet.com | 970-928-7875

Blizzard
INTERNET MARKETING
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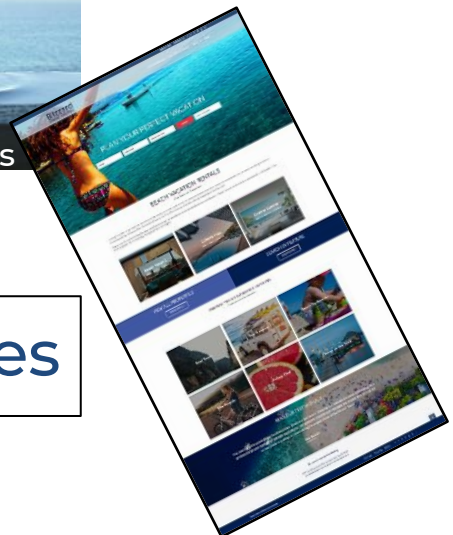
Marketing Services



Websites

Thanks to VRMIntel for a Great Conference!