

Marketing in the Social Media Environment

Are Facebook and Twitter Solutions Right For You

What's Hot What's Not

Keywords and Adwords

It's A Brand New Day

Things are changing ...

**Is the moment of
the individual
capitalism...**

**Ask not what you
can do for your
customers, but
what your
customers can do
for you!**



It's A Brand New Day

Social media, allows a new kind of consumer... the proactive one...

- 1.** It has freedom of choice
- 2.** Wants to customize his experience
- 3.** Has and wants the scrutiny of the experience
- 4.** Wants to collaborate in the experience
- 5.** Wants to share it with his similar

be simple, be social:

**DON'T
MAKE
THEM
THINK**

Engage them!

New Ways To Connect

There two ways for
understanding social media ...

**Connect people
to people**

&

**Connect people
to content
create by other
people**



New Ways To Connect

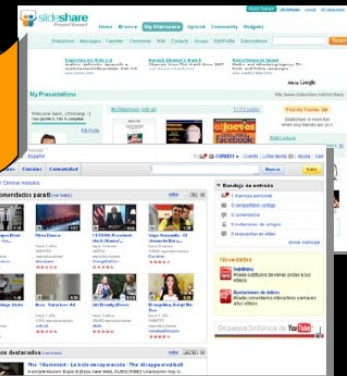
Example 5: Kinds of social media

People to people



STATIC

People to content



PICKING POINT



TOO MUCH...



People to people & content

Become Relevant

Social media changes way brands and consumers interact...

Before... brands said

“I’m a great lover” and customers believe it ...

Now... customers don’t believe that... and wait for...

“Ei! He is a great lover” said by one of their friends...

Then they believe it...



Be Where Consumers Are

The goal for a brand in social media has to be...

Be where consumers are...

**And once there...
listen interact and
learn from them...**

**After that... you'll
be able to try to
engage them...**

“The diver must be where fish are ...”



People to Content Example

Whistler Blackcomb

4545 Blackcomb Way, Whistler, British Columbia V0N 1B4, Canada
604 904 8134 Website



Ranked #2 of 46 attractions in Whistler

438 Reviews

Type: Ski/ Snowboard Areas, Resort Communities, Mountains, Golf Courses, Hiking Trails, Cross-country Ski Areas

Activities: Skiing, Viewing wildlife, Snowboarding, Heli-skiing, Mountain biking, Hiking, Cross-country skiing, Snow-shoeing, Mountaineering, Snowmobiling

Owner description: Whistler Blackcomb is consistently ranked the No. 1 ski resort in North America with over 8,171 acres of terrain. As a true four season resort... more »

Useful Information: Activities for older children, Activities for young children

Update attraction details



401 visitor photos

438 reviews from our community

Write a Review

Visitor rating



438 reviews sorted by Date Rating

English first



Jennifer P
Eastbourne

Contributor

★ 17 reviews

Reviews in 12 cities

"Day at Whistler"

438 Reviews Reviewed August 21, 2012 NEW

Travelled up from Vancouver on the Rocky Mountaineer to Whistler. The Peak to Peak gondola was the best we have ever been on. Rode up to the first peak in an enclosed small gondola, then crossed to the other peak on the peak to peak gondola. We did this 3 times as it was so stunning. Not much of...

More

Hotels travelers are raving about...



Delta Whistler Village Suites
443 Reviews
Whistler, British Columbia

Read reviews



First Tracks Lodge
126 Reviews
Whistler, British Columbia

Read reviews



Pan Pacific Whistler Village Centre
493 Reviews
Whistler, British Columbia

Read reviews

All hotels in Whistler (57)

Browse nearby

Things to Do (83) | Hotels (57) | Restaurants (132)



Interactive map

sponsored by

Which Whistler hotels are on sale?

Check-in 8/31/2012 Check-out 9/2/2012 Adults 2

See hotels

Booking.com Expedia.com
hotels.com Travelocity

People to Content Example



Shewitt2012
Athlone, Ireland

Senior Contributor

★ 22 reviews

🌐 Reviews in 10 cities

👍 4 helpful votes

“wow”

🟢🟢🟢🟢🟢 Reviewed July 26, 2012

amazing views on the peak to peak ride...is quite expensive..but worth it ...highest ride above a floor in the world...so great to have done it..amazing views too and a cafe at each side

Was this review helpful? Yes

[Problem with this review?](#)

[See 3 more reviews by Shewitt2012 for Whistler](#)



cantravellor
BC, Canada

Senior Contributor

★ 48 reviews

🌐 Reviews in 18 cities

“best place to ski”

🟢🟢🟢🟢🟢 Reviewed July 23, 2012

1 person found this review helpful

We ski here with our children multiple times per year. Love it!! Snow is great. Usually lots of powder. Great food choices and many chalets to choose from. So many ski runs including boot pacs. We are partial to Blackcomb but know many others that prefer Whistler. Can get fairly busy on certain weekends but weekdays are fabulous!! One tip...

11-20 of 438 reviews

« 1 2 3 ... 44 »

Travelers who viewed Whistler Blackcomb also viewed



PEAK 2 PEAK Gondola

🟢🟢🟢🟢🟢 650 Reviews
Whistler, British Columbia



Alice Lake Provincial Park

🟢🟢🟢🟢 9 Reviews
Squamish, British Columbia



Garibaldi Provincial Park

🟢🟢🟢🟢 8 Reviews
Whistler, British Columbia



Lost Lake

🟢🟢🟢🟢 101 Reviews
Whistler, British Columbia

[All things to do in Whistler](#) (83)

Been to Whistler Blackcomb? Share your experiences!

[Write a Review](#)

[Add Photos](#)

[Add Videos](#)



4.0 out of 5, 30 reviews
Last reviewed Jul 27, 2012



The Aspens by ResortQuest W
3.5 out of 5, 20 reviews
Last reviewed Jul 26, 2012



Greystone Lodge
4.5 out of 5, 41 reviews
Last reviewed Jun 18, 2012

Whistler resources

[Whistler Bed and Breakfast](#)

[Whistler Maps](#)

Explore the world

[Sightseeing](#)

[SkinCareLab](#)

5.0 out of 5, 1 review

[Bernhard Museum Complex in Auburn](#)

4.0 out of 5, 3 reviews

[Blue Horse Folk Art Gallery](#)

[Akron hotels](#)

21 hotels, 625 Reviews

[Traverse City](#)

104 hotels, 3,682 Reviews

[Hotels](#)

[Hotel Herald Square](#)

4.0 out of 5, 725 reviews
Last reviewed Aug 18, 2012

[Hotel Lara Beach in Antalya](#)

4.5 out of 5, 1,093 reviews
Last reviewed Aug 21, 2012

[Hotel Chateau Frontenac in Paris](#)

4.0 out of 5, 160 reviews
Last reviewed Aug 15, 2012

[Wyndham Kingsgate in Williamsburg](#)

4.0 out of 5, 336 reviews
Last reviewed Aug 20, 2012

Tweets

The screenshot shows a Twitter browser window with the following elements:

- Browser Address Bar:** <https://twitter.com/#/>
- Navigation:** Home, Connect, Discover, Search, and user profile icons.
- User Profile (Crystal Foster):**
 - Profile picture:
 - Stats: 0 TWEETS, 5 FOLLOWING, 0 FOLLOWERS
 - Compose new Tweet...
- Who to follow:**
 - Freeskier Magazine @Freeskier
 - LeBron James @KingJames
 - Justin Timberlake @jtimberl...
- Trends:**
 - #10BandsIWillLoveForever
 - #AskElyar
 - #sonnywithachancememories
 - Britney Is The Shizzle
 - 4.5 Mw
 - Zef Kolombi
 - 25 Km
 - A Low Down Dirty Shame
 - Los Roques
 - Virginie
- Tweets List:**
 - Telluride Ski Resort @Telluride** (10m): Great having you here! RT @ride_argyle: Mornin' Telluride! [twitpic.com/am4glu](#) #USAPro [View photo](#)
 - Telluride Ski Resort @Telluride** (14m): We would love to have you! RT @teamchampionsys: #USAPro we'd love to come back, Telluride! [pic.twitter.com/pvg1K3FL](#) [View photo](#)
 - Telluride Ski Resort @Telluride** (19m): RT @ljschwabtc: Whew #telluride #usprochallenge #usapro cycling challenge didnt want to leave! [pic.twitter.com/Vu0cutXY](#) [View photo](#)
 - Telluride Ski Resort @Telluride** (43m): Check out Summer Savings, Fall Deals, a Winter Sneak Peek Special and the 2012-13 Season Pass Sale. [ow.ly/i/RqBU](#) #Telluride [Expand](#)
 - Telluride Ski Resort @Telluride** (2h): Let's get ready to celebrate the #Telluride way with another summer festival. The Ride Festival is this weekend! [ow.ly/d7C7e](#) [Expand](#)
 - Scott Leigh @CoffeeInk** (14h): Amazing Stage 1 of @USAProChallenge with a finish in @Telluride. I wish I could have been there. No better back drop for a Finish. [Retweeted by Telluride Ski Resort](#) [Expand](#)
 - Whistler Blackcomb @WhistlerBlackcomb** (14h): Only 2 days left for an INCREDIBLE deal @FairmontWhistr. 25% off 1st night, 50% off 2nd & 75% off the 3rd! [Expand](#)
 - Telluride Ski Resort @Telluride** (17h): Summer Savings, Fall Deals, a Winter Sneak Peek Special and the 2012-13 Season Pass Sale. [ow.ly/i/RqBU](#) #Telluride [Expand](#)
 - Telluride Ski Resort @Telluride** (18h): RT @basqueskier: "I haven't had that much fun in a bike race in a long time." @tomdanielson after awesome Stage 1 @USAProChallenge... [Expand](#)

Tweets

The image shows a screenshot of a Twitter profile page for Telluride Ski Resort. The profile header includes the resort's name, bio, and statistics: 2,272 tweets, 145 following, and 6,760 followers. The main content area displays a list of tweets from the resort and other users. On the left, there is a vertical sidebar with a logo and several small images related to the resort. The bottom of the page contains a footer with various links and copyright information.

Home @ Connect # Discover

TELLURIDE
COLORADO

Telluride Ski Resort @Telluride
Following

Telluride Ski Resort is an unmatched Colorado resort, offering spectacular scenery, skiing & snowboarding, lodging, dining, spas & year-round vacation packages.
Southwest Colorado Rockies <http://www.tellurideskiresort.com>

2,272 TWEETS
145 FOLLOWING
6,760 FOLLOWERS

Tweet to Telluride Ski Resort

@Telluride

Tweets

Following
Followers
Favorites
Lists
Recent images

Similar to Telluride Ski Resort

Wolf Creek Ski Cabin @SkiWolfCreek
Follow

Breckenridge Resort @breckenridg...
Follow

Red River Ski Area @RedRiverSkiA...
Follow

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

Telluride Ski Resort @Telluride 17m
Check out Summer Savings, Fall Deals, a Winter Sneak Peek Special and the 2012-13 Season Pass Sale. ow.ly/IRqBU #Telluride
Expand

Telluride Ski Resort @Telluride 1h
Let's get ready to celebrate the #Telluride way with another summer festival. The Ride Festival is this weekend! ow.ly/d7C7e
Expand

Scott Leigh @Coffeelink 14h
Amazing Stage 1 of @USAProChallenge with a finish in @Telluride. I wish I could have been there. No better back drop for a Finish.
Retweeted by Telluride Ski Resort
Expand

Telluride Ski Resort @Telluride 17h
Summer Savings, Fall Deals, a Winter Sneak Peek Special and the 2012-13 Season Pass Sale. ow.ly/IRqBU #Telluride
Expand

Telluride Ski Resort @Telluride 18h
RT @basqueskier: "I haven't had that much fun in a bike race in a long time." @tomdanielson after awesome Stage 1 @USAProChallenge...
Expand

Telluride Ski Resort @Telluride 18h
RT @tellurideblues: Win a @newbelgium Custom Cruiser Bike Tonight 8-10pm @ Oak: The New Fat Alley instagram.com/p/OKTLnuwcb/
View photo

Facebook Content

The image shows a screenshot of a web browser displaying the Facebook profile page for Telluride Ski Resort. The browser's address bar shows the URL <http://www.facebook.com/telluride>. The Facebook navigation bar is visible at the top, featuring the Facebook logo and login fields for email/phone and password, with a 'Log In' button. Below the navigation bar, a large banner image of a mountain landscape is displayed. Overlaid on the right side of this banner is a white box with the text 'Telluride Ski Resort is on Facebook.' and a sub-header 'To connect with Telluride Ski Resort, sign up for Facebook today.' Below this text are two buttons: 'Sign Up' and 'Log In'. To the left of the banner is the Telluride Ski & Golf logo, which consists of a red stylized 'T' above the text 'TELLURIDE SKI & GOLF'. Below the banner, the page header for the profile shows the name 'Telluride Ski Resort' and a 'Like' button. Underneath, it indicates '21,098 likes · 1,791 talking about this · 12,748 were here'. A row of navigation tabs includes 'About', 'Photos', 'Likes', 'Videos', and 'Summer'. Below these tabs is a large advertisement for 'RANGE ROVER SPORT' with the slogan 'CHOOSE YOUR COLOR.' and a 'BUILD AND PRICE' button. The main content area features a post from 'Telluride Ski Resort' dated '4 hours ago'. The post text reads: 'The USA Pro Cycling Challenge has rolled through Telluride. A big congratulations to Tyler Farrar and all of the riders for finishing Stage 1! Let's get ready to celebrate the Telluride way with another summer festival. The Ride Festival is this weekend!' Below the text is a partial image of a bicycle tire. To the right of the post is an 'Also On' section with a list of links to external websites: <http://www.twitter.com/Telluride>, <http://www.TellurideSkiResort.com>, <http://www.TellurideWorldCup.com>, <http://www.TellurideResortLodging.com>, and 'Yelp'. At the bottom of the page, a Windows taskbar is visible with various application icons and a system tray showing the time '12:17 PM' and date '8/21/2012'.

Facebook Content

The screenshot shows a Facebook page for Telluride Ski Resort. The browser address bar displays <http://www.facebook.com/telluride>. The page header includes navigation tabs for "Timeline", "Now", and "Highlights", along with a "Like" button.

The main content area features a post from Telluride Ski Resort with the text: "Passing the entrance of Mountain Village, then along the Valley Floor and into the finish in Telluride! 20 hours ago". Below this, a photo shows a cyclist and two runners on a road. The post has 4 likes from Becky Tibus Cullen, Sherry Rieger, and 49 others.

Below the photo, there are two more posts: one from Bootsdoctors mentioning a free beer at Paragon, and another from Nick Anderson asking about a mankini.

At the bottom of the page, there are two advertisements. The first is for Westin Hotels & Resorts, offering a complimentary night for 2 nights or more. The second is a partial ad for "Her Face Will Never Be the Same".

The Windows taskbar at the bottom shows the system clock as 12:17 PM on 8/21/2012.

Facebook Content

The screenshot displays the Facebook profile page for Whistler Blackcomb. At the top, the browser address bar shows the URL: <http://www.facebook.com/pages/Winter-Ski-and-Sport/246051988804735#!/whistle>. The page header includes the Facebook logo, navigation links for "Settings" and "Logout", and a "Create a Page" button. The main profile area features a cover photo of two people on a mountain trail with the text "ANYONE WANT TO COME TO THE TOP WORLD OF THE WITH ME?". Below the cover is the profile picture, the name "Whistler Blackcomb", and statistics: "110,571 likes · 5,316 talking about this · 196,746 were here". A bio section describes the resort as the "#1 year-round resort, located in Whistler, British Columbia, Canada." Navigation tabs include "Photos", "Latest Videos", "Deals", and "Events". Prominent buttons for "Download" and "Play Now" are visible. A "Highlights" dropdown menu is located below the navigation tabs. On the right side, there is a "Sponsored" section for "Marcus Theatres" and "Health 1st Center". The bottom section shows "Recent Posts by Others on Whistler Blackcomb" with three posts from users like West Coast Scapes, Hayls McCallum, and Corey Crafter. The Windows taskbar at the bottom shows the system clock as 12:08 PM on 8/21/2012.

facebook

Settings Logout

+ Create a Page

Now

August

July

2013

2011

2010

2009

2008

Founded

Sponsored by

Marcus Theatres

Want to see The Dark Knight Rises for \$5? Print your coupon now to see it on 8/22 or 8/23!

Like · 76,981 people like this.

Health 1st Center

Multi-disciplinary center dedicated to the overall health of our patients in Bridgeview IL.

Like · 336 people like this.

Enter Caesars Casino

HURRY! These slots are HOT & primed to explode!

2,000,000 people played Caesars Casino.

Whistler Blackcomb

110,571 likes · 5,316 talking about this · 196,746 were here

Ski Resort

Welcome to our Facebook page. Come ahead with us! Whistler Blackcomb is consistently ranked the #1 year-round resort, located in Whistler, British Columbia, Canada.

About - Suggest an edit

Photos Latest Videos Deals Events

Download Play Now

Highlights

Post Photo / Video

Write something...

Recent Posts by Others on Whistler Blackcomb See All

West Coast Scapes
<http://www.facebook.com/photo.php?fbid=406232560913...>
19 hours ago

Hayls McCallum
Check it out tomorrow at GLCI!!
1 · 23 hours ago

Corey Crafter
I'm planning on coming over to whistler in January for a co...
Sunday at 8:29pm

More Posts

12:08 PM 8/21/2012

Facebook Content

facebook

Whistler Blackcomb Timeline July Highlights

Summer is Here Contest
www.whistlerblackcomb.com

Like · Comment · Share

Kris Wong, Molly Boey and 15 others like this.

Jason Bovée Beets? Battistar Galactica?
July 23 at 6:52pm · Like

Whistler Blackcomb We'll have to see about adding those to the prize list next year Jason! The Whistler Farmers Market does have amazing beets from Pemberton Farms!
July 23 at 6:55pm · Like

Matthew Trives Bongs Booz bitches
July 23 at 7:01pm via mobile · Like

Write a comment...

Whistler Blackcomb shared a link.
July 23 · 🌐

If you are planning on heading up the mountain today for hiking/sightseeing make sure you dress warm! Due to cool temperatures in the alpine, you must be dressed appropriately to head up the Peak Chair and 7th Heaven Chair today - that means closed-toe shoes and layers:

Whistler Blackcomb - Hiking and Sightseeing
www.whistlerblackcomb.com

Whistler's wilderness offers a wonderful opportunity for hiking, walking and learning about the ecology of diverse

Like · Comment · Share

Holly Boey, Ethan Morissette and 10 others like this.

Kenny Pang will it snow?
July 23 at 4:17pm · Like

Write a comment...

Whistler Blackcomb
July 21 · 🌐

© Mitch Winton/coastphoto.com

Like · Comment · Share

Mitsub Matsuda, Maggie Stephens Dougherty and 680 others like this.

View all 21 comments

Veronica Singh Beautiful
July 25 at 1:54am · Like

White Dog Studio Gallery Wonderful Adam, you are so talented
August 10 at 1:53am · Like

Write a comment...

Whistler Blackcomb shared a link.
July 22 · 🌐

The Whistler Farmers Market is on today from 11-4 in the upper village at the base of Blackcomb Mountain. Swing by and check out everything from baked goods to local wood work.

Whistler - Events Calendar
www.whistlerblackcomb.com

Like · Comment · Share

Whistler Blackcomb
July 21 · 🌐

© Mitch Winton/coastphoto.com

Settings Logout

+ Create A Page

Now
August
July
2012
2011
2010
2009
2008
Founded

Sponsored 99

Brain Surgeon's Diet

Love fat using your brain.
Like · 5,365 people like this.

BlueCross BlueShield of Illinois

5 tips to help make doctor visits less scary!
Like · 38,880 people like this.

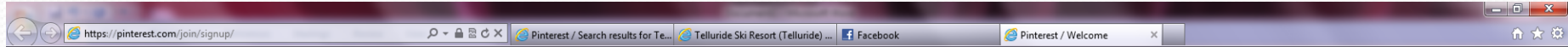
Riverside Medical Center

Riverside Medical Center has been named a Distinguished Hospital for Clinical Excellence.
Like · 4,299 people like this.

12:10 PM
8/21/2012

Bongs, Booz, bitches

What's Hot



Welcome to



Step 1 of 2

Create your account to explore Pinterest.

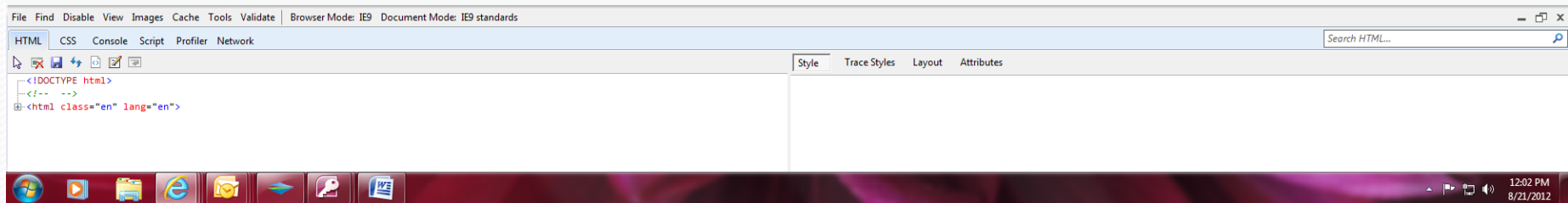
Connect with



or, sign up with your email address.

Already have an account? [Log in.](#)

[Terms of Service](#) [Privacy Policy](#)



What's Hot

Browser address bar: <http://pinterest.com/search/?q=Telluride%2C+CO>

Search bar: Telluride, CO

Navigation: Pins · Boards · People — search results for Telluride, CO

Grid of pins:









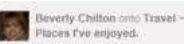

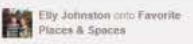
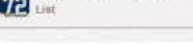


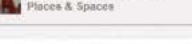









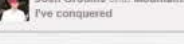



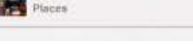
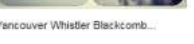

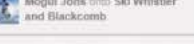








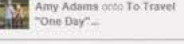
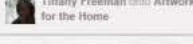


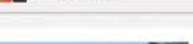
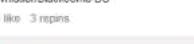


- Hotel Telluride (Telluride, CO)**
1 repin
- Telluride, CO**
by sarac
2 likes 1 comment 7 repins
- telluride CO**
2 likes 2 comments 29 repins
- Telluride, Co**
3 repins
- Telluride, CO**
2 repins
- Telluride, CO**
2 repins
- Telluride, Co**
2 likes 1 comment 9 repins
- Telluride, CO**
1 like 1 repin
- Deana Ketterl onto USA travel**
- Veronica Kraus onto Photography**
- Carolyn Richardson Loved the cable cars and I hate heights.ha!**
- Deana Ketterl i look forward to going there sometime! it looks beautiful!**
- Nathan Prince onto Airports I would like to land in.**
- Stuart Martens onto Favorite Places & Spaces**
- Lisette Tanaka onto Travel**
- Cecilia Morales onto Favorite Places & Spaces**
- Telluride Colorado Love it!**
- Sharyn Warmack onto Places I've Traveled**
- Visit Telluride Awesome shot.**
- Every generation needs a new revolution.**
Thomas Jefferson, 3rd PRESIDENT
- Telluride, CO**
- Greg Priest onto TRUTHS**
- Telluride, CO**
1 like 5 repins
- Sidney Bristow onto Favorite Places & Spaces**
- Telluride, CO**
4 likes 42 repins
- Susan Simmons onto Favorite Places & Spaces**
- Amanda Harsche onto The Great Outdoors**
- Telluride, CO**
1 like 2 repins
- Mary Alice Hoape onto Favorite Places & Spaces**
- Telluride Co**
2 repins
- Patti E onto Places I Have Visited And Enjoyed**
- Telluride, CO**
1 repin
- Bobbie Brown onto travel**
- Telluride, CO**
1 repin
- Beth Gustafson onto Dream Home**
- Excel Distributors onto**
<http://pinterest.com/pin/35817759506723864/>
- TREE Realty, LLC Telluride Real Estate Experience onto Favorite Places & Spaces**
- Telluride CO home**
- Telluride, CO trail**
- Marie Nelson onto Places to Run**
- Downtown Telluride, CO - Photo by Kim Hoelt**

What's Hot

Browser: <http://pinterest.com/search/?q=Whistler+Blackcomb> | Pinterest / Search results for... | Telluride Ski Resort (Telluride) | Facebook

Search: Whistler Blackcomb

Pins · Boards · People — search results for Whistler Blackcomb

 <p>Whistler Blackcomb Mountain 1 like · 10 repins</p>	 <p>whistler blackcomb 11 repins</p>	 <p>Whistler Blackcomb 2 likes · 29 repins</p>	 <p>Ski Whistler Blackcomb 1 repin</p>	 <p>Whistler/Blackcomb 2 likes · 8 repins</p>	 <p>Whistler Blackcomb 1 like · 2 repins</p>	 <p>Whistler & Blackcomb 1 repin</p>	 <p>Whistler Blackcomb, Canada 1 repin</p>
 <p>Beverly Chilton onto Travel - Places I've enjoyed.</p>	 <p>Lexa W onto ski season</p>	 <p>Elly Johnston onto Favorite Places & Spaces</p>	 <p>Brad Billard onto My Bucket List</p>	 <p>Susan Farrar onto Places I Love</p>	 <p>Jo Tell onto Places I want to go and see</p>	 <p>Kay Wamser onto Favorite Places & Spaces</p>	 <p>Celeste Duke onto travel</p>
 <p>whistler blackcomb 1 repin</p>	 <p>WHISTLER BLACKCOMB - XXS 1 like · 1 repin</p>	 <p>Whistler Blackcomb XXS by WhistlerBlackcombMtn</p>	 <p>Whistler Blackcomb by whistlerblackcomb</p>	 <p>Whistler Blackcomb</p>	 <p>Vancouver Whistler Blackcomb...</p>	 <p>P2P Whistler Blackcomb by the Oxford Ski company 1 repin</p>	 <p>Whistler Blackcomb</p>
 <p>Joah Grooms onto Mountains I've conquered</p>	 <p>Bob Garrett onto Great Videos</p>	 <p>Mike Holmes onto Cool Schnaz</p>	 <p>Jennifer Baker onto Places I've Been</p>	 <p>Jaymi Strain onto Favorite Places</p>	 <p>Tamarin Dowling onto Favorite Places & Spaces</p>	 <p>Diana van Gorschat onto mountains</p>	 <p>Mogul Jona onto Ski Whistler and Blackcomb</p>
 <p>Whistler Blackcomb 2 repins</p>	 <p>Whistler Blackcomb 2 repins</p>	 <p>whistler blackcomb 12 repins</p>	 <p>Whistler & Blackcomb, Canada 10 repins</p>	 <p>Whistler Blackcomb 14 repins</p>	 <p>Whistler/Blackcomb BC 1 like · 3 repins</p>	 <p>Whistler, BC Blackcomb</p>	 <p>Whistler Blackcomb Home 1 comment · 1 repin</p>
 <p>Amy Adams onto To Travel "One Day"...</p>	 <p>Tiffany Freeman onto Artwork for the Home</p>	 <p>bridget groa onto vay-cay</p>	 <p>George Northcott onto Places I've Been</p>	 <p>Cheryl Schaffer Metz onto British Columbia</p>	 <p>Marcia Dobbins onto Places I want to go</p>	 <p>Odessa Vacations onto Favorite Places & Spaces</p>	 <p>Add a comment</p>

Footer: <http://pinterest.com/jennumabaker/places-i-ve-been/> | 12:05 PM 8/21/2012

What's Hot

- Unlike Facebook and Twitter, **Pinterest** is not about telling. It's about showing, which plays to travel sales.
- “Travel is very visual” said Patrick Evans, social media manager for STA travel. “People love taking photos and videos, and that is what **Pinterest** is all about. It is having a conversation with pictures. **Pinterest** lets users tell their travel story through photos rather than words.
- Travel and beautiful images go hand in hand.
- Over 50% of Facebook users make buying/brand decisions based on photos on their friend's pages. This is especially true in the travel industry, and **Pinterest** is an excellent Platform

What's Hot

- According to digital advertiser Modea, using data from online analyst ComScore, 68.2% of **Pinterest's** users are women, most ranging between the ages of 25 and 44, and 28.1% have a household income exceeding \$100,000.
- The advantage **Pinterest** has is simple: pictures
- Ski clubs can create boards for ski vacation packages, products, tour/activity opportunities, summer activities and more.
- Many people on **Pinterest** have a board for places they'd like to visit someday. Tapping into these folks' interest would be key for clubs also on **Pinterest**.



Search



Add + About ▾ Winter Ski & Sport ▾



VacationRoost

Call a [vacation rental](#) expert to help book your next trip: 888.337.6678.
<http://www.vacationroost.com>



Repins from

-  [Shelbie Phelps](#)
-  [Charlene Vidaurri](#)
-  [Alireza Borzui](#)

21 Boards 643 Pins 23 Likes Activity [Unfollow All](#)

163 Followers 186 Following

Group - Where is your dr...
25 pins · 🏠

Aspen Ski Vacations
39 pins · 🏠

Beaver Creek Skiing
24 pins · 🏠

Breckenridge Travel
26 pins · 🏠

Cabo, Mexico
50 pins · 🏠

Hawaii Vacations
51 pins · 🏠

Park City Getaway
42 pins · 🏠

Puerto Vallarta, Mexico
47 pins



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Tahoe Ski Getaway
28 pins

Vail Ski Trip
43 pins · 🏠

Winter Weddings
64 pins · 🏠

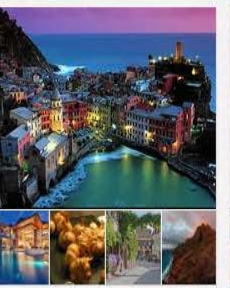
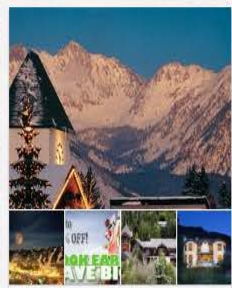
VacationRoost Getaway..
11 pins

More Tropical Paradise
58 pins

Vacation Home Interiors
145 pins

Your Favorite Travel Picu...
62 pins · 🏠

Top 100 places to travel
68 pins



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VacationRoost Dream Ge...

Beautiful Vacation Rentals

Travel Inspired Crafts

Decor Inspiration

Things I love about travel...

Next Steps

- Create Pinterest boards
 - CMSC
 - OVSC
 - TSC
- Become S.M.A.R.T.
 - Specific and clear action items
 - Measurable action items
 - Accurate in scope and focus
 - Reasonable to achieve
 - Truth – Results are accurate and complete

Pinterest Chicago Week

The screenshot shows a web browser window with the following elements:

- Address Bar:** <http://pinterest.com/WinterSkiSport/cm-sc-chicago-week-is-coming-to-aspen-sn>
- Search Bar:** Search
- Navigation:** Pinterest logo, Add +, About ▾, Winter Ski & Sport ▾
- Board Title:** CMSC "Chicago Week is Coming to Aspen Snowmass!" Like 0
- Board Info:** February 23 - March 2, 2013, Winter Ski & Sport, Edit Board, 3 pins
- Pins:**
 - Pin 1:** Aspen Snowmass, coloradomountainreservations.com
 - Pin 2:** CMSC logo (Chicago Metropolitan Ski Council), skicmsc.com
 - Pin 3:** ASPEN SNOWMASS. THE POWER OF FOUR, aspensnowmass.com
- Taskbar:** Windows 7 taskbar with icons for Internet Explorer, Windows Explorer, and other applications. System tray shows 4:20 PM 8/21/2012.

Pinterest OVSC



Search

Pinterest

Add + About ▾  Winter Ski & Sport ▾

OVSC "Coming to Beaver Creek for the first time!" Like

January 12 - January 19, 2013



Winter Ski & Sport

Edit Board

3 pins



Beaver Creek

coloradomountainreservations.com



OVSC

ovsc.org



Beaver Creek

Not exactly roughing it...

beavercreek.com



Pinterest Texas Ski Council

The screenshot shows a web browser window displaying a Pinterest board. The browser's address bar shows the URL <http://pinterest.com/WinterSkiSport/tsc-texas-returns-to-telluride/>. The Pinterest logo is visible in the top navigation bar, along with 'Add +', 'About', and a dropdown menu for 'Winter Ski & Sport'. The board title is 'TSC "Texas Returns to Telluride"' with a 'Like' button showing 0 likes. The board is dated 'February 9 - February 16, 2013' and is part of a 'Winter Ski & Sport' board with 3 pins. Three pins are visible: 1. A photo of a ski lift against a snowy mountain, captioned 'Telluride' with source 'coloradomountainreservations.com'. 2. A circular logo for the 'TEXAS SKI COUNCIL' with source 'texas-ski.org'. 3. A 'TELLURIDE' logo with the text 'Unmatched in North America...' and source 'tellurideskiresort.com'. The Windows taskbar at the bottom shows the time as 4:24 PM on 8/21/2012.

Working Together

- Our Staff Will Assist in the following
 - Pinterest Account Set-Up
 - Set up Boards for Each Council Trip
 - Demonstrate where content is entered
 - Trip Info
 - Council Info
 - Link into Facebook and Twitter
- We Need Lead Contacts From The Council
 - OK to do yourself
 - Do not want to interfere
- Results Measured at Next NSCF Meeting

Marketing in the Social Media Environment

Intermission

Step-by-Step Process to High Quality Scores

To attain high quality scores, you must optimize for each segment defined in Google's quality score definition:

- 1) Keywords
 - a) Research
 - b) Segmentation

- 2) Text Ads
 - a) Writing Ads
 - b) A/B Testing

- 3) Landing Page
 - a) Selection
 - b) Optimization

Advertising with Pay-Per-Click

In June, 2012, Google received 66.8% of all conducted search queries for the United States search market (comScore).

comScore Explicit Core Search Share Report*			
June 2012 vs. May 2012			
Total U.S. – Home & Work Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	May-12	Jun-12	Point Change
<i>Total Explicit Core Search</i>	100.0%	100.0%	N/A
Google Sites	66.7%	66.8%	0.1
Microsoft Sites	15.4%	15.6%	0.2
Yahoo! Sites	13.4%	13.0%	-0.4
Ask Network	3.0%	3.0%	0.0
AOL, Inc.	1.5%	1.5%	0.0

In recent years, it has become critical to use Google Adwords for your Pay-Per-Click marketing campaigns to enhance:

- 1) Branding,
- 2) Traffic and
- 3) Conversions (sales or leads)

For Best Performance on Google Adwords

An advertiser or group must consider their quality score.

As defined by Google, a...

"Quality Score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad."

Quality scores range from 1-10 (though it's most common to see scores between 3-7 for new campaigns).

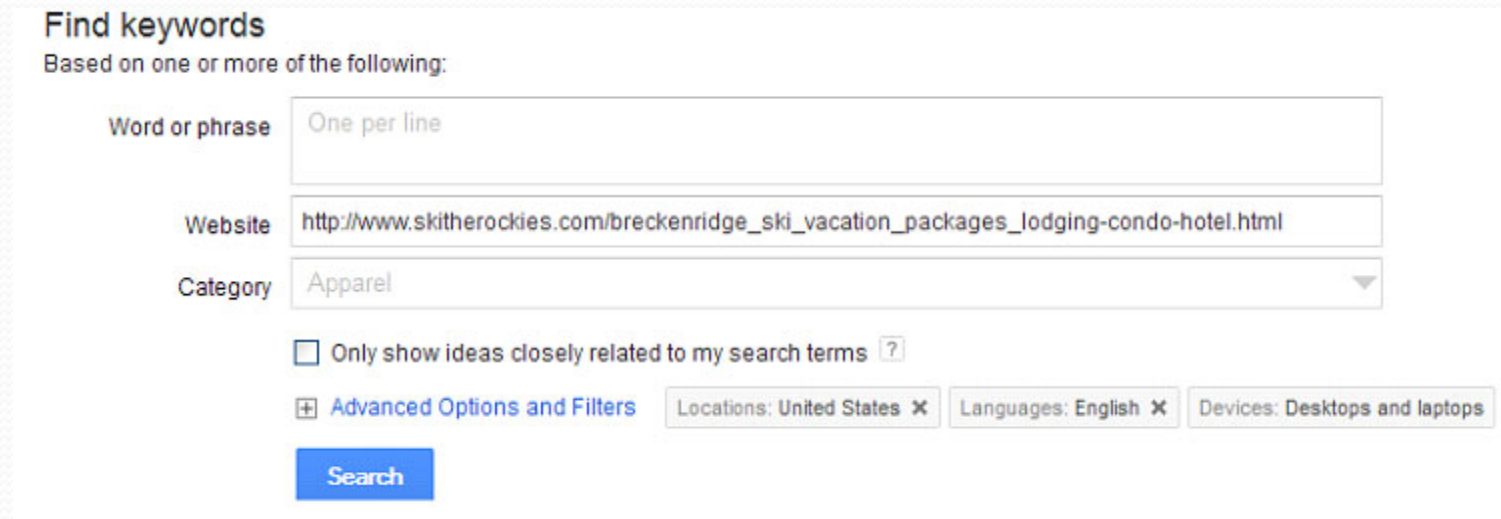
A higher score can yield the following benefits:

- 1) Lower Cost-Per-Clicks (and ultimately lower cost-per-conversions)
- 2) Higher positioning in the paid search results

Keyword Research (Part I)

To gather keywords, we will use the Google Keyword Tool.

As an example, we have taken the Breckenridge page of SkiTheRockies.com and plugged it into the Website field.



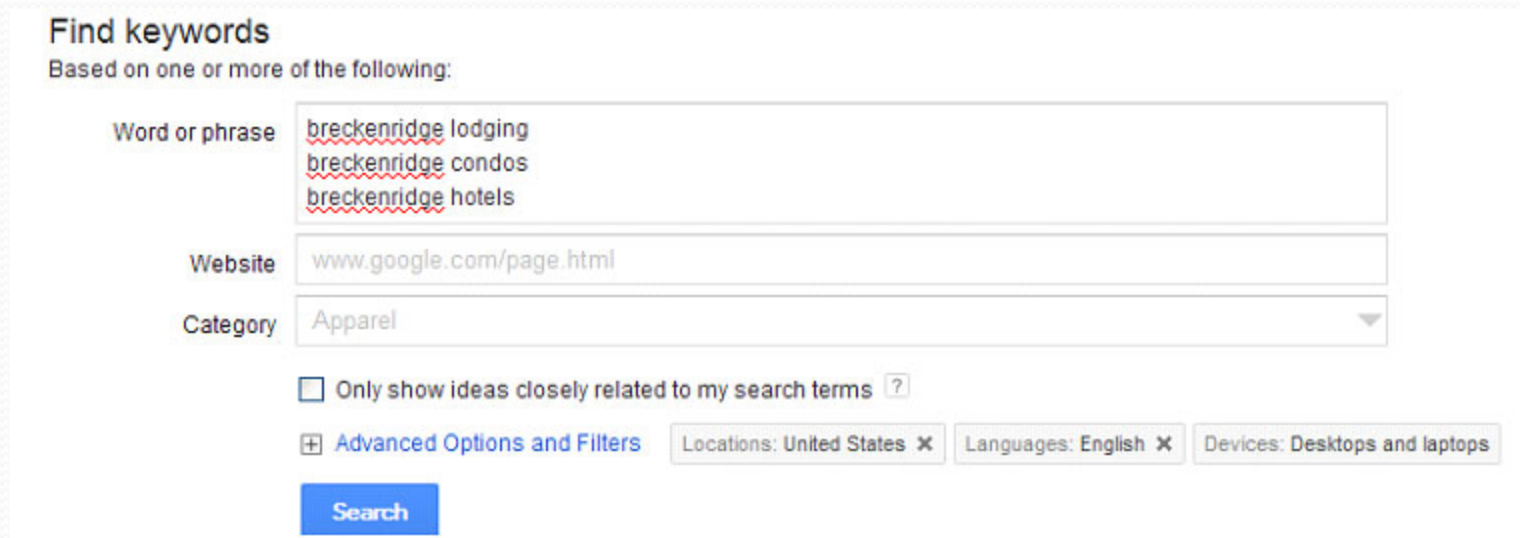
The image shows a screenshot of the Google Keyword Tool interface. The title is "Find keywords" with the subtitle "Based on one or more of the following:". There are three input fields: "Word or phrase" with the placeholder text "One per line", "Website" with the URL "http://www.skitherockies.com/breckenridge_ski_vacation_packages_lodging-condo-hotel.html", and "Category" with a dropdown menu showing "Apparel". Below these fields is a checkbox labeled "Only show ideas closely related to my search terms" with a question mark icon. At the bottom, there is a blue "Search" button and three filter buttons: "Advanced Options and Filters", "Locations: United States", "Languages: English", and "Devices: Desktops and laptops".

We are returned with a 242 keyword ideas, which is a good start.

After exporting them into Excel, we work to gather more.

Keyword Research (Part II)

Once again using Google Keyword Tool, we enter relevant phrases to return further results.



The screenshot shows the Google Keyword Tool interface. At the top, it says "Find keywords" and "Based on one or more of the following:". Below this, there are three input fields: "Word or phrase" containing "breckenridge lodging", "breckenridge condos", and "breckenridge hotels"; "Website" containing "www.google.com/page.html"; and "Category" set to "Apparel". There is a checkbox for "Only show ideas closely related to my search terms" which is unchecked. Below the checkbox is a link for "Advanced Options and Filters". To the right of this link are three filter buttons: "Locations: United States", "Languages: English", and "Devices: Desktops and laptops". At the bottom left is a blue "Search" button.

We recommend plugging in as many keyword ideas as you can (no more than 2-3 at a time), export the Excel files, and then combine all of your keywords into a single Excel sheet.

Keyword Segmentation

After gathering your keywords for a particular landing page, it's time to break them into ad groups.

Here is an example for “Breckenridge Lodging”:

breckenridge lodging
breckenridge lodging ski in ski out
breckenridge resort lodging
breckenridge lodging specials
breckenridge ski resort lodging
lodging at breckenridge
lodging near breckenridge co

Creating a single ad group, we would also add all three Match Types.

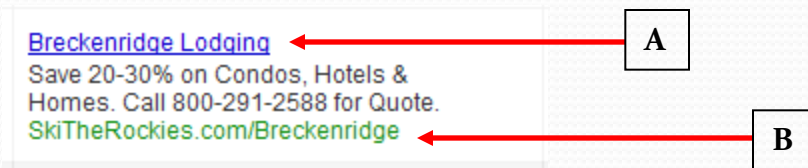
Broad – breckenridge lodging
Phrase – “breckenridge lodging”
Exact – [breckenridge lodging]

For high quality scores, it is important to combine keywords that use a common root, such as “breckenridge lodging.”

Writing Text Ads

When writing your text ads, make sure to use the root keyword in your Title, Description, and/or Display URL:

Here's an example:



A) We incorporated “Breckenridge Lodging” into our Title

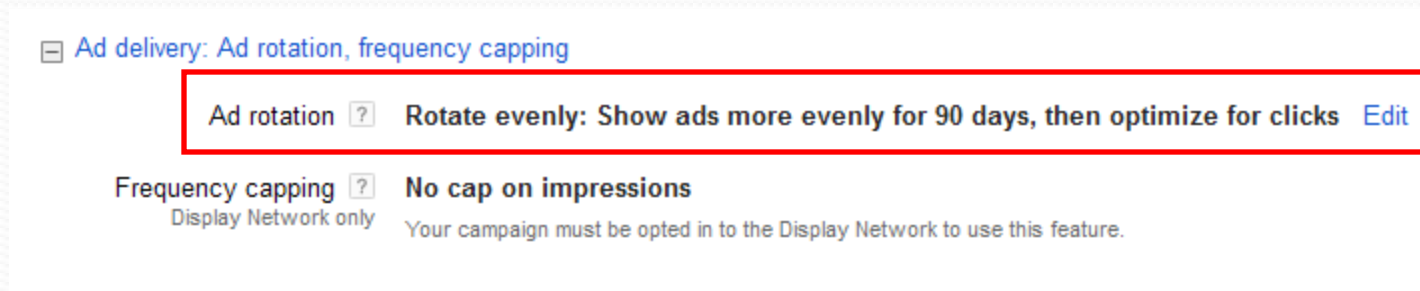
B) And “Breckenridge” into our Display URL

These additions improve the relevance of our text ad to people searching on “breckenridge lodging” related keywords.

This in turn increases the likelihood of a higher click-through rate and quality score (CTR is a measurement of the quality score).

Text Ads: A/B Testing

On your settings tab, you have the option to rotate ads more evenly. By default, Google optimizes for clicks. Thus, we recommend updating it here.



This will allow you to comparison test your ad performance for click-through rate, conversion rate and cost-per conversion.

And always write two ads per ad group for proper A/B testing. Here is an example:

[Breckenridge Lodging](#)
25 to 40% Off. Huge Blowout Sale!
Call 800-291-2588 to Get a Quote.
SkiTheRockies.com/Breckenridge

[Breckenridge Lodging](#)
Save 20-30% on Condos, Hotels &
Homes. Call 800-291-2588 for Quote.
SkiTheRockies.com/Breckenridge

Landing Page Selection

Choosing the most relevant landing page for your keywords is important for your quality scores and conversion rates.

This can be more difficult when there are two or more relevant landing pages.

Breckenridge, Colorado



Breckenridge Ski Resort - There are scores of lodges to choose from: quaint hotels located slopeside, massive ski-in, ski-out condominium hotels, and mountain homes away from energetic Main Street. The wide range of rental properties offered at Breckenridge are sure to fit your taste. Our ski travel specialists are available to assist you in choosing the perfect ski vacation rental at Breckenridge, and can also help you find great deals on lodging at Breckenridge.

This Winter ski season let our experienced ski travel experts organize your Breckenridge ski vacation travel package. A customizable Breckenridge ski vacation package including hotel accommodations, condo rental, lift tickets, ski rentals and more is just a few clicks or a phone call away. All you have to do is pack, when you let our friendly and knowledgeable staff create the perfect Breckenridge ski trip for you today!


[Click here for latest Special Deals in Breckenridge](#)

Breckenridge Lodging

Hotels	1 Bedroom Condos	4+ Bedroom Condos and Homes
Condos	2 Bedroom Condos	Vacation Homes
Ski In/Ski Out Only	3 Bedrooms Condos	Browse all lodging in Breckenridge


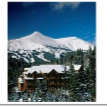
Page 1

Breckenridge, Colorado: Hotel Deals, Discount Lodging & Travel Specials



Breckenridge Ski Vacation Package Deals - Ski the Rockies offers Breckenridge Ski Resort special deals on discounted hotel lodging, condominium lodging and discounted lift tickets for a memorable Breckenridge ski vacation. Discounted and last minute vacation deals in Breckenridge are available on all types of lodging from luxury hotels to budget and premium condominiums and spacious vacation homes. Your perfect winter ski vacation to Breckenridge is just a few clicks away.

Featured Special Deals in Breckenridge, Colorado

<h4>Village at Breckenridge</h4>  <p>Studio/1BA was \$177 From \$124 USD Breckenridge, Colorado view deal</p>	<h4>Mountain Thunder Lodge</h4>  <p>Studio was \$189 From \$132 USD Breckenridge, Colorado view deal</p>
--	---

Page 2

In our case, Landing Page 1 is slightly more relevant than Page 2 for “breckenridge lodging.” While the first page is all about lodging – condos, hotels and vacation homes – the second page focuses more on specific deals.

Landing Page Optimization

Optimizing your pages can improve your quality scores and organic rankings.

You can do this by incorporating your root keyword and its variations in the:

- 1) Title Tag
- 2) Page URL
- 3) Anchor Text (links on or to the page)
- 4) Header
- 5) Page Content

In the event you are collecting information in a form, analytics, or eCommerce checkout page, we also recommend adding a Privacy Policy to your footer.

The search community believes this to improve quality scores as well.

Advanced Tip

Improve the click-through rates of your ads with Ad Extensions.

You may have noticed links beneath a Google ad and wondered, how's it done?

Lodging in Breckenridge 1 (888) 315 5561
www.breckenridgedestinations.com/Lodge
Largest **Lodging** Inventory In Breck, Condos/**Hotels**/Homes From \$89/per!
Winter Season Booking Out Now - Condos - Hotels - Vacation Homes

Breckenridge CO Lodging | MountainReservations.com
www.mountainreservations.com/Lodging
Check Out **Lodging** Options In Breck! Great Deals For **Hotels** To Condos.
Condos - Hotels - Vacation Homes - Cabins/Lodges

Ad groups Settings Ads Keywords Ad extensions Dimensions

View: Call Extensions All but deleted Segment Filter Columns

- Location Extensions
- Call Extensions
- Sitelinks Extensions
- Product Extensions
- Social Extensions
- Mobile App Extensions

Extension Type	Status	Clicks	Impr.
2588	Approved	0	0
xtensions		0	0

First select the Ad extensions tab within your Adwords campaign, and then choose the Sitelinks extension.

Here we could point to our second most relevant “Deals” page for the keyword “breckenridge lodging.”