

THE RESORT DEVELOPERS ASSOCIATION ANNUAL CONFERENCE 2012



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RDA Support





www.RDASupport.com

by the Resort Developers Association

- Market Knowledge
- Marketing Resources
- Sales Tools



Marketing

- Facebook
- YouTube
- Adwords
- Search Engine Optimization
- Reputation Management



Resources

- Member Kits
- Training
- Custom Shwag
- Posters
- Ads



Tools

- Order Forms
- Applications
- Fee Schedule
- Certification
- Training
- Timeshare Trade Ins



Reports

- Online Ads w/ Google Adwords
- Mobile Marketing
- Search Engine Optimization
- Result Tracking
- Social Media



Webinars

- 2nd & 4th Wednesday Each Month
- Facebook Tab Creation
- Google Adwords Walkthrough
- Boosting Search Engine Optimization
- Sales Funnel
- Local Directory Marketing



Marketing Videos

- Online Marketing Basics?
- Social Content Strategy
- Reputation Marketing
- Lead Capture Forms
- Getting Found Online



Tools

- Order Forms
- Applications
- Fee Schedule
- Certification
- Training
- Timeshare Closing



Details

- Membership
- Content
- Consumption
- Inner Circle

THE

RESORT DEVELOPMENT MASTERY SYSTEM

CORE BUSINESS STRATEGIES TO GROW ANY RESORT



RESORT
DEVELOPERS ASSOCIATION



MODULES

- Get Online. Get Social. Go Mobile.
- Cross Channel Marketing Introduction
- Online Reputation Management
- Marketing 101
- How To Attract, Screen, & Hire a Rockstar
- Automatic Marketing With Email Campaigns
- Advanced Cross Channel Marketing



MODULE 01

Get Online. Get Social. Go Mobile.

- Getting Online
- Finding Your Keywords
- Where to Use Keywords
- Getting Leads
- Going Mobile

97%

Getting Online

- Hosting Account
- URL
- Website



Getting Online

- Hosting: Hostmonster
- URL: Hostmonster
- Website: ThemeForest

Getting Online

- CMS: Wordpress

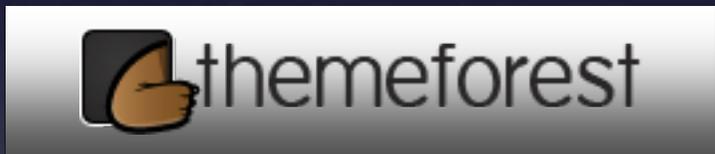


WORDPRESS

Getting Online

- Website: Theme Forest





Getting Online



Finding Your Keywords

- Research
- Research
- Research

Finding Your Keywords

- Google Keyword Tool
- Keyword Spy
- Spy Fu



KEYWORDS

Domain: eaglerockresort.com



Overview Ads (8,954) **PPC Keywords (8,953)** Organic Keywords (246) Competitors (2,514) Sub-Domains

Search Results: 1 - 20 out of 8,953 keywords

No.	Keyword	ROI ↑	Volume	CPC	Profitable Ads	Affiliate Ads	Days Seen	Last/First Seen
1.	resorts upstate ny	172	1,600	\$1.35	4/64	0/64	313/571 days	09 Mar 2011, 06:01 AM 16 Aug 2009, 04:34 AM
2.	golf resorts new jersey	162	480	\$2.33	6/137	0/137	306/576 days	09 Mar 2011, 06:08 AM 11 Aug 2009, 02:06 PM
3.	resorts lancaster pa	139	1,300	\$1.15	6/125	0/125	284/575 days	09 Mar 2011, 02:18 AM 12 Aug 2009, 08:11 AM
4.	resorts upstate new york	134	2,400	\$1.20	4/70	0/70	279/576 days	09 Mar 2011, 01:57 AM 11 Aug 2009, 07:15 AM
5.	golf resorts new york	122	880	\$1.70	6/132	1/132	265/570 days	09 Mar 2011, 06:14 AM 17 Aug 2009, 05:01 AM
6.	lancaster pa resorts	110	1,300	\$1.15	10/142	0/142	250/569 days	09 Mar 2011, 05:11 AM 18 Aug 2009, 01:42 PM
7.	catskill resorts ny	92	480	\$1.34	3/82	0/82	231/572 days	09 Mar 2011, 07:33 AM 15 Aug 2009, 02:49 PM
8.	resorts in philadelphia	91	390	\$1.74	7/125	1/125	228/563 days	09 Mar 2011, 03:39 AM 24 Aug 2009, 10:38 AM
9.	resorts in lancaster pa	88	320	\$0.99	6/132	0/132	226/574 days	09 Mar 2011, 05:11 AM 13 Aug 2009, 01:12 PM
10.	resort upstate ny	83	880	\$1.12	4/63	0/63	218/574 days	09 Mar 2011, 06:01 AM 13 Aug 2009, 04:41 AM

Keyword Research

Fast-Start

- Define your target prospect
- Use those words to conduct your research
- Only select keywords that appeal to at least 30%
- Come up with about two dozen to start

Where to Use Your Keywords



Keyword Research

Fast-Start

- Define your target prospect
- Use those words to conduct your research
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Keyword Testing

- Google Adwords
- \$100
- 30 Days
- Dummy Landing Page

Get Social

- Tie in to main site
- Tie into mobile
- Flood with keywords



SOCIAL MEDIA

- Social Bookmarks
- Reputation
- Crowdsourced Content
- Collaboration
- Blog Platforms
- Conversations
- Communities
- Micromedia
- Twitter Ecosystems
- Lifestreams
- SMS/Voice
- Forums
- Social Networks
- Interest Networks
- Reviews & Ratings
- Location
- Video
- Documented Content
- Events
- Music
- Wiki
- Videocasting
- Podcasting
- Pictures
- Curated Networks



SOCIAL MEDIA

- Relationship Management
Establishes Brand Awareness
- Using The Big 3

The Power Cluster

Linked **in.**

Google™

 WORDPRESS

facebook.

twitter

You **Tube**



SOCIAL MEDIA TACTICS

- Storytelling
- Promotion
- Contests
- Photos & Videos

THE 5 P'S OF SOCIAL MEDIA

- Present - Create easy, unforgettable content that search engines can quickly find and index
- Penetrate - Gain massive traffic by distributing your content to every social media network imaginable
- Position - Present an offer, convert the traffic, and capture your leads
- Persuade - Join the conversation with how-to, walk-through, training, and testimonial videos
- Profit - Convert your traffic to either direct cash sales, or tours

Getting Leads

What is a lead?

Getting Leads

- lead [leed]

noun

1. a suggestion or piece of information that helps to direct or guide; tip; clue

Getting Leads

- Capture them...Everywhere
- How do you do it now?
- How could you do it better?

Getting Leads

- Facebook - "Like Us"
- Twitter - "Follow Us"
- YouTube - "Subscribe to Us"
- Wordpress - "Subscribe to Our Blog"
- Website - "Subscribe to Our List"

Getting Leads

WELCOME TO THE CLUB

The Club at Lake Gaston Resort offers an exclusive, private country club atmosphere for its members and guests and includes a private boat ramp, 300' of private beach for swimming, and a unique Family Fun and Fitness Center. Lake Gaston Resort is located on the shores of Lake Gaston in South Central Virginia.

3 Days / 2 Nights - \$99

REQUEST YOUR RESERVATION

Come up by May 31st and stay 3 Days & 2 Nights for \$99
Reservation instructions will be emailed to you shortly. Non-Members only.

First name

Last name

Email

Submit

Offer valid for first time guests. Some conditions may apply. We take privacy seriously - Your email address will not be shared with or sold to anyone. This is a limited time share offer.

Getting Leads

Offer Creation

- "Join our list for a free night"
- "Like us and learn how to get 5 star condos for only \$99 per week"
- "Subscribe to learn the 5 expensive mistakes people make when buying an RV"

Going Mobile

Fastest way to capture leads

MOBILE MARKETING



MOBILE MARKETING

Ad with NO Phone

LIVE Call Right Now
[Redacted].com



Click to dial in and speak directly with [Redacted] to get your final [Redacted] questions answered.

- 203 Opt-ins w/i 12 hours
- 3 text messages reminders
- \$283.75 ad cost
- \$53,975 in sales

Ad WITH Phone

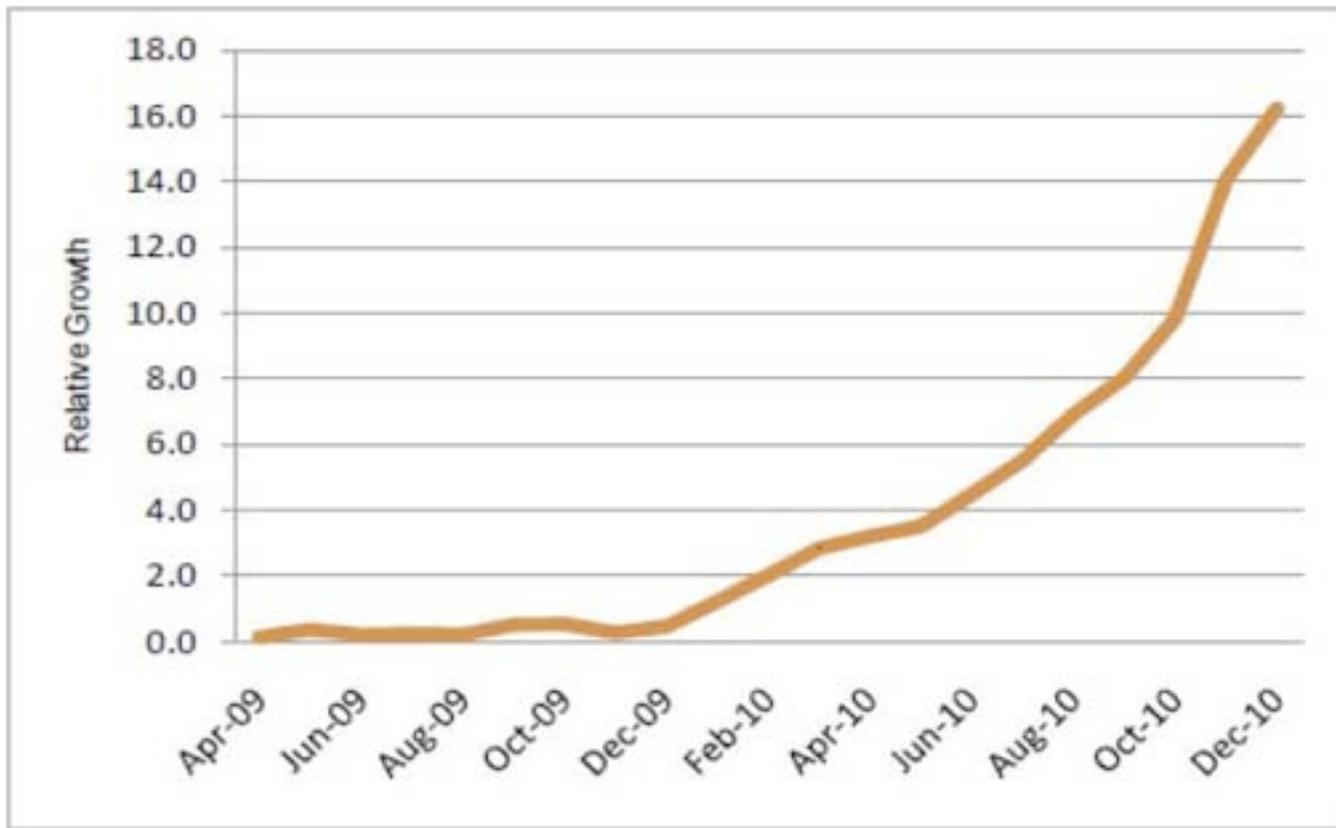
Urgent Call Me Now
[Redacted]



Call me [Redacted] -518-6923 get your last minute questions answered before [Redacted] closes You may have seen me in [Redacted]

MOBILE MARKETING

Overall Growth of Mobile Barcode Scanning:



We're on the map



Google maps

MOBILE MARKETING



MOBILE MARKETING

was on all the
HOT TOYS
of the season

FREE SHIPPING
on all in-stock orders
of Target.com orders

QR codes are used to link to product pages and promotional offers.

Wii. NOW IN BLACK.

BEST BUY

Buyer be happy!

Watch a trailer of **SUPER MARIO GALAXY 2** as we play it for you

QR code links to the trailer and product page.

GET IT UNCENSORED

ERA
Andrew Realty
707-324-3700

QR codes are used for various marketing purposes, including advertising and real estate.

DER TRINKT NICHTS,
DER MUSS NOCH FAHREN.

MINI COOPER & LET'S MINI.

QR code links to the Mini website.

MONDAY
& TUESDAY

ONLY

WITH THIS COUPON
**BUY 1, GET 1
FREE**

ALL SHOES

Buy one and get one of equal
or lesser value FREE

VERY FINE SHOES

Have a Smartphone?
Save this coupon to your phone
by using the ShoeReader App
on your iPhone, BlackBerry,
or Android to scan the QR
code at the right

QR code links to the ShoeReader App.



MODULE 01

Get Online. Get Social. Go Mobile.

- Get Online
- Find Your Keywords
- Use Your Keywords
- Get Leads Digitally
- Go Mobile