

THE RESORT DEVELOPERS ASSOCIATION ANNUAL CONFERENCE 2012



**THE
RESORT DEVELOPMENT
MASTERY SYSTEM**

CORE BUSINESS STRATEGIES TO GROW ANY RESORT



RESORT 
DEVELOPERS ASSOCIATION

Mobile Magic Trick



Mobile Magic Trick

Text RDASlides, your name and email to 58885

Example:

RDASlides, Michael, jackincognito@gmail.com



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

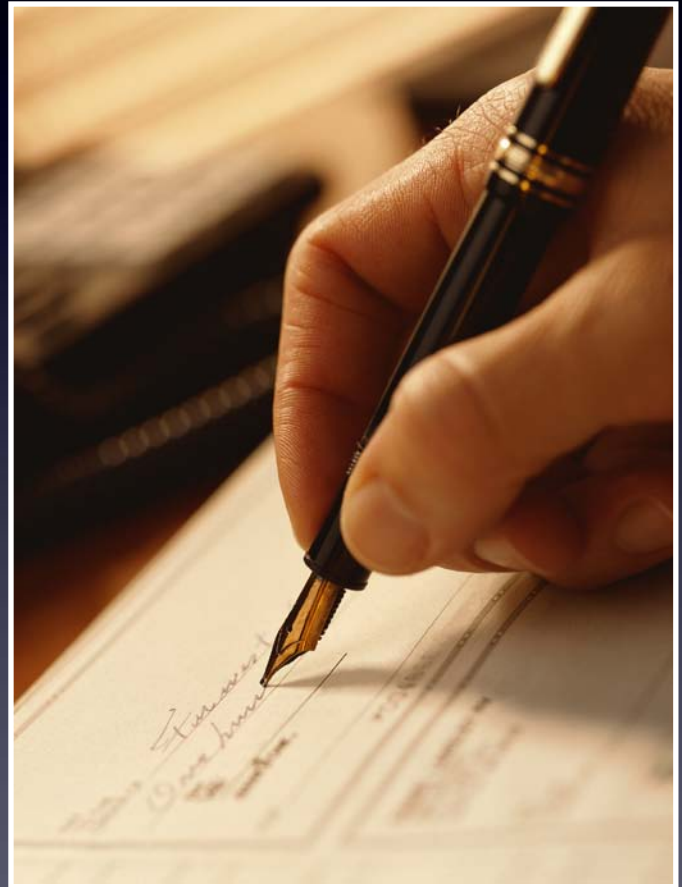
MODULE 02

Cross Channel Marketing

- Communication
- Cross Channel Marketing
- The 4 Channels
- Campaign Anatomy
- Campaign Mapping

Communication

- How do you communicate?
- How do your members communicate?
- Which channels do you use outside of business?



Cross Channel Marketing

cross • channel • marketing

verb

1. using one marketing channel, like direct mail or mobile marketing to support or promote another channel, like your website or social sites

The 4 Channels

1. Email
2. Social Media
3. Direct Mail
4. Mobile Marketing

Campaign Anatomy

- Grab their attention
- Capture their info
- Initial auto-response
- Delayed Confirmation
- Follow up #1
- Follow up #2



Win A Ferrari!!
Hurry Only 3 Left!!

Name:

Email:

SIGN UP NOW!

Campaign Mapping



Testing



Testing



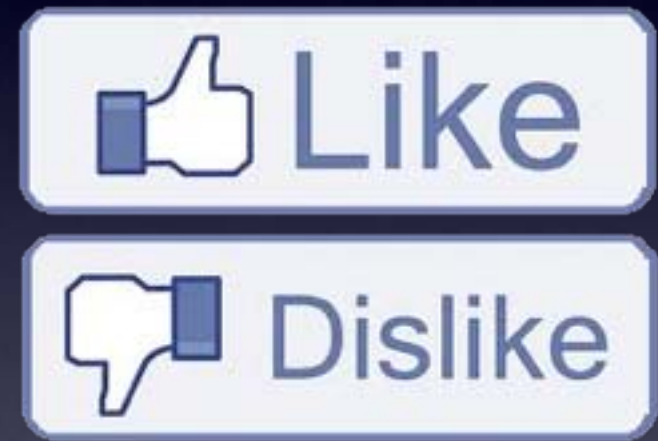
MODULE 03

Online Reputation Management

- 3 Areas of ORM
- Negative Feedback
- Know What's Going On
- Make Things Right
- Be Proactive

3 Areas of ORM

- Suppressing negative listings
- Producing and promoting positive listings
- Monitoring reputation threats



Negative Feedback



It's a scam!



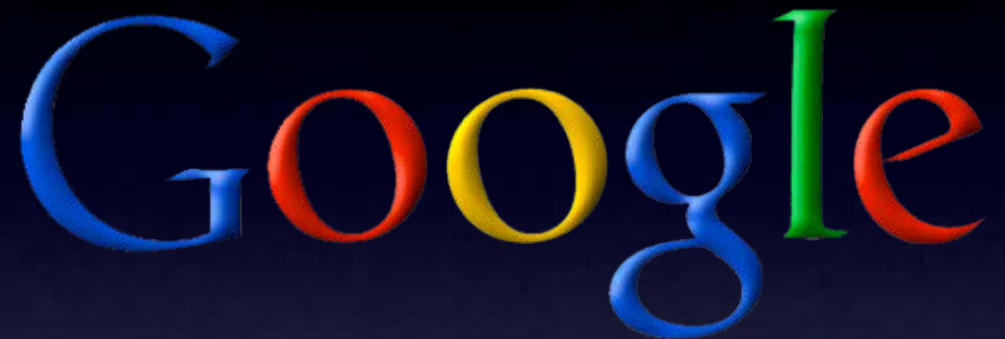
The staff
is rude!



The facilities
are awful!

Know What's Going On

- Google your resort
- Search for reviews of your resort on Yelp
- Google your resort + “reviews”



Make Things Right

- Acknowledge
- Apologize
- Promise

“People who can’t apologize at work may as well be wearing a t-shirt that says ‘I don’t care’.”

— Malcom Gladwell

The Snitch

Google
Alerts

tweetbeep)) 

socialmention*

The Testimonial

- Get a camera.
- Start recording.
- Post it online.



Protect Yourself

- www.yourresort.com
- www.yourresort.net
- www.yourresort.org
- www.yourresort.co

Additional Techniques

- Start a blog.
- Print Conversation Cards
- Have members submit stories.
- Transcribe video testimonials
- Place links on multiple pages.
- Sponsor an event.

MODULE 04

Marketing 101

- Business Growth Basics
- Strategic Thinking
- Defining Your Business
- Educational Marketing
- The 9 Core Marketing Drivers

BUSINESS GROWTH BASICS

- Increase Clients
- Increase the Transactional Value
- Increase the Frequency of Purchase



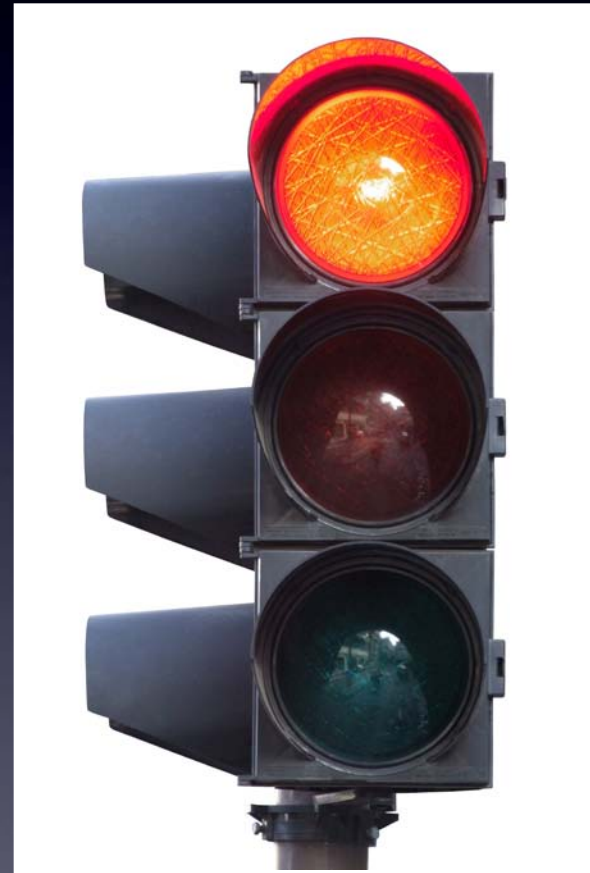
STRATEGIC THINKING

- Strategy vs. Tactics
- Identify Objectives
- Combine and Win



DEFINING YOUR BUSINESS

- What Business Are You In?
- Broadest Sense
- Narrowest Sense



EDUCATIONAL MARKETING

- Positions You As An Expert
- Builds Credibility
- Puts You In Front of Your Audience





THE 9 CORE MARKETING DRIVERS

- Referral Marketing
- Personal Contact
- Joint Ventures
- Promotional Material
- Advertising
- Online Marketing
- Social Media Marketing
- Public Relations
- Tradeshow/Events

REFERRAL MARKETING

- Directional Awareness
- Campaign Elements
- Useful Tools



PERSONAL CONTACT

- Security Gate
- Front Desk
- Sales Team
- Guest Host



JOINT VENTURES

- Structure Your Offer
- Select Your Partners
- Set Them Up For Success
- Maintain Your Relationship



PROMOTIONAL MATERIALS

- Make it Educational
- Make it Sexy
- Make it Fun
- Use it Everywhere



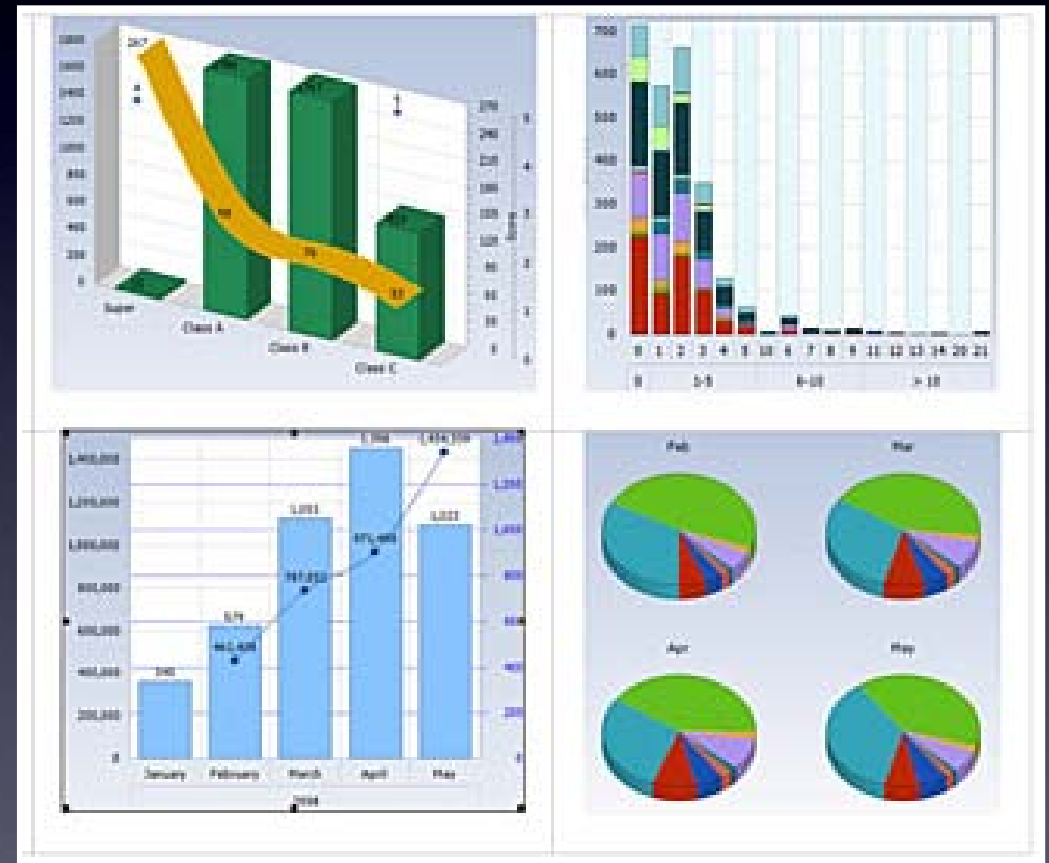
ADVERTISING

- Get Their Attention
- Tell Them What You Want To Tell Them
- Give Them a Benefit
- Give Them Direction



TESTING & TRACKING

- Know What Works and What Doesn't
- Eliminate Risk
- Increase Your Effectiveness by 400%



LIFETIME VALUE

- Establishing Your Allowable Cost Per Sale
- How Much Are Your Members Worth To You?





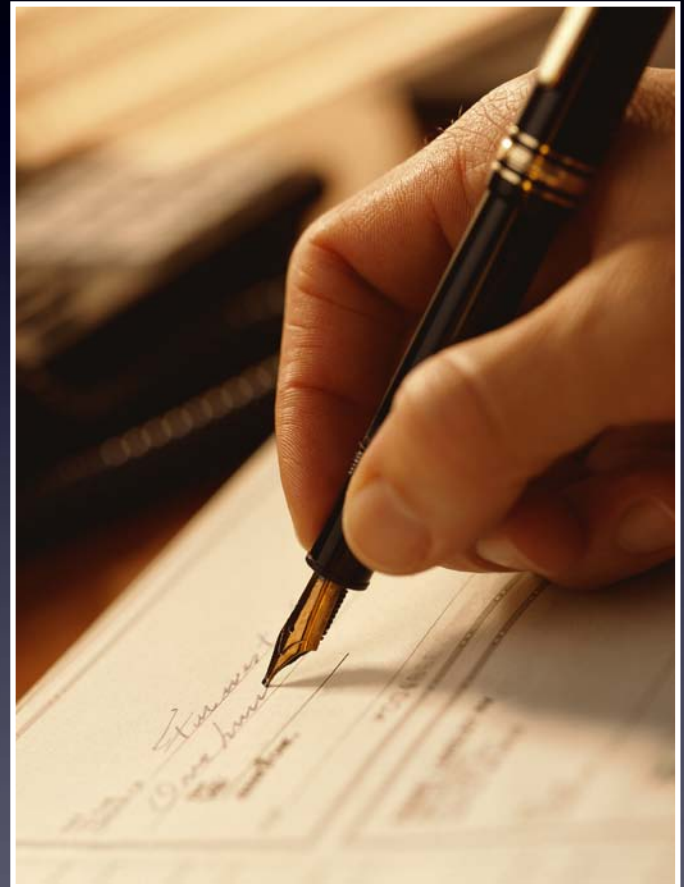
MODULE 05

Rockstar Reps

- The Sales Process
- Finding the Right Match
- The Rockstar Rep
- The Hiring Process: Step-by-Step

THE SALES PROCESS

- Getting to “Yes”
- Average Joe’s
- Perseverance
- Quality over Quantity



FINDING THE RIGHT MATCH

- Sell the Dream
- Attracting Excellence
- Be Specific



THE ROCKSTAR REP

- Ego & Empathy
- Need to Bond
- Rhino-Skin
- Self-Starters
- Motivated by Challenges



THE ROCKSTAR REP

- Need Direction
- Easily Distracted
- Disclaimer



THE HIRING PROCESS: STEP-BY-STEP

- Test Their Ego
- Challenge Them
- Build Them Up
- Tear Them Down



MODULE 06

Automatic Email Marketing

- Connect
- Rules & Regulations
- Break it Up
- Rules of Email Design
- Content & Frequency
- Examples

Connect



Rules & Regulations

CAN-SPAM Act

Controlling the **Assault of Non-Solicited Pornography**
and **Marketing Act**

Rules & Regulations

- Identify yourself & your business
- Don't mislead about the subject
- Don't lock them in
- Include your address



Break it Up

- Leads
- Prospects
- Members
 - Families
 - Retirees
- Etc.



Get the OK

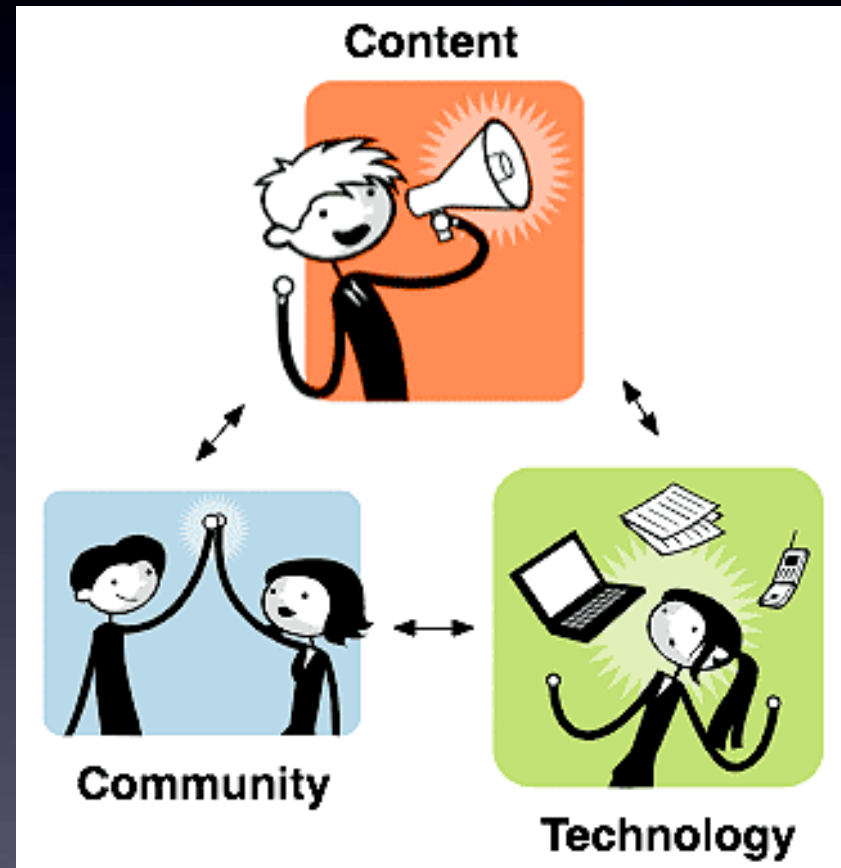
- ✓ Yes, I'd love you receive email from your fine resort!

Rules of Email Design

- Don't use a font size smaller than 10 point.
- Make sure your font colors contrast with your background.
- DON'T USE ALL CAPS
- Or multiple exclamation points!!!!
- Avoid “spammy” design
- Use bullet points to enhance readability

Content & Frequency

- Fresh
- Creative
- Personal
- Relevant
- Adds value



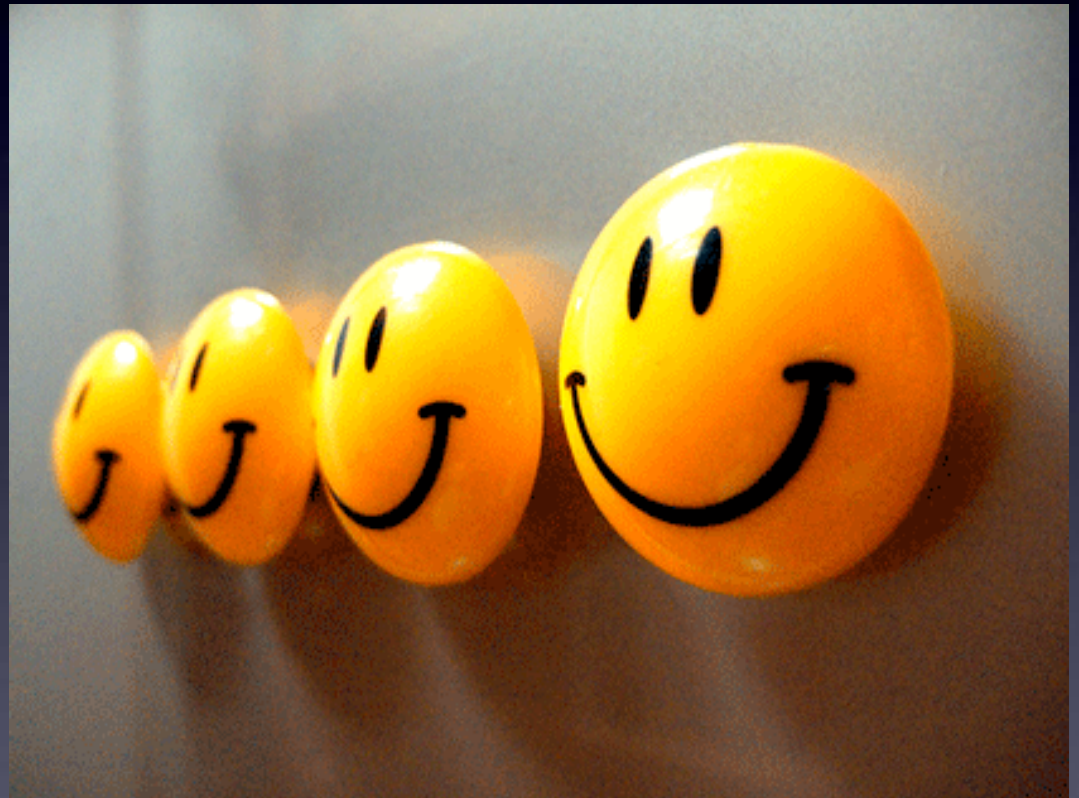
Examples



- Follow-Up
- Wowing Welcome
- Post-Sale Follow-Up
- Newsletter

Avoid Subscribers Remorse

- Be consistent
- Meet expectations
- Show appreciation



Build a Relationship

- Call them by name
- Add a photo
- Be friendly
- Let your personality shine
- Include contact information



Books to Read

The Ultimate Sales Machine
Chet Holmes

Influence, The Psychology of Persuasion
Dr. Robert Cialdini

MODULE 07

Advanced Cross Channel Marketing

- Being Strategic
- Campaign Categories
- Examples

Mobile Magic Trick

To get a copy of these slides

Text your name, email, and the
number 52697 to 1(858) 598-3980



Mobile Magic Trick

