



HOSPITALITY CONNECTIONS

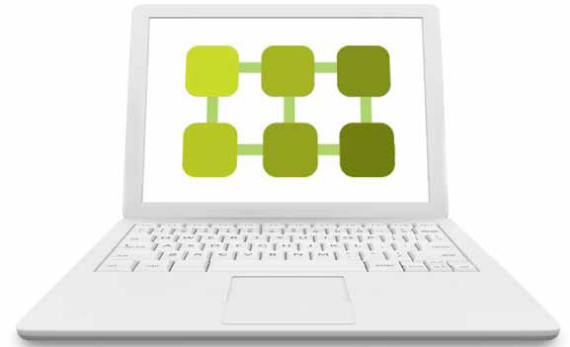
Creating Connections with You and Your Customers

Hospitality Connections strategically manages your social media interactions in order to:

- Drive brand awareness
- Increase your web traffic buying decisions, purchases and loyalty
- Strengthen your customer relationships and keep your business top-of-mind.

We set-up your social media channels and customize them to your business. We manage your content and conversations through effective marketing techniques...

We are your voice! We provide monthly reports so you can monitor your success.



The Social Media Channels We Use to Get You Connected



Facebook:

Fun and interactive apps, posting engaging content, marketing programs and implementation.



Twitter:

Concise effective "Tweets" build your brand awareness and following.



LinkedIn:

Connect with consumers by participating in user groups and network for your business.



YouTube:

Share industry related videos, and create interesting learning experiences.



Blogs:

Posting of custom, fun, engaging content intended to educate and offer opinions.



Email:

Vehicle to send custom branded newsletters, integrated marketing campaigns, and professionally written communication to employees and customers.



Texting:

Immediate communication to customers to offer information, discounts or promotions.



Customer Surveys:

Gathers important feedback from your customer and rewards them for doing so.



Website Development & Management:

Designs and enhances websites, develops and manages content, and links you to all your social channels.

Facts on Social Media Users

Social media savvy consumers are more active in the restaurant community and dine out more frequently

41% of all fans of a product or brand on Facebook are more likely to make recommendations to friends

70% of people trust consumer opinions posted online by virtual strangers (i.e. reviews, blogs, etc.)

Facebook fans spend an extra \$72 on products where they are a "fan"

8 out of 10 restaurant operators say social media will become a more important marketing tool in the future

(Source: National Restaurant Association 2011 Forecast, 2010 Neilson Study on Global Advertising, Syncase)

Social Media Facts

Social Media is the #1 activity on the web

Current Facebook Users
750 million

Current Combined Visits Facebook, Twitter & LinkedIn Received in One Month
2.5 billion

Current LinkedIn Users
100+ million

Current Tweets Sent Per Day
140 million

Current Active Web Blogs
133 million

Social Media Service Packages To Get You Connected

	Starter	Advanced	Pro	Expert	A La Carte
One-Time Set-up	\$399	\$599	\$999	\$1,499	As indicated per service
Monthly Fee	\$299	\$499	\$699	\$1,199	As indicated per service
Start-up/Marketing Plan Development	√	√	√	√	-
Marketing Support	√	√	√	√	-
Monitoring/ Responding	√	√	√	√	-
Customer Service Support	√	√	√	√	-
Monthly Activity Report	√	√	√	√	√
Facebook/Twitter	35	60	60	60	Start-up Fee: \$399 Monthly Fee: \$199 Frequency: 15 Includes Monitoring and Responding
Linked In	4	4	4	4	Start-up Fee: \$199 Monthly Fee: \$199 Frequency: 4
YouTube (excludes video production)	√	√	√	√	Produce 30 second video: \$999
Email Messaging	-	4	4	4	Start-up Fee: \$199 Monthly Fee: \$199 Frequency: 4
Customer Survey	-	-	Unlimited	Unlimited	Start-up Fee: \$1,499 Monthly Fee: \$499 Frequency: Unlimited
Blog	-	-	-	4	Start-up Fee: \$199 Monthly Fee: \$249 Frequency: 8
Texts	-	-	-	8	Start-up Fee: \$1,499 Monthly Fee: \$279 Frequency: 8
Website Updates	-	-	-	4	Monthly Fee: \$150 Frequency: 4
Facebook & Twitter	-	-	-	-	Start-up Fee: \$399 Monthly Fee: \$199 Frequency: 15
Current assessment and recommendations of Social Media	-	-	-	-	One time Fee: \$299

Website Development and Management

For website consultation, development, hosting, and optimization, please contact Hospitality Connections direct for a personalized quote based on your current needs and business goals.

√ Included
 - Not Included/Not Offered
 (Fees, messaging, and services are reflected on a monthly basis)