

## Your Questions. . . Answered!

From the webinar “Building the Perfect 2010 Marketing Plan”

Our November webinar on Building the Perfect 2010 Marketing Plan received rave reviews (thank you!) as well as some thoughtful questions. Here are a couple of the questions you asked during the webinar. If you have more questions that you would like addressed, scroll to the bottom of the newsletter where you can submit questions and ideas for future newsletters.

**Q: Which social media vehicle do you think is most effective in attracting wedding business to a ceremony/reception venue?**

**A:** Of all of the marketing techniques being utilized, social media can be the most challenging as well as the most confusing, not to mention time consuming. First, I think it is important to define “social media”. Social media is all about building relationships – real relationships, person to person. It is not traditional advertising or prospecting. It falls into a category all its own. The key is in the name – “social” media. Keep it social! Let those following you get to know the person behind the company name and/or title. As we know, some of the most effective prospecting/lead generating techniques are through referrals and relationships. Social media is simply another vehicle to increase the awareness of you as an expert and build a friendly relationship between you and your clients. Social media, which can include blogging, Twitter, Facebook, MySpace and Tumblr, should not be used to constantly “promote” yourself and your business. It should be used to share valuable content and insights. Be sure to link your followers on avenues such as Twitter and Facebook to your own blog or website as well – you never know when sites such as those will fall out of favor or become less popular, and it is beneficial to have your followers know how to connect with you outside of those sites as well. Using social media for building relationships to attract wedding or special event business is difficult to track unless you are crazy good at always asking where someone heard about you when they contact you via phone or email. Even then, they will not always know exactly where they saw you or heard about you. One good thing, though, is that it’s free, so there is little to lose. Make sure your posts will appeal to brides/clients as well as industry professionals such as wedding and event planners. As for the MOST effective in attracting wedding business? Well, due to the difficulty of tracking as well as varying markets and targets, I wouldn’t say any one vehicle is better than another. A well rounded media and awareness campaign is always the best bet. Also, in the essence of time, you can link your Twitter account to your Facebook and vice versa so that you are only updating one, not both, and the post appears on both.

Other helpful tips. . .

**Stay legit!** New FTC regulations for Twitter and Facebook go into effect December 1, 2009, so read up and make sure you are following the rules of “sponsored” comments, tweets or posts. <http://www.ftc.gov/opa/2009/10/endortest.shtm>

For more great tips on social media for the special events industry, Splendid Communications is a fantastic resource and overflowing with great info!  
<http://www.thinksplendid.com/>

**Q: Should my marketing plan contain actions or programs that I do on a regular basis, or just special programs that I am using to increase revenue in certain areas?**

**A: Great question! Marketing plans should absolutely contain those “ongoing” programs or advertising that you do year-round, every year. Why? Lots of reasons... First, it allows you to account for the revenue as part of the total amount you are trying to achieve, and provides you with a way to be accountable for it and track it. For example, let’s say that you have tracked \$100,000 of revenue on an annual basis that is directly accountable to an internet site that you advertise on. By including this in your marketing plan, you now know that the total of all your ongoing programs can be deducted from your annual financial goal. The remainder of that goal then must be accomplished through targeted, specific programming.**

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at [lynne@beverlyclarkenterprises.com](mailto:lynne@beverlyclarkenterprises.com) and visit our website at [www.beverlyclarktraining.com](http://www.beverlyclarktraining.com)

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