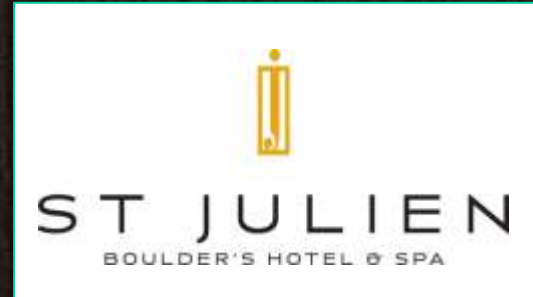


COMPARING TWO SOCIAL MEDIA STRATEGIES



Jonathan Sackheim

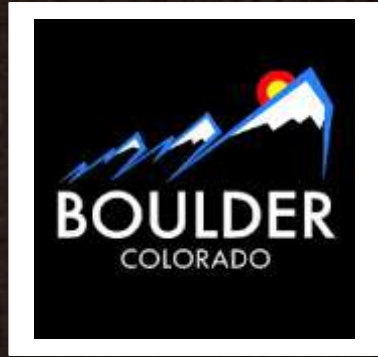
Online Marketing Consultant

sackheim@gmail.com

@jonnysack



MY SOCIAL/SEO/PPC EXPERIENCE:



← [Facebook.com/Boulder.Colorado](https://www.facebook.com/Boulder.Colorado)



Up for Review

- + Facebook
- + Twitter
- + Email
- + Web Content
- + Pay-per-click
- + SEO
- + Analytics



FACEBOOK LOOK & FEEL: BOULDERADO



- + Good historical focus
- + Look to tidy up cover photo
- + Look to improve “join my list” app icon and name

FACEBOOK LOOK & FEEL: ST. JULIEN



- + Clean and good app boxes
- + Consider a more branded profile picture and using the pretty mountains shots for the cover photo


FACEBOOK OPTIONS: BOULDERADO

- + Look to improve “join my list” app experience



FACEBOOK OPTIONS: ST. JULIEN


- + God content on the Hotel Info app



St Julien Hotel & Spa

Hotel Info

✓ Liked





St Julien Hotel and Spa


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900 Walnut Street
Boulder, CO, USA
1-877-303-0900
reservationsmgr@stjulien.com

Downtown Boulder Hotel Accommodations, With A Whole New Sense Of Style Treat yourself to a refreshingly uncommon downtown Boulder hotel destination, where luxury and comfort come naturally. At St Julien Hotel & Spa, world-class accommodations and service balance perfectly – melding nature and nurture, simplicity and style, relaxation and renewal. St Julien sets itself apart from other Boulder, Colorado hotels as an oasis of tranquility – offering inspired views of the Flatiron Mountains, and doorstep access to the famous Pearl Street

Photos

Hotel Info

3,386

Events

Facebook Scorecard

	Hotel Boulderado	St. Julien
Look and Feel	✓	✓ +
Options	✓	✓ +
Followers	✓	✓ +
Engagement	✓	✓ +

 Activity July	
People Who Like This	
42	
People Talking About This	Visits
256	189

 Activity July	
People Who Like This	
69	
People Talking About This	Visits
549	313

Social Strategy

- + Follow the “Rules” of social
 - Entertain! (Be likeable/sharable!)
 - Be helpful (tips on travel, save me money)
 - Don’t want it too bad
- + Leverage your assets: What makes me special?
 - Place: it’s all about Boulder and Pearl St!
 - Boulderado: History and authenticity
 - St. Julien: Unique offering for downtown

Social Strategy

- + Add allure to assets:
 - Post about more than yourself: Pearl St, Flatirons, Boulder, & then the Hotel
 - Drench your posts in the full sensory experience: words, photos, video
- + Don't Go it Alone: Build allies
 - Who has influence in your sphere?
 - Do favors for other complimentary pages or people: restaurants, Downtown Boulder, Boulder FB, power Tweeters, etc.
 - Align yourself with a cause that aligns with your value/s
- + Be heard above the noise
 - Find ways to create and promote something extraordinary

Tactics

- + Converting guests into fans
 - Check in promo
 - Like promo
- + Segmenting Audience
 - Facebook: guests
 - Twitter: media
- + Experiment with promoted posts/Tweets



Tactics

- + Cross promote: website/newsletter/social media
- + Align goals with medium
 - Growth of likes/followers
 - Engagement: comments, shares, people talking about, retweets,
 - Actions: click-throughs, sales
- + Timing: Time of day/day of week
- + Consistency: keep a calendar



Tactics

- + Figuring out what works: Campaign tracking with Google Analytics
 - utm_source= (i.e. facebook)
 - utm_medium= (i.e. socialmedia)
 - &utm_campaign= (i.e. parentsweekend12)
 - Result:
http://hotelboulderado.com/?utm_source=facebook&utm_medium=socialmedia&utm_campaign=parentsweekend12

Tactics

- + Experiment with different channels!

Pinterest




Success is doing what you love and making it a career but I don't know who will pay me to drink wine while looking at Pinterest.





your  cards
someecards.com

CONTENT: PICTURES SPEAK LOUDER THAN WORDS




**Hotel Boulderado**
June 13


Downtown Boulder is buzzing today with all the energy from the LOHAS conference. We are proud to be one of the venues for this amazing gathering of sustainably-minded folks!

Like · Comment · Share  1


**Hotel Boulderado**
June 1


Happy First Day of June! Did you know that June is traditionally the biggest month for weddings? Ever wondered why? It's because June was named for Juno, the Roman goddess who looked after the women of Rome.

Like · Comment · Share  8  1  1


**Hotel Boulderado**
May 25


What are you doing this Memorial Day weekend? Are you checking out the Duck Race at the festival, running in the Bolder Boulder, or just hanging out with good food and friends?

Like · Comment · Share  1



**Hotel Boulderado**
June 12


There are some somber reminders of the High Park Fire in town this morning. Seeing and smelling the smoke, and thinking of everyone in the Fort Collins area. Be safe!

Like · Comment · Share  5



**Hotel Boulderado**
May 29

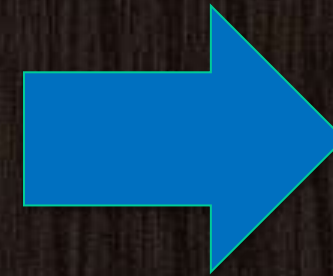
While perusing some recent guest questionnaires, found a great response to the question "What do you like best about us?" "That you have preserved this Victorian treasure -- exquisite detailing; also your close proximity to charming Pearl St." Thank you!


Like · Comment · Share  2  1

**Hotel Boulderado**
May 22




You can't run a race without a good night's sleep the night prior, and we have super comfy beds and linens to help you rest up. Spend the night with the Boulderado the night before the Bolder Boulder for an optimal night's sleep!




Like · Comment · Share  6  1




**Hotel Boulderado**
June 13



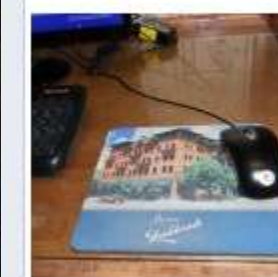
Hotel Boulderado added 5 photos to the album 365 Days of Boulderado Photos Pt. 2, January 25






Like · Comment · Share  25  9  1

**Hotel Boulderado**
June 13

Hotel Boulderado added 5 photos to the album 365 Days of Boulderado Photos Pt. 2, January 26



Like · Comment · Share  25  9  1

TWITTER

	@HotelBoulderado	@StJulienHotel
Followers	2,509	2,011
Following	1,678	323
Tweets	4,734	1,324
Grade:	✓ +	✓



Boulderado Otis

@BoulderadoOtis

I'm the Otis elevator at the Hotel Boulderado in Boulder, Colorado. Just your friendly neighborhood Otis!

Hotel Boulderado <http://www.boulderado.com>



688 TWEETS

337 FOLLOWING

260 FOLLOWERS

EMAIL

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100 Year Anniversary





Boulder's Finest

As one of the first Boulder types of vacations. The so no guest would for Register Landmark as well as Stash Hotel

The Victorian elegance into our lobby. Our state elegantly furnished guest impress even the most

Rejuvenate



1 

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WEB CONTENT

Julia Dordoni-Copeland

To view more of Julia's artwork, please [visit her website](#).



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Around Town

About Us

Our History

100 Year Anniversary

Boulderado Historian

Centennial Celebration

Fun Facts

Historic Photo Gallery

Historic Tours

Memories of the Boulderado




Oral History Luncheon

Timeline





The Hotel Boulderado is a Boulder landmark since its opening on May Day, 1909. Back in 1909, Boulder with a population of 8,000 was not growing the way that city council members thought it should. They felt that to improve their lot was to build a first class hotel. "Stop the growth of the city," they said, "share to raise the need for a hotel." The hotel was the first spokesperson for the city. (forerunner to the Chamber of Commerce) "We have invested our money because it represents the future of the city. We shall be glad of returns, but shall be infinitely gladder if we secure a hotel of such beauty of proportions and architectural design that it will stand as a monument to her permanency and pride in her enterprises. Let it be the Hotel Beautiful."

PHOTO GALLERY



VIDEO TOUR



SEO SCORE

Report for www.boulderado.com		Total Score: 70 / 100
Domain Registration Date	<u>Apr 18, 1997</u>	★★★★★★
Google Page Rank	5	★★★★☆☆
Google Cache Date	2012-08-16 0:48:10	★★★★☆☆
External Backlinks	<u>23,545</u>	★★★★☆☆
External .EDU Backlinks	<u>403</u>	★★★★★★
External .GOV Backlinks	<u>17</u>	★★★★☆☆
Referring Domains	<u>2,413</u>	★★★★☆☆
Referring .EDU Domains	<u>13</u>	★★★★★★
.GOV Referring Domains	<u>5</u>	★★★★☆☆

Report for www.stjulien.com		Total Score: 60 / 100
Domain Registration Date	<u>Apr 19, 1999</u>	★★★★★★
Google Page Rank	5	★★★★☆☆
Google Cache Date	2012-08-16 4:35:46	★★★★☆☆
External Backlinks	<u>10,539</u>	★★★★☆☆
External .EDU Backlinks	<u>54</u>	★★★★☆☆
External .GOV Backlinks	<u>5</u>	★★★☆☆☆
Referring Domains	<u>2,233</u>	★★★★☆☆
Referring .EDU Domains	<u>7</u>	★★★★☆☆
.GOV Referring Domains	<u>2</u>	★★★☆☆☆

Organic (→SEO) and Paid (→Pay-Per-Click)

Organic

Paid

boulder hotels

180 personal results. 12,200,000 other results.

Ads related to boulder hotels

Why these ads?

50 Hotels in Boulder, CO | Expedia.com
expedia.com/Boulder_Colorado_Hotels - ★★★★★ 503 seller reviews
Expedia Guarantees the Best Price. Save **Hotels in Boulder, Colorado**
301,981 people +1'd or follow Expedia

Most Popular Hotels Cheap Hotels
Highest Guest Ratings Luxury Hotels

15 Hotels in Boulder CO - Lowest price guarantee
www.booking.com/Boulder-Hotels - ★★★★★ 1,599 seller reviews
Book your **Hotel in Boulder CO**
561,929 people +1'd or follow Booking.com
Most Popular Hotels - Budget Hotels - Best Reviewed Hotels - Luxury Hotels

Book hotels in Boulder
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☒ 2-star hotels from \$77 ☒ 4-star hotels from \$309
☒ 3-star hotels from \$76 ☐ 5-star hotels

Book hotels

Boulder Hotels, Colorado Luxury Vacation...
www.stjulien.com/
Score: **22 / 30** - 48 Google reviews - \$309▼
Spa at St Julien - Events & Entertainment

900 Walnut Street
Boulder
(720) 406-9696

Map for boulder hotels

Ads - Why these ads?

Google Offers: Beacon Hotel

\$299 for two-night Miami Beach getaway for two people (up to \$618 value)
51% off
720 Ocean Drive, Miami Beach

St Julien 4 Diamond Hotel
www.stjulien.com/Hotel
Stunning Location & Many Amenities
Make St Julien the Best in **Boulder!**

GOOGLE: “Hotels Boulder”

- + High placement via paid ads for St. Julien
- + Good organic placement for Boulderado but outranked by two others

Ads related to hotels boulder [Why these ads?](#)

[50 Hotels in Boulder, CO | Expedia.com](#)
[expedia.com/Boulder_Colorado_Hotels](#) - ★★★★★ 503 seller reviews
Expedia Guarantees the Best Price. Save **Hotels in Boulder**, Colorado
301,981 people +1'd or follow [Expedia](#)

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[Highest Guest Ratings](#) [Luxury Hotels](#)

[St Julien 4 Diamond Hotel | StJulien.com](#)
[www.stjulien.com/hotel](#)
World Class Accommodations Within The Heart of **Boulder**. Book Today!
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[Boulder Hotels: Compare 21 Hotels in Boulder, with 2565 Reviews ...](#)
[www.tripadvisor.com](#) › ... › [Colorado \(CO\)](#) › [Boulder](#)
21 hotels – August 19, 2012: **Boulder Hotels** on TripAdvisor: Find 2565 traveler reviews, 1928 candid photos, and prices for 21 **hotels in Boulder**, Colorado.

[Boulder Hotel, Hotels in Boulder Colorado, Historic Colorado Hotels ...](#)
[www.boulderado.com/](#)
Boulderado is the quintessential historic **Boulder hotel**. Located in the heart of downtown **Boulder**, Boulderado is a convenient distance from all **Boulder ...**

GOOGLE: "Boulder Hotel"

- + Good organic placement for both hotels
- + Bonus for paid placement for Saint Julien

Ads related to boulder hotel

[50 Hotels in Boulder, CO | Expedia.com](#)
expedia.com/Boulder_Colorado_Hotels - ★★★★★ 503 seller reviews
Expedia Guarantees the Best Price. Save **Hotels in Boulder, Colorado**
301,981 people +1'd or follow [Expedia](#)

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☒ 2-star hotels from \$77 ☒ 4-star hotels from \$309
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Boulder Hotels, Colorado Luxury Vacation...
www.stjulien.com/
Score: **22** / 30 - 48 Google reviews - \$309▼
Spa at St Julien - Events & Entertainment

Boulder Hotel, Hotels in Boulder Colorado, Historic Colorado Hotels ...
www.boulderado.com/
Boulderado is the quintessential historic **Boulder hotel**. Located in the heart of downtown Boulder, Boulderado is a convenient distance from all Boulder ...
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Boulder, Colorado shared this on Google+


[Boulder Hotels: Compare 21 Hotels in Boulder, with 2565 Reviews ...](#)

Why these ads?

Map for boulder hotel

Ads - Why these ads?

Google Offers: Beacon Hotel

 \$299 for two-night Miami getaway for two people (u \$618 value)
51% off
720 Ocean Drive, Miami Beach

Boulder Hotels
www.westin.com/Westminster
The Westin™ Westminster.
Our Best Rates Guaranteed. Book Now

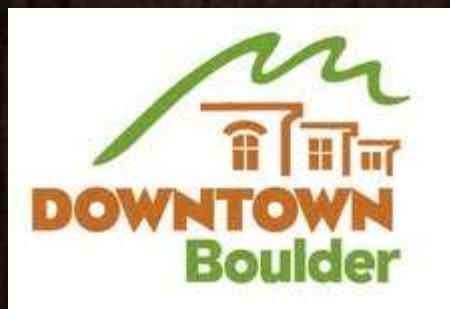
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Book your Room at The **Boulders**, a Waldorf Astoria Resort.

OVERALL SCORECARD

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Facebook	✓	✓ +
Twitter	✓ +	✓
Email	✓	✓ +
Web Content	✓ +	✓
Pay-Per-Click	n/a	✓
SEO	✓	✓ +
Analytics	✓	✓

Thank you to:



Q/A

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sackheim@gmail.com