



Social Media

The communications paradigm has evolved, giving communicators new tools to tell their stories. Online space is rapidly changing as new social networks emerge, new media distribution options abound, and audiences are able to connect with information in which they are most interested. Social Media Marketing has taken the Internet by storm. Marketing on the social web means informing, educating and entertaining those communities of people that care about the issues, problems, wants and needs of Greater Fort Lauderdale.

Why Social Media?

- Use social networking and user-generated content services to promote Greater Fort Lauderdale by participating in a dialogue with a targeted audience. Marketing on the social web is about giving to get.
- Establish credibility and trust so that people want to visit GFL, rather than trying to persuade them through advertising and other traditional marketing methods.
- Monitor, communicate, create and promote social content on Facebook, Twitter, YouTube, LinkedIn etc.
- Use Twitter and Facebook to reinforce brand, share news and important information, gather feedback, and start a dialogue with customers and prospects.
- Listen to conversations on the social web. Be honest. Be responsive. Be human. Be nice.
- Support current marketing efforts in all segments -- consumers, meetings, GLBT, sports, multicultural.
- Improve online search engine rankings.
- Create more dialogue and brand loyalty with constituents.
- Create brand stewards who organically promote the destination by word of mouth.
- Influence the chatter that is already going on about the GFLCVB brand.
- Engage influencers and energize brand advocates.
- Use blog and video for added outreach.
- With 200 million users, Facebook is the largest social networking platform out there--- a place for businesses to connect with customers.
- Link to Facebook and Twitter pages in email signature and website.
- Promote Facebook and Twitter in print campaigns.
- One third of young adults access Facebook and Twitter from mobile phones. A branded Facebook page offers a chance to engage a wide audience with a brand they care about.
- With 26 million iPhones sold, Apple is the catalyst driving much of the mobile adoption with increasing sales. 27 million people accessed a social networking site from their mobile phone.



We've Got an App for That.

New Free iPhone Application



The mobile platform is reshaping the way consumers plan, book and consume travel. Recognizing the significant impact of the iPhone on the travel experience, the Greater Fort Lauderdale CVB has created an iPhone app. With 26 million iPhones sold, Apple has advanced mobile marketing and is the catalyst driving much of the mobile adoption with increasing sales. Research shows that frequent travelers are prime early adopters of smart phones who find useful travel-oriented applications available on the iPhone.



iVisit Lauderdale **Official Greater Fort Lauderdale Travel Guide**

- iPhone users will discover a free app that is as sunny as the weather. The app leads the way to an enhanced visitor experience, with up-to-date insider information and latest GPS mapping technology for hundreds of restaurants, hotels, spas, shops, watersports, attractions and more.
- Named iVisitLauderdale, to coincide with GFLCVB's other social media domains.
- Showcase free downloadable app with signage at FLL and Port Everglades.
- Highlight iPhone App info in Greater Fort Lauderdale Getaway Guide, Rainbow Calendar, Meeting Planners Guide and Sunny.org.
- Feature iVisitLauderdale in print ads in 2010.
- Direct links to the app download on sunny.org, Twitter and Facebook.

What's inside iVisitLauderdale?

- Tap the iGuide section for an overview of ways to play, including scuba, sports, shopping, dining, nature, gaming, arts and entertainment. Discover your beach personality. Easily access area weather, transportation, events, special deals.
- Get down to the nitty gritty in the Explore section, with must-see points of interest. You'll get up-to-date information on prices, hours, deals, type of activity and lots more -- including GPS-based locator maps and driving directions.
- Prefer a map view? Switch to the Map section, and sort or narrow down your search. Discover your favorite places to shop, dine, play or stay, and add them to favorites or send to a friend.
- Adding a sense of ease to a GFL visit with easy-to-navigate iGuide section highlighting special deals, weather, daily/weekly events, plus information about beaches from Deerfield Beach to Hollywood, and transportation.
- Dozens of videos and photos at your fingertips.
- Hundreds of listings, with real-time updates on hours, specials, prices, driving directions and GPS-based locators for hotels, restaurants, spas, shops, watersports, arts and entertainment, GLBT and more.
- Sort by name, type, price range, location, cuisine, proximity to your current location and more.
- Offline maps provide visual details about Greater Fort Lauderdale, for a lay of the land.
- Personalize your iVisitLauderdale app by adding interests to your Favorites, and share with friends and family.

