

## **63 Ways to Create a BUZZ with Social Media**

*prepared for the Knoxville Tourism Alliance (10/6/2011)*

1. Offer specials, incentives and discounts
2. Encourage involvement
3. Build a community by acknowledging others
4. Give inside scoops and sneak peeks
5. Make it an experience/online destination
6. Embrace your personality
7. Use photos to showcase your offerings
8. Listen to what others are saying
9. Invite people to visit you
10. Connect directly with visitors
11. Offer recommendations
12. Run contests and sweepstakes to encourage interaction
13. Show off/brag about yourself
14. Take care of unhappy customers
15. Promote supporters/fans
16. Offer valuable content
17. Let people know what you can do for them
18. Be unexpected- create a great feeling before they even arrive
19. Reward loyalty
20. Make fans/followers feel special
21. Tell people what they need to know to make their decision
22. Take care of problems before they get out of hand
23. Give guests an avenue to get solutions to problems
24. Extend your marketing to your online sites
25. Show guests you care
26. Run a photo contest
27. Spotlight fan-submitted photos in your profile picture and other marketing materials
28. Clearly show what you are about
29. Give them the experience- in their own home
30. Give people a reason to visit in person
31. Spotlight employees, guests, products, suppliers, anything special about you
32. Promote events at your facility and in the community
33. Show guests in action
34. Introduce your staff through photos, videos, and posts
35. Highlight a service
36. Explain a process (checking into the hotel, ordering food online)
37. Provide an expert tip (proper wine selection, how to pack for a trip, best ways to enjoy your town)

38. Give a behind-the-scenes tour
  39. Ask a trivia question
  40. Spotlight a guest
  41. Make a call to action
  42. Hold a Tweet Up
  43. Reach out to bloggers
  44. Ask for feedback
  45. Give a tour of the facility
  46. Record a daily task (staff meeting, food prep)
  47. Support a charity/cause
  48. Display a fun article about the community
  49. Post current news/information (weather, upcoming events, traffic)
  50. Guess the product/display/location contest
  51. Share your mission, vision, values, and promise
  52. Post a personalized welcome for groups
  53. Explain a policy or common misconception
  54. Post your menu, daily specials, wine list, guests having fun
  55. Reach out to those talking about you or your location
  56. Include people in your photos
  57. Start a regular segment (Thank You Tuesday, Testimonial Thursday, Did you know...)
  58. Share a recipe of a favorite item
  59. Provide guests with a video camera and ask them to record their experience
  60. Record guest comments before they leave
  61. Develop a strategic plan that supports your marketing goals
  62. Make it a party- a place where people want to hang out
  63. Make your place irresistible
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