Understand Your Customer's Customer Through Social Media

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A diversified, global leader in hospitality and food service.

Todd Merry
Chief Marketing Officer
A DIVERSE BUSINESS

TRAVEL HOSPITALITY SERVICES

BOSTON SPORTS SERVICE

INTERNATIONAL

GAMING & ENTERTAINMENT

RETAIL

CULINARY
How do we understand our customer’s customer?
How can we deliver a better experience?
How can we do it cost effectively when interactions are fleeting?
Trip Advisor has more than 69-million monthly visitors.¹
49% of adults learn about food via social networking.²
Miller Park has over 110,000 FourSquare Check-ins from over 30,000 fans.³
The TD Garden holds 17,565 (19,600 if you fill every suite and standing room)¹
NESN in 2013 has had record ratings, averaging 149K households per game²
The Bruins have 1.3MM fans on Facebook, 310K followers on Twitter and 130K weekly users of their mobile app³
Analyze social media in different ways for different venues and services.
Seed conversations to generate buzz.
Develop new services and share insights with customers.
Introduce a new product or service

Listen in to the conversations our customers are having

Tweak the product or service based on feedback

Do

Listen

Re-do

“This 2+pound dog is so big, it has it's own facebook page.”

“Feeds a family of four!”

H O T D O G T O M E A L
EAVESDROPPING ON THE GIANT SLUGGER

SAP Social Media Analytics by NetBase

GENDER

Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Gender: Male and Female

Male (91.6%, 457)
Female (8.4%, 42)

POSITIVE VS. NEGATIVE

Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Sentiment: Positive and Negative

Negative (19.2%, 28)
Positive (80.8%, 118)

AUTHORS BY MENTIONS

Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Authors: Top 10 Mentions

Giant Slugger Hot Dog

Rugby
Texas Rangers
MLB
Steven Anthony
Just a Cool Guy
Jason Warner
Cindy
Nick Rocha
Garrett Heath
Vincent

AUTHORS BY FOLLOWERS

Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Authors: Top 10 Followers

Giant Slugger Hot Dog

MLB
Minnesota Twins
FOX Sports Midwest
Burris Deaver
FOX Sports Wisconsin
KSDK Newschannel 5
FOX News
wsmh.com Odd & Fun
Texas Rangers
Vancouver Canucks

AUTHORS BY INFLUENCE

Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Authors: Top 10

Giant Slugger Hot Dog

MLB
FOX Sports Wisconsin
Ashley Ann
Guy Sli
KSDK Newschannel 5
Jeremy Nelson
Shawn Floyd
Jordan Kluthee
Braden E. Kline
Vancouver Canucks

DOMAINS

Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

MLB
FOX Sports Wisconsin
Ashley Ann
Guy Sli
KSDK Newschannel 5
Jeremy Nelson
Shawn Floyd
Jordan Kluthee
Braden E. Kline
Vancouver Canucks
Competitive difference in new business – new client wins
Product launches/reworks – incremental sales
Monetization of social media real estate – incremental revenue
Customer engagement – critical insights in-season (and in-lockout)
Leverage online communities for insight into retail
Cultivation of "social super fans" to extend reach
Integration of listening into central marketing systems
...
A diversified, global leader in hospitality and food service.
Delaware North uses SAP Cloud for Customer

- **EARN** their customers’ business by knowing fans better
- **GROW** with fans as their needs change
- **ENGAGE** fans at every step in their journey
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