

Understand Your Customer's Customer Through Social Media

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D E L A W A R E N O R T H C O M P A N I E S

A low-angle photograph of a person reaching their arm up towards a bright blue sky filled with white, fluffy clouds. The person is wearing a dark, patterned long-sleeved shirt and a light-colored, textured scarf. The image is used as a background for the main text of the slide.

IT'S ALL ABOUT THE EXPERIENCE

A diversified, global leader in hospitality and food service.

Todd Merry

Chief Marketing Officer



A D I V E R S E B U S I N E S S

TRAVEL
HOSPITALITY
SERVICES

BOSTON

INTERNATIONAL

SPORTSERVICE

GAMING &
ENTERTAINMENT

RETAIL

CULINARY

C H A L L E N G E S



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?

W H Y S O C I A L M E D I A



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

W H Y S O C I A L M E D I A



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.



H O T D O G T O M E A L

Do

Introduce a new product or service

Listen

Listen in to the conversations our customers are having

Re-do

Tweak the product or service based on feedback



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

Giant Slugger Hot Dog

@MLB season custom bun hit at Busch
Aired on July feed a family Hot Dog eating
pound 24 inch available at Busch video
Nacho Cheese Doritos Dog eating contest
America hot dog with nachos winner will receive
hot dog now available National Hot Dog
hot dog a hit hot dog on top of nachos
RT @MLB Totally ROSSome Nachos nacho cheese
tagline Totally ROSSome Boomstick own risk
free fixing Channel Aired July food includes
Dallas Video crunchy Nacho Cheese smoked brisket
Rangers Ballpark Mark Grace crushing
White Sox unveil topped with smoked July
NBC News Channel News Channel Aired
jalapenos Busch Stadium nachos on top
finish the Giant fresh pico U.S. Cellular Field
chili game pound Greg minutes sour cream



“Feeds a family of four!”



EAVESDROPPING ON THE GIANT SLUGGER

SAP Social Media Analytics by NetBase

Hello, Kerry Hassen. [Feedback](#) [Settings](#) [Help](#) [Log Out](#)

[Dashboards](#) [Topics](#) [Themes](#)

Dashboards

Search My Dashboards

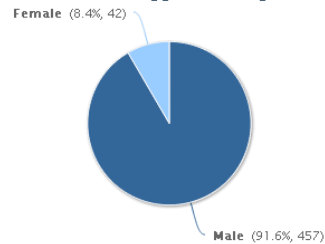
BRAND OVERVIEW

DNC_Big Slugger vs. Giant Slu...
DNC_NFL Stadiums_Cross Tab
Retail

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

Gender [Male and Female](#)

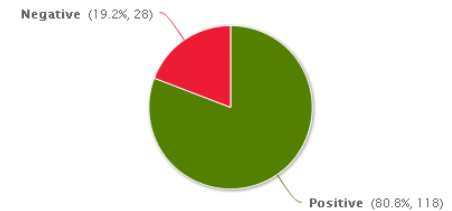
Giant Slugger Hot Dog



POSITIVE VS. NEGATIVE Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Sentiment [Positive and Negative](#)

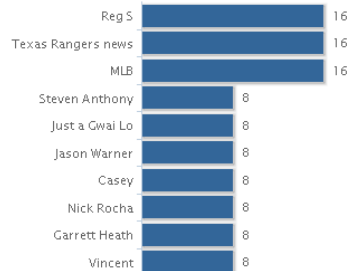
Giant Slugger Hot Dog



AUTHORS BY MENTIONS Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

Authors [Top 10](#) [Mentions](#)

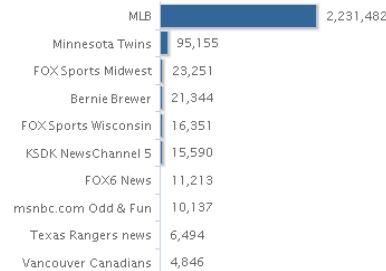
Giant Slugger Hot Dog



AUTHORS BY FOLLOWERS Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

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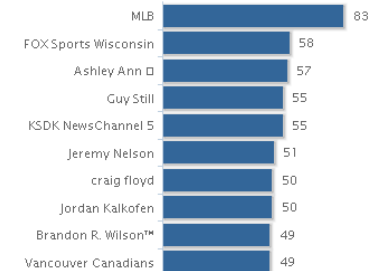
Giant Slugger Hot Dog



AUTHORS BY INFLUENCE Giant Slugger Hot Dog, 4/1/2012 - 11/1/2012

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Giant Slugger Hot Dog



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

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

E A R L Y S U C C E S S



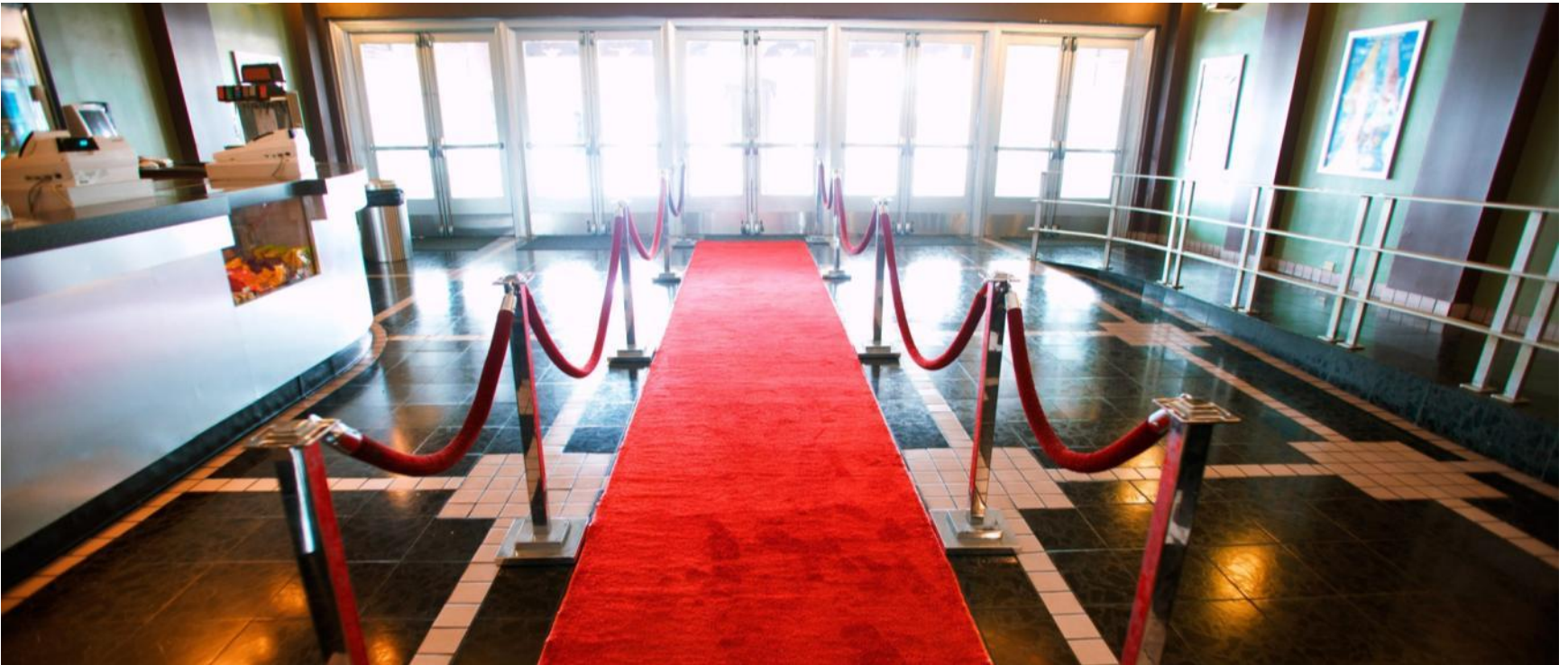
Competitive difference in new business – new client wins

Product launches/reworks – incremental sales

Monetization of social media real estate – incremental revenue

Customer engagement – critical insights in-season (and in-lockout)

T H E F U T U R E



Leverage online communities for insight into retail
Cultivation of "social super fans" to extend reach
Integration of listening into central marketing systems

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D E L A W A R E N O R T H C O M P A N I E S

A low-angle photograph of a person reaching their right arm up towards a bright blue sky filled with fluffy white clouds. The person is wearing a dark, patterned long-sleeved shirt and a light-colored, textured scarf. The image is used as a background for the main text of the advertisement.

IT'S ALL ABOUT THE EXPERIENCE

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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