



Customer Service Through Social Media and Online Marketing



This is 'social' media NOT
broadcast media



A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. The ice cream is a thick, white vanilla soft-serve with a chocolate wafer stick sticking out of the top. The hand is holding the cone with a white paper napkin. The background is a blurred blue sky and water.

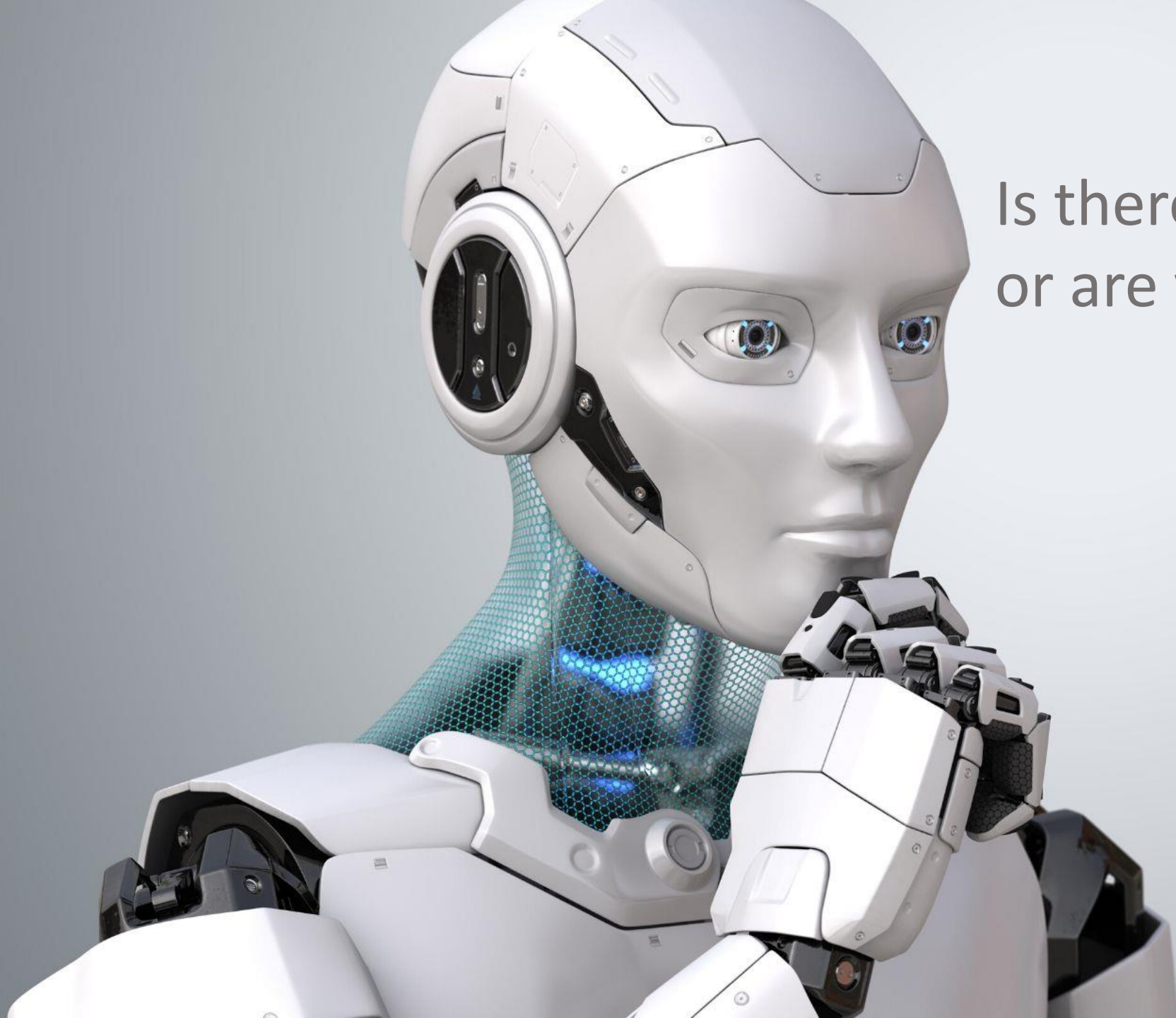
Attract > Deliver
> Retain

**Customer service
goes way beyond
solving problems**


You have a
VOICE

Social media
gives you a
voice
What will be
your tone of
voice?





Is there anybody there...
or are you a machine?

A young Black man with short, spiky dreadlocks is smiling broadly while looking at a laptop. He is wearing a grey t-shirt and has his right hand raised near his head. The background is a plain, light-colored wall.

How do you want to serve?
How do you want to be perceived?
What will happen if you get this right?

Content that goes above and beyond

You have a personality



You have a personality



Clare Bainbridge @ItsClarey · 3h

The lady sat with us on the train has just opened a bag of percy pigs....@MrTonyBe is almost beside himself as he can't have any @marksandspencer 😂



M&S
EST. 1884

M&S @marksandspencer · 19m

Oh dear! It's definitely wrong not to offer them round but we don't share our Percy pigs either 😂



Turn your complainers into your biggest fans



Veronica Hulbert

just eaten ours....2 scallops (very small) & a small piece of white fish...all sauce!
waste of money!

1 w Like Reply



[View previous replies...](#)



Marks and Spencer

Really sorry to hear this, Veronica. Please can you PM us your email/postal address and the bar code number on the packaging? We'll investigate further. Thanks -
Melissa

1 w Like Reply



Veronica Hulbert

Mark's & Spencer's are awesome! they are investigating our lack of scallops & also amazingly have refunded me...I wasn't expecting that! I shop a lot there & normally their food is of a very high standard...I have never been dissapointed before! Try their Truffle Butter...awesomely gorgeous on pasta with mushrooms!

1 w Like Reply



Elizabeth Hudson

Is the bottle prosecco ?

1 w Like Reply



Marks and Spencer

Yes, other options available also

😊 - Melissa

1 w Like Reply

[View 1 more reply...](#)

Celebrate great customer service

Don't let good customer service go unrecognised

In reply to M&S

 **Simon Nangle** @sn_66 · 4h

@marksandspencer top score for Scott working the till in the ladies dept ground floor in your Braehead store, customer service skills second to none!!

1 ↻ ❤️ ↗

M&S  @marksandspencer · 2h


 This is really lovely to hear, Simon! I have popped our Store Management Team an email to ensure, Scott gets the praise they deserve :) - Katie.

↻ ↻ ❤️ ↗

 **fran** @beaconbabe · 2h

Fab service today in Cheltenham @marksandspencer thank you. All staff friendly but Eleanor went above and beyond to ensure we found what we needed.

1 ↻ ❤️ ↗

M&S  @marksandspencer · 27m

 That's always nice to hear. Thanks for sharing this with us Fran. I've sent an email over to our Cheltenham Store manager so they can pass on this praise 😊 - Simon

↻ ↻ ❤️ 1 ↗

People buy people



Airbnb 42.9K Tweets Follow

vaucusedreamer @vaucusedreamer · Feb 20
Our view for the next few days... Just stunning @Airbnb #menton for @fete_du_citron & @nice_carnaval 🌞



1 5

Show more replies

vaucusedreamer @vaucusedreamer · 23h
Replying to @Airbnb
Lit parade at @fete_du_citron tonight then lit gardens tomorrow before heading by train into Nice on Saturday for Bataille de Fleurs & Parade of Lights @nice_carnaval... Plus a bit of cycling.. Just perfect 🥰



1 1

Airbnb @Airbnb · 26m
What a way to spend the day! How was the @fete_du_citron? 🌞

1 1

Airbnb 42.9K Tweets Follow

I have to go home 🙄
It's been an absolute gem of a break. For anyone interested, this is where we stayed. Thoroughly recommended. Very clean. Great location if you like sheep and love remote
airbnb.co.uk/rooms/34059783...



3 7

Airbnb @Airbnb · Feb 19
It looks like pure tranquility Penny, what was your favourite part of your stay in Northumberland?

1 1

Ali Beckman MCIMSPA @BabySwimExpert · Feb 19
The view from our @Airbnb_uk in #Staithees. Stunning. Just waiting for the troops to awake and then we are heading out for walks and exploration. #halfterm



1 2

Airbnb @Airbnb · Feb 19
Staithees looks like the prettiest little village Ali! What a lovely way to spend half term 🥰

Airbnb 42.9K Tweets Follow

Bezu Halliwell @BezuHalliwell · 11h
@chocobrown's Pops made Day Uno astronomical! Scooped us at airport, hit local spot 4 food, caught a rainbow at his crib, checked in @Airbnb with sick view, then a night tour of Casco Viejo + the Causeway! Felt just like hangin with his son! #livingthedream #EddieSizzahandz



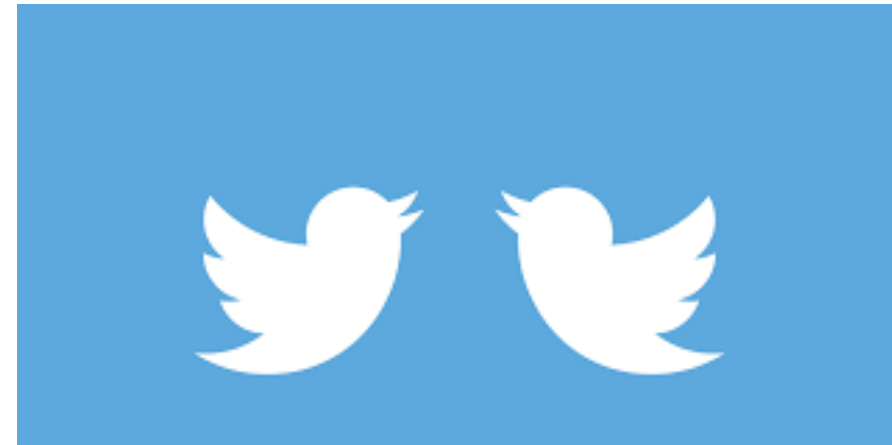
1

Airbnb @Airbnb · 10h
That sounds amazing, Bezu! Have a great rest of the travel! 🥰

It's good to chat
The audience love it
The algorithms love it

Surprise & Delight

Delivering customer service through Twitter



Go that extra
mile and make
yourselves
stand out from
the crowd



Be human ...
Send voice messages
Send video messages
Sign off with your name



Video is in your pocket



The algorithms LOVE IT



Social proof



We want to know what others think



Airbnb 42.9K Tweets Follow

vaclusdreamer @vaclusdreamer · Feb 20
Our view for the next few days... Just stunning @Airbnb #menton for @fete_du_citron & @nice_carnaval 🤩



1 5

Show more replies

vaclusdreamer @vaclusdreamer · 23h
Replying to @Airbnb
Lit parade at @fete_du_citron tonight then lit gardens tomorrow before heading by train into Nice on Saturday for Bataille de Fleurs & Parade of Lights @nice_carnaval... Plus a bit of cycling.. Just perfect 🤩



1 1

Airbnb @Airbnb · 26m
What a way to spend the day! How was the @fete_du_citron? 🤩

1 1



Showcase quality...

The little things that make you different

- Food
- Staff
- Rooms
- Views
- Dogs

Your passion shows





The talk trigger



Deliver


Marketing made easier

Information without asking

#THEPLACETOBE

FOOD & DRINK GUIDE

THE LAKE DISTRICT, CUMBRIA



golakes.co.uk the lake district
Cumbria

The Lake District, Cumbria
- January 27, 2017 · 🌐

Download this year's food & drink guide and discover the best places to indulge in 2017! #theplacetobe

<http://ow.ly/RBdn308iQFG>

👍 204 27 Comments 46 Shares

👍 Like 💬 Comment ➦ Share 👤

Most Relevant ▾

- Pat Spedding** Thank you it is so useful
Like · Reply · 3y
- Sue Crane** Very interesting
Like · Reply · 3y
- Rose Clement** They look fabulous
Like · Reply · 3y
- Lucy McCabe** Helen Cunningham may be useful 😊
Like · Reply · 3y 1
- ↳ 1 Reply
- Elisha Louisa** We could do with this forever looking for somewhere new to eat when we are there haha! Billy Earle Chris King x
Like · Reply · 3y
- Theo Platt** Dick Platt!
Like · Reply · 3y

View 3 more comments


Write a comment... 😊 📷 🗨️ 🗑️

The Lake District, Cumbria
February 20 at 5:21 PM · 🌐

Happy #LoveYourPetDay! #Cumbria and the #LakeDistrict are packed full of pet friendly adventures - check out our website for more inspiration than you can shake a stick at! #theplacetobe

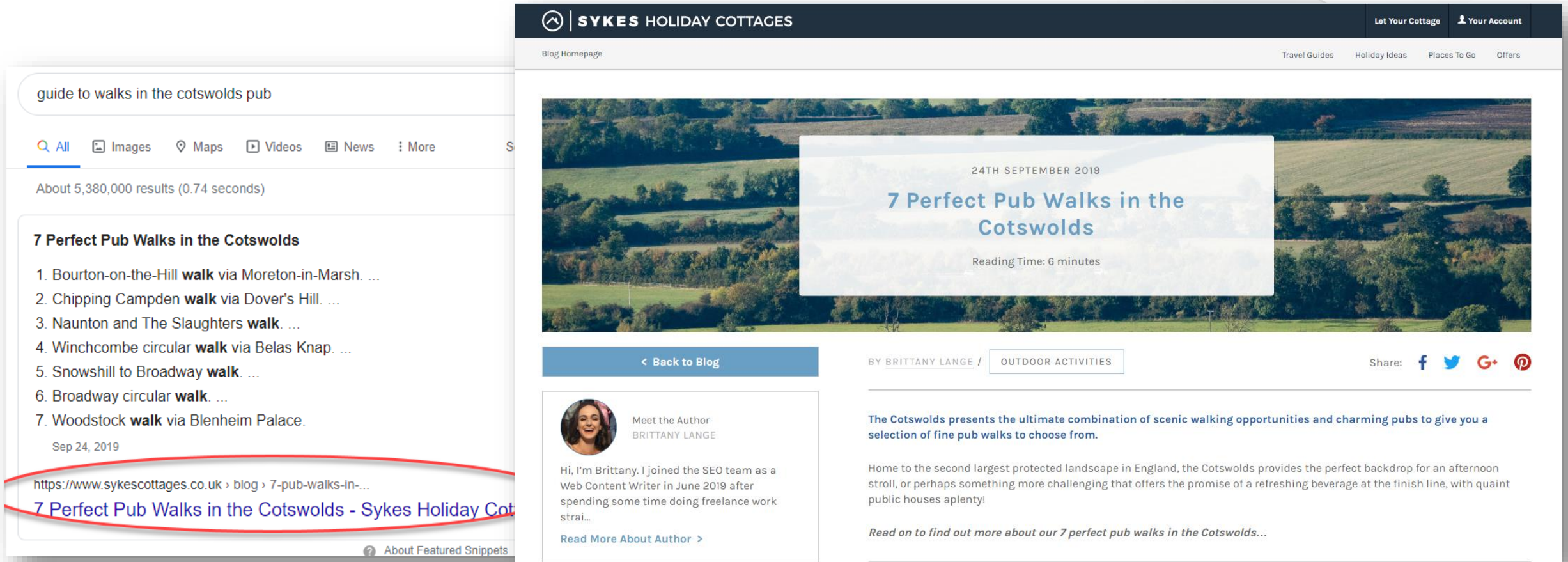
📺 Trail Tails UK

<https://www.golakes.co.uk/a.../dog-friendly-accommodation.aspx>



👍❤️ 204 6 Comments 13 Shares

Answer questions before they are asked



The image shows a search engine result on the left and the corresponding blog article on the right. The search result includes the query 'guide to walks in the cotswolds pub', search filters, and a list of 7 pub walks. The blog article features a large header image with the title '7 Perfect Pub Walks in the Cotswolds', the date '24TH SEPTEMBER 2019', and the author 'BRITTANY LANGE'. The article text describes the Cotswolds as a scenic walking area with many pubs.

Search Engine Results:

- Query: guide to walks in the cotswolds pub
- Filters: All, Images, Maps, Videos, News, More
- Results: About 5,380,000 results (0.74 seconds)
- Title: 7 Perfect Pub Walks in the Cotswolds
- List:
 1. Bourton-on-the-Hill **walk** via Moreton-in-Marsh. ...
 2. Chipping Campden **walk** via Dover's Hill. ...
 3. Naunton and The Slaughters **walk**. ...
 4. Winchcombe circular **walk** via Belas Knap. ...
 5. Snowhill to Broadway **walk**. ...
 6. Broadway circular **walk**. ...
 7. Woodstock **walk** via Blenheim Palace.
- Date: Sep 24, 2019
- URL: <https://www.sykescottages.co.uk/blog/7-pub-walks-in-...>
- Title: 7 Perfect Pub Walks in the Cotswolds - Sykes Holiday Cottages

Blog Article Content:

- Header: 24TH SEPTEMBER 2019, 7 Perfect Pub Walks in the Cotswolds, Reading Time: 6 minutes
- Author: BY BRITTANY LANGE / OUTDOOR ACTIVITIES
- Share: f, t, G+, p
- Text: The Cotswolds presents the ultimate combination of scenic walking opportunities and charming pubs to give you a selection of fine pub walks to choose from.
- Text: Home to the second largest protected landscape in England, the Cotswolds provides the perfect backdrop for an afternoon stroll, or perhaps something more challenging that offers the promise of a refreshing beverage at the finish line, with quaint public houses aplenty!
- Text: Read on to find out more about our 7 perfect pub walks in the Cotswolds...

Retain

Marketing made easier

Stay in touch

**A thank you goes a
long way**

Keep in touch

By email or private message

- Offers
- Vouchers
- What's on
- Reasons to return – FOMO

What now ...

Take a good look at your social

Step 1

Are you really social?

Are there real conversation?

Take a good look at your social

Step 2

Where are your people?

How much do they care?

Step 3

If your social is just broadcasting

Take time ... Make changes



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