



SOCIAL MEDIA FOR TOURISM PROS

**Harness the chance to be part of
the biggest marketing opportunity
our industry has seen in years!**

- **Reach larger groups of people in a more cost-effective, timely and meaningful way than with any other media.**
- **Connect with potential clients**
- **Learn more about existing clients**
- **Share your expertise**

Let us do the work for you!

If you are hesitating on the threshold of utilizing social media because you're not sure how to get started, or you are just too busy to maintain your presence, **Customized Management Solutions (CMS) has the social media solution for you.**

CMS founder Catherine Heeg has been providing marketing expertise and training to the North American travel, tourism and hospitality industry for many years. She is now offering her experience and expertise with social media to assist businesses to establish, grow, and maintain an active presence on Facebook, Twitter, and/or LinkedIn.

Facebook package

Begin a Facebook marketing campaign or maximize your current Facebook page and take your business to the next level. We make it easy for you to build your social marketing footprint and to engage clients. We'll do the set-up and 'tech stuff' for you.

If you are interested in ongoing support, we will customize the marketing to your niche and specialty. To keep your clients engaged and interested we will research information and update your page.

Twitter Package

Connect with current clients and prospects, and provide them with up to the minute resources. These connections will stimulate them to remember to book with you during their decision making process.

We will enable you to participate in this lively, timely and social medium by setting up your account for you and by starting to build connections with others based on the business you are in. The time you save on set-up and maintenance will give you more time to focus on your business.

If you are interested in ongoing support, we will continue your social media involvement by connecting with your clients to engage and enlighten. Twitter provides top of mind awareness drawing your clients closer to your business.

LinkedIn Package

If you want to be on the leading edge of conversations about where the industry is going, emerging issues and opportunities, and potential new connections for your business - LinkedIn is the place you need to be! Consider the connections and conversations you can have with suppliers, trade associations, professional groups and others. The opportunity to network, learn, and benefit from other professionals is priceless.

We will get you up and running with this medium so that you can regularly connect and interact with industry colleagues, potential business associates and clients. We will also introduce you to some specialty groups that are relevant to your work.

**Contact Catherine to learn more
about this great way
to ramp up your involvement
in social media...**

**Catherine J. Heeg
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www.cmsspeaking.com**



THREE GREAT PACKAGES TO GET YOU GOING – NOW!

www.cmsspeaking.com

Facebook Package

- ✓ Customized business page
- ✓ Three Facebook entries over seven days
- ✓ 10 relevant business links
- ✓ A Facebook email notice for your clients
- ✓ Up to five of your travel photos
- ✓ An upcoming events page
- ✓ Best practices to help you grow forward
- ✓ A Social Media Marketing Resource Guide

\$99*

33% of travelers consult Facebook when planning a trip!

Ongoing Facebook Marketing

- ✓ New post three times/week
- ✓ A checklist to help you build a base of fans
- ✓ Marketing your site every six months
- ✓ Reminders and updates
- ✓ Site Administrator on a limited basis
- ✓ A poll every 6 months to learn about and engage your clients
- ✓ An event page update once every 6 months

\$30/month for 6 months*

***plus applicable taxes**

Twitter Package

- ✓ Customized Twitter account.
- ✓ Five 'Tweets' over seven days
- ✓ Link your Facebook and Twitter pages
- ✓ 10 contacts for you to follow
- ✓ Twitter lists based on your business specialty
- ✓ A Social Media Marketing Resource Guide.

\$99*

Twitter users spend 66% more money on the internet than non-twitter users!

Ongoing Twitter Marketing

- ✓ Three customized Tweets per week
- ✓ Strategies to build followers, based on your niche and specialty.
- ✓ Monthly strategy updates.

\$30/month for 6 months*



CUSTOMIZED
MANAGEMENT
SOLUTIONS

403-726-0171

www.cmsspeaking.com

LinkedIn Package

- ✓ Customized LinkedIn account
- ✓ Invite 10 relevant connections
- ✓ Membership in two relevant groups
- ✓ A resource guide for further development & strategy

\$50*

Linked in has more than 80 million users, 1 million companies representing 150 industries in over 200 countries.

Catherine's Credentials...

- Catherine Heeg is a travel industry expert with more than 30 years of contacts, connections, and colleagues in the travel industry.
- She is a recognized leader in the use of social media as a networking and marketing tool for the industry.
- Catherine has presented at a variety of travel, tourism and hospitality industry conventions, and has delivered numerous industry webinars focused on social media marketing.
- Her columns on social media marketing have appeared in publications such as Courier Magazine and Group Tour Magazine.
- In short, Catherine knows the business you are in and can easily customize the social media you choose in order to ensure that your unique needs are met.