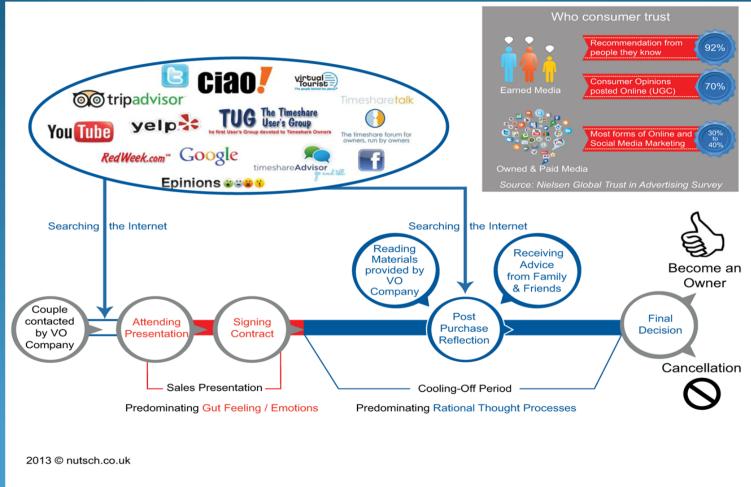
## Vacation Ownership Purchase Decisions in the Age of Social Media and Online Reviews







## Proactive Online Reputation Management for the Vacation Ownership Industry



Traditional Marketing & Sales Strategies rest on a **control** premise, but product/ market knowledge and power to define brands **is shifting toward consumers** 



What people say online about vacation ownership brands, products, and resorts has a direct **impact on closing and cancellation rates**; thus, the efficiency of a developers' sales processes and ultimately for his bottom line



Need to manage the (technological) empowerment of consumers and to proactively manage your online reputation

Monitoring what people are saying (UGC)

Active involvement of sales, marketing, & operations teams

Managing what people see first

Using customer feedback to make improvements

Responding to positive and negative feedback

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