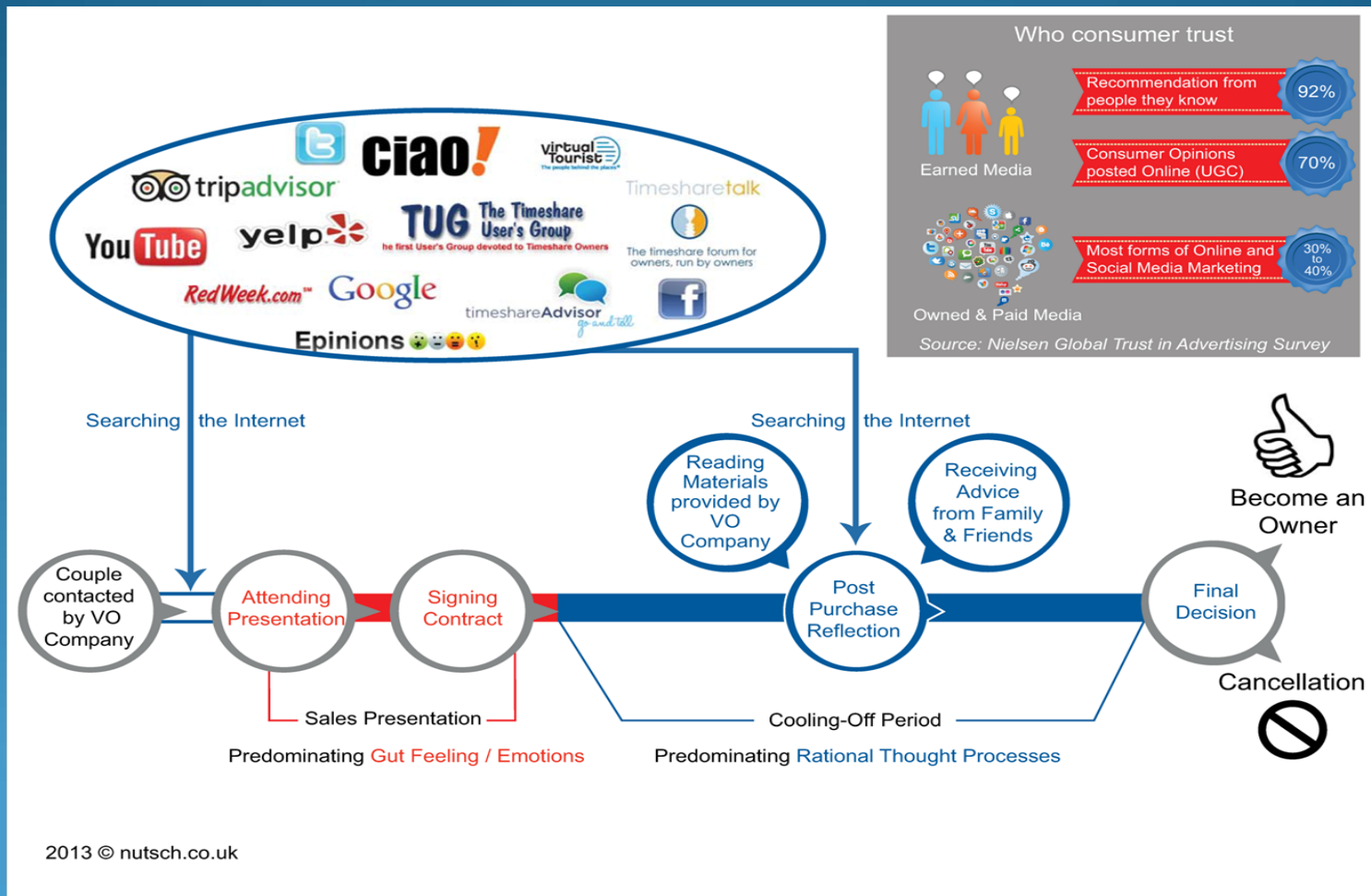


Vacation Ownership Purchase Decisions in the Age of Social Media and Online Reviews



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**



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