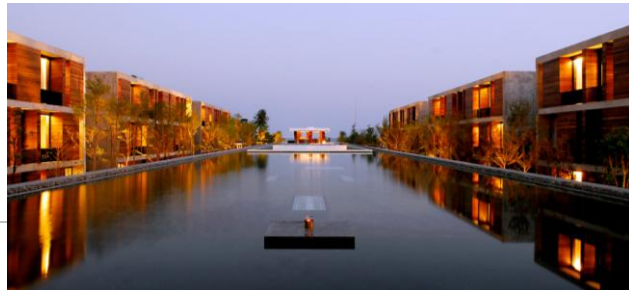


JETSETTER



We're a community of travelers that provides members with insider access, expert knowledge and exclusive deals on the world's greatest vacations



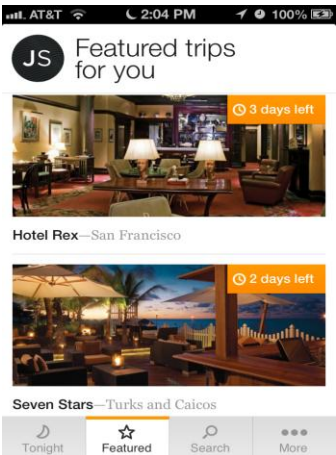
Flash

Up to 50% off top-tier properties for a limited time only.



Retail

Over 1,000+ of the world's best hotels bookable round-the clock at best-available rates.



Mobile

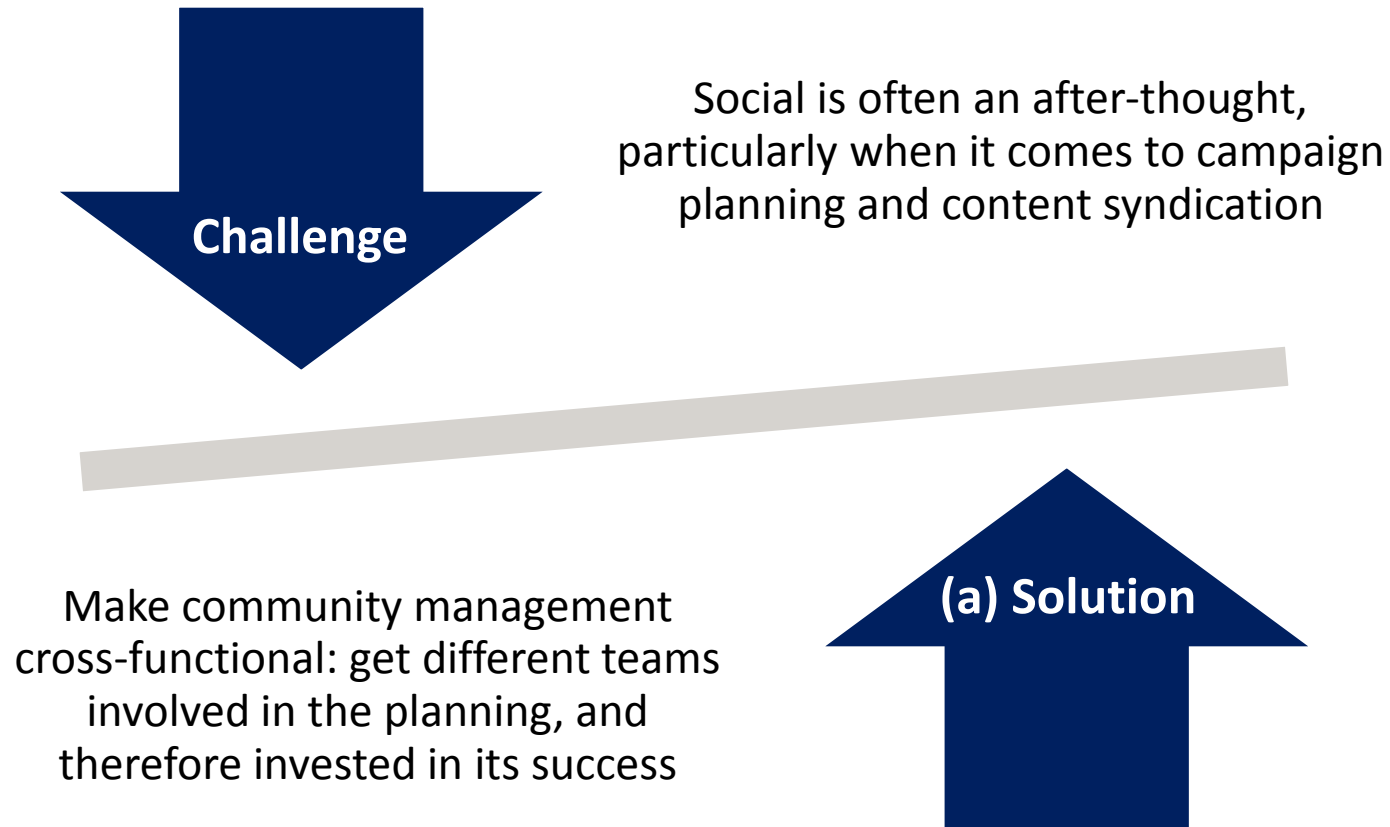
Award-winning iPhone and iPad apps increasingly engage members with our suite of products on-the-go



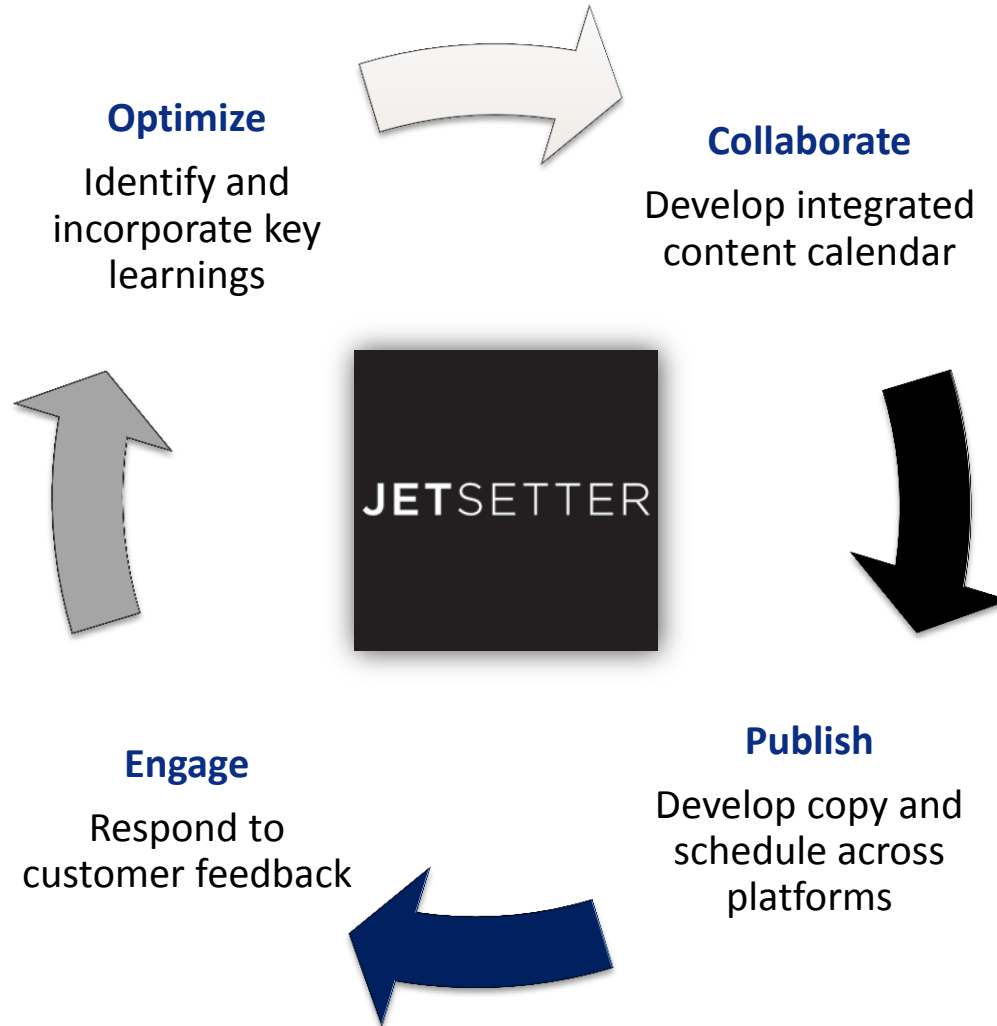
Social

Active, engaged social communities across six different channels, reaching a social community of 4.6MM+

It is our responsibility as social media marketers to make sure social remains top of mind across our organizations



Transform your community management workflow into a cross-functional collaboration





Plan

Develop an integrated content calendar

Teams: Editorial, BD, Sales, PR

Process: Weekly calendar meeting

Benefit: consistent, comprehensive content



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**Publish**

Develop copy and schedule across platforms

Teams: solo job or with a copywriter

Process: share a read-only, public calendar

Benefit: everyone knows what's being communicated



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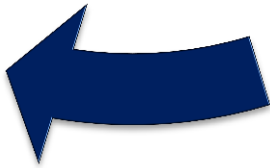
Engage

Respond to customer feedback

Teams: member services

Process: escalation handbook

Benefit: reduce customer wait times and keep messages consistent cross channel



Optimize

Identify and incorporate key learnings

Teams: Analytics, business insights

Process: weekly metrics meeting

Benefit: share insights across the team



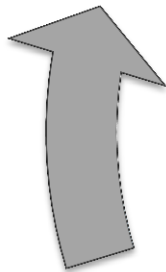
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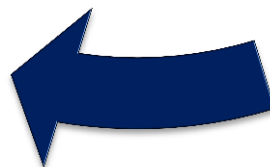
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Develop copy and schedule across platforms

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Our goal: create 360 surround-sound campaign around NYC

Merchandising

NYC collection: 9 flash sales

Editorial/Creative

“44 free things to do in NYC”

Channels

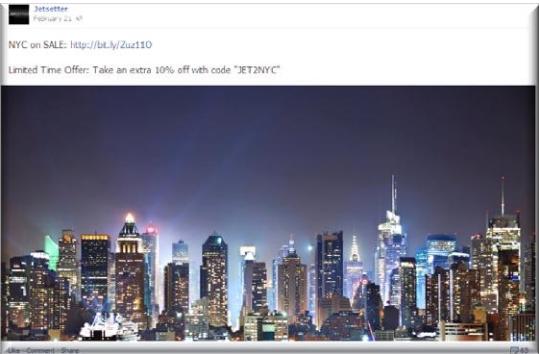
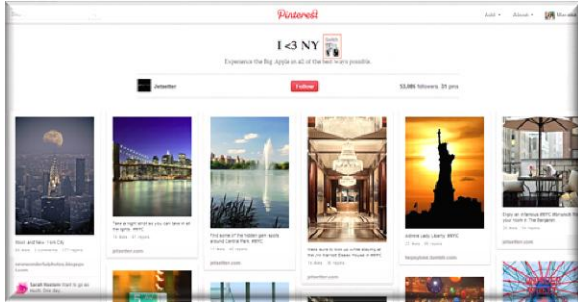
Site: Homepage takeover
Email: top promo spot
Mobile: push notification

Social content calendar

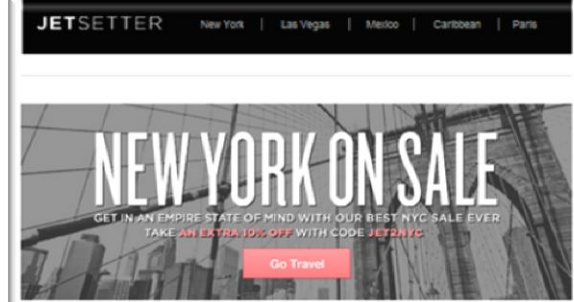


	Day 1	Day 2	Day 3
	NYC collection	Pinterest board	Engagement post
	We <3 NYC board	Engagement post	NYC Editorial
	We <3 NYC board		

Social



Email



Sales in the spotlight



A Central Park South Classic
JW Marriott Essex House - NYC

Visit Sale



Sleep Tight in the Big Apple

Visit Sale

Editorial



Mobile

