

INTERNET

## Four Seasons active on 393 social media-related channels

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*Four Seasons' Pin.Pack.Go*

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By JOE MCCARTHY

NEW YORK - A Four Seasons executive at the Luxury Interactive 2013 conference said that the hotel chain generates around 3,400 pieces of original content per week across 393 social media and related channels.

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**Luxury Daily**

The speaker also said that customer and guest activity defines how much time and resources the brand dedicates to each channel. The localized expertise of each property allows the brand to produce an enormous variety of content.

“What started out as a race toward more fans, likes and followers, soon began the quest to how can we apply a measurable social media strategy that will have impact,” said Felicia Yukich, social media marketing manager at [Four Seasons Hotels and Resorts](#), Toronto.

“We need to be where our guests are even if it’s just to engage them, thank them and encourage them to stay with us,” she said.

“Our product is so experiential, people go to social to have that escape.”

Footprints all over

Four Seasons' wide social media scope is merely the result of fan activity, according to Ms. Yukich. Since guests are active on all sorts of channels, the brand ensures it makes an entrance.

The executive insisted that the brand's stretched-out presence is unified by a holistic content strategy.

"If there isn't a content strategy, it's just a bunch of stuff," Ms. Yukich said.

In addition to tracing the patterns of social media users, the brand also develops trailblazing initiatives such as "Pin.Pack.Go" and its Four Seasons food truck.

The brand amplified its Pinterest presence with a "Pin.Pack.Go" service that enables consumers to better prepare for their trips by receiving travel recommendations from hotel specialists.

Creating a platform for the brand to organically chronicle its properties clarifies remote aspects of travel and helps guests plan trips. The initiative takes Four Seasons' Pinterest mission of providing insightful tips to the next level by spurring travel ([see story](#)).



### *Four Seasons Pinterest*

Also, Four Seasons took its culinary skills to the road Sept. 16 with a food truck that will tour three states and cover 1,000 miles.

The FS Taste Truck will feature different Four Seasons chefs working together or against one another while the cuisine will vary depending on location. The informal nature of food trucks may allow the brand to entice consumers who may not have considered traveling to a Four Seasons property beforehand ([see story](#)).



### *Taste by Four Seasons*

Centimeters, pints or seconds?

Ms. Yukich said that revenue attribution models for social media are often bungled by extraneous variables. Trying to see if a social media promotion boosted sales can be a difficult process and lead to misleading numbers.

However, brands are able to solidify relationships that lead to consistent, long-term revenue by leveraging social media's intimacy. Four Seasons can "capture and convert leads" after surveying the types of conversations happening and providing the service for which the hotel chain is known.

Ms. Yukich shared an anecdote about a fashion blogger who tweeted a poolside image at a certain Four Seasons property. The staff at this property learned about the tweet and delivered a personalized cocktail to the guest.

Another story she shared concerned a tweet from a woman claiming her hair dryer was too small, making it difficult to get ready. When the property's staff read the tweet, they brought her a larger hair dryer.

Such experiences call for a staff that vigilantly monitors social media. Once a brand instills the importance of social media into its many teams, the ability to pick up on these crystallizing moments will become second-nature.

"As you continue to enhance and better your product and service, how are you gaining better insights?" Ms. Yukich said.

"You should set goals and key performance indicators (KPI) to develop and execute plans and to measure, learn and apply," she said.

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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