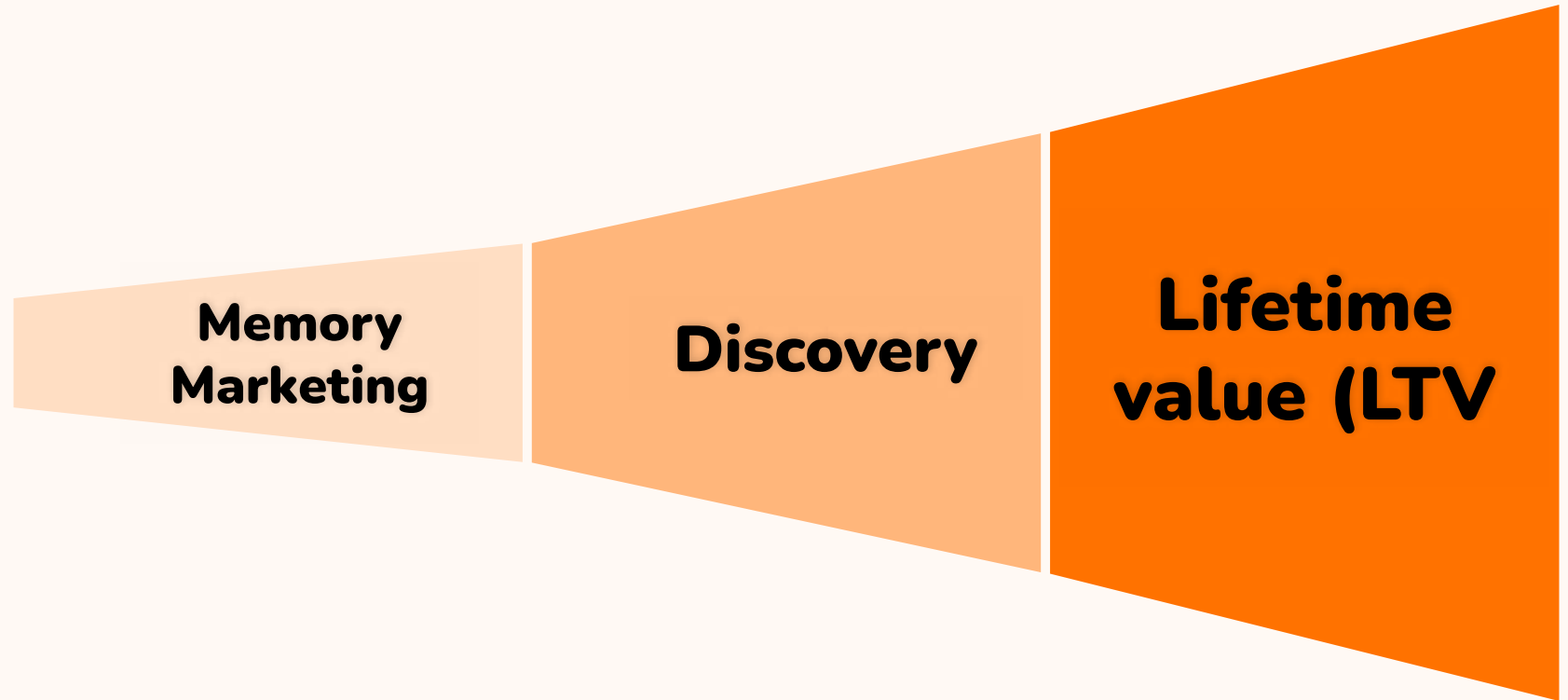


Increase the Lifetime Value of your Customers

Cracking the Code on Memory Marketing

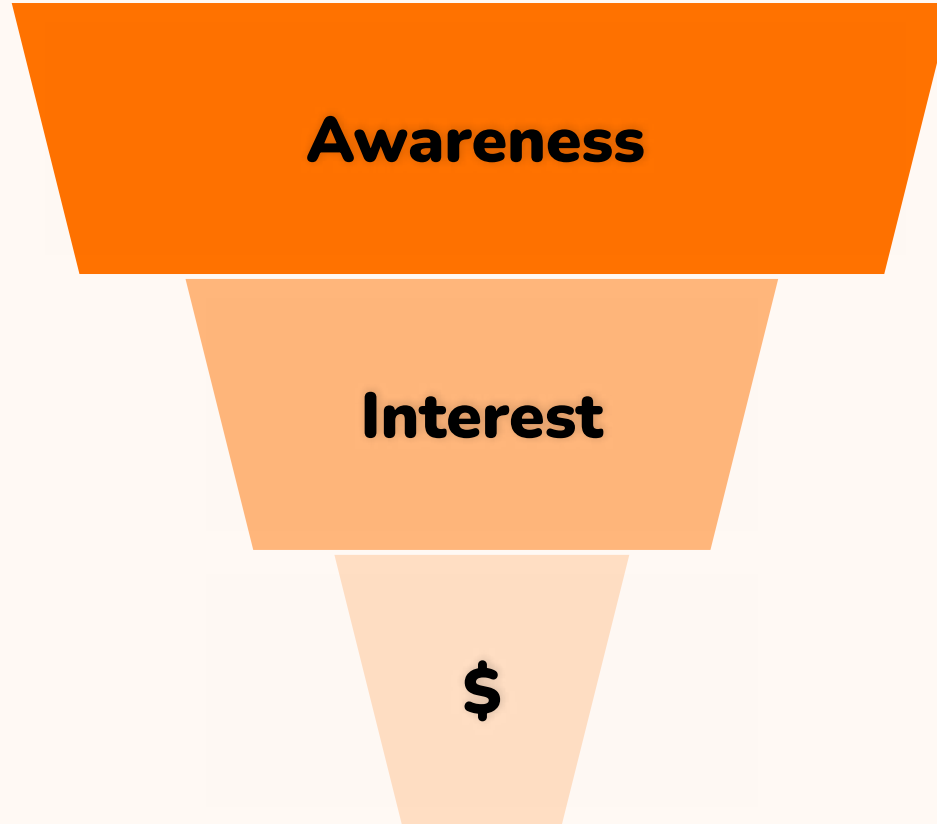


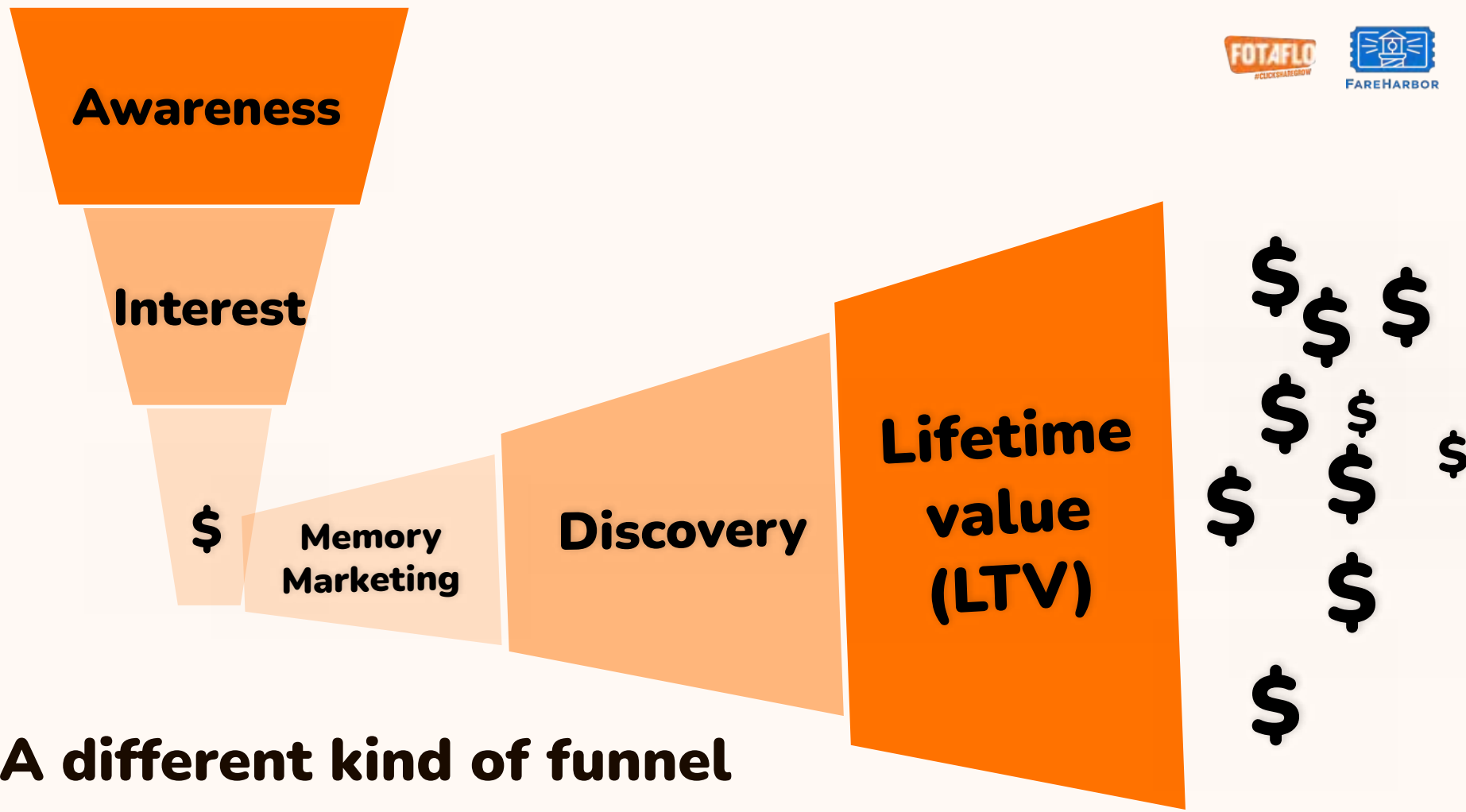
A different kind of funnel



A different kind of funnel

FOTAFL0
#CLICKHARBOUR





A different kind of funnel

Take control of your leads



MORE of what works
LESS of what doesn't.

Predictable
booking stream.

Navigate away from the
“One and Done” mentality
around guests.

People are no longer
the targets...
People ARE your
marketing media.

Past guests are an undervalued opportunity



**Earn
More**



LTV

Lifetime Value



X



X



Spend
per visit

Number
of visits

Number of
friends and
family your
customers refer

Ask yourself, do you....



Effectively track your repeat guests?

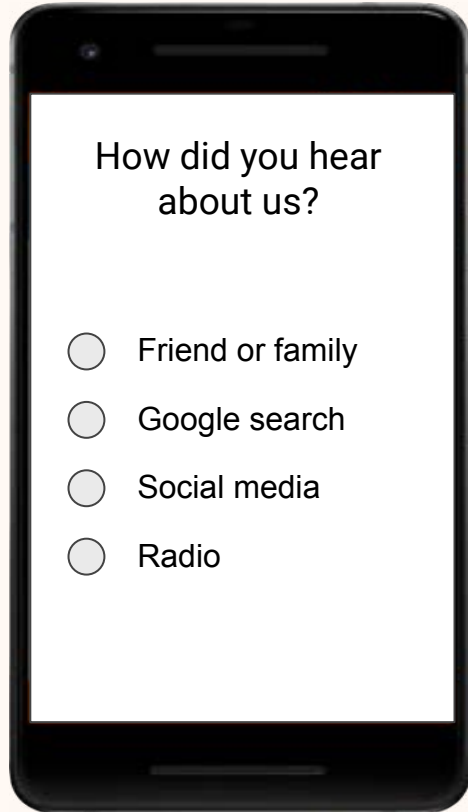
Use a strategy to get customers to come back and visit you again?

Have a measurable way to see if customers are referring their business to their friends and family?

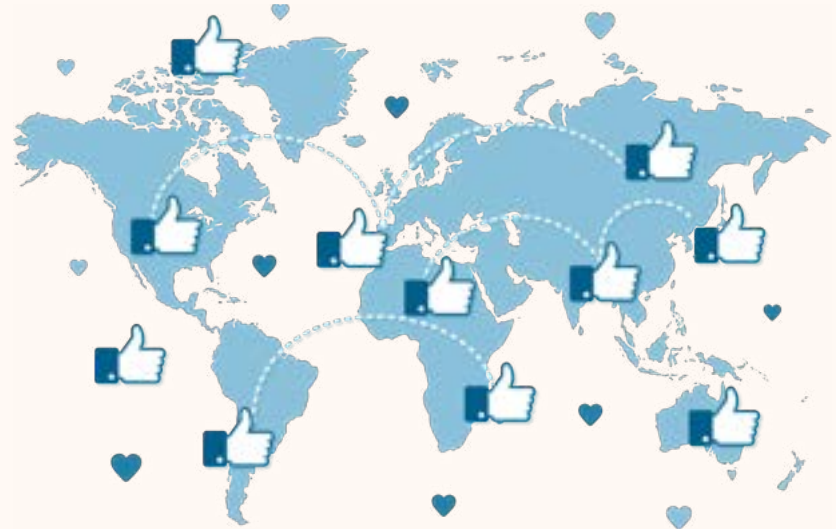


“5% increase in repeat bookings = 25% increase in net revenue.”

Know & keep the score



60% ↑



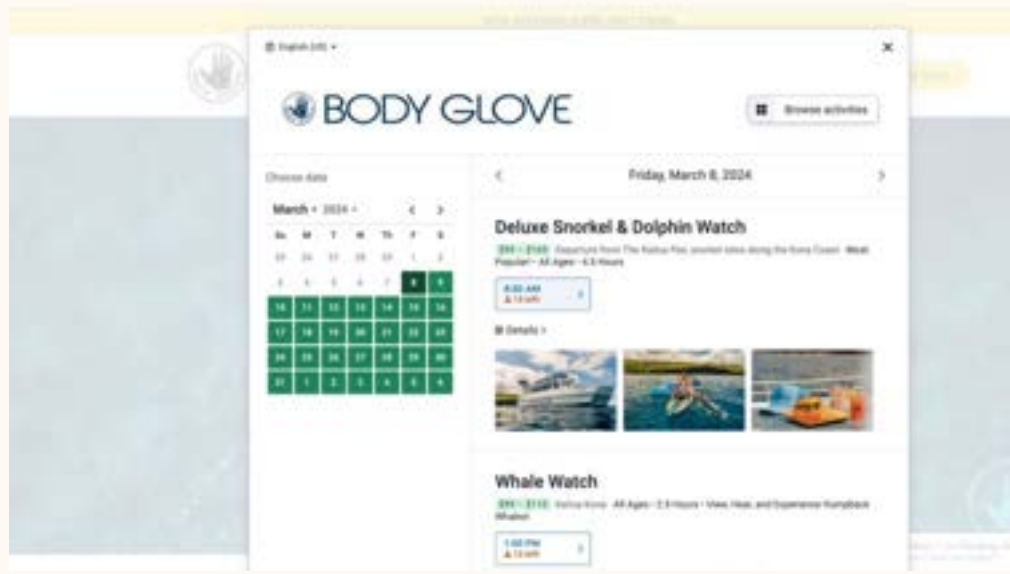
Lifetime Value



Direct Bookings



Direct bookings



“

A smart person learns from their own mistakes. A wise person learns from the mistakes of others.

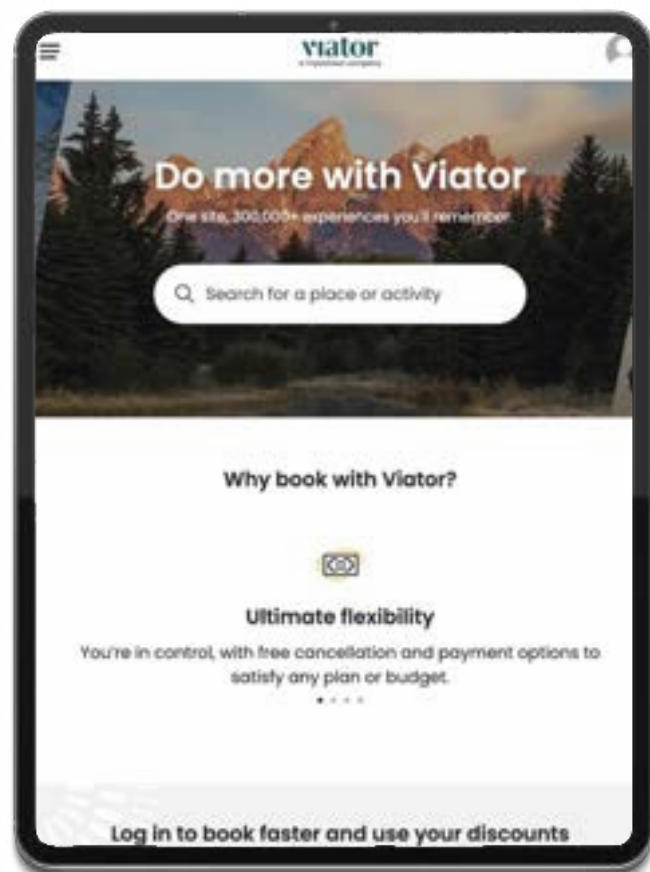
Otto von Bismarck

A little history



Uber Eats





ON TECH

Why Restaurants Are Fed Up With Apps

Delivery apps promised to connect restaurants with more customers. The dream isn't working.

W What's On • Food & Drink

Takeaways having to let staff go as customers abuse Just Eat loophole

The problem comes after just Eat changed its procedures

“They’re stealing our customers and we’ve had enough’: is Deliveroo killing restaurant culture?”

BUSINESS

Restaurants relying on Uber Eats angry about weekend outage amid COVID-19

Restaurants say shutdowns to the delivery service lasted hours and caused massive drops in sales because they couldn't get orders out.



The next threat to Airbnb: Superhosts want to leave the platform and take their listings with them

Dan Latta Apr 8, 2021, 6:50 AM



An investigation by The Bear Cave has uncovered that amid numerous scandals and horror stories the Airbnb platform has shifted towards professionally managed properties, many of which are now gearing to directly compete against the company.

Airbnb's top professional hosts are building out their own booking platforms and offering cheaper deals to cut out Airbnb, growing their own email lists and distribution, and offering loyalty discounts to book off of Airbnb. In short, Airbnb's



Remember the basics



Paid

**Content you pay to place
in front of an audience.**

Facebook Ad

Google Ad

Sponsorship

Owned

**Content you
create and control.**

Website

Instagram account

Earned

**Publicity gained through
promotional efforts other
than advertising.**

Social posts by guests

Reviews

Where does the message come from?

Paid



Owned



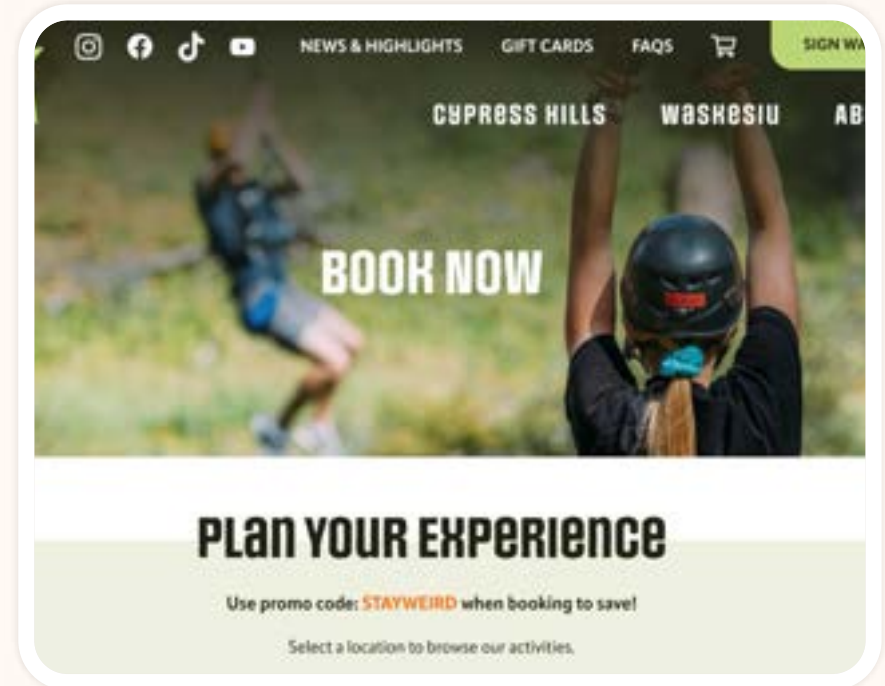
Earned



Lifetime Value



Direct Bookings



Relationships



LOGIC unlocks the MIND



EMOTION unlocks the WALLET



You already have what guests want

FOTAFLO
#CLICKHARBOR



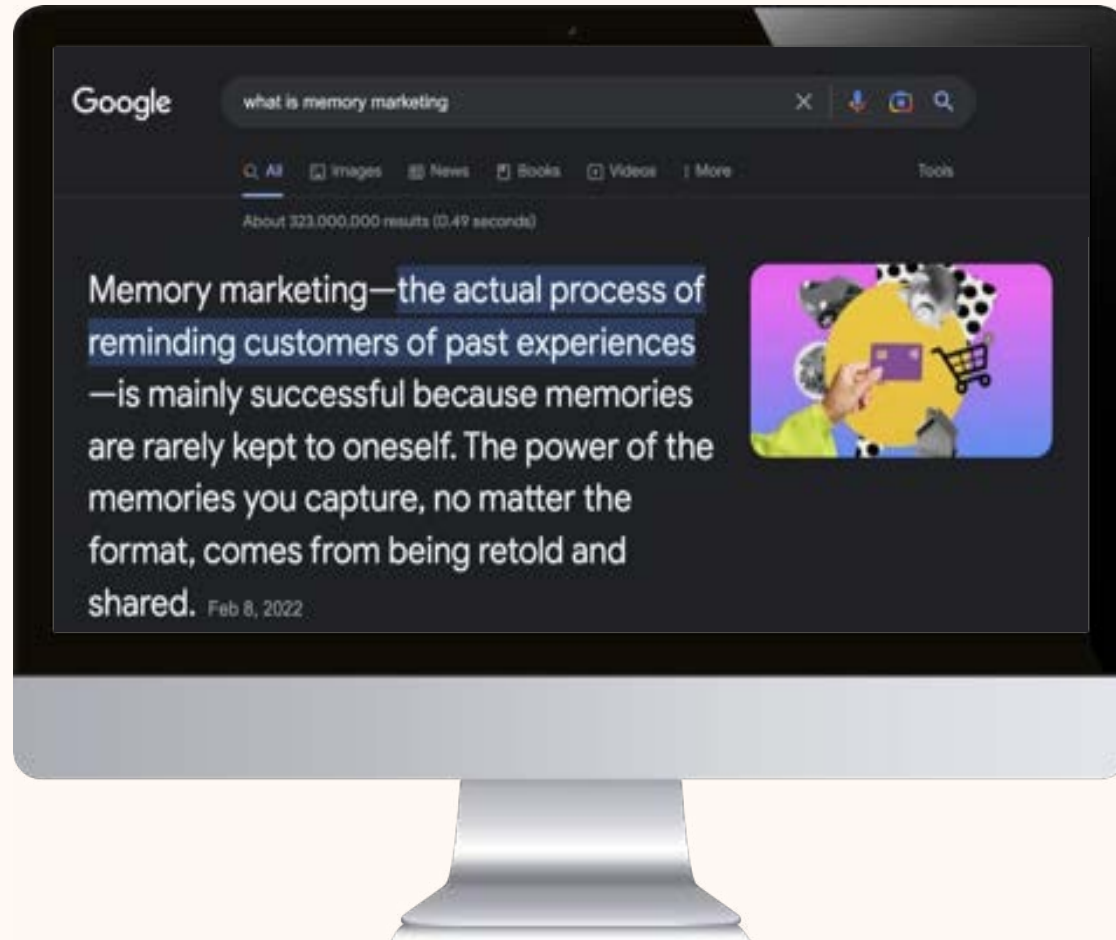
Memories

Relationships

Direct Bookings

Lifetime Value







OpenAI
ChatGPT **4.0**

FOTAFL0
#CLICKHARBOUR



You: Do you have any information about "Memory Marketing"?

ChatGPT: Memory Marketing aims to make customers feel valued, appreciated, and emotionally connected to the brand, leading to increased loyalty and advocacy. The approach is based on the idea that people are more likely to remember experiences and emotions than advertising messages, and that emotional connections can drive brand preference and purchase decisions.

Memory Marketing



Emotions



Memory





FOTAFLO
#CLICKHARBOR



- Grey?
- Gorgeous

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk



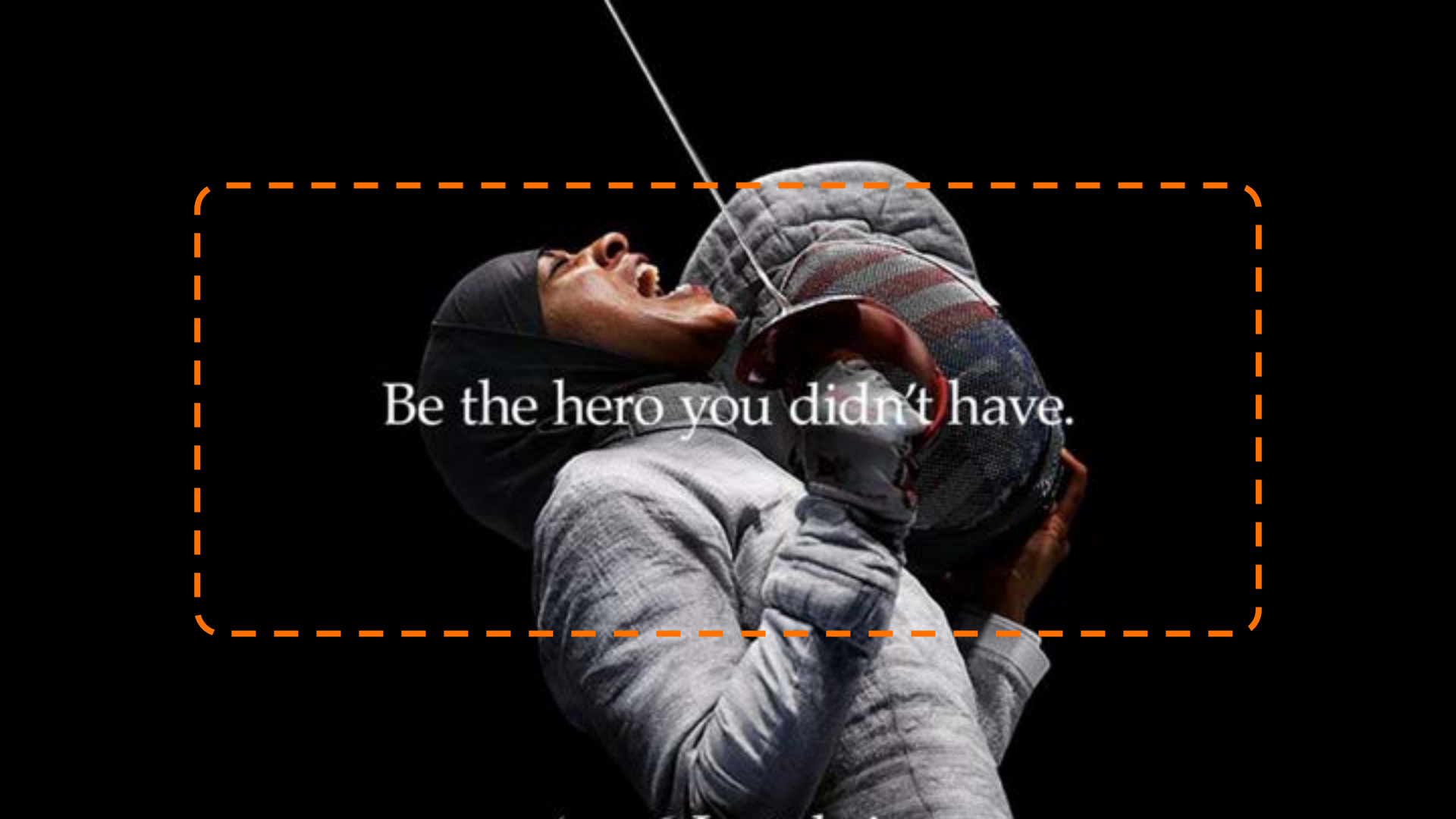


Coca-Cola


Share a **Coke**.
this holiday

©2011 The Coca-Cola Company. All Rights Reserved.





Be the hero you didn't have.

A man with glasses and a woman are sitting at a table in what appears to be a meeting or office setting. Both are looking down at their mobile devices. The man is in the foreground, wearing a light-colored sweater, and the woman is slightly behind him, wearing a dark top. The background is blurred, showing other people and office equipment.

“STOP INTERRUPTING WHAT PEOPLE ARE
INTERESTED IN AND **BE WHAT PEOPLE
ARE INTERESTED IN.**”

Craig Davis, Former Chief Creative Officer, J. Walter Thompson

Memory Marketing

“Marketing research has established that most consumer decisions are memory based.”

Psychology Today



Wine Tour



Bachelorette
Weekend

Zip Line



First Date

Axe Throwing



Birthday Party

?

**Lifetime
Value**

**Direct
Bookings**

?

?

**Memory
Marketing**

Relationships

?

say cheese!







Friends hang together and share experiences.

They curate those experiences online.



Social media organizes & amplifies experiences.

Reaching significantly larger "like" audiences.



More trust in the user.

Blurring of online and offline experiences.

Lifetime Value



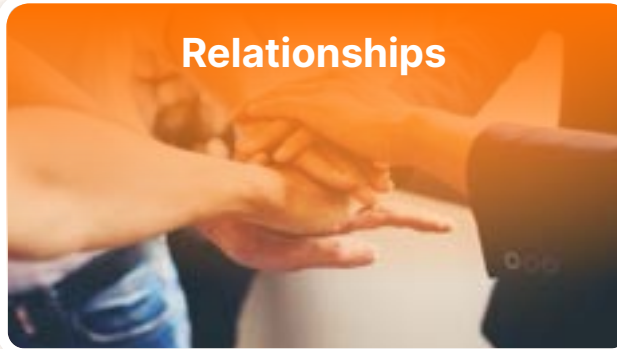
Direct Bookings



Memory Marketing



Relationships



Photos and Videos



How Can YOU Help?

Practical Tips



Include a 'photo stop'

- Emotional Moments?
- Landmarks?
- Sunrises/ Sunsets?
- Branded Props/
backdrops?





#INTERACT



- Create and share hashtags
- Implement photo memory competitions
- Engage with guests who share socially



**Tell us, how was
your visit?**



YourBikerGang.com
506 Walsh St
Austin, Texas

Title your review

Give us the gist of your experience

0/120 max characters

Add some photos

Optional



Click to add photos
or drag and drop

Photos in Reviews

- **Encourage guests to share photos in their reviews**




Actively participate in gifting memories

- Gift them photo memories from your business
 - Brand gifted photos
- Leverage Available Software

Photo and video memories



FAREHARBOR



**How do we deliver the right message
to the right consumer with the right context,
at the right time on the right channel?**

Attention spans are getting shorter



**HUMANS:
2000**



GOLDFISH



**HUMANS:
2018**



Nothing is more expensive than a
missed opportunity.

— *H. Jackson Brown* —

Discovery





“

How do you leverage those social networks and channels, and the content and trust we have, to truly meet travelers where they are?

That's a really great opportunity. We have not cracked the code on that, and it's something we aspire to.

John Boris
CMO Tripadvisor
March 16th 2023

FOTAFLO
#CLICKHARBOUR



Lifetime Value

Attention spans are getting shorter



**HUMANS:
2000**



GOLDFISH



**HUMANS:
2018**

Take control of your leads



Maximize Bookings

Remarketing machine
converts customer
memories into repeat
visits



Attract New Customers

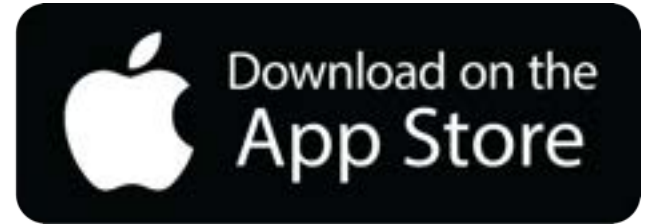
Customers become
advocates referring
friends to book direct

Enhance the Experience

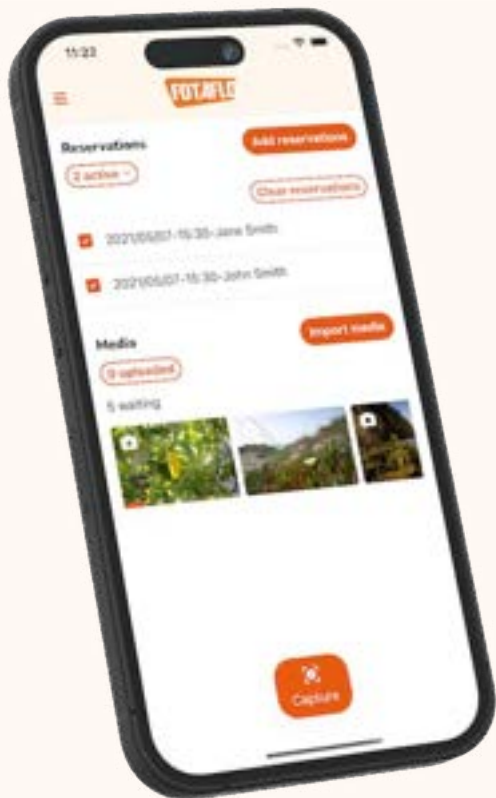
Better than taking a
photo with the guest
smartphone

Capture

FOTAFLO
#CLICKHARBOUR



Attribute



🕒 Sat Jan 13, 2024 3:30PM

📍 Captured by Lokelani Tomiyama

📷 Maui Creeper

2024/01/13-13:00 to 16:00-Kohala Canopy Adventure-Johnson: Samuel, 2024/01/13-13:00 to 16:00-Kohala Canopy Adventure-Moe: Wendy

🔍
Zoom

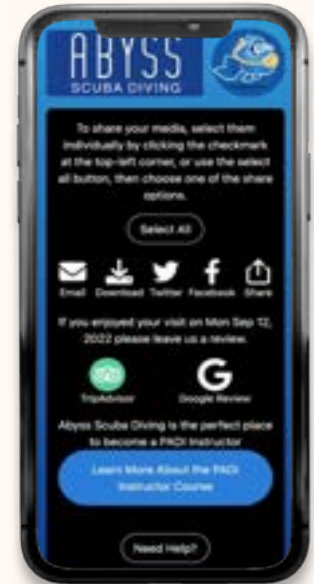
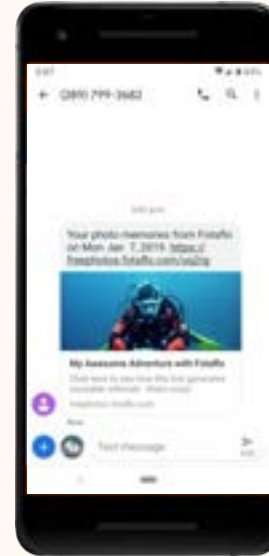
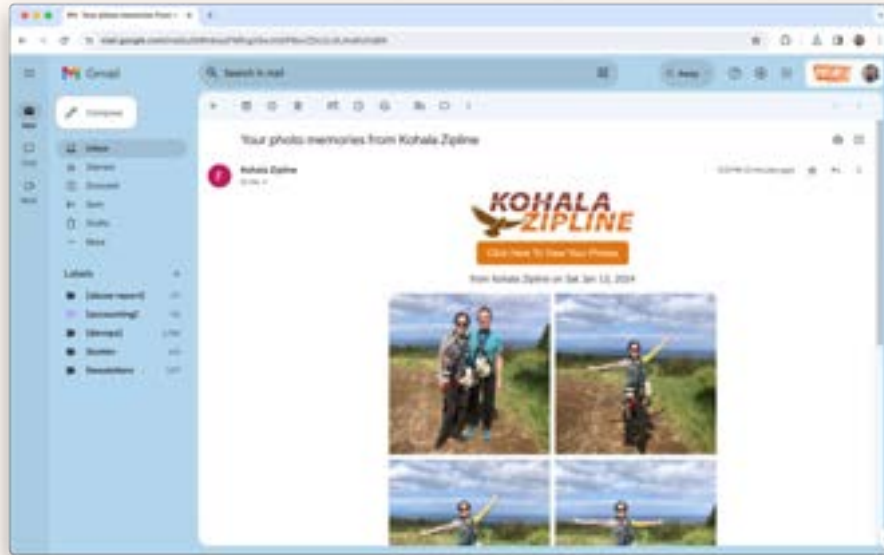
🙋
Hide

⋮
More

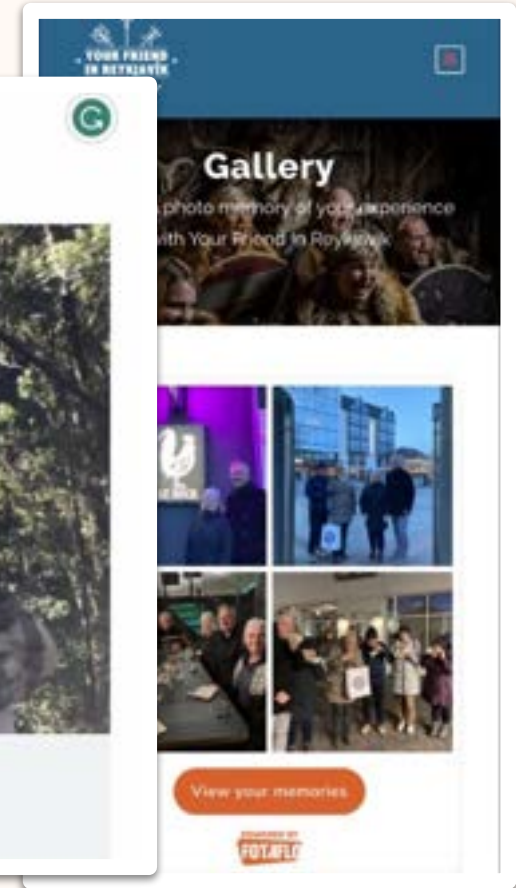
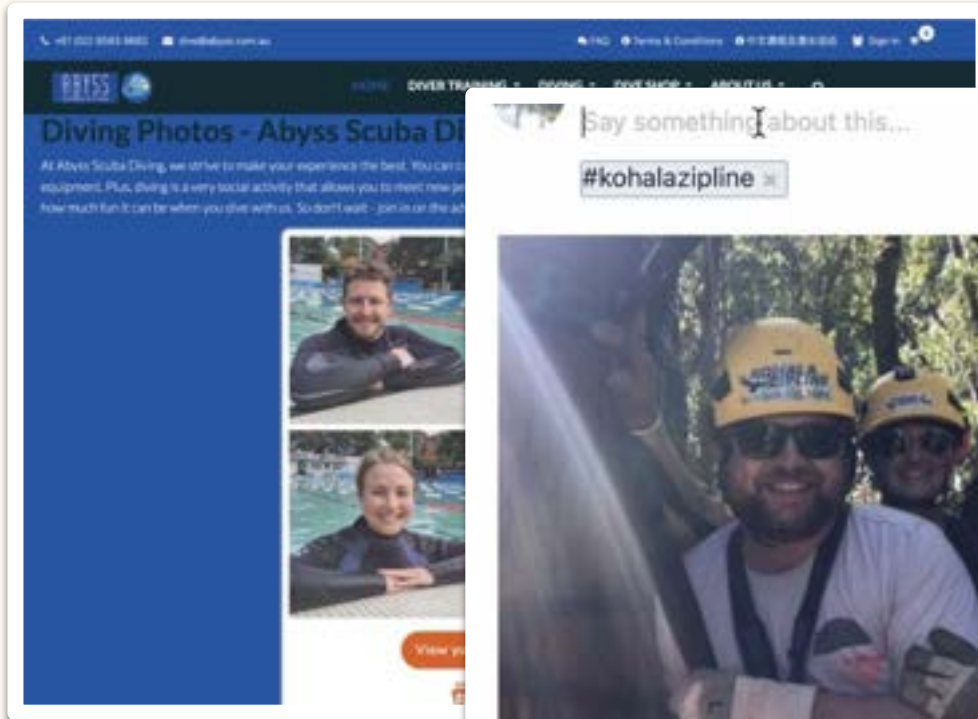
Share



Email or text personalized albums to your guests.



Guests view and share their photos for your website



What about the long term?



Leverage built-in marketing tools



Send a reminder to

All guests

Number of days after the original delivery to send reminder

356

Repeat annually

Template to deliver


Reminder - Ask for Shares




Delivery options

Send emails


Send SMS (text) messages


Cancel Save





  


★ Top advocate

 Giveaway

 [Redacted]@yahoo.com

 First delivered on Fri Oct 18, 2019 7:35PM

 Last visited Mon Aug 17, 2020 5:07PM

 Last messaged Thu May 21, 2020 3:45PM
(5 months ago)

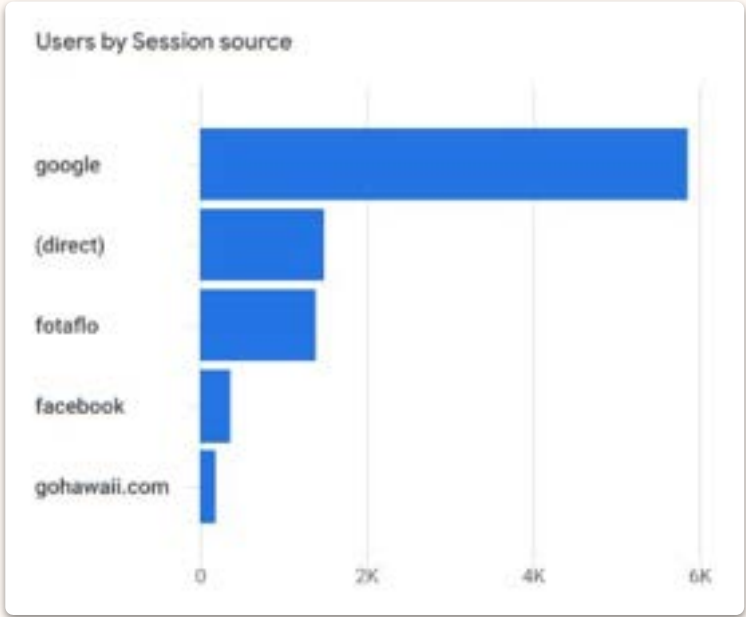
- 252 referral leads
- 245 facebook
- 2 twitter

Kohala Zipline

Average session time

Fotaflo 2m 25s

All other sources 1m 10s



Session source / medium	↓ Users	Sessions
	9,502 100% of total	12,218 100% of total
1 google / cpc	4,314	4,804
2 google / organic	1,592	2,130
3 (direct) / (none)	1,497	1,832
4 fotaflo / email	988	1,386
5 facebook / cpc	360	425
6 fotaflo / sms	329	543
7 gohawaii.com / referral	194	223
8 lovebigisland.com / referral	168	250
9 fotaflo / social	120	189
10 (not set)	116	112



“

Fotaflo grew my referral and repeat bookings from 16% to 65% in two years.

Jori Kirk

Owner, Tree0six Adventure Parks



“

We're up 20% YoY for the three years since implementing FotaFlo.

Vanessa Warren
Owner, The Ranch

“

Giving away photos with Fotaflo grew my business by 40% in 3 months.

Peter Letts
Owner, Abyss Scuba Diving





What are your goals?

Book a one-on-one discovery session.

Promo code: FHMARCH

meghan@fotaflo.com





Thank You!



meghan@fotaflo.com

Promo code: FHMARCH

