



WESTGATE
TRAVEL PARTNERS



Marketing



WESTGATE
TRAVEL PARTNERS



1. POST, POST, POST, POST!

You need to post at least 3-4 times per week on your Business page. Facebook determines how you show up in feeds based off engagement.

The only way to get your audience to engage is to POST.

SHARE the offers from your back office to your Business page.

You can also share any Travel Quotes, Updates on attractions or anything we have on Travel Partner Business page to your page.

IMPORTANT *If you don't share from your back office make sure to include a link to your personalized website*



WESTGATE
TRAVEL PARTNERS



2. Get More LIKES

Get as many people as you can to LIKE your page but it is equally as important to get them to LIKE your POSTS. The more LIKES you have on your posts the more engagement you will have. The more engagement, the more exposure Facebook will give you organically which is FREE advertisement.



WESTGATE
TRAVEL PARTNERS



3. “About” Section

Make sure you have the toll free number located on your personalized website.

1-800-735-1906

Make sure you have included a link to your personalized website.

Give a brief description of your business.

Example: “For a lifetime of vacation memories that will exceed your expectations, book with Westgate. We are proud Westgate Owners and you can be too”



WESTGATE
TRAVEL PARTNERS



4. Create Albums

When you are using your timeshare and visiting local attractions take lots of pictures. This is a Business page so you want to showcase your product, our resorts, and the memories that will be created by staying there. You can also copy the albums from our page. People love to see live action photos, not just the professional ones from us. Plus, every time you create an album it becomes a “post” that can appear in someone’s Facebook feed that “LIKED” your page.



WESTGATE
TRAVEL PARTNERS



5. Variety of Posts

Advertise different locations, Events, and even your favorite resort.

Remember when you do SHARE events, they can sell out so remove the post if it does

Post Travel Quotes, videos & local area events



WESTGATE
TRAVEL PARTNERS



6. Include your Discount Code and a link to your personalized website

In any post or share you have that did not come from your back office.



WESTGATE
TRAVEL PARTNERS

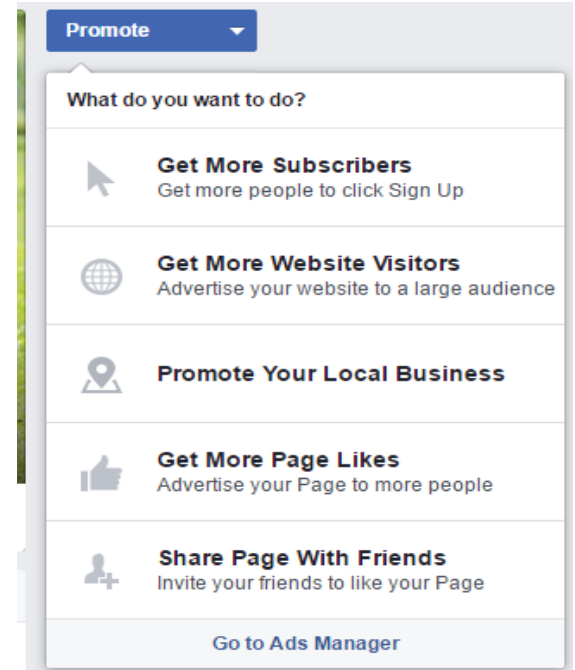


7. Change your cover photo often

Change the photos with the season. Plus when you change your cover photo you will show up in your friends feed. Get creative!!



WESTGATE
TRAVEL PARTNERS



8. Promoting your Page

This option on Facebook
(found in the bottom right hand corner) will give you
the options to Promote your Page



WESTGATE
TRAVEL PARTNERS



9. Boosts your Posts

The most successful Owners are paying to Boost their Posts. The best part is you can create a target audience.



WESTGATE TRAVEL PARTNERS



Melinda Jones- WG Travel Partner

Published by Westgate Rewards [?] · 2 mins ·

Check out this offer!!



Williamsburg Historic Triangle Package from \$79

Stay in a luxurious suite and get Historic Triangle Tickets with our package starting at \$79. Book and experience Williamsburg, VA!

WESTGATERESERVATIONS.COM

Boost Post



AUDIENCE

Default Audience

Edit

Location - Living In:
United States: Florida

Age:
18 - 65+

Create New Audience

BUDGET AND DURATION

Total budget

\$3

Estimated People Reached

540 - 1,400 people

7,100,000

Refine your audience or add budget to reach more people that matter to you.

Duration

1 day

7 days

14 days

DESKTOP NEWS FEED

MOBILE NEWS FEED



Melinda Jones- WG Travel Part

Sponsored

Like Page

Check out this offer!!



Williamsburg Historic Triangle Package from \$79

Stay in a luxurious suite and get Historic Triangle Tickets with our package starting at \$79. Book and experience Williamsburg, VA!

WESTGATERESERVATIONS.COM

Like

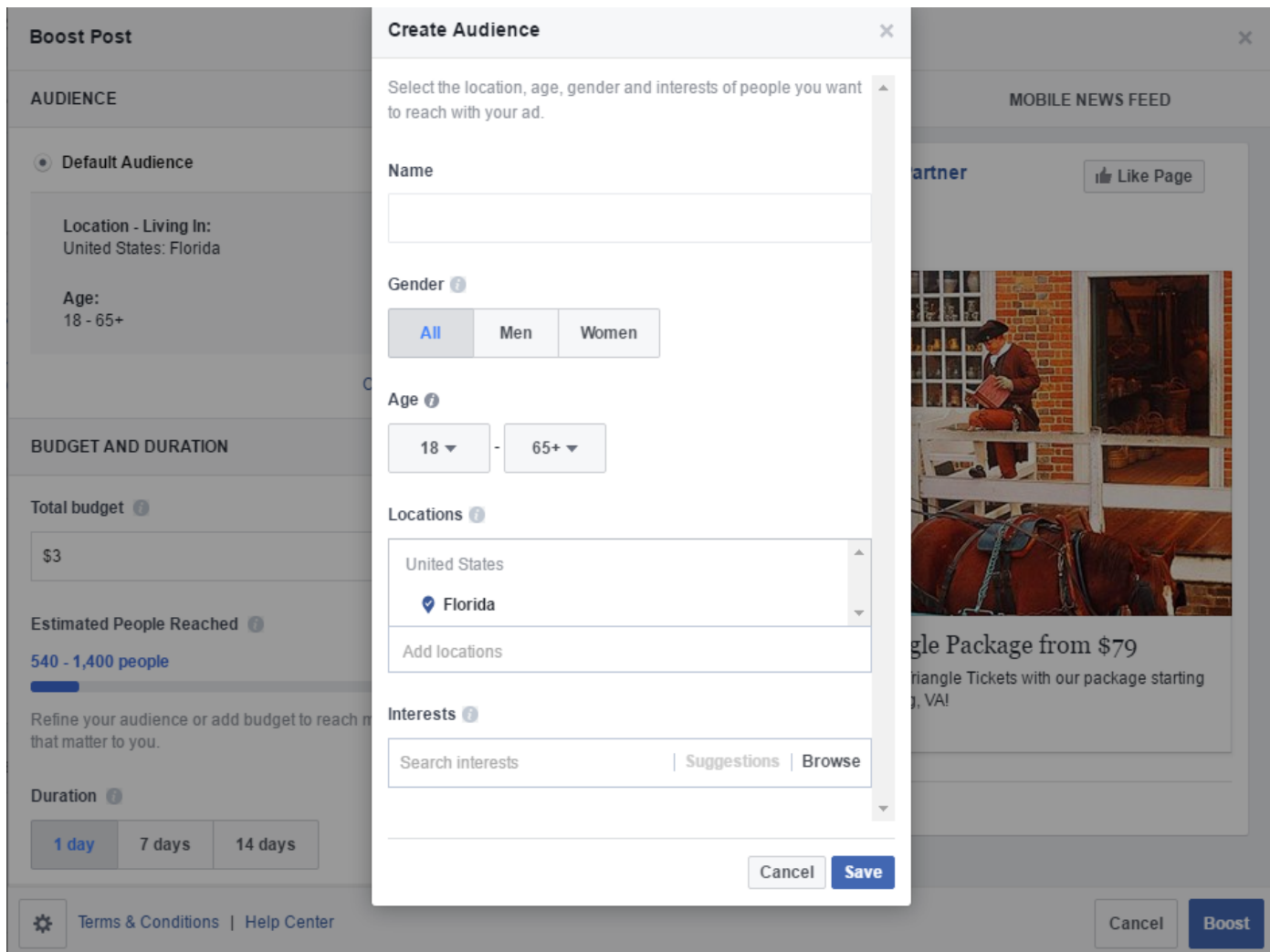
Comment

Share

Select Create New Audience and pick if you want to target people on their Desktop or Mobile device

Cancel

Boost



- Name your target audience so it will save.
- Gender leave at all
- Change the age range to 28 to 68
- Locations you want to Target people living at least 60 miles away from the resort
- Depending on the location you are boosting pick up to 10 key interest words: Jamestown, Busch Gardens, Williamsburg, History, Colonial, Virginia

Boost Post



AUDIENCE

Default Audience Edit

Location - Living In:
United States: Florida

Age:
18 - 65+

[Create New Audience](#)

BUDGET AND DURATION

Total budget ⓘ

\$3

- | | |
|---|-------------------------------|
| \$2 | Estimated Reach 360 - 950 |
| <input checked="" type="checkbox"/> \$3 | Estimated Reach 540 - 1,400 |
| \$5 | Estimated Reach 780 - 2,000 |
| \$10 | Estimated Reach 1,700 - 4,500 |
| \$15 | Estimated Reach 2,500 - 6,700 |

[Choose Your Own](#)

DESKTOP NEWS FEED

MOBILE NEWS FEED



Melinda Jones- WG Travel Partner

[Like Page](#)

Sponsored ·

Check out this offer!!



Williamsburg Historic Triangle Package from \$79

Stay in a luxurious suite and get Historic Triangle Tickets with our package starting at \$79. Book and experience Williamsburg, VA!

WESTGATERESERVATIONS.COM

[Like](#) [Comment](#) [Share](#)



[Terms & Conditions](#) | [Help Center](#)

[Cancel](#)

[Boost](#)

Select your Budget. The more money you spend the more people you will reach

Boost Post X

Age:
18 - 65+

Create New Audience

BUDGET AND DURATION

Total budget ⓘ
\$15

Estimated People Reached ⓘ
2,500 - 6,700 people of 7,100,000

Refine your audience or add budget to reach more of the people that matter to you.


Duration ⓘ

1 day 7 days **14 days**


Run this ad until


You will spend **\$1.07** per day. This ad will run for **14** days, ending on Jul 27, 2016.

PAYMENT


 [Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS FEED MOBILE NEWS FEED

 **Melinda Jones - WG Travel Partner**

Sponsored · 

Check out this offer!!



Williamsburg Historic Triangle Package from \$79
Stay in a luxurious suite and get Historic Triangle Tickets with our package starting at \$79. Book and experience Williamsburg, VA!
WESTGATERESERVATIONS.COM

Once you have selected your budget, you can select the “Duration” of how long you want to run your ad for the money you are willing to spend.



WESTGATE
TRAVEL PARTNERS



Westgate Travel Partners

Published by Kristen Ford [?] · July 2 at 10:00am · 🌐

This little piece of paradise is waiting for you at the Westgate Lakes...



3,428 people reached

Boost Post



As the ADMIN on your page you will be able to see how many people your post has reached.



Westgate Travel Partners

Published by Kristen Ford [?] · July 2 at 10:00am · 🌐

This little piece of paradise is waiting for you at the Westgate Lakes...



Get More Likes, Comments and Shares
Boost this post for \$10 to reach up to 1,200 people.

3,428 people reached

Boost Post

141

9 Comments 51 Shares

Like Comment Share

3,428 People Reached

240 Reactions, Comments & Shares

157 Like	137 On Post	20 On Shares
--------------------	-----------------------	------------------------

6 Love	4 On Post	2 On Shares
------------------	---------------------	-----------------------

25 Comments	13 On Post	12 On Shares
-----------------------	----------------------	------------------------

52 Shares	51 On Post	1 On Shares
---------------------	----------------------	-----------------------

331 Post Clicks

183 Photo Views	3 Link Clicks	145 Other Clicks
---------------------------	-------------------------	----------------------------

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

When you double click on the reach number the following stats will appear. If you paid to Boost, Facebook will provide those stats as well.



WESTGATE
TRAVEL PARTNERS



10. Share in Facebook Groups

Join Groups on Facebook and share your offers.

You will first request to join the group then share offers once a week in groups.

Pointers when sharing in Groups:

- *Join different categories like : Fitness, Travel, Recipes
- *Do not share in the comments section only on the wall of the group
- *Do not share more than once a week in each group

See Training video located in your Back office under the *“Learning Tools”* tab



WESTGATE
TRAVEL PARTNERS

Sharing on Facebook from your back office to your Business Page



Tell Your Friends About Westgate Resorts and Allow Them to Build Their Dream Vacation!



**3-Day/2-Night Orlando Resort
Getaway from \$59**
3 Days 2 Nights From: \$59



**Orlando family water park
adventure!**
5 Days 4 Nights From: \$299



**Live the resort life with an
Orlando getaway**
4 Days 3 Nights From: \$99



WESTGATE
TRAVEL PARTNERS

Sharing on Facebook from your back office to your Business Page

f Share on Facebook

Share on your own Timeline ▾

- Share on your own Timeline
- Share on a friend's Timeline
- Share in a group
- Share on a Page you manage
- Share in a private message

3-Day/2-Night Orlando Resort Getaway from \$59 - Westgate Reservations



WESTGATE
TRAVEL PARTNERS

Travel Partner Specialists

1-800-884-0250

Hours: Monday- Friday 9am-7pm & Saturday 10am-5pm EST

Email: TravelPartners@wgresorts.com