

#V365Life

Congratulations!

We are so excited to have you in the Vortex. This is the perfect business to make some extra cash, all by doing something that you already do. Talk to your friends, family, coworkers and acquaintances! In this guide, we'll give you a quick overview of your new venture and provide a strategy for how to better market your Vortex.

We're glad you're here! Now, let's get started...

VORTEX[™]



Getting Started Guide

Where to Start:

One of the first things you should do is sign up for your own Vortex. After all, how can you ask others to sign up if you've never been through the process. Fill out the form and log in like your customers will do.

Next, watch the Vortex Tutorial Webinar. Click on Resources > Videos > Vortex Booking Site Tutorial in your back office. This is a great high-level overview that will walk you through exactly what your customers will see when they create an account.

Now, take a few minutes and explore the site on your own from the account you created earlier. Click on every tab, search for a few destinations, and get a feel for your Vortex. This is also the account you'll use to book your own travel, if you don't have the membership or platinum offering.

One thing you'll notice, you'll offer the best price on travel about 85-90% of the time. On the rare occasions where you're not the lowest, reassure your customers of this fact and ask that they always check your site first.

Who can benefit:

While of course anyone who travels can benefit from having a Vortex customer account, it's important to think about who could benefit the most. Start with people you know well. Who travels frequently? Where do they go? Below are a few personas and examples of how you can tailor your messaging about the Vortex.

Persona One

Young Couple, no kids
late 20s/early 30s
Travels 4-5 times a year
Mostly long weekends with one week-long trip

Emphasize taking advantage of boutique hotels. This type of booking offers a more personalized travel experience with access to additional perks not typical at chain hotels. A Vortex account is free for them, and it helps them save on their travel. It's a win-win, especially for the couple on the go looking for the perfect weekend getaway.



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Persona Two –

Family of Four
30s/40s
Travel once a year

Emphasize weekly stays in family-friendly resort locations. These bookings offer more value with additional room. Instead of booking additional hotel rooms or cramming everyone in to one room, this ensures that the whole family will enjoy their vacation. It has all the comforts of home for a lot less than you might think.

Persona Three –

Retired Couple
60+
Travel three times a year

Emphasize cruises and longer travel packages. They'll have more time freedom and flexibility. Alaska, River Cruises in Europe, Hawaii all offer amazing cruises. It'll allow them to explore many different places without the burden of changing rooms, moving their luggage, and the stress of travel between places. You board the ship, and let it take you to some of the most beautiful destinations.

These are just a few broad examples as you think about who can benefit from a Vortex Customer Account and should not be thought of as a one-size fits all blueprint. Everyone is different and have various interests. The intention is for you to think about the specific benefit of a Vortex customer account to your individual friends.



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Many times when we start something new like this, we want to just blast a broad message out via social media. That will likely not be effective for you long-term. People don't want to be spammed, even when it's a good thing for them.

Our business is about building on relationships and helping people. To do that, you have to share with them in a way that they can see themselves using it. For example, don't just talk to them about signing up for the Vortex, focus on them first.

"I see you just got back from New York. It looked like an amazing trip! What was your favorite thing?"

Spend time listening. Ask engaging questions. Learn about their trip. When they ask what you've been up to, that's when you can tell them you joined the Vortex.

"Funny you should ask in light of our topic, but I just got in to the travel industry. Your next trip, you should definitely reach out. I can hook you up with a free customer account. It's members only and allows you to save on your travel 85-90% of the time."

Make sure you order business cards to have on hand. This makes it easy for your prospective customers to refer back to your Vortex site after the conversation is finished.



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Using Social Media:

In this section, we'll talk about how you can utilize your existing social media accounts to grow your customer base. Our goal is to arm you with practical advice to help you meet your own goals and objectives. It's not a one-size fits all strategy, but rather information that you can apply to your individual situation.

First - What is Social Media:

Social media is an umbrella term that defines various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio. That's a fancy way of saying it's a conversation.

This is very important. Social media is not free advertising. It's a tool to build relationships through meaningful and relevant conversation. Flooding your wall with links will not build a large customer network for you.

Keep in mind that your goal is not to be good at social media. Your goal is to be good at business because of social media.

With that in mind, let's get tactical!

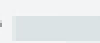
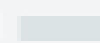
What matters in social content?

First, you have to understand what works on each network. Things like length of post, emojis that you use, hashtags, and visuals are just a few of the things to think about when posting. You have to create content that is honest, emotional, useful and relevant.

Here are 32 social media marketing stats from red website design to help you understand where your audience is on each network.



DEMOGRAPHIC STATISTICS



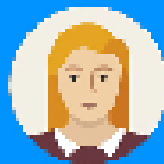
75%

of male internet users are on Facebook as well as 83% of female internet users.



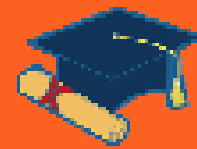
32%

32% of teenagers consider Instagram to be the most important social network.



38% vs 26%

Female Internet users are more likely to use Instagram than men, at 38% vs. 26%.



29%

29% of internet users with college degrees use Twitter, compared to 20% with high school degrees or less.



81%

81% of millennials check Twitter at least once per day.



18-29

Most Instagram users are between 18-29 years old, about six-in-ten online adults.



22%

22% of the world's total population uses Facebook.



41%

On any given day, Snapchat reaches 41% of 18 to 34-year-olds in the US.



18-34

YouTube reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.



56%

More than 56% of online adults use more than one social media platform.

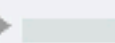


USAGE STATISTICS



79%

Facebook continues to be the most widely used social media platform, with 79% of American internet users. Based on total population, (not just internet users) 68% of U.S. adults are on Facebook.



32%

Instagram receives the silver medal with 32% of users, Pinterest coming in a close third with 31%, LinkedIn and Twitter at 29% and 24% respectively.



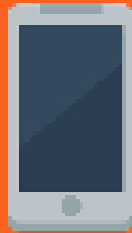
76%

76% of Facebook users visited the site daily during 2016, with over 1.6 billion daily visitors, compared to 70% of daily usage in 2015.



17

The average LinkedIn user spends 17 minutes on the site per month.



51%

51% of Instagram users access the platform daily, and 35% say they look at the platform several times per day.



80%

Almost 80% of time spent on social media platforms happens on mobile.



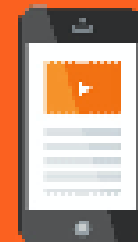
400

Over 400 million snaps are shared on Snapchat per day, and almost 9,000 photos are shared every second.



10

Just 10 thousand YouTube videos have generated more than 1 billion views.



50%

More than half of all YouTube views are on mobile devices.



93%

93% of Pinterest users use the platform to plan or make purchases.



39%

39% of LinkedIn users pay for monthly premium accounts.



25%

Pinterest drives 25% of all retail website referral traffic.

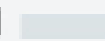
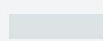


450

LinkedIn boasts more than 450 million user profiles.

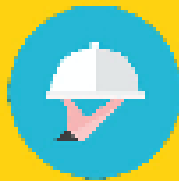


CONTENT STATISTICS



18%

Tweets with images receive 18% more clicks than tweets without images.



100

100 million food and 146 fashion boards exist on Pinterest.



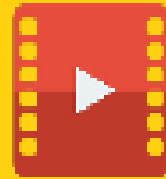
98%

On LinkedIn, 98% of posts with images receive more comments and posts with links have a 200% higher engagement rate.



81

There are about 81 million fake Facebook accounts and about 5% of twitter accounts are bogus.



100

100 million hours of video content are watched on Facebook daily.



1

Over 1 million LinkedIn users have published long-form content, 160,000 being published weekly. and over 19.7 million SlideShare presentations uploaded.



88%

88% of businesses with more than 100 employees use twitter for marketing purposes.



845

The user-submitted YouTube video with the most views is "Charlie bit my finger" with over 845 million views.



1st

Pizza is the most widely instagrammed food, directly ahead of steak and sushi.

When to post:

CoSchedule, a tool for scheduling and managing social media and marketing efforts for companies, put together a great infographic around when the best time to post is on each of the large networks. Remember, this is a general guide based on large amounts of data. Use it as a starting point for your own content and adjust based on when your audience is online.



Twitter

BEST DAYS

S M T **W** T F S



B2B performs 16% better during business hours.

B2C performs 17% better on weekends.



BEST TIMES

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM



Wednesday around noon and 5-6pm are peak moments during workers' breaks.



Twitter users are 181% more likely to be on Twitter during their commute.

Quick Tip:

Use Twitter Analytics and Followerwonk, to track data on your own followers to find the best times to tweet.

LinkedIn

BEST DAYS

S M T W T F S

VERY LOW
ENGAGEMENT

VERY LOW
ENGAGEMENT

BEST TIMES

5-6AM 7-8AM 9-10AM 12PM 1-2PM 3-4PM 5-6PM



The best time to post is midweek from 5-6 pm.



Business people are most likely to read LinkedIn in the morning like the newspaper.

*Quick
Tip:*

While LinkedIn is more professional, the best times to post are still before and after work.

Pinterest

BEST DAYS

S

M

T

W

T

F

S

FOOD

FITNESS

GADGETS

QUOTES

OUTFITS

GIFS

TRAVEL

If you are also posting during the week, try to target the top subjects of the day!

BEST TIMES

1PM

2PM

3PM

6PM

9PM

12AM

2AM



The best time to post on Pinterest is 8-11pm, especially on Saturdays.



The worst time on Pinterest is during work hours.

*Quick
Tip:*

Make sure to include a call to action! 80% of people that see your content during peak times won't interact otherwise.

Instagram

BEST DAYS

S M T W T F S

VERY LOW
ENGAGEMENT

BEST TIMES

2AM 4AM 6AM 8-9AM 11AM 1PM 3PM 5PM



The best time to post is between 8-9 am. Avoid posting at 3-4 pm.



Posting a video on Instagram at 9 pm gets 34% more interactions.

*Quick
Tip:*

Post content more during off-work hours than during the work day, aside from peak times.



Getting Started Guide

Content Strategies for Facebook:

Sometimes we think that the first thing we should do is create a business page on Facebook. If you're just getting started, we recommend not going that route. Truthfully, unless you have a large public following that necessitates a more public page, groups are a better way to go. Business pages are very much a pay to play. This means even if you do grow a large following on the page, only about 2% of your followers will see your content within your feed unless you pay to promote your content heavily.

Whenever a new customer creates an account, welcome them! Invite them to your private Facebook group for your customers only. Make sure they have your contact information and that they can call you if they have any questions. Use your Facebook group to engage with them, ask questions, and post motivational content.

Make sure that you don't copy yourself, either. It's tempting to post your group content on your Facebook profile. Keep your group content special for your customers. That doesn't mean you can't ever share group content, but package it differently. On occasion, share an outcome or talk about how much fun your customers are having in your group with an invite to join.

If you are also an SBA, you'll want to create a separate Facebook group for your team. Don't post Surge365 content within your customer page. These are very different opportunities and can be confusing for your customers.

Free Social Media Tools:

Scheduling:

- Hootsuite
- Buffer App

Photo Editing:

- Canva

Royalty Free Photos:

- Unsplash

Content you can use:

We've put together a starting pack of graphics you can use on social media. Use them as a template to create content about your Vortex site and engage your network. Be sure to customize the content based on your own unique personality and style. Ask questions, share your personal reasons for why you own a Vortex site, and always think about your audience first. What value can you bring to inspire conversation?

Download your graphics starter pack at the links below.

<http://bit.ly/2L509yY>

<http://bit.ly/2IoMssU>



Things to keep in mind –

Always be yourself.

- Share your life and business experiences.
- Don't post overly salesy content and make sure your business links are accessible in your profile.
- Use your own name or team name. Never use Vortex or Surge365 within your handle.
- Always cite your sources or give credit where it's due. (Don't steal images from Google)
- When people are ready to travel, they'll remember your content and reach out to you.

Post Examples:

- Where will you travel this year?
- Why not this year?
- If you could go anywhere, where would it be?
- What's your Dream Trip – Ready... Go!
- Long weekend?
- Mountains or Beach?
- Small Town or City Vibes?
- The Big Easy or the Big Apple?
- What type of traveler are you?
- When was your last vacation? Where did you go?

Additional Resources

For more resources, log in to your back office and click the Vortex ad. There you will find FAQs, customer report, and your cash rewards report.

Happy Sharing!