

# Victoria George

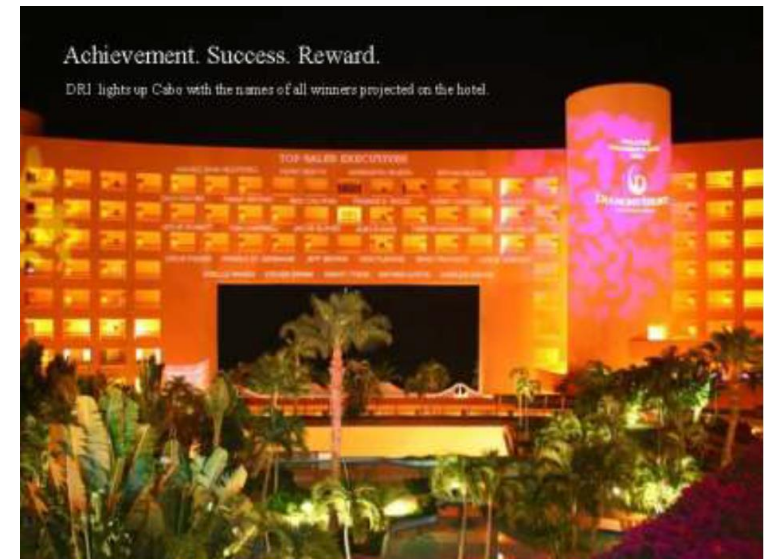
Sample Snapshot

# Brand Identity

## *Developing a Voice, Ideology and Company Culture*

Developing and defining the voice for the Diamond brand and creating “The Meaning of Yes” corporate ideology through print, online and other public-facing channels as well as reinforced through weekly messages from the chairman to a global workforce, created structure, strength, consistency and clarity for the brand.

From defining the brand tenets to script writing and public relations positioning, the Diamond brand was launched with customer and industry trust and acceptance as if it were a longstanding hospitality brand.



# Voice of the Customer

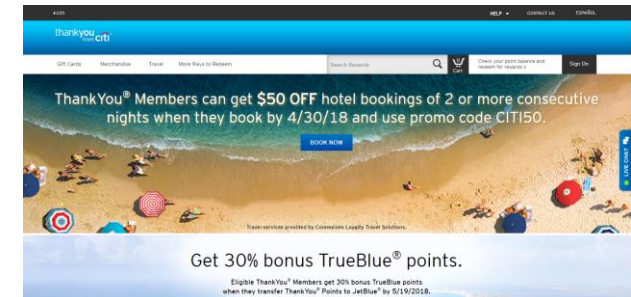
## *Surveys, Social Media, Online Reputation Management and Website Management*

Surveys are an integral component for any organization and the captured data can lead to more targeted campaigns, higher response rates and increased sales.

Utilizing surveys engages the customer with the brand and can lead to deeper familiarity with the brand, create conversations and guide the customer on the experience journey.

Social media is an integral path on any customer journey map and affords a brand another touchpoint to create conversations.

Any brand strategy must include user experience testing to stay in tune with customer/consumer adoption and technological advances.



# Interactive

## Email Marketing

### *Diamond Resorts International*

Balancing customer satisfaction with cost savings in the electronic magazine decreased print, paper and postage (\$1.1MM), maintained 93% readership, 87% open rate and experienced a 35% CTR on luxury space ads.



### *U.S. Bank*

A/B testing email messages for mobile and online banking increased open rates by 33% and increased mobile site page views 5x.

