2019

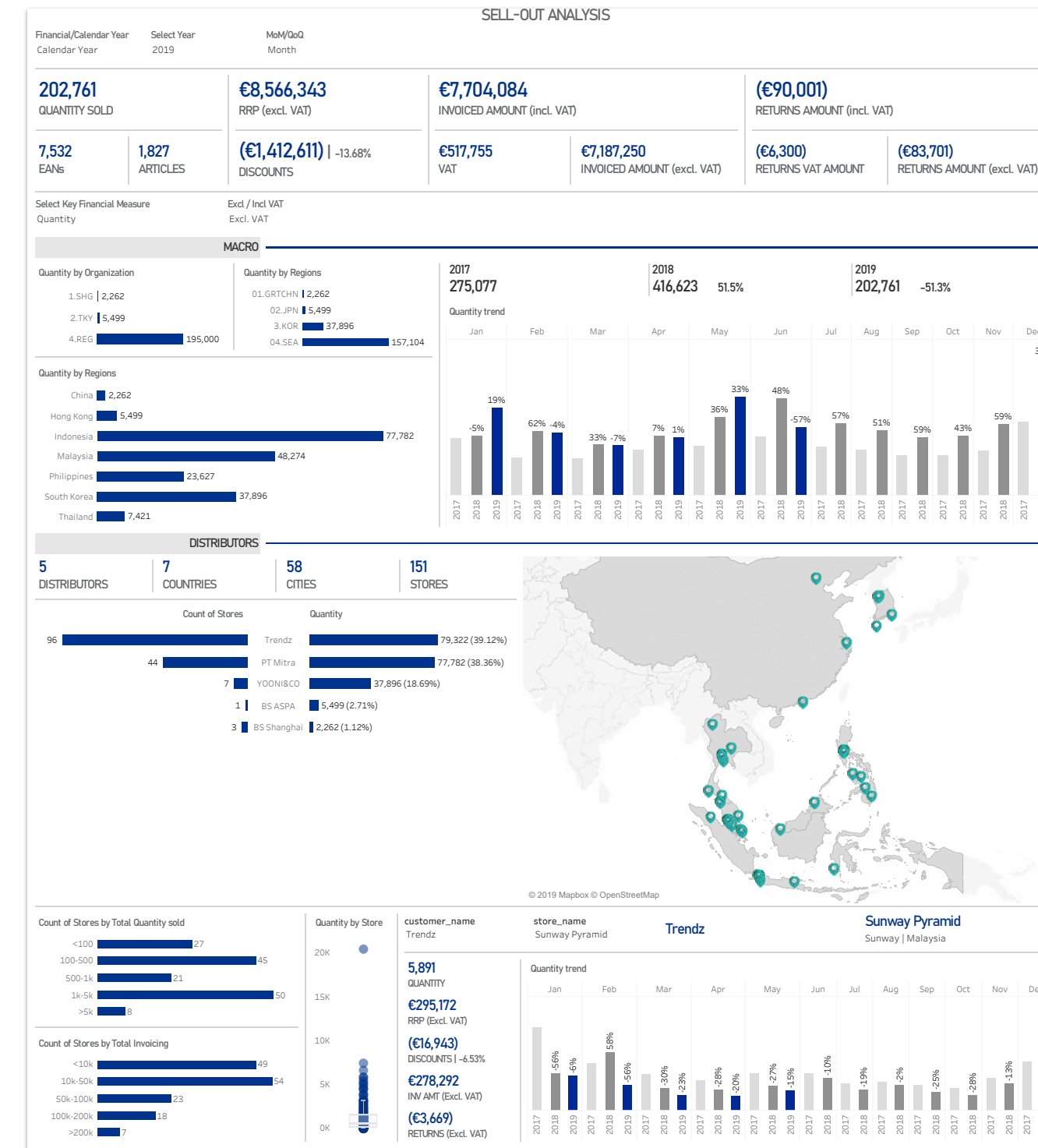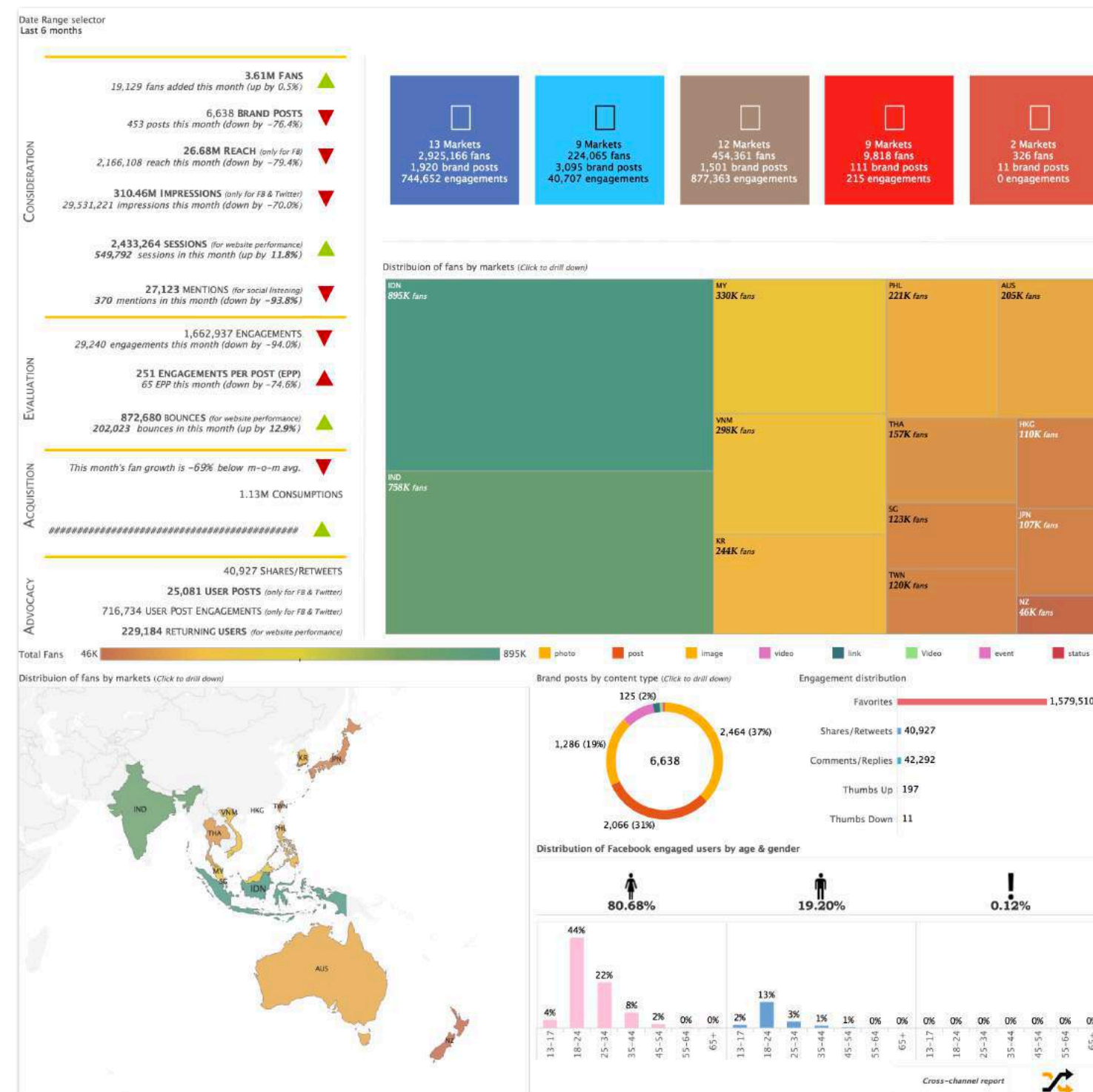## LUXURY HOTELS - GLOBAL SOCIAL MEDIA REPORT

DATA VISUALIZATION AND DASHBOARDS

Totem works with a range of brands globally on business intelligence solutions.

Our clients range across industries; from retail/fashion to beauty, from travel to finance.

Business intelligence and data visualization projects for our clients address critical issues including; sales performance, marketing ROI, and social media optimization.

www.talktototem.com

TOTEM

2019 LUXURY HOTELS

GLOBAL REPORT ON SOCIAL MEDIA PERFORMANCE

Totem Media recently concluded a broad ranging research project to understand social media practices for luxury hotels on Facebook and Instagram globally.

The study covered six months - *from Jan-Jun 2019* - with content across five global cities; New York, Hong Kong, Tokyo, Sydney and London. For each city, we evaluated five leading properties; three properties in each city, with a mix of global hotel brands and well-know independent (boutique) properties. Our aim with this project was to un-cover best practices on a city-by-city basis and to reveal wider trends between and across geographies.

These findings are combined with up-to-date research and insights from other sources on leading practices for luxury hotels on social media.

TOTEM

NEW YORK

LONDON

TOKYO

HONG KONG

SYDNEY

THE RESEARCH

In June 2019, Totem completed a wide ranging research study of hotel social media performance globally - evaluating 4,000 individual posts from hotels in five global centres; New York, Hong Kong, Tokyo, Sydney and London.

TOTEM

TOTEM

2019 HOTEL, SOCIAL MEDIA PERFORMANCE

Food & Drink Hotel (Interior) Hotel (Exterior) City (Scenic) City (Experience)

Guest Experience (No Face) Guest Experience (Face) Employees Festivals (Quotes) Promotions

THE RESEARCH

Posts were tagged, grouped by theme and analyzed for relative performance (Globally) on Instagram and Facebook.

10 Themes were identified for sorting (tagging of posts). Posts were also tagged based on a variety of other criteria ...to get to clear on 'what really works on social media for hotels.'
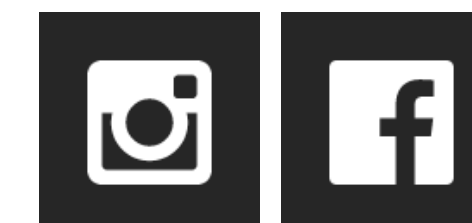
Data tabulation provided by: Syvylyze

DASHBOARD

All of the data from the research was compiled and visualized (featured here, using Tableau).

Visualizing data allows for depth and clarity on what's really happening by channel (Facebook vs Instagram), by city, by hotel, by time, format, theme, style...etc.

The data has been analyzed to reveal an multitude of important insights covered in this report.

Data tabulation provided by: Syvvylyze

WHY SOCIAL MATTERS

THE IMPORTANCE OF SOCIAL MEDIA FOR TRAVEL AND HOSPITALITY BRANDS.
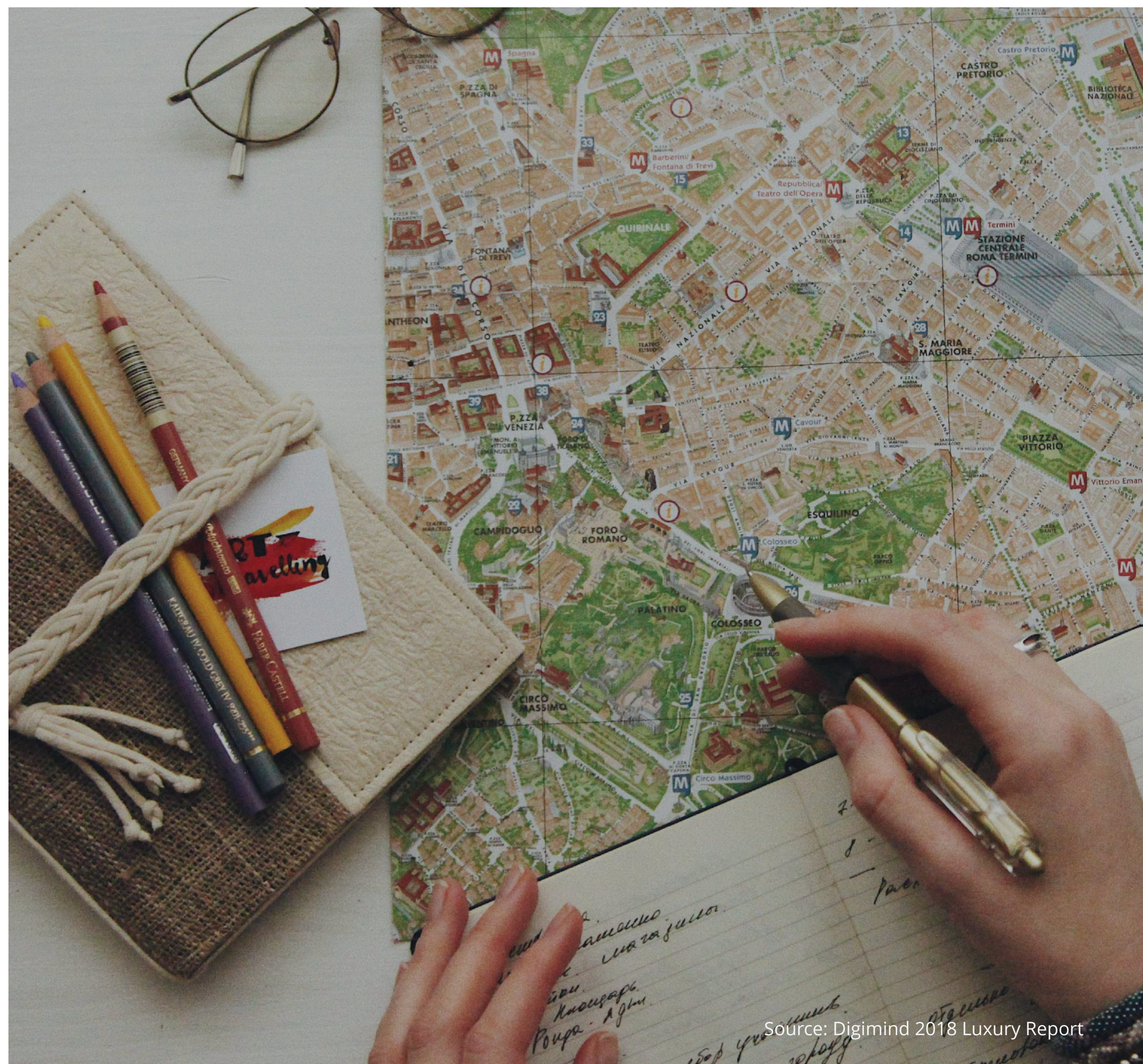
Social Matters in Travel Marketing

KLM has publicly shared that every €1 investment in social media earns the airline €1.2 in direct revenue and €1.8 in indirect revenue. That's an ROI of 3X.

52%

Of travelers like or follow a page related to an upcoming trip after they book

74%

Of millennials share photos to social media while traveling

97[%]

Of travelers use social media while on vacation.

BY THE NUMBERS

Why social media is critical for travel marketing

46%

Of travelers are active on Instagram, a 350% increase since 2013 **& 60% of millennial travelers use the platform.**

Source: Marketing Dive

62%

Of those surveyed (globally), use social media posts from friends and family to research leisure trips.

Source: Accenture & Facebook IQ, 2018, Travelport, 2018

72%

Of Chinese travelers are influenced by digital media, such as social media platforms and social trip planning platforms, while planning their overseas trips.

Source: Fung Global Retail

Luxury Hotel's Are Playing Catch-up.

Within the luxury space, hospitality brands lag behind leaders (eg. fashion & auto) when it comes to social media. In a ranking of 100 brands, only two hospitality brands (Four Seasons Hotels and Resorts and The Ritz-Carlton) ranked among the top 50 luxury brands on social.

Instagram is winning over Facebook as the key channel for hotel marketing ...especially for luxury brands who need to develop strong engagement.
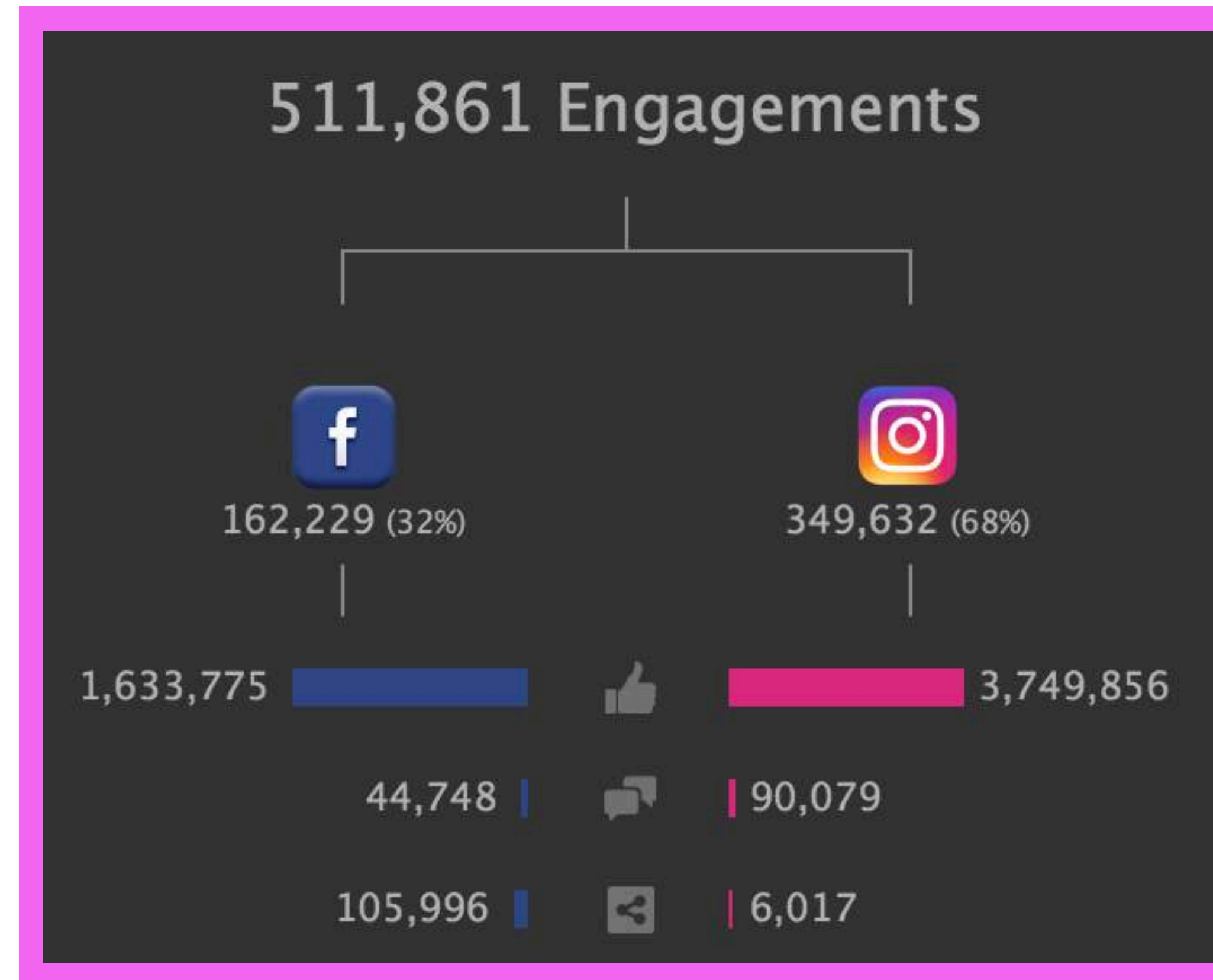
Instagram drives brand - consideration, affinity - which are the key factors when supporting luxury and travel sales.

68%

Summing up engagement across all properties/cities, Instagram accounted for two-thirds of all engagement. Instagram's engagement averages are 78.6% higher than those on Facebook.

Source: Totem 2019

511,861 Engagements

f 162,229 (32%)   **Instagram** 349,632 (68%)

👍 1,633,775 ▬▬▬▬   ▬▬▬▬▬ 3,749,856

💬 44,748 ▎   ▎ 90,079

🔗 105,996 ▎   ▎ 6,017

INSTAGRAM FOR BRAND GROWTH

Our research of properties across all markets is consistent with other analyses of social media performance ... showing that Instagram drives the bulk of all audience engagement.

The success of Instagram for engagement makes it the critical tool for luxury hotel brands in building brand affinity, improving consideration and supporting long-term connections with patrons. The bulk of branding (image driven) efforts should go into Instagram.

Conversely, Facebook still leads when it comes to total reach and shares. Therefore, campaigns and promotions ... and tactical efforts should be centered around Facebook.

In a sense, Instagram takes the place of a brochure (or Web landing page), where Facebook is a line of communications, akin to email.
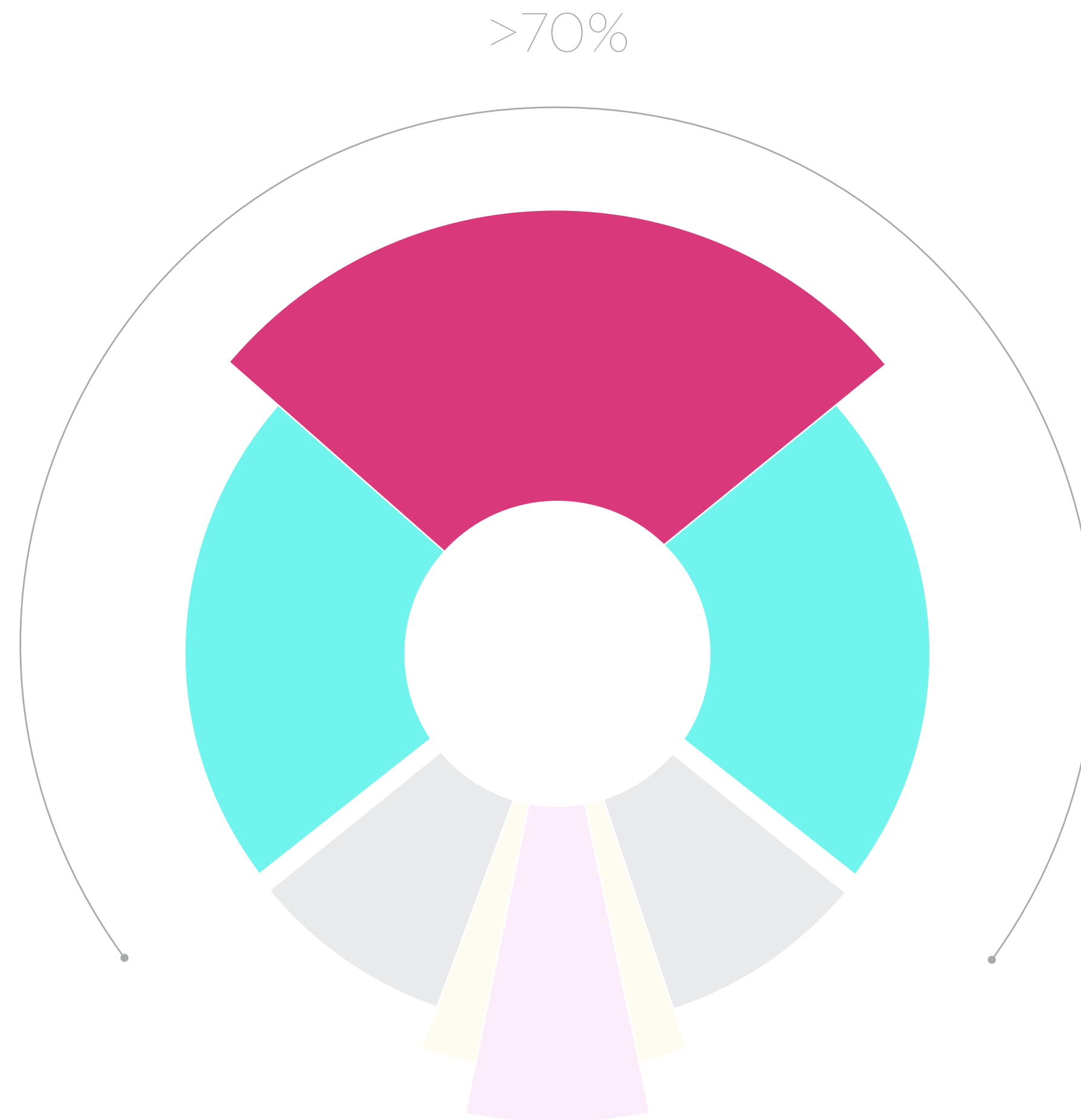
>70%

TOP OF FUNNEL

Themes/Topics that drive awareness/reach

Ideally two themes/topics which are designed to spark awareness with audiences.

These topics should address both (1)audience interests, and (2)brand identity.

● **Location x City**

● **Brand Identity**

CHANNEL

INSTAGRAM

Instagram should be focused on top-of-funnel and keeping feed clear of bottom -of-funnel content.
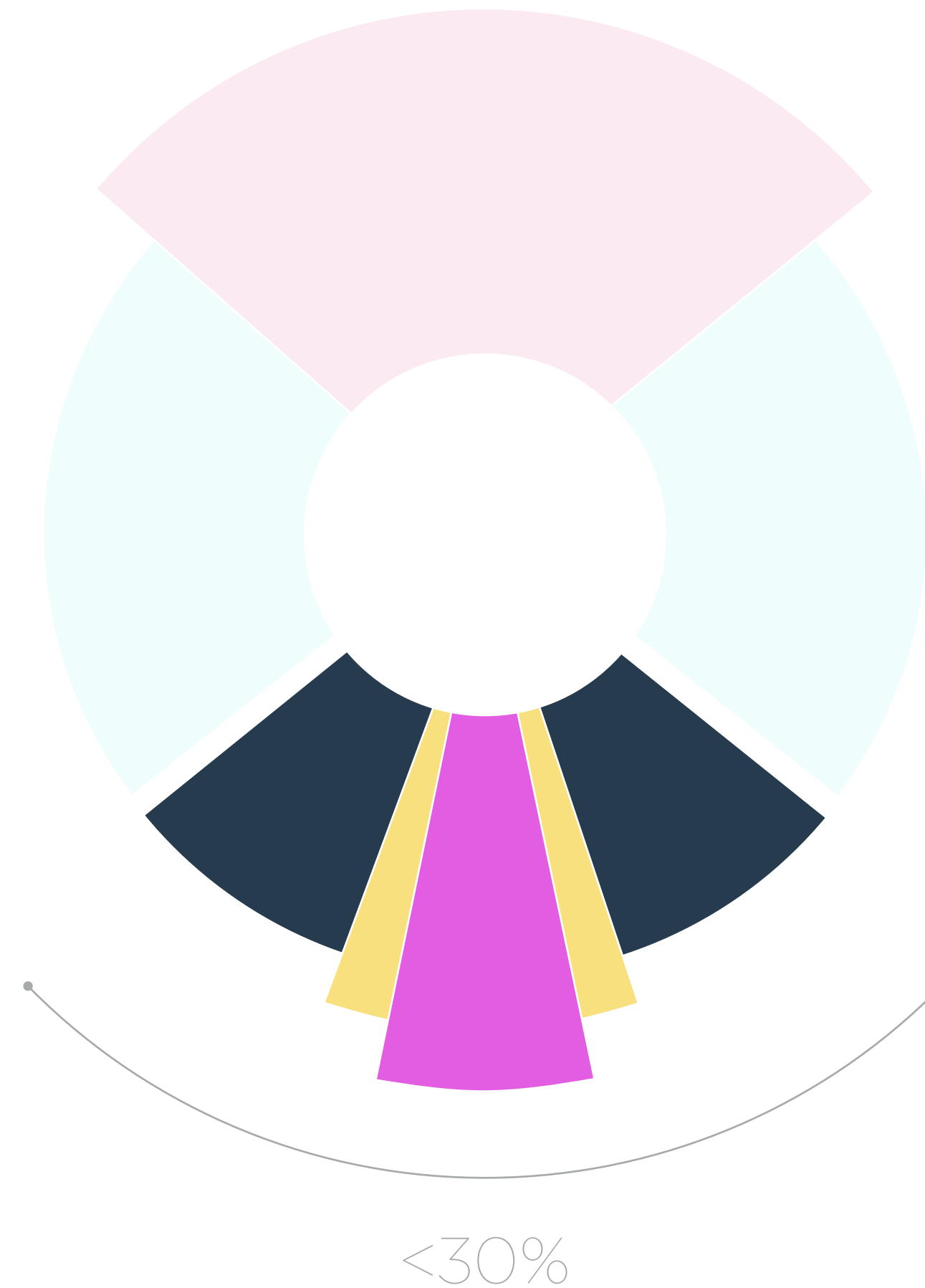
TOTEM

CONVERSION
Topics/themes with lead to action

Actions (outcomes) could be conversion to a sale/ purchase ...but equally likely to yield engagement, an increase in consideration or a new enquiry.

Actions (outcomes) per brand and category are different.

● **Properties**

● **Rooms & Amenities**

● **Food & Drink**

CHANNEL

FACEBOOK

Facebook is the key channel for bottom-of-funnel contents. Promotions should be designed to share ...and supported with paid (boosted) ads.

<30%

TOTEM

93%

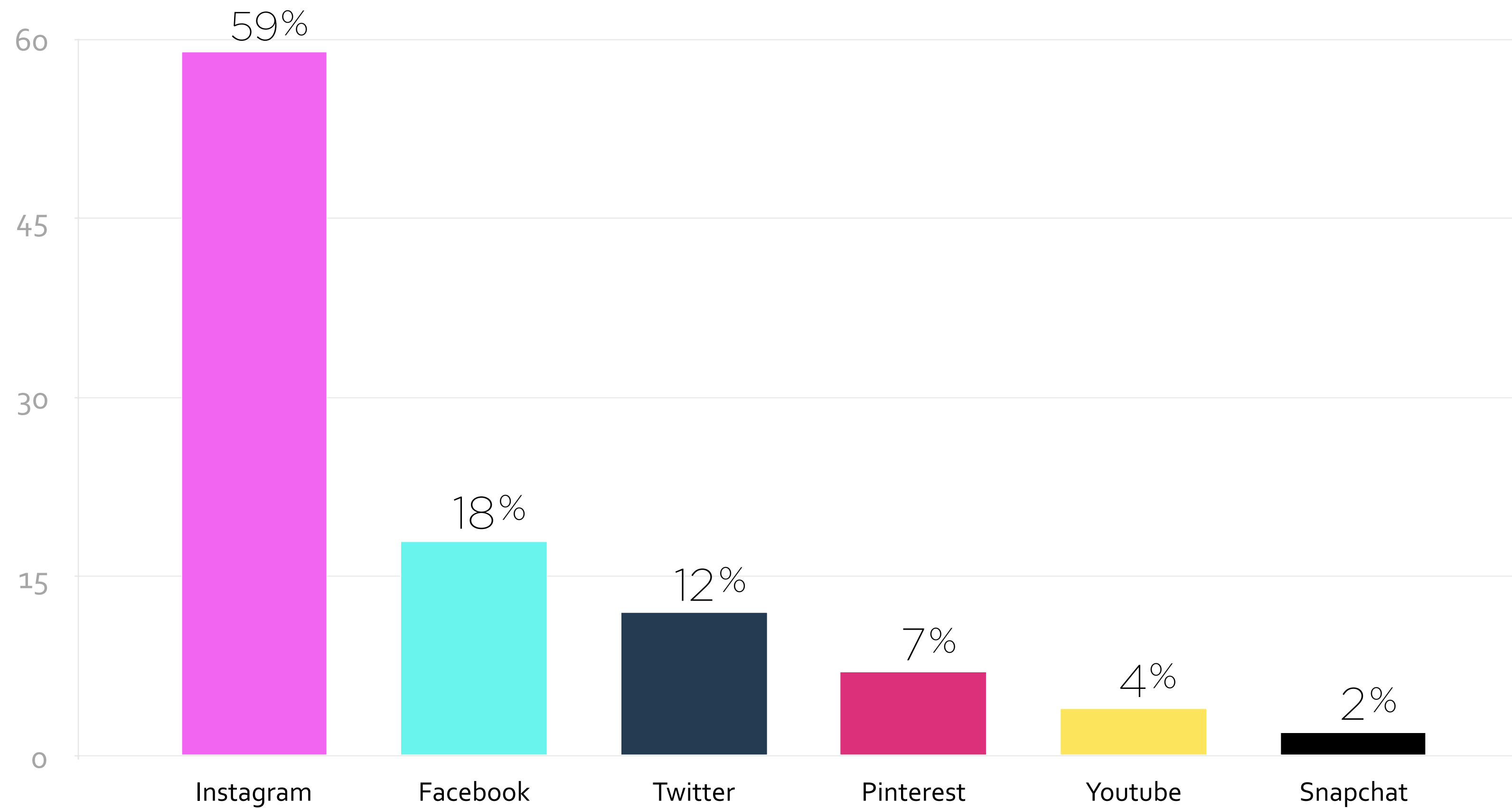Of Consumer Engagement with Luxury Brands Happens on Instagram.

40%

Of consumers under 30 prioritized booking a location based on how Instagrammable it is.

INSTAGRAM FOR ENGAGEMENT

It's the clear cut leader among social channels

Which social media platform is the most effective for growing engagement?

In a survey of 2,500 social managers and influencers, Instagram ranks far-and-away as the most important channel for building engagement.

Instagram ranked 3x higher than Facebook in the survey.

Platform	Percentage
Instagram	59%
Facebook	18%
Twitter	12%
Pinterest	7%
Youtube	4%
Snapchat	2%

Source: SocialPilot, Bloglovin 2018

The goal of all social media accounts is (should be) to implement and refine a winning formula. Audiences find good reason to follow when a 'winning formula' is in place.
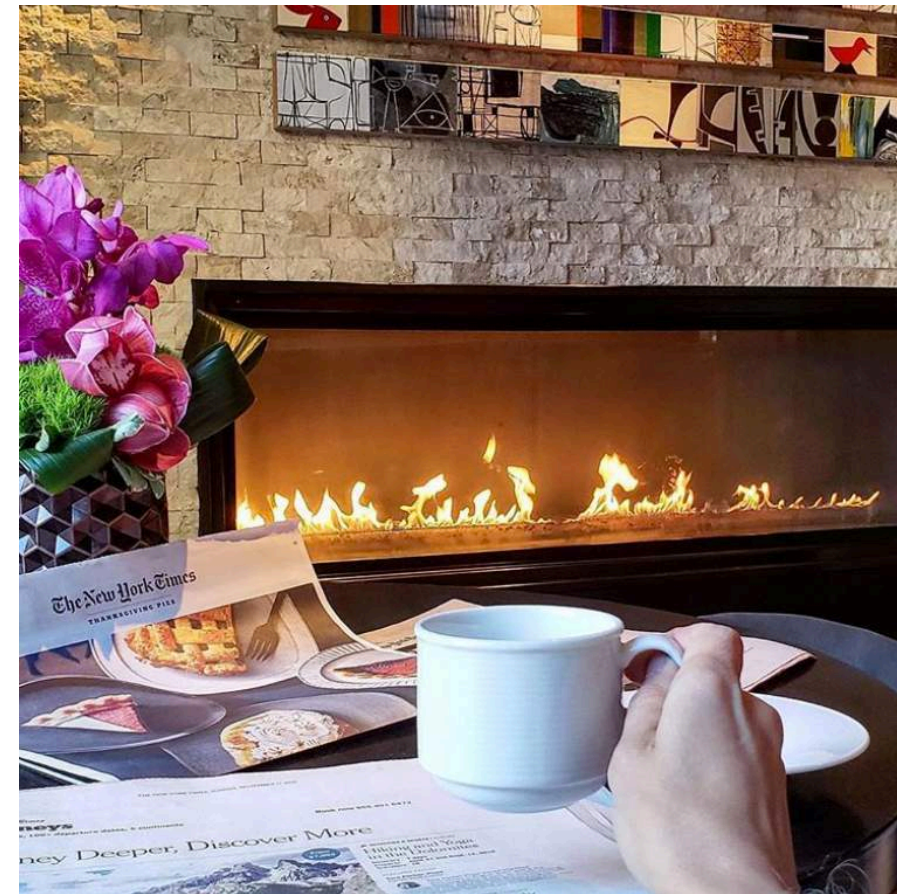
A 'winning formula' is composed of the themes/topics and elements of design which make an account unique, special and worth precious audience time and attention.
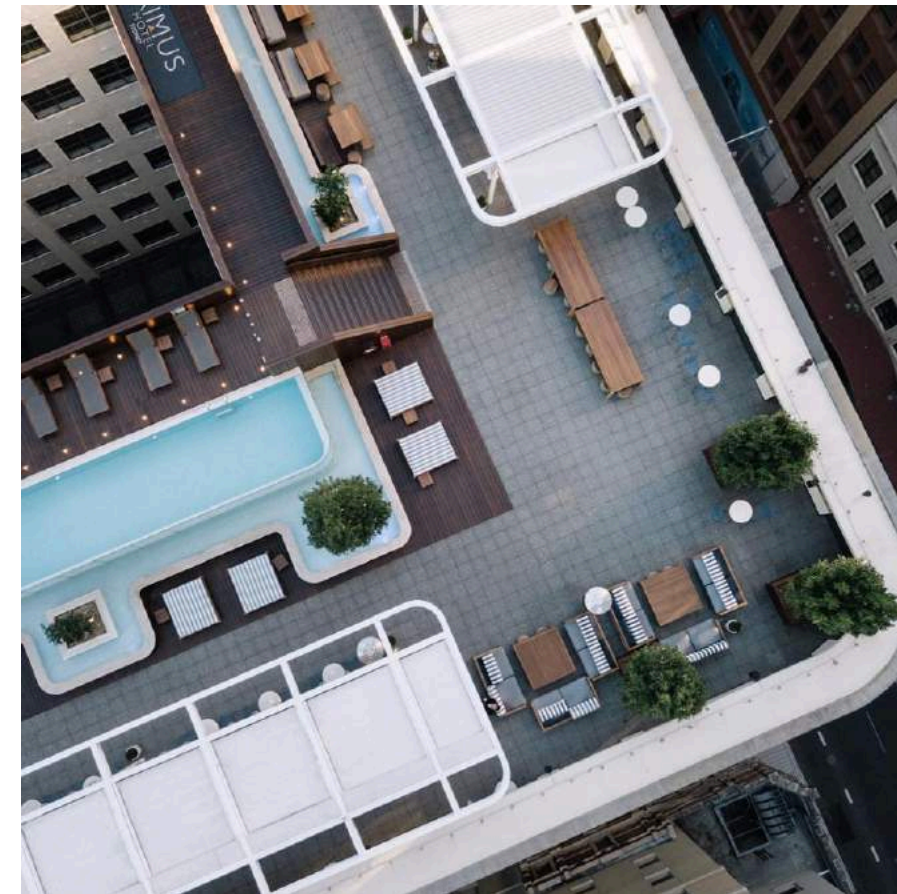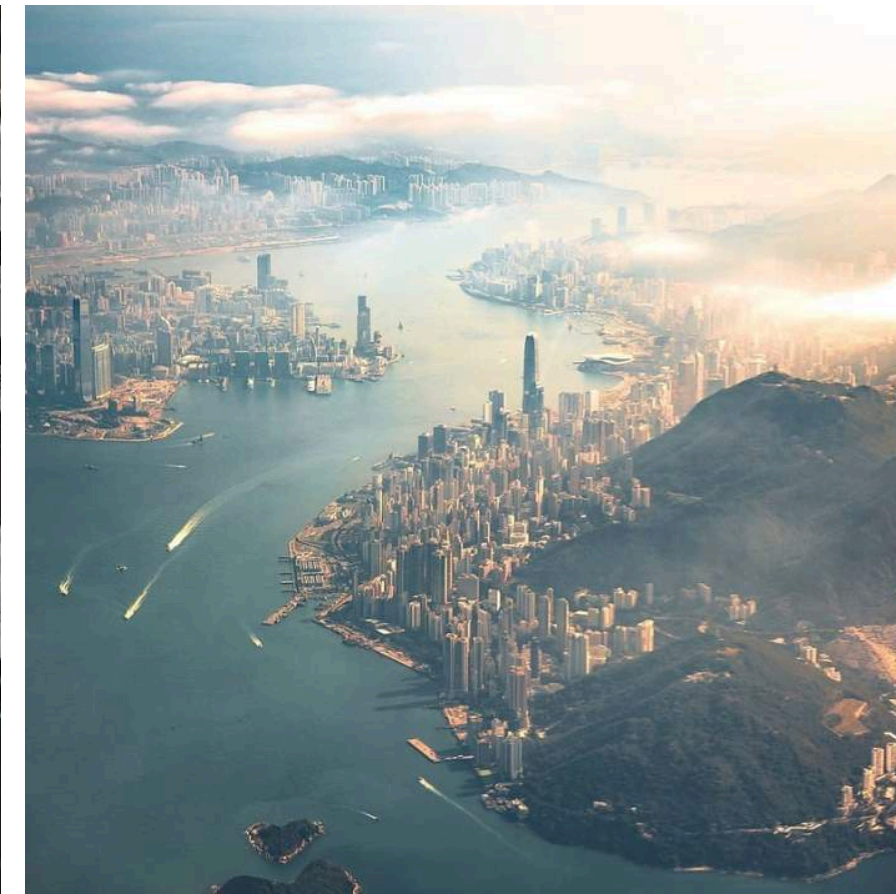
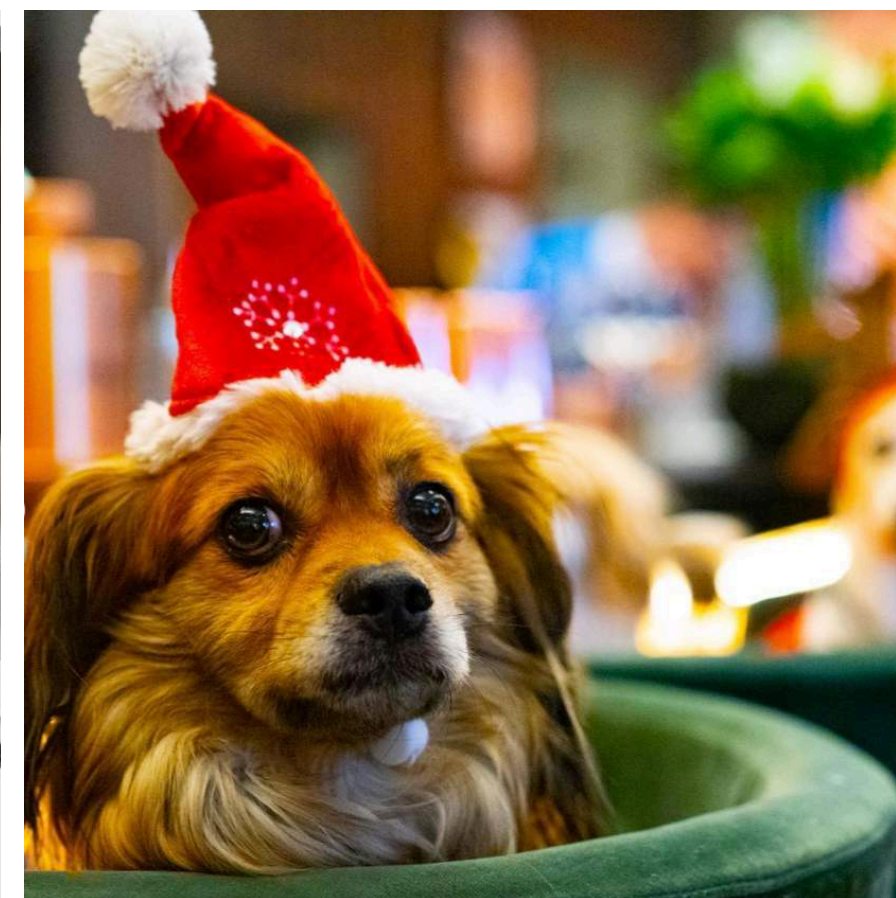Food & Drink | Hotel (Interior) | Hotel (Exterior) | City (Scenic) | City (Experience)

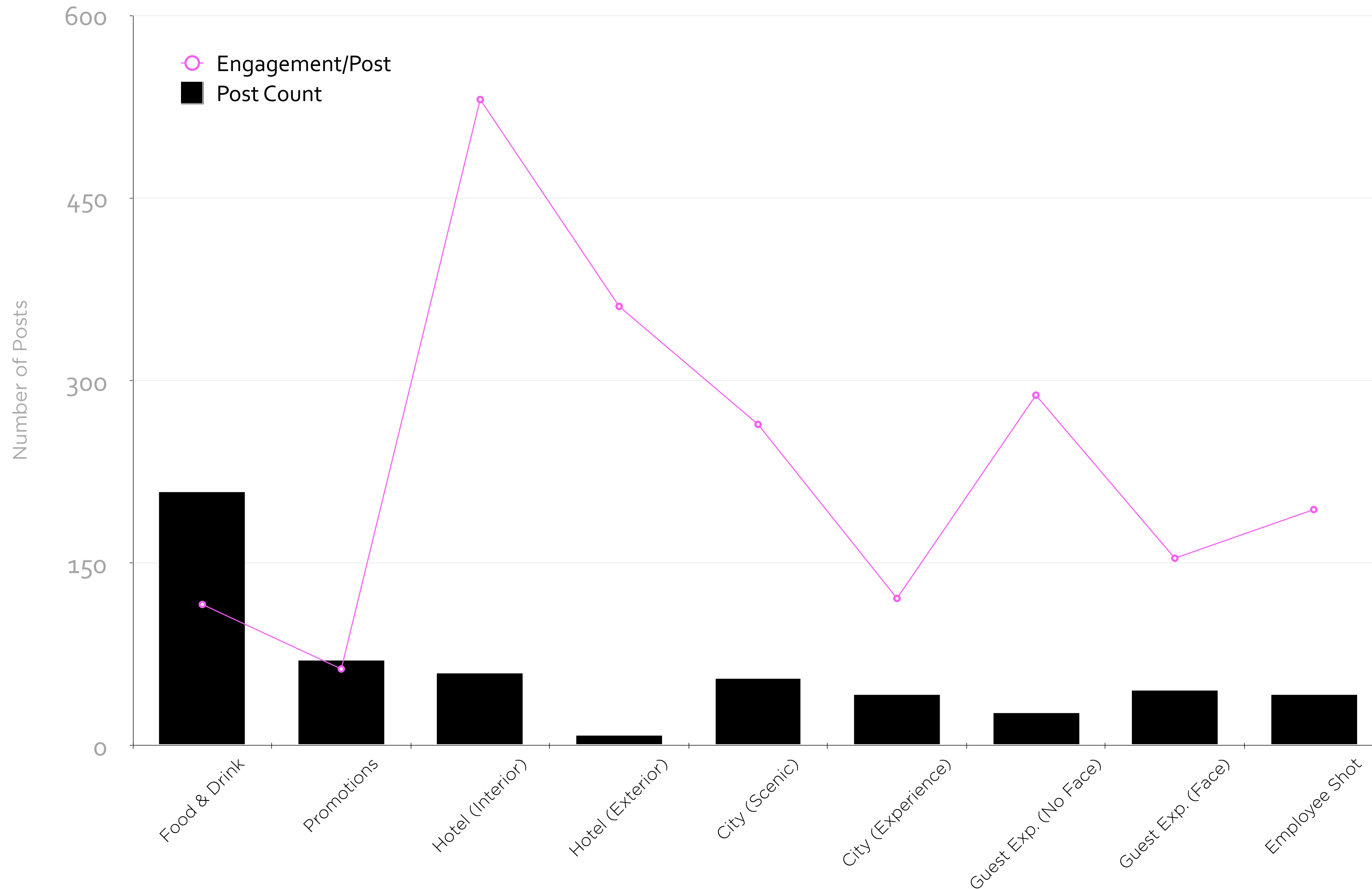Guest Experience (No Face) | Guest Experience (Face) | Employees | Festivals (Quotes) | Promotions

CONTENT THEMES

Top rated post themes/types across all cities are:
1. City Scenes
2. City Experiences
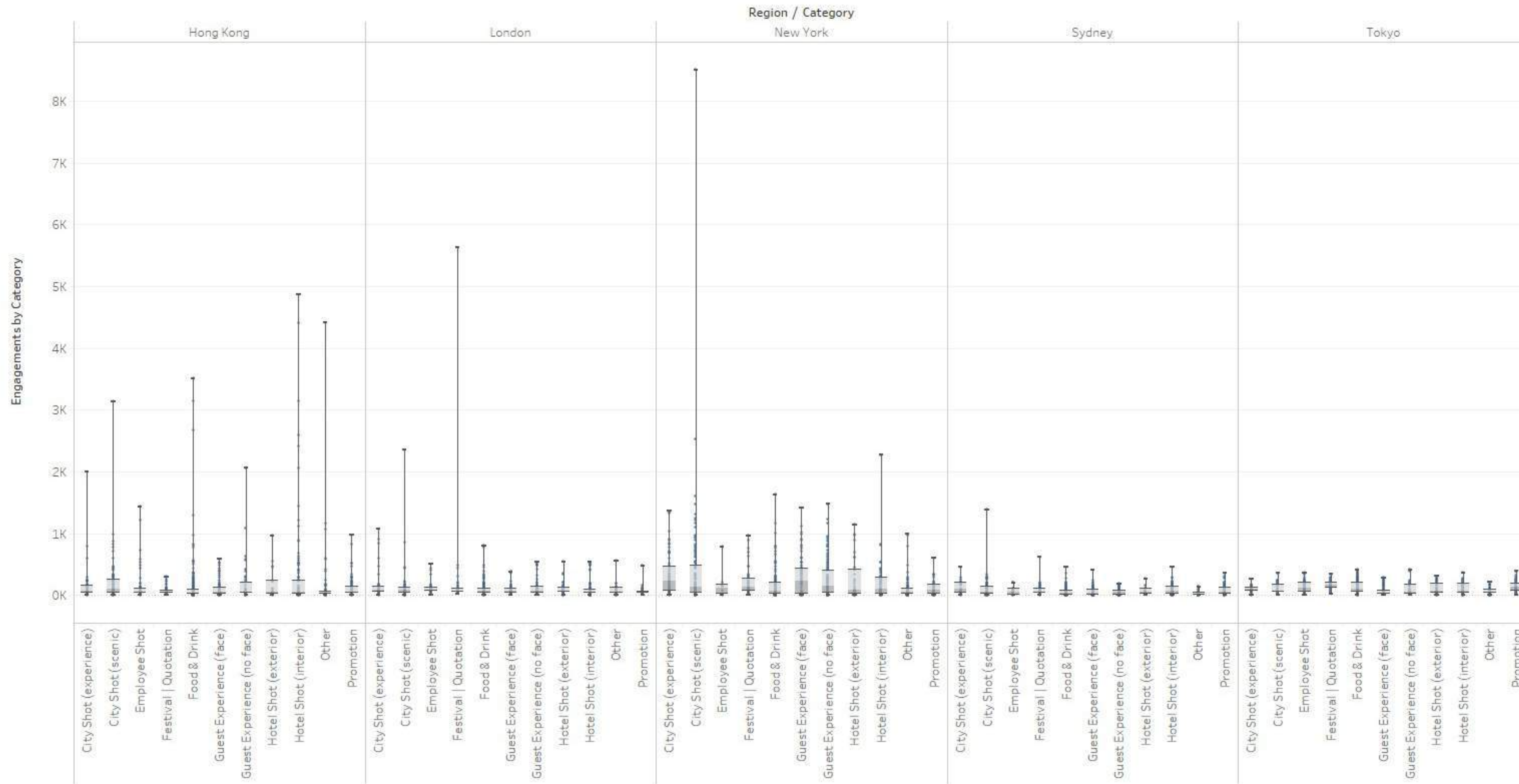3. Hotel Interiors

The worst performing contents are:
1. Promotions
2. Food & Beverage

F&B posts were the most common type/theme BUT the worst performing.

While F&B posts are important to drive local business revenue, they weigh down overall performance and become a drag on brand growth and engagement.

F&B posts should be reserved for use on Facebook and supported by robust paid (ads) boosting to achieve business goals.

Conversely, Instagram should be focused on Hotel Interior/Exterior and City Images …with very few F&B images.

Chart:

Y-axis: Number of Posts (0, 150, 300, 450, 600)

Legend:
- Engagement/Post
- Post Count

X-axis categories: Food & Drink, Promotions, Hotel (Interior), Hotel (Exterior), City (Scenic), City (Experience), Guest Exp. (No Face), Guest Exp. (Face), Employee Shot

WINNING FORMULAS?

Most properties use a cookie cutter approach to social media, with little-to-no differentiation in strategies and content themes. This is true across all cities covered in the research.

The rare 'high engagement' posts from the properties surveyed generally came as the result of paid (boosting) support of the post.

There are opportunities in each market to step ahead of the competition with strategies which are; more focused, concentrated and remarkable. There are opportunities to concentrate more on a single content theme and/or to develop a completely new approach.

Omitting some themes and having fewer topics is a solid first step toward finding a 'winning formula.'

THIS IS A WINNING FORMULA

Inspiring images are the top priority on Instagram.

Brands that win on Instagram are meticulous about delivering great images, a well curated collection of content and a thoughtful grid design.

Success comes with locking in a clear, compelling formula. Great accounts understand the reason audiences follow and consistently delivering on this promise.

Great accounts are cohesive, inspiring and high-impact. Get this right, and there is little else that matters.
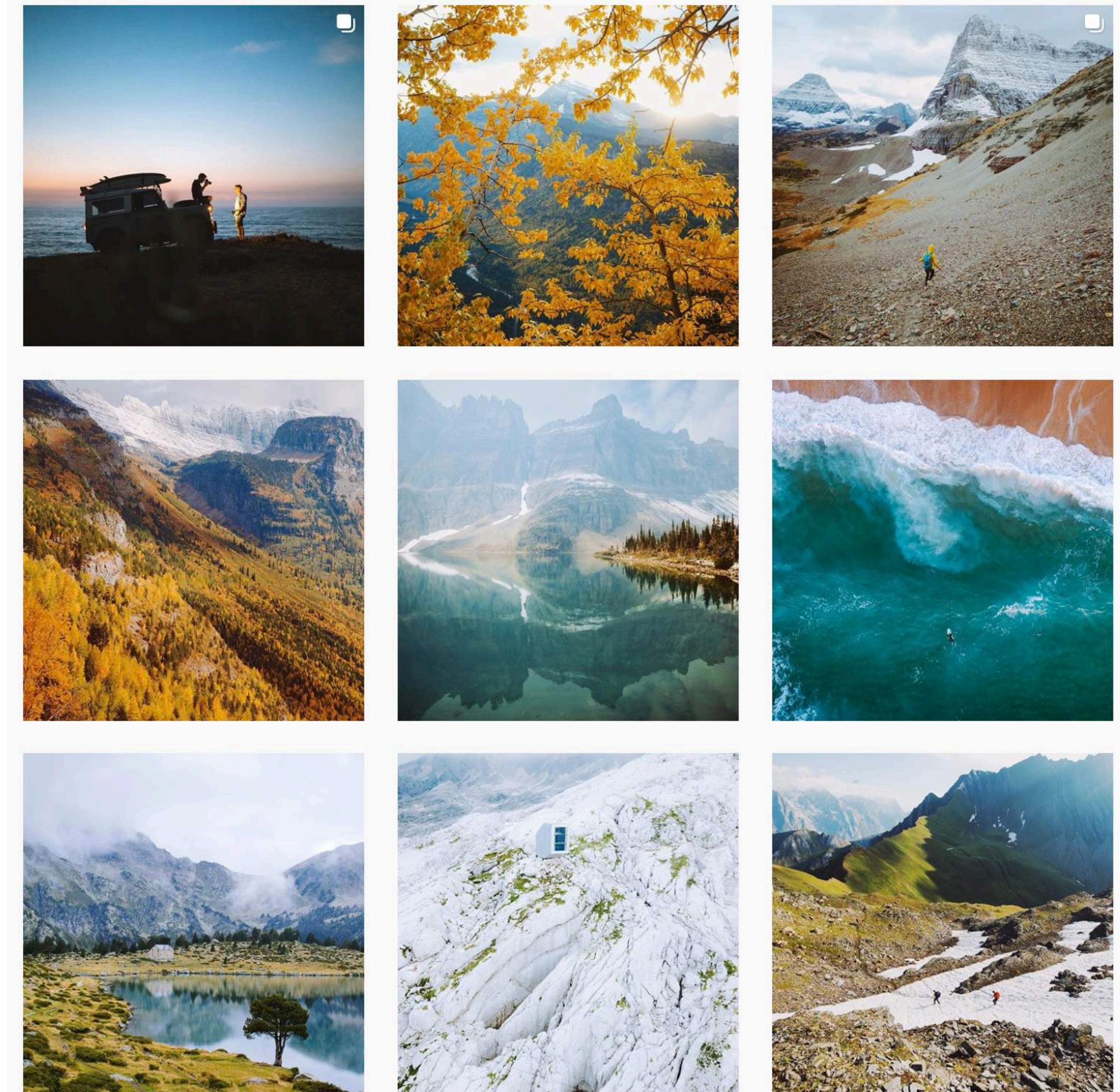
CONTENT ANALYSIS

Based on the contents reviewed and themes analyzed in the research, a number of specific 'best practices' emerged - answering the questions of what works best for hotel social accounts. For instance, most social accounts make the mistake of covering too many topics/themes, and never creating a focused 'reason to follow.' Successful social accounts find a 'clear formula' and then edit out anything that doesn't support the formula. Every image that deviates from the 'formula' counts as a reason for audiences to not follow. Audiences look for evidence that an account is (1)unique and interesting, (2)consistent ...and likely to continue delivering against what attracted them in the first place.

GROUP SOCIAL POSTS INTO CLUSTERS, SCHEDULE IN THEMATIC BURSTS.
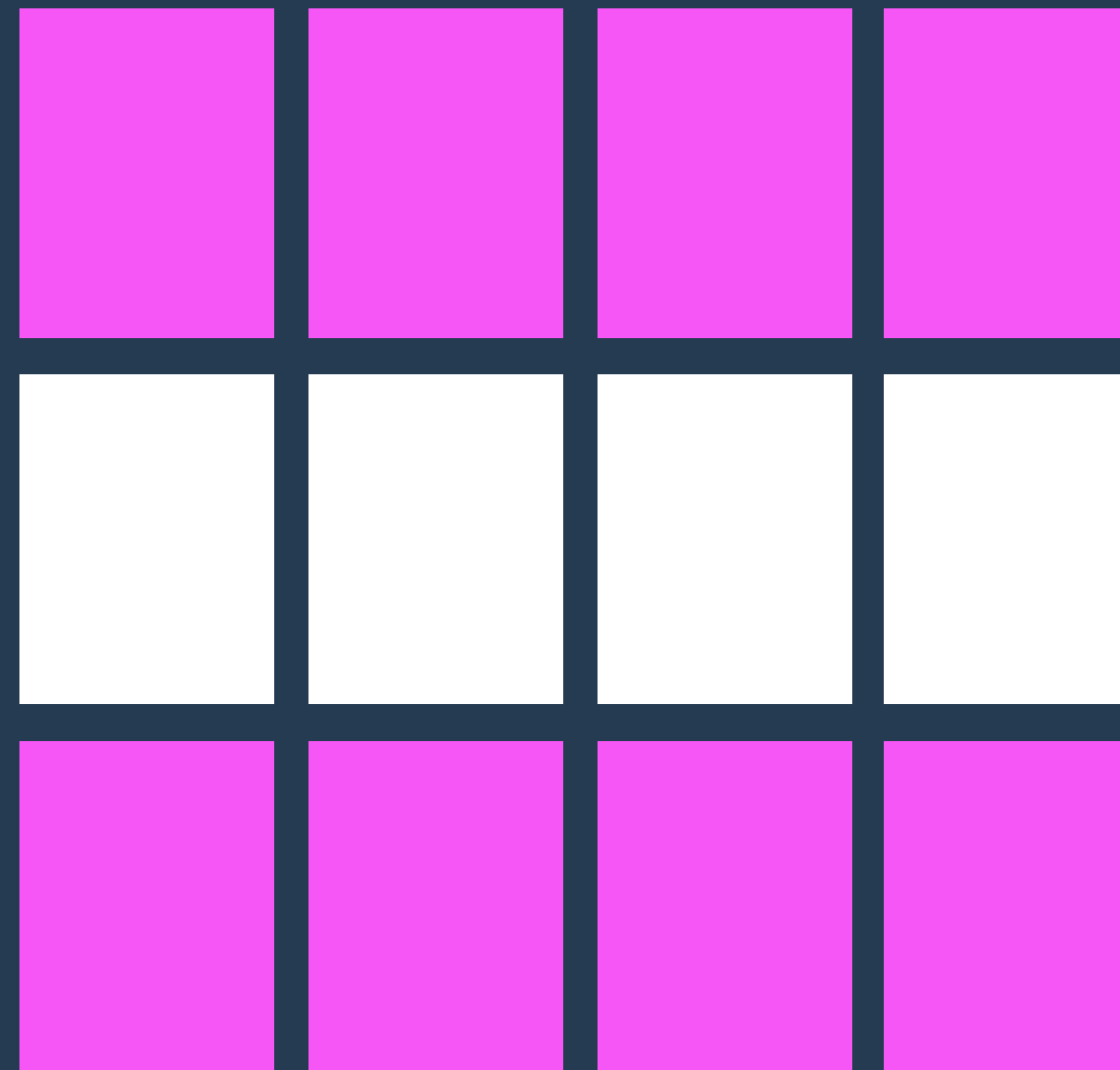
Clustering posts (of a similar theme/style/topic) and posting in quick succession, can yield a two-fold increase in fan growth/retention.

Audiences who are initially attracted to a brand account (based on a topic) are more likely to follow if they see groups of similar posts already present on the account.

Totem Media APAC Social Study 2018. (x. 80,000 social posts)

THEMATIC BURSTS,
OF THE SAME THEME

Scheduling a group of posts - all fitting into a single theme - in close succession raises performance.

The person who is attracted to the account based on this single theme/style will 'follow,' if they see other images of the same theme/style.

TOO MANY AUDIENCES, TOO MANY THEMES

While there is an interest in creating broad, balanced content schedules and appealing to everyone ...its hard to hold attention of a single, target group with a plan that is too un-focused.

The person who looks at this account because they love cocktails isn't going to 'follow' because that interest isn't going to be satisfied with this account.

GLOBAL VS BOUTIQUE

Strategies which work for local, boutique properties do not work for larger (chain) brands - and visa versa. For instance, boutique properties can (should) aim to be more personality driven and demonstrate more uniqueness. Larger brands have a hard time scaling up 'personality' in an authentic way and therefore need to leverage the benefits of scale, quality, reliability and proximity. All properties are seen to benefit from posts which showcase images of the feature city.

CONTENT INSIGHTS

What works for hotel groups on social

Signature Features
...depicting unique brand assets

OR

Personality and the attitude of hotel x guest experience. But hotel has to have genuine and compelling personality
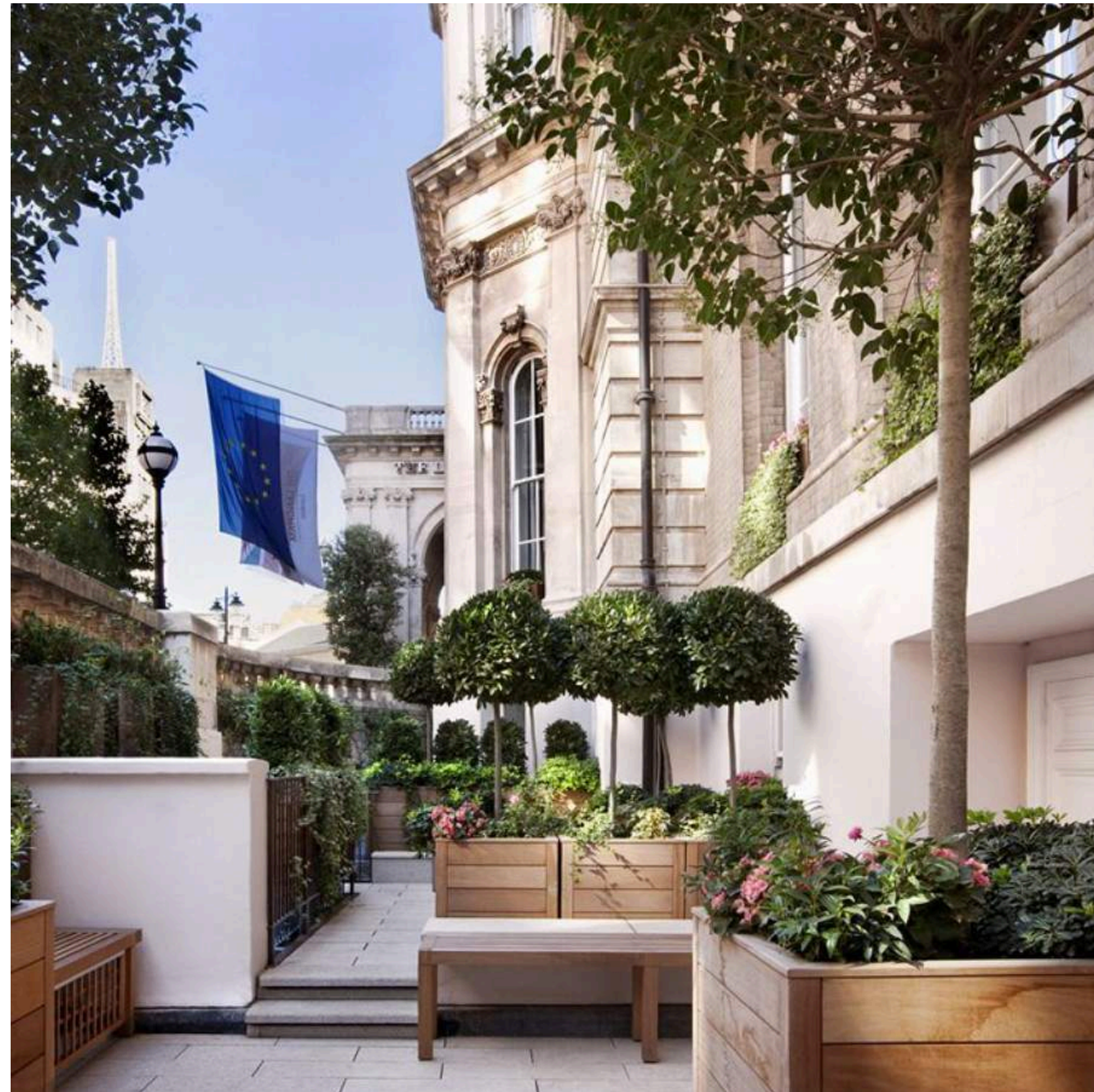
AND

Passions (eg. Travel, activities) and the cities themselves.

ESTABLISHING A FORMULA

*Highlight brand assets or personality
...lock in a 'formula'*

CONTENT INSIGHTS

What works for hotel groups on social

"Mystique" ...secrets and hidden opportunities to explore.

Audiences who are on the inside get it. Once the personality is clear, other associations all make sense.


Going deeper ...revealing greater depth around key interests.

EXTENDING A FORMULA

Reward audiences with depth, secrets... connect to their reason for following

BOUTIQUES CAN BE MORE PERSONALITY DRIVEN

Boutique hotels often do a better job of finding and sticking with a clear, focused formula - for a more narrow audience, with fewer themes/topics ...and with a more unique visual style.
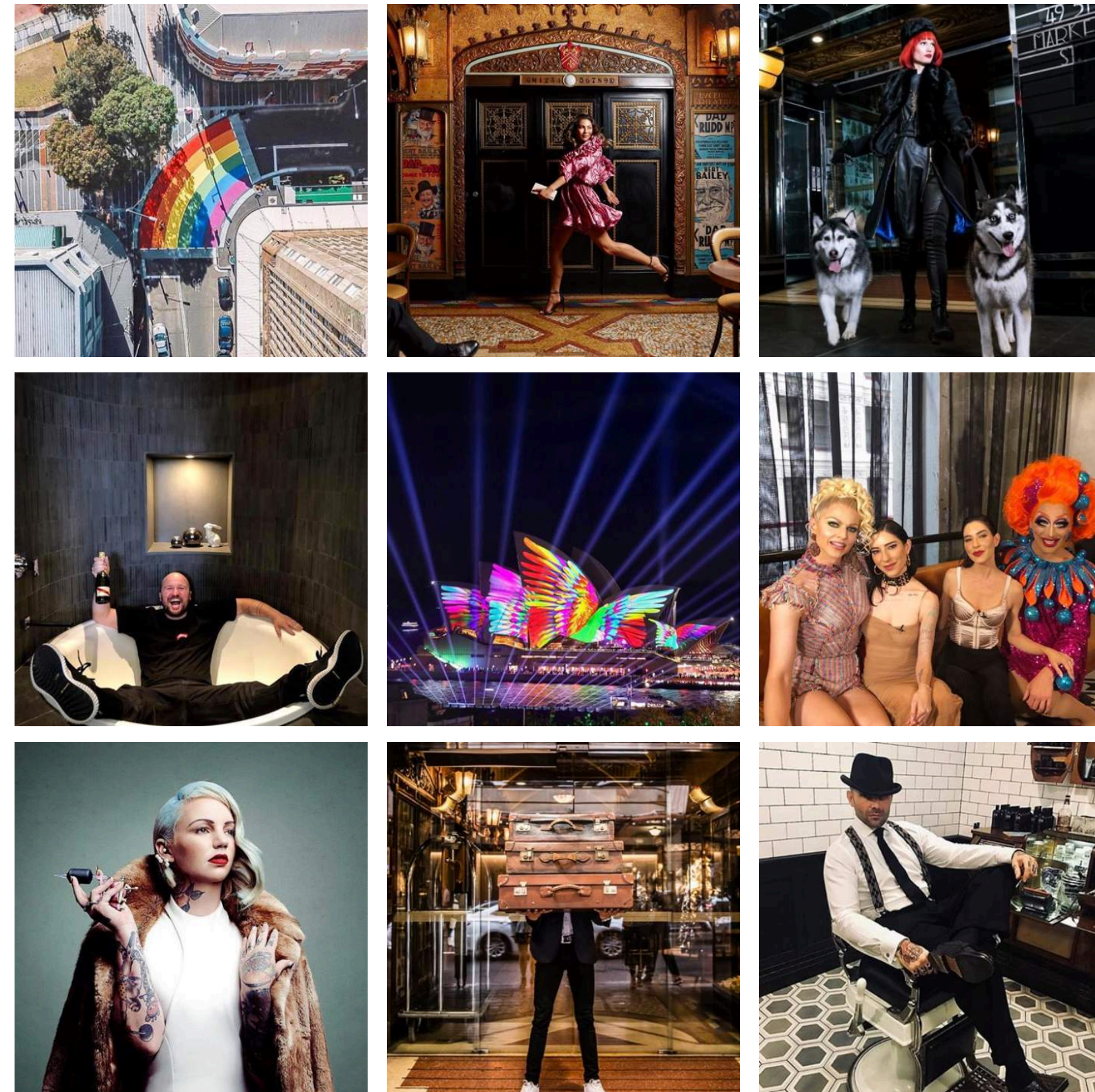
GROUP PROPERTIES RELY MORE ON BRAND ASSETS

Larger groups are necessarily less unique and find it challenging to maintain a 'personality' driven social media presence. The strengths of groups are in quality, reliability and ...the advantages of scale, location of properties.

ALL BENEFIT FROM IMAGES OF INSPIRING LOCATIONS

The reason people travel and romanticize travel are for the cities, resorts, and cultures of destinations.

Engagement on Instagram is most closely connected to these romantic ideals of travel.

INSIDE THE HOTEL

Images from outside (but nearby) the hotel perform better than images from inside the hotel - especially on Instagram. Images from the city (its scenes and experiences) perform well in top-of-funnel exercises. Images from inside the property are key to converting awareness and interest to bookings. The best performing images from inside the hotel are those which bring the experience to life authentically.

CONTENT INSIGHTS

What works for hotel groups on social

Corporate (sterile) images were overall worst performing on social channels. (Score = 1.8)

Demonstrating the experience of the hotel and the surrounding area score much higher (Score = 9.7)

Images from the city itself and points of interest near the property scored highest (Score = 16.2)

FOCUS ON EXPERIENCE

*Shifting away from features
...toward benefits.*

CONTENT INSIGHTS

What works for hotel groups on social

Images of people in rooms score low - especially when facing camera. (Score = 4.2)

Images of people in rooms score low - looking away from camera (anonymous) better (Score = 7.3)
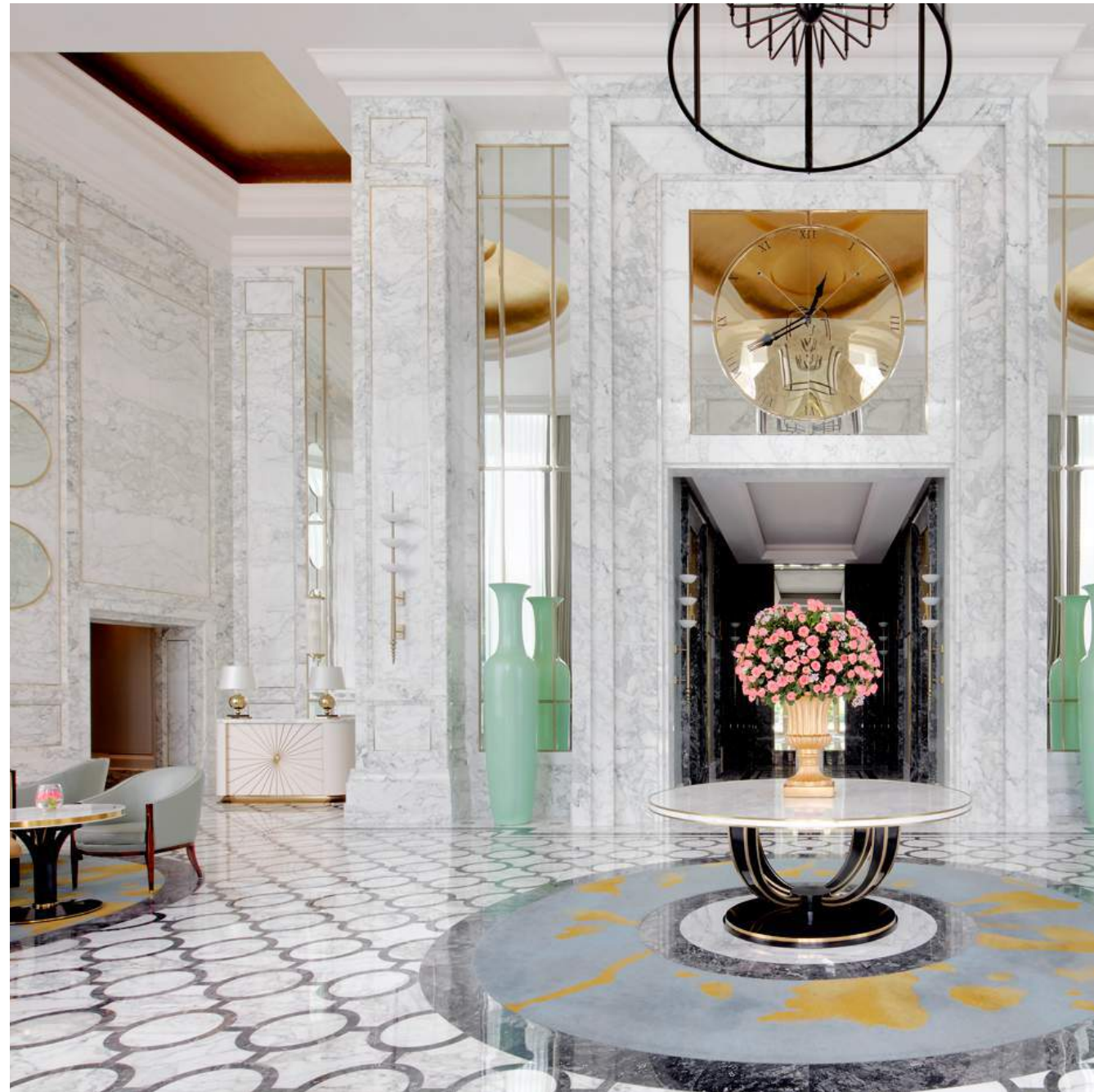
Images of rooms 'lived in' but nobody featured in image are best (Score = 15.4)
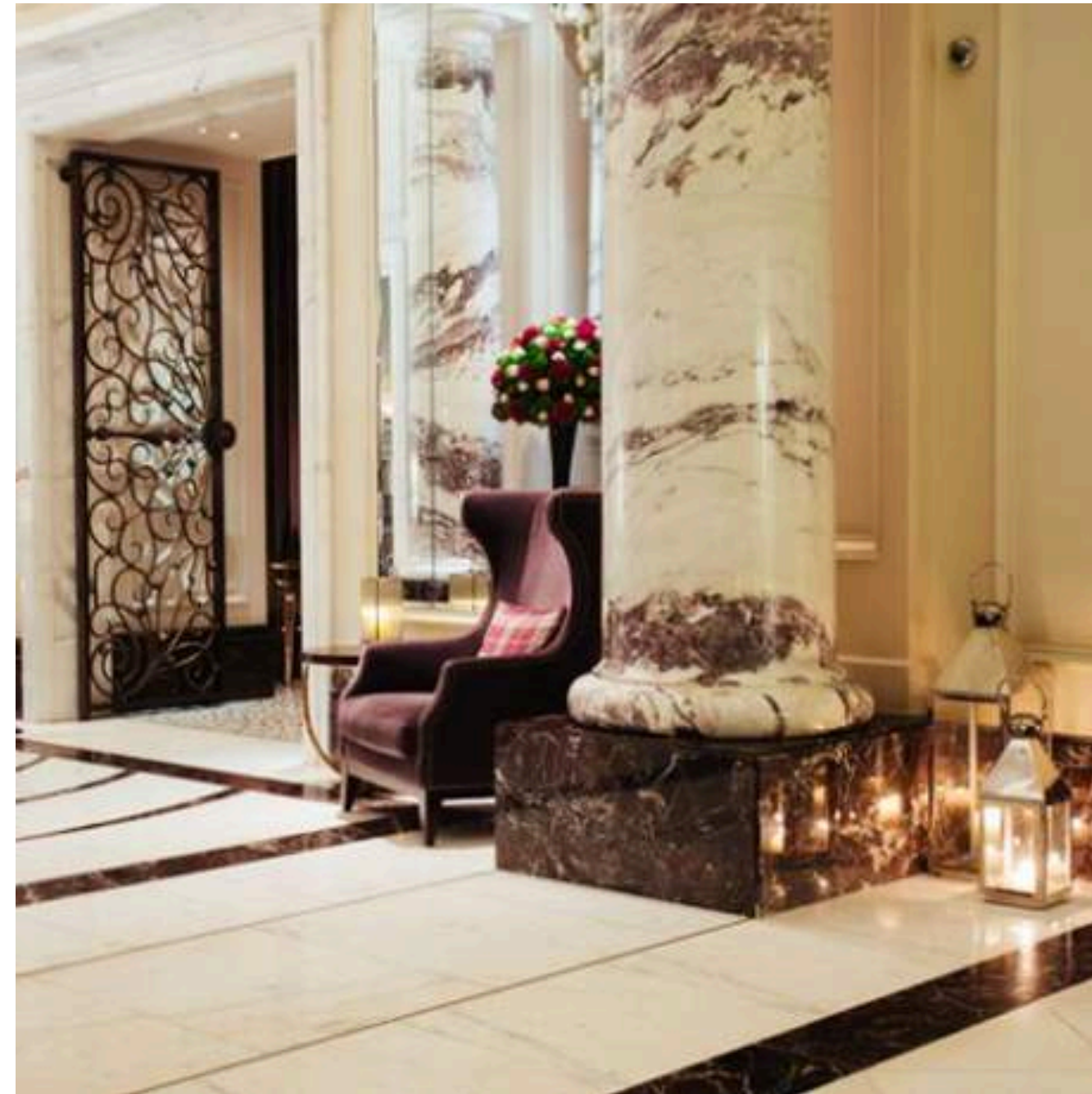
EXPERIENCE (FOR ME)

Enable the viewer to better imagine themselves

CONTENT INSIGHTS

What works for hotel groups on social

Cold, stoic, un-inviting images
do poorly, the space feels empty
(Score = 2.1)

Creating a mood with lighting or
additional material (luggage)
(Score = 6.9)

Having a person in the image
improves the sense of energy
(Score = 7.4)

EXPERIENCE (AUTHENTIC)

*Find ways to create a sense of
comfort, energy with images*

CONTENT INSIGHTS

What works for hotel groups on social

Drinks (food) score very low. They aren't why audiences started following the hotel (Score = 1.4)

Drinks as part of the overall experience increase engagement (Score = 3.3)

Drinks featuring proximity of hotel to landmarks in the city do best (Score = 4.8)
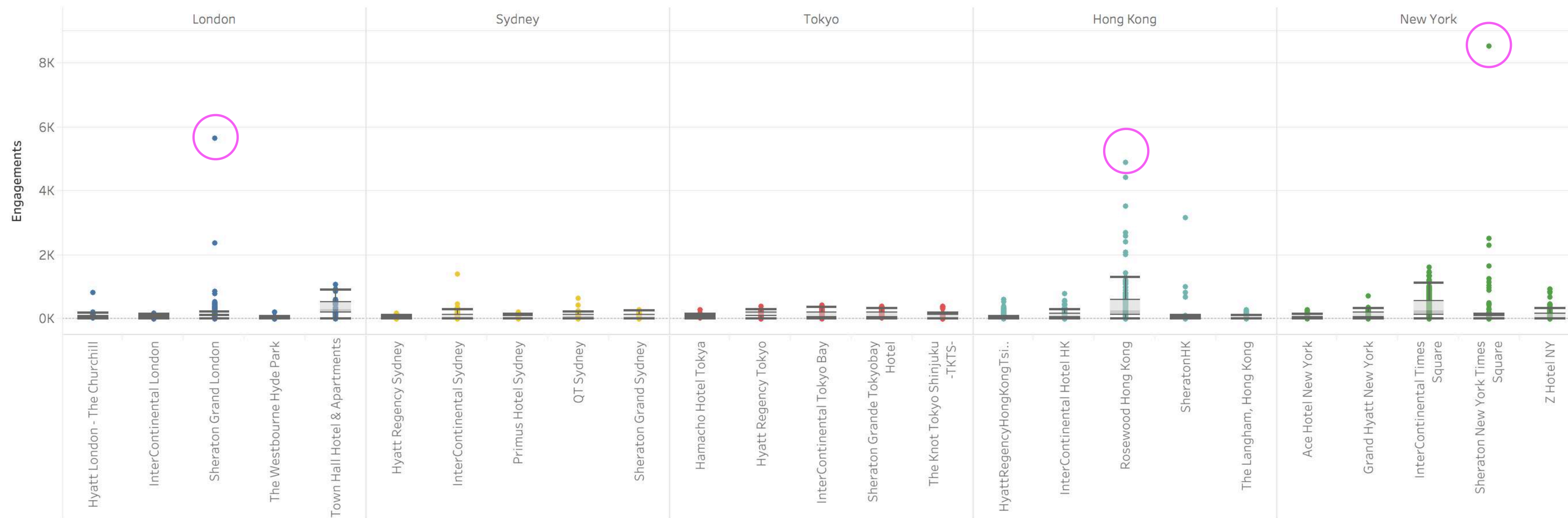
> **YOUR WINNING FORMULA?**
>
> *Decide if F&B is going to be a core part of your formula.*

Paid social is becoming a key tool to winning with social media - especially on Facebook.

Facebook has increasingly turned into an advertising platform. Its role for Langham is two-fold; (1)building reach/awareness, and (2)promotions for bookings and ancillaries.

PAID SOCIAL COUNTS

From the research across markets / hotels, most of the standout, high-performing contents were a result of paid support - boosting of the posts.
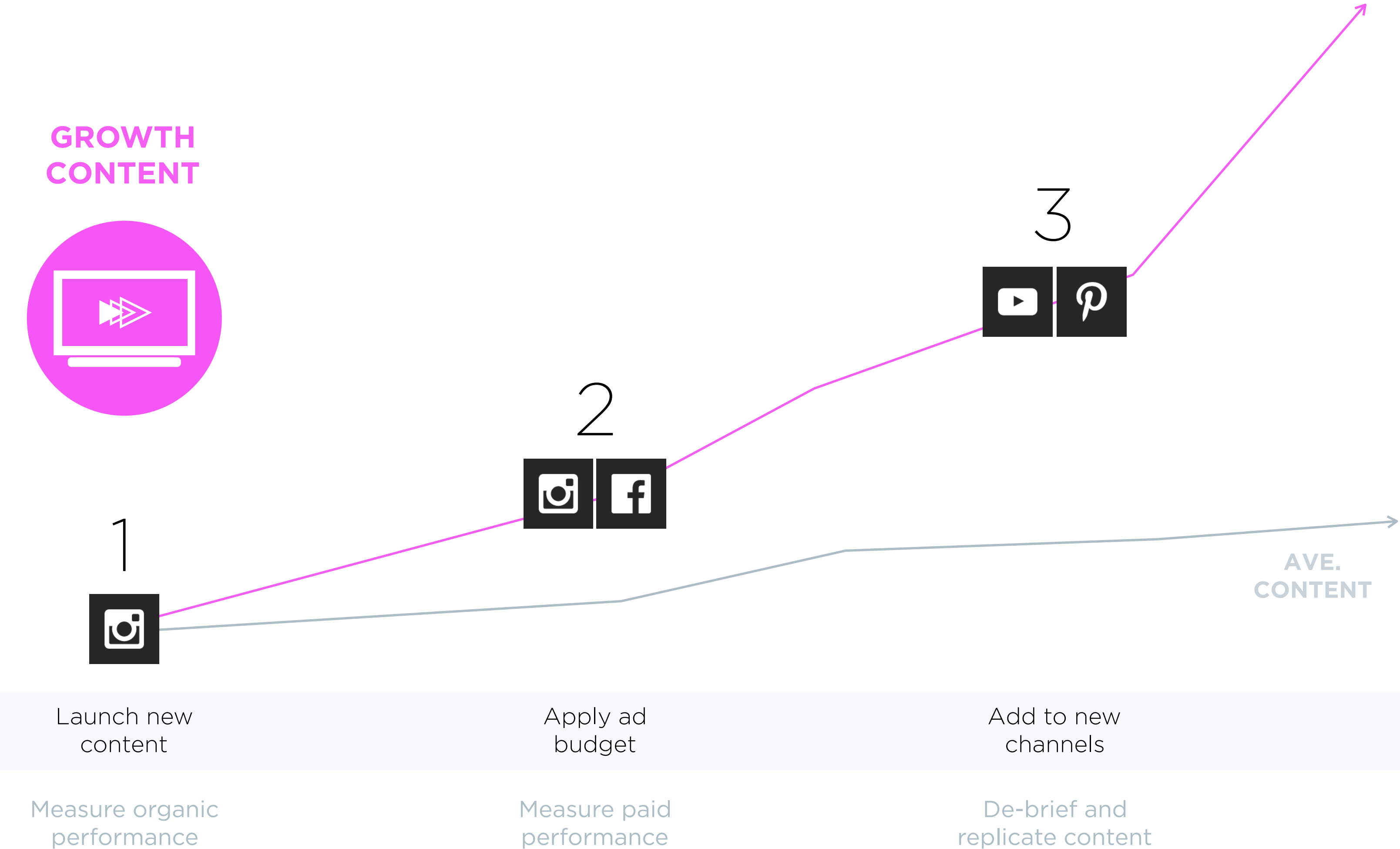
For brands looking to grow share of interest in a market and more quickly achieve success on social channels, a strong paid strategy will help.

London | Sydney | Tokyo | Hong Kong | New York

Engagements

Hyatt London - The Churchill
InterContinental London
Sheraton Grand London
The Westbourne Hyde Park
Town Hall Hotel & Apartments

Hyatt Regency Sydney
InterContinental Sydney
Primus Hotel Sydney
QT Sydney
Sheraton Grand Sydney

Hamacho Hotel Tokya
Hyatt Regency Tokyo
InterContinental Tokyo Bay
Sheraton Grande Tokyobay Hotel
The Knot Tokyo Shinjuku -TKTS-

HyattRegencyHongKongTsi..
InterContinental Hotel HK
Rosewood Hong Kong
SheratonHK
The Langham, Hong Kong

Ace Hotel New York
Grand Hyatt New York
InterContinental Times Square
Sheraton New York Times Square
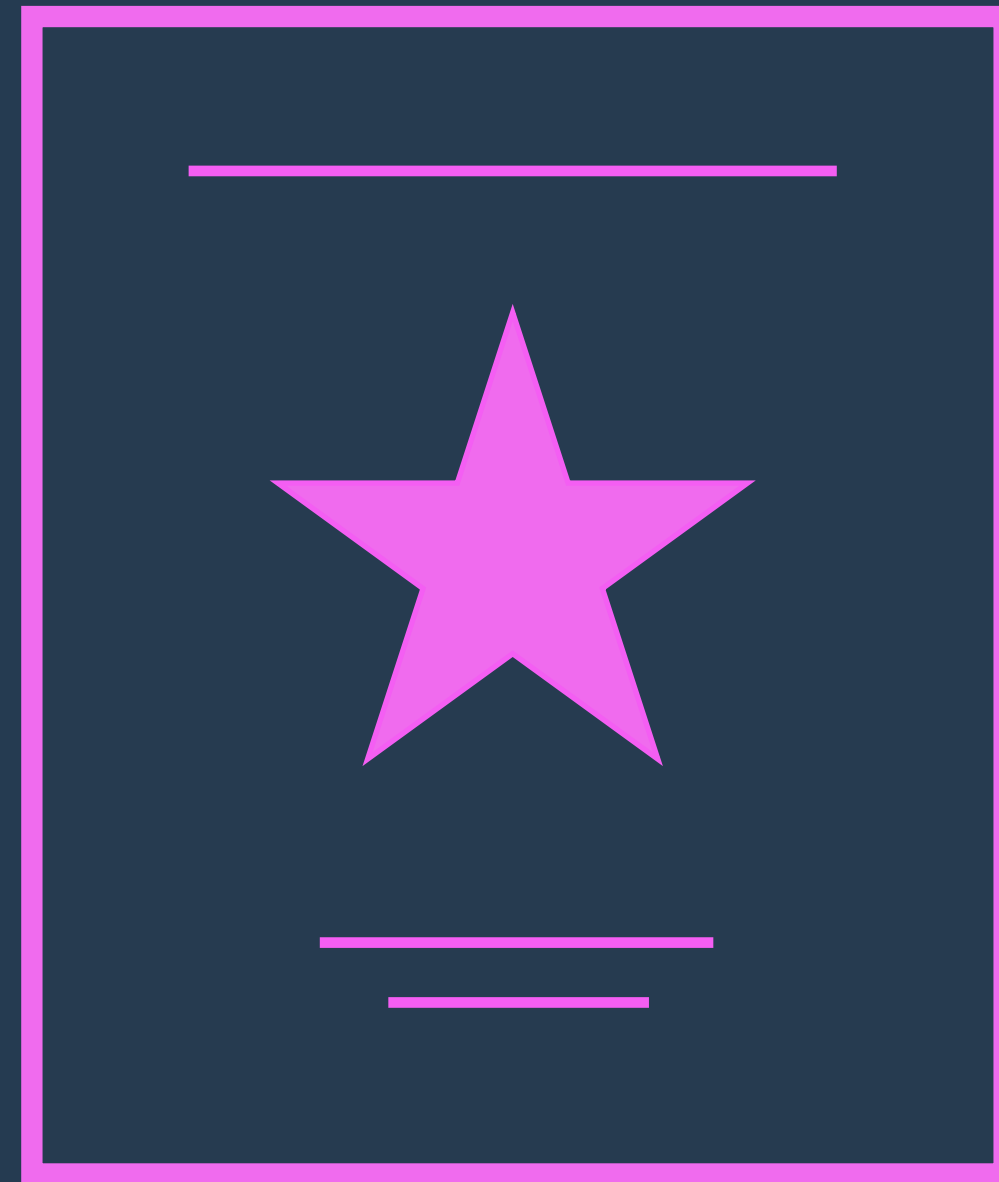Z Hotel NY

CONTENT AMPLIFICATION

Monitoring organic reach ...and then expanding across channels

A great piece of content can be seeded into a multitude of channels.

When a piece of content gets early traction, it should be promoted, first with social ads, and then into new channels.

GROWTH CONTENT

3

2

1

AVE. CONTENT

Launch new content	Apply ad budget	Add to new channels
Measure organic performance	Measure paid performance	De-brief and replicate content

PAID SOCIAL CAN HELP INCREASE ORGANIC REACH

Social managers typically monitor organic performance first and then boost top performing posts. While this is a valuable approach, we also found the opposite works well too.

Brands that used paid social first - and then followed up with un-paid posts, were able to increase organic reach by 50% ...when posts were coupled closely together.

Totem Media APAC Social Study 2018. (x. 80,000 social posts)

TIME & LOCATION

CONTEXT IS THE CRITICAL TOOL FOR GROWTH ON SOCIAL

"It's no longer enough to understand what luxury means to a particular traveller.

It's about knowing what luxury means to that traveller right now."

CONTEXT MATTERS

Right place, right moment

APRIL
Tribeca Film Festival

JUNE
Marylebone Festival

APRIL
Coachella

MARCH
Shanghai F1 Grand Prix

MARCH
Art Basel

SEPTEMBER
Sydney Fringe Festival

NEW YORK

LONDON

LOS ANGELES

SHANGHAI
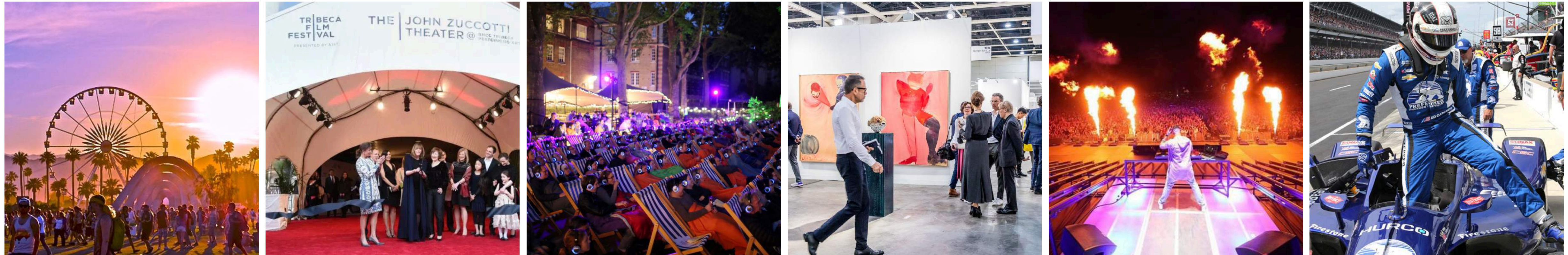
HONG KONG

SYDNEY

TIMELY EVENTS PER CITY

LEVERAGING HIGH ATTENTION AT PEAK MOMENTS

Maintaining a calendar of events in your city and mapping those events against your audience personae and key topics on social media is a productive strategy.

Upon identifying on-target events/trends, post content (A)before the event (to attract relevant bookings), (B)during the event to demonstrate affinity, and (C)after the event …as people like to look back on events attended.

55%

Of activity on social takes place on Saturday and Sunday for travel audiences.

Daily, after 5pm is the most popular time (48% of activity taking place).

CITY SPECIFIC INSIGHTS

LONDON, NEW YORK, HONG KONG, SYDNEY, TOKYO

LONDON

Content featuring festivals, events and big moments win with hotels in London.

Images from around the city, diving deep into the experience of being in London rank very highly - especially on Instagram. All cities benefit from a large percentage of city-specific shots ... demonstrating both experiences and scenes/landmarks.
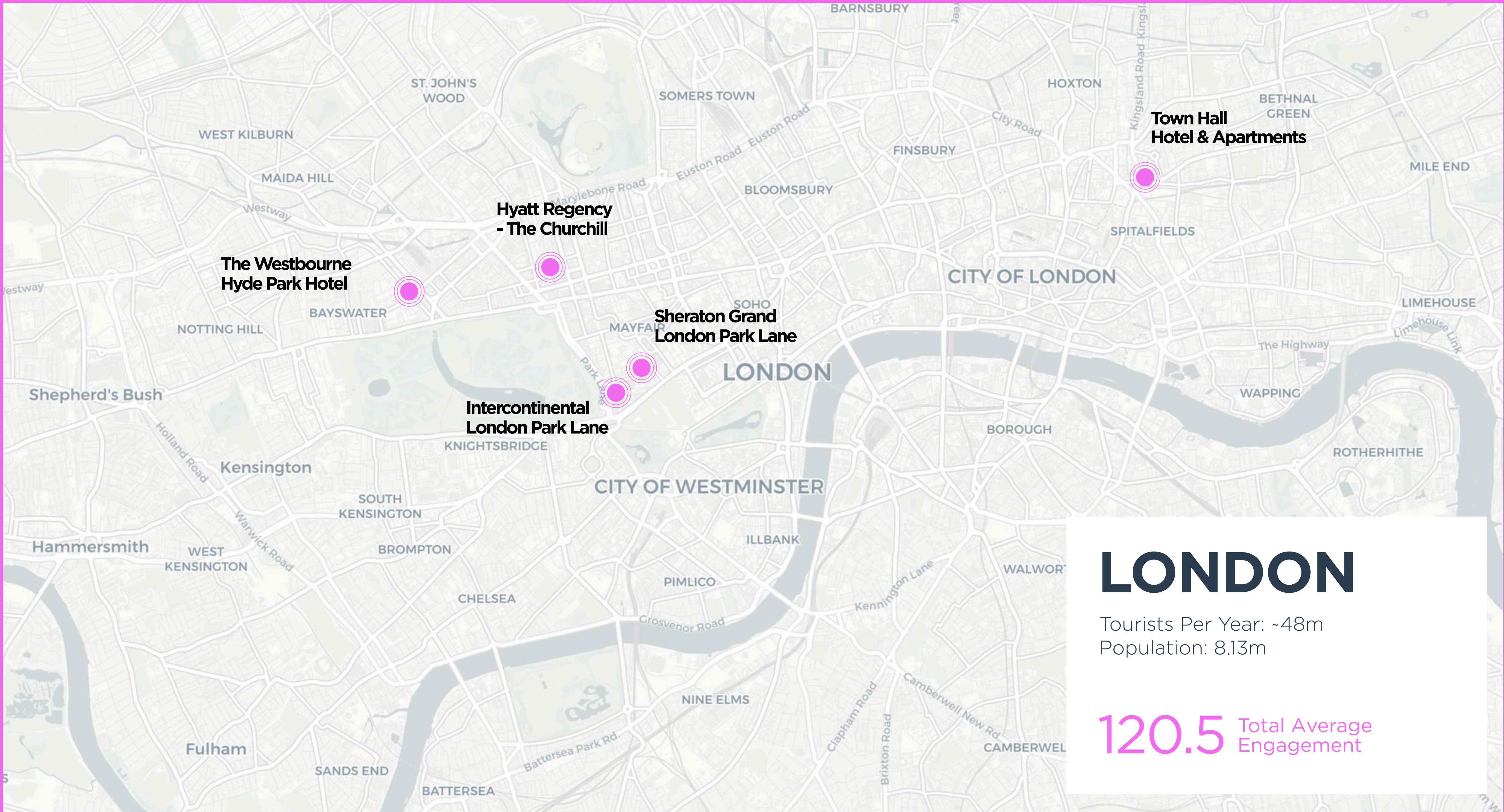
Town Hall
Hotel & Apartments

Hyatt Regency
- The Churchill

The Westbourne
Hyde Park Hotel

Sheraton Grand
London Park Lane
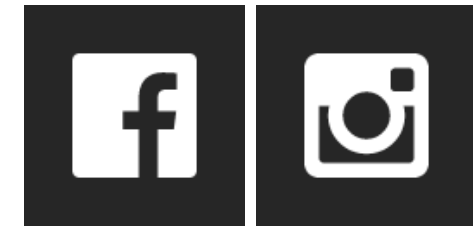
Intercontinental
London Park Lane

LONDON

Tourists Per Year: ~48m
Population: 8.13m

120.5 Total Average Engagement

SPECIAL EVENTS, FESTIVALS LEAD

City Shot (scenic)	166.4
City Shot (experience)	172.5
Hotel Shot (interior)	91.7
Guest Experience (no face)	130.6
Festival	Quotation	204.6
Hotel Shot (exterior)	110.8
Employee Shot	124.9
Guest Experience (face)	85.8
Food & Drink	93.5
Promotion	64.3
Other	80.6
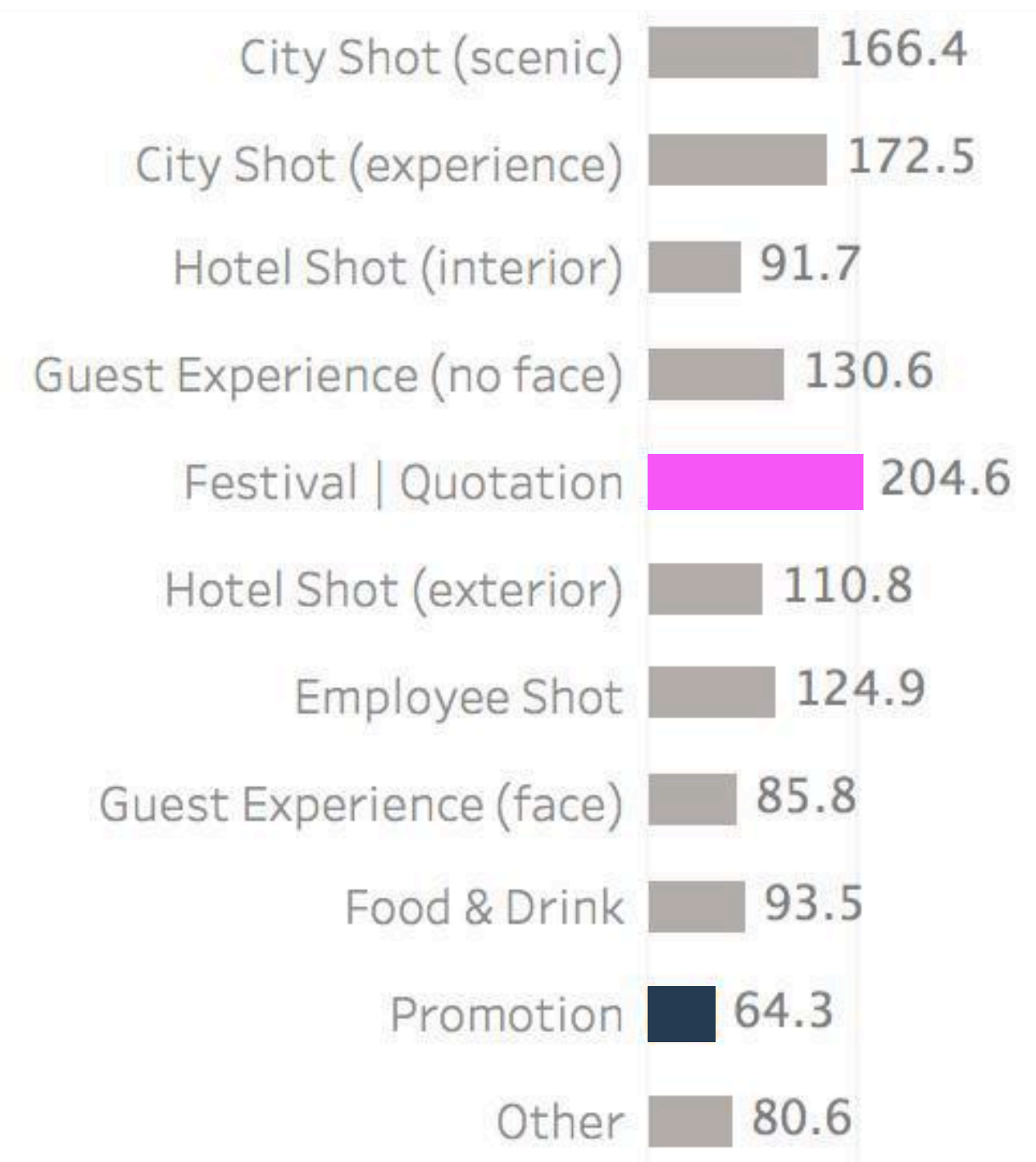
*Engagement Per Post
(Instagram & Facebook)*
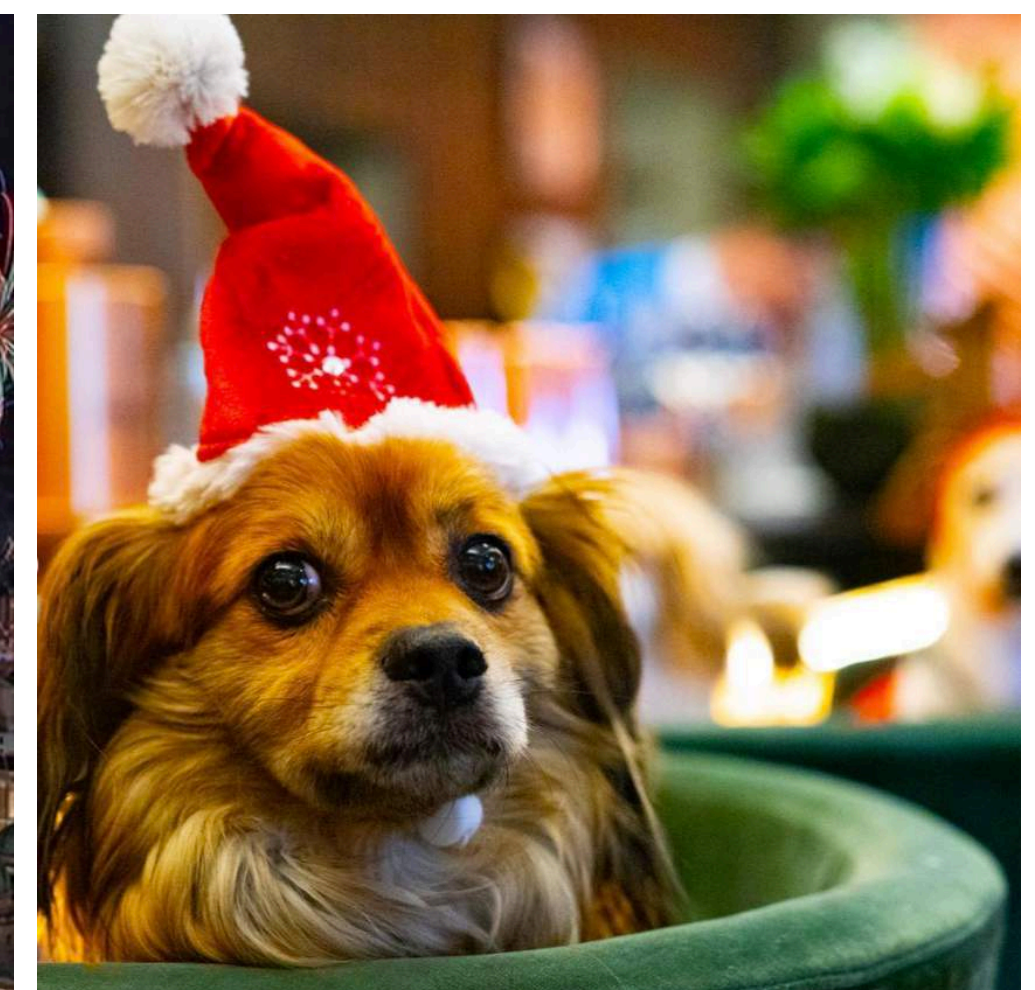
CITY IMAGES X EXPERIENCES

City Shot (scenic)	116.7
Hotel Shot (interior)	114.6
Hotel Shot (exterior)	122.0
Guest Experience (no face)	160.6
City Shot (experience)	193.9
Employee Shot	109.6
Guest Experience (face)	93.5
Food & Drink	101.4
Festival	Quotation	102.1
Other	125.0
Promotion	68.3
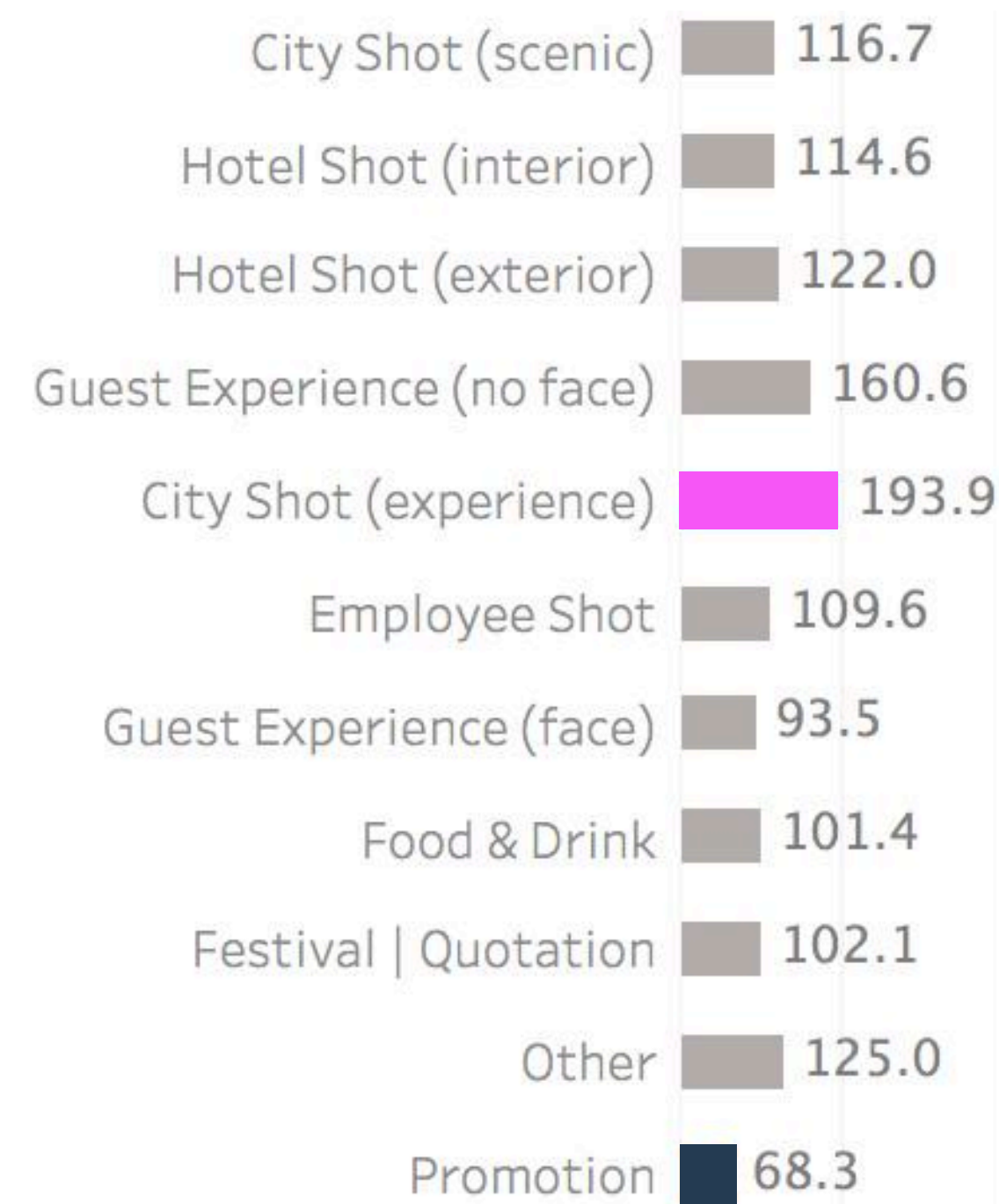
*Engagement Per Post
(Instagram)*
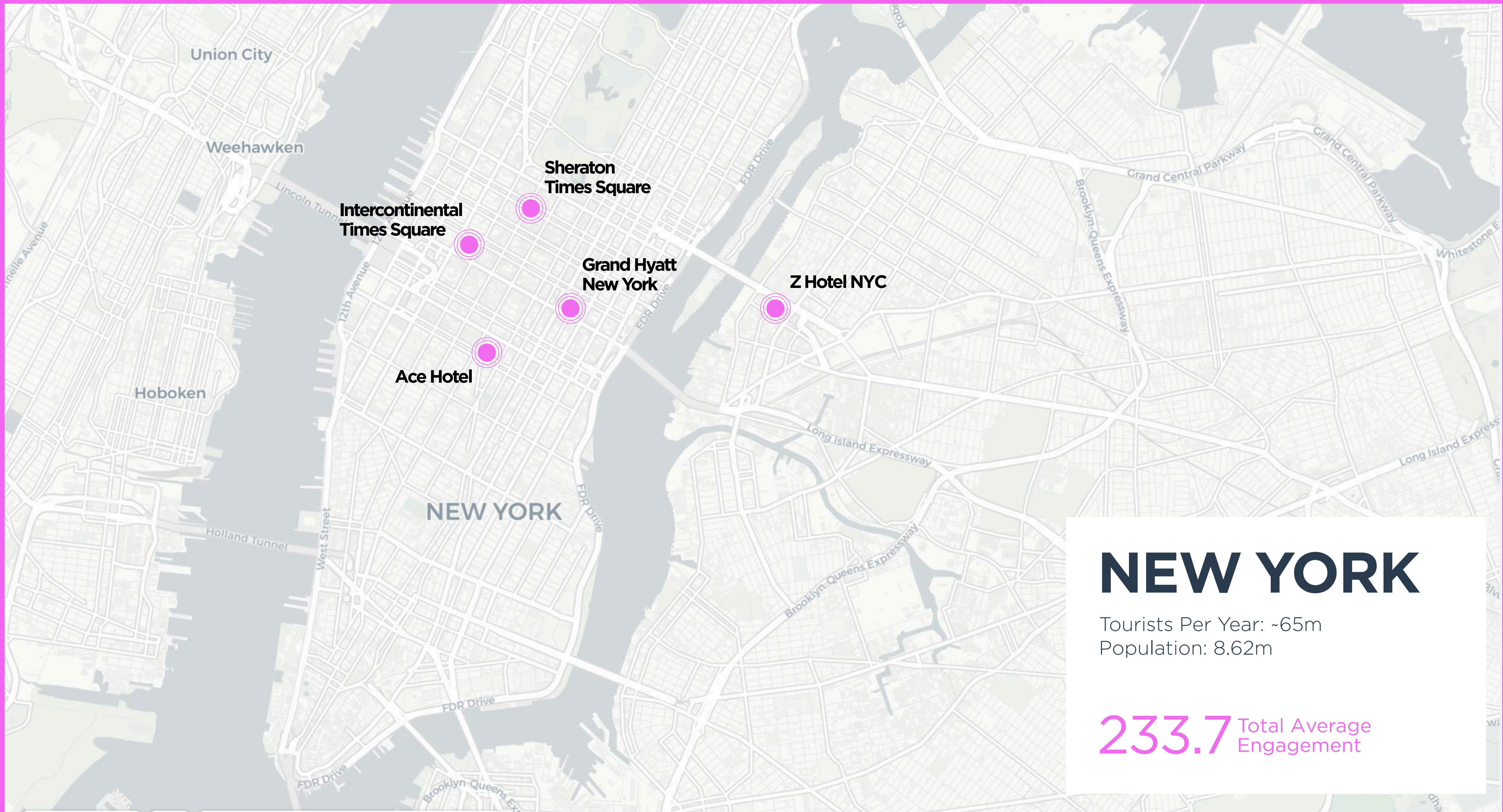
IMAGES

302

34,953

LIKES

VIDEOS

10

4,524

VIEWS

NEW YORK

Demonstrating a close connection to the city and its heartbeat is a winning strategy in New York. Images of iconic city scenes were most successful.

Having those city images follow a tone, style, design template adds to success with audiences. Demonstrate a brand attitude with an signature image style.

Sheraton
Times Square

Intercontinental
Times Square

Grand Hyatt
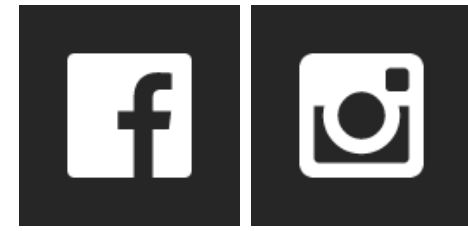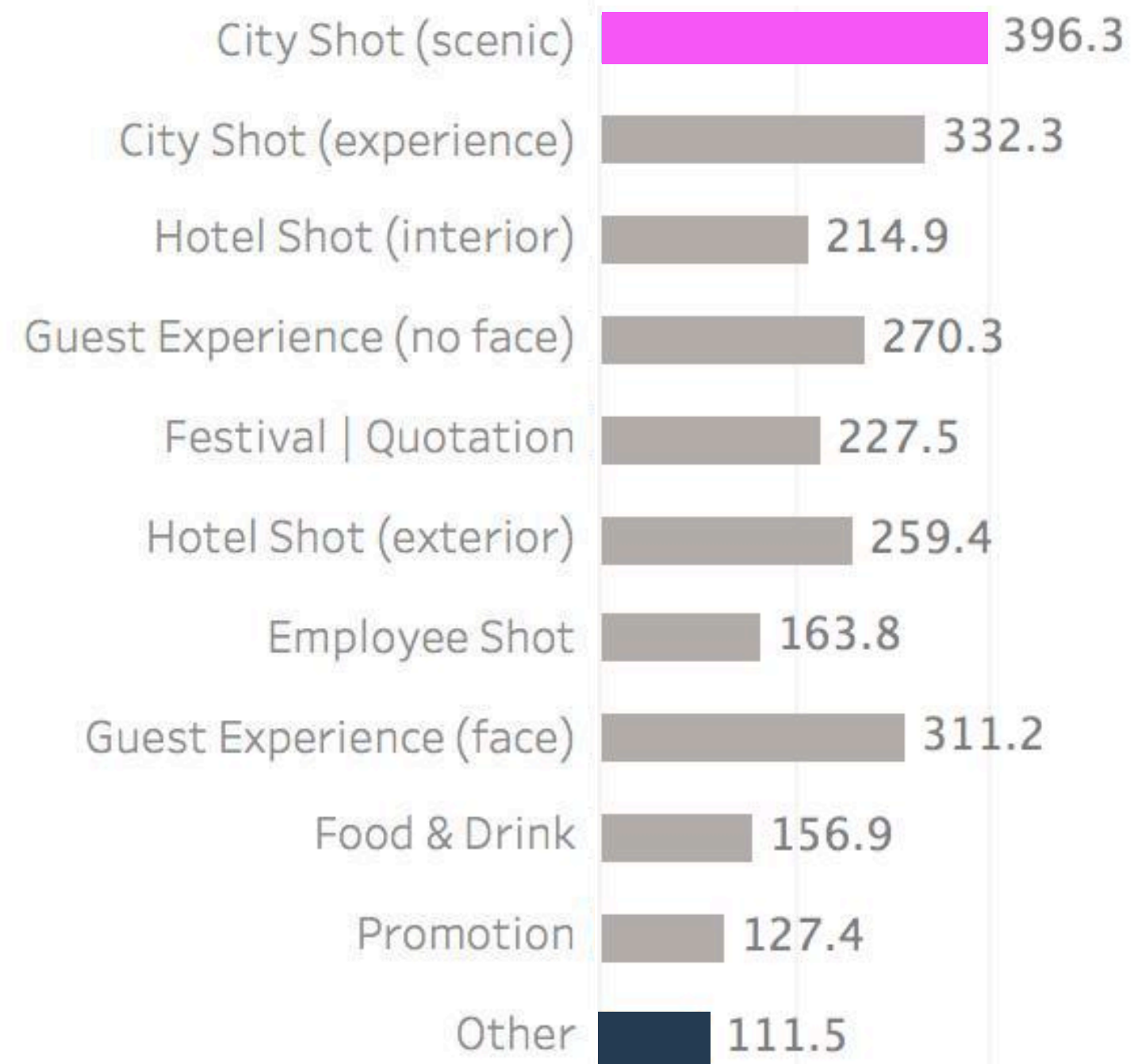New York

Z Hotel NYC

Ace Hotel

NEW YORK

Union City

Weehawken

Hoboken

NEW YORK

Tourists Per Year: ~65m
Population: 8.62m

233.7 Total Average
Engagement

SCENIC CITY SHOTS LEAD

Category	Value
City Shot (scenic)	396.3
City Shot (experience)	332.3
Hotel Shot (interior)	214.9
Guest Experience (no face)	270.3
Festival	Quotation	227.5
Hotel Shot (exterior)	259.4
Employee Shot	163.8
Guest Experience (face)	311.2
Food & Drink	156.9
Promotion	127.4
Other	111.5

*Engagement Per Post
(Instagram & Facebook)*

CITY IMAGES X SCENIC

City Shot (scenic) — 502.5
Hotel Shot (interior) — 328.9
Hotel Shot (exterior) — 408.8
Guest Experience (no face) — 337.6
City Shot (experience) — 340.3
Employee Shot — 297.8
Guest Experience (face) — 338.8
Food & Drink — 188.2
Festival | Quotation — 242.5
Other — 125.9
Promotion — 163.9

*Engagement Per Post
(Instagram)*

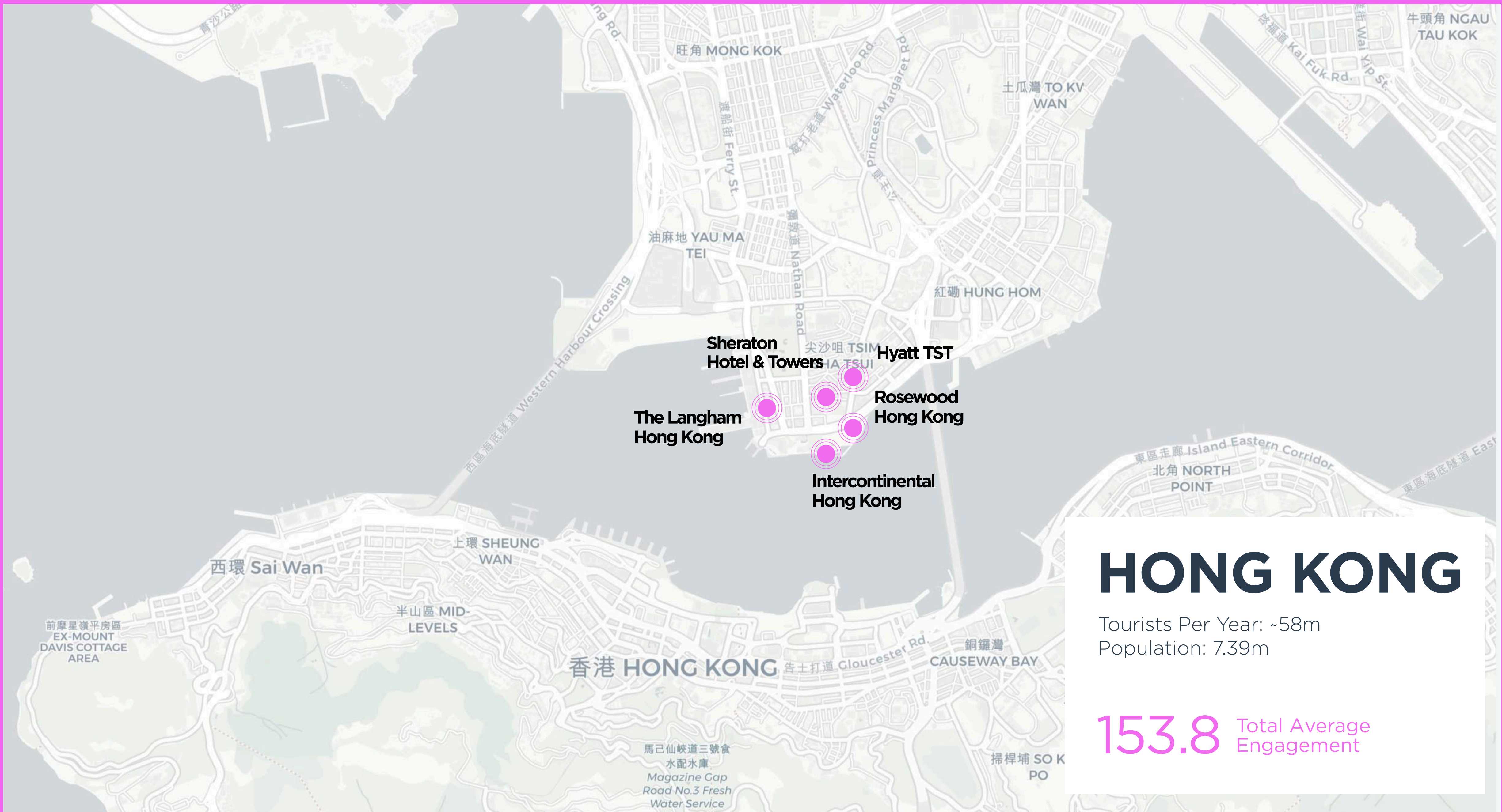IMAGES
319

97,133
LIKES

VIDEOS
17

23,098
VIEWS

HONG KONG

Images featuring hotel interiors with great views of the city are most successful in Hong Kong. Travelers look to hotels which connect them to the city, and seeing the cityscape is reassuring.

Hong Kong is such a vibrant, exciting city and so, images which capture this energy have big impact. Images featuring skylines are powerful but so too are those that get out into the hidden areas of cities - they capture the true essence of what the city is all about.

Sheraton
Hotel & Towers

Hyatt TST

Rosewood
Hong Kong

The Langham
Hong Kong

Intercontinental
Hong Kong

HONG KONG

Tourists Per Year: ~58m
Population: 7.39m

153.8 Total Average Engagement

HOTEL INTERIOR IMAGES LEAD

Category	Value
City Shot (scenic)	209.8
City Shot (experience)	151.0
Hotel Shot (interior)	317.5
Guest Experience (no face)	186.3
Festival | Quotation	62.2
Hotel Shot (exterior)	175.0
Employee Shot	140.3
Guest Experience (face)	102.9
Food & Drink	100.9
Promotion	110.3
Other	135.5

*Engagement Per Post
(Instagram & Facebook)*

HOTEL INTERIOR IMAGES LEAD

Category	Engagement
City Shot (scenic)	264.3
Hotel Shot (interior)	531.8
Hotel Shot (exterior)	361.7
Guest Experience (no face)	288.8
City Shot (experience)	121.2
Employee Shot	194.9
Guest Experience (face)	154.6
Food & Drink	116.9
Festival	Quotation	63.7
Other	206.5
Promotion	63.8
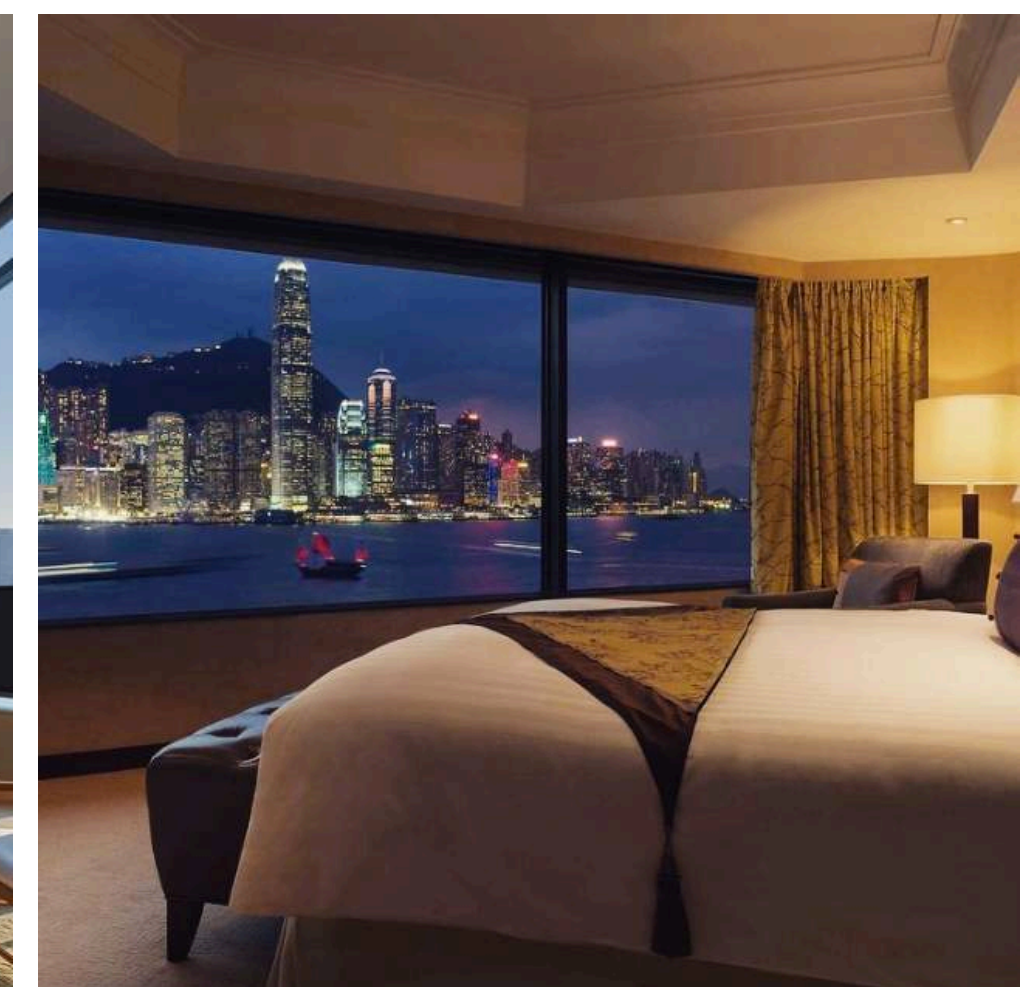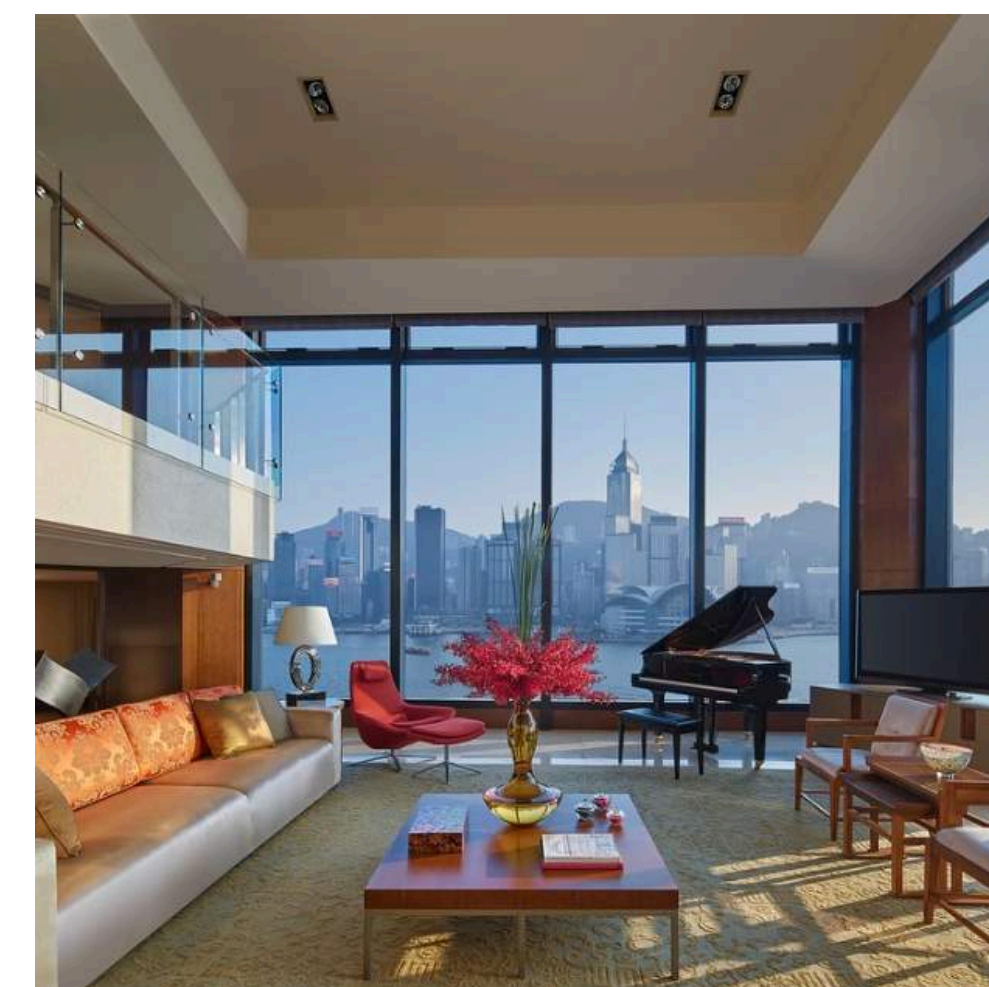
*Engagement Per Post
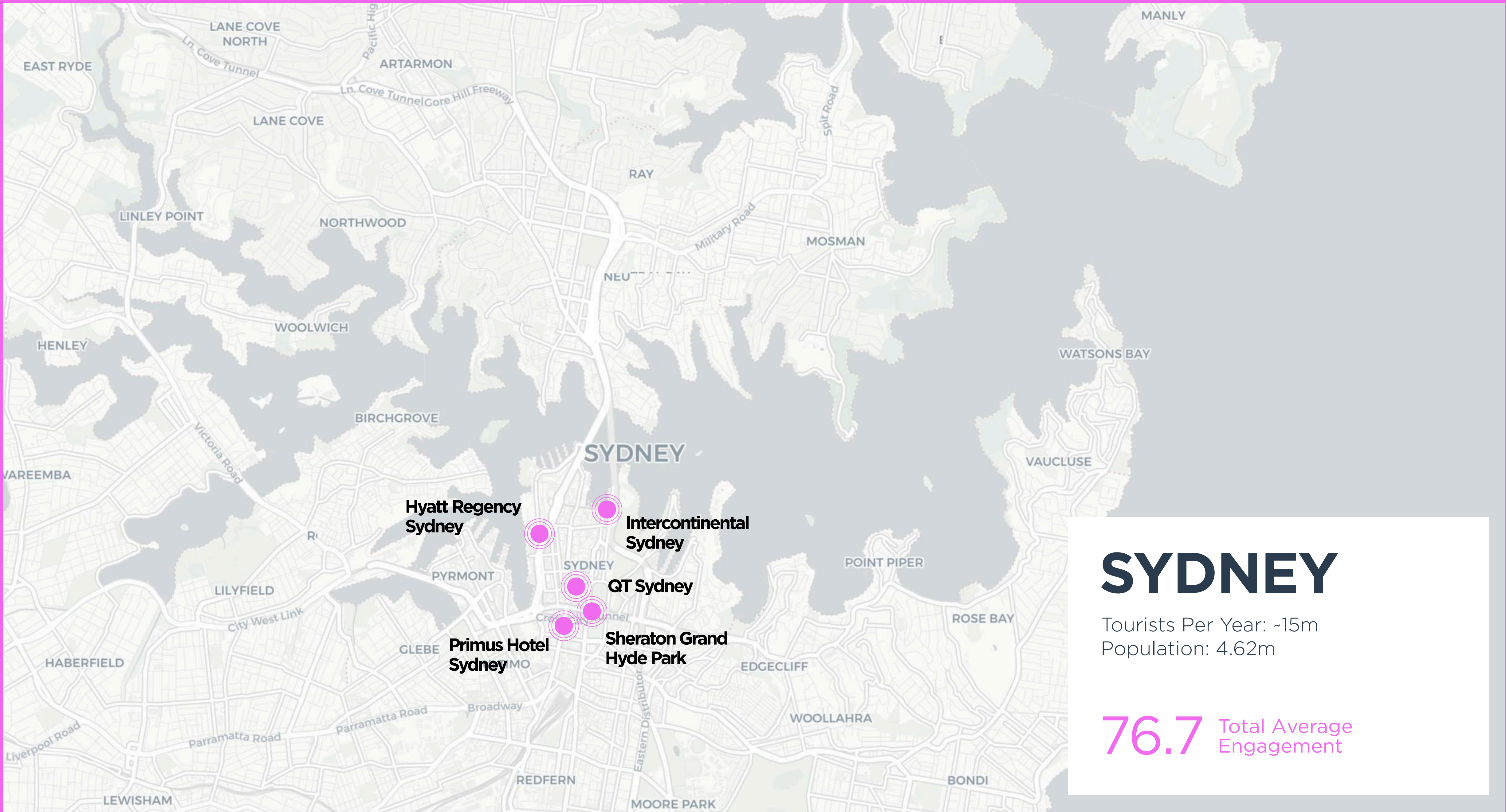(Instagram)*

IMAGES
429

82,885
LIKES

VIDEOS
61

377,630
VIEWS

SYDNEY

Iconic landmarks go a long way in capturing attention on social media. Part of the goal in any city is owning a share of attention for would-be destination travelers.

In Sydney there is also a clear opportunity to showcase action, adventure and outdoor activities - which demonstrate key characteristics (benefits) of the city itself.

Hyatt Regency Sydney
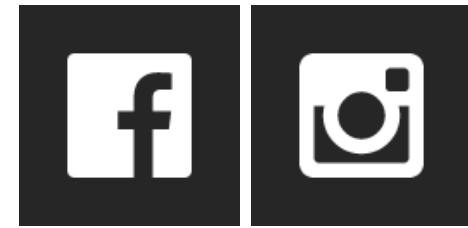
Intercontinental Sydney

QT Sydney

Primus Hotel Sydney
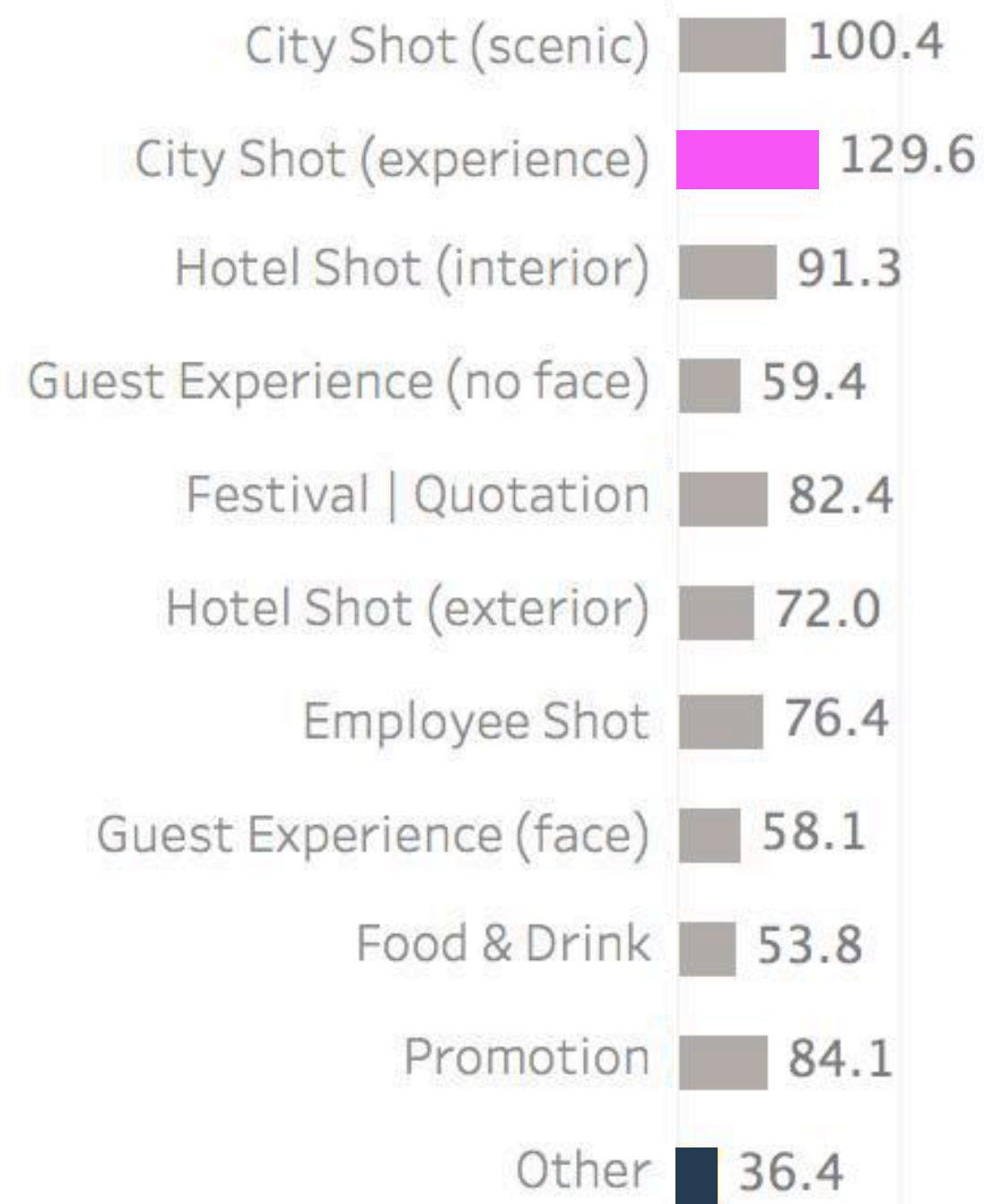
Sheraton Grand Hyde Park

SYDNEY

Tourists Per Year: ~15m
Population: 4.62m

76.7 Total Average Engagement

EXPERIENCE DRIVEN CITY IMAGES

City Shot (scenic)	100.4
City Shot (experience)	129.6
Hotel Shot (interior)	91.3
Guest Experience (no face)	59.4
Festival	Quotation	82.4
Hotel Shot (exterior)	72.0
Employee Shot	76.4
Guest Experience (face)	58.1
Food & Drink	53.8
Promotion	84.1
Other	36.4

*Engagement Per Post
(Instagram & Facebook)*

CITY IMAGES X SCENIC

City Shot (scenic)	181.3
Hotel Shot (interior)	127.1
Hotel Shot (exterior)	136.3
Guest Experience (no face)	90.9
City Shot (experience)	173.5
Employee Shot	102.8
Guest Experience (face)	91.0
Food & Drink	80.0
Festival	Quotation	87.2
Other	83.9
Promotion	94.4

*Engagement Per Post
(Instagram)*

IMAGES
366

VIDEOS
12

36,757
LIKES

9,061
VIEWS

TOKYO

Social posts that celebrate festivals, events and culture go a long way in Tokyo. Hotels that used novelty to celebrate important moments ranked higher than simple celebratory posts.
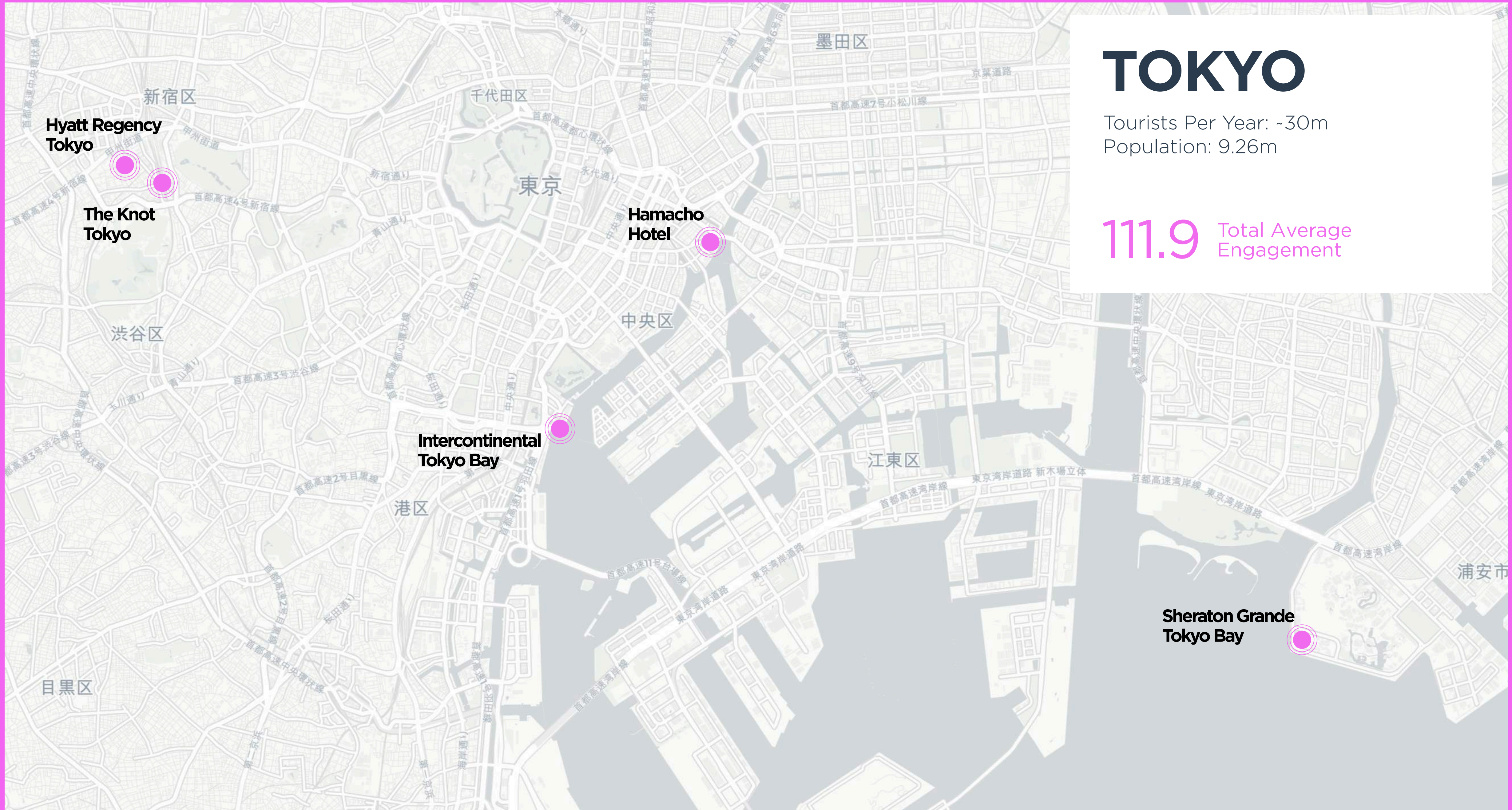
Across all cities globally, hotels follow very safe, average rules with management of social calendars. Hotels in Tokyo suffer more than most markets from this dogmatic approach. Hotels that create their own rules stand to win a larger share of audience attention.
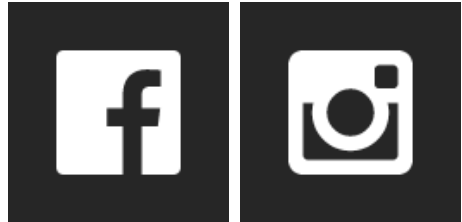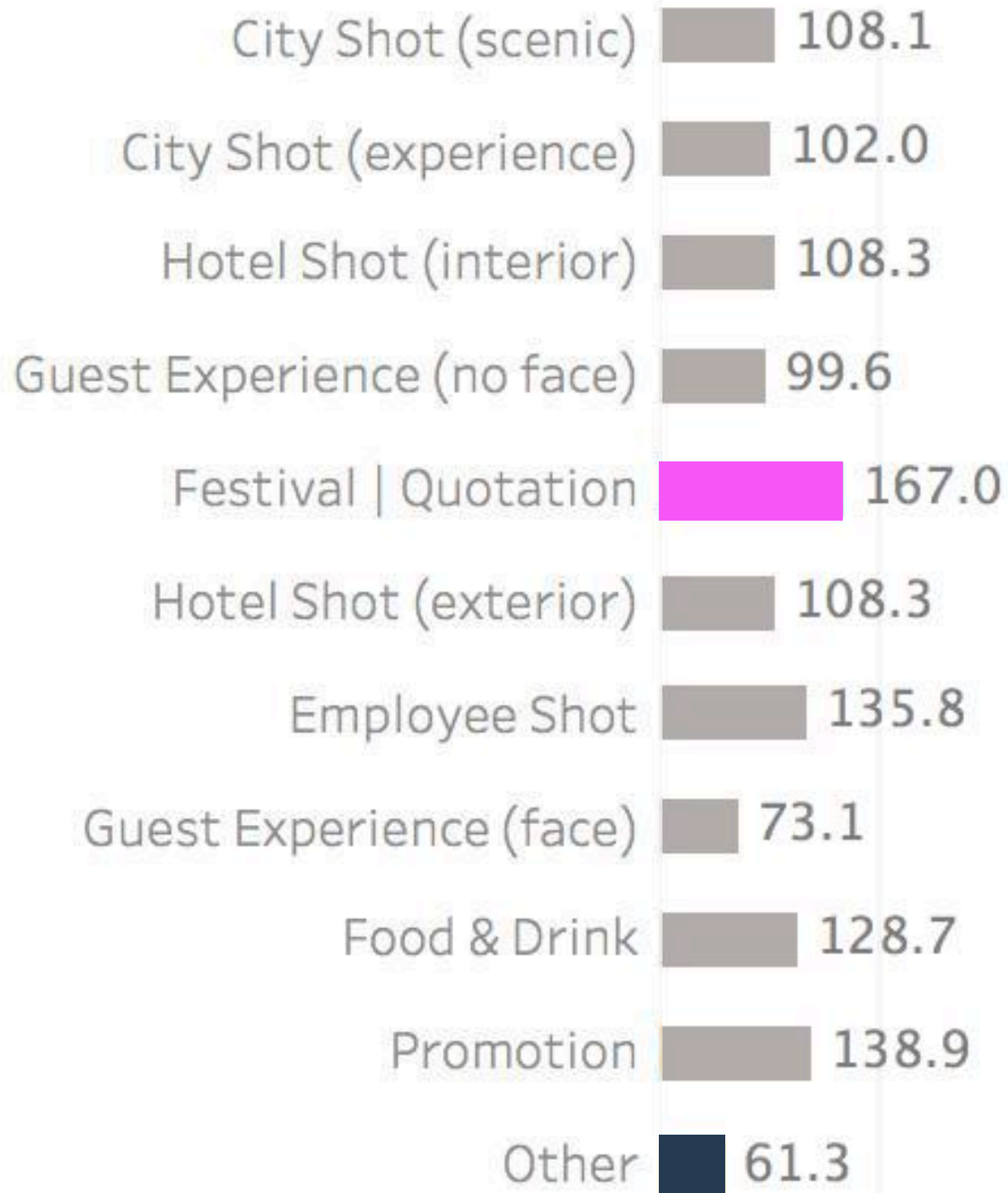
TOKYO

Tourists Per Year: ~30m
Population: 9.26m

111.9 Total Average Engagement

Hyatt Regency
Tokyo

The Knot
Tokyo

Hamacho
Hotel

Intercontinental
Tokyo Bay

Sheraton Grande
Tokyo Bay

新宿区

千代田区

墨田区

東京

中央区

渋谷区

港区

江東区

目黒区

浦安市

SPECIAL EVENTS, FESTIVALS LEAD

Category	Value
City Shot (scenic)	108.1
City Shot (experience)	102.0
Hotel Shot (interior)	108.3
Guest Experience (no face)	99.6
Festival	Quotation	167.0
Hotel Shot (exterior)	108.3
Employee Shot	135.8
Guest Experience (face)	73.1
Food & Drink	128.7
Promotion	138.9
Other	61.3

*Engagement Per Post
(Instagram & Facebook)*

CITY IMAGES X SCENIC

Category	Engagement
City Shot (scenic)	216.8
Hotel Shot (interior)	178.4
Hotel Shot (exterior)	148.4
Guest Experience (no face)	196.9
City Shot (experience)	110.7
Employee Shot	210.6
Guest Experience (face)	186.5
Food & Drink	204.3
Festival	Quotation	175.1
Other	70.8
Promotion	167.9

*Engagement Per Post
(Instagram)*

IMAGES
444

VIDEOS
19

79,850
LIKES

17,062
VIEWS

TOTEM

Chris Baker, Managing Director
Email: chris@totemmedia.co
www.talktototem.com