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Building your own online community

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Digital Visitor





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Agenda

- Introduction to DV
- Our philosophy about Social Media
- Tour operator case study
- Why build your own online community?
- How to build your own online community
- Do's and Don't's
- Warner Leisure Hotels
- Take homes
- Some stats



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Digital Visitor

- 📺 Social media agency
- 📺 social media software and services
- 📺 Created 200+ social media solutions globally
- 📺 Deliver increased traffic, enquires, business, loyalty...
- 📺 Clients include:

FLIGHT CENTRE
Unbeatable

Virgin HOLIDAYS



Warner Leisure Hotels





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Our Philosophy

- ❏ Social media has 2 main elements – Onsite and Offsite
- ❏ Both required for to maximise the vast benefits of social media
- ❏ Most companies concentrate on Offsite strategy
- ❏ Onsite has longer term benefits
- ❏ Visitor Review is your all-in-one social media solution and can be at the heart of your social media strategy

Onsite
+
Offsite



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What have we done?

- Online community for Voyages Jules Verne
- Group travel over 55s
- Communicate post tour
- Share reviews, videos, albums
- online feedback and rating
- Earn points
- Direct to book another group tours
- Staff profiles
- Direct to booking pages
- www.vjvlounge.com

The screenshot shows the VJVLounge website, which is part of the Voyages Jules Verne community. The header features the 'VJV LOUNGE' logo and the text 'VOYAGES JULES VERNE' with the tagline 'Your place to meet like-minded travellers...'. Navigation links include 'Reviews Homepage', 'Review', 'Create Review', 'My VJVLounge', and 'VJV Homepage'. A search bar is located on the right. The main content area displays a review titled 'Our introduction to India and VJV' by 'Ambrosian' from October 2010, with 634 views and 6 comments. The review includes a large photo of the Taj Mahal at sunset. Below the photo is a caption: 'Caption Taj Mahal from the east bank at sunset'. There are buttons for 'ADD' and 'SHARE', and a 'Report this post' link. The review text describes the first day of the trip: 'Day 1: We flew from Heathrow with the majority of the group for our first holiday with VJV, meeting our tour leader Emma at the departure gate, where she advised us all to try to sleep on the flight.' and the second day: 'Day 2: After arrival in Delhi, we checked in for our overnight stay at a typical mid price'. On the right sidebar, there is a section for 'India's Golden Triangle' with a photo of the Taj Mahal, a description of a classic Rajasthan tour, an 'AVERAGE RATING' of 4.5 out of 5, and a link to 'View Departures & Prices'. At the bottom right, there is a prompt to 'Upload your reviews, photos & videos!' with a collage of travel photos.



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Results so far

- Live for 7 months
- 1200 photos
- 75 videos
- 900 members
- Browsing time of 3m+

www.visitorreview.com

VOYAGES JULES VERNE

Your place to meet like-minded travellers

[Reviews Homepage](#) [Review](#) [Create Review](#) [My VJVLounge](#) [VJVLounge Homepage](#)

Grand Tour of Indo China
By: Helen Beech
On: 03/06/2010
Date Travelled: Apr 2008
11 VIEWS 8 COMMENTS

Caption Vietnam - Pig on a motorbike!

[ADD](#) [SHARE](#) [Report this post](#)

Vietnam, Laos and Cambodia - wow!!

I have to admit my main reason to go on this tour was to see the Angkor complex in Cambodia, but it was all amazing. We started off in Vietnam, travelling from south to north, such amazing things to see - as with many countries the traffic is 'interesting' but here you have to see the motorbikes, they'll strap anything to them. we saw a fridge/freezer and even a cow! Laos was lovely, so picturesque, the temples are just something else. Did have a bit of a drama when my mum had to go to hospital (not very nice!) but the local guides were brilliant. The top man from head office came down and stayed with her, then when we had the internal flight south we were met the other end and whisked straight off for a check up. Then there was Cambodia. Would have loved to have seen more, but the Angkor complex exceeded all expectations. For anyone thinking of doing this tour, don't hesitate, do it!

Total Images: 6

Post Your Comment

Add comment

No comment posted for this review yet

Related reviews

View by: [Related categories](#)

Grand Tour of Indo-China Vietnam

A classic itinerary in Vietnam, Laos and Cambodia from Saigon and the Mekong River to Angkor Wat.
AVERAGE RATING
5.0 out of 5
★★★★★
[View Departures & Prices](#)

Post Information
Category: [Far East](#) [Back to Category](#)
URL: <http://www.vjvlounge.com/vjvlour>
[Send to a Friend](#)

Tags
[cambodia](#) [Laos](#) [Vietnam](#)

AUTHOR RATING ★★★★★
★★★★★ Pre-departure service
★★★★★ International flights
★★★★★ Hotel/Vessel
★★★★★ Internal transport
★★★★★ Local guides
★★★★★ Excursions



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Why build your own online community?

Undoubtedly huge benefits in building your own online community

- Browsing time
- Traffic on your website and not other sites
- Providing your visitors with authentic and engaging information
- Increase conversions with peace of mind
- You control and can moderate the content
- Utilise content in other marketing activities
- Connect to other social media websites with Facebook connect, Twitter updates, Share with 300+ social media sites
- Longer term benefits and marketing opportunities
- Your own community should be at the core of your social media activities



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How to build your own online community

Scope / Strategy

- Consider the profiles you will have – members, staff, company profiles?
What will drive each of these?
- What features do you want? reviews, discussions, information push (watch), competitions and other interactive features
- Where do you want it to sit? On your site?



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Our findings – Don't's

- ❏ Overcomplicate. A lot of sizzle and no sausage
- ❏ Make sure the function your deliver will provide benefit
- ❏ Friends– exist to create common interest – this is already there under your brand
- ❏ Groups – as above
- ❏ Long registration
- ❏ Strict upload procedures





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Our findings – Do's

- ☎ Reference all content against your products for maximum benefit.
- ☎ Allow visitors to contribute whatever they like
- ☎ A review, a video, photos, a discussion, a dream itinerary?
- ☎ Comments / Discussion – a dilemma – the solution

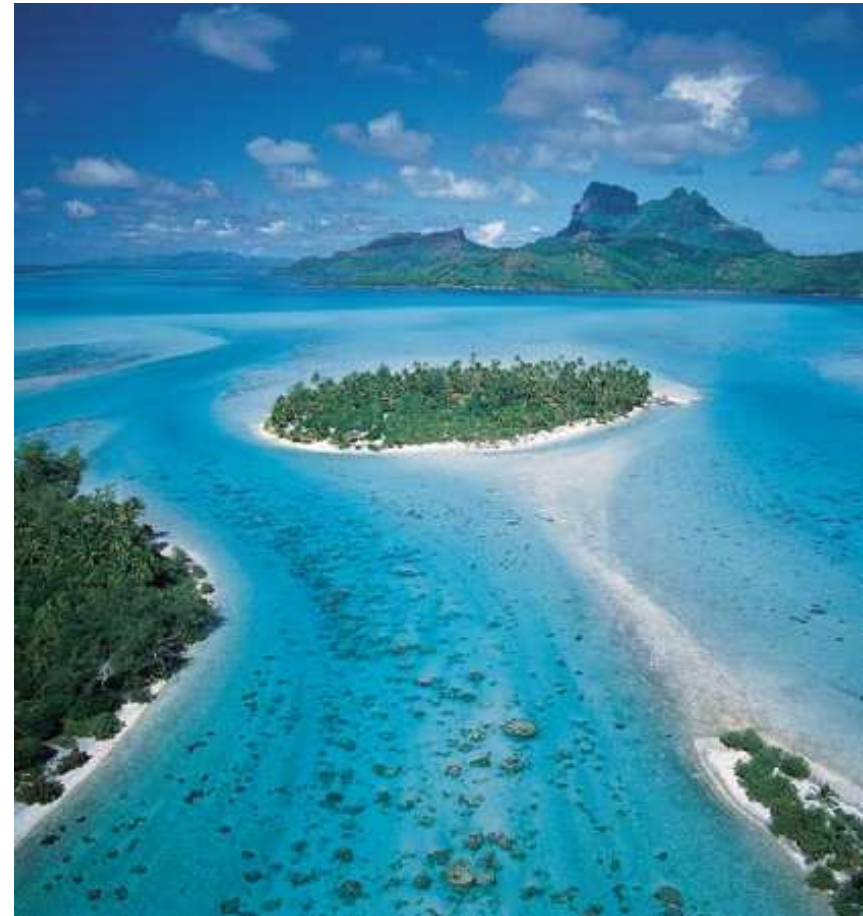


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Our findings – Do's

- ❏ No community is an island. Share with other social media sites. Good content drives 2.5x face book fan size to your site per month
- ❏ Incentivise for the content you want





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About Warner Leisure Hotels

- 13 Hotels and Villages, exclusively for adults
- Mature market (targeting the over 50s)
- Vast number of Experiences at their locations
- Previously had a social media campaign to follow their excellent 'Strictly' breaks
- Wanted a more encompassing strategy with clearer and longer term benefits than current typical / offsite social media



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About Warner Leisure Hotels

- Their own community at the heart of their Social Media strategy
- Gather content, experiences, stories, videos
- Run competitions
- Push interesting information to members
- Allow members to interact with other members and team
- Enhance brand loyalty
- Drive awareness about the vast number of events and experiences on offer

Transformation

[Gift Vouchers](#)
[Balance Payment](#)
[FAQ's](#)
[Contact Us](#)

Warner Leisure Hotels

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[Festive Breaks](#)
[Check Availability](#)

Cricket St Thomas Hotel, Somerset

A Grade II-listed country house in the heart of Somerset

A gorgeous 19th-Century mansion set in the heart of Somerset's older country, Cricket St Thomas is noted for the glorious mature trees and shrubs in its 46 acres of Grade II-listed lakes and gardens, the 12th-Century parish church of St. Thomas – and centuries of noble ownership both famous and diverse. This stunning country hotel will welcome you as 'to the manor born' and yes, this was the location for the famous TV series...





[Check availability](#)

Choose a hotel
[Cricket St Thomas](#)

Choose an arrival date

Offer code

[Check now »](#)



VIP Concert with Pam Ayres


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[illegible]




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Integration

 3 integration options

1. Add their community to a unique url
 - 2. Embed seamlessly with their own website with 3 little buttons**
 3. Graft a community onto a subfolder of their own domain i.e.
warnerleisurehotels.com/community
-  Users will be able to contribute against every product of Warner Leisure Hotels – every experience and venue





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CONTRIBUTE AND ADD REVIEW

The upload feature will be an overlay over the page the user is browsing. Users can simply add text or images and video.

The screenshot shows a 'Contribute' overlay form titled 'Contribute (You are creating a review of product 1)'. The form has a 'Title' input field, a large text area, and a 'Post' button. To the right of the text area is a vertical toolbar with icons for 'Text', 'Images', 'Video', 'Location', and 'Date / Time'. Below the text area is a 'Click star to rate' section with five empty star icons. The background shows a blurred view of a product page with a 'Watch' button and a '+125x125' label.



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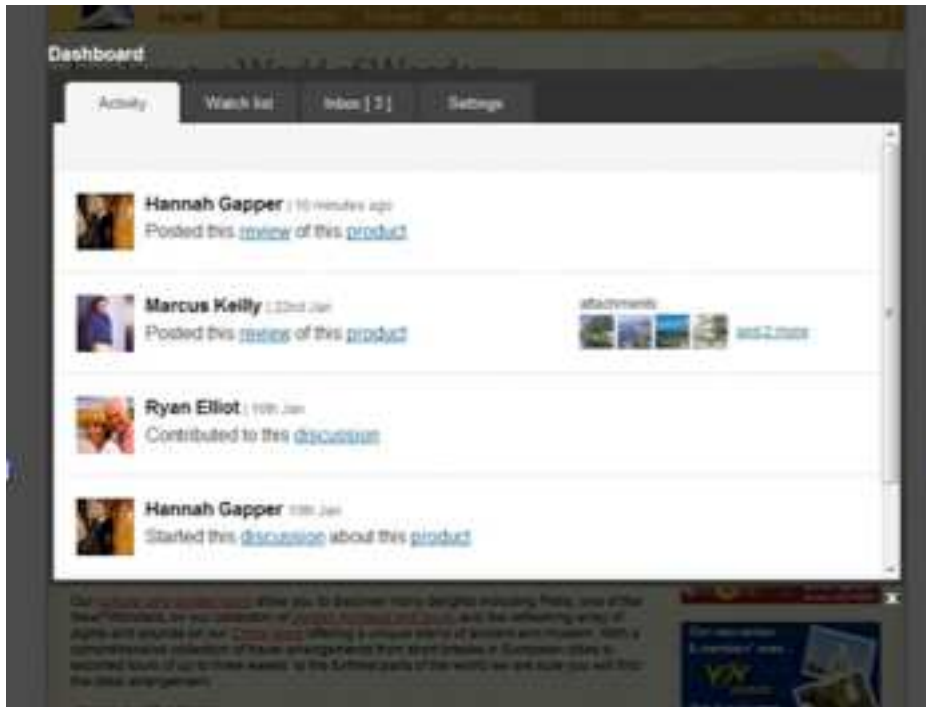
DASHBOARD

A simple overlay and does not take the user away from the page they are viewing

Users will see activity of the products they are watching, or items they have contributed against .

Users can edit their 'watch list' to receive updates on WLH venues and experiences

View their inbox for message from other members





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Social Media hub – drive new audiences

- The core of their social media strategy
- Connected with other social media channels
- Facebook connect, Twitter, 300+
- Visit Britain and Visit England
- Grow their offsite channels
- Drive traffic back to WLH and not away
- Maintain traffic on their own website





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The future

- Facebook, Twitter? Twitbook?
600+ social media channels in 2 years time!
- Relocate your online community whenever you need to.
- Safeguard against future shifts in offsite social media popularity





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Take homes

- Consider the longer term strategy for your social media
- Don't re-invent the wheel – many companies are trying to do this with little success.
- Power of SM yet to be realised, don't put all your eggs in one basket
- Don't overcomplicate your own community – the biggest organisations have been tripped up by this.





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Some stats

- 📺 Positive content on offsite channels – 63-67%
- 📺 On your own channel = 80-90%
- 📺 Drive 2.5 x your fans to your site with engaging daily content (average)
- 📺 Double the browsing time on your site
- 📺 Make your strategy a 3-6 year strategy – not 3-6 months.



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Thank you for your time

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