

# Social Media

**Who is doing what and how do you  
know it's working?**

# We all know it's incredibly powerful

## Revives old brands



Crucial to help these brave guys topple dictators in the Middle East



# Who uses it for customer service, damage control and crisis management?

- BMI – Particularly effective during the ash cloud
- JetBlue –Listens very carefully to customers via Twitter.... Even as far as to easing nervous flyers
- Marriott and Hyatt – concierge by Twitter – ask concierge questions via Twitter
- Eurail.com – targeting stranded customers during the ash cloud
- Every hotel in the world via TripAdvisor!
- Norwegian Cruise Lines

# New customer service rules of engagement

by Norwegian Cruise Lines

- Ditch the formalities - Today's customer expects to be treated as an individual, not as just another number who's complaining
- Occasionally ,bending the rules will ultimately cost less than it would to lose the customer or, worse, if the customer leaves and relays a negative story about your company
- Shut up and listen
- When a customer starts ranting, just listen
- Most of the time your online community will back you up
- If not, acknowledge the customer - don't get defensive and don't ignore it
- Listen to the customer, accept the feedback, thank the person, and then decide what to do. Take it offline if necessary

# Who uses Social Media for inspiring sales and e-commerce?

- **Virgin America** – used Loopt to sell 1,300 passenger seat at the San Francisco Taco Truck flash sale (7 airplanes filled)
- **Hotel Nikko** uses Yelp to build on site sales when the customer checks in via their mobile. Targeted offers are sent. (Smart phones are now being used by Certain hotels to check in and will soon open the hotel room door (big operational savings!))
- **Ramada Jarvis** – Uses Facebook to drive engagement, PPC and sticky tabs which are targeted offers on Ramada’s Facebook group. To build fans and send targeted offers
- **Disney** – uses Twitter and keyword focussed tweets to promote events

## *New trends 1*

# **Location-based Social Media is going to be huge and perfect for driving on-trip sales**

Social Media provides an ideal platform to build a Hyper-local presence and reward users for connecting /engaging with you:

- Facebook Places (mobile) 200+ million users
- Foursquare 4+ million users
- Gowalla 500,000+ users
- SCVNGR 500,000+ users

## **How?**

- Create account, claim and verify the hotel / restaurant / product location
- Set up special deals to encourage user participation
- Enable guests to check-in , make reservations on site etc
- Post a check-in message and monitor user analytics

## *New trends 2*

# **Social media platforms diversifying from ad revenues.... into payments etc.**

- Facebook launches Facebook Payments Inc
- Near field Communications on Samsung mobile device – check-in, open hotel doors, pay bills reduce your overheads

*All by a social site*



## *New trend 3*

# **Balancing Social Media and Search spends**

- Social media is cheaper
- Search has intent
- Results on Google now include content from social media channels such as Twitter – Lufthansa drove 71,300 Google visits through its twitter campaign in just 3 months
- Social media has inspiration

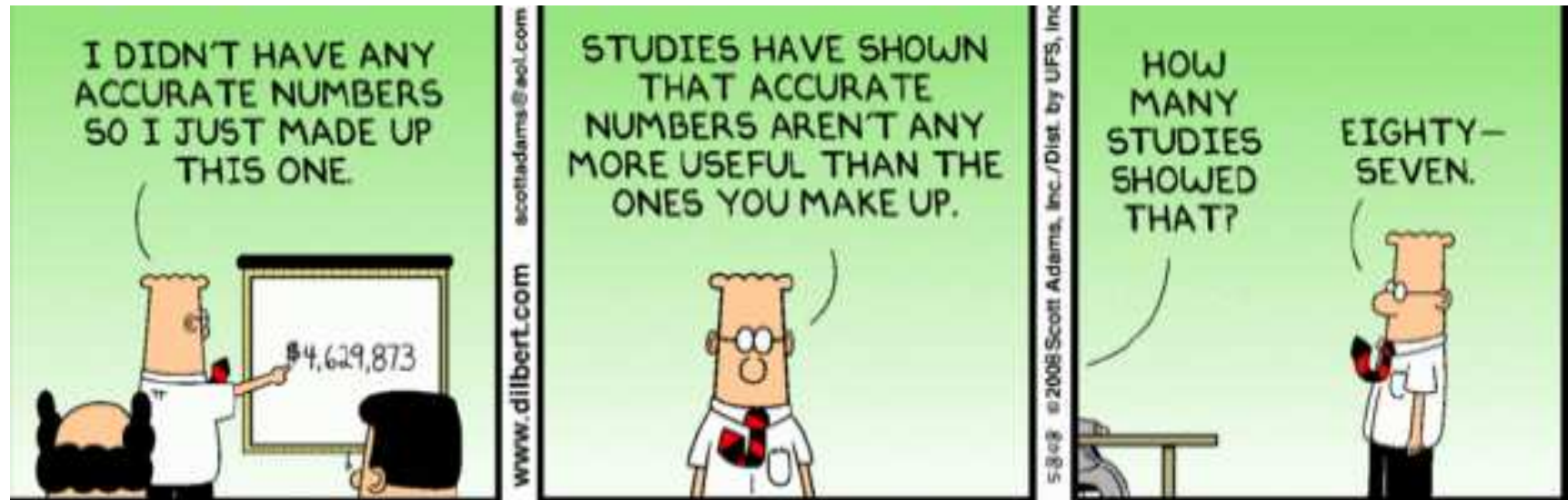
An astounding number of my friends now check their Facebook account via their mobile as they go to sleep and when they wake up

## *New trend 4*

# *Social media and mobile is going to be huge*

- Lastminute experienced a 400% growth in mobile browsing in 2010
- Hilton sold 100,000 room nights via mobile
- Engage with customers while on trip to offer targeted, relevant offers and keep them happy.
- It will be the new ancillary revenue channel but needs some clever thinking
- You cant buy a Ryan Air flight on a smart Phone

All utterly pointless unless you can prove to someone, who does not care about Tweets, that it is making them money!



# **These are the stats that Social Media people would like to negotiate their salaries with:**

- Number of followers/friends/fans/likes
- Sentiment
- Brand engagement
- Brand loyalty
- Return on engagement/Influence/Participation...

**.... Don't matter at all to the decision makers?**

# So link social media aims with established business aims – i.e. sales.. but not just sales!

- New loyalty programme members
- New newsletter subscribers
- Requests for quotes
- Additional traffic as a result of social media activities - **Savings on SEM**
- PR: articles, press kit downloads
- Recruitment fees
- Market research fees

This is how Fairmont Raffles judged the value of their social media campaigns. Something a CFO can understand. The goals must be able to be given a value... so 100 new loyalty members = 1 new booking

# Track everything – How?

- Link to Google analytics URL builder
- Bit.ly to shorten urls
- Then compare new traffic with traffic from other channels
- You can track how well a post/campaign works to goal fulfilment and e-commerce on Google analytics.

- Fairmont Raffles Hotels does it this way

# What effective measurement tells Fairmont?

- Which posts sent the highest amount of quality traffic
- Which site is more effective for which type of promotion/goal
- Where your followers located. New markets?
- What content do they consume?
- Overall effect of your SM activities

# Fairmont Raffles Hotels Judge success by -

- Booking/Revenue for each post and site
- Overall conversion uplift / booking increase which can be directly tied to your SM efforts

Based on your business goals you can add:-

- New loyalty members sign-ups
- Revenue per visit for each site
- Savings made in gaining new database email contacts (newsletter subscribers)
- PR exposure for article re-tweets
- Additional traffic generated by SM x Average CPC (or SEO cost per visitor)
- Head hunting fees (when applicable)



# The value of non e-commerce Social Media

- Cost of traffic from SEM
- Followers friends can be compared to loyalty members
- Set a base line pre campaigns so you can see spikes or the effects
- Share of search
- Follow/un follows and quality of twitter stream
- Overall online mentions
- Brand sentiment

# Bottom line

- Social media sites are getting more traffic than any other
- **Lufthansa Reached over 5 million people with ten Tweets**
- You know your customers. If they use these sites to communicate then its dumb not to be communicating with them via their favoured medium

**Thousands of detailed of case studies on the research and reports side of the eyefortravel site.**

# Any Questions

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