



Profiting from social content...

Surinder Phuller
eCommerce Services, EMEA



Today marketing requires much more content than historically...

...fragmented audiences, non-product centric communications, rapid market changes & more

- Companies who create video content generate **67%** more leads
(Source: Marketing Trenches, Jan 2011)
- **33%** of online retailers who added video to their sites in 2010 are now making it a higher priority than any other advanced feature
(Source: eMarketer, 2010)

30 seconds of video is worth 1.84 million words

(Source: Forrester)

...video & rich media is the way forward for customer engagement...

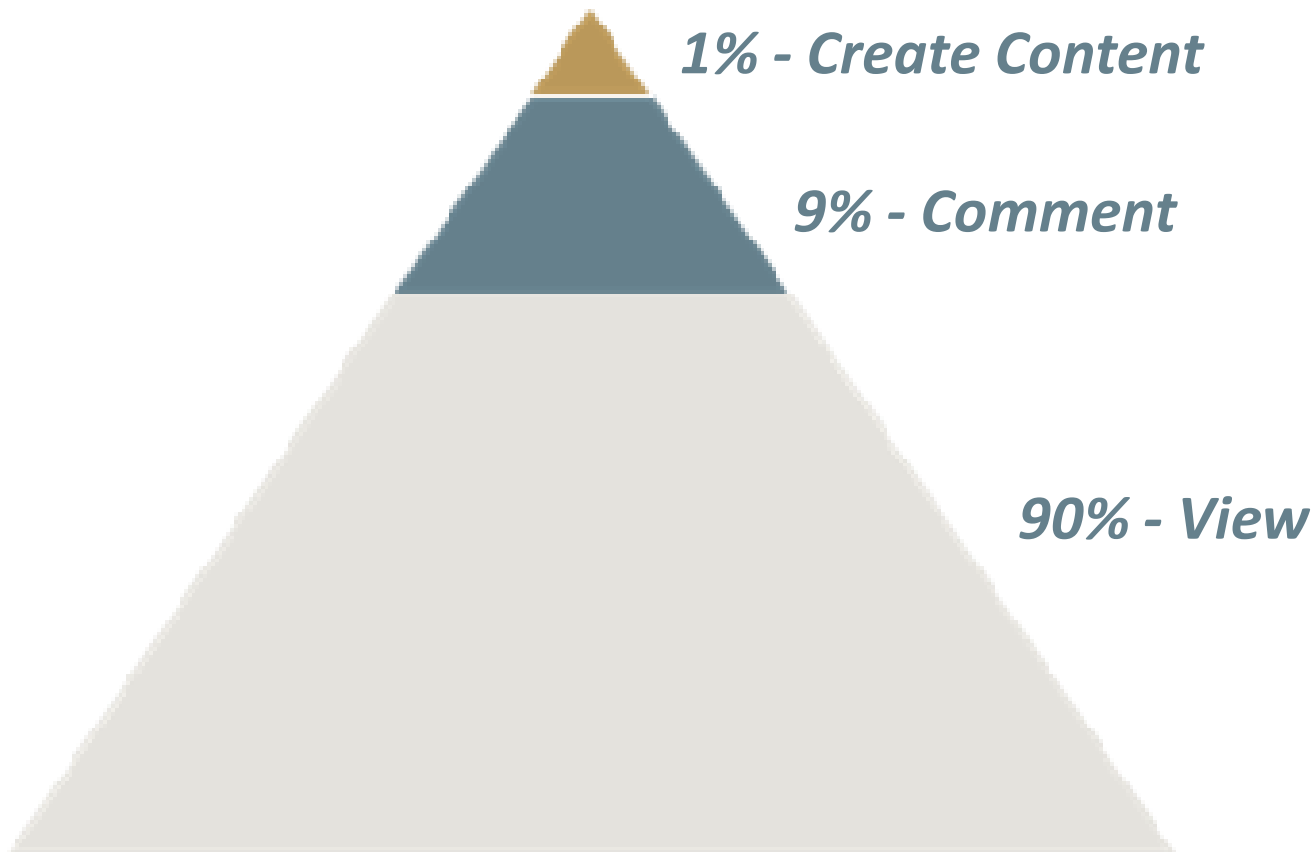
- There are **20 million** YouTube videos uploaded to Facebook each month
(Source: GigaOM, June 2010)
- There are more than **2 billion** views on YouTube everyday, with 35 hours worth of video content is uploaded **every minute**
(Source: eConsultancy, Jul 2010)
- Using video content can increase conversion rates by **40%**
(Source: ReelSEO)

YouTube is officially the world's second largest search engine in its own right



Social media hugely important to online buying behaviour...

...today's impact of Social Media...



Our objectives...



- Harness the power of social media and video on our hotel sites
- Create UGC video to get hotel news/insights into the market more quickly & economically
- Maximize the reach & impact of our content, across our brand websites, Facebook, YouTube, Trip Advisor etc
- Communicate in a more personal, trusted way
- Increase online bookings for hotel rooms, F&B, events etc

Business drivers...



Increase revenue & market share...

- Social commerce is a new area of digital marketing that combines content & social media to optimize online sales

Generate more social content...

90% of 'online' consumers will be consuming video content at some point during 2012

(Source: NielsenWire, Aug 2010)

Through SEO drive more quality traffic to Hilton Worldwide hotel websites

- Video is 53 times more powerful on search than traditional content

(Source: Forrester, 2010)

Create new brand and local hotel sites that support social media, mobile

- 79% of online UK retailers reported the main benefit of consumer-generated rating & reviews was improved site conversion rates

(Source: eMarketer)

3 key challenges to execute...

Create social content

- Frequently
- Rapidly (responding to opportunities)
- Economically
- Personal, trusted, social



Optimize Reach & Impact

- Get content onto hotel sites, Facebook, YouTube, travel sites etc
- Make video content interactive – create conversation
- Optimize content dynamically according to site

Profit from Social Content

- Incorporate calls to action to monetize investment in content



More content, more variety, more frequently...

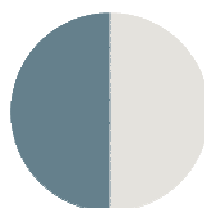


Hotel Content



Events
Products
New Initiatives
Location
Segments
Team Experiences

Destination Content

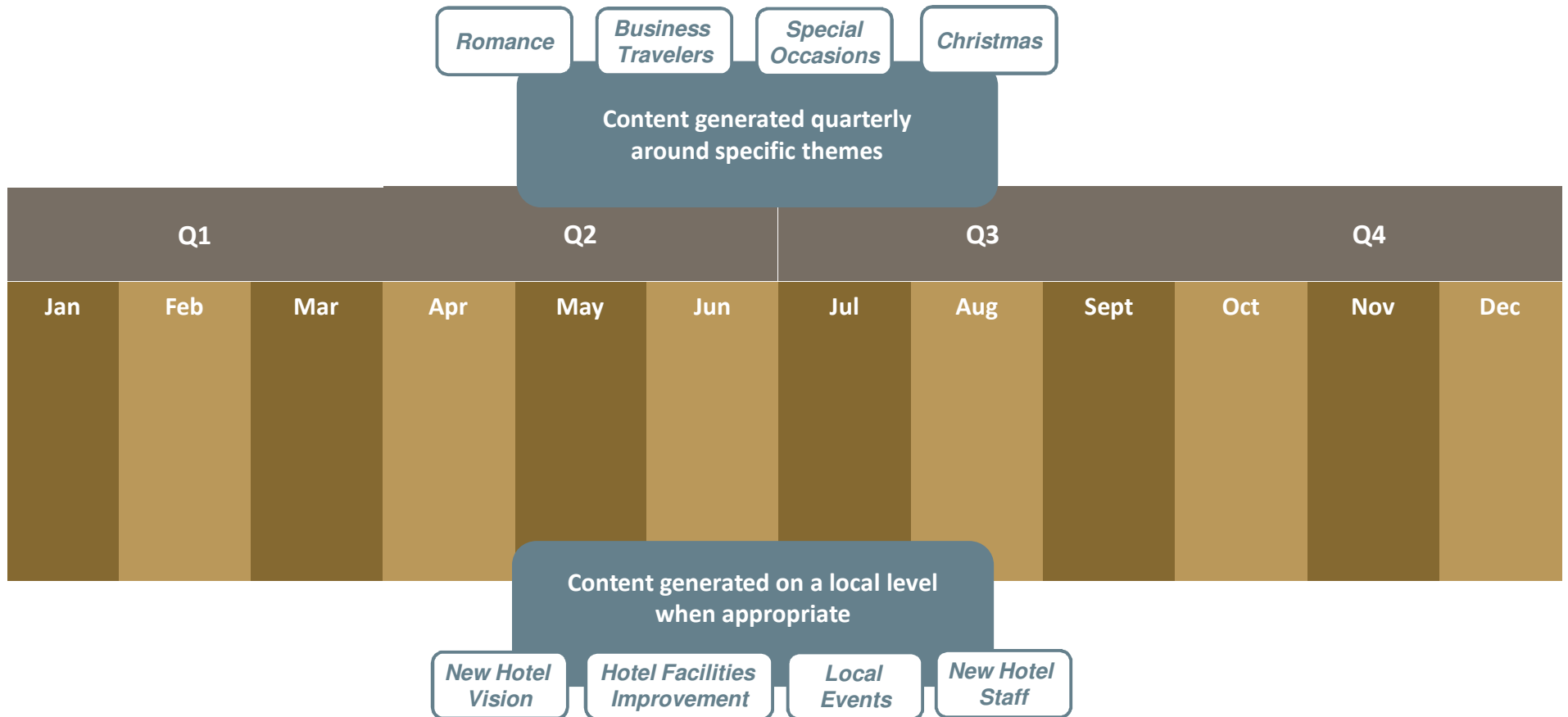


Geographical

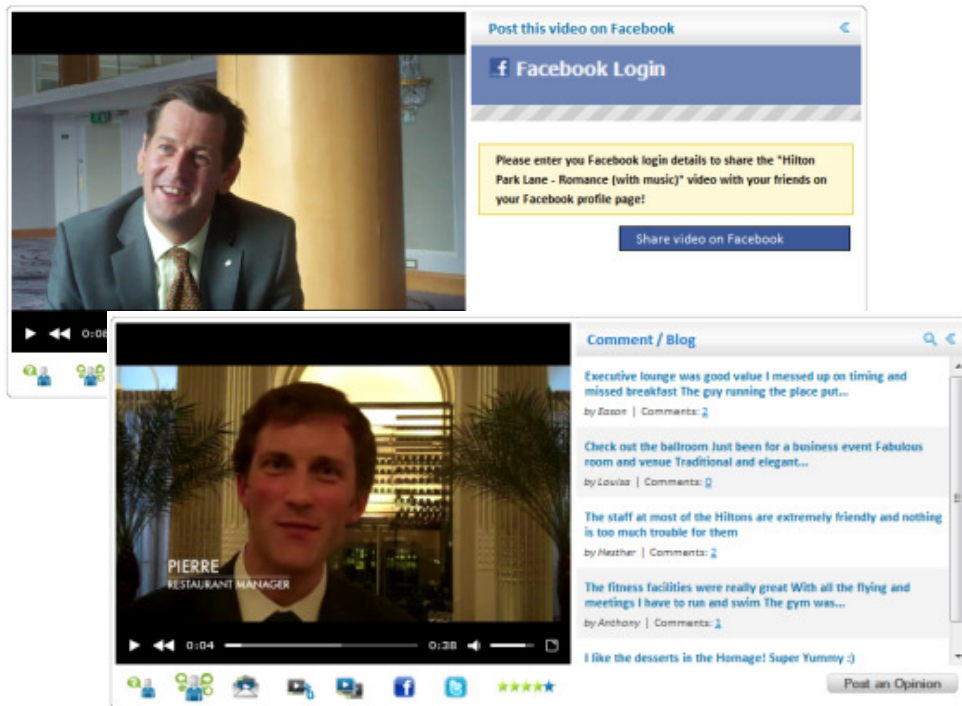
Brand Content



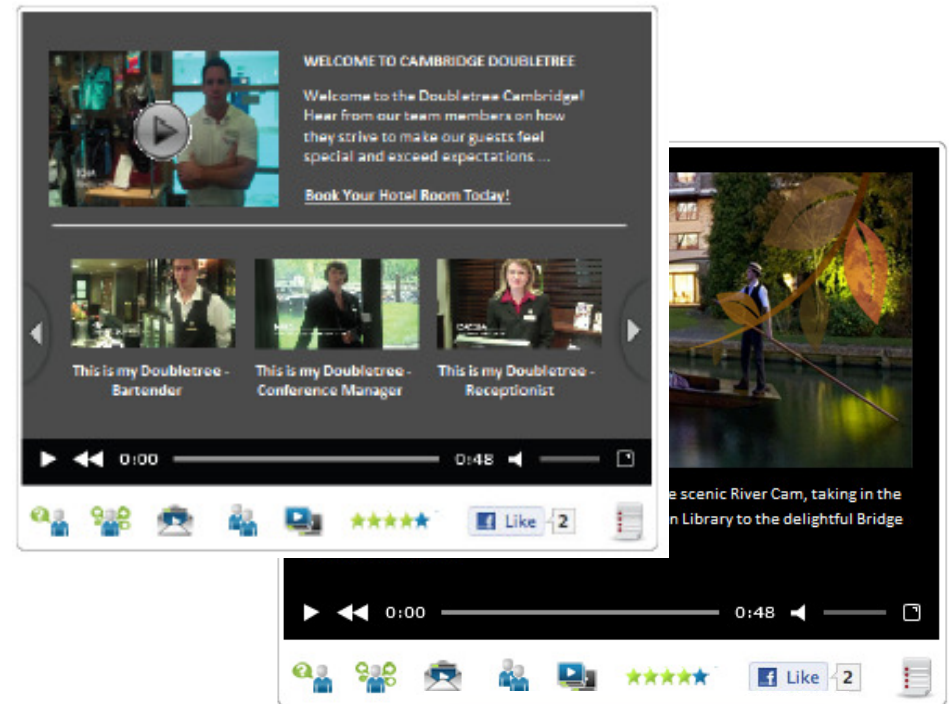
Frequency of Content Generation



Social Content Widget



Make content social by
incorporating
social interactions



Customised
calls to action to
monetise content

Invested in cost effective **knexus** technology



Social Content Hub

Single consumer facing destination for **all** online content & social interactions

Tailor interactions & calls to action for specific content & campaigns



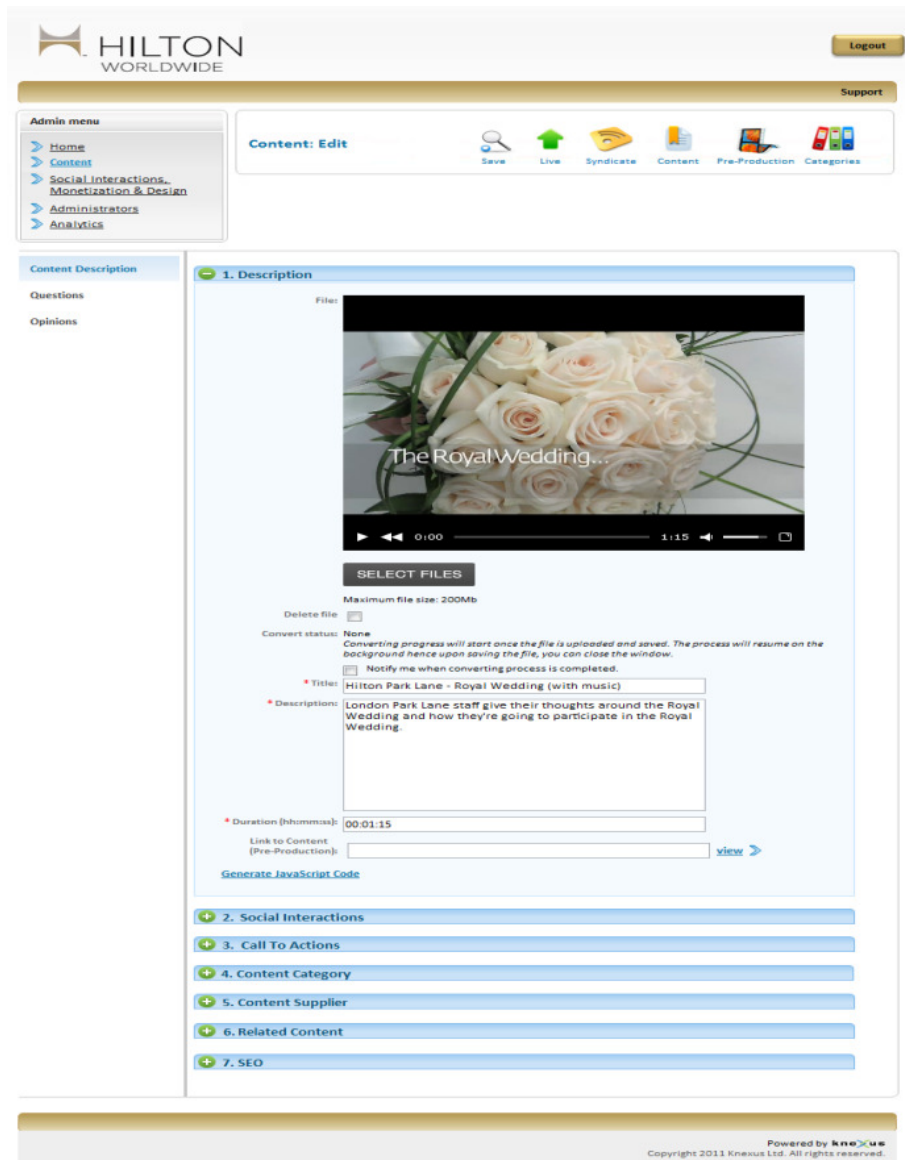
www.knexusgroup.com

knexus

Maximize Reach & Impact of Social Video



Dynamically Optimise Social Video Content



Secure Admin Panel

Generate

Manage

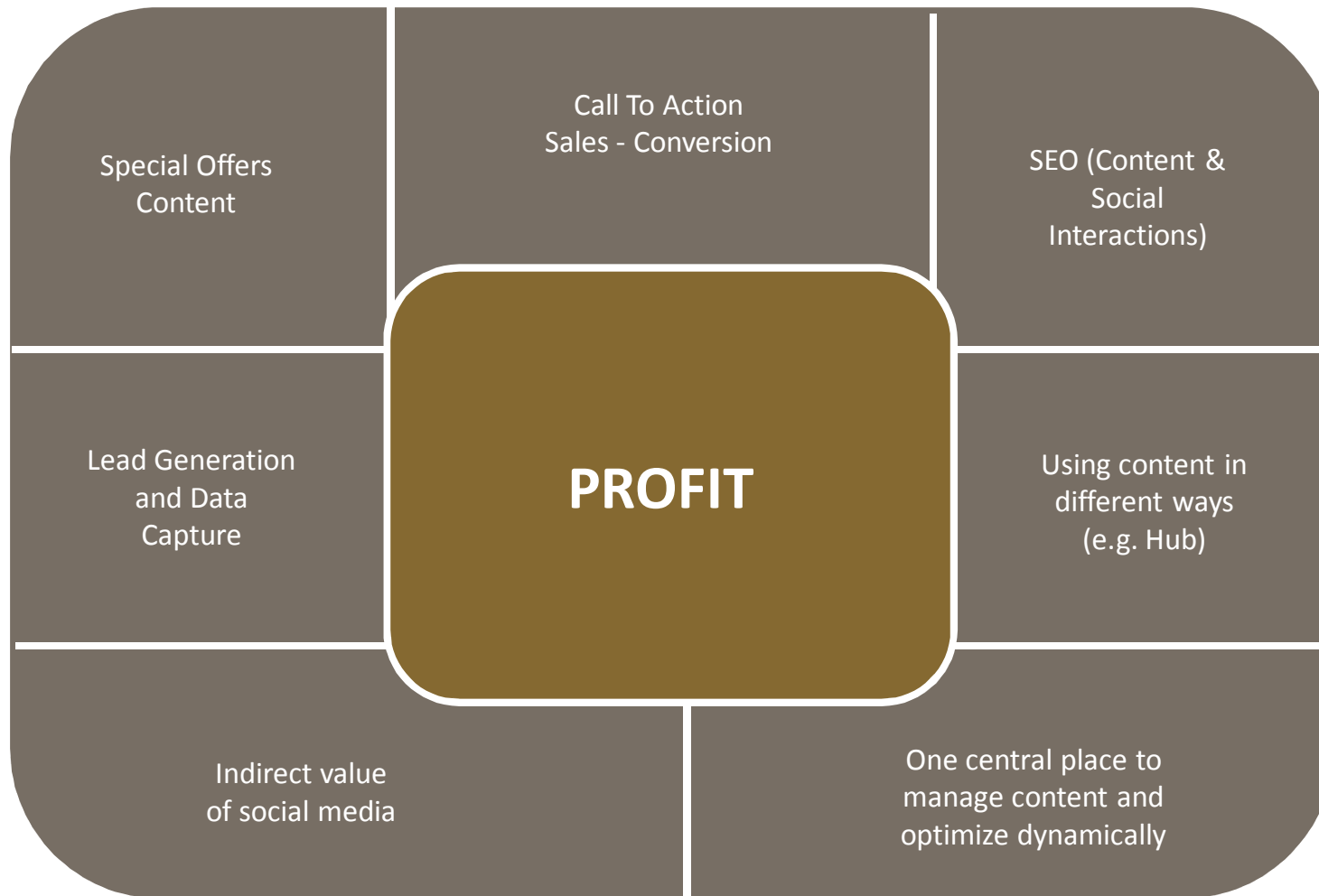
Syndicate

Optimise Performance

Measure & Track

Maximise Profit

Profit from Social Content...





Thank You!

