

SOCIAL MEDIA MARKETING MADNESS



The Social Commerce Revolution



Let's Get Personal
TTI Spring 2013



About Us

- Leading online technology partner of the world's biggest travel brands
- Enable our customers to retail travel products online and to deliver the best shopping experiences for their customers
- t-Retail Platform delivers retailing excellence while deriving maximum benefits for your travel business



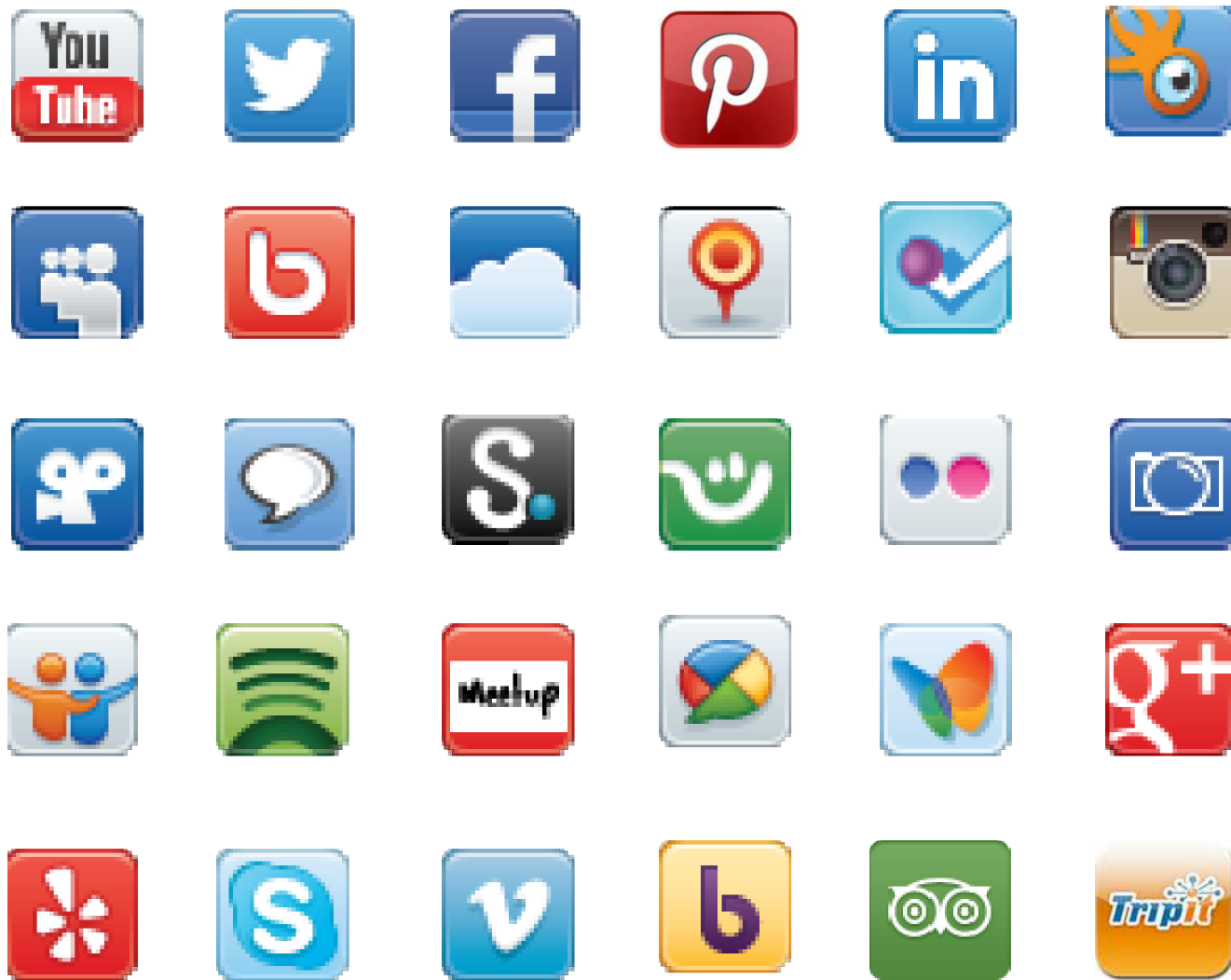
150+ travel tech experts

30 international brands

6 global offices

5 continents

1 platform



Some Numbers

- 1 Social Media has become the #1 activity on the web
- 2 Youtube is the 2nd largest search engine in the world
Every second 2 new people join LinkedIn
- 3 The average American spends 3 hours per day on social networking sites
- 5 1 in 5 couples meet online
1 in 5 divorces blamed on Facebook
- 6 Social Gamers will buy \$6bn dollars of virtual goods by 2013
- 20 Each day 20% of Google's searches have never been searched before
- 40 In 10 years 40% of Fortune 500 will no longer be there
- 50 50% of World's Population under 30
- 53 53% of people on Twitter recommend products in their tweets

Some more numbers

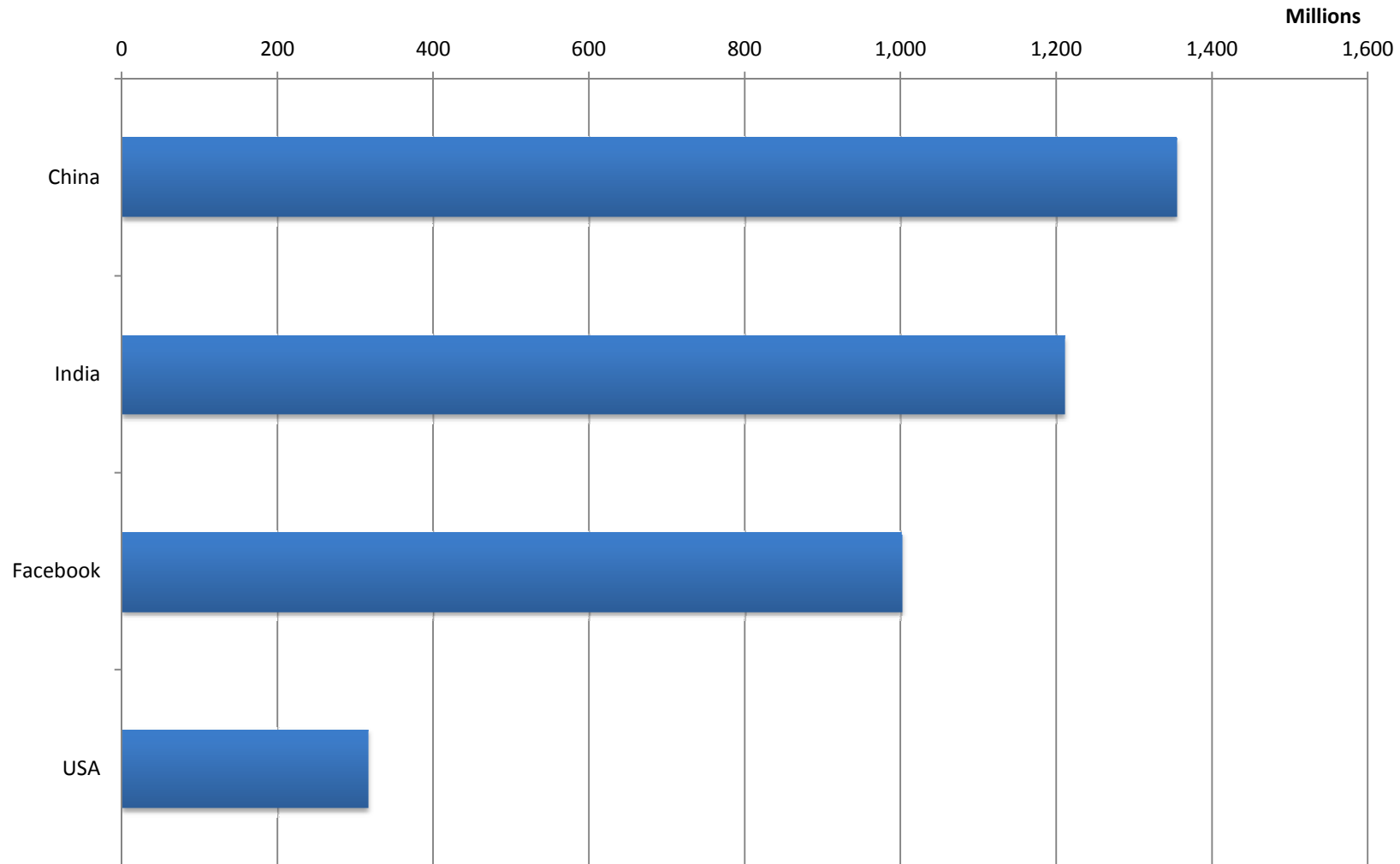
69 69% of parents are friends with their children on Facebook

72 Every second 72 hours of video uploaded to Youtube

90 90% of consumers trust peer recommendations

93 Among marketers 93% use social media for business

3 Facebook's Position in Population Demographic



Other Things to Know About Social Media

- Gen Y and Z consider email passé
- Oreo Youtube dad had more viewers during Super Bowl blackout than advertisers had during game
- Ford Explorer launch on Facebook generated more traffic than a Super Bowl ad
- Socialnomics = Word of Mouth on Digital Steroids
 - WorLd of Mouth
- We will no longer search for goods and services
 - They will find us via social media

Some Travel Facts

- TripAdvisor #1 travel web site
 - 60 million reviews, 40 travel reviews or opinions posted per minute
 - 50 million unique monthly visits
 - 20 million registered members
- Tripit has 5 million users
- 81% of travellers said reviews were important when selecting hotel
- 75% said holiday was better because they used reviews to select best hotel for them
- Holiday photos are the most shared content during and after holidays
- Half of travelers download these apps before their holiday
 - Guide books, Weather and Restaurant
- During holiday, 33% browse the web for trip research
- One-third of travelers would create content if they thought it would benefit their friends/family

Trends to Watch

- Pinterest and Instagram made a huge impact in 2012
 - Growing trend towards visualisation in social media platforms
 - Importance of Content => Demand for writing services continues
 - Emphasis on 'watching' grows
- Growing use of APIs in social media platforms
 - Data sharing from users for personalization
 - Mining multiple data sources – Real Big Data
- The Rise of the Internet Meme
- According to Forrester Research, personalisation is the top priority for 55% of retailers in 2013
- Watch out for the emergence of personalised loyalty

Consider What Amazon Do Really Well

Recommendation Engine

- Build relationship maps of product inventory and attributes
- Capture consumer intent and combine it with the “wisdom of the crowds”
- On page load, run multiple recommendation types in real time to recommend the perfect products
- Measure the performance of the recommendations, creating a real time-feedback loop that constantly optimises them on a per placement and per page basis

Applying the Learning

- Use Social Media offensively as well as defensively
- Engage with consumers via Social Media for:
 - Customer Acquisition
 - Customer Conversion
 - Viral Marketing
- Personalisation: selective or targeted delivery of relevant invitations
- Delivering the right experience to the right user at the right time and on the right device
- Combining historical, behavioural, and profile data with real-time situational feedback
- Rewarding loyalty through relevant rewards
 - Personalise Loyalty

Implementation Checklist

- ✓ Promotion Landing Pages
 - ✓ Valid lead-in pricing for specific dates
 - ✓ Price and availability cache
- ✓ Ability to share from promotion creation pages
- ✓ Social media links on your offer and confirmation pages
 - ✓ Encourage virality
- ✓ Contextualize Promotions
 - ✓ Track user activity, current and past
 - ✓ Mine your data and adjust
 - ✓ Use a dynamic Rules Engine

t-Retail: Pillars of Success

Inspire and acquire site visitors by curating compelling and unique content and promotions

Personalise search results and travel product offers by leveraging customer history and insight



Convert more customers at any touch point, via proven retail strategies e.g. shopping cart, cross sell, up sell, switch sell and dynamic packaging

Differentiate with deeper integration into suppliers for unique inventory or rates and with complete control of business rules

TWITTER IN REAL LIFE:
THE FOLLOW-BACK

