



momondo group

let's open our world

Social Media without the jargon

Pleasance Coddington

@iPleasance @Cheapflights


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The Fried Chicken Shop: Life in a Day

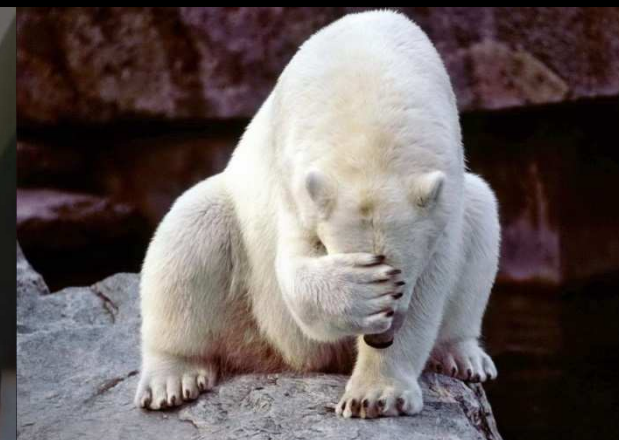
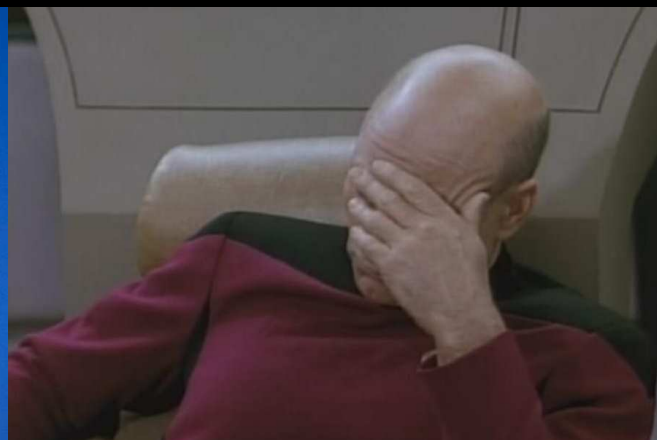
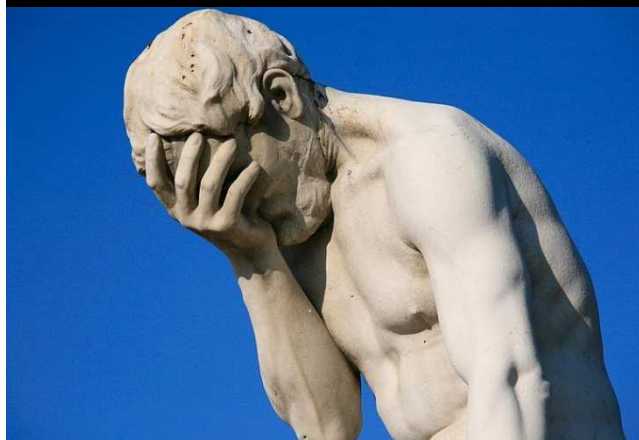



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“I work in Social Media...”



“Has Rooster Spot got a Facebook page...?”

I can sort that out for you.”

“Twitter...?”

Have you heard of Twitter?”

WARNING
This clip contains
strong language

“If someone came in with a gun
f**cking tweet something
what are you gonna tweet?”

...and a small piece
of me just died.

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Social media **marketing** isn't just about Facebook pages, tweets, how many fans you have, what your Klout score is....etc. etc.





- Social amplification
- Conversation facilitators
- Authentic engagement
- Social graph
- Return on engagement
- Guru/rock star/ninja

The Emperor's New Clothes



**Social Media is not
a mysterious art**



Social Media has not radically
changed our objectives

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customer-service
marketing
CRM
HR
PR
Sales
brand
Distribution
Research
content
Training
Advertising
SEO
MIS
SEM

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It's everything we've been doing up until now to support the business and drive the key organisational objectives

....only cheaper and more effective.

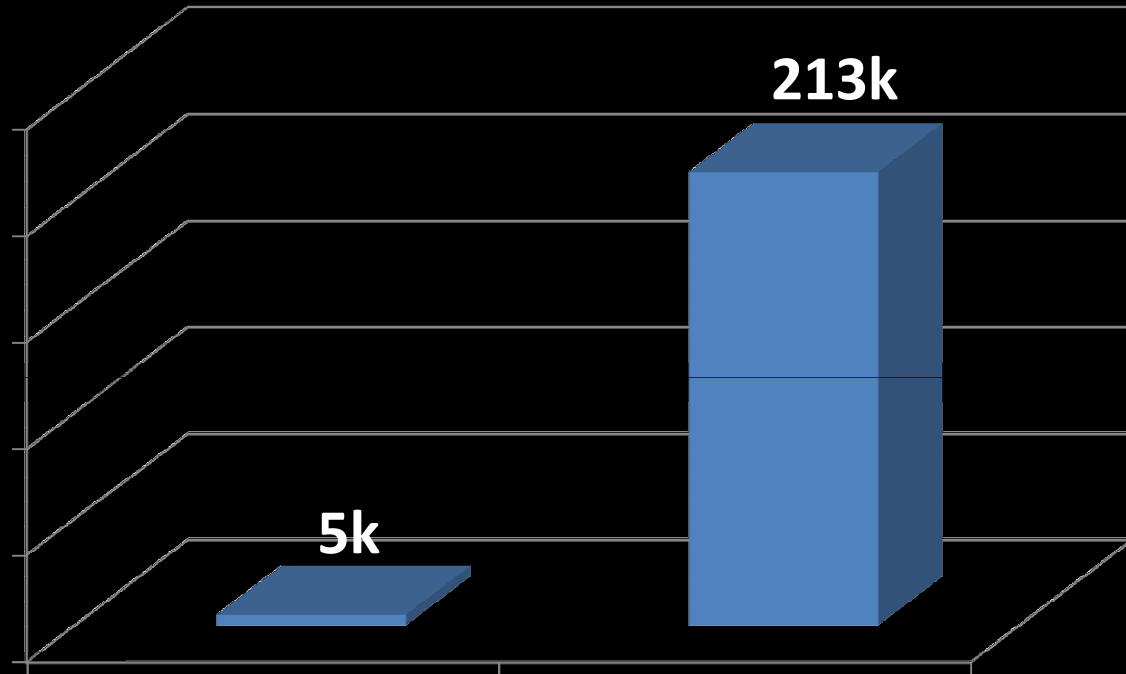

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How can social media support the wider marketing objectives in a meaningful and significant way?

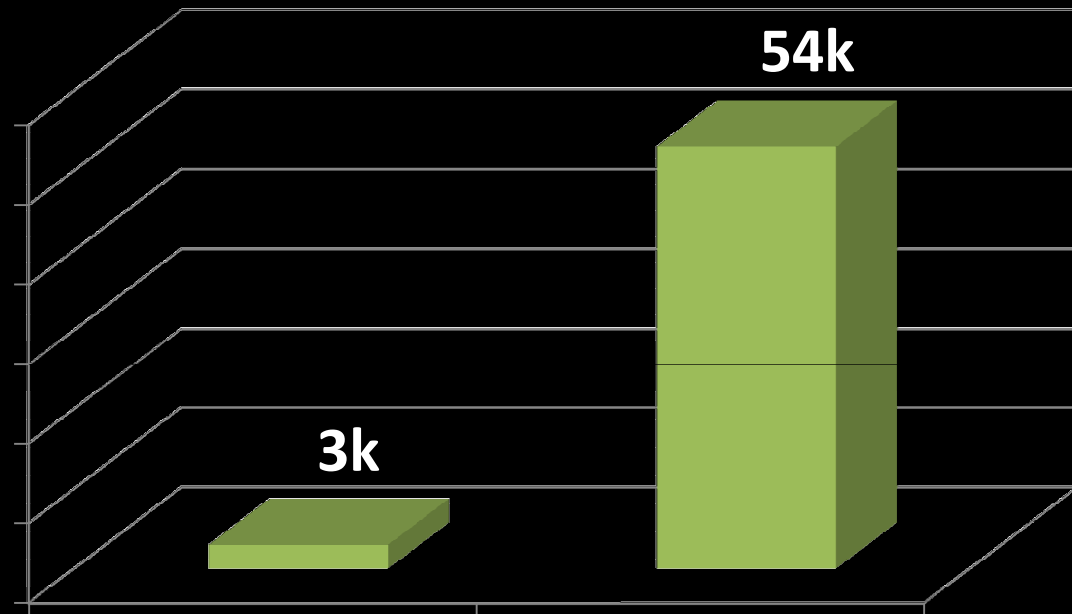


In the past 12 months Cheapflights has...



Grown Facebook from 5k to 213,000 with consistently higher fan post engagement than key competitors

In the past 12 months Cheapflights has...



Twitter grown from 3,000 to 54,000 and named best travel brand on twitter in the last Travolution awards

In the past 12 months Cheapflights has...

KLOUT
Top 5

Names	Klout	Followers	Tweets (past 14 days)	Likes	Wall activity (past 14 days)
TripAdvisor	85	750,781	40	265,787	81
Orbitz	84	101,288	55	486,298	28
Cheapflights	83	54,804	546	212,975	68
Expedia	88	185,657	296	1,762,656	114
KAYAK	88	841,855	76	88,044	89
Airbnb	82	124,084	81	199,768	61
Travelocity	81	76,897	45	262,012	18
VEGAS.com	81	111,275	79	704,886	12
Hipmunk	79	15,407	74	108,442	81
Bing Travel	76	282,011	1	0	0

airfarewatchdog	78	297,540	481	44,844	18
Travelzoo	69	302,094	127	497,058	81
viator.com	64	127,118	254	808,246	19
AAATravel	64	257,051	106	188,888	25
priceline.com	63	49,514	108	892,199	10
Reserve123	63	96,787	169	4,930	21
STA Travel	63	141,408	24	60,611	6
Google Travel Team	63	150,049	12	0	0
TouristEye	62	94,076	102	2,104	12
jetsetter	59	88,429	59	152,982	27
Easytraveller	59	57,867	122	0	0
Peak	56	2,060	81	1,888	14
wharfvoban	53	98,227	0	0	0
Roomorama	52	10,904	28	21,080	88
TUI.com	52	86,995	11	87,026	82
Clobestrooper	49	11,761	54	5,297	0

Moved from bottom of the list one of the top 5 most influential Digital Travel Brands on social media according to Klout

Sounds good, huh?

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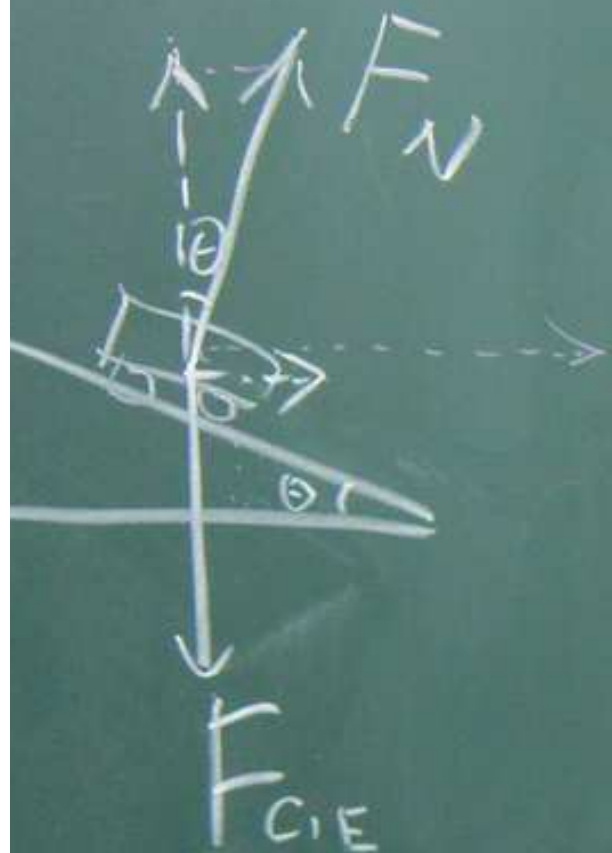
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Vague non-specific
numbers benchmarked
against other vague
non-specific numbers



Incremental revenue attributed to social media activity





$$F_{\text{net},x} = ma_c$$

$$F_{\text{net},x} = F_N \sin \theta$$

$$\sum F_y = F_N \cos \theta$$

$$F_N = \frac{F_{C,E}}{\cos \theta} = \frac{mg}{\cos \theta}$$

Do the maths

200k Facebook fans and 1 post a day = xx impressions = xx AVE

100k Facebook fans and 1 site link a week = xx referrals = xx revenue over 1, 2, 3 years

200 site-linked tweets = SEO agency fee equivalent

10,000 social media newsletter signups = lead cost equivalent plus xx revenue

100 social media sourced images = xx stock photography



“If you don’t know how to explain it simply, you don’t know it well enough.”

~ Albert Einstein



If you can't measure it and demonstrate clear, profitable value against the wider marketing objectives, you shouldn't be doing it.

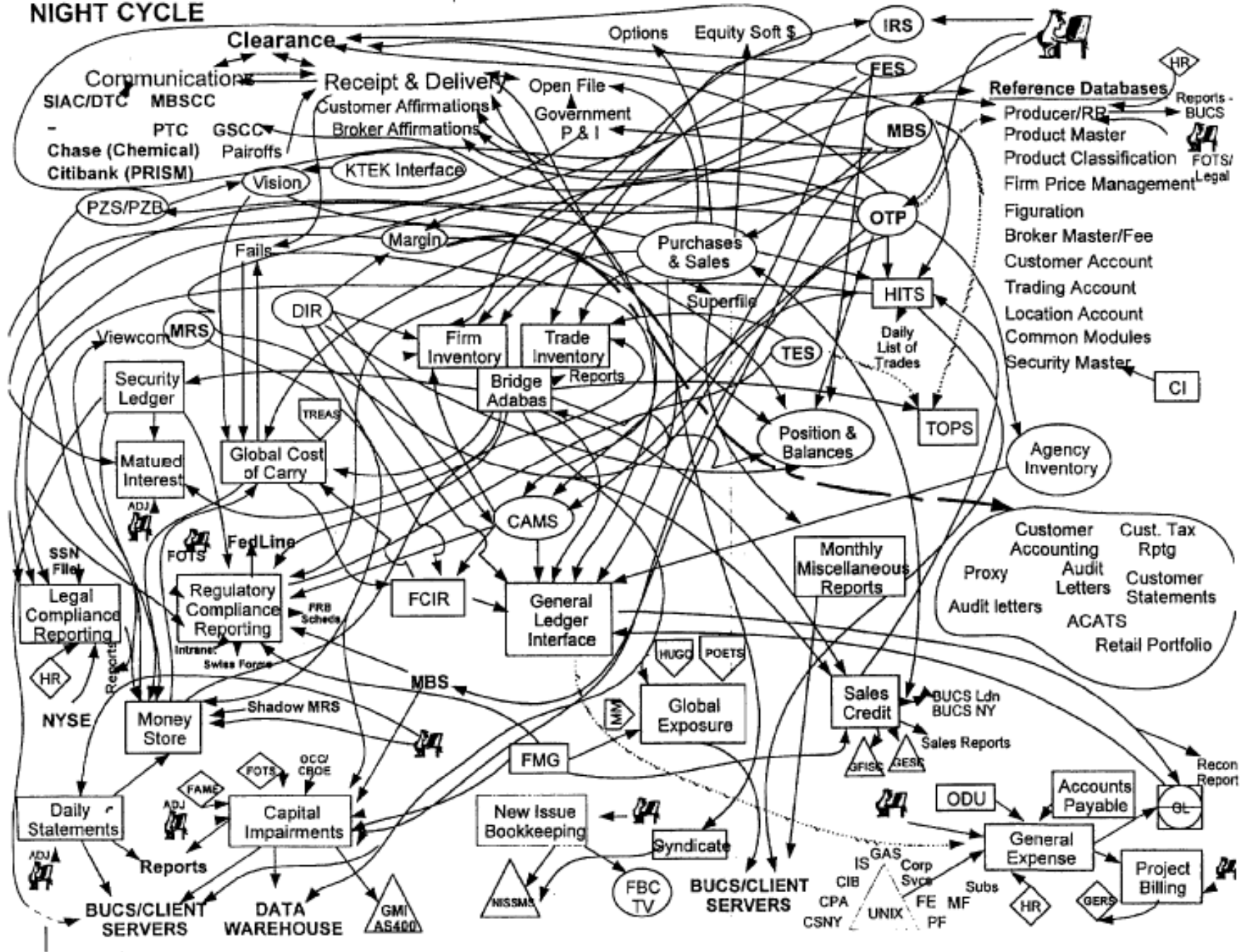


Plan

Approach Social Media the way you would approach any other activity in the business

- Objectives
- Prioritise
- Create a Roadmap/project plan
- KPIs
- Budget and resource
- Project Return On Marketing Investment (ROMI)
- Develop
- Execute
- Assess ROMI
- Optimise
- Evaluate success

NIGHT CYCLE





The fun part

Thank you.

Social Media without the jargon

Pleasance Coddington

@iPleasance @Cheapflights

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