



travel  
technology  
initiative



Commercialising Social Communities



[www.wayn.com](http://www.wayn.com)  
The Travel Social Network

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# Agenda

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- **Recognising the Influence of Social in Purchasing Behaviour**
- **What we did**
- **What we learned**
- **Moving to an 'Outcome Based' approach**
- **Brand Activation**
- **Future Trends**



# Recognising the Influence of Social in Purchasing Behaviour

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*Learn to shape it or become a victim to it*

- 92% of consumers around the world say they trust earned media above all other forms of advertising  
*[an increase of 18% since 2007]*
- 70% of global consumers say online consumer recommendations are the **second** most trusted form of advertising  
*[an increase of 15 percent in four years.]*
- Social media has a huge influence on travel bookings. Of those who used social media to research travel plans, only **48% stuck** with their original travel plans.
- Shift from Social as a marketing tool, to being embedded across the business



## What we did...

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*Why we did it and what we learned*



- **Largest social travel network**
- **Subscription Model**
- **Micro-payments**
- **Ad Networks**
- **Premium Ad Sales**
- **Social Engagement**
- **Brand Activation**
- **Outcome based results**

## Moving to an 'Outcomes Based' approach

*How do you measure success?*

- Cost per Lead
- Cost per Fan / Friend
- Cost per Response [Surveys]
- Cost per Entry [Competitions]
- eCPM across display based products
- Re-Marketing engagements
- Increase in reputation from x to y
- No. of recommendations



## Brand Activation

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*How to be associated with the right brand attributes*

- Creates effective social engagement, brand advocacy and user adoption
- People are influenced by people
- We can build these profiles with 100k to 400k followers within a matter of weeks
- Local audience conversion can be as high as 35% from add friend requests
- Global, average conversion is between 3-4%
- Powerful advocate for promoting a brand





## What we've learned

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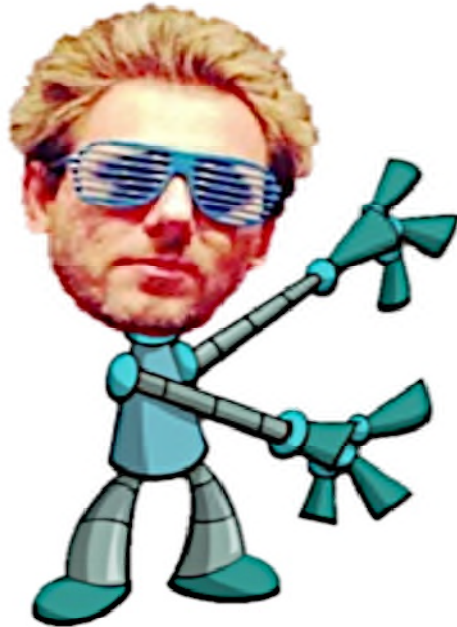
- Spamming doesn't work...
- Regular communication does...
- If it's relevant, timely, personalised
- It's a longer term investment
- Value goes up over time
- Associating with positive brand attributes is key
- Spend more time building a relationship than the hard sell
- Advocacy is best form of marketing



## Future Trends

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*What to look out for*



- Mobile
- Crowd Sourcing Platforms
- Social Currency e.g. Bitcoins
- Social Video
- E-Commerce... Twitter & Facebook
- Specialised Platforms
- Real-time, personalised engagements

**However...The best way to predict the future is to invent it**



## Contact



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THANKS! 😊