



Search & Social Media – The opportunities for travel brands

David St. John Tradewell
Head of Business Development
iCrossing

+44 (0) 1273 828 100

www.icrossing.co.uk

To cover today...

- How the search engines have changed
- How you can understand the new landscape
- And how you can act to support your brand

How search engines have changed 

“Google isn’t a search engine ...

Google is a reputation
management system.”

- Clive Thompson
WIRED Magazine



Consumers have more ways to **distribute** and **share** than ever

Automated Print Publishing



Online Photo Sites



Search Engines



Home Media/PC Systems



Blogging



Video Sharing

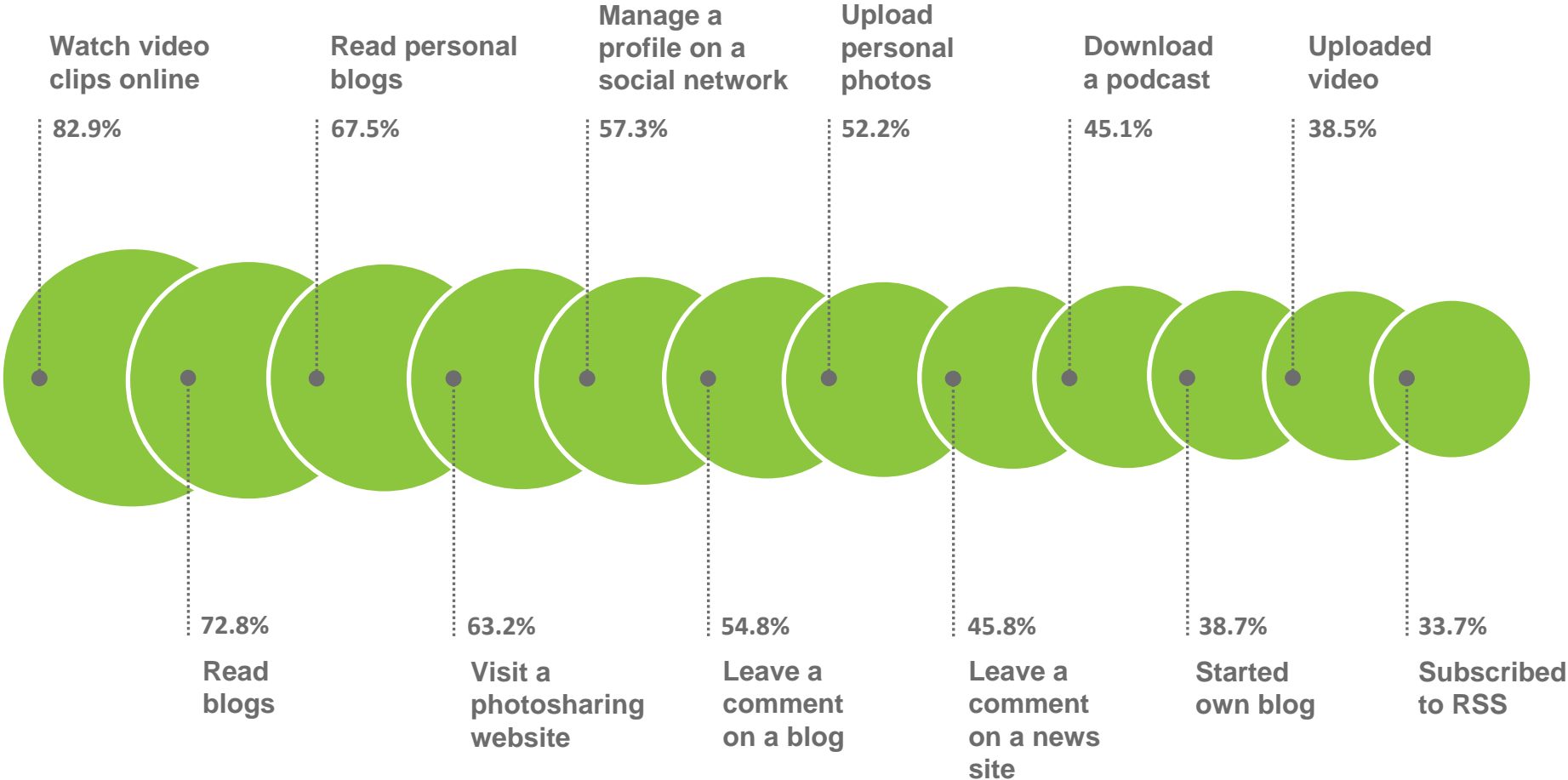


Within three years...

70%

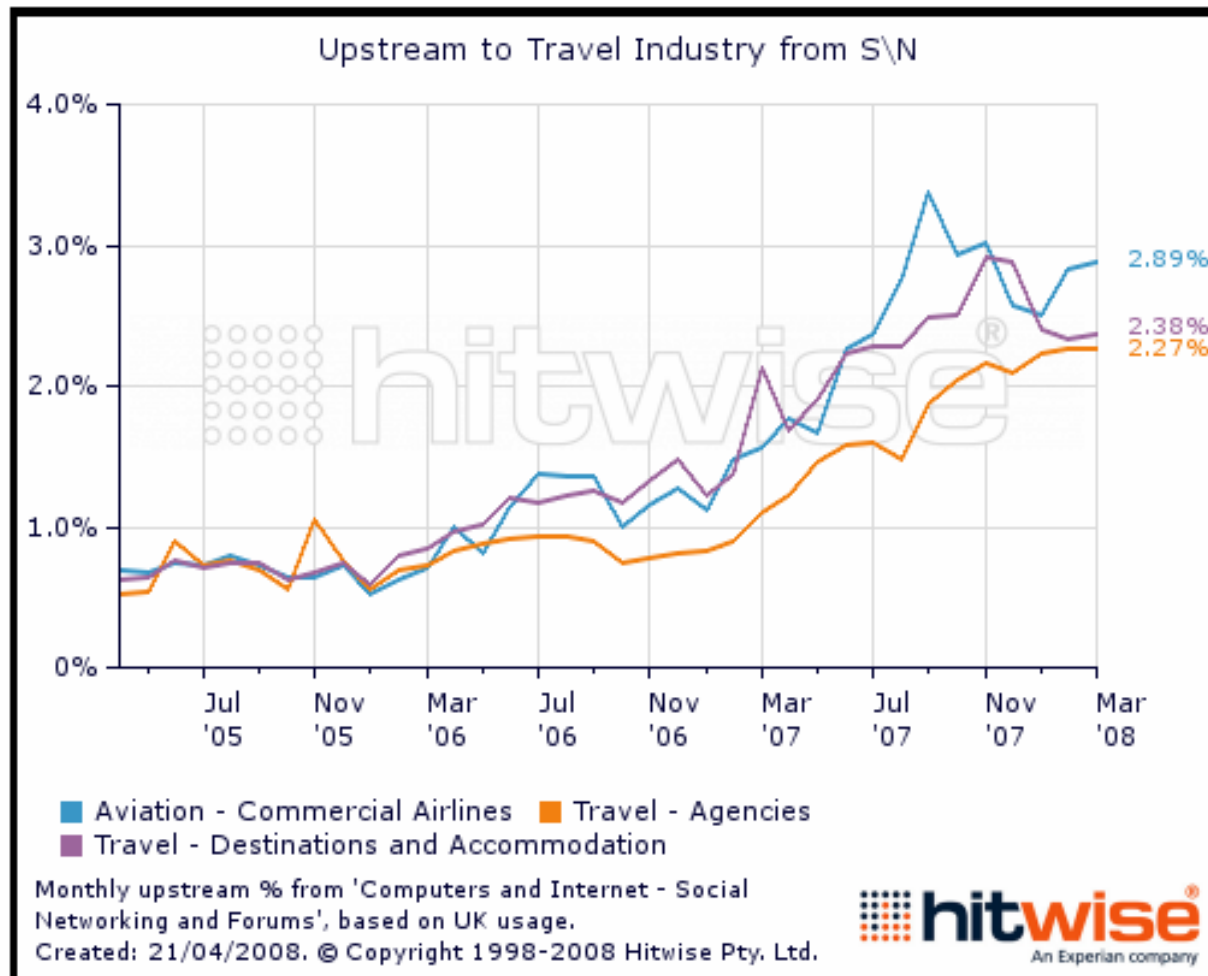
of all online content
will be created by individuals

Consumers are engaging with a wide array of information sources

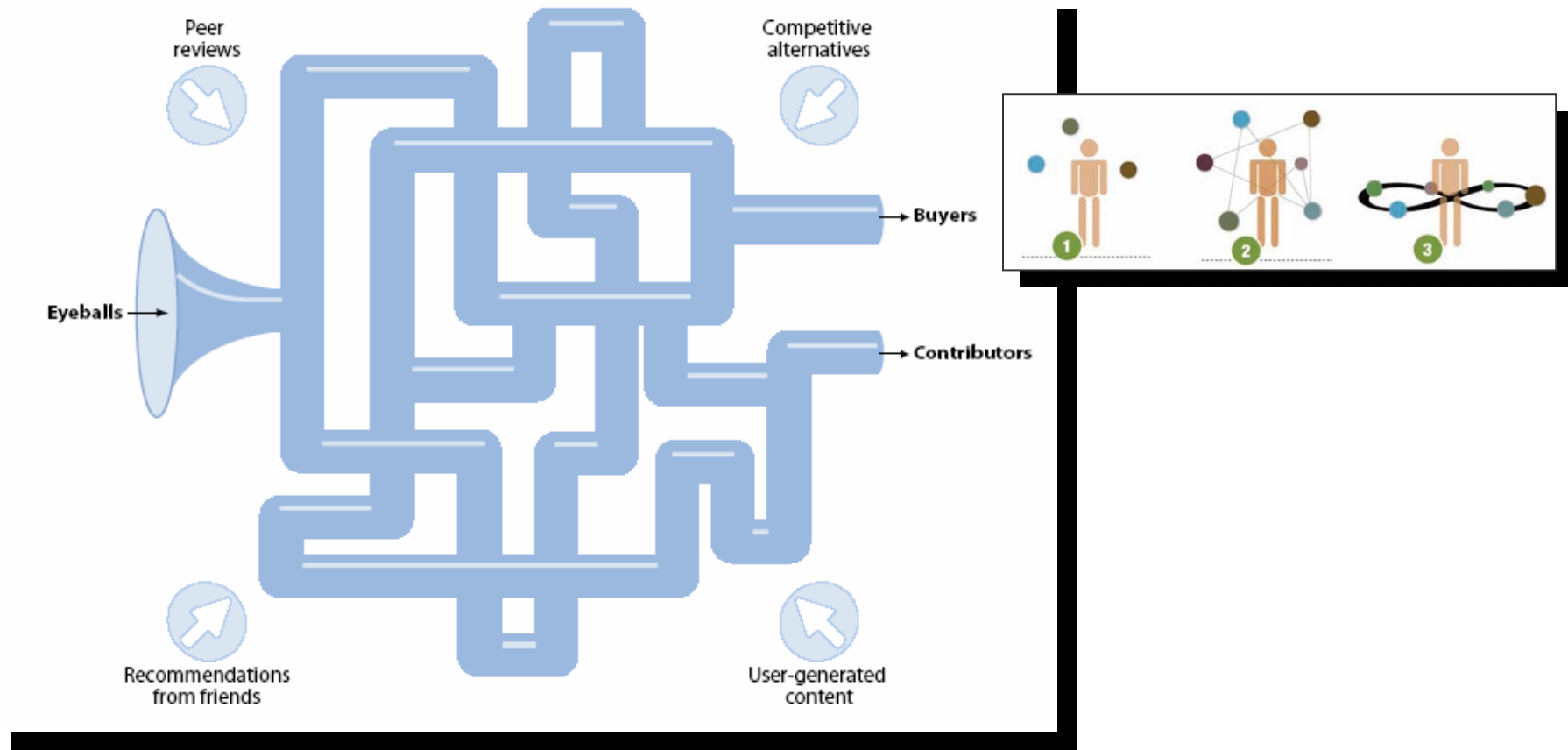


Data taken from Universal McCann's 'Wave 3: Power to the People Social Media Tracker' (March 2008)

And travel consumers are navigating the web using both search engines and social networks...



Causing a shift to more complex decision making...



And a changing research to purchase psychology

“It’s **no longer enough to just push rates and dates** - publishers must **blend together** a variety of information

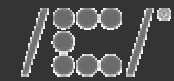
...maps, user reviews, editorial reviews, images, a community platform, sharing widgets and bookmarking tools for trip planning assistance, and direction on the booking process to top it all off.

The **key element** in both is focusing on a particular aspect of the travel planning cycle: **inspiration”**

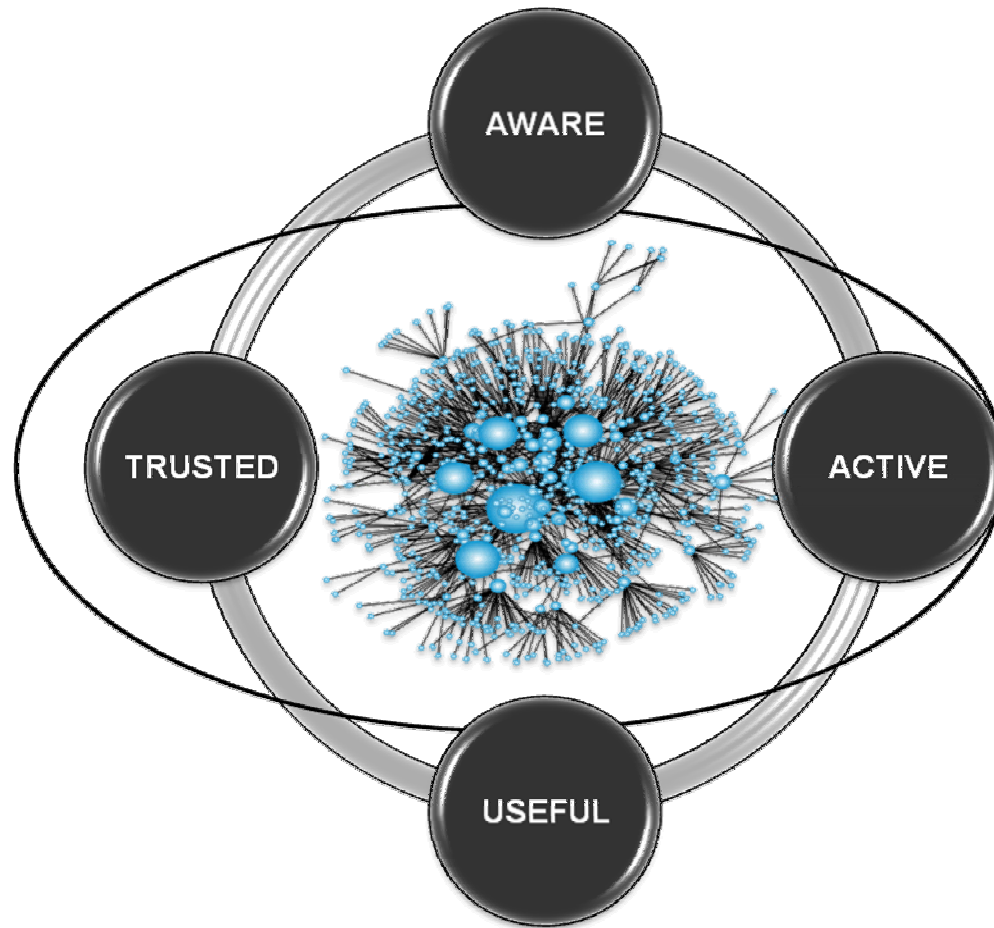
<http://searchenginewatch.com/showPage.html?page=3629990>



**How you can understand the new
landscape**



To succeed in natural search you now need to be...

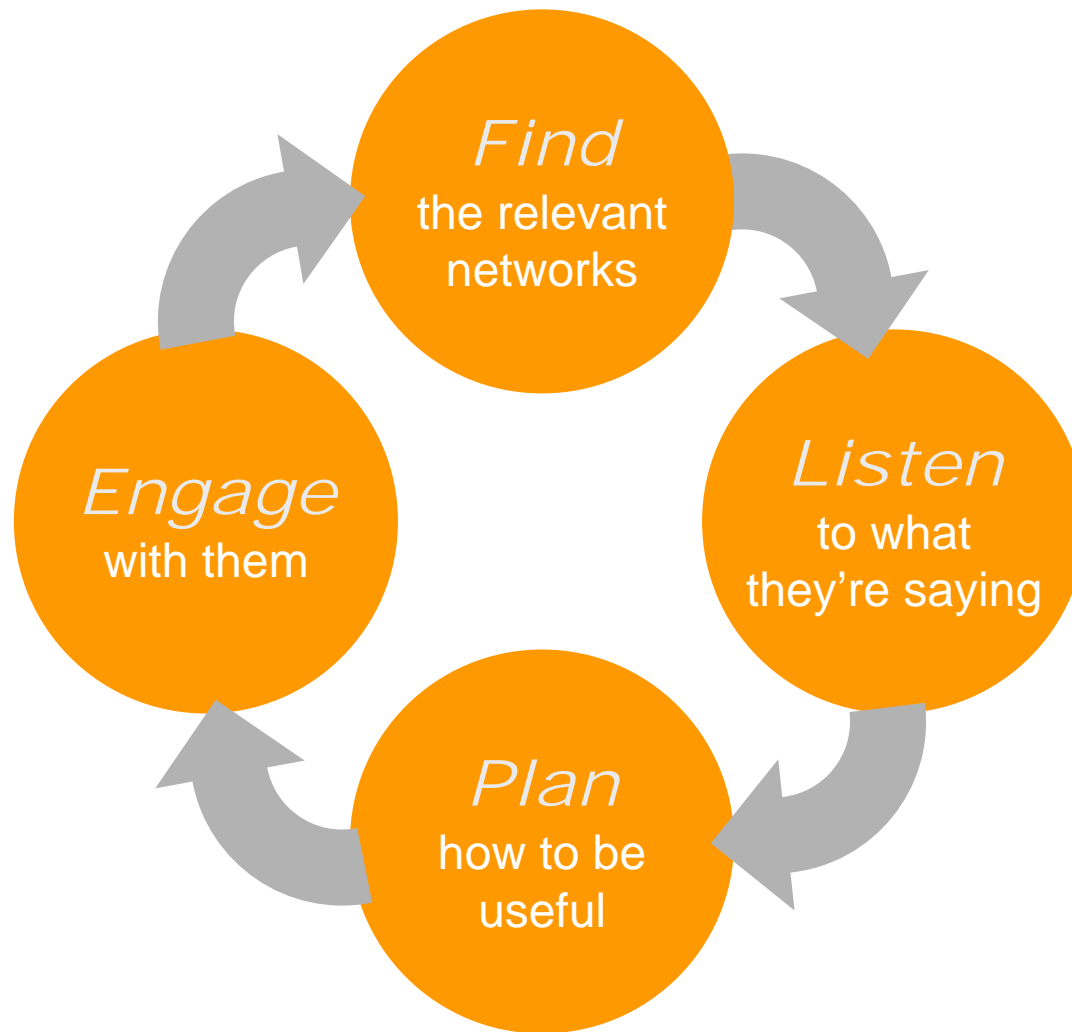


The social media mantra...

1. Listen to your networks

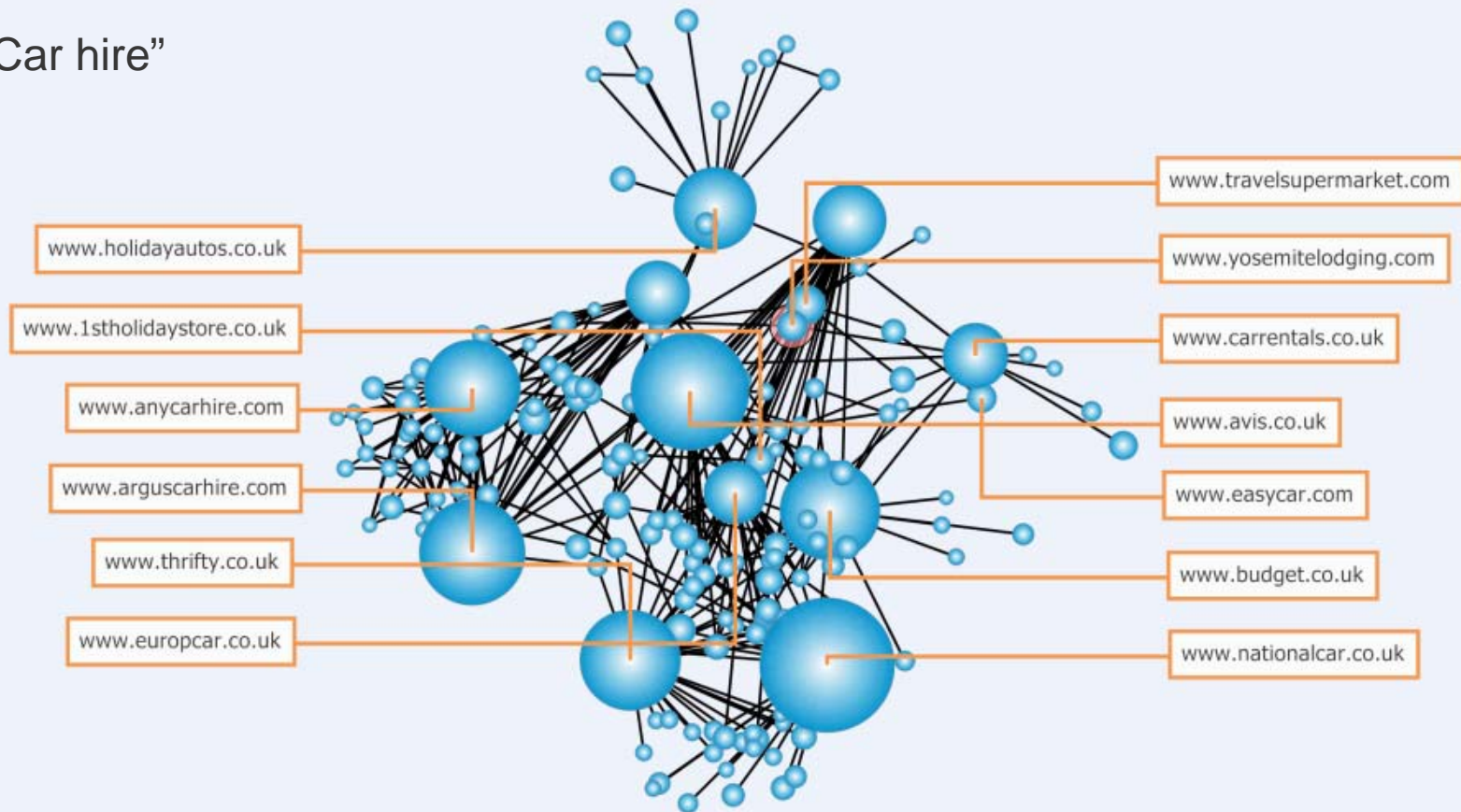
2. Be useful to them

Following a straightforward process...



You need to understand the networks and communities surrounding your brand and sector

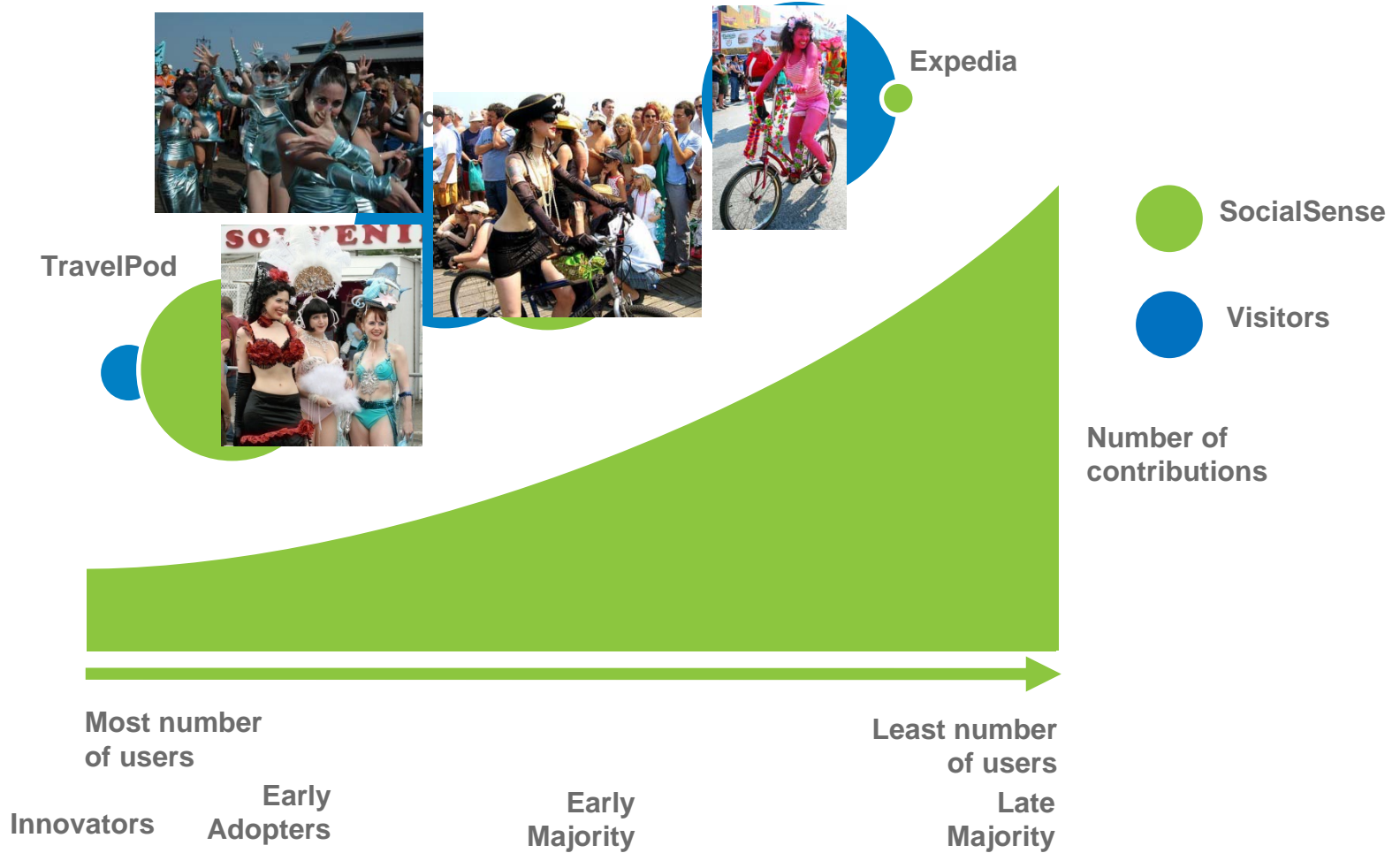
“Car hire”



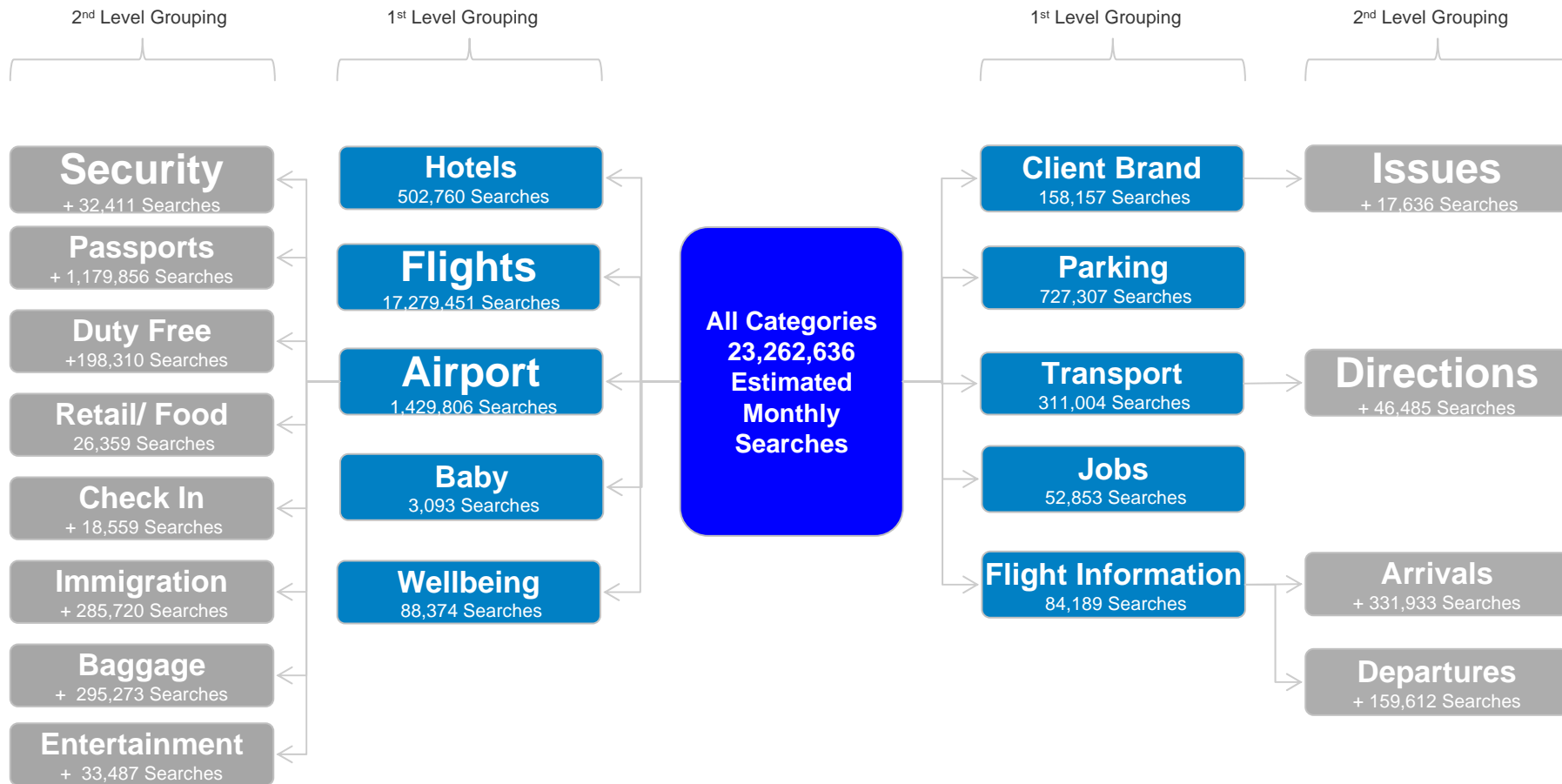
How your customers research & purchase...



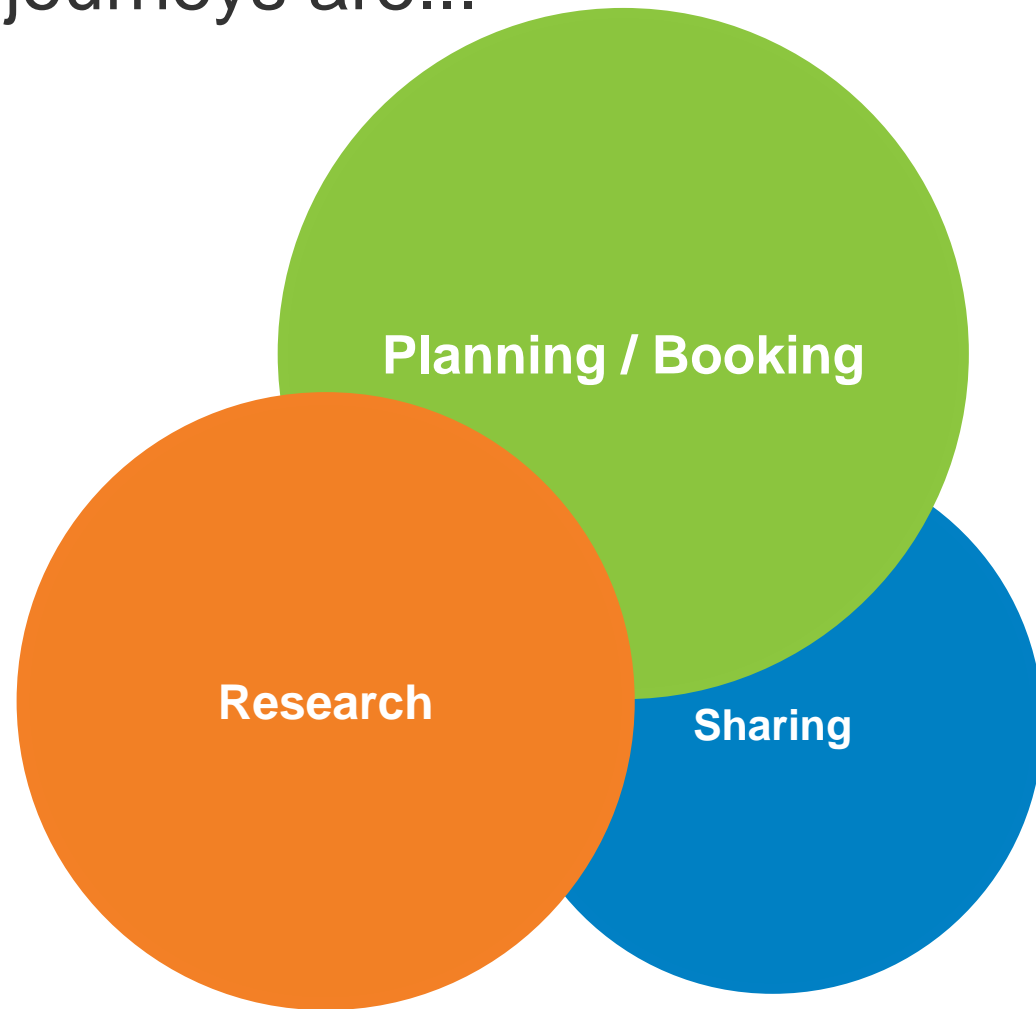
Who they are...



How they search...



What their research journeys are...

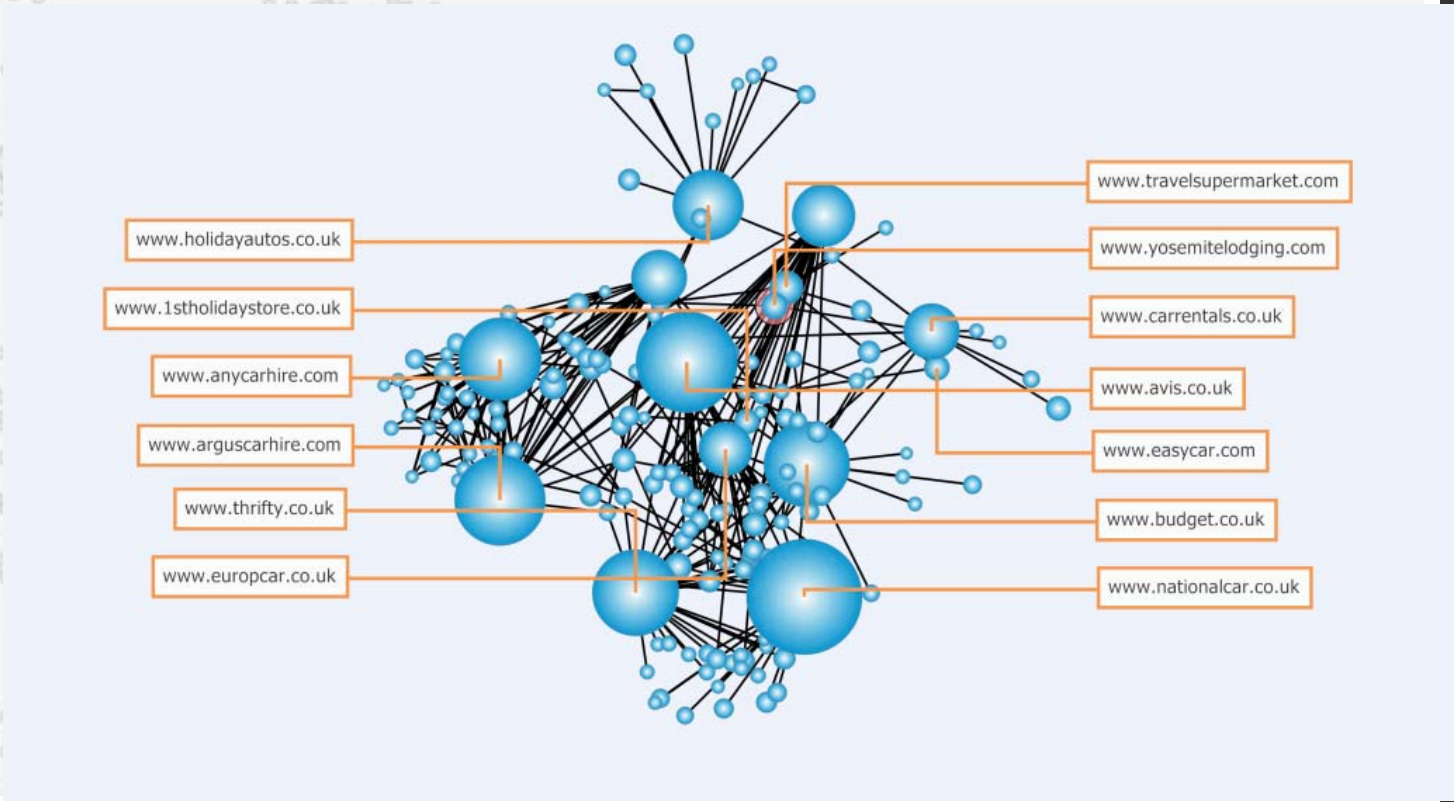


What they say about your marketplace...

- Visualise your brand online with our brand mapping tool

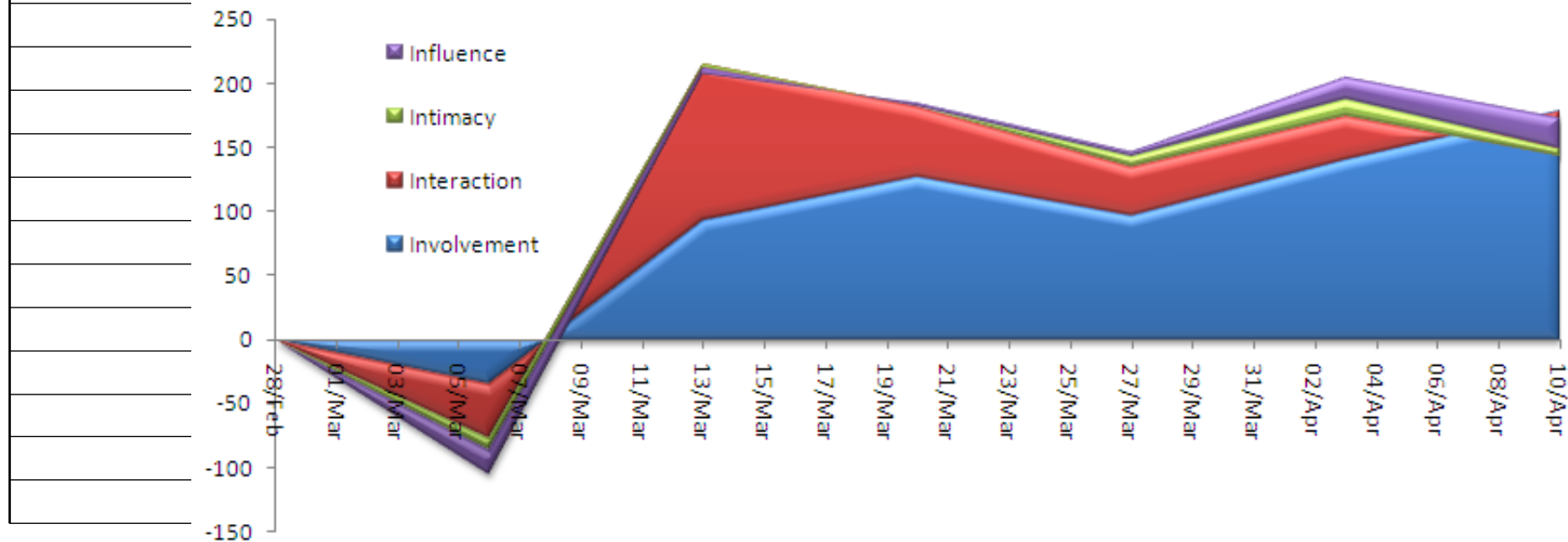


- See
- Understand
- Engage



And how they engage with your brand...

Web analytics	Engagement metrics
Visits	Visits
Time on Page	Time on Page
Bounce Rate	Bounce Rate
	Comments on travel forums

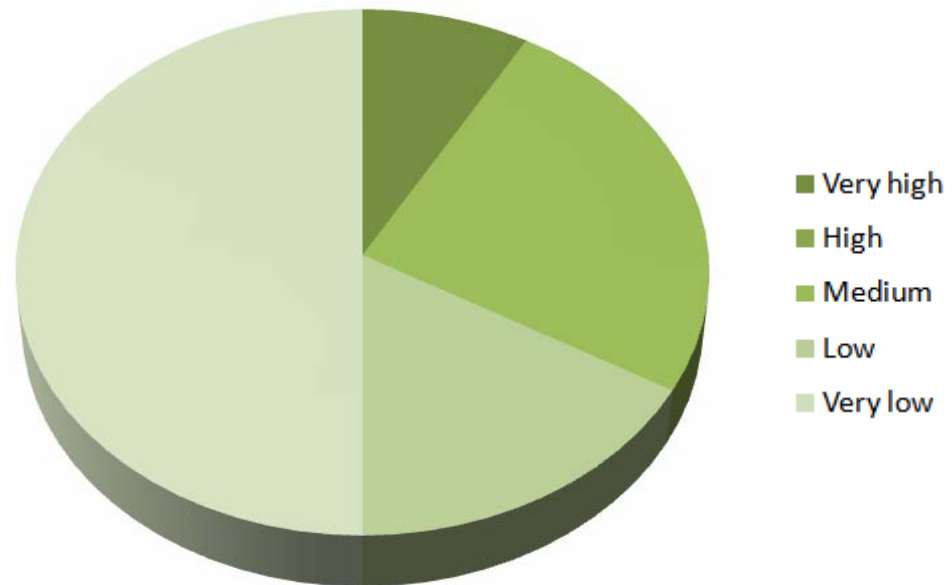


**And how can you act to support
your brand**



Gauge the credibility of sources...

- The sites with medium credibility are those with a **more significant voice within the industry**



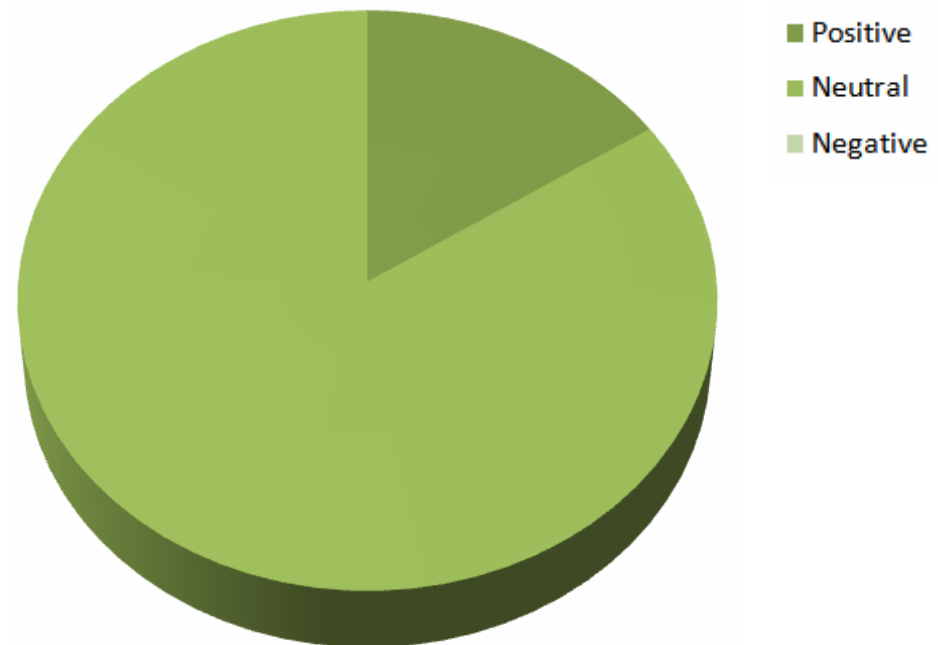
Source: Network Sense Monitoring (1st to 31st July 2008)

And the sentiment of the conversation...

Example sentiment for one of our travel brands:

+0.3 (+0.1 on last month)

Industry average for date range: **0.3**



Source: Network Sense Monitoring (1st to 31st July 2008)

To really **listen** to what's being said...

With automated monitoring technology we can sweep the web for conversations, monitoring positive, neutral, and negative sentiment



Then **plan** how to be useful to those networks...

Based on what we learn about the communities, and the customer conversations – we develop unique strategies to create value



Embracing

Embrace what your networks are saying and working with them to help make your products better



Energising

Energize your networks by getting your customers to promote your brand and your products



Supporting

Support your customers by helping them solve their own and each other's problems.

By creating great content to win attention





Thank you

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