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# Customers need content



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Digital Visitor

World Travel Market  
2010



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world leading **social media** and **social networking solutions** for the leisure and tourism industry



## Agenda

- 📷 Introduction
- 📷 Why gather content?
- 📷 How much content do I need?
- 📷 Some case studies
- 📷 How can I gather content?
- 📷 How should I use my content?
- 📷 Top tips





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## Introduction

- 🗨️ **Social media** and **social networking** solutions and services to global leisure and tourism industry
- 🗨️ We help our clients to gather and benefit from their own content
- 🗨️ Created 200+ social media solutions globally
- 🗨️ Deliver increased traffic, enquires, business, loyalty...





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## Why gather content?

- ❏ Expected by online visitors
- ❏ Enhances attractiveness and engagement of your site
- ❏ Social media content allows your visitors to interact with your site, adding photos, videos, reviews, commenting on others...
- ❏ Will increase browsing time of your site
- ❏ Provides visitors with piece of mind
- ❏ Can enhance online enquiries and conversions
- ❏ Can deliver traffic to your website
  - ❏ Long tail search engine traffic
  - ❏ Traffic from social media websites







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## How much content do I need?

- ❏ Less than you may think
- ❏ Quality over quantity
- ❏ More importantly...
- ❏ Easy to find – on the correct pages
- ❏ Relevant content
- ❏ Media content
- ❏ Provide averages and snippets of content





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## What we have done?

- 📱 The National Social Media Initiative
- 📱 Visitor Review for Visit Britain
- 📱 Gather reviews, photos. Videos
- 📱 Drive organic search engine traffic
- 📱 Connecting independent solutions
- 📱 [www.visitorreview.com/visitbritain](http://www.visitorreview.com/visitbritain)
- 📱 Almost 2000 reviews, 1000 photos, 50 videos

The screenshot shows the 'Britain Travel Reviews' website. At the top is the 'Britain You're invited' logo. Below it is a navigation bar with links: Destinations & maps, Things to do, Events, Accommodation, Transport, About Britain, Travel tips. A secondary bar includes 'Reviews home', 'Add your review', 'Categories', and 'VisitBritain Homepage'. A 'LOGOUT' link is visible. The main content area features a large photo of a group of people with the caption 'Barry The Bacon Vitals Peterhead, Aberdeenshire BY: stephen bruce 05/07/2010'. To the right is a search bar and a section titled 'Add your comments, photos & videos!' with a brief description. Below the main photo is a 'Category List' with buttons for Attractions, England, Events, London, Scotland, and Wales, each showing a count of reviews. Further down is a 'Top Recent Reviews' section with a 'View by: Post date' dropdown and four review thumbnails with titles like 'St Albans wit..', 'Great Fun', 'A Day at ther..', and 'tindsgep with..'. On the right side, there are sections for 'Your Favourites' with sub-sections for 'Videos', 'Photographs', and 'Written Reviews', each with a 'Clear All' link and instructions on how to add reviews.



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## What we have done?

- Online community for Voyages Jules Verne
- Group travel over 55s
- Communicate post tour
- Share reviews, videos, albums
- online feedback and rating
- Earn points
- Direct to book another group tour
- Staff profiles
- Direct to booking pages
- www.vjvlounge.com

The screenshot displays the VJVLounge website interface. At the top, the header includes the 'VJVLounge' logo and the text 'VOYAGES JULES VERNE'. Below the header, a navigation bar contains links for 'Reviews Homepage', 'Review', 'Create Review', and 'My VJVLounge'. The main content area features a review titled 'Grand Tour of Indo-China' by Helen Beech, dated 03/08/2010. The review includes a large photo of a person on a motorbike and a detailed text description of the tour. To the right of the review, there is a sidebar with a search bar, a thumbnail for the review, and a section for 'Post Information' including category, URL, and tags. At the bottom, there is a section for 'Related reviews' and a 'Post Your Comment' form.

**VJVLounge** VOYAGES JULES VERNE

Reviews Homepage Review Create Review My VJVLounge VJV Homepage

Search for reviews

**Grand Tour of Indo-China**  
By: Helen Beech  
On: 03/08/2010  
81 VIEWS 0 COMMENTS  
Date Travelled: Apr 2008

**Caption** Vietnam - Pig on a motorbike!

ADD SHARE Report this post

Vietnam, Laos and Cambodia - wow!!

I have to admit my main reason to go on this tour was to see the Angkor complex in Cambodia, but it was all amazing. We started off in Vietnam, travelling from south to north, such amazing things to see - as with many countries the traffic is 'interesting' but here you have to see the motorbikes, they'll strap anything to them, we saw a fridge/freezer and even a cow! Laos was lovely, so picturesque, the temples are just something else. Did have a bit of a drama when my mum had to go to hospital (not very nice!) but the local guides were brilliant. The top man from head office came down and stayed with her, then when we had the internal flight south we were met the other end and whisked straight off for a check up. Then there was Cambodia. Would have loved to have seen more, but the Angkor complex exceeded all expectations. For anyone thinking of doing this tour, don't hesitate, do it!

**Images**

Total Images: 6

**Post Your Comment** Add comment

No comment posted for this review yet

**Related reviews** View by: Related categories

**Post Information**

Category: Far East Back to Category

URL: <http://www.vjvlounge.com/vjvlounge>

Send to a Friend

**Tags**

cambodia Laos Vietnam

**AUTHOR RATING** ★★★★★

★★★★★ Pre-departure service  
★★★★★ International flights  
★★★★★ Hotel/Vessel  
★★★★★ Internal transport  
★★★★★ Local guides  
★★★★★ Excursions





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## Results so far

- Live for 2 months
- 175 reviews
- 1100 photos
- 35 videos
- 500 members
- Browsing time of 4minutes +

The screenshot shows a review page on the VJ Lounge website. The main heading is "Grand Tour of Indo-China" by Helen Beech, dated 03/06/2010. The review has 81 views and 0 comments. The main image shows a person riding a motorbike on a bridge. The caption reads "Vietnam - Pig on a motorbike!". The review text describes a trip to Vietnam, Laos, and Cambodia, mentioning the Angkor complex and the Mekong River. The review is rated 5.0 out of 5. The page also features a sidebar with a search bar, a list of reviews, and a section for "Post Information" including category, URL, and tags. The bottom section shows "Related reviews" and a "Post Your Comment" form.

**VJ LOUNGE** VOYAGES JULES VERNE

Reviews Homepage Review Create Review My VJ Lounge VJ Lounge Homepage

Search for reviews

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**Images**

Total Images: 6

**Post Your Comment** Add comment

No comment posted for this review yet

**Related reviews** View by: Related categories

**Post Information**

Category: Far East Back to Category

URL: <http://www.vjvillage.com/vjvillage>

Send to a Friend

**Tags**

cambodia Laos Vietnam

**AUTHOR RATING** ★★★★★

★★★★★ Pre-departure service  
★★★★★ International flights  
★★★★★ Hotel/Vessel  
★★★★★ Internal transport  
★★★★★ Local guides  
★★★★★ Excursions





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## How can I gather content?

- ❏ Using a solution like Visitor Review that plugs into your website, gather photos, videos and reviews
- ❏ Communicate offsite – Facebook, Twitter.
- ❏ Build your own community of members
  - ❏ Loyal
  - ❏ Enhance repeat business
  - ❏ Ongoing marketing opportunities
- ❏ Incentivise to get the content you want – it will be worth it
- ❏ Get your staff to take part
- ❏ Identify, thank and encourage your 'super users'

**Top Members**

**DavidP**  
17 reviews posted  
Member since: 10/06/2010  
**VJV STAFF**

**garymarsh6**  
11 reviews posted  
Member since: 27/07/2010

**jacjac**  
9 reviews posted  
Member since: 27/07/2010

**SEARCH**



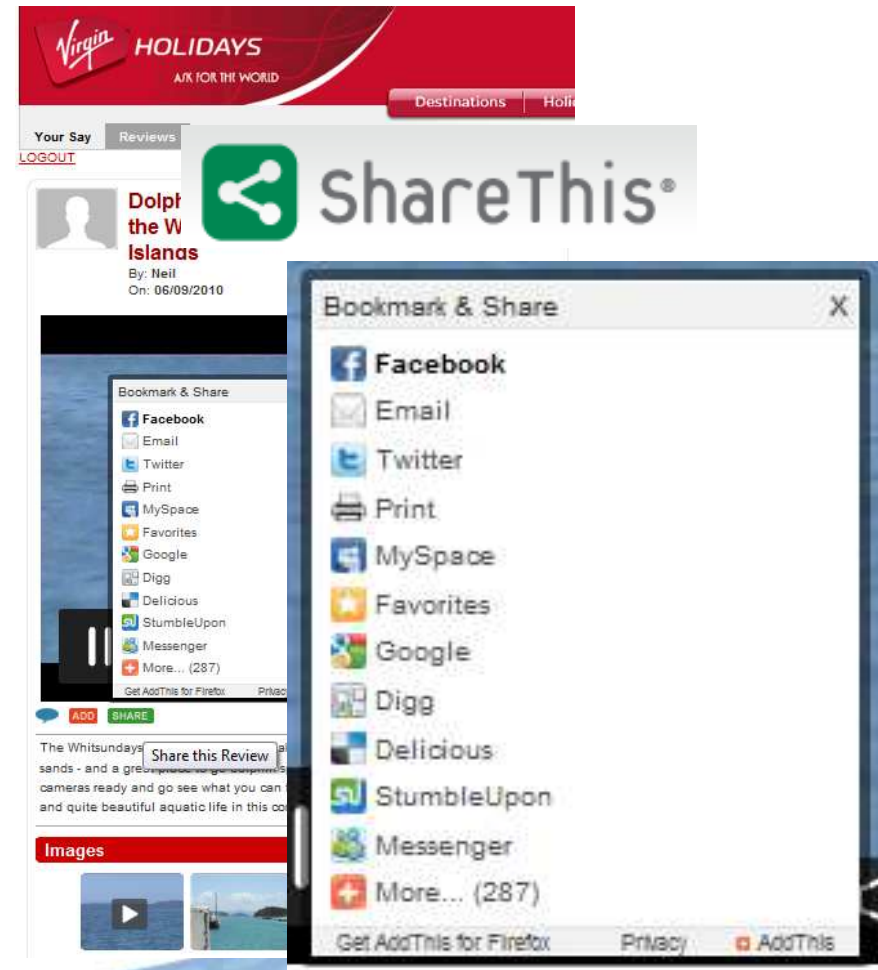
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## How do I generate ROI from my content

- ❏ Show on relevant pages within your website
- ❏ Send out in your other e-marketing materials
- ❏ Index on your site and Share on Facebook, Twitter, Flickr, YouTube to draw traffic from these sites
- ❏ Facebook Connect
- ❏ Measure new organic search engine traffic
- ❏ Direct traffic to booking pages straight from attractive content
- ❏ Utilise increased browsing time





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## Top tips

1. Your content gathering should start now!
2. Incentivise to get the content you want – its worth it
3. Make sure you get this content indexed under your brand and website – this will drive new organic traffic
4. Use the content to capture visitors from other website such as Flickr, Facebook – good content drives these communities back to your website
5. Get your staff to take part – they can add lots of content as well
6. Find your super users – a little personal communication from you to them can go a long way



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Click logo for info

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# Thank you

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