

# Social media initiatives that work

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Major travel brands are telling us they are making and saving money we have thousands of case studies including:

- Fairmount Hotels
- Jet Blue
- Omni Hotels
- Southwest airlines
- Marriott
- Alaska Airlines
- Quantas Airlines
- Volaris
- Morgans hotel Group
- @leisure
- Lufthansa
- TUI
- Lastminute.com
- Accor
- TAP
- Starwood

# 3 types of company usage of social media

- Just do it – otherwise you go bust
- Measure it and look how much cash are we making before investing
- As usual best seems to be a mix.

# Who manages social media

- PR department – crisis management and exposure
- HR – saves on head hunters
- Marketing - selling products
- Customer loyalty customer services – keeping customers

All need different tools and education and uses different social media sites

# Measurement in marketing is key and tools do exist – many are free

- Klout.com
- Google insight (share of search terms)
- Tweetstats
- Compete.com
- Reviewanalyst.com (paid tool)
- Socialmention.com
- Twitalyzer.com
- Addictomatic.com
- Boardtracker.com
- Howsocialble.com
- Bitly if competitors use Bitly add + and you can see the stats

# What ROI are travel organisations measuring from their SM campaigns

- Bookings / revenue from each post
- Revenue per visit from each site
- New loyalty members found
- HR savings – less headhunting costs
- Growth of their databases – email
- PR exposure from article retweets
- Search savings - Savings on PPC etc

# Benefits to Jetblue

- Youtube help save their brand when ice storms hit – CEO apologised and was very honest about the mistakes they made.
- Used Twitter to communicate with customers to get rid of irrational regulations (dropped US\$50 bike fee for fold up bikes) Twitter allowed a quick recognition of the issue and a very public fix.

**Allows them be the open and honest brand/organisation they want to be**

# Omni and its Social media initiatives

- Facebook is shop window'. Place for hotel brochures. Also use it as the platform for exchange and dialogue. They also post special offers . Facebook users know Omni and trust them
- Twitter is about the unknown. Finding the news and the facts that you do not have and typically would not have known existed. People are so excited to have a voice online they will tweet out something negative or controversial about their stay when not happy. When they see a response they change their tone. When Omni responds to them and fix it they are often impressed – take something negative and turn it into a brand asset.



# Southwest's social evolution

- Trained up in 2004 by the US A&E cable show: 'Airline.' Helped southwest to be open to customers
- Blog - Nuts about Southwest' by a mix of southwest employees
- 2 years later Twitter, facebook and youtube accounts were opened – 2009 saw a 7 person Social media team being put in place.
- Christi Day, Southwest's social media strategist attribute their social media strategy to the customers of Southwest. As their communications needs change so does Southwest's methods of providing the information.
- Social media itself fits the Southwest brand **'freedom of voice' and to show our personality.**
- It works. A tweet about a video of a rapping flight attendant was seen all over from Jay Leno to CNN. <http://bit.ly/23umc>
- Future is more Social Media – more location – more ability to communicate on the go
- **Keep it in house 'Why would you have an emerging media specialist, that would be in the 1990s like having a fax machine specialist.'**

# Morgan's Hotel Group – what do they use... when and for what

- **FACEBOOK and Twitter** – used both centrally and on the property level, used for customer retention and sales
- **Foursquare** – targeting stranded customers at airports with offers for beds... hard to track but apparently it works.
- **Youtube** – parties and music content from hosted parties. Drives traffic hard to measure
- **Flickr** – cross pollination with other sites
- **Tripadvisor** – V important channel. Responses should be authentic, short, factual, and to the point.
- **Yelp** - a driver for F+B revenue
- **Blogs** – Good for SEO and driving traffic

# Conclusions

- Social media strategy needs to reflect your customers and how they communicate. If your customers don't use it don't do it
- Its becoming a basic need, such as email, SEO or great visual content
- Great for crisis brand management, customer retention as well as marketing and hitting valuable niche markets
- Its heading towards mobile devices and location technology
- Facebook now sometimes beats Google in terms of traffic.... Ignore this at your peril

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