

8 November 2011

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www.fourcommunications.com

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the integrated travel specialists

Visit Britain
Facebook: LoveUK

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- Wall
- Info
- Friend Activity (1+)
- 3D Canvas Photo Comp...**
- Top 50 UK Places
- GREAT Britain Offers
- Rupert Everett's Britain
- TV News
- Photos
- MORE

About

Love UK, home to fun, tips, games and witty banter about the UK

528,392

like this

6,399

Love UK ▶ 3D Canvas Photo Competition

Community

Create a

You and Love UK



19 friends like this.

Recommended Pages



Traveling

Paul Gauger and 5 other like this.

Like



Glee

Hannah Collings and 5 other like this.

Like

Sponsored Story



Cass Helstrip likes London Free.



London For Free

Like

Sponsored

Holland America Line

Enter for your



Love UK

Community



Wall



Love UK

Happy birthday to me, happy birthday to me - ok I'm 168 years old today , I live in London and believe it or not I've been "checked into" over 27,000 times on Facebook? But who or what am I ?



Wall Photos

Like · Comment · Share · 42 minutes ago

591 people like this.

View all 128 comments

30 shares

Write a comment...

Wall

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Create

You and Love UK



19 friends like this.

People You May Know

 **Evan Sanassy** (इवान)
7 mutual friends
Add Friend

Birthdays

 **Gillian Green**
It's her birthday.
Say Happy Birthday

Sponsored

Holland America Line



Enter for your ch
win a 7-day Alasl
for four - two ve
staterooms! Like
to find out more.

Like · Robin Mead likes this.

Fan Page - Photo contest



Get more Fans to
Facebook Page v

VisitBritain SUPER BLOG



Britain's Top 10 Bonfire Nights and Fireworks Displays

In Britain, November means big bangs, fizzing fireworks and blazing bonfires. So wrap up warm and join us on a fiery journey around Britain's best...

Looking for Something

Search...

Follow Us

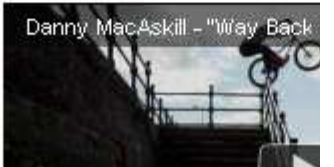


FOOD & DRINK, UNCATEGORIZED - NOVEMBER 3,



THINGS TO SEE & DO - NOVEMBER 1, 2011 - 2 COMMENTS

Danny MacAskill - Wa



Danny MacAskill - "Way Back

GREAT
BRITAIN
You're invited
Watch it • Live it • Love it

enter a place, landmark or hotel

- Home
- Cities & Towns
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- VisitBritain.com
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The Isle

The Isle of Man
breathtaking sc
and a relaxed p
boat, it's within e
Scotland, Irelan
is that you want
relaxation, outd
– you'll find it he

Thumbnail images at the bottom of the banner include: a coastal view, a golfer in mid-swing, a golf course, a golf course with a green, a large stone building, and a coastal view.

Viator
Facebook: ViatorTours
Twitter: @viatortravel
YouTube: Viatortravel

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the integrated travel specialists

viator Unforgettable experiences. Unbeatable deals.SM

Book tours & things to do with t

309,954 USER REVIEWS & PHOTOS 3,3

Find Things to Do

Select a country

Select a region/city

Search Specific Dates:

4 Nov '11

10 Nov '11

Go

Click for help or call (0)20 3318 0421

Hot Destinations

- Rome
- Las Vegas
- New York City
- Paris
- London
- Florence
- Venice
- San Francisco
- Tokyo



Fly Over Cairns Orlando Gatorland Las Vegas Outdoor Adventures Sightseeing in Dubai Historic Pompeii Ultimate

Fly

View the from Then di

TOUR C

Why book tours & activities with Viator?

- ✓ Lowest prices - guaranteed
- ✓ No-fee cancels up to 7 days out
- ✓ No fee to change your dates
- ✓ Hand-picked tours & experiences
- ✓ Unbiased reviews & ratings
- ✓ Customer care available 24/7



Save up to 25% : Paris Member-Only Deals Save up to 25% : New York City Member-Only Deals

Find Things to Do

North America

New York; Las Vegas; Grand Orlando; Hawaii; Alaska; Los USA; Cancun; Mexico; Vancouver

Europe

Paris; London; Rome; Vatican Barcelona; Madrid; Dublin; Mu

Viator: Committing and engaging

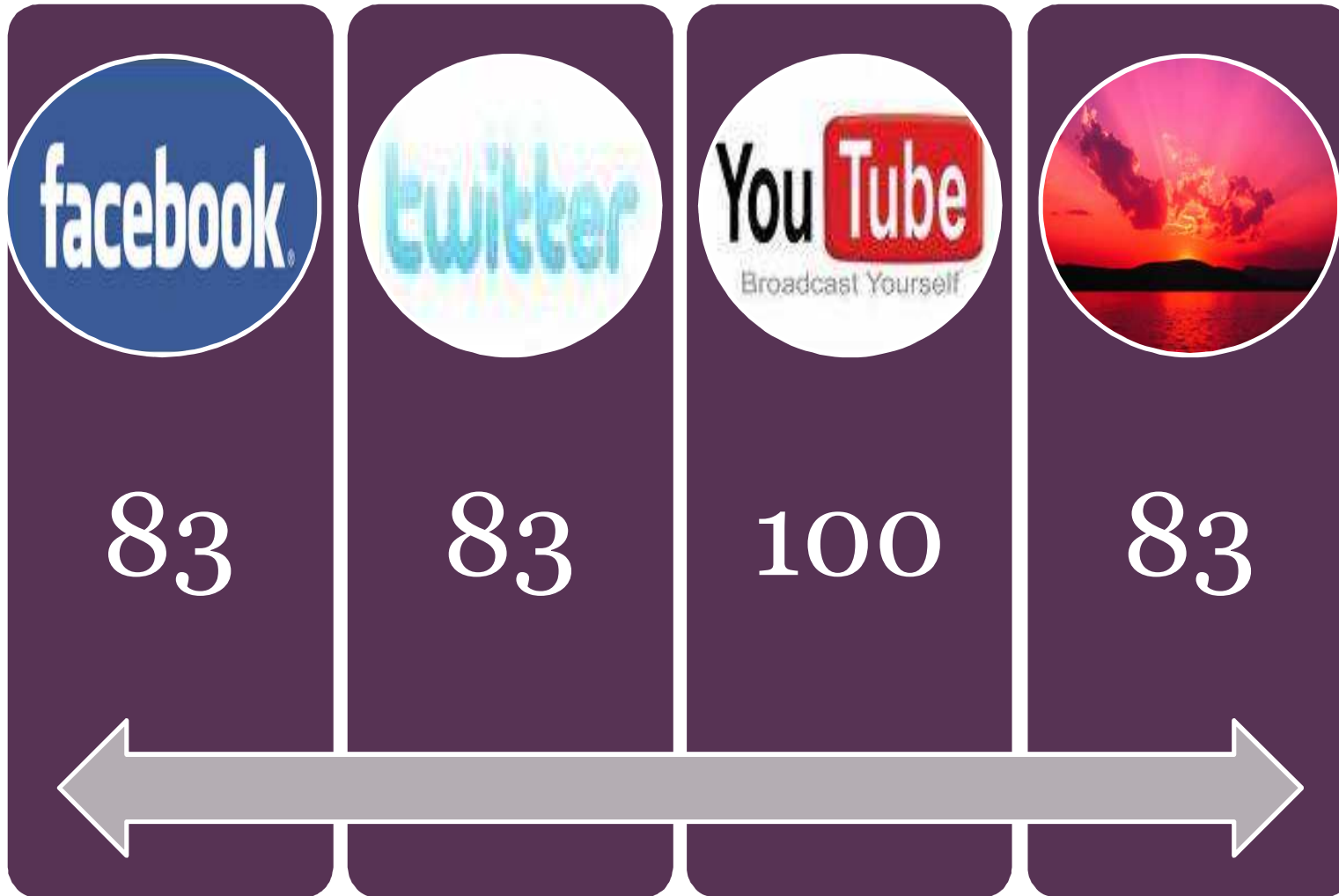


Viator's "Local Knowledge Verticals"

- Dedicated destination platforms
- Each with a blog, FB and Twitter platform
- 3-in-1 strategy for top keyword categories
- Aggressive promotions
- SEO benefits



Viator



Viator social media -carefully monetising



viator
SAVE 5%
FOR BEING A FAN


10 days *plus*
10 destinations
equals

10% OFF!

 viator things to do

“Value” Drives Conversion

- Content drives engagement, “value” drives conversion
- Viator SoMe “value” is **exclusive** access to **short-term** promotions and discounts

 **ViatorTravel** Viator.com
Have a great time! What tour did you book in Venice? RT @paigeholden: Psyched for my upcoming trip to Venice. Has anyone used...
21 Sep

 **ViatorTravel** Viator.com
[New on Viator] Whale-Watching Tour from Vancouver <http://ow.ly/6wxWK> #travel #vancouver
21 Sep

 **ViatorTravel** Viator.com
Thanks for Following! Save 5% on all Tours & Activities with Twitter Promo code: TW738 <http://ow.ly/6APX5> #travel
21 Sep



Viator.com

10 Days... 10 Destinations... 10% off! Today's promo code is for Dublin - what should tomorrow's be? (The destinations haven't been chosen yet, so if you have a preference speak now!)




[SALE] 10 Days, 10 Destinations, 10% Off! | Viator Travel Blog

travelblog.viator.com

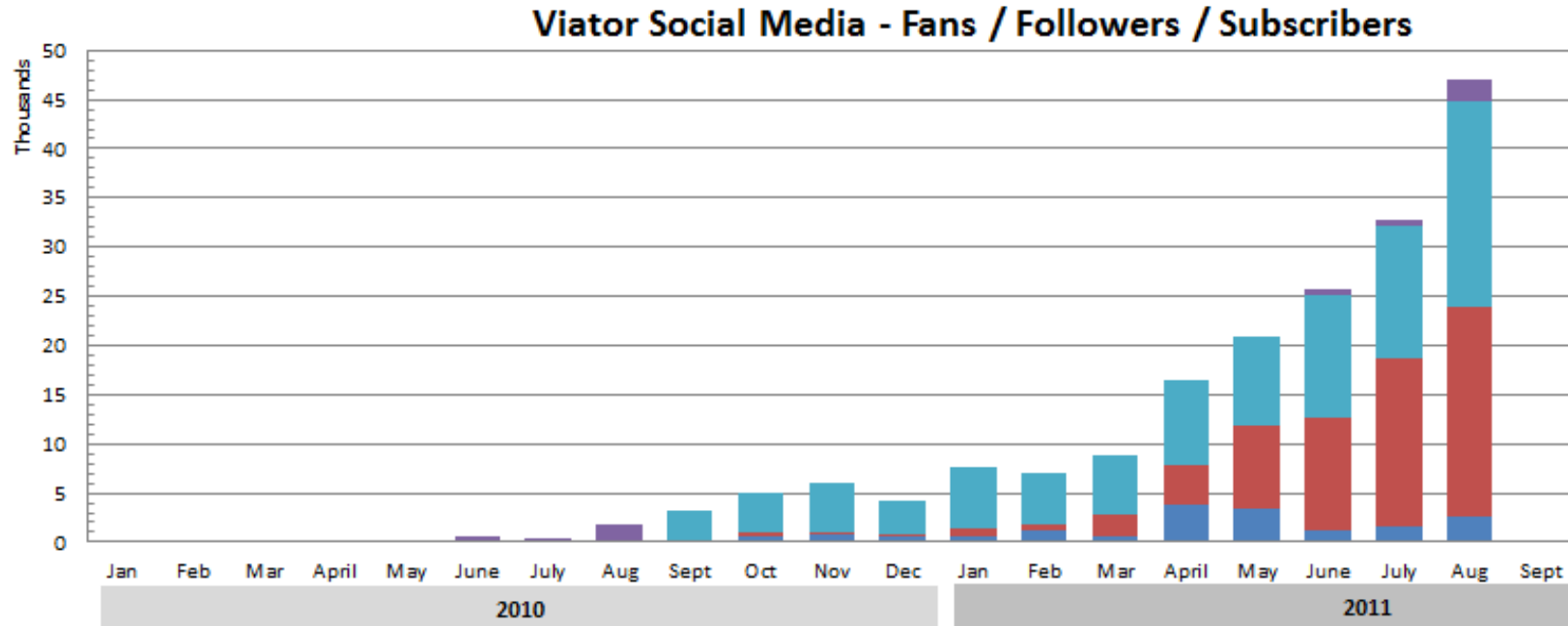
Hurry! Viator is having a big, end-of-summer 10 Day sale! Each day, for 10 days, we will post a new promo code for 10% off a top travel destination. Each code will only last for one day, so make sure you keep an eye out for your favorite destinations.

 Unlike ·  Comment ·  Share · August 22 at 4:19pm

 You and 16 others like this.

 View all 43 comments

Viator tracking and evaluating



Tracking and evaluating the average revenue and cost per fan/follower/subscriber. Viator experience:

- Average value of one FB fan = \$3.67
- Average value of one Twitter follower = \$0.38
- + SEO value

Exodus Facebook : Exodus Travels

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Exodus Travels

Company



Wall

Exodus Travels · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...



Neil Cooper

thanks to these guys i won a trip cycling in thailand cambodia and vietnam, thanks exodus.

Like · Comment · about an hour ago

Neil Cooper likes this.

Write a comment...



Exodus Travels shared a link.



Frozen Planet | Exodus

www.exodus.co.uk

Exodus' Paul Goldstein reviews the second episode of BBC One's Frozen Planet - SpringOK, as predicted, it did not quite reach the dizzy heights of last week, but no matter. As the autumn docks fell back at the weekend, Frozen Planet 'sprung' onto the

Like · Comment · Share · 2 hours ago

Wall

- Info
- Friend Activity
- Community and Spotlight
- Photos
- Videos
- Events
- Poll
- Questions
- Reset your compass - win a...

About

Follow us on Twitter:
<http://twitter.com/ExodusTravels>

20,166

like this

125

talking about this

Likes



Biking

Create

People You May Know



Nick Brookes

Add Friend



Susan Deer

3 mutual friends

Add Friend

Sponsored

Create

Holland America Line



Enter for your chance to win a 7-day Alaska cruise for four - two ver staterooms! Like to find out more.

Like · Robin Mead likes this.

Ionic Balance



DEEPER SLEEP, MORE ENERGY, BETTER CIRCULATION, NO JOINT PAIN! At last something that works! Read our testimonial

Like · 23,717 people like this.

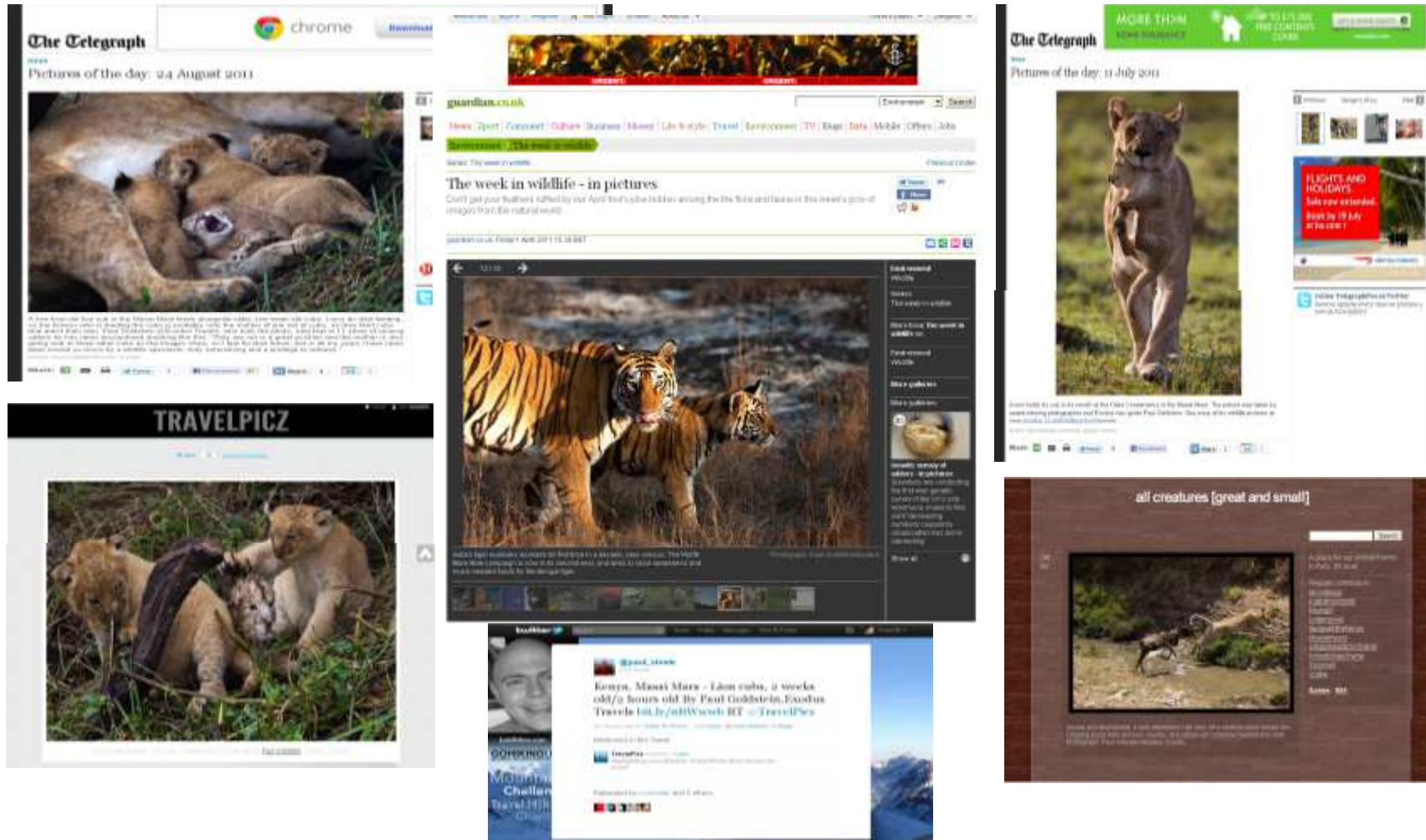
Social Marketing Secrets

udemy.com



FREE Online Course on Social Media Marketing

Exodus committing



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Exodus engaging

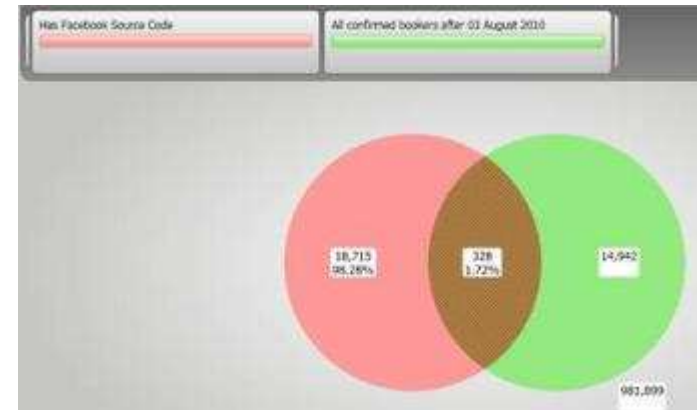
16,434 responses/ engagements via social media platforms

- Now more than 20,000 Facebook fans – 200% increase on last year
- 16,434 responses/engagements on Facebook & Flickr in the past year – 263% increase on last year
- Developed, launched and managed ‘seven continents’ and ‘re-set your compass’ competitions
- 1,358 photos uploaded to Flickr, tagged, captioned and linked



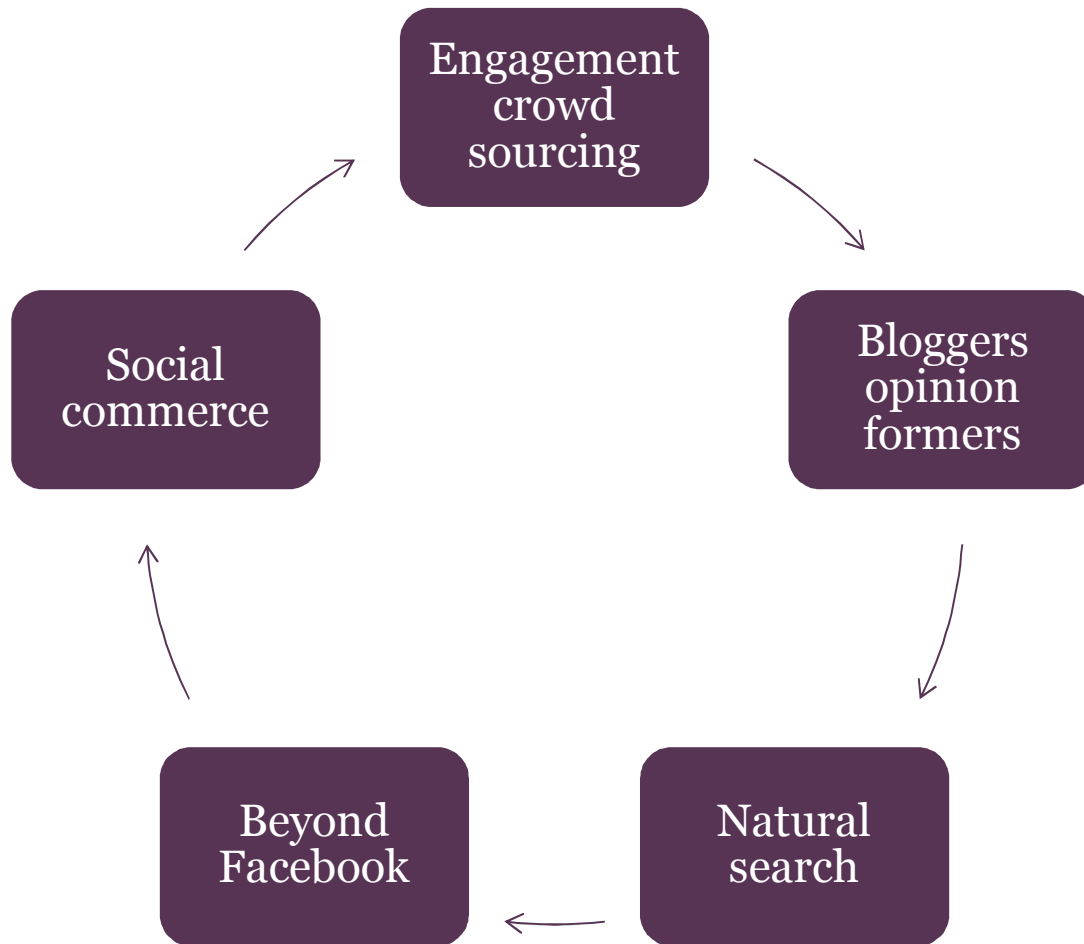
Seven Continents delivered almost £1 million

- 328 (or 1.72%) of people who entered the Seven Continents competition with the Facebook source code have gone on to book a trip since 03 August 2010.
- Of those 328 people, 232 (71%) are first time bookers.
- 29% of them aged 22-34 – lowering the average age of people travelling with Exodus
- These 328 spent £994,643.94
- ROI of 1:100
- Better than PPC at ROI 1:25



Age @ time of dept		%
Missing	30	12.93
>-2 - <10	1	0.43
>10 - <22	10	4.31
>22 - <34	66	28.45
>34 - <46	70	30.17
>46 - <58	32	13.79
>58 - <70	22	9.48
>70 - <82	1	0.43
TOTAL	232	

Five key social media trends for 2012



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