



world
travel
market



Steve Haydon

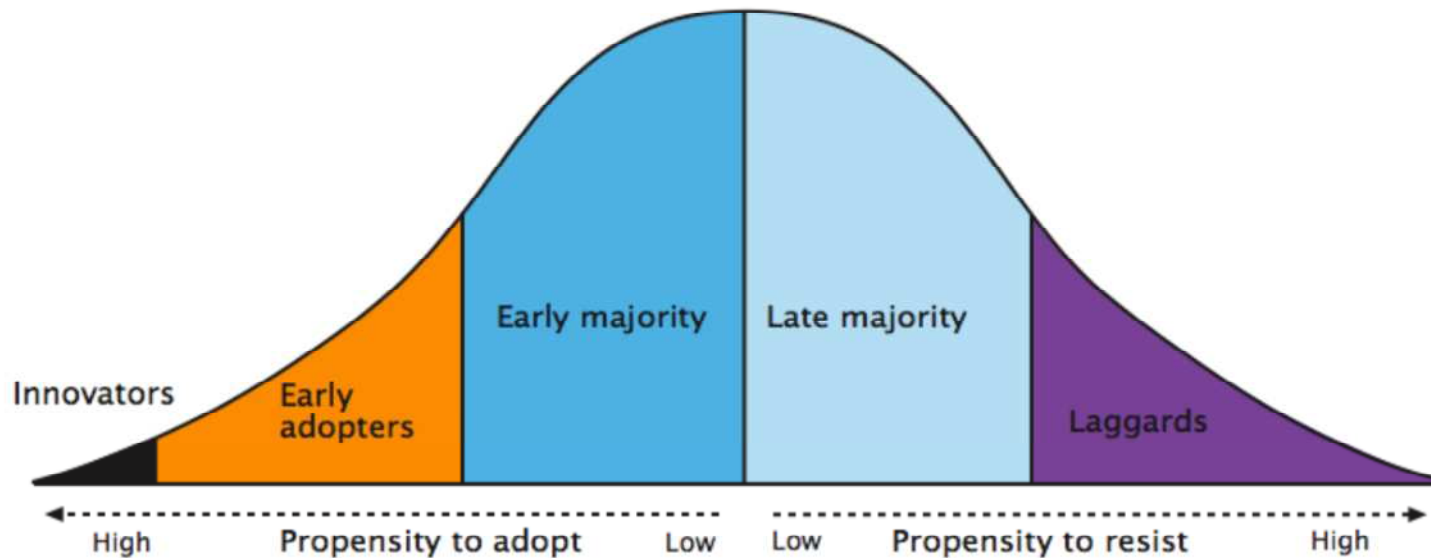
Sales & Marketing Director

SOCIAL MEDIA SUCCESS

 Guestline

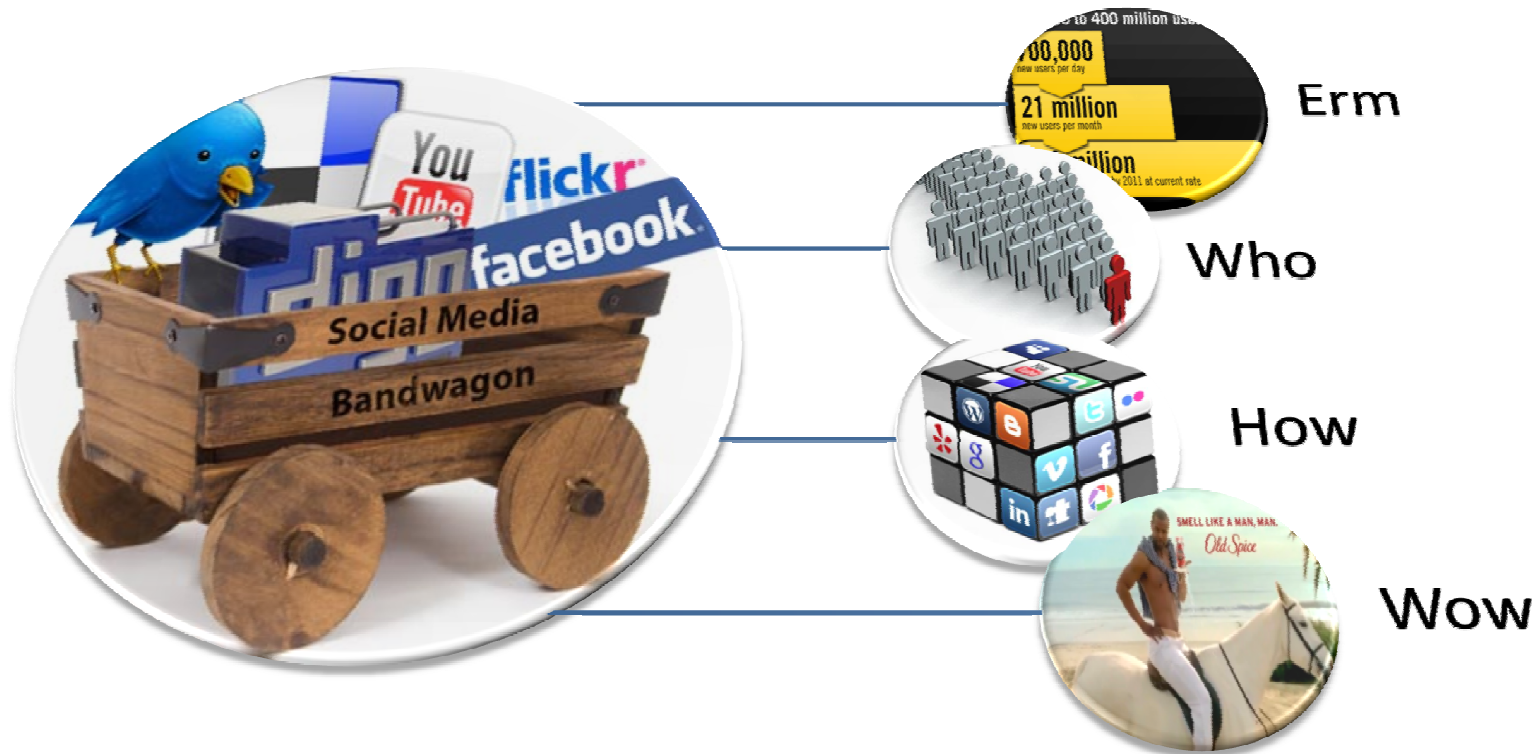
Where are we?

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Agenda

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Bandwagon

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In the beginning

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Definition

“Social media are platforms for interaction and relationships, not content and ads”

Bryan Eisenberg (author of *Waiting for Your Cat to Bark*)

“Social media is the use of web-based and mobile technologies to turn communications into interactive dialogue”

Wikipedia (collaborative reference site)

Social media types

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Collaborative
projects



Blogs & micro
blogs



Content
communities



Social
networking



Virtual gaming



Virtual social
world

Source: Kaplan and Haenlein, 2010

Engagement

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Content - Reputation



Social networking - Marketing



Blogs – Reputation & Marketing

Which one?



I need to pee

facebook

I peed

foursquare

This is where I pee

Quora

Why am I peeing?

You Tube

Look at this pee!

LinkedIn

I'm good at peeing

myspace.com
a place for friends

Why did everyone pee and leave?

Google+

Let's all pee together!

Source: Sean Percival (Internet entrepreneur)

Getting it wrong!

TripAdvisor: upmarket hotelier faces ruin after website 'red flags hotel'

A businesswoman who operates a high-end hotel is facing financial ruin after a customer's positive online review on TripAdvisor was suspected of being written by management.

Riverside Hotel & Restaurant

Offenham Rd | The Parks, Evesham WR11 8JP, England [Hotel amenities](#)



[See professional photos](#)



[See traveller photos \(25\)](#)

Ranked #8 of 13 hotels in Evesham

115 Reviews

Show the lowest price for this hotel*

Check In 11/11/2011 Check Out 13/11/2011 Adults 2

Show Prices

☒ Expedia.co.uk ☒ Booking.com
☒ lastminute.com

*from our partners

Reviews from our community

[Write a Review](#)

What travellers say about this hotel

- "Penthouse suite" (8)
- "River avon" (6)
- "Other review" (4)
- "Very good" (4)
- "Full english" (4)
- "Evening meals" (4)
- "Main course" (3)
- "Car park" (3)
- "Only way" (3)
- "Staff were friendly" (3)

Traveller rating

Excellent	33
Very good	23
Average	5
Poor	15
Terrible	39

Get the best possible room - 9 traveller tips

[All 13 Evesham hotels »](#)

Message from TripAdvisor: TripAdvisor has reasonable cause to believe that individuals or entities associated with or having an interest in this property may have interfered with traveller reviews and/or the popularity index for this property. We make our best efforts to identify suspicious content and are always working to improve the processes we use to assess traveller reviews.

Viewed hotels

[Delete all](#)

- Riverside Hotel & Restaurant 115 Reviews
- The Warren Lodge Hotel 51 Reviews

[Compare Hotels](#) [Save](#)

Browse nearby

[Hotels \(13\)](#) [Restaurants \(27\)](#) [Things to Do \(2\)](#)



[Map of Riverside Hotel & Restaurant](#)

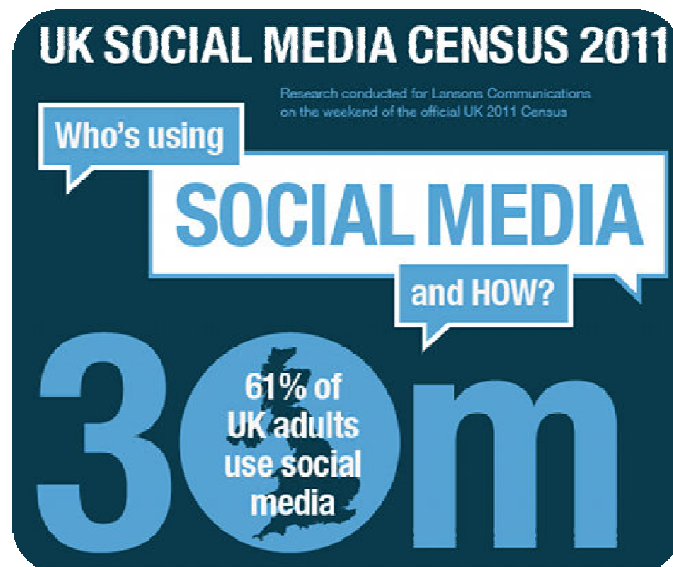
Why worry

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940 million social media users in the world

Posted on March 22, 2010 by Anke Moerdyck

72% of Internet users are part of at least one social network, which translates to 940 million users worldwide. These are the results of a global study among 2,800 Internet users. Eastern Europe and Asia are the regions with the lowest use (4 out of 10), while South America has the highest usage in terms of percentage (95%). Globally, Facebook remains the most popular online platform (51% use Facebook), followed by MySpace (20%) and Twitter (17%).



facebook

Search

COMPANY

- ☐ Press room
- ☐ Factsheet
- ☒ **Statistics**
- ☐ Timeline
- ☐ Executives
- ☐ Founder bios
- ☐ Platform
- ☐ B-roll
- ☐ Press releases & announce...

Statistics

People on Facebook

- More than 800 million active users
- More than 50% of our active users log on to Facebook in any given day
- Average user has 130 friends

Activity on Facebook

- More than 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- On average, more than 250 million photos are uploaded per day

What about?

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SM Marketing

The image displays two overlapping screenshots of the Guestline software interface. The background screenshot shows the 'Online Reputation' section, featuring a 'Trip Advisor' review for 'The Sun Hotel (piscina)' with a 5-star rating and a comment about the lack of car park. The foreground screenshot shows the 'Marketing Page', which includes a 'Links' section with social media links, a 'Status' section with a hotel announcement, a table of marketing campaigns, and a 'Features' list.

Online Reputation

Marketing Page

Links

- Twitter: www.twitter.com/themanse
- OBM Offers: <http://www.themansehotel.co.uk/bookings/offers>
- OBM Book Now: <http://www.themansehotel.co.uk/bookings/booknow>
- Facebook: www.facebook.com/themanse

Status

The Manse Hotel is pleased to announce that its sister hotel in Barking was officially opened today by the Queen, for special 'opening' offers, see: www.rm.ly/234234234

Table

Date Range	Hotel	Hotel Group	Channel	Auth. Rule		
24Dec2011	14:00	Pending	The Manse Hotel announces its new...	Hotel	Channel	Auth. Rule
31Dec2011	18:00	Pending	The George Hotel announces its new...	Hotel	Channel	Auth. Rule
02Feb2012	18:00	Pending	The George Hotel joins the revolution...	Hotel	Channel	Auth. Rule
24Dec2010	14:00	Awaiting Auth.	Guestline Hotel increase their portfolio...	Hotel	Channel	Auth. Rule
31Dec2010	18:00	Completed	The Manse Hotel welcomes the Queen...	Hotel	Channel	Auth. Rule
		Cancelled	Come and join the team at The Grand in...	Hotel	Channel	Auth. Rule

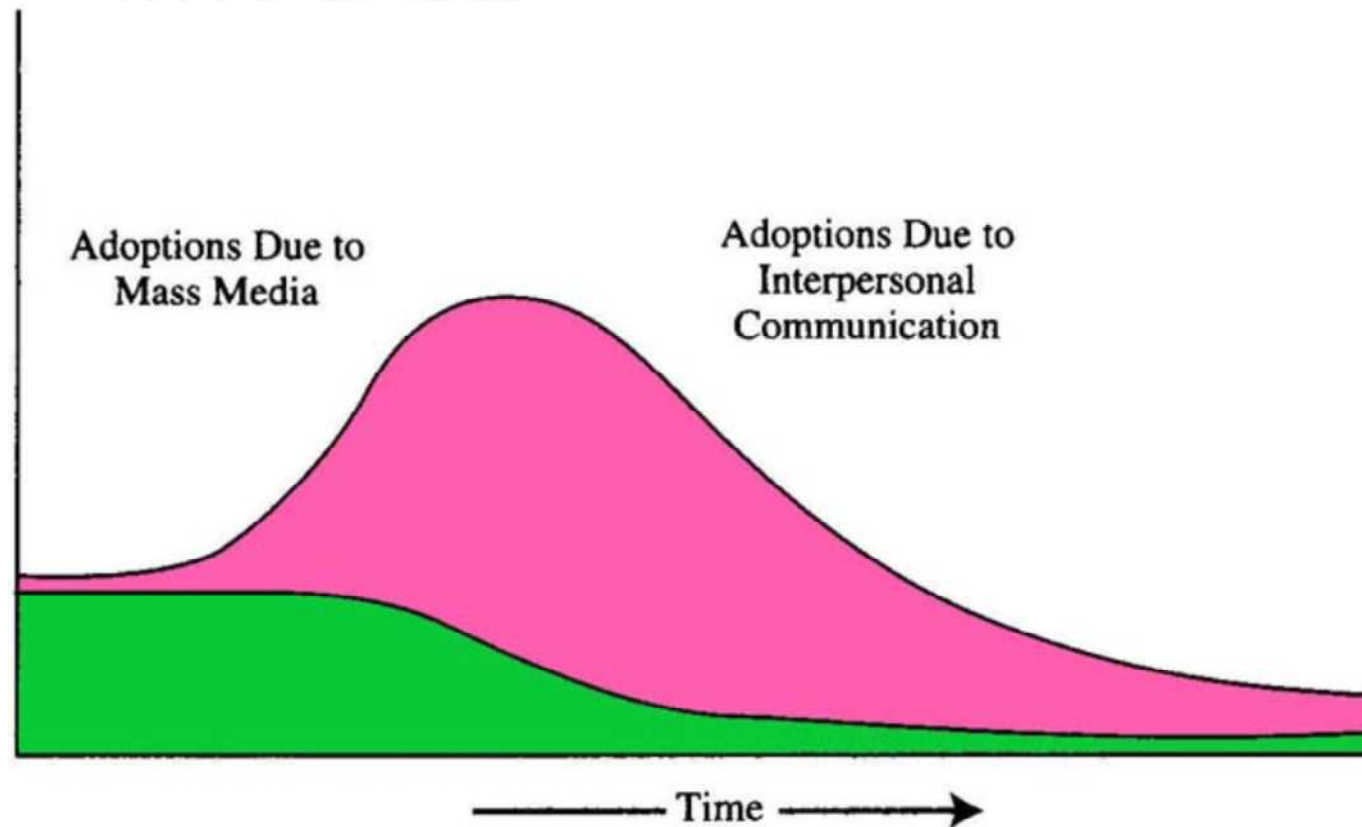
Features

- Status Scheduler
- Facebook Ad Generator
- Mailers
- Offers (Vouchers)
- Twitter Suggestions

Online Reputation

Timing

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Source: Mahajan, Muller and Bass (1990) as reproduced in Rogers, E.M. (2003) p210.

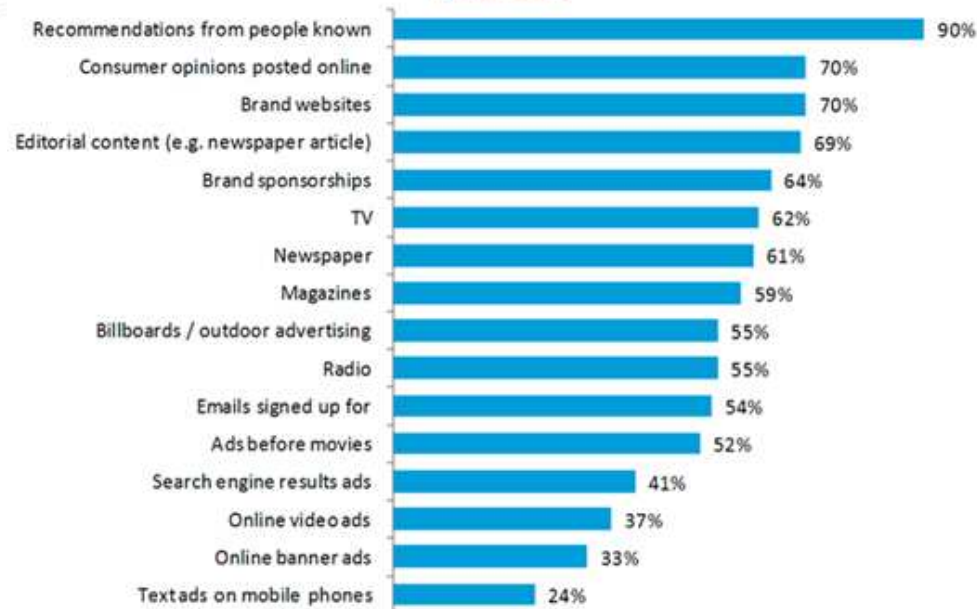
Who to?

- It's all about people..
- Many to many
- Conversation and dialogue
- People and relationships you trust
- Honesty and integrity
- Easy to opt in and out

In friends we trust

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Have some degree of trust* in the following forms of advertising
April 2009



Source: The Nielsen Company
recommendations from people they know

Global Advertising: Consumers Trust Real Friends and Virtual Strangers the Most

July 7, 2009

Recommendations from personal acquaintances or opinions posted by consumers online are the most trusted forms of advertising, according to the latest Nielsen Global Online Consumer Survey of over 25,000 Internet consumers from 50 countries.

Ninety percent of consumers surveyed noted that they trust recommendations from people they know, while 70 percent trusted consumer opinions posted online.

Define a strategy

- Aims
 - Customer communication
 - Brand exposure
 - Traffic to website
 - SEO
- Messaging
 - How will you handle outbound and inbound
- Measurement
- Engagement

The right site

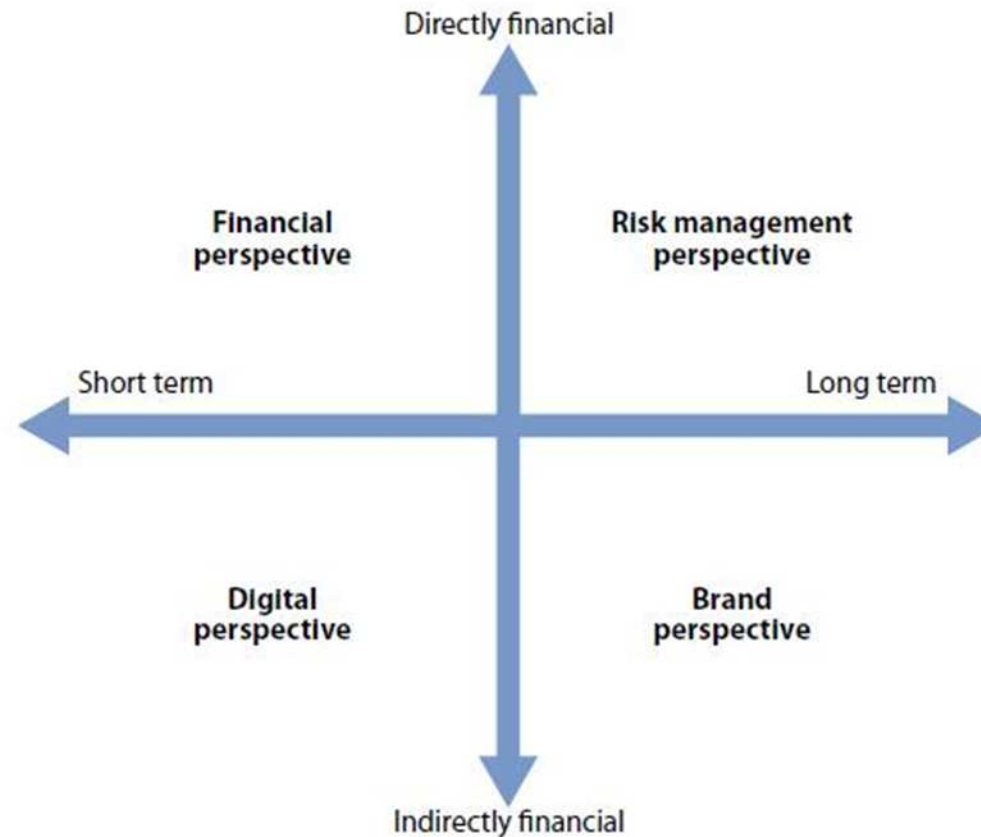
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		GOOD!	OK.	BAD!
WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEO
twitter A microblogging site that enables users to send 'tweets', or messages of 140 characters or less	Use keyword search monitoring through a program such as Hootsuite, Twitjump or Radian 6 to track what people are saying about you and your competitors.	Offers unique opportunities for Web site integration and to engage with customers in a viral way, helping your company stand out from the masses.	Potential can be large, but promotion is an art form – promote your brand too heavily and turn off followers, yet don't promote enough and receive little attention.	Value to your site's SEO is limited, but tweets will rank high in search results – good for ranking your profile name and breaking news, though shortened URLs are of little benefit.
facebook A social networking site where users can add friend, send messages and build their own profile	Great for engaging people who like your brand, want to share their opinions, and participate in giveaways and contests.	Facebook brand pages are great for brand exposure. Jump-start your brand exposure through the ad platform, or hire a Facebook consultant to help you grow your brand presence.	Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.	Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.
flickr An image and video hosting website where community members can share and comment on media	Unnecessary to spend too much time on this, though properly tagged photosets of company events can help customers put a face on the team behind your brand.	Participation in industry-related groups might get your photos, and thus your brand, viewed by people with similar interests, but numbers will be small.	Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.	Heavily indexed in search engines, passing links and page rank. Also helps images rank higher in Google Images and in building inbound links.
LinkedIn A social networking site for business professionals	Not the primary focus, but customer engagement opportunities are possible by answering industry-related questions, establishing yourself as an expert in the field.	Effective for personal branding and demonstrating your organization's professional prowess. Encouraging employees to maintain complete profiles to strengthen your team's reputation is advisable.	Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from – perhaps a potential client or customer.	Very high page rank – almost guaranteed on the first page of search results – especially for your company name or individual employees' names, but that's about it.
You Tube A video sharing website where users can share and upload new videos	Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your customers, responding to complaints, and demonstrating your social-media savvy.	One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.	Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.	Very good for building links back to your site because videos rank high. Also a tried-and-true way for your brand to gain exposure.

Source: www.CMO.com

Measuring success

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Four Perspectives Of A Social Media Marketing Balanced Scorecard

Source: Forrester Research, Inc.

Scorecard

- **Financial** – has revenue or profit increased or costs decreased?
- **Digital** – has the company enhanced its owned and earned digital assets?
- **Brand** – have consumer attitudes about the brand improved?
- **Risk Management** – is the organisation better prepared to note and respond?

“A properly designed social media marketing Balanced Scorecard validates achievement of broad-based objectives rather than merely counting dollars”

Source: ROI of Social Media Marketing, Forrester 2010

Why change?

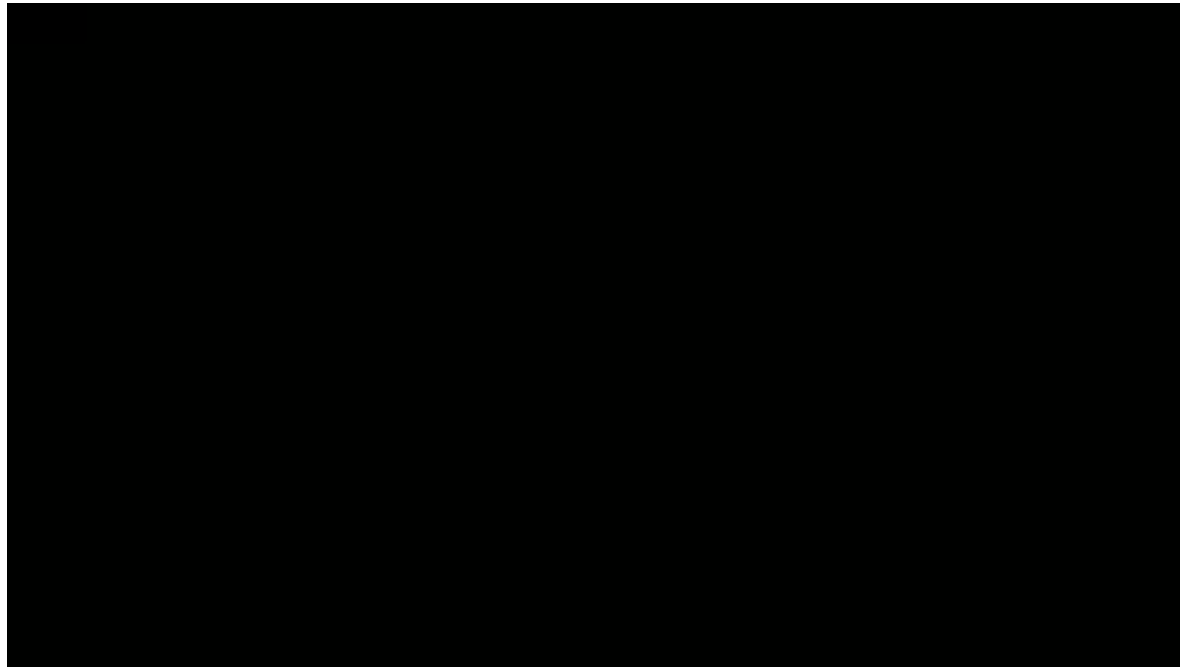
Definition of insanity..

*“Doing the same thing over and over again and
expecting a different result”*

Albert Einstein

Wow!

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Results

- 180 'shout out videos' created in two days
- Celebrity engagement
- 600,000 Facebook 'Likes' in 24 hours
- 7 million online views in the first week
- Old Spice Twitter followers increased 1000%
- The cost of the media £0

Source www.entrepreneur.com

Final key to success

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