

# ZOLV

Travel Websites that sell more...

## Social Media in a Global Market Place

Jonathan Greensted

*November 2011*

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)

ZOLV



Travel Technology Specialists dedicated to  
delivering high performance travel websites  
with one aim; to sell more product.

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# ZOLV Selling travel online since 2002



Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# **Social Media - Do we have a choice?**

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



---

No - you are part of conversation  
whether you  
like it or not!



# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# ZOLV Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)







# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# ZOLV Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Social Media Scenarios

- Lead Generation
- Customer Service
- Reputation Management
- Influencer Outreach
- Community Engagement
- Inbound & Integrated Marketing
- Competitive Analysis
- Customer & Market Insight
- Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Social Media Scenarios

- ✓ Lead Generation
- ✓ Customer Service
- ✓ Reputation Management
- ✓ Influencer Outreach
- ✓ Community Engagement
- ✓ Inbound & Integrated Marketing
- ✓ Competitive Analysis
- ✓ Customer & Market Insight
- ✓ Launches & Innovation

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Examples

Who's already active in Social Media

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# ZOLV Successful Hotel Tweeters

Hotel Brand	Followers 2009	Followers 2011	Following 2009	Following 2011	Updates 2009	Tweets 2011
Marriott	11915	103786	9495	13213	2162	4463
RitzCarlton	1052	9147	212	353	179	5478
Hyatt	3414	15471	3513	7590	189	4952
Jole de Vivre	3256	11589	3419	9188	182	1218
Omni Hotels	684	9968	684	2659	785	4316
Starwood Hotels	3776	25253	2985	15374	121	5587
Morgans Hotels	2615	9502	39	302	272	1368
Fairmont	4178	13755	1886	3743	1323	4608
Millennium	1188	4272	838	2018	103	895
Tlara	2146	5582	1637	2615	1030	3752

- Marriott – 152,720 followers
- Starwood – 35,375 followers

Source: <http://www.hotel-industry.co.uk/2011/05/twitter-marketing/>

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# ZOLV Marriott International

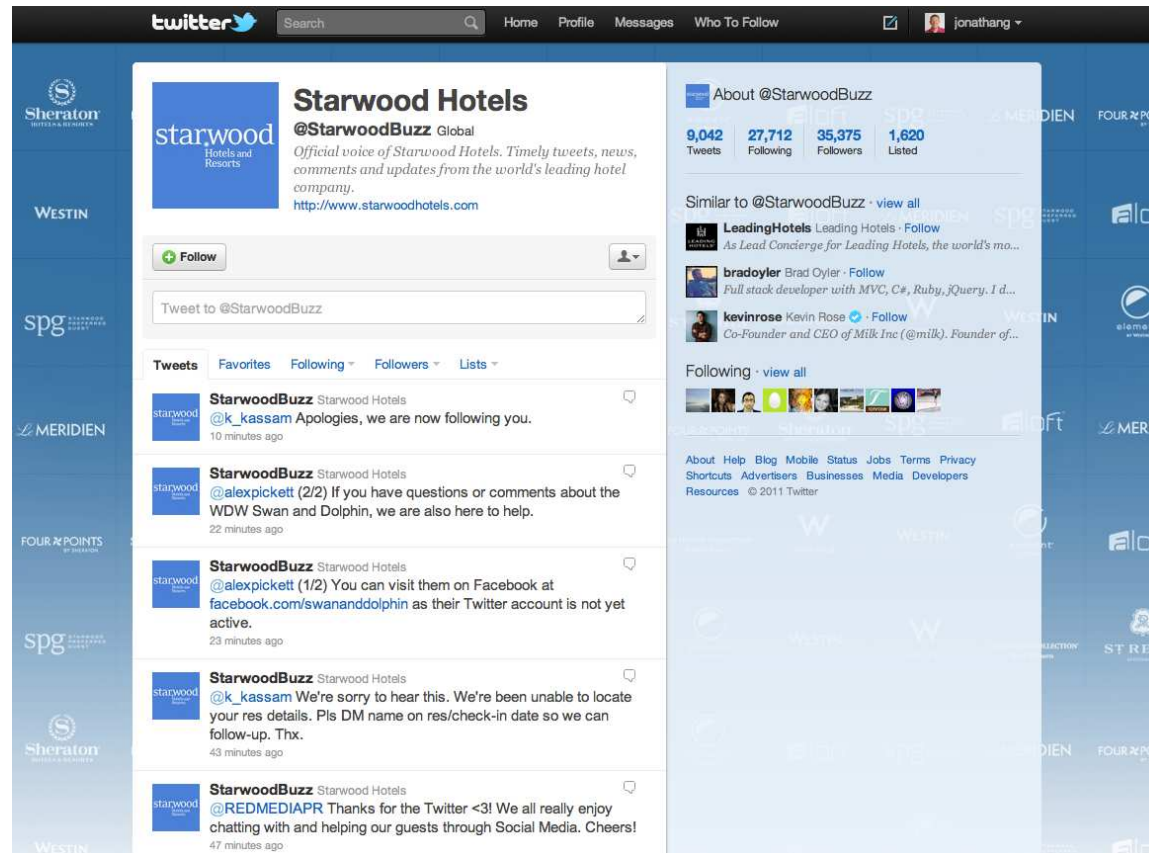
The image shows a screenshot of the Marriott International Twitter profile page. The profile name is "Marriott Internat'l" with the handle "@MarriottIntl". The bio states "Marriott International, a global lodging leader. Your Twitterers, John, Laurie and Matthew" and includes the website "http://www.marriott.com". The profile statistics show 5,522 Tweets, 13,909 Following, 152,720 Followers, and 3,038 Listed. The "About" section includes a "Recent Images" section with a note that the media was shared by someone not followed, and a "You and @MarriottIntl" section showing that the user follows accounts that follow the profile. The "Tweets" section shows several tweets, including one from "MarriottIntl" about a new hotel alert in Birmingham, and two from "bechego" about hotel experiences in Puerto Rico. The left sidebar features logos for various Marriott brands: Marriott, JW Marriott, Edition, Autograph Collection, Renaissance, Marriott Hotels & Resorts, Courtyard, Fairfield by Marriott, SpringHill Suites, Residence Inn, TownePlace Suites, and ExecuStay.

- Primarily Inbound & Integrated Marketing

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# ZOLV Starwood Hotels



- Primarily Customer Service

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# Platforms & Tools

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)



# ZOLV Social Media Platforms

- Facebook  
750m registered users since February 2004
- Twitter  
200m registered users since July 2006
- Google+  
40m registered users since July 2011!

# ZOLV Social Media Tools

- TrustYou
- Guestline
  
- HootSuite – social media dashboard
- Ubervu – sentiment tracking
- Social Mention – keyword tracking
- Backtype – social media analytics  
*(recently acquired by Twitter)*

# ZOLV Social Media Facts

- Social networking now accounts for 22% of all time spent online in the US
- Facebook tops Google for weekly traffic in the US
- If Facebook were a country it would be the world's 3rd largest
- Social Media has overtaken pornography as the #1 activity on the web

Source: [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





What to do?

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)





# ZOLV What to do?

- Develop a Social Media strategy
- Keep it simple
- Measure, measure, measure
- Watch your competition
- Evolve your strategy based on your data



Travel Websites That Sell More...

We help travel companies big and small  
come and talk to us

[www.zolv.com](http://www.zolv.com)

Thank-you for listening!

Come & talk to us on our stand or check us out online at [zolv.com](http://zolv.com)

