



Marketing Advisory Council

Thursday, March 5, 9:00am

VISIT DENVER

Interactive / Web Trends in Tourism



Overview

- > **Starting A Social Campaign**
- > **Contextual Conversations**
- > **Email Strategy Now!**

1 2 3 4 5

Monitor the Conversation

Claim Your Listing

Claim Your Name

Check Out Social Networks

Recognize Bloggers

Starting A Social Campaign



Conversation Discovery / Listening Campaign

Determine what consumers / travelers / locals are saying about you.

PAID = Radian6 | Trackur

FREE = Google Alerts | Ice Rocket | Social Mention | Tweetbeep



Conversation Aggregation

What tools, either free or paid, will be used to compile the data?

PAID = TruCast

FREE = Google Reader | Netvibes | Email



Conversation Escalation / Assigning Responsibility

Assigning communication responsibilities to experts within the organization.

Determine an escalation path for questions, comments or complaints. Getting the query to the expert who can provide the best information and value.

the **right time** to jump in to the **right conversation**
is when your contribution either

solves a problem

or

relieves pain.

Starting A Social Campaign

Conversation Participation

In what form and in which places is participation most valuable?



Conversation Tracking

How are we going to keep track of our posts, tweets, comments and links.

FREE = co.comment | Email



Conversation Archival

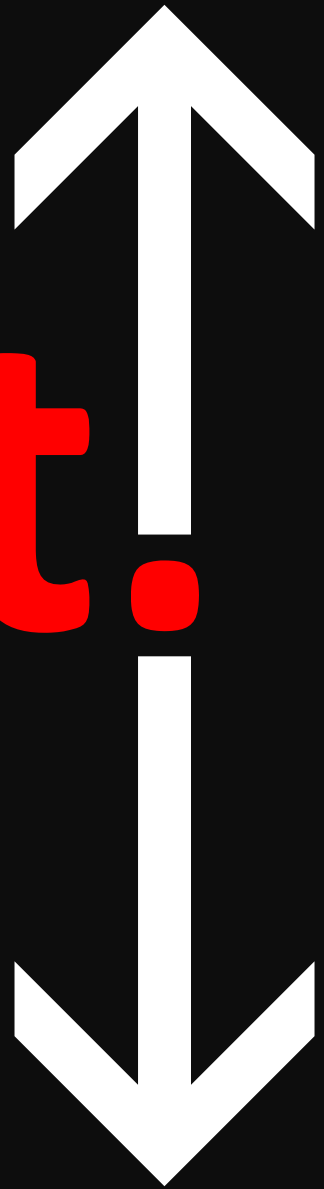
Recording and archiving the actions taken, conversation patterns, gateway topics and keyword patterns.

some social conversations are

important

other conversations

are not!



Contextual Conversations

- **Participating in a social conversation is good.**
Seeking out conversations about your organization, brand or products, to watch and engage in the dialogue as appropriate.
- **Participating in a contextual social conversation is better.**
Based upon those conversations, determining which context will *likely* result in a desired action (purchase, recommendation, etc.), is much more difficult, but has the potential to result in more value / ROI.
- **Facebook vs. TripAdvisor**
While both are social networks and offer opportunities to interact with consumers, TripAdvisor has the potential to be more contextually relevant to our industry.

The conversations happening on TripAdvisor are far more likely to influence opinions and perceptions than on other social networks, ultimately leading to researching and booking travel.

21% of email recipients report email as Spam,
even if they know it isn't

43% click the Spam button based on the email
"from" name or email address

69% report email as Spam based
solely on the subject line

35% open email based on the subject line alone

17% of subscribers create a new email address
every **6 months**

30% of subscribers change email addresses
annually

People who buy products marketed through
email spend

138% more than
people that do not receive email offers

Email Strategy Now!



Email is not a short term tactic.

Email is a life-long, forever, brand-building relationship. In this current climate, avoid the temptation to overwhelm your email list with impersonal and irrelevant offers.



What to do now.

Choose more personalization and relevancy, not less.

Verify, check and test your 'From Address' 'Subject Line' and 'Reply Address.'

Pay close attention to your unsubscribe rate.

Take advantage of the 'Honeymoon' period, plan your first 60 days.

Clean your email list regularly.

Test your message. Do images appear correctly? What about smartphones?

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