

Social Media Marketing & the Travel Industry

a perfect match...

...because

- Travelers are collectors, critics, creators & spectators.
- Seeing is believing -- pictures do speak louder than words.
- Travelers want "insider information."
- Recommendations from fellow travelers are trusted.
- Travelers want to share their experience.



www.waterandstone.com
www.clearwhitespace.com
jo@clearwhitespace.com

www.waterandstone.com
www.clearwhitespace.com
jo@clearwhitespace.com

What is Social Media?

Social Media is a collective term referring to content channels that allow for opportunities to respond and engage others in a dialogue. Well-known examples include:

Social networking sites, e.g., Facebook, MySpace

Forums, e.g., TripAdvisor, AsiaRooms

Blogs, e.g., The Huffington Post, BaliBlog

Photo Sharing Sites, e.g., Flickr, Picasa

File Sharing Sites, e.g., Scribd, SlideShare

Video Sharing Shares, e.g., YouTube, Vimeo

Social Bookmarking Sites, e.g., Digg, Delicious

Podcasts, e.g., NPR, Pogue Reports

Wikis, e.g., WikiPedia, WikiNews

Widgets, e.g., various promotional plugins you see on social networking sites

Why Use Social Media?

Social Media provides a timely and persuasive way to interact and engage people in a dialogue. The two-way nature and immediacy of the media provide marketers and PR personnel with a much richer forum for reaching their target markets. The media is simultaneously one-to-one and one-to-many, which enables you to extend your reach while maintaining a personal and persuasive voice.

- Who's talking about your brand and your product?
- Who's listening?
- What are they saying?
- Are you missing media opportunities?
- Are there product issues you need to know about?
- What is the competition doing?
- What else are they talking about?

The benefits of using social media for your company include:

- Improved brand visibility, thereby increasing your brand recognition
- Reputation monitoring, thereby enhancing reputation management
- Access to multiple channels, thereby increasing the reach of your PR efforts
- Access to solid analytics, thereby providing you with substantive feedback on your efforts
- Creation of links to your official sites, thereby enhancing of your inbound marketing efforts

In addition, not only can these tools be used to monitor what is happening with your brand, they can also be used for gathering competitor intelligence and for conducting research on market trend analysis.

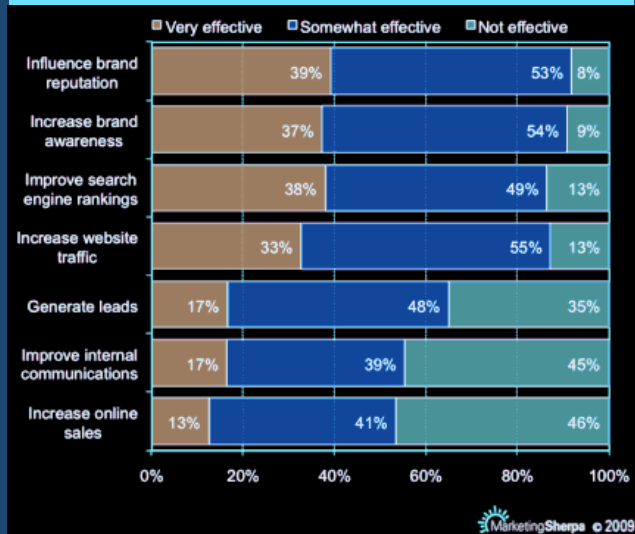
AirPlus surveyed 174 travel industry professionals on the subject of social media marketing in April of 2009. Among their findings:

In which of the following ways do you believe these types of sites can enhance the business travel community?

They can increase customer/market satisfaction and supplier knowledge	35.5%
They can encourage travel industry camaraderie	39.0%
They can help to showcase what is most important to travelers	38.4%
They make me more aware of what my preferred partners are doing	41.3%
I don't know	20.9%
Social media is a distraction for business	17.4%
Other (please specify)	6.4%

In which of the following social media platforms do you participate?

LinkedIn	58.0%
Facebook	44.8%
None	28.2%
Twitter	15.5%
Blogs such as theBeat.travel	12.6%
Other	7.5%
ACTE Connect	6.3%
MySpace	5.2%



Social Media is a Key Driver of Brand Awareness and Affinity



www.waterandstone.com
 www.clearwhitespace.com
 jo@clearwhitespace.com

Our Services

Social Media Strategy Consultancy

We have the tools and the experience to help you determine where the best opportunities lie for your brand and which channels are best suited to reach your target markets. Based on the research, and in consultation with you, we will provide an analysis of how best to approach this issue and how to prioritize activities and channels in order to get the most from your budget.

Profile Creation & Management

We can help you establish profiles on all the most popular services. Profiles will be tailored to your brand and will make the most of the features offered by the system, be it a Facebook company page, a YouTube channel, or a Flickr photo sharing site. After creation, we can monitor your profiles, report on activity and maintain the contents if you so desire.

Conversation Discovery

We use a set of tools, both commercial and proprietary that allow us to monitor in near real time the activity in numerous social media channels. Our monitoring systems provide us with information on Internet activity 24 hours a day, 7 days a week. We often find postings within one to two hours of their publication on the web.

Conversation Engagement

Conversation Engagement services come in two varieties: Proactive and Reactive. Proactive engagement involves pushing out your message through all the various social media channels. Your team provides the photos, the video or the message; our team tailors the message to the channel, posts the message and monitors the resulting activity. Reactive engagement involves monitoring of conversations across all the various social media channels and, where appropriate, responding.

Conversation Escalation

When negative items or items of concern arise, we will revert to you **immediately**. Negative items require your awareness and your feedback in order to frame the response and make sure that everyone is speaking with a consistent voice. At any time, you are free to take over or step into any conversation.

Activity Tracking

Our monitoring systems enable us to spot the appearance of new items and to thereafter track the dialogue that results. We measure postings by both their influence and their sentiment.

Activity Reporting

One of the most compelling aspects of online marketing is the rich reporting that results. We will share with you weekly and monthly reporting data showing you the activity that relates to your product or brand. Metrics include: number of posts, nature of posts, sources, sentiment. These numbers should be read in conjunction with your website metrics to provide a picture of the impact of these efforts on your inbound traffic.