

Crossing borders - Now or never?

Can a small company = a big brand?



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# About us



- Directflights.com
- UK based meta search site
- Launched 2010 WTM
- Major airlines and OTA's – lastminute, BA, Opodo etc
- Launched in US late 2011
- Next countries – France, Latin America, Germany, India, Ireland, Italy, Portugal, Spain
- Russia, Italy, Australia, Netherlands
  
- What we have done and what we are doing
- Product, People, Process, Place, Promotion

# Product

- Localisation critical – design/language
- Glocalisation – think local act global
- Research - Focus groups
- usp – green flights
- beta launch

# Place

Continents	Size of population (million)	Online travel market penetration
North America	529	39%
Latin America	572	18%
Western-Europe	413	38%
Asia-Pacific	4000	23%
Africa	1022	N/a

- What about the future? Europe to overtake US
- Bigger is not always better – look at potential

*\* Source PhoCusWright's Global Online Travel Overview*

# Place

- Competitors - what do they do? – what they do well? is there a gap?
- Trade shows
- Do it quickly – planning is important but so is doing
- Quick wins

# People

- UK based or overseas?
- London – hub for all nationalities – make the most of this
- Remote management issues
- Directflights – UK-based country manager

# Process

- Think about processes
- Managing calls
- Virtual office?

# Promotion

- Online – digital – PPC, SEO
- Small company can still mean big brand
- Local partnerships
  - Get invisible hand
- Be creative –
  - iPhone sponsorship
  - Facebook promotion

# iphone launch

- New iphone launch
- Queue sponsorship
- Brand exposure
- Traffic increase
- Cost= Return flight to Dubai



# Facebook air miles promo

- Live in UK
- About to launch in US
- 1 like = 1 return mile
- Viral element
- Objective is to gain opt in email addresses
- Results – 3200 entrants and counting



**Free Flights Competition**

1 Like = 1 Return Mile

**LIKE** us and have the chance to win a **FREE** flight for two to your **DREAM** destination from London.

Directflights.com  
faster + cheaper + smarter  
in conjunction with  
CITIBOND TRAVEL

Directflights.com is giving you the opportunity to **WIN** a return flight ticket for two to anywhere\* in the world. 1 Like = 1 Return Mile, so the more likes we have on our Facebook page the more miles will be added to the winner's flight.

Invite your friends to Like **Directflights.com** to increase the flight's range. 12,000 likes in total will take you up to the farthest destination from London (New Zealand).

# Affiliate Marketing

- ◉ Research
- ◉ Negotiate
- ◉ Quality over quantity

# Summary

- Listen
- Product focus
- Develop U.S.P.
- Think outside the box

