



## Using social media to maximise content

By Anthony Rawlins – MD, Digital Visitor

# Agenda

- About us
- Strategic social media
- Integrated social media
- What is user generated content (UGC)? It's *more than you think!*
- Why do you need UGC?
- How can I use UGC on my website?
- How can I gather UGC?
- Now you've got your content – what do you do with it?
- The value of one piece of content



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# About us

- At the forefront of social media in Travel since 2005.
- Our clients come in all shapes and sizes.
- Social media strategies to absolutely maximise your approach to social media or enhance existing strategies.
- Applications to gather content, reviews, photos, videos, discussions, forums etc... within clients own website and then broadcast these to social media channels.
- Recently won 2 awards.
- Run effective and income generating social media campaigns for our clients.
- Written many pieces about social media in Travel for Tnooz, Travolution and EyeforTravel.



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# Our clients



CHAMPNEYS



visitBlackpool

Warner Leisure Hotels  
EXCLUSIVELY FOR ADULTS



fleewinter



DIVE IN STYLE  
PART OF ORIGINAL TRAVEL



simplychâteau ✕

best@travel

Travolution awards  
2011 WINNER



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# What are we?

- Strategic social media agency.
- An integrated approach to social media.
- This may sound like buzz words but not really.



# Strategic social media?

- Making optimum use of the content you gather.
- Using this content to achieve as many results for your business as possible.
- Maximising short term gains and long term benefits.
- Proving a clear return on investment.



# Integrated social media?

- Combining the use of social media on your website AND on social media channels.
- The majority of businesses are really utilising one aspect.
- This will give you the absolute maximum opportunities for success in social media.



# Integrated social media?

An integrated approach to social media will:

- Give long term benefits.
- Provide the greatest short term benefits.
- Help you clearly see the results and proves that whilst social media is the NKOTB for the marketing mix– it also has the greatest potential that you can measure and benefit.



# But we're here to talk about content...

- And it is content that surrounds your successful social media strategy.
- Without good content you aren't going to engage anyone, you aren't going to inspire anyone and you ultimately won't sell much via your social media efforts.



# What is user generated content?

We all know what UGC is, however the majority of us aren't really using much of it...

- Reviews, ratings
- Photos
- Videos
- Guest articles by customers?
- Discussions, forums
- Questions and answers
- Polls
- Hints and tips



# Why do you need UGC?

- Inspires your visitors.
- Authentic.
- Engages new audiences.
- Highly shareable.
- New search engine visitors.
- It can help you capture people at multiple stages of the purchase cycle.



# Why do you need UGC?

- Traffic to your website from social media channels.
- Generates repeat visits to your site.
- It can take on a life of its own and grow and keep giving back benefits to your website and business.
- Content is ultimately what drives your social media efforts, and adds a new dimension to your website.

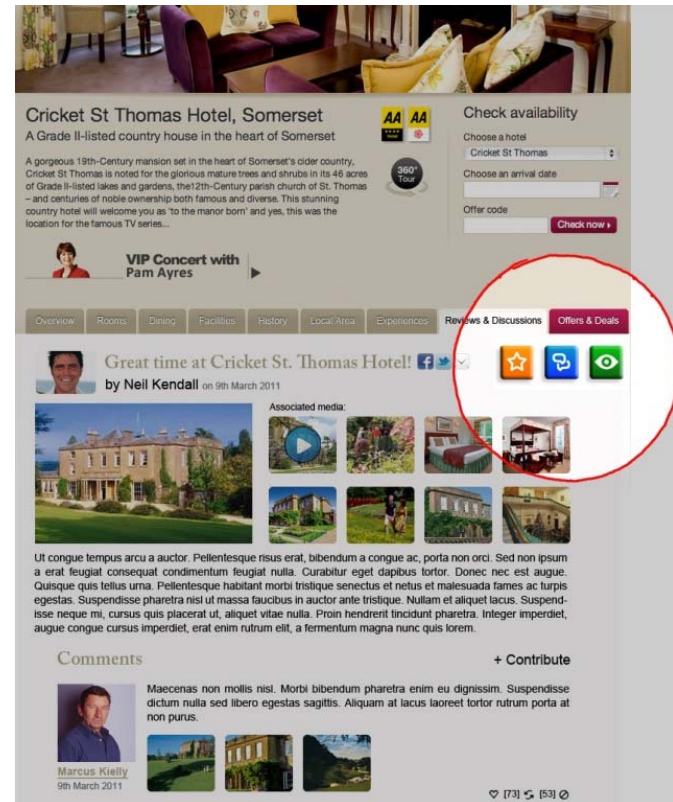


# Where can I use UGC on my website?

## Enhancing the purchase cycle

### Pre - purchase

- Research.
- Discussions and forums. Photos and videos. Your visitors want to be engaged and inspired and it's your job to do this.
- Display on homepage / landing pages / destination pages of your website.



# Where can I use UGC on my website?

## Enhancing the purchase cycle

### Purchase

- Decision making content.
- Reviews and Ratings can increase conversions by 5-20%. Can also increase the value of conversions.
- Display on product pages and to direct people to products on other pages.



# Where can I use UGC on my website?

## Enhancing the purchase cycle

### Post purchase

- Driving repeat visits.
- Hints and Tips – post purchase but before travel – give hints and tips for the destination they are about to visit.
- Display On product pages of your website for ancillary sales.
- Distribute via email.

#### Cheaper beer in Paris

I love Paris but didn't believe the cost of beer! Its was 5EUR for a 20cl glass. This works out at just under 14EUR per pint! I did, however, find a watering hole very close to the Louvre that served beer for a meer 3.50EUR per 0.5cl which is the best I've found in the centre of Paris. Its called 'Les Freres Hereuex' and is just off Rue Saint Honoure.

4 minutes ago | Date travelled: **January 2012** | Traveller type: **With partner**



Location map



Respond

Tags: **Pub** | **Bar** | **Louvre** | **Beer**

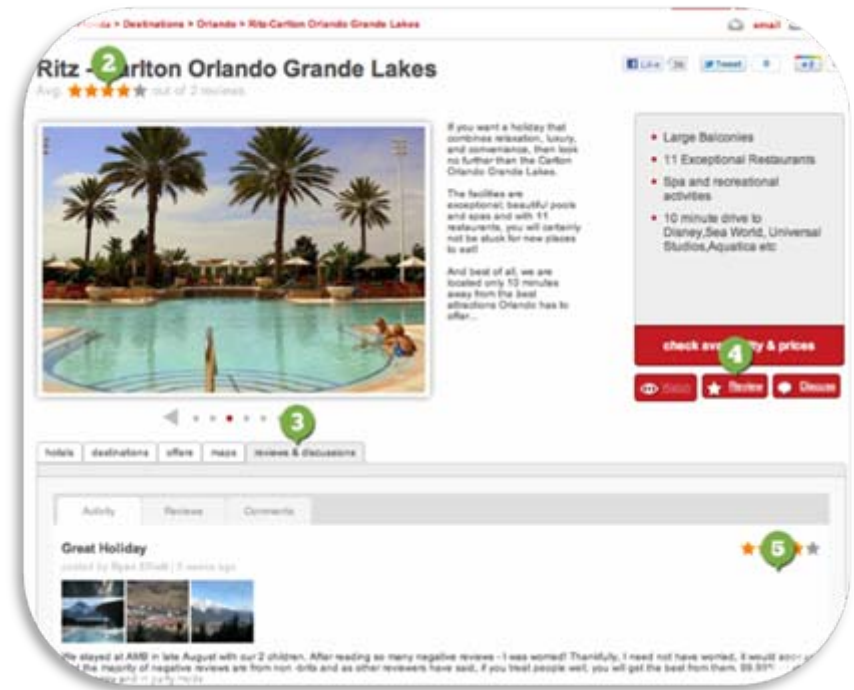
#### Questions and comments

Great tip – appreciate the advice as I found the same but will be going back in a few weeks so will be sure to visit 'Les Freres Heuieux'

Please type your question / comment...

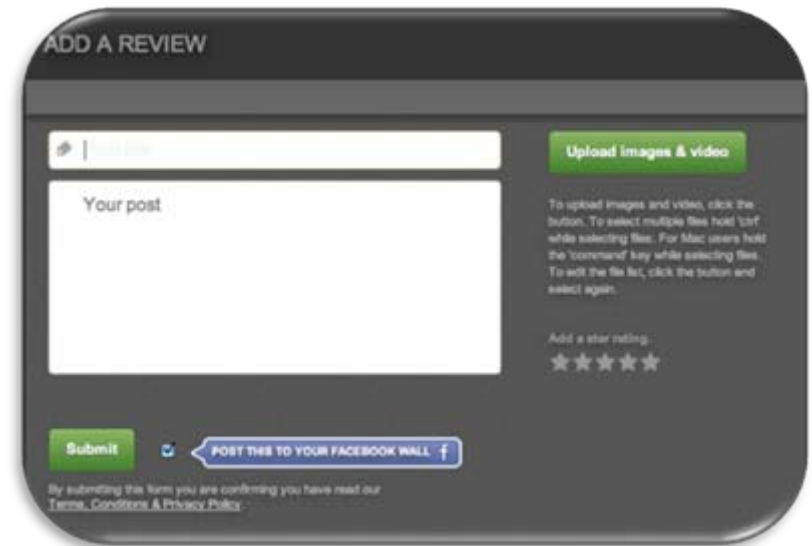
# How do I gather content?

- Many initiatives fail because of a lack of content. One major tour operator - without 'asking' for this content from their customers – the response rate was 0.1%.
- Quite simple to gather content:
- Incentive + communication.
- Proactive content gathering – in email. Mail manager.
- Expect a response rate of 5-15%.



# How do I gather content?

- Make it easy for user to go return to your site and add content. Don't send them to your homepage.
- Make it easy for them to login.
- Make it intuitive for them to add their content.
- Let them know it won't take long!  
Transparency.
- Be specific – what do you want them to add? Do you want videos of Florida?



The image shows a screenshot of a web form titled "ADD A REVIEW". The form has a dark grey background with rounded corners. At the top left, there is a text input field for a name. Below it is a larger text area labeled "Your post". To the right of the "Your post" area is a green button labeled "Upload images & video". Below the button is a five-star rating system. At the bottom left is a green "Submit" button. To its right is a blue button with a Facebook icon and the text "POST THIS TO YOUR FACEBOOK WALL". At the very bottom, there is a small line of text: "By submitting this form you are confirming you have read our Terms, Conditions & Privacy Policy."

# A neat tip

- When you are asking visitors to add content to your website, and you allow them to add using their FB profile – this can prompt them to 'like' your page as well.
- Not only are you getting some content from them – they are also 'liking' you which open up your business world to their friends.



# Ask for more

- Gathering of content should not be just about reviews.
- Ask your web visitors to start discussions.
- Ask your web visitors to ask a question about the hotel / destination to someone who has already been.
- Ask your customers to add a tip / hint of where they have just visited.
- Ask them to add a photo or video of their recent trip.



# What to do with all this content?

- Some of the best marketing collateral you can get your hands on.

- Send this far and wide.

## Get your authors to distribute this for you!

- Make it easy to add to social media websites, Post this on their FB profile. Publish it to their Twitter Feed. Pin it on Pinterest!
- Best way is to enable your visitor to publish this to multiple social profiles at once.



# What to do with all this content?

You can do it too!

- Send to your FB business page.
- Tweet the best photo / videos/ etc... of the day.
- Share on other social media sites.
- Add to your YouTube channel and optimise!



# How much content do I need?

- You don't need hundreds or thousands of pieces of content to make a difference to your business. In fact, just gathering some content to begin with can deliver results and you can begin to see benefits within weeks!
- Quality NOT quantity.



# The power of ONE tip / hint / discussion /review

- 1+ new organic search visitor per month.
- Comments drive this higher in search rankings and optimise your website.
- Share with your FB profile = drive 5% of your fans to your website.
- Shared on author profile = drives 2.5 – 12.5 new visitors (1-5% of their friends to your website? = average 250 friends).
- 1 new like.
- Increase browsing time by up to 100%.



# Top tips

- Be strategic and integrated with your social media – it will go further for you.
- Content = hints, tips, reviews, discussions, photos, videos and more. You don't have to pursue all, but there's more than one!
- Gathering content can be easy.
- Sharing content can be easy.
- You don't need as much as you think to see the results within 4 weeks.
- One piece of content can make a difference.



# Come and visit us

## Stand C21

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