CTO Online Marketing Seminar

June 6, 2011
New York, NY
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On Today’s Menu

1. Appetizer: Some Definitions
2. Salad: The Worldwide Online Phenomenon
3. Pasta Course: User Behavior Online
4. Main Entrée: 24 Tips
5. Dessert: TripAdvisor
Some Definitions

1. Internet
2. Web 2.0
3. User Generated Content (UGC)
4. Social Networking
5. Mobile
6. Geo-Location
The REALLY BIG PICTURE

The State of the Internet Around the World

Latest Stats Courtesy of Comscore
Online There Is No Box

1,362,300,000 unique users in Apr 11

Up 10.6% from Apr 10

22.71% of the total global population
Specific Issues Dot the Landscape

1. Politics of Internet Access
2. Privacy Issues
3. Language Issues
4. Government and Cultural Defensiveness
5. Spheres of Interest
Changing Points of Access

1. Personal Computers/Laptops
2. Mobile devices/PDA’s
3. Touch-screen technology
4. Cable/Satellite connectivity
5. Specialty Devices
6. 3D Coming Soon?
7. World Wide Web vs. Intranets vs. Something Else?
Broadband/High Speed as an Accelerator

- The Internet Bridged Distance and Enabled 2 Way Communication
- Broadband/Satellite crashes borders and crushes walls
- Generational disconnect is slowing down full impact
Universality and Instant Gratification

- It is as Luther Vandross sings: Always and Forever
- **ANYTHING** online **COULD** be accessed from **ANYWHERE**
- Speed racer comes to life: This technology is very, very, very, very, very fast
- It **COULD** connect to **ANYTHING**
Fully Active – Full Behavior Medium

- Search
- Research/Plan
- Market/Sell
- Discuss/Chat
- Narrate
- Speak
- Watch
- Listen
- Register/Join
- Browse
- Purchase
- Play
- Diary
- Emote
- Invite
What Do 1.362 Billion People Do Online?

What Don’t They Do!
Monthly Terms of Engagement

Business to Business 168.9 Million Unique Visitors
Real Estate 172.3 Million Unique Visitors
Gambling 178.8 Million Unique Visitors
Government 257.3 Million Unique Visitors
Classifieds 258.3 Million Unique Visitors
Career Services 278.0 Million Unique Visitors
Health 288.2 Million Unique Visitors
Regional/Local 297.3 Million Unique Visitors
Monthly Terms of Engagement

- Automotive: 301.8 Million Unique Visitors
- Maps: 320.0 Million Unique Visitors
- Auctions: 375.9 Million Unique Visitors
- Education: 376.7 Million Unique Visitors
- Travel: 378.7 Million Unique Visitors
- Directories: 415.2 Million Unique Visitors
- Sports: 425.7 Million Unique Visitors
- Telecommunications: 434.7 Million Unique Visitors
Monthly Terms of Engagement

Business/Finance  571.2 Million Unique Visitors
Games  595.3 Million Unique Visitors
Reference  600.0 Million Unique Visitors
Technology  666.3 Million Unique Visitors
Community  696.8 Million Unique Visitors
Retail  747.1 Million Unique Visitors
## Monthly Terms of Engagement

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
</tr>
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<tbody>
<tr>
<td>Social Media</td>
<td>847.1 Million Unique Visitors</td>
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<tr>
<td>Entertainment</td>
<td>937.9 Million Unique Visitors</td>
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<td>Portals</td>
<td>1,064.9 Million Unique Visitors</td>
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<td>Search</td>
<td>1,179.5 Million Unique Visitors</td>
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<td>Blogs</td>
<td>1,203.6 Million Unique Visitors</td>
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<td>Big Bloggers</td>
<td>Unique Visitors</td>
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<tr>
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</tr>
<tr>
<td>Blogger.com</td>
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<td>WordPress</td>
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<td>Technorati</td>
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<td>Federated Media</td>
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<td>SINA Blog</td>
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Search Me?

<table>
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<th>Search Engine</th>
<th>Visits</th>
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<tr>
<td>Google</td>
<td>835.9 Million Unique Visitors</td>
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<tr>
<td>Yahoo Search</td>
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<td>Bing</td>
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<td>Yahoo! Search</td>
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<td>Ask Network</td>
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<td>Platform</td>
<td>Unique Visitors</td>
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<td>-----------------</td>
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</tr>
<tr>
<td>Facebook</td>
<td>693.0 Million</td>
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<tr>
<td>Twitter</td>
<td>129.4 Million</td>
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<tr>
<td>Windows Live</td>
<td>123.3 Million</td>
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<tr>
<td>LinkedIn</td>
<td>79.2 Million</td>
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<tr>
<td>My Space</td>
<td>62.2 Million</td>
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<tr>
<td>Website</td>
<td>Unique Visitors</td>
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</tr>
<tr>
<td>TripAdvisor</td>
<td>36.7 Million</td>
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<tr>
<td>Expedia</td>
<td>32.7 Million</td>
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<tr>
<td>Yahoo! Travel</td>
<td>29.9 Million</td>
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<td>Booking.com</td>
<td>22.5 Million</td>
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<td>Travelocity</td>
<td>17.3 Million</td>
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<tr>
<td>Orbitz</td>
<td>16.5 Million</td>
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</table>
I Want What I Want When I Want It

Consumer Behavior Online
Destination Marketing is Complex

1. “Sense of Place”
2. Political pressures
3. Stakeholder pressures
4. Unaided brand awareness
5. Crisis curveball
Sense of Place

1. Defining a brand through storytelling
2. Creating a sense of comfort
3. Means something a bit different for everybody
4. Uniqueness is defined by nuance and small differences with other destinations
Political Pressures

1. Somebody has to fund you
2. Governments don’t get what marketing is
3. Elected officials want to be effective but also have political considerations
4. Governments change, but tourism is forever
5. Often you’re a lobbyist
Stakeholder Pressures

1. Actual travel business in market
2. Businesses who want a piece
3. Big corporates who want some love
4. Local non-profits who want you to help them do good works
5. The Jekyll and Hyde of local media
Unaided Brand Awareness & Crisis Curveballs

1. Taking advantage of destination icons can make you seem unfair
2. What if you don’t have one?
3. Are you under pressure to make one or get one?
4. What if you have complex, difficult or just lousy unaided brand awareness
5. Crisis curveballs are almost never your fault and have nothing to do with you, they just do things to you.
One Word.

How do you define your brand?

Think.
The Big Marketing Idea Is Everything…

Your Message Defines Your Brand
Online Brand Messaging

- Your controlled brand message
- People responding and talking about that message
- People talking about their experiences with you
- Your message when something goes wrong
- People talking about you when something goes wrong
Don’t Panic!

It’s *just* another marketing tool!

KNOW YOUR ENVIRONMENT!
Profoundly Altered Marketing Landscape

The largest audience in human history has an expectation of democracy and authenticity online.
Fully Active Medium
Focused on a Mission
The Online User Experience is Self-Customized

Over 1,000 decisions in an average online session
Instant and unlimited feedback

What to you **really** want the potential visitor to do at that point?
No Backlash

In anonymous environment there is both comfort and safety.
Equal-Opportunity Communication

- No Distance
- No Time
- Level Playing Field
- Everything can be analyzed
- Easily Updated
- Crashes/Downtime is rare
- Unlimited creative potential
- Follows a moving target
- Messaging can be successfully complex
The Mind of the User is All-Important...

What people are thinking is more important than where they are sitting while they are doing it.
Segmentation vs Differentiation

- Segmentation is demographic driven
- Who and Where are they?
- Differentiation is behaviorally driven
- What does this person want?
The Active Consumer vs. The Couch Potato
The Active Consumer vs. The Couch Potato

Active: On a mission and in focus

Potato: Just on because… well…it’s on

Active: Targetable based on exactly what they want

Potato: Just dumb luck they’re watching and not at the fridge or in the loo

Active: An action is just one click away

Potato: If I reach for the phone, I’m going to miss the best part

Active: Conscious decision to move onto another website keeps me on my mission

Potato: Oh no, a commercial! Let’s see what’s on another channel
The Bottom Line

The behavioral and focused nature of the Internet, combined with the nature of the technology…

Makes it the best marketing tool for destinations in the history of computers, in the history of marketing…

In the history of Tourism!

It’s as if they made this just for you!
Sorting it All Out

The key to figuring out if, and then what, to do with different types of online media, is to meld the active nature of the audience with the behavioral nature the technology forces them into. In each case: What do they want, and how are they interacting on there to get it.
More Specifically

- Each type of website offers a slightly different environment, and an audience in a slightly different mindset
- Based on this, your expectations for each website and how you utilize them should vary
- This environmental focus is far more important than audience size or rules for participation
OTA’s

- The destination is already decided
- There is already a strong intent to purchase
- Rates and packages are extremely important
- Lots of supermarket merchandising paid opportunities, very little PR.
Search Engines

• The user is already on a path looking for one thing
• Not a great deal of time spent there
• Being first on the list really matters
• CPC pricing provides great value
• Text provides very little brand engagement
Ad Networks

- Boy, are they cheap!
- No pay – no play
- Placement on lots of websites
- But you might not want to be associated with the content on lots of those websites!
- Low cost for high reach
Travel Content

- Pre-disposed audience that is the most likely to be planning
- Broad arc of the travel planning process
- Lots of niche subsets
- Lots of partnership and PR opportunities
- Strong creative and high-level targeting opportunities
- Rates and costs tend to be higher
Facebook

- Is about creating a loyalty program and leveraging members to connect with their “friends” to expand your reach
- Viral marketing in a box
- Great for loyalty messaging and repeat visits
- Extremely creative – with text, photos, videos and links
- Managing a page is easy and a super PR tool
- Apps are wonderfully creative, but expensive to build
Who Is Doing Facebook Right?
Twitter

- Twitter is your PR megaphone
- There is no branding opportunity in 120 words of text
- Make announcements and include links
- Very easy to use
- Very easy to pass along other announcements about you from other “tweeteers”
- Be selective about what you re-tweet
Who Is Doing Twitter Right?
YouTube

- The perfect image storehouse
- Use it as a resource tool, for your videos and others’ about you
- Easy to link to and easy to share
- Free video advertising
- However, the extremely broad nature of the audience makes it a weak advertising tool
- Inexpensive production compared to TV
Who Is Doing Social Video Right?
Useful Stuff:

24 Tips on Handling MarCom in the Web 2.0 Environment
Tip 1: Don’t get sucked into the vortex of technology hell!
Tip 2: Pay attention to the little things.

- What is this for?
- Who is using it?
- Why are they there?
- How can it help me?
Tip 3: Online is a broad application.
- Advertising
- PR
- Direct Response
Tip 4: Remember the Big Idea

Make your online plans fit your marketing plan, not the other way around.
Tip 5: Make sure people can find you online

Or the entire online conversation may be about how nobody can find you.
Think about what you want from customers, and how they may react online.

Tip 6: The brain remains the same.
Tip 7: People hate bad websites.

Make sure your online content is fun, attractive and easy to use.
Tip 8: Good PR is everywhere.

Contribute, edit and upload your text, links, photos and videos wherever possible.
Tip 9: Remember what your business is.

Be consistent in your message across all media.
Tip 10: Don’t be anti-social.

Try the social networking stuff.
Monitor the internet to see who is talking about you.

Tip 11: Stay in the loop.
Tip 12: Win friends online, who will influence offline.

Ask visitors to your business destination, to post their thoughts, reviews, photos, and videos on their favorite travel site.
One bad blog or posting move mountains. If you see something incorrect or that you don’t like online – respond!

Tip 13: Shout back
Tip 14: Blog THAT.

1. Find the bloggers
2. Add them to your press list
3. Invite them to events
4. Stay in touch with them
Tip 15: Maximize Search.

Be expansive with your keywords
We all know you know how to count.
But do you know when to stop?
Don’t make “Return on Investment” into “Run Off my Idea”.

Tip 16: ROI?
Equal Opportunity Communication: Great creative content can make any SMME look like a brand giant.

Tip 17: EOC.
Tip 18: Get Out of the Box.

Shape the clay. Try something new.
Tip 19: Cheaper is NOT always better.

It doesn't matter how CHEAP, if it DOESN'T work!
Tip 20: Be a Good Hunter and a Good Tracker.

Know your target, find them, and go where they are.
Tip 21: *E-mail Means Never Having to Say You’re Sorry.*

Only e-mail people who ask you to e-mail them. Never e-mail people from lists you’ve purchased. Spamming is another topic of online conversation you don’t want to be a part of.
Tip 22: A good response is easy to find.

Make website response EASY.
You do not have to tell your story by yourself. Enlist stakeholders and advocates. Connect them together, and to potential visitors. Connect different media together, and connect one part of the planning curve to the next part.

Tip 23: Make Connections
Be authentic and you'll get more from the internet than you ever dreamed of getting.

Tip 24: The truth will set you free.
Making TripAdvisor Work For You

Getting the Most From the 900 Pound Gorilla
Our Mission

*We help travelers* around the world plan and have the perfect trip.
Our Position in the Marketplace

We are

...the World’s largest online travel guide, global travel information provider and travel review resource.

...ranked #1 of all travel websites by Comscore
The Basic Info

- The world’s largest travel community and comprehensive travel guide
- Over 42 million unique monthly visitors worldwide
- Over 20 million members
- Visitors from over 100 countries
- 30 million + unbiased reviews, opinions, photos, videos, and recommendations from real travelers
- 13 posting is submitted every minute of every day
- There are TripAdvisor websites in English (including special ones for the UK, Ireland, Canada, Australia, Singapore, Malaysia and India), Spanish (Spain, Argentina and Mexico), French, German, Italian, Japanese, Chinese (one for Mainland and one for Taiwan), Portuguese, Dutch, Swedish, Polish, Norwegian, Thai, Korean, Greek, Indonesian – and now Arabic (for Egypt)!
How did we get so big that we impact your life every day?

- User Generated content/Web 2.0
- Social networking

**Travelers contribute content on:**

- Every destination in the world
- Almost every hotel
- Basically every attraction
- Practically every restaurant
- They can tell you and show you
The Caribbean on TripAdvisor

- 18,581,877 unique visits in May 2011
- 65,038,578 page views in May 2011
- 10,593 reviewed Caribbean lodgings
- 4,343 reviewed Caribbean attractions
- 4,408 reviewed Caribbean restaurants
- 835,766 total reviews
- 745,245 forum topics
Sweden: Over 92,110 monthly page views
Ireland: Over 123,840 monthly page views
Brazil: Over 549,480 monthly page views
Netherlands: Over 284,690 monthly page views
Italy: Over 1,080,660 monthly page views
Spain: Over 3,903,380 monthly page views
India: Over 509,990 monthly page views
France: Over 3,949,640 monthly page views
Germany: Over 765,020 monthly page views
Japan: Over 73,020 monthly page views
UK: Over 7,528,490 monthly page views
Taiwan: Over 16,980 monthly page views
Denmark: Over 27,900 monthly page views
Mexico: Over 174,010 monthly page views
Australia: Over 82,090 monthly page views
Turkey: Over 40,800 monthly page views
Korea: Over 11,030 monthly page views
Singapore: Over 25,530 monthly page views
Greece: Over 15,850 monthly page views
Indonesia: Over 6,400 monthly page views
Argentina: Over 205,640 monthly page views
Russia: Over 136,070 monthly page views
Canada: Over 2,284,080 monthly page views
Malaysia: Over 34,600 monthly page views
5. Varadero
4. Negril
3. Providenciales
2. Montego Bay
1. Punta Cana
The Top Ranked Caribbean Hotels & Resorts

5. Shannas Cove Resort, Bahamas
4. Caribbean Club, Cayman Islands
3. Geejam, Jamaica
2. Coral Paradise Resort, Bonaire
1. Inn on the Bay, St. Lucia
Top Ranked Caribbean B&B’s and Inns

3. Bayfield House, Barbados
2. Polkerris, Jamaica
1. Blue Boy Inn, Puerto Rico
Top Ranked Caribbean Attractions

3. Tijon Parfumerie, St. Maarten/St. Martin
2. Dolphin Cove, Cayman Islands
1. Pro-excursions Bayahibe, Dominican Republic
Top Ranked Caribbean Tours

3. Acampa, Puerto Rico
2. Fatfish Adventures, Cayman Islands
1. Living the Dream Divers, Cayman Islands
3. Carte Blanche, Aruba
2. La Parrillada, Dominican Republic
1. Brigadoon, Saba
TripAdvisor for Destinations

- We’re here to help
- We have a huge impact on you already
- Great advertising tool
- Incredible PR tool
- Our content for your website
- Stakeholder services
- An ongoing two-way line of communication to help you navigate today’s Internet
- Our breadth and depth means we can be helpful to you in every market and with every initiative you develop
First question: Where am I going?

TA Destination Content:

- User videos
- User photos
- “Wiki-style” traveler information
- Traveler Go Lists
- Forums
- Broader and less opinionated than reviews, loaded with experiences and suggestions
DMO-A-Go-Go
It’s free for DMOs to participate!

- Register like any user
- Identify your organization with your user name
- Participate in your own destination area only
- Be informative
Forums - Get in there and mix it up!

- Questions asked, answered and discussed
- Links must be relevant to content
- Watch your language!
Isn’t social networking redundant?

- Instant Personalization partnership with Facebook
- Creates a social network specifically about travel planning
- Users see and connect with friends
- Maps and reviews make connections through Facebook
- Facebook connections are visible on TripAdvisor
What to do about THIS?

“Even the cockroaches ringing my bathroom sink seemed disgusted by the state of the room and the general lack of service…”
What to do About a Bad Review

Tip 1: Make sure you register to use your owner's page.

Tip 2: Trust the collective wisdom of the audience.

Tip 3: If you think it's fraud, then tell us about it.

Tip 4: Respond! Respond! Respond!

Tip 5: Learn from it, instruct your staff.

Tip 6: Fix the problem.
I’d see it again... Reviews are nothing new.

- Online is the realm of possibility
- Mostly positive
- Available for your website
- Removal requires a really strong reason
- We have ways to find and deal with fraud
Tips on Spotting a Fraudulent Review

- Over-the-top language
- 100% went wrong 100% of the time
- Knows too much
- Supports a competing establishment
All lodgings, attractions and restaurants are ranked
Overall & by category
100% based on user generated content
Point of impact: Tell people to review you
Travel Business Owner’s Center

Your own place on TripAdvisor.

- Easy to get to from your own content
- Registration is free
- Get notified of new reviews
- Track your ranking and performance
- Respond to reviews
- Review request cards
- Download content and links for your website
And as the sun slowly sets in the West...

- Marketing trumps technology.
- Don’t fear a role in the conversation.
- Online, there is no box.
- Experiment with Internet. Use these tools.
- Talk to other people in your business about it and find out how they use them.
- Ask questions…
- Starting right now!
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