New Media vs Traditional Media
Who is getting the Message?

CTO State of the Industry 2012
October 12, 2012. St. Kitts
Agenda

- New Consumer, New Rules, New Business Environment
- What is Social Media and How it is Transforming the Hospitality Industry
- The Key for Success: Offline and Online Marketing Integration
- Case Studies
- Q & A
Is your business playing by the new rules?
• Marketing is about your company **MAKING $$$**

• Companies **MUST** drive people into the purchasing process with relevant, valuable online content, not just advertising

• Blogs, podcasts, eBooks, webinars, twitter chats, live streaming and other forms of online content let organizations **communicate directly with buyers in ways they do appreciate**

• People want **AUTHENTICITY** and **PARTICIPATION**

• Marketing is now about delivering **the right content, at the right time when your audiences need it**, forget “old-school” one-way interruption

• Evolve from mainstream marketing to reaching many underserved audiences

• **Content**, content, content…You are what you publish (and how you engage)

• Your audience is now a **global audience**
From Website to Online Presence

Multiplatform Cross-Promotion through selected Channels
Main Features

- Business & Marketing Strategy-based
- Good web-design based on standards (W3C)
- Usability, Conversion and User Behavior-optimized
- Content, content, content
- Scalable CMS
- SEO/SEM
- Social Media powered
- Mobile ready
- Integrated to offline marketing, PR and sales initiatives
- Measurable (Web + Social Analytics)

Main Goal: Turn Browsers into Buyers and Prospects into Leads
The New Type of Traveller is born…

SOURCE: Lab42
The New Tech-powered Traveller

BEFORE TRAVELING...
Most popular planning picks...

expedia.com  tripadvisor.com
travelocity.com  priceline.com  hotels.com
orbitz.com  hotwire.com
kayak.com  travelzoo.com  virtualltourist.com

Planes, Trains, and Applications

- 29% have used mobile apps to find flight deals
- 30% have used mobile apps to find hotel deals
- 15% downloaded mobile apps specific to upcoming vacations

Vacation Vetting

- 77% read hotel reviews
- 62% read activity/attraction reviews
- 48% read restaurant reviews

Getting Social Before Setting Sail

- 52% "Liked" Facebook pages specific to an upcoming vacation
- 59% posted a Facebook status update about an upcoming vacation

SOURCE: Lab42
The New Tech-powered Traveller

**WHILE TRAVELING...**

Top 5 Uses of Smartphone When Traveling Domestically

1. Take photos
2. Use map feature
3. Search restaurants
4. Search activities and attractions
5. Check in prior to flight

**On the Road [and Online]**

- 72% Post vacation photos on a social network while still on vacation
- 46% Check in to a location (e.g. Facebook, FourSquare) while on vacation
- 70% Update their Facebook status while on vacation

85% of international leisure travelers use their smartphone abroad

SOURCE: Lab42
The New Tech-powered Traveller

AFTER TRAVELING...
Reviews from the Rearview Mirror

- 46% post hotel reviews
- 40% post activity/attraction reviews
- 40% post restaurant reviews

Socially Sentimental

- 76% posted vacation photos to a social network
- 55% “Liked” Facebook pages specific to a vacation

SOURCE: Lab42
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Social Media - [Definition]

It’s a set of technologies, tools and platforms facilitating the discovery, participation and sharing of content. It is transforming monologues (one to many) into dialogues (many to many) and turning readers into publishers.
Why is Social Media important for any Business?

Connecting all of these tools and using them in the most effective, strategic ways possible extends your reach and helps build the community that supports your organization.

Fig. 1 / The Social Media Continuum
Ten years ago it was e-Business, ten years later business evolves again with the coming of age for social business as social computing and social media are integrated into enterprise design.

**What is a Social Business?** A business that embraces and cultivates a spirit of collaboration and community throughout its organization – both internally and externally. It has 3 distinctive characteristics:

1. **Engaged** - deeply connecting people to be involved in productive, efficient ways

2. **Transparent** - removing boundaries to information, experts and assets to align every action to business results

3. **Nimble** - speeding up business proactively with information and insight to anticipate and address evolving opportunities

Source: IBM
How are Organizations using these Platforms?

- Develop Market Research
- Improve Marketing Communications / PR
- Generate Leads + Sales
- Drive On- and Off-line Traffic
- Enhance Brand Presence and Loyalty
- Customer Service
- Competitive Intelligence
- Support On/Off-line Events
- Enable 2-way customer conversations
- Deliver valuable content in real-time
- Create buzz around products & services
- Listen to the market and learn
- Connect with customers at a personal level
- Crowdsourcing (Mass Collaboration)
How Social Media is transforming the Tourism Industry

- Enabling One-to-One relationships between Hospitality Organizations and Travelers
- Shaping how Travelers view and experience Destinations
- Expanding brand reach and awareness to a global audience
- Creating new ways to gain new clients and reinforce loyalty from current ones
- Improving customer service
Social Media & Marketing Trends in the Travel Industry

- Social Networking is becoming more private with selective content sharing options
- Entire companies are becoming involved in social marketing
- Mobile photo sharing went mainstream
- Niche social networks (ex. Pinterest) became valuable branding tools
- Guestsourcing (UGC) became even more important
- The rise of the review economy
- Semantic technologies made sentiment analysis smarter
Social Media & Marketing Trends in the Travel Industry

- Increasing blur of “online” and “offline” worlds
- Real-world events and “Advertainment” is now critical for branding
- Location-based marketing adoption is growing
- Branding became paramount
- Systems for constant improvement are being created
Common Uses of Social Media for Tourism Organizations

- The “Information Concierge”
- Discounts
- Contest, Sweepstakes and Giveaways
- Gaining + Maintaining Business
- Lead Generation
- Social Intelligence
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Offline vs Online Marketing?

Old-School
Direct Mail
Sales
Advertising
TV
Radio
Print

New-School
Email
Social Media
SEO
Video
Podcasts
Displays
Website
1. 2/3 of web users are led to search on a given keyword as a result of offline marketing
2. 62% of online campaigns see a better ROI when combined with offline marketing such as direct mail
3. Marketers report an average of 50% improvement for personalized multichannel campaigns over traditional ones
Keys for Successful Integration

1. Strong call-to-action (CTA) and relevant offer

2. Clear visual connection between channels

3. Drive prospects to respond online

4. Measure activity using real-time data and campaign specific landing pages

5. Leverage Search and Social Marketing
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- Case Study: Australia
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Integrated Marketing Strategy:

- Website + Blog + Twitter + Facebook + YouTube + Instagram + Print + TV + Radio + Street Marketing + Mobile
- Clever conversational/experiential/visual approach to connect with travelers fueled by UGC

Results

- Increased country brand awareness and visits
- The most popular tourism fb page in the world (3.5+ MM Fans)
- 100.000 + pictures shared over #seeaustralia hashtag
Thank You

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Ernesto Sosa has devoted his professional career for almost two decades to helping startups, SMBs and large companies in LATAM and the US improve business and marketing performance through effective marketing, business development, public relations and business innovation programs, while bridging the gap between marketing, technology, information and innovation. He is president at SOWEB a leading interactive marketing agency that helps businesses grow by connecting them with the new digital consumers and founder/CEO of the Hispanic Social Media Institute (HSMI). His work focus is on marketing strategy, Hispanic marketing, international business development, strategic public relations, competitive intelligence, innovation management, and web/social business architecture.

Ernesto also serves as Director at Asesoranet, a business consulting firm that specializes in international business development; and National Board Director at LATISM (Latinos in Social Media). He served in the past as Director and SFL Coordinator at AIIM (The Enterprise Content Management Association); COO at GA Technologies, Vice-Chairman and CEO for Avanxis, an International ECM Company; Vice-Chairman for Grupo Archicentro, a Document Management Company and Director at Cavedatos (Cámara Venezolana de Empresas de Electrónica y Tecnologías de Información).

Ernesto holds a degree in Business Administration from Universidad Católica Andrés Bello (Venezuela) and professional certifications in marketing and information technologies.
SOWEB is a full service interactive marketing agency dedicated to helping businesses grow by connecting them with the new digital consumers. We blend business strategy, technology and creativity to create memorable customer experiences that deliver results. With over 30 years combined experience and solid knowledge of “what works for what” in the digital world, our mission is to help businesses take advantage of the highly interactive and social nature of the New Web.

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