

State of the Industry Conference 2015

General Session II: “Get Personal – Engagement Marketing For Better Business”

Date: October 22, 2015

Time: 12:10 p.m. – 1:00 p.m.

Place: Exhibition Hall, World Trade Center, Curaçao

Conference Anchor: Anita Mendiratta

Rapporteur: Marlon Reina

MODERATOR: Alexander Britell, Founder and Editor-in-Chief, Caribbean Journal

PANELISTS:

1. Caroline Coyle Vidmar, Vice President, Brand Strategy, Las Vegas Convention and Visitors Bureau;
2. Melissa Benhaim, Account Executive, Cheryl Andrews Marketing Communications;
3. Vidya Chadaga, Director, Product Marketing, Marketo (by Skype).

Key Summary:

- I. **The contemporary customer needs to be approached personally and personalized**
- II. **Social media generates the most traffic nowadays**
- III. **Build a continuous communication with the (potential) customer, also react on negative remarks**
- IV. **Let others tell your story in their way**
- V. **Keep evaluating and improving social media efforts**

Improving the visitor experience while growing business is the goal of every destination. In this always on, mobile environment, it is imperative that we understand the potential visitor as an individual, what (s)he is interested in and to tailor our messages accordingly. It is important that we get personal and engage each potential visitor individually. While some personalization already takes place – addressing email recipients by first name, for example – we are far from realizing the full potential of our primary asset, our visitors.

Research has shown that businesses that engage in personalized marketing perform 14 per cent better than those that do not. This interactive and “personalized” session will examine successful engagement marketing approaches and help you develop a personalization strategy and a clear plan

of action in order to improve the experience for everyone - from first-time visitors to loyal customers. It will also explore the principles of engagement marketing to grow your business by reaching potential visitors based on their behavior and their needs, and to engage them quickly and personally

The moderator Mr. Brittel shared his amazement: arriving at each country in the Caribbean you fill in immigration forms, but you never get an email back. This is a big loss of opportunities: 26 million mails not sent.

People love the Caribbean, so it is important to keep the communication: a visitor is still a visitor back home; we should stay in touch with them.

Bonaire has a Bonaire ambassador program, each visitor should be an ambassador for the region.

We can make each visitor an ambassador through engagement: talk to them before arriving, celebrate them when they are here and stay in touch after the visit.

Putting the engagement in Engagement Marketing (By: Melissa Benhaim)

Engagement marketing: People interact on social media, meet them there.

Social media generate most traffic to website nowadays.

Meaningful interaction on social media is really doing what people are asking: follow-up after remarks of client.

It is important to know your Engagement rate: total amount of interactions (likes, comments, shares)/divided by the reach of the post.

When interacting with potential clients, tailor your content.

Aim to grow your engagement rate and study why which post has a higher rate.

Also engage in with negative engagement.

When searching online, the term Holiday attracts a lot of attention.

Challenges:

- Create meaningful interactions;
- Measure;
- Respond;
- Remember your objective.

People love to feel important, make use of that.

Customer service should be involved in social media interaction: the person interacting should have knowledge about the product.

Do not delete negative comments, by specific issues go private.

Owning the travel conversation (By: Caroline Coyle Vidmar)

Research showed a visitor will have visited approximately 36 websites before choosing a destination like Las Vegas: there is a lot of competition.

Content is king.

The way Las Vegas does it:

- **via video strategy:**
Las Vegas creates presentations of the whole destination; they curate partners' content, and have cooperation with media partners
- **content creating by others:**
Digital content partnership: let others tell your story on their term, authenticity. E.g. Vice.
- **social media efforts:**
A lot of people already know Las Vegas. We engage with them first.
Las Vegas engages audience through different platforms with channel specific content.
- **international**
Globalize social media presence.
Make content specifically aimed at different markets/ cultures.
- **portal lasvegas.com**

Engagement Marketing for Tourism Industry (By: Vidya Chadaga)

The quest of every consumer marketer:

- Acquire
- Grow
- Build

World today: the reality:

- We are overloaded with messages. 2,900 per day.
- Self-directing journey: you want to engage when you are ready.
- We demand personalized experience.

History:

- Mass Marketing.
- Transactional Marketing.
- Engagement Marketing > NOW.

The ABCDE of Engagement Marketing

- A. Engage as individual. One to one communication,
- B. Based on what they do. What and how, when etc.
- C. Continuously over time. Continuously having a conversation, even when they are not planning a vacation.
- D. Directed toward an outcome.
- E. Engage visitors everywhere they are. See where people interact, react there.