



“Social media management in the travel industry”

Laura Capasa

Senior Marketing Manager, Travelport

Lecturer Master MEMATIC

Introduction

In this lesson we will talk the importance of social media management in the travel industry. We will discuss about the main social media networks, storytelling practices and gamification.

The lecturers are not acting for the purposes of this lessons as TRAVELPORT representatives and/or making any statements on its behalf. Any views and opinions expressed in this lecture belong to the lecturers themselves and may not reflect the current official policy and/or position of Travelport

- Compressing in a few slides all the technical skills useful for the management of social media for a manager of a company or organization of the travel sector is a business beyond our means ... and moreover these skills and the notions associated with them follow to change constantly ... that's why we decided to structure this lesson in a slightly different way, trying to make it social in form as well as in content.
- Our goal is to make you experience as clearly as possible the paradigm shift that social media are determining in the structure of human interactions and - therefore - to make us all reflect together on how we must govern this change of paradigm in the structure of that particular and specific category of human interactions that we call management.

1st level of the game:
stand out from the crowd



- Social media today allow people, organizations and companies to reach the individuals who make up their audience with a precision and effectiveness previously unthinkable.
- What is the problem with all this communication power?
- Obviously the problem is the fact that the same incredible power is also available to anyone else, including all your competitors.
- As original and different as your content may seem, the sheer size of social media means that multiple competitors are certainly promoting very similar content in a very similar way.
- The following slides display visual examples of this ‘overcrowding’ problem, by looking at Instagram



This is a photo posted on Instagram. The author may believe that it is a rare and difficult photo, different from the others

Instead, a quick Instagram search shows us that many other very similar photos have been posted.

No hope to stand from the crowd just by diversity.



- There is even an Instagram account (insta_repeat) that had a good time 'reporting' all the identical photos published on Instagram. Here in the next 2 slides we see 6 examples, but on insta_repeat there are another 70!





- How can you get your audience to notice your message if all your competitors are sending it - literally - the exact same message?
- The answer is that you can't.
- So?
- Then we must stop sending our message to the audience. On the other way around, we must make sure that the public is looking for and finding our message.
- In this way, as active subjects, their attention will be much more guaranteed, rather than as passive targets.
- This is the founding principle of the so-called inbound marketing.

TRADITIONAL MARKETING

VS

INBOUND MARKETING

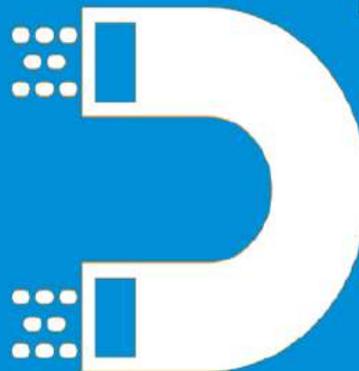
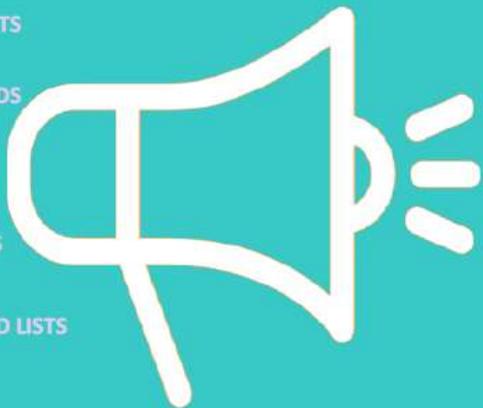
PAID FOR EMAIL LISTS

TV, RADIO, PRINT ADS

TRADESHOWS

DM COLD CALLS

EMAIL BLASTS TO PAID LISTS



PRESS & PR

PODCASTS

BLOGS

EBOOKS

INFOGRAPHICS

SEO

EARNED SOCIAL MEDIA

PERMISSION BASED EMAIL

The marketer simply sells

The marketer rarely interacts

Biggest budget wins

The marketer interrupts

The marketer educates

The marketer interacts

Most valuable content wins

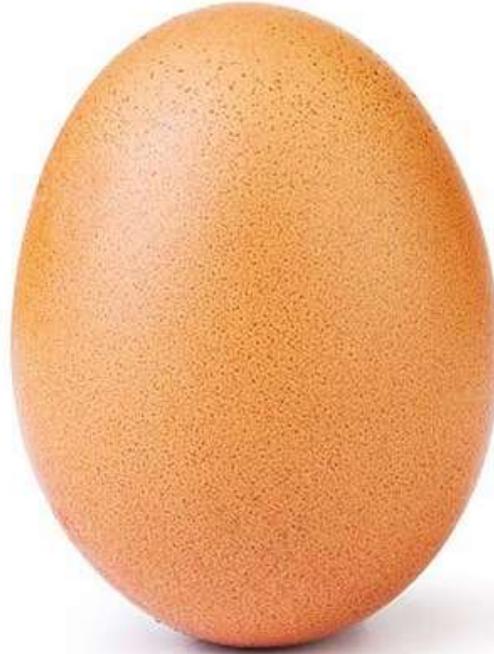
The marketer gets permission

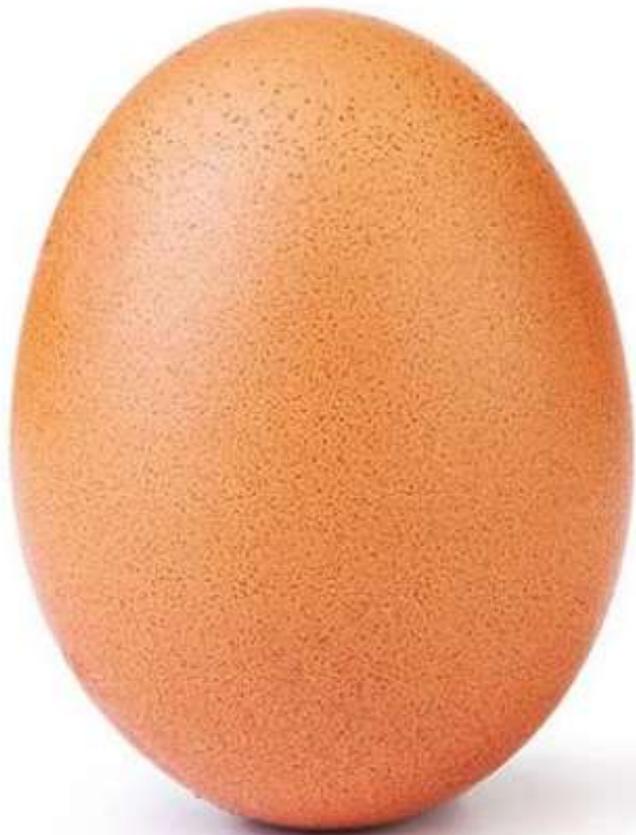
- In the next few slides, we will see an example of an Instagram picture that has really stand out from the crowd, by adopting the concept of addressing the audience as active subjects and not as passive targets

Do you know what is this
picture?

Do you know how many 'likes'
this got on Instagram?

Go to the next slide for the
answer





world_record_egg  • Follow



vidhan00.7      

36m Reply



vidhan00.7 #lol

36m Reply



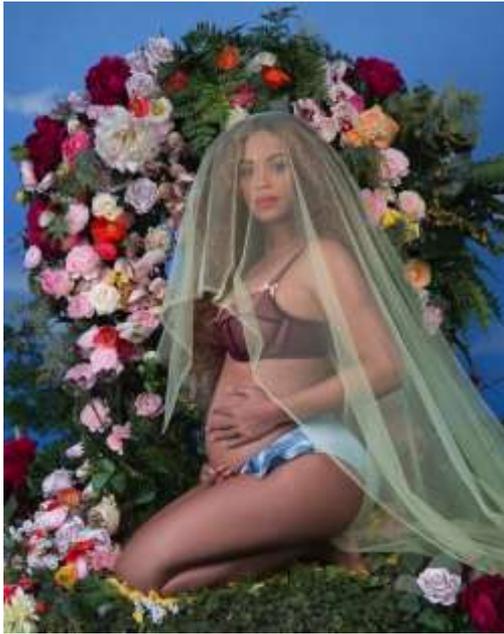
wareesha_06 3237842 comments if u find mine u r lucky 

36m 7 likes Reply



grozruslan          

- The Instagram egg is a picture of an egg posted by the account @world_record_egg on the social media platform Instagram, notable for becoming a global phenomenon and an internet meme within days of its creation. It holds the world record for both the most-liked Instagram post and most liked online post on any website in history
- Our ordinary egg literally crushed' the previous record, held by American TV star Kylie Jenner, not to mention the previous record of poor pregnant Beyonce ...
- How did it do?



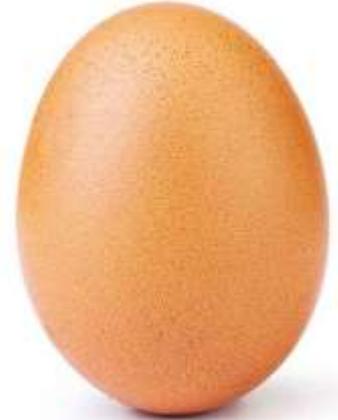
11,220,000 likes

FEBRUARY 1, 2017



18,674,926 likes

FEBRUARY 6, 2018



53,855,581 likes

JANUARY 4

- The Instagram egg did it by calling the audience to action as active players and not just as passive targets, by expressly engaging them into a cooperative try to set a new world record
- Let's see the text the egg has been posted with, at the next slide



world_record_egg  Let's set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this 

#LikeTheEgg #EggSoldiers #EggGang

41w

- On 4 January 2019, the @world_record_egg account was created, and posted an image of a bird egg with the caption, "Let's set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this." Jenner's previous record, the first photo of her daughter Stormi, had garnered a total of 18.4 million likes.
- The post quickly reached 18.4 million likes in just under 10 days, becoming the most-liked Instagram post of all time. It then continued to rise over 45 million likes in the next 48 hours, surpassing the "Despacito" music video and taking the world record for the most
- This is the power of inbound marketing!

2nd level of the game:
challenge the assumptions



- Management at the age of social media is a management that must continually challenge and question all the assumptions on which it is based.
- Nothing is more solid ground - and all manuals should be continually rewritten, at a much faster rate than this can actually be done.
- So keep your antennas constantly out and rely on what they pick up, and not on the manuals and rules they contain.
- If you think something is true, question it, because it may not already be true.
- Starting with geography (next slide)

WORLD MAP OF SOCIAL NETWORKS

January 2020



Facebook

QZone

V Kontakte

Odnoklassniki

Instagram

- Iran is the only country in the world where Instagram is the most adopted social media, ahead of the number 1 social media in most of other countries, that is Facebook
- In Russia, the nr. 1 social media is V Kontakte
- These are the notions of geography that you need to know in order to work effectively in social media
- Also: the nr. 1 social media in China was QZone on January 2020
- Talking about China, look at the next slide

Do you know what
these products are?

PLAYERUNKNOWN'S

BATTLEGROUNDS

VS

FORTNITE

BATTLE
ROYALE



- Of course, Playerunknown's Battlegrounds (PUBG) and Fortnite: Battle Royale are two very popular video games
- In 2018 PUBG won many titles on the Internet as the 'most played video game in the world'
- In 2019 all those titles became 'Fortnite dethrones PUBG as the most played video game in the world'.
- The fact is that Fortnite was created after PUBG and is a very, very similar game.
- So similar that the company that owns PUBG has filed a multi-million dollar lawsuit for plagiarism against the company that owns Fortnite.
- But the best part is that the two companies are controlled by the same shareholder, Tencent.
- Who among you has heard of Tencent?
- Perhaps not so many people have heard of Tencent, but most people have heard of their best-known brand, WeChat.

- Tencent is the seventh technology company with the highest market capitalization on this planet.
- It not only owns the two most played video games in the world, but also social media, video streaming services, mobile payment services and the most popular cloud services in China. In the Chinese world, it is as if it were Apple, Microsoft, Google, Facebook and Netflix all in one company!
- It is clear that your knowledge of the geography of the world is not complete if you do not know the Tencent universe.

Market capitalization of the largest internet companies worldwide as of June 2019

(in billion U.S. dollars)



QQ

QQ Wallet



Weixin/WeChat



Qzone



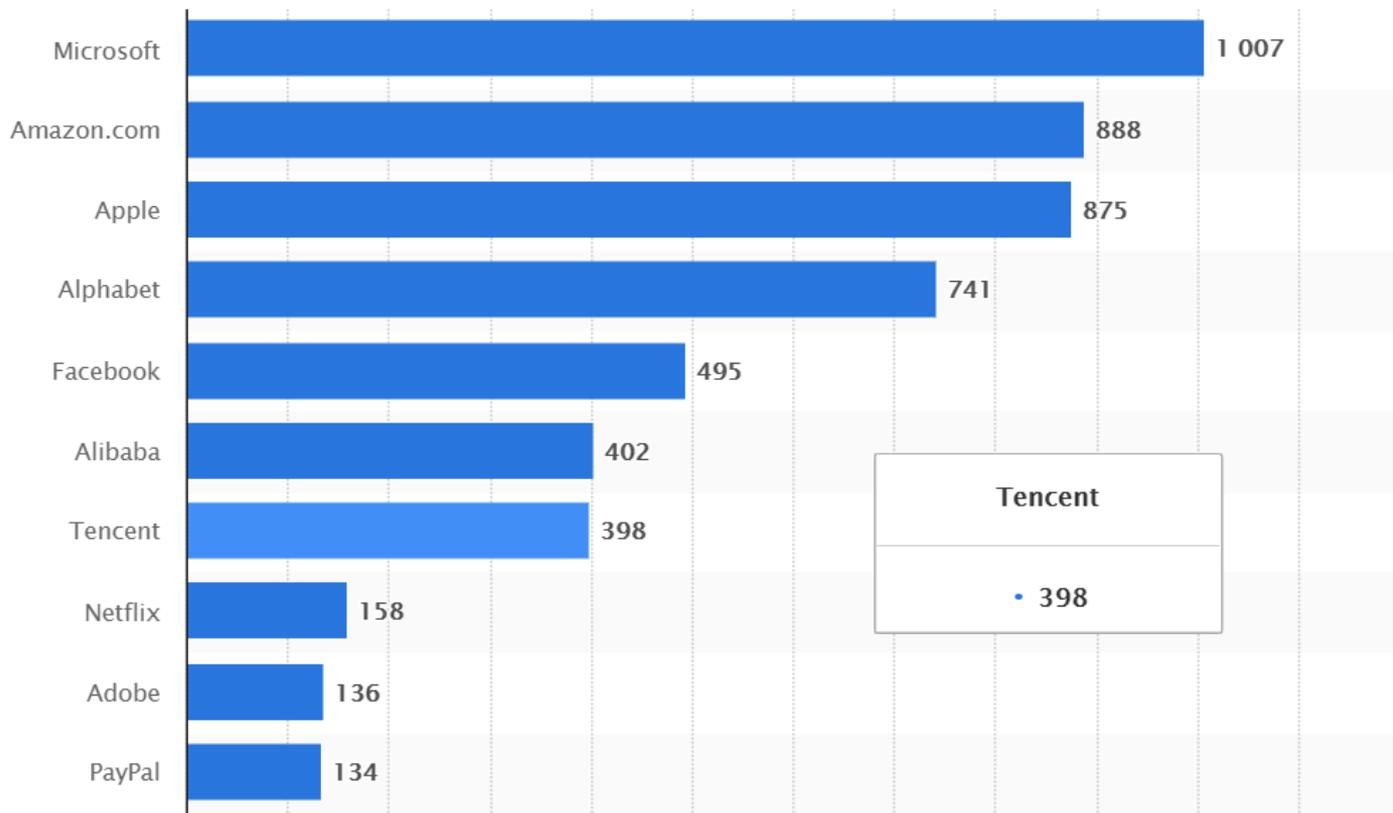
Tenpay



Tencent Map



QQ Mail



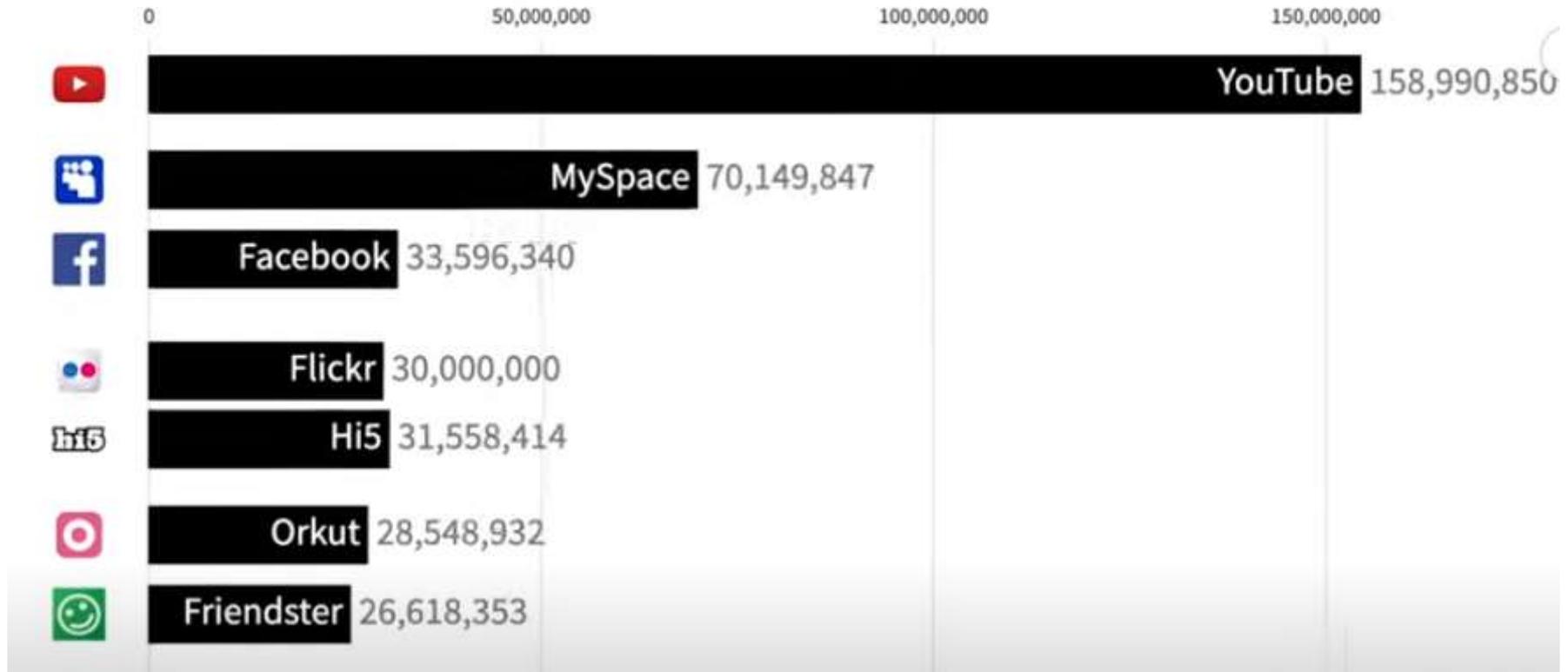
Tencent
• 398

- And it is not only in Geography that social media challenge our assumptions ...
- Even History cannot be saved!
- But what is History seen from the social point of view?

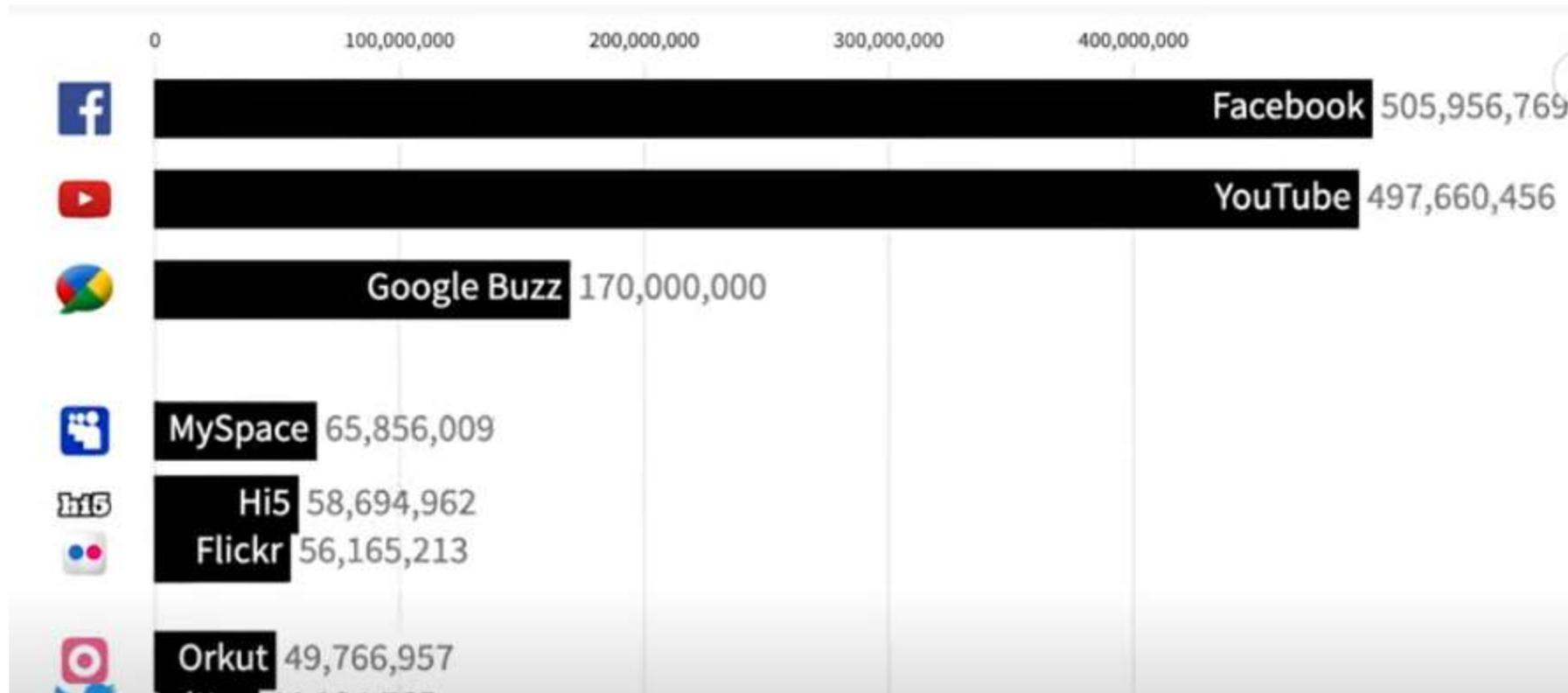
2006 – MySpace still is the nr. 1 social media
Facebook is only at the 6th place



2008 – YouTube gains 1st place
Facebook goes at 3rd place

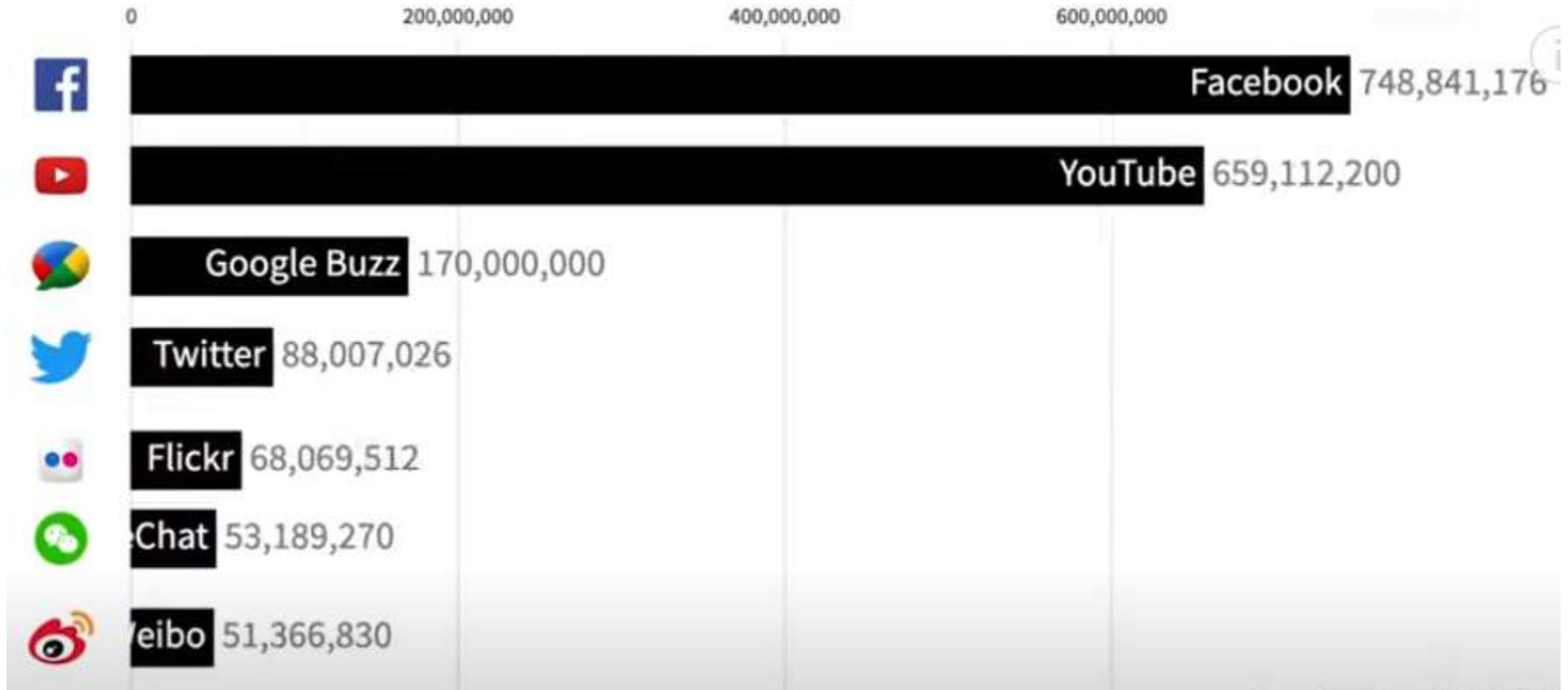


2011 – Facebook dislodges YouTube from 1st place

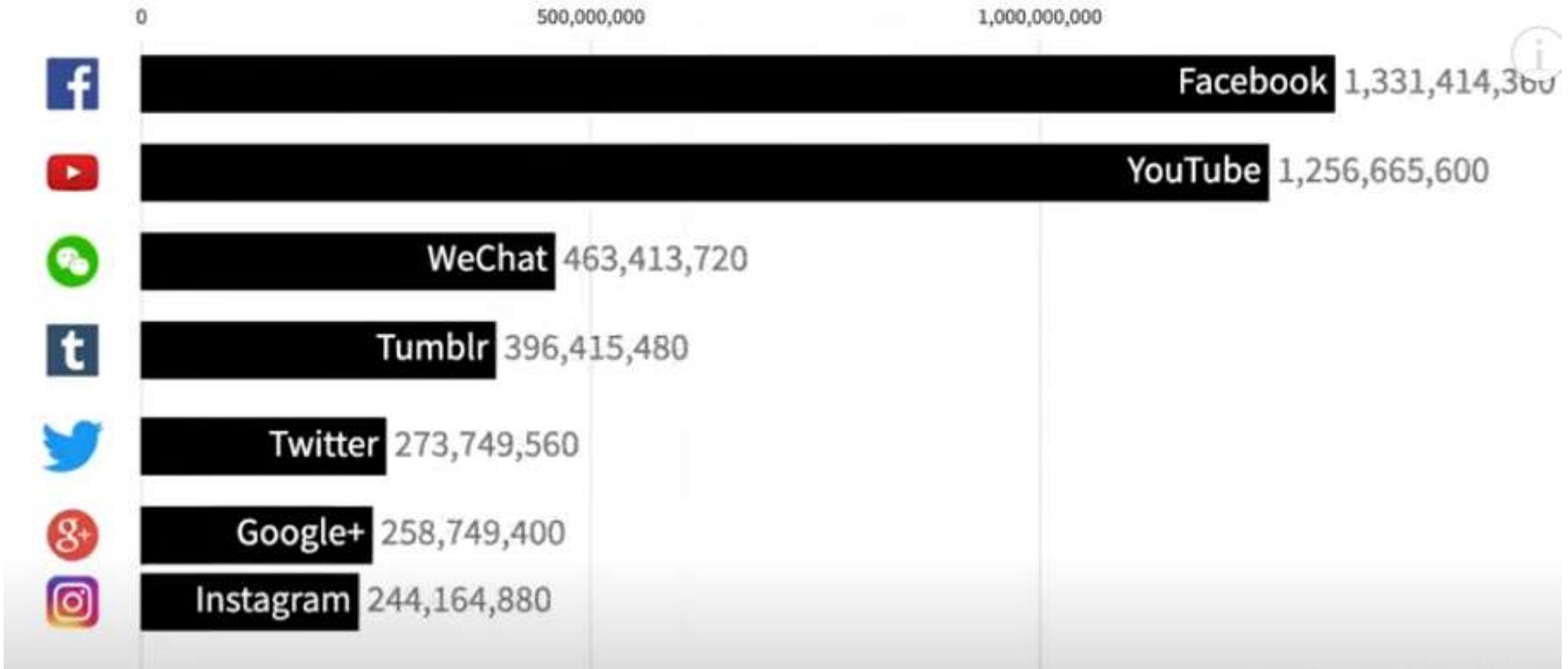


2012 – Twitter in the top 4

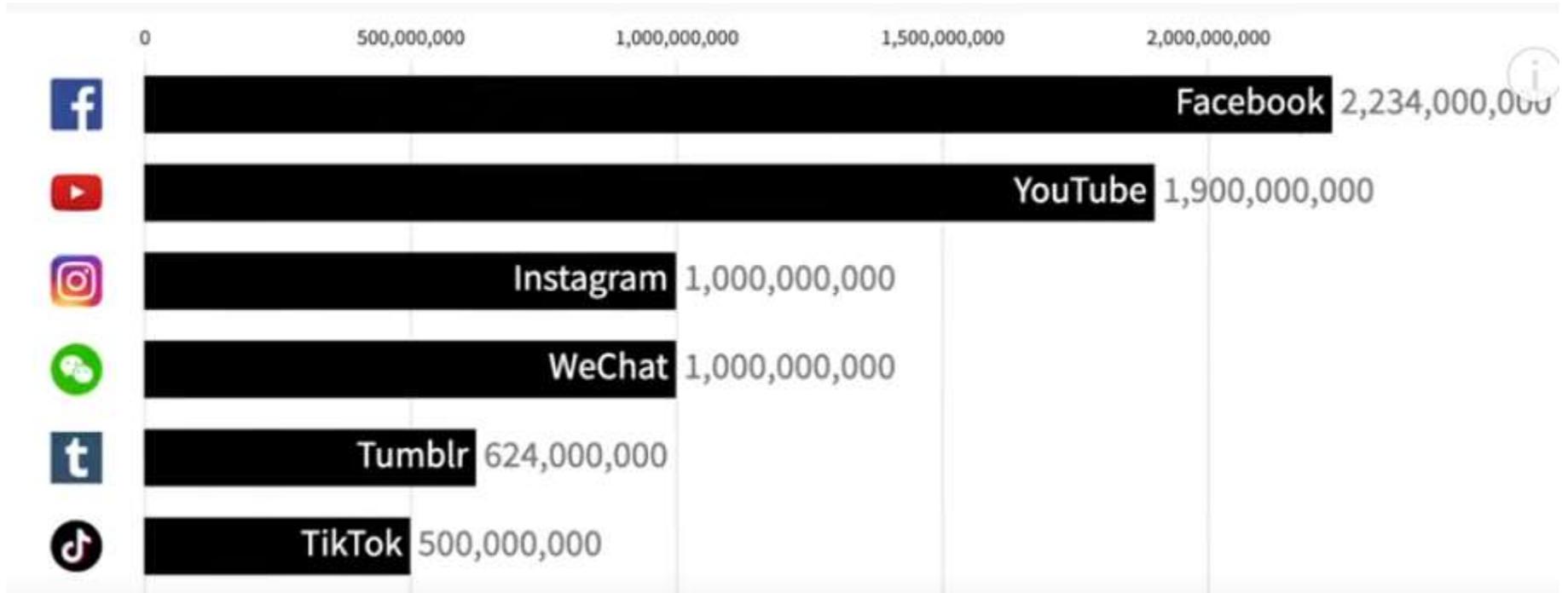
MySpace goes out of the picture



2015 – WeChat in the top 3 Instagram is growing



2018 – Instagram in the top 3 TikTok is growing



Today

- 1st – Facebook, 2.4 billion monthly active users
 - 2nd – YouTube, 2 billion monthly active users
 - 3rd – WhatsApp, 2 billion monthly active users
 - 4th – Facebook Messenger, 1.3 billion monthly active users
 - 5th – WeChat, 1.1 billion monthly active users
 - 6th – Instagram, 1 billion monthly active users
-
- Facebook, Inc. owns 4 out of the top 6 places (1st, 3rd, 4th, and 6th)
 - Facebook is on the way to join the other top 5 companies (Amazon, Apple, Google, and Microsoft) in reaching 1 trillion dollar market capitalization

And tomorrow?

- Is TikTok going to keep growing?

The New York Times

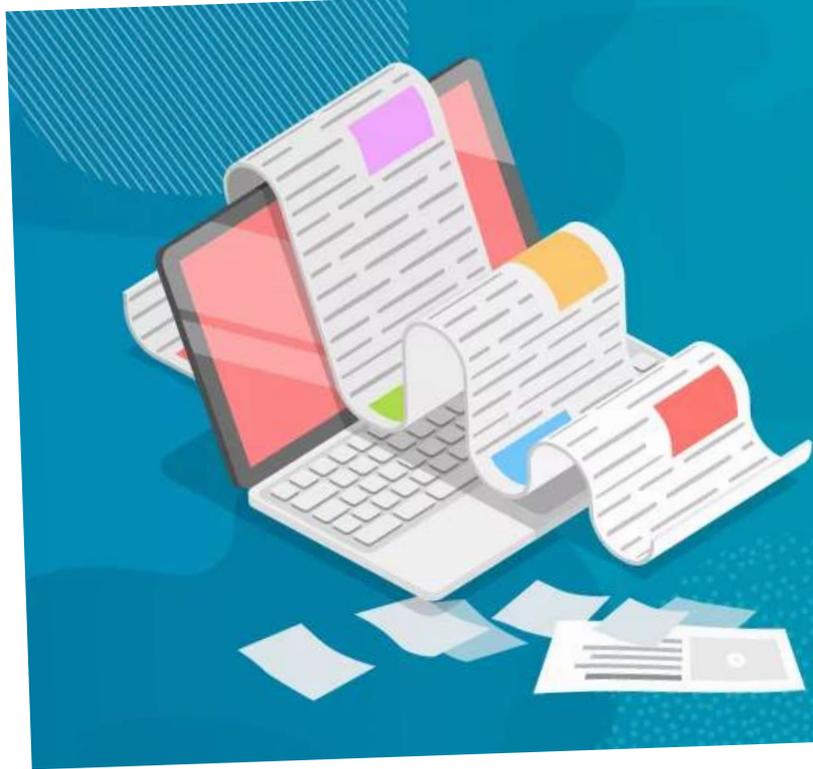
TikTok (Yes, TikTok) Is the Future

Whether serious or silly, TikTok is an outlet for expression unlike anything that came before.

3rd level of the game:
building the reality



- Modern management of the pre-social age was an activity that consisted in managing a pre-existing reality.
- The post-modern management of the social age consists in building reality itself.
- As good as you can be at managing a given reality, you have no hope against a competitor who builds a whole new one
- Two techniques of building reality are well known and widespread:
 - Storytelling
 - Gamification.



**THOSE WHO TELL
THE STORIES
RULE THE WORLD**

Storytelling

- Storytelling is the art of tell stories employed as a persuasive communication strategy, in particular in the political, economic and business fields.
- In essence, storytelling is a communication technique that consists in telling a story to attract the attention of a specific audience, to convey to that audience the message that the story wants to transfer and stimulate a specific desire in readers or spectators, persuading them to fulfill a precise action. In a nutshell: it's about persuading by telling a story.
- Human brain is particularly predisposed to pay attention to stories. If you think about it, ancient myths were already stories. The people of those times left themselves be guided in their life by taking inspiration from those fantastic stories. Those stories were loaded with practical and moral indications: they guided behavior. Millennia have passed since then, but storytelling still has a strong power over the human mind. Stories fascinate us, inspire us, push us to action.
- Human brain is hardwired to listen to stories and live them.
- And those who do business know it well

Who storytelling is for?

- Storytelling can theoretically be done on anything that needs to be supported from a communicative point of view: a company, a brand, a product, a person or an event.
- The major international brands have long sensed the potential of this tactic and use it to communicate with their customers, with the aim of attracting and then retaining them. In fact, a customer engaged through storytelling - that is, a customer particularly involved in the stories that tell the brand or that promote its product - gets closer to the brand and proves to be more loyal. And this does not only happen when telling stories through words: videos also work very well for this purpose.
- Who needs storytelling? It is useful to any company, regardless of its size, what it sells and the market conditions in which it operates. That is, it is not mandatory to be a large multinational corporation. Even SMEs can do it. Even freelancers, with the aim of making their personal branding more effective.

READY PLAYER ONE?

*LEVELLING UP TEAM ENGAGEMENT WITH
GAMIFICATION*



Gamification

- Gamification is the use of elements borrowed from games and game design techniques in contexts external to gaming.
- It has been proven that the use of gaming methodologies stimulates active behavior, and is one of the most effective methods to engage people in doing activities or consuming services. The user no longer acts as a passive target of information but becomes an active 'gamer' of a gamified product.
- An active behavior is much more effective than a passive one, also from the point of view of the transmission of a message: by incentivizing to perform actions, the message can be connected to the action itself, thus enclosing everything in the same experience. Another advantage of making the user perform certain actions is that of obtaining feedback in the form of data. This collection of data based on the actions performed within the game allows you to catalog users and understand what each person's tastes are, allowing you to focus particularly on the target and / or trying to expand the potential user base.
- The strength of gamification is the ability to stimulate human instincts, with the aim of creating or fulfilling human desires and needs. A gamified product provides objectives to reach, levels in which to progress, compete with other users, share their successes and earn rewards.

How gamification works

- The logic of gamification is using the dynamics and mechanics of game design, such as:
 - Scores
 - Progression through levels
 - Rewards
 - Badges
- The goal to stimulate some primary instincts of a human being, such as:
 - Competition
 - Social status
 - Sense of purpose
 - Achievement

Storytelling +
Gamification =
Social Media

- So what is the relationship between social media and travel?
- Are social media a channel to promote travel services and products?
- The survey findings at the next slide support this view

Finding Inspiration Through Social Media

While travelers continue to find vacation inspiration via a number of channels, social media is quickly becoming a top source.

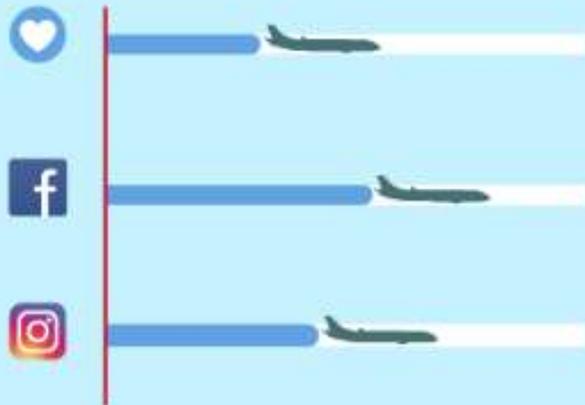


30% of U.S. travelers
turn to social media to find trip inspiration

52% of Facebook users
say their friends' photos inspire their travel plans

40% of UK Millennials
say they consider how Instagramable a
location is when trip planning

TOP METHODS FOR VACATION INSPIRATION



Travel gets mentioned more on social media each month than Justin Bieber, Katy Perry, and Taylor Swift combined

- However, other findings of the survey, on the next slide, support a more complex view

Sharing Photos on Social Is the New Postcard

What are travelers doing on social media while on the road? The most popular activity is sharing photos to various networks.



Among traveling social media users:

60% of travelers share photos to social media while traveling

97% of Millennials share photos to social media while traveling



Checking In Is Important for Younger Travelers

Aside from posting photos, travelers—especially younger ones—engage in a host of other activities on social media. Among the most popular are checking in and checking in on posts.

Travelers checking in:

39% of travelers age 18–29 say they would check in at a cool place while on vacation

32% of travelers say they've tracked the interactions on their social posts while traveling



Building Excitement with Social Media

Once a trip is booked, consumers often turn to social platforms such as Facebook to post about their upcoming trips and find more information about their destinations.

52% liked a page related to an upcoming vacation



59% posted a status update about an upcoming vacation

The Trip Doesn't End When Travelers Get Home

Just because a trip is over doesn't mean it can't live on in social media and online. Most travelers now continue to engage digitally in various ways after returning.

AFTER RETURNING FROM A VACATION...

46% post hotel reviews



40% post activity or attraction reviews



40% post restaurant reviews



55% "like" Facebook pages specific to a vacation.



- From the survey findings on the last slide, we understand that social media are not just a promotional channel for travel
- They are now one of the 'reason why' of travel
- Social media interaction and engagements are the frame that encompasses the whole travel experience and makes sense of it

The social IS the travel



© 2020 Travelport. All rights reserved. Travelport, Apollo, Galileo, Worldspan and the Travelport logo are trademarks of Travelport. All other marks are the property of their respective owners.

Note about examples:

All screen examples and other inserts associated with system output are provided for illustration purposes only. They are provided as illustrative examples of system functionality and are not meant to represent actual screen responses, rates, etc.