

SOCIAL MEDIA STRATEGY PROJECT

PROJECT OVERVIEW

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Background

Social Media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration used worldwide on a global basis by most industries. They allow people or companies to create, share and exchange information, career interests, news, ideas, pictures and videos in virtual communities and on networks.

Social Media also allows businesses to target advertising, promotions and other communication and enables interaction with existing or future prospect customers.

Today, Social Media consists of thousands of networks and other platforms, all serving the same but each time slightly different purpose. Some Social Media platforms like Twitter, Facebook, YouTube or LinkedIn are more prominent than others, but smaller ones nevertheless manage to impose themselves too as they cater for different and targeted sections of the population.

Social Media is becoming an integral part of life online as social websites and applications proliferate. Social Media has also become a popular choice of communication for the travel industry and its customers. The shift to online socializing has created new business, marketing and communication opportunities. Airlines are taking full advantage of technology to get the online community involved and motivated to travel, get them to tell the airlines what they love and what they hate about them, and have them spread the word and share with the community which airline they should be travelling with.

For airlines to remain competitive in today's environment they must develop a highly effective Social Media Strategy. The expected prime results of any airline's Social Media Strategy is to convert the people following it and reading about it into paying customers. In other words, to **convert Followers into Travelers**.

Airsource Partners assists airlines in the definition, implementation and monitoring of an effective Social Media Strategy.

In cooperation with Consulting firm KAZA IT of Cyprus and media company & technology partner AirGuide Business Intelligence of New York and Miami making and its Social Media Marketing software tools available Airsource Partners will generate Social Media analytics to efficiently support airlines in their social media efforts for marketing and customer service.

The present document highlights the methodology and major steps of Airsource Partners' proposed Project. A more detailed technical and financial proposal is available upon request.

Business Issues& Opportunities

Social Media allows for a friendly, low-pressure method of selling and advertising by engaging the customers on a more personal level. The best part about marketing on social networks is that companies – particularly airlines - if armed with the right sales-driving strategy can be extremely successful with little to no cost other than the time spent.

The number of followers or fans boasted by the airline is not what matters most. What matters is smart and rich deep data, not “big data”, how the airline communicates with quality “emotional” content to engage their followers and fans with its brand and how the airline transitions these consumers into passengers and, even better, ambassadors of its brand. What also matters is how the airline monitors passenger online comments and/or complaints and handles them, and how Social Media can positively or negatively impact the reputation of the airline.

The successful implementation of a cutting-edge Social Media strategy and tools has the potential to boost the airline’s positioning in the industry.

The reasons for an airline to be active in Social Media are multiple:

- ☐ Increase brand awareness
- ☐ Drive traffic to business website
- ☐ Obtain customer feedback
- ☐ Develop network of contacts, and of course...
- ☐ Generate sales

Expected Benefits

There are many benefits to a Social Media strategy. A focus on social marketing is bound to lead to an improvement of people’s awareness of your business and engage them emotionally.

Here are some of the benefits to be expected from a focused and properly implemented Social Media strategy:

- **Increase Brand Recognition.** Social media provides an excellent way to build - or rebuild - the company’s brand (its most valuable marketing asset after all) regardless of the size of the company
- **Build Trust.** Effective, open, frank and timely online communication, a key element of any Social Media strategy, instills trust between the airline and its customers

- **Improve Brand Loyalty.** Loyalty is powerful, no matter the source or the medium can be. People in online communities tend to pass around links to blog posts and other content and this can be considered useful as it produces viral marketing value
- **Increase in bookings and/or sales.** Social Media provides the airline with a fast, prompt and personal manner to respond to travellers' feedback or specific requirements and find out more about their preferences. The airline can focus on meeting its customers' needs and expectations while gathering highly valuable intelligence on competition
- **Boost traffic and search engine ranking.** Social media channels generate high volume traffic to a webpage. Integrating Social Media into an airline's website is a powerful way to convert leads into prospects. The more channels the airline participates in, the larger the online traffic obtained at the end
- **Low Cost.** An online Social Media Strategy requires a limited budget compared to any offline communication strategy. The biggest cost item in the deployment of a Social Media strategy is the cost of staff getting accustomed to new social platforms and tools.

Project Details

The proposed Project aims to assist an airline in the development of its new Social Media strategy.

Airsource Partners' experts start with a review of the airline's existing online communication strategy. The thorough and methodical review includes an analysis of the airline's current content and media use via a Social Media analytical tool provided by Airsource Partners' technology partner AirGuide Business Intelligence bringing its Social Media Marketing software tools available in over 20 languages including English, French, German, Italian, Spanish, Portuguese, Greek, Arabic, Turkish, Chinese, Japanese or Korean.

Airsource Partners' experts work in constant and full cooperation with the airline's marketing and commercial teams assigned to the Project. The media strategy of airlines of similar sizes and models are observed. Best Practices in the industry are considered and benchmarked against the airline's current and planned media strategy. A comprehensive, well-documented report outlining Airsource Partners' findings and recommendations is presented and discussed with the airline's executive team at the end of the Project.

Amongst other things, the airline must decide on the most adapted strategy that will make its offering appealing to their customers and push them to buy its products and services. Any successful Social Media campaign must bring elements of response

in particular as to the selection of the best social network(s) to reach the airline's customers, the type of interaction encouraging customers the most to respond, the plan to put in place to turn followers into buyers or the launch of a blog, one of the most trusted sources of information for customers researching their trip online.

Selected examples of the type of data and information obtained from AirGuide Business Intelligence's Social Media Marketing software tools & solution can be obtained upon request.

Analytical tools provided by AirGuide Business Intelligence

