

TripAdvisor, Video
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Summary

- 1. Introduction
- 2. The importance of a good summary
- 3. How to write a good summary
- 4. The importance of a good summary
- 5. Conclusion

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INTRODUCTION

- American Travel Website
- More 3000 employees in 45 locations
- 24% increase in full-year revenue - \$245.063 in 2013
- Enabling travelers to plan and have a perfect trip
- World's largest travel community
- More than 150m traveler reviews & opinions on more than 800,000 places by over 100m users
- 215 million monthly visitors on their website
- 70% of people traveling in Asia are influenced by the reviews on TripAdvisor

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Summary

1. Introduction
2. Background information on TripAdvisor
3. New Media Marketing Strategies
4. E-Marketing Mix
5. Website Accessibility, usability & effectiveness
6. Online safety & security
7. Conclusions & recommendations

➔ What are the digital marketing strategies of TripAdvisor?


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 What are the digital marketing strategies of TripAdvisor?

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INTRODUCTION

- American Travel Website
- Hires 3000 employees in 45 locations
- 24% increase in Full year revenue - \$945,661 in 2013
- "Enabling travelers to plan and have a perfect trip"
- World's largest travel community
- More than 150m traveler reviews & opinions on more than 4m places to eat, stay and visit
- 315 million monthly visitors on their website
- 75% of people traveling to Asia are influenced by the reviews on TripAdvisor

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New media marketing strategies

The extent in which TripAdvisor has incorporated digital marketing into their marketing strategy

Corporate Website

- <http://www.tripadvisor.com/>
- Enables customers to:
 - book hotels
 - vacation rentals
 - airline tickets
 - package holidays
 - destination services (e.g. car rental)

Social Media Platforms:

TripAdvisor has a significant presence on well-known social media platforms such as:

- Facebook - 1,816,084 likes
- Twitter - 2.07M followers
- Instagram - 38m Followers
- YouTube - 5,242 Subscribers

Mobile Marketing

TripAdvisor has adapted the idea of mobile marketing and has tapped into the mobile app market which satisfies the needs of its consumers in terms of:

- Time Critical
- Spontaneous
- Entertainment
- Efficiency

TripAdvisor Apps

- TripAdvisor App
- TripAdvisor City Guides
- Seat Guru
- Jetsetter
- GateGuru



Customer Relationship Management (CRM)

"Activities that organisations take to satisfy customers' needs, identify their preferences and resolve their complaints, offer them after sales services, in conclusion, establish a long-term relationships with their customer" (Shi, Tse & Yim, 2003)

Digital Customer Relationship Management
Incorporates all traditional CRM functions with the use of technology (e.g. Marketing)

TripAdvisor Digital CRM

- Email Marketing
- TripAdvisor Corporate Website
- Mobile CRM

Content Marketing Matrix



Affiliate Marketing

Affiliate marketing enhances the relationship between the publisher, the advertiser and the consumer (Stokes, 2011)

- **source of revenue**
 - Advertiser - The hotel, restaurant or other organisations
 - Publisher - TripAdvisor
 - Consumer - Person who sees the ad and makes an action

In-Bound Marketing Mix

Reach

Building awareness of a brand, its products and services on other websites and in offline media (Chaffey, 2015)

- Key Measures
- 1,810,003 likes on Facebook
 - 565,000 followers on Instagram
 - 315,000,000 visitors to the website

Convert

Getting the audience to take that vital next step which turns them into paying customers (Chaffey, 2015)

- Key measures
- Revenue \$ 944,661

Meta-display platform

Act

Finding out more about a company or its product (Chaffey, 2015)

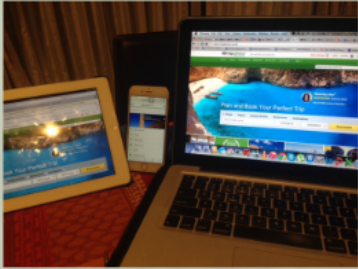
- Key Measures
- Daily time on site: 4:39
 - Bounce rate: 44.40%
 - Instagram: 500-2000 likes per picture
 - Facebook: 10-50 comments and 60-1900 likes per post

Engage

Developing a long-term relationship with first-time buyers to build customer loyalty (Chaffey, 2015)

- Key measures
- 200,000,000 reviews
- Review express
- 35% of new reviews from Facebook members

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Website Accessibility

TripAdvisor's Corporate Website

- Compatible with all major browsers
- Operates in 45 countries worldwide
- Available in English and 27 other languages



Integration with other devices (e.g. mobile devices)

- Users can access TripAdvisor on the go

Mobile Apps - TripAdvisor

TripAdvisor Widgets

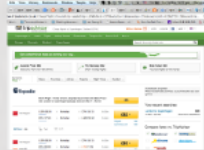
- Allows users to add TripAdvisor content on their own website

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Usability Heuristics

H1: Visibility of System Status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time



H2: Match between the system and the real world

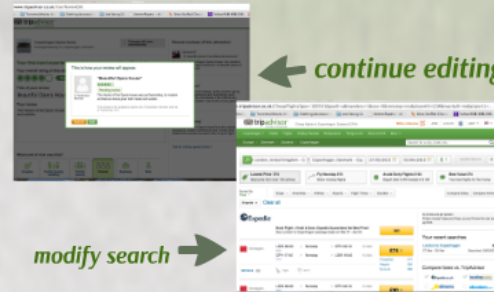
The system should speak the users' language with words, phrases and concepts familiar to the user, rather than system-oriented terms.



TripAdvisor uses file-folder tabs for navigation

H3: User Control and Freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" - support undo and redo



H4: Consistency & Standards

Follow platform conventions



H5: Error Prevention

Prevent a problem from occurring in the first place



are you sure you want to quit?

H6: Recognition rather than Recall

Instructions for use of the system should be visible or easily retrievable whenever appropriate



H7: Flexibility and Efficiency of Use

Make sure the system can cater to both experienced and inexperienced users



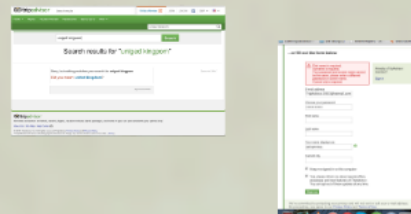
Easy access to search history

H8: Aesthetic and Minimalist Design

Dialogues should not contain information which is irrelevant or rarely needed.

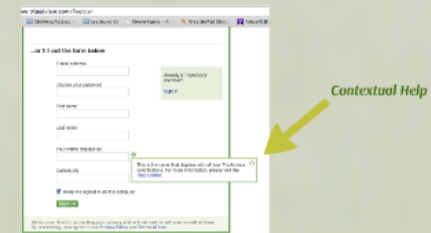
H9: Help Users Recognise, Diagnose & Recover from Errors

Error messages should be expressed in plain languages (no codes), precisely indicate a problem, and constructively suggest a solution



H10: Help and Documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation



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Usability...continued

Social Media Integration

- Use of Chiclets

User Motivation

- Different product categories to meet different user needs
- Keywords and Suggestions

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Online Safety & Security

- Peace of Mine Payment Protection
- Collaboration with PayPal

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