



TRIP ADVISOR Harvard Case Solution & Analysis

TheCaseSolutions.com

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?

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

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

- · Time Critical
- Spontaneous Efficiency
- Entertainment
 - TripAdvisor City Guides Seat Guru Jetsetter

TripAdvisor Apps

TripAdvisor App





Customer Relationship Management (CRM)

"Activities that organisations take to satisfy customers' needs, identify their preferences and resolve their complaints, offer them ofter sales services, in conclusion, establish a long-term relationships with their customer"

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

Reach

In-Bound Marketing Mix

- 1,810,903 likes on Facebook
 565,000 followers on Instagram
 315,000,000 visitors to the

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

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

- 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

200,000,000 reviews

35% of new reviews from

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