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Strategic Insights On:

Travel, Tourism and Entertainment

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Travel, Tourism and Entertainment

With proven expertise for all facets of travel and tourism in our agency walls, we possess an award-winning, unparalleled combination of superior strategy, skills and personalized service. From RevPAR, OC rates and ADR, to increased visitation and upwards-trending engagement, our unrivaled campaign numbers speak for themselves.

We hope you enjoy this content and evok's commitment to the travel, tourism and entertainment industries. If you would ever like to be a guest writer, or suggest blogs for us to write, please contact us at info@evokad.com.



SUCCESSFULLY MARKETING YOUR LUXURY TRAVEL BRAND IN THE SEA OF DISCOUNT TRAVEL

Expenses Aren't Everything—Marketing to Luxury Travelers

We are living in the age of triple checking the prices for the best and cheapest deals on the internet. So, what does that mean for luxury travel brands?

Luxury destinations don't draw travelers in because of the price factor, they draw them in for the experience and exclusivity. Marketing these top dollar destinations becomes challenging when competing with more budget-friendly stays, but hope is not lost. Prices may create a plateau of consumers, but targeted techniques will spike up those numbers if used effectively.

Create the Aspiration Vacation

Make your luxury brand look and feel like the ideal vacation to land on travelers' bucket lists through complete online immersion. Post those unforgettable Instagram pictures, assemble aesthetically perfect Pinterest boards, and produce unreal looking videos that express the true beauty and charisma of your destination. If you have a person reposting your content with #Goals, you've succeeded. Showing what makes your location upscale and worth the expense creates a reliable marketing strategy.



Watch the video here.

Take this resort in Finland, showing off their “glass igloo” stay. Seeing this beautifully put together video alludes to a unique, must see destination. Yes, you can probably see the Northern Lights from your average hotel room anywhere in the Nordic countries, but here you can see it inside your own Arctic glass igloo. It's the one-of-a-kind experience travelers feed on and should be your main marketing tactic.

Strategies for Sales

Luxury branding and discounts don't typically go together. Your brand is too important and sales are only for off-season travel, right? Twenty-two percent of luxury consumers agree that if a luxury product goes on sale, it lessens its perception of luxury. But the reality? Over 80% admit their last luxury purchase was on sale and this influenced their decision to buy.

What does this mean for luxury travel brands? Your potential visitors are attracted to exclusivity, but they also love a discount. Contradicting statements for sure, but money rules the mind in any situation. Whether you do a Groupon deal for one weekend or give points per stay, find a way to provide a bang for their buck and consumers will find their way to your destination.

Money talks, but so do people. Your consumers want to boast over the amazing stay, not tell their friends how expensive it was. Travelers value a good time and your company can provide that to them.

Want to find out more about marketing to different groups of potential travelers? Read up on our blogs on Millennial or Baby Boomer travel trends.



HOW TO MARKET TO EVENT PLANNERS: WHAT DESTINATIONS NEED TO KNOW

Promoting the Features Event Planners Look For in a Destination

Marketing to leisure visitors is all about creating emotional connections between your destination and travelers. Appealing to event planners is a different story. Planners look at destinations and the venues within them from a more analytical perspective, making sure the numbers and features add up to a successful event.

Wondering exactly what factors and features professional event and meeting planners look for in a destination? Keep reading for the top three things event planners take into consideration when choosing a destination for a conference, convention or other event and how to tailor your destination's marketing efforts to give you a competitive edge.

Budget Friendliness

Cost is one of the first factors most event planners must take into consideration. Budgets can range from \$1,000 to over six figures depending on the type of event, who will be attending, location and size. A three-day conference for C-level executives at a 5-star hotel will have a much different budget than a corporate annual meeting with a guest list of 200.

Beyond the numbers on the planning side, event professionals also have to consider attendee expenses. The C-level executives from the previous example may be able to afford the flights, accommodations and day-to-day costs involved in choosing a first-tier city, like New York or Miami, while some events' attendees may be more comfortable in a smaller, more affordable destination.

As a destination looking to connect with planners during these considerations, it's important to showcase your range while also targeting the right people with the right message. If you're featuring your ad in a magazine focusing on budget-friendly events, chances are the planners reading it are not looking for a luxe venue. Use this as an opportunity to highlight the more affordable yet just as efficient spaces in your destination.

Accommodations and Transportation

Another set of decision-influencing factors for many event planners include where will event staff and attendees stay and how will they get around once at a destination. From having enough hotel rooms to accommodate their guest list to transporting setup equipment to the venue, planners want to know your destination will be comfortable and convenient for them and their attendees.

From a marketing perspective, you want to find out what the most important questions are for the planners you're engaging with and be there with the answers they're looking for. This may translate to creating sections on your website for a variety of events and needs, like "flying in" or "local meeting." For example, if event staff and attendees are flying into your destination, they may not have a rental car or access to a vehicle. In these sections, showcase venues with accommodations and plenty of places to eat and relax that are within walking distance of meeting spaces.

The Attendee Experience

Speaking of where to go and what to do after the main event, planners want to know their destination of choice will create and cater to an exceptional attendee experience. A number of factors go into crafting that experience, including walkability and proximity to restaurants, hotels and attractions; safety, especially when walking at night; family friendliness for attendees extending their visit; weather and time of year; and overall uniqueness.

It's an event planner's job to choose a destination and venue that will not only serve the purposes of the conference or meeting taking place, but also attract attendees. Naturally, an event in an impeccably designed space within a short distance of the city's hottest restaurants and attractions is an attendee magnet, but more often than not, planners are working with limited budgets and need the biggest and best bang for their buck.

So, how does your destination's marketing fit into that equation? Blogs, videos, visitor's guides and other attendee-focused pieces can supplement your event planner marketing. Creating content geared towards the attendee experience can give even small destinations the upper hand against bigger players.

Want more destination marketing insights? Don't miss our piece on how smaller destinations can compete for tourism and why youth sports can mean big business for your destination.



WHAT YOU NEED TO KNOW ABOUT THE BABY BOOMER TRAVELER

Understanding the Baby Boomer Traveler's Persona

Travel and tourism marketing and advertising efforts have heavily focused on the coveted millennial generation in recent years. While it's good to hone in on an emerging market, another generation might be boarding more planes and booking more hotels than you think.

And that would be the baby boomers—the generation born between 1946 and 1964 and who's currently between the ages of 54 and 72.

The tens of millions of baby boomers living in the U.S. are starting to clock out for the last time and kick their feet up in the world of retirement. And once this generation set reaches retirement, they'll be traveling across the U.S. and taking long-stay vacations.

While there's constant chatter across the web, TV and radio about all the challenges we'll face once these boomers hit retirement, we shouldn't focus on the rough patches, but rather think about the benefit that comes with the boomers aging out—money for the travel and tourism industry.

According to AARP, baby boomers produce about \$7.6 trillion in economic activity each year. With all that money flowing in and out, that's enough for Americans 50 or older to represent the third-largest economy in the world. On top of that, almost 20 percent of the population will be over 65 by 2029, according to the U.S. Census Bureau data. Now, that's a large segment of retirees to target.

But before you take this information and run with it, you have to learn who exactly you're speaking to. We know we're speaking to baby boomers, but who are they? What do they like? How do they receive information? Where will these vacations and long-stay trips take them? If you're looking for these answers, just read a little further.

They're Headed to U.S. Urban Cities

Baby boomers are a little weary of international travel. While they're willing to travel as far as Hawaii and Alaska, current events and security concerns keep them inside the states. On top of that, when they travel within the U.S., they avoid encountering language barriers or dealing with currency exchange rates.

Once baby boomers pick a state for their vacation or trip, they often choose an urban city to visit. Far fewer boomer are heading to the mountains or relaxing on the beach mostly because of health and fitness concerns. Ideally, they would like to stay in a small town with restaurants and shops nearby or easily accessible public transportation to get around.

They Enjoy Travel Packages

Travel packages—they're simple and cut out the planning process, and that's why baby boomers enjoy them. They don't want to work for their vacation, they're in retirement after all.

But baby boomers aren't looking for a go here on this day and go there on the next day type of travel package. Boomers will heavily lean towards activity-focused travel packages. They want to be fully immersed in their urban city, get to know the locals and feel like a resident. They want to learn how to create an impressive pie in Little Italy in New York or take a hand at the sommelier life at a vineyard in California.

They Travel in the Off Season

Reasonably, they don't travel during winter or spring break when all the parents take time off with their kids and flood cities. While they enjoy traveling in summer and spring for the nice weather, they avoid the busy holiday or vacation season. And unlike full-time employees, they don't have to request paid-time off or wait for long weekends. They can search for the most convenient flight, pack up their bags and go.

They Create Bucket Lists

With no job to work around or kids to take care of, retirement is the perfect time to start checking items off the bucket list. While baby boomers are hitting travel destinations on their list, they're also adding to it, too. According to an AARP survey of 889 baby boomers, they have an average of eight cities they want to visit.

They're Influenced by TV

For offline marketing, television is where it's at for baby boomers. It influences them more than recommendations from friends or spouses/significant others and pushes them to search online for information. And once they're online, they use the Internet to their fullest advantage.

They're Plugged in

They've seen it all. They've watched the roll out of the first black-and-white television, and now they've seen it shift over to OLED on flat screens and the iPhone X. They have truly lived in the age of technology, and they certainly don't shy away from it.

Surprisingly or maybe unsurprisingly to you, 96% of baby boomers look for answers in search engines, 95% send and receive emails, and 92% shop for products and services online rather than in stores.

And these boomers don't stay on one channel. About 75% use social media, primarily Facebook, 70% enjoy watching online videos, like YouTube, about products and services and 60% search around the Internet to read blogs and articles.

But, don't jump on the bandwagon and follow the trail towards mobile. Even though baby boomers are active online users, they prefer to use desktops or laptop versus mobile devices.

To put it short, boomers are plugged in, and they're not planning on unplugging anytime soon.



4 UX-FOCUSED WAYS TO IMPROVE HOTEL WEBSITE BOOKING CONVERSIONS

How to Boost Hotel Website Conversions

Whether your hotel offers luxury getaways or budget-friendly stays, there is one thing all potential guests expect from your website—a secure, seamless and speedy booking experience. Adventure is only a few clicks away, or at least that's what you want visitors to think when they land on your website.

If your goal is to convert clicks to overnight stays, here are four ways to improve your conversion rates and increase hotel bookings.

If You've Got It, Flaunt It

Some of the first places potential guests turn to when picking out a hotel are photo or video galleries. To highlight your hotel's assets, invest in high-quality photography and dynamic video that captures the very best of your property. That being said, you also want to stay true to your hotel's features—don't mislead guests by showing amenities your property doesn't actually offer.

Keep an Eye on Speed

Every one-second delay in page load time reduces conversions by 7 percent. In today's fast-paced world, speed is one of the biggest keys in converting customers and keeping them coming back. Ensuring your site loads quickly, ideally within two to three seconds, means less money potentially left on the table.

Make Mobile a Focus

Across the U.S., hotel bookings on mobile devices shot up by 67 percent in 2016. A mobile-friendly website can help you get a slice of the mobile booking pie while serving potential guests a fast, easy to navigate digital brand experience.

Simplify the User Journey

Overloading your website with too much information will undoubtedly overwhelm your site's users. The most important part of boosting your conversions is ensuring your visitors have a clear path from browsing to booking. Need a crash course on web UI and UX? We've got you covered.

Implementing any of the four steps outlined in this blog can influence a measurable impact on your property's bottom line. But remember, optimizing your hotel's website to boost conversions is not a one-and-done process—it's an ongoing effort.



HOW TO PICK THE RIGHT ADVERTISING AGENCY TO PROMOTE YOUR SUMMER DESTINATION

5 Ways to Find an Agency That Fits with Your Organization

Spring break is in full swing. Students are scattered across your destination and hitting the water, shops and bars. But before you know it, they'll be gone and hitting the books again, and you'll be anxiously awaiting your next visitor wave: summertime vacationers.

Maybe your numbers have been dragging the last few years or maybe this year you want to get those numbers to skyrocket. Either way, hiring an advertising agency to help you get a plan into place will help you ride your next success wave.

With advertising agencies, there are definitely plenty of fish in the sea, and it can be a bit overwhelming to find the one that perfectly fits your organization. But to ease the pressure, we've put together the top five attributes to look for when you're on the search:

Experts in Your Industry

You want someone who can talk the talk and walk the walk. Find an agency that is strong across the board and can apply strategic and creative marketing principles and tactics to any destination.

You also want an agency that possesses a deep understanding of how to engage and motivate all of your travel segments whether it be leisure, group, sports, tour operators, LGBT or multicultural.

Services to Suit Your Needs

After you've found an expert in your industry, look for an agency that offers services that will take your organization to the next evolution.

It's smart to choose a full-service advertising agency. Even though you might not need all the services today, you might need them in the future, and it's easier to weave them into your campaign with an agency who already knows you and your brand.

A Budget That Works For You

You want an agency that delivers qualified and quantifiable results within your budget constraints. Larger agencies tend to charge more than smaller agencies. While you may be drawn to select a big, leading advertising agency, you may only be able to afford one or two of their services. On the flip side, if you go with a smaller agency, you may be able to afford a full-service approach.

Local, National or Even International

Search near and far. With technology, such as video conferencing calls, you don't have to just search for an agency locally, you can look into hiring an agency nationally or even internationally.

An Agency That's Fun

Last but certainly not the least, you want a fun agency. If the agency can't have fun, then how can they have fun with your brand? You want an agency that gives you the opportunity to let tourists experience your brand in a fun way and in the end, forge stronger relationships with your customers, consumers or visitors.

Finding the right agency partner is a journey, but the destination (and yours) is worth the trip. If you're looking for a full-service agency with national and international capabilities, consider evok advertising here in Lake Mary, Florida.



START MARKETING THE TRAVEL EXPERIENCE FROM A LOCAL'S PERSPECTIVE

Travelers Want to Be Fully Immersed in Their Destination's Culture

Data says travelers want authenticity. In fact, 76% of baby boomers and 86% of millennials want to experience a new culture when they travel. As a destination, how do you give travelers a true “when in Rome,” experience?

Give your locals a voice.

Locals know their hometown or city like the back of their hands, making for ideal tour guides. Here's how to tap into your local market to help travelers get your destination's full experience.

Find Local Influencers

Start your search for influencers in your area by combing through popular hashtags for your destination and checking out the top posts. Once you've found a few personalities that match your messaging, reach out to them and see if they're interested in forming a partnership. Don't be shy to write up a formal pitch and tell them why this would be a beneficial opportunity for both sides.

After reaching an agreement, encourage influencers to share their favorite local attractions or restaurants on their social media accounts or website. That content will be amplified by their social followings and can be leveraged on your own platforms as well.

And, you don't have to start from scratch when it comes to sharing stories. Bloggers, influencers and other public figures may already be featuring your destination on their accounts. This Chicago blogger shares her favorite hotels, activities and restaurants in the Windy City on her website. You can take this already published content and share it on your channels, as long as you're attributing it back to its owner.

Feature Local Testimonials

According to a survey by BrightLocal, 88% of consumers trust online reviews as much as personal recommendations. To tap into that percentage, connect with locals and ask them to share their thoughts and opinions on your destination, then feature that content on your website and social media accounts. Local reviews and recommendations for your area can help you create an even stronger bond with an audience who yearns for authenticity.

Hire Local Guides

Take the leap and hire local guides to show your travelers the ins and outs of the city. Partner with services like SANDEMANs or Showaround to show off your destination's best, or start your own, keeping locals at the helm.

As a destination marketing organization, you don't have to search high and low on how to give visitors a taste of your culture and city. The answer may be closer than you realize.



THE MODERN MILLENNIAL TRAVELER HAS LANDED

Millennial Travelers Require a Different Travel Experience

Traditional advertising isn't quite millennials cup of tea when it comes to travel and tourism. An outdoor billboard or a radio spot highlighting your city or town really won't convince them to hop on board and visit your destination.

For these folks, recommendations from their friends and family are what convinces them to book flights and make accommodations. In fact, 84% said their friends' or family's Facebook posts influences them to make or change travel plans. That's quite a large percentage.

So, for this segment, combining nontraditional advertising with user-generated content (UGC) is where the rubber will hit the road. If you're not utilizing UGC, start today. Here's how:

Embrace User-Generated Content

First step: Put down the camera. Stop with the stock photography or staged photos. UGC offers versatility and a possible bank with real photos that would be impossible for a professional photographer to capture. A photographer can't be there for the first time a child catches a fish or that intimate moment at the dinner table with a significant other.

Millennials want to see these real moments. If their friends' or family members' photos are shared across your Facebook, Instagram or Twitter, they'll be even more persuaded to visit.

And the best part, UGC is free—most of the time. You just have to sift through the clutter of images, find the good ones, and ask in written form if you can use the photo. They may just be ecstatic that you're even asking to showcase their photo and let you run with it, or they may happily agree but tack on a fee.

Be Mobile

After you legally acquire your UGC, before you run wild with it, you have to remember to be mobile friendly to these millennial travelers. You can read up and learn everything about millennial tourism trends, travel habits and travel destinations, but it doesn't mean anything if you're not getting down to the nitty-gritty of your online engagement via mobile devices.

A solid 86% of millennials are disappointed by company's mobile experiences. Make sure your app or website looks stellar across all mobile devices—Apple, Android, Google and all the above. Millennials can love and relate to your UGC, but they won't be coming back for seconds if your mobile content isn't user-friendly.

Before you start implementing these tactics, remember today's lesson to take home: Start searching for photos and focus on your mobile content.



HOW MILLENNIALS ARE ALTERING THE TRADITIONAL VACATION PARADIGM

Employers, forget vacations and say hello to staycations. Those darn millennials are at it again. They've killed department stores, the 9-to-5 workday and now they're ready to say farewell to the typical vacation.

By typical vacation we mean the one where you take a week or two off and travel outside of your city to kick back and relax. These days, millennials would rather book a hotel or Airbnb or even stay in their city for vacation and lodge at home—hence, the staycation.

It may seem odd to market and advertise to local residents for your travel and tourism industry, but millennials are ready to pack their bags and stay at home.

What Exactly Is a Staycation?

Before you jump the gun and start advertising and marketing staycations to millennials, you must fully understand what exactly a staycation means to them.

Some staycationers sleep at home while others book accommodations. For those who spend the night at home, they like to transform their house into a hotel. This could mean immaculately cleaning their house as if housekeeping stopped by during its rounds, getting food delivered to replicate room service, or converting their basic bathroom into an aromatherapy spa.

When they roam outside of their home, hotel or Airbnb while on staycation, they treat their city like it's uncharted territory. They discover museums, parks or theaters that they otherwise wouldn't have time to soak up and enjoy.

Millennials take about three staycations per year. It's time to start advertising and marketing them.

Three Killer Tactics to Start Advertising Staycations

You don't have to drain your business' bank account or draw up a massive campaign to start advertising and marketing staycations. Instead, here are three simple tips and ideas to get the ball rolling today:

Create locals-only deals

This goes for accommodations, activities, restaurants or anything travel and tourism related. You have to cast the net to catch the fish of local residents. Restaurants, advertise BOGO entrees on a set night for locals. Museums or art galleries, offer free entry on a day of the week. Hotels, offer the first night's stay free. You get the idea—create deals to draw in the locals.

Launch a locals' referral rewards program

Word spreads fast—especially if there's a reward involved. If neighbor 1 refers neighbor 2 to your business, send them a coupon to their inbox or give them a certain amount off their next visit.

Build your social media

Millennials go straight to social media to read reviews and learn about a destination when making plans. So, don't let them hear crickets when they visit your social media page—make sure it's alive and active. Show what's going on at your business and post pictures of local clients with their comments.

Millennials aren't going to go back to vacations any time soon. So, hop on that staycation train now before it's too far out of your sight.



GOING SOCIAL WITH YOUR DESTINATION MARKETING ORGANIZATION

Destination marketing organizations (DMOs), for the most part, are focused on one thing: getting visitors to eat, play, and shop 'til they drop while vacationing. What tends to fall by the wayside, though, is the social aspect of the vacationer experience.

Custom Snapchat filters, promotional Facebook contests and simple word-of-mouth campaigns help to give destinations more longevity than their competitors. So, let's dispense with the online insecurities and discover why becoming a social media master is necessary for success in the modern travel market, shall we?

Show, Don't Tell

The destination your organization promotes has a story worth sharing. In the social media-driven world of today, that story will have the most impact if it's shared visually. Encourage your visitors to post trip photos under a designated hashtag and feature them on your site and social feeds. Don't just tell them that your destination is picturesque. Show them.

In addition, the power of social video is something your DMO cannot overlook. Your future visitors are turning to the Internet over television to be educated and entertained. In fact, more 18-49 year olds watch YouTube than any television network or cable provider. Tell video-savvy visitors to share their testimonials through YouTube or Facebook and share it with their friends and followers. Potential future visitors will be more moved by watching people like them enjoying your destination's breathtaking landscapes, bustling nightlife or adrenaline-filled adventures than reading about it.

Keep Them Coming Back

What's better than gaining a crop of new visitors? Gaining a crop of new visitors that keep coming back. Creating loyalty perks that motivate guests to return and reward those that do has never been easier. Engage your Facebook fans with a timeline promotion—conduct a contest through your page and offer additional entries to users that invite their friends to join your page's following.

You could also develop a loyalty program through social media that rewards users for each like, comment or share that increases your page's post reach and engagement rates. Rewarding socially engaged visitors with discounts on future trips builds a loyal visitor following that's as eager to see your next post as they are to go back to your destination for their next escape.

Track Your Results

You've liked, posted and shared. So how did it go? Like with any other medium your DMO uses to sell your destination, you must set measurable goals and gather empirical evidence to show what worked, what didn't and what needs to change.

The big, wide world of social media can be mildly terrifying. However, its potential positive effects for your DMO are too great to pass up.

Tens of thousands, if not millions, of people rely on you every year to be the go-to resource for their vacation needs, so why not play the part? The positive effects of a well-organized social media effort far outweigh any reticence you may have about using the platform. It's time to roll up your sleeves and get to it. Your visitors will be much more appreciative in the end.

Still have a few unanswered questions regarding the state of your destination marketing efforts? Email us at info@evokad.com or call (407) 585-8231 to learn how evok advertising can help turn your destination into a tourism hotspot.

Receive the latest industry insights from the evok team in your inbox by signing up for the evoker, our monthly newsletter or contact us to explore ways we can partner.



SOCIAL MEDIA: CHANGING THE WAY CONSUMERS TRAVEL

Social media is affecting everything about consumers' travel decisions from researching and planning to posting during a vacation. Travel statistics report that 19 out of 20 travelers are active on Facebook, and over 50% of travelers look to social media before deciding on their next travel destination.

If your brand relies on tourism, your marketing efforts must include social media or you will be left behind.

Travelers

Consumers trust their peers' opinions and recommendations over expert advice, and when it comes to travel, these recommendations often come from social media. Social media also is helping get more people to travel due to the "fear of missing out." If they see their friends travel the world, they want to go, too.

Millennials, the next large generation of travelers, are influenced by social media. They get weather, airline, hotel, and attraction information from sites like Facebook and Instagram. They also look to other sites like TripAdvisor to see what travelers are saying and to see their photos. Consumers are enjoying the freedom to book their own travel and research possible destinations for themselves.

What Can Brands Do?

There are many things that brands can do on social media to keep themselves on the minds of travelers. The most cost-effective thing you can do is encourage your customers to share their experiences, photos, and videos about your destination. You can accomplish this by creating an environment on your website for user generated content. On social media sites, you can create a loyalty program that would give extra bonus points to your current customers for sharing experiences. It is helpful to add a "Buy" button to social media pages to redirect new, recommendation-seeking users to your page to book a reservation.

A review that has been written on a site like TripAdvisor can really affect business. If you get one bad review, it could turn away someone searching for your services forever. In order to prevent this, it is very important to stay on top of what consumers are saying about your business and reply to all comments, both good and bad. Always respond in a positive way—customers are paying attention to your response just as much as (or more than) what the reviewer is saying. You can turn a customer around just by your kind response to a poor review.

By curating positive reviews and encouraging social shares, hospitality brands can leverage social media to build positive brand awareness, increase brand loyalty, and display just how much their accommodations and activities have to offer.

What Others Are Doing

There are several brands that are using social media creatively to attract and keep customers. They are focusing on engaging their customers and keeping their brand at the top of customers' minds.

KLM Royal Dutch Airlines launched a program to wow its guests and to go the extra mile. They found many customers waiting to board their flights and were searching social media while they waited. So, KLM matched their customers' likes through their social media pages and gave them a gift as they boarded the plane that was tailored to them personally. The result was 1,000,000 impressions on Twitter, thanks to many happy customers that told lots of others about their experience.

JetBlue decided not to advertise their services on social media. Rather, they just put their focus on responding to customers. They spent all their efforts responding to both positive and negative comments on social media. They stayed positive in all their responses and solved the problems of their customers. Their focus on customer service kept their customers loyal to the brand and attracted new ones.

Uber changed the way people travel locally. How did they make their brand a household name in such a short time period? They used the power of social media and sharing with friends. Uber allowed consumers to share an Uber referral code, giving their friends a free ride. The consumer would, in turn, get a free ride for themselves. This was genius, and they put in very little investment with huge returns.

Social media is changing the way people travel and marketers need to make the most of it. Keep consumers engaged, stay positive, be responsive, cater to emotions, keep things interesting, and get people talking about your brand.