



# SOCIAL MEDIA PER IL TURISMO

## Basics & Tips

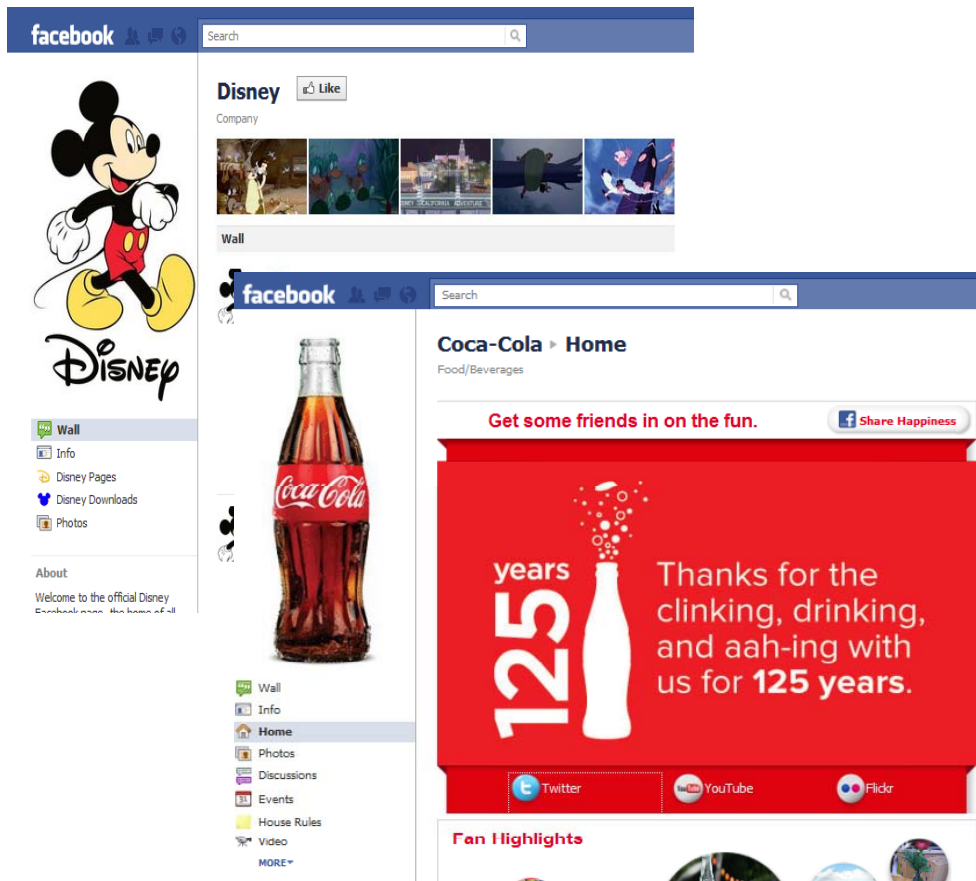
trivago



@giulia\_eremita

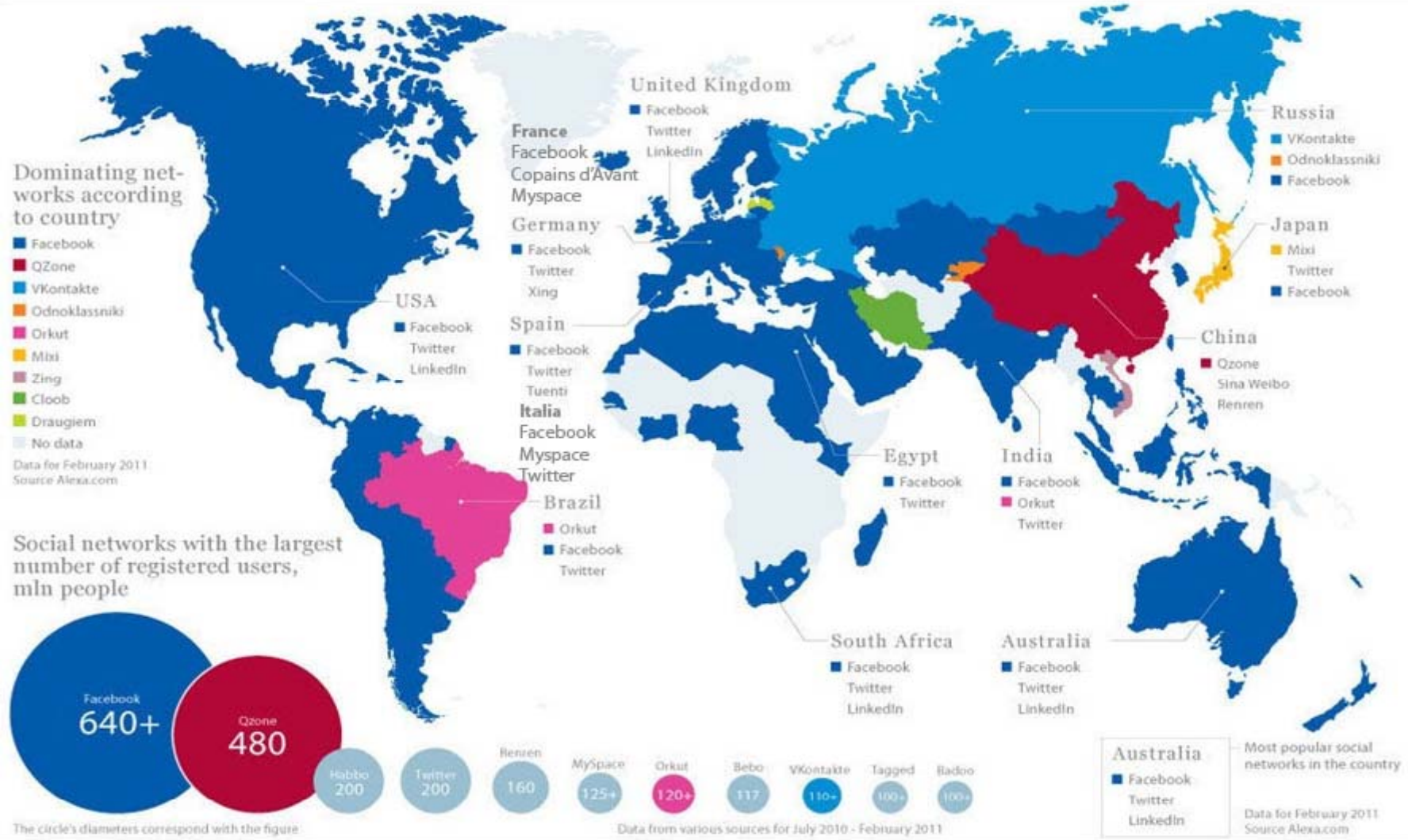
Trivago CM Italy



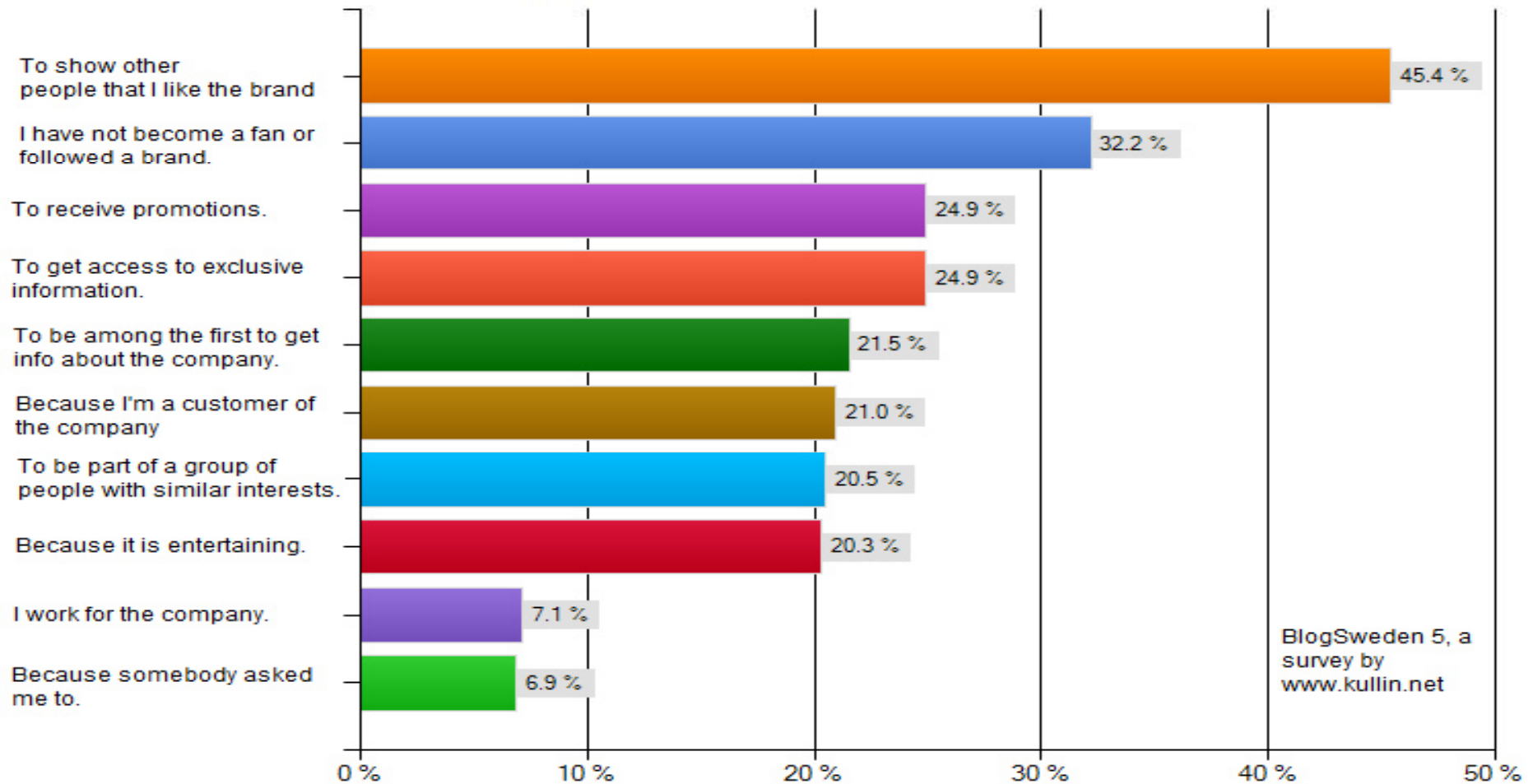


PERCHE' I SM SONO  
IMPORTANTI PER UN  
BRAND?

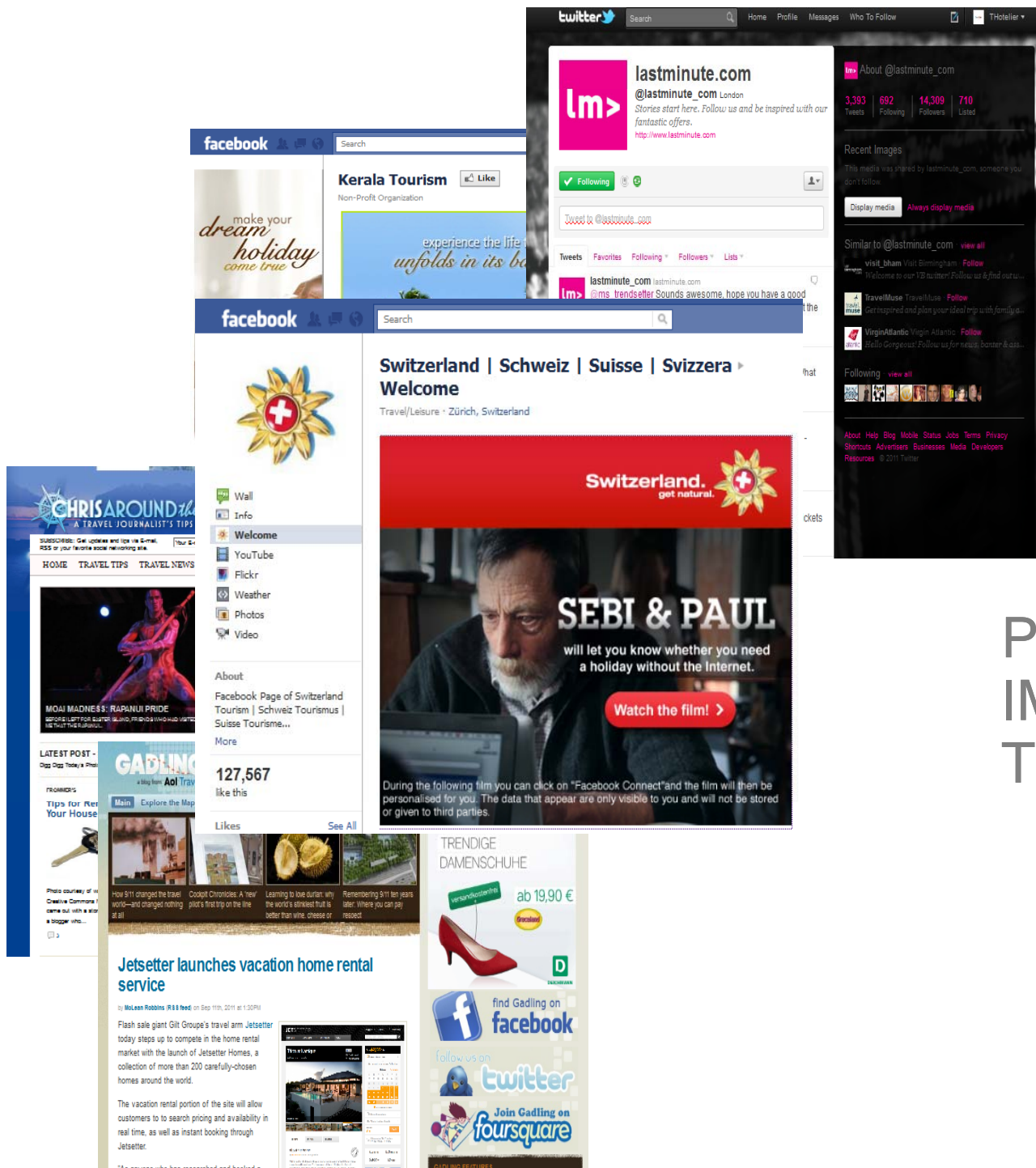
# The world map of social networks



## Why have you become a fan/friend of, or followed a brand on Facebook or Twitter?



BlogSweden 5, a survey by [www.kullin.net](http://www.kullin.net)



PERCHE' I SM SONO  
 IMPORTANTI PER IL  
 TURISMO?

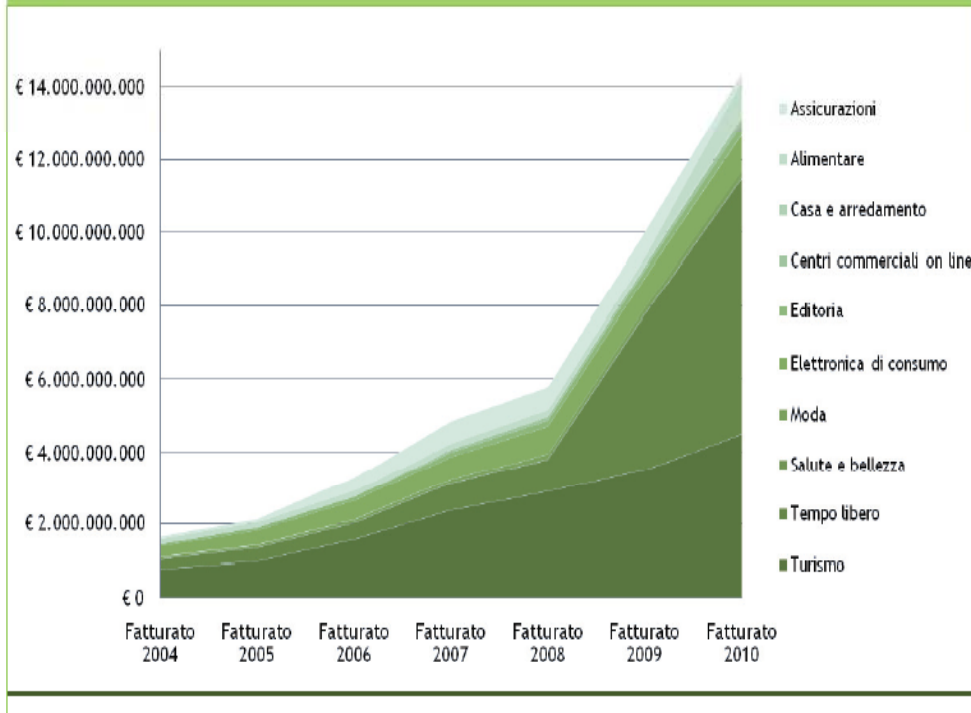


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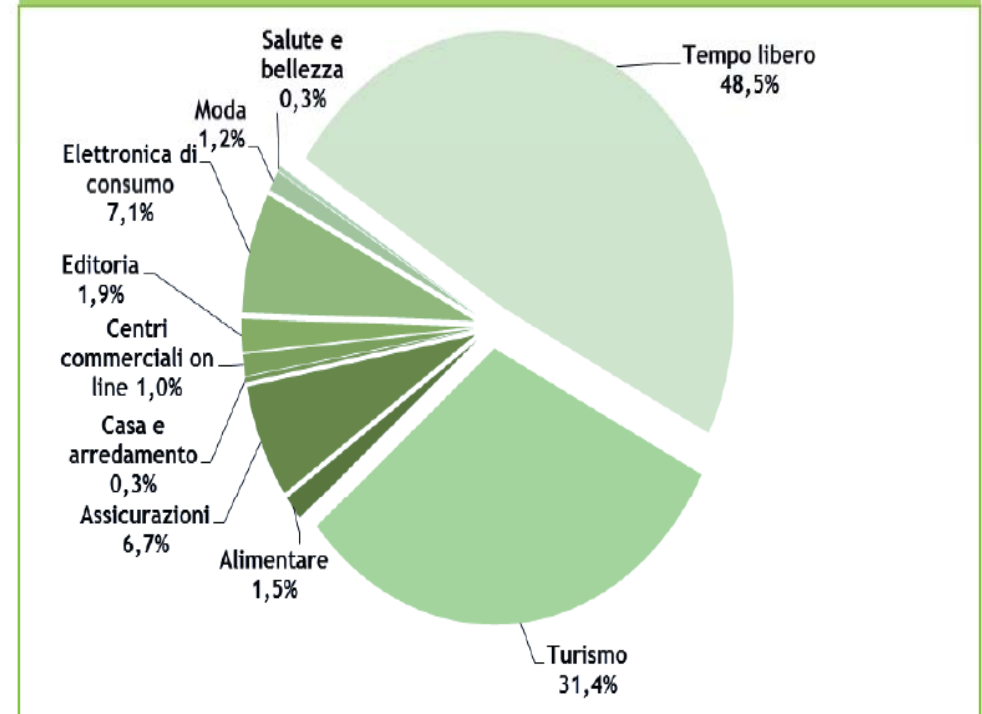
# Ecommerce Italia

Figura 15 - L'e-commerce in Italia - dal 2004 al 2010



Fonte: Casaleggio Associati, 2011

Figura 2 - Distribuzione dei fatturati nel 2010

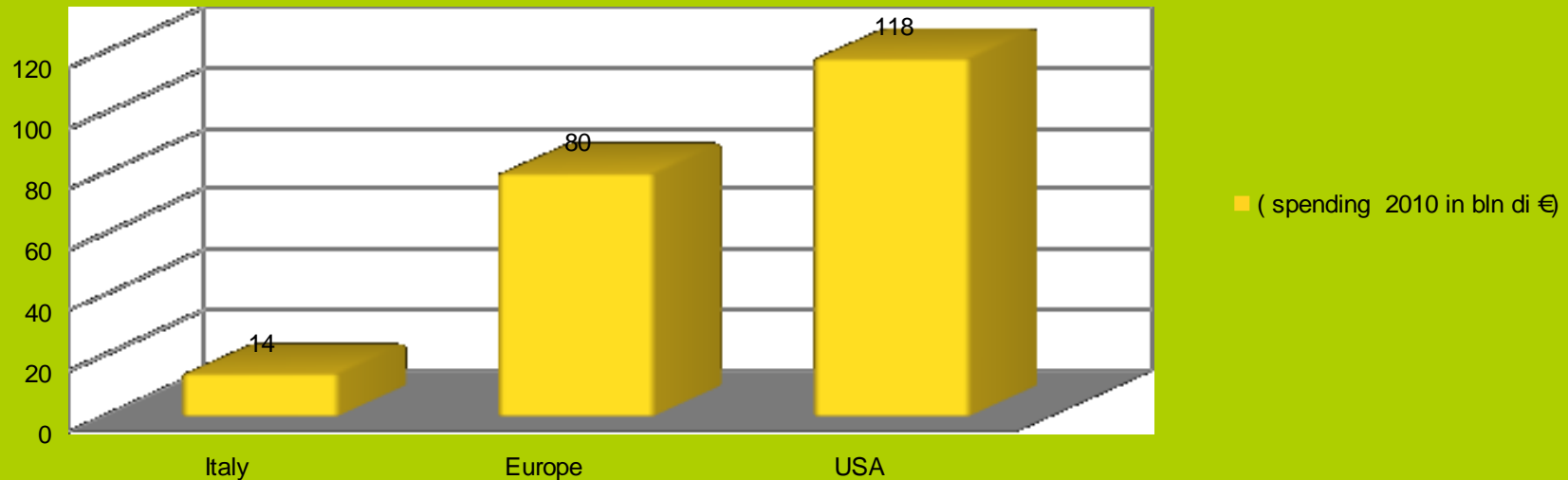


Fonte: Casaleggio Associati, 2011

In italia Turismo occupa quasi un terzo dell'e-commerce

# ECOMMERCE

Ecommerce status 2010 - (by Forrester Research for USA & European market)



Source: <http://tcrn.ch/jTkgTv>

## Key Points

- Ecommerce is an important player for Europe (top countries: GB, DE, FR...)
  - 2009-2010 +18% Ecommerce growth in Europe (expected +13% in 2011)
  - 42% of retail sales were “**web-influenced**” in USA
    - Travel in the ecommerce play a big role
    - USA & Eu represents 3 /4 of the global online travel market
- By the end of 2012 1/3<sup>rd</sup> of the travel sales will be driven online

OK! SONO CONVINTO, MI BUTTO  
NEI SOCIAL NETWORK!!



## #5 good reasons ...

Per non investire nei SM:

- #1 CARENZE
- #2 PRODOTTO
- #3 CULTURA
- #4 LIMITAZIONI
- #5 FRETTA



Per investire nei SM:

- #1 PRESENZA ONLINE
- #2 PRODOTTO
- #3 CULTURA
- #4 INTEGRAZIONE
- #5 PIANO STRATEGICO



**trivago**



Twitter

@twitter San Francisco, CA  
Always wondering what's happening.  
<http://twitter.com>

Follow

“ #1 SM ha un approccio diverso dai media tradizionali. Invece di adv, rivela chi sei piano piano e lascia che la gente venga da te. #thotelier

THoteller  
September 11, 2011 at 17:19

“ #2 Creare -> Condividere-> interagisci su un contenuto specifico. Major driven is content + community. #thotelier

THoteller  
September 11, 2011 at 17:22

“ #3 Pensa, poi twitta. E quando non hai niente di interessante da dire, ascolta. Parlare non e' l'unica forma di engagement. #thotelier

THoteller  
September 11, 2011 at 17:23

“ #4 Chiedersi: che tipo di account creo e quali i miei obiettivi? #thotelier

THoteller  
September 11, 2011 at 17:25

“ #5 crea fiducia e brand loyalty. Stabilisciti come risorsa utile: high valuable content. #thotelier

THoteller  
September 11, 2011 at 17:27

close x

bing Bing  
@Twitter Let's say we stick together and do bigger and better things? ^bb

7 Sep

in reply to ↑

@twitter  
Twitter

@bing We're in. Can't wait for what comes next.

7 Sep by jodiolson via web

Favorite Retweet Reply

Mentioned in this Tweet

bing Bing · Follow

Trust your friends. Decide with Bing:  
<http://binged.it/kxwd7V>. On the keys:  
Stefan (^sw), Betsy (^ba), Aya (^az),  
Melissa (^mp), Chris (^cp), & Bradford (^bb).



Facebook

Like

Product/Service



Wall



Facebook

Have you or a friend found a job using Facebook? We want to hear from you. Tell us your employment story and we may get in touch about featuring it.

#1 Brand your business in your market, be visual.

#2 Integra i social button (es., "Like" Button) sul tuo sito. Fatti trovare e comunica una buona ragione per essere seguito.

#3 Customizza le tue pagine. Tratta FB come un mini sito web con la tua mission, prodotti principali, le ultime novita'.

#4 considera nel media mix newsletter + FB fans page.

#5 Content strategy. Inizia dai bisogni della tua clientela: posta argomenti che aiutano a risolvere i problemi della tua clientela. consoli.

#6 Be personal, but not cheap.

#7 Time management.

#8 Advocates/ Gratificazioni/ Contest

## Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: trivago



The text of your ad will go here.

Like · Giulia Eremita likes this.

Get More Fans

Wall

Info

Resources

Facebook Live

Press

Photos

Video

Notes

More

About

Giving people the power to share and make the world more open and connected...

More

52,385,884

like this

Likes

See All



Facebook France



Facebook + Media



Facebook Diversity



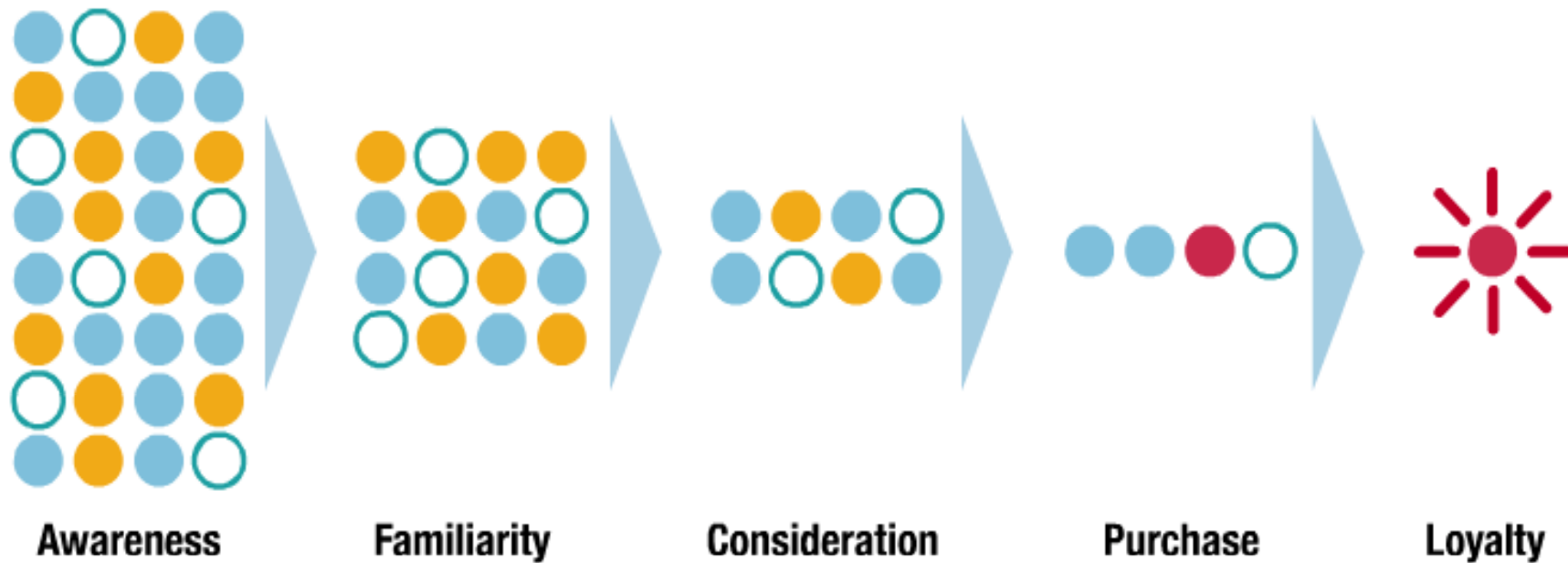
Non-Profits on Facebook



Prineville Data Center

Create a Page

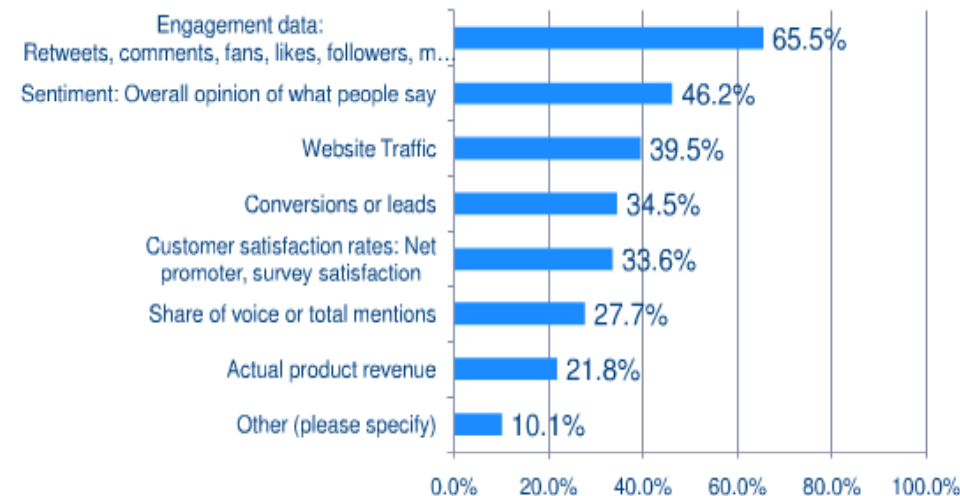
# La fedelta' si conquista nel tempo



# Misurare il ROI e' possibile, dipende dagli obiettivi

Social Strategists struggle with relying on engagement data

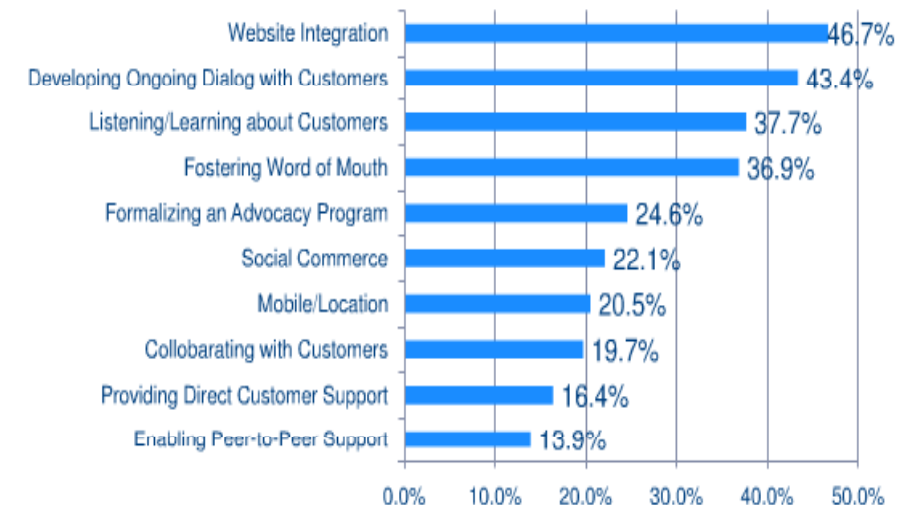
We asked 140 Corporate Social Strategists: What measurements are most important to evaluating the success of your program?



Source: Survey of Corporate Social Strategists, Allimeter Group, November 2010

In External 'Go to market' a focus will be on integrating social onto the corporate website

We asked 140 Corporate Social Strategists: "What external social strategy objectives will you focus most on 2011?"



Source: Survey of Corporate Social Strategists, Allimeter Group, November 2010

## Social career networking sites

- Aiutano a posizionarsi sul mercato
- Costruirsi un proprio network professionale
- Trovare contatti utili
- Scambiare opinioni e punti di vista sul proprio business
- Scoprire le ultime novità del settore
- Costruire la propria storia lavorativa e il proprio personal brand

An advertisement for BranchOut, a career networking service on Facebook. The ad features a tree graphic where the leaves are replaced by logos of various companies like P&G, Apple, EA, Intel, GE, McDonald's, SAP, UPS, Dell, Nike, NBC, and Cisco. The text reads "BranchOut Career Networking on Facebook" and lists three benefits: "See where your friends work", "See where friends of friends work", and "Expand your career network". A blue button at the bottom says "Get Started!".

**BranchOut**  
Career Networking on Facebook

- See where your friends work
- See where friends of friends work
- Expand your career network

**Get Started!**



**PERSONAL  
BRANDING**