
Developing your brand through social media by Listening, Learning and Engaging

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VisitEngland ™

Agenda

- Objectives
- Social media audit
- Own community versus established network
- Harnessing local champions
- Integrating UGC into campaigns
- Risk and Learning's
- Measuring success
- Questions and Discussion

But first some stats...

- Susan Boyle had over a 100m hits on You Tube, more than 5 times those who watched Obama's inauguration
- UK internet users:
 - March 09
 - social networks: 9.8%
 - online retail: 8.6%
 - March 08
 - social networks: 8.2%
 - online retail: 9.7% Source:Hitwise

Objectives

- Monitor, listen and respond to content on blogs and forums about Enjoy England, holidays and days out in England
- Seed out content about days out and holidays in England where our customers are
- Use UGC to increase traffic and content on our site

Social Media Audit

Social Media audit

Aim is to:

- Who is talking about you and your competitors
- Where are they talking
- Identify key topics and themes
- Identify key influencers

Take this learning and make it filter through all communication

Create a network of supporters, content creators, beta testers and user advocates

20 Free buzz monitoring tools

<http://econsultancy.com/blog/3890-20-free-buzz-monitoring-tools>

Creating your own versus using an
established social network

Creating your own versus using an established social network

Benefits

- Own content
- Own technology
- Greater flexibility
- Keeping people within your site
- Greater learning about your audience
- SEO benefit

Disadvantage

- Starting from scratch
- Takes longer to build up community
- Social Media Fatigue
- Technology
- Labour intensive
- Critical mass

Harnessing local champions in the digital space

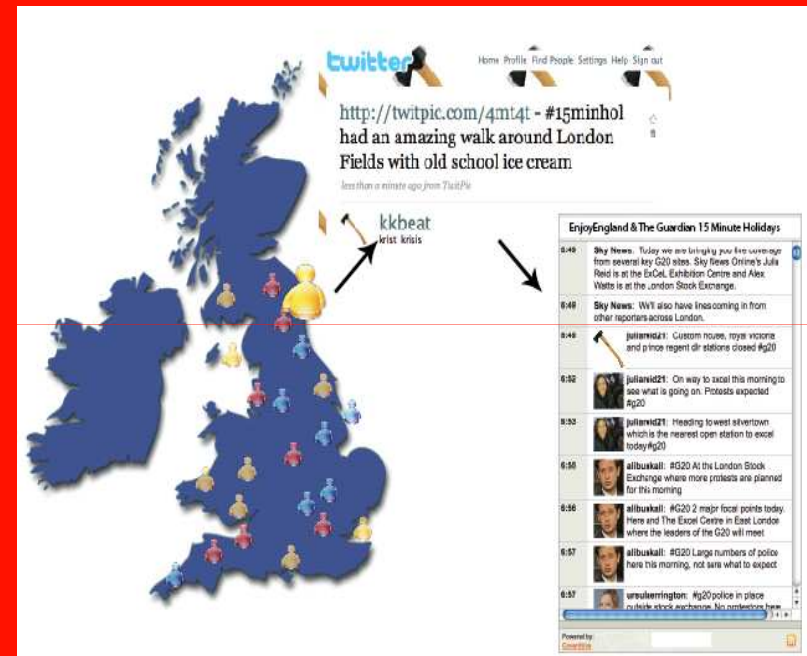
Social Media Wizard

- Access to an online set-up guide for members to take full advantage of social networks and communities
- Drive community to generate their own comment, pictures and video on Twitter, Facebook, and Youtube
- Content to be themed on making the most of your free time – whether it's a lunch hour, evening or a whole weekend
- Build connected community of local champions to generate buzz



Twitter Champions

- Create a network of local champions to share discoveries on Twitter
- Instant, live messaging on Everyday Holiday moments
- Regional 'Twitter Streams' of local discoveries embedded into enjoyengland.com



Pulling content back into site

Hotel review: mock-up

enjoyEngland The official website for breaks and days out in England

Home | Accommodation | Destinations | Attractions & events | Ideas & offers | Forum & photos | Tickets & day
Accommodation types | Accessible accommodation | Quality assurance & ratings

Hilton York

Type: Hotel
Location: York
[View location](#)

TripAdvisor Traveller Rating:
Based on 102 traveller reviews

What to Expect: Rooms, Service, Value, Cleanliness, Pool

Recommended For: Older Travellers, Families with Small Children, Young Singles, Families with Teenagers, An Amazing honeymoon

Recent Traveller Reviews:

- 19 Jun 2008 ghemshaver, Manchester, United Kingdom
Great hotel - superb location. I stayed here during the Yorkshire races - I was in town for business. My room was across from the tower, and it was easy... more »
- 4 May 2008 weekendendurham, Durham
I recently stayed at this hotel with a group of family and friends for our daughters wedding. The rooms and service were excellent from our arrival and dinner on Friday... more »
- 14 Apr 2008 Elizabeth1, N Ireland
Just returned from a weekend in York, this is an absolutely wonderful city and has lots to offer. The hotel location is it's big selling point and this is why... more »

Prices displayed are the total per room, inclusive of tax and number of people

Room Type	Quantity	Price
double en suite-Double en suite	2	£195.00-£195.00 Per Room per night, breakfast included Current Year
single en suite-Single en suite	2	£195.00-£195.00 Per Room per night, breakfast included Current Year
twin en suite-Twin en suite	1	£195.00-£195.00 Per Room per night, breakfast included Current Year

Payment methods accepted:

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Your Photos and Videos

Win a romantic spa break... worth £1,000

Welcome to Enjoy England's Visitor Review page - where YOU can upload YOUR reviews on places that YOU'VE visited!

Share your Holiday experience with us

Click here to add YOUR review

England Reviews

- Hilton Gardens**
What a beautiful place! Hilton Gardens is just down the road from our village in Custer and is one of my favourite places which is why I'm sharing this.
Duration: 22:04
Date: 02/12/2008
Visitors Rating: ★★★★★
- Wine in Custer**
This is the best place in England to be in the winter. There is wine on the ground, the snow on the trees and Central England is beautiful when winterised.
Duration: 22:01
Date: 02/12/2008
Visitors Rating: ★★★★★
- Beautiful Lakes**
The Lake district really is incredible. I've been told by family and friends just how amazing it is and having seen for myself, I can confirm how beautiful the...
Date: 02/12/2008
Visitors Rating: ★★★★★
- Short Video**
This is a short clip I made of some of the views I enjoyed on my last trip to the lake district, so an amazing place.
Duration: 22:00
Date: 02/12/2008
Visitors Rating: ★★★★★
- WOW**
What can I say this is an amazing part of the country. The scenery is mindboggling and the people are very friendly. I can't get it out of my head.
Date: 20/12/2008
Visitors Rating: ★★★★★

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Integrating UGC into campaigns

Using UGC campaign as part of a campaign - Inn England



www.innengland.com

VisitEngland 

What have we learnt
&
What are the risks?

Learning's:

- Start out small, adapt and try new things
- Internal resources
- Listen to your customers - Adapt to their needs and monitor their behavior

Risks:

- Clear objectives
- Fear of negative comments
- Critical mass

Measuring Success

Measurements

Quality versus quantity

- Traffic, return visits, views, dwell times
- Brand awareness/ perceptions
- Volume and quality of interaction
- Amount of fans/ friends and rate of increase
- Conversion

Final Thoughts

- Clear objective and strategy
- Start small and keep agile
- Support at all levels
- Success does not come overnight

Thank you

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