

Social Media

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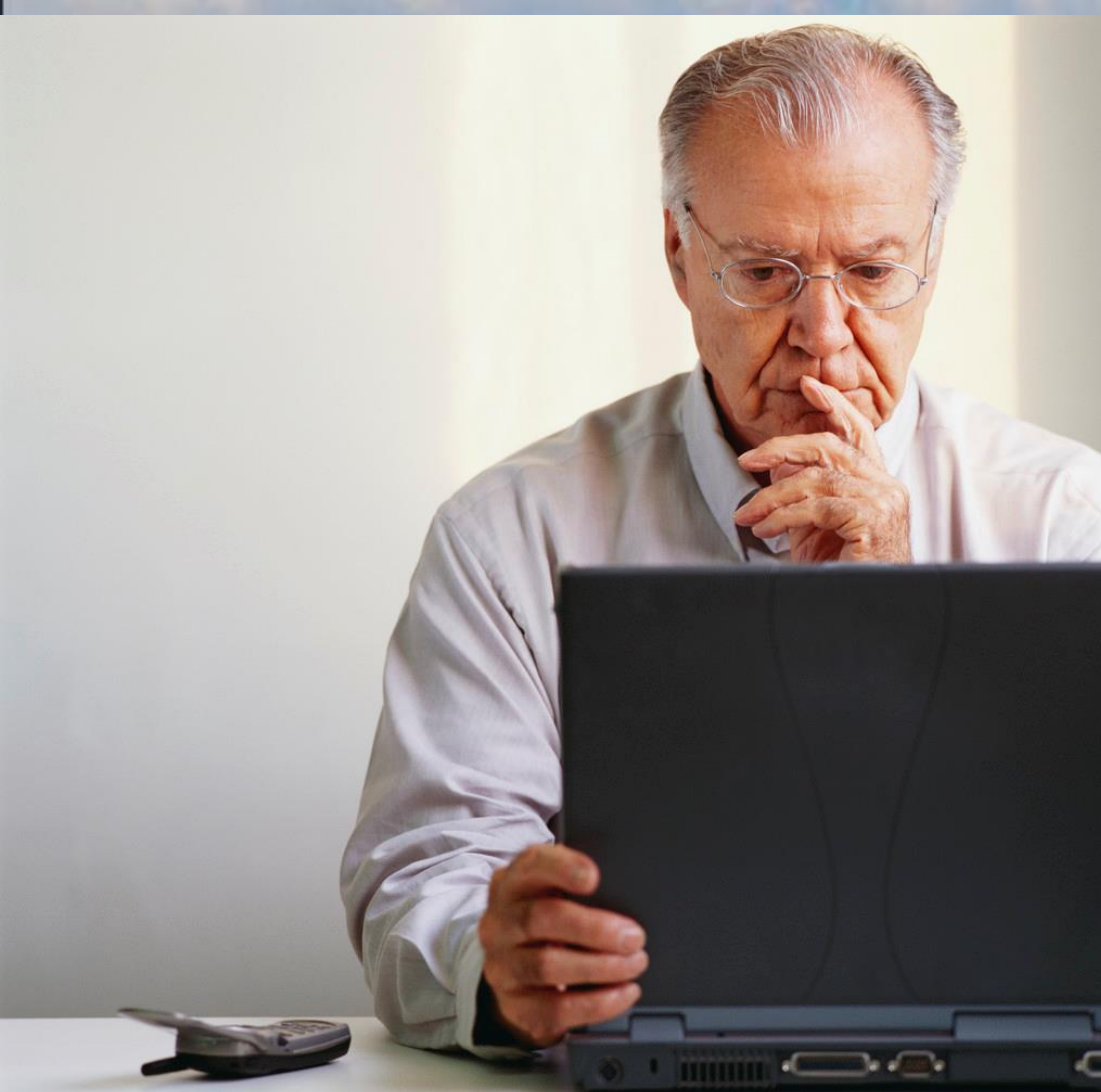
Air Transportation Management, M.Sc. Program

Airline Marketing

Module 14

30th January 2014

Social Networks & Viral Marketing Workshop



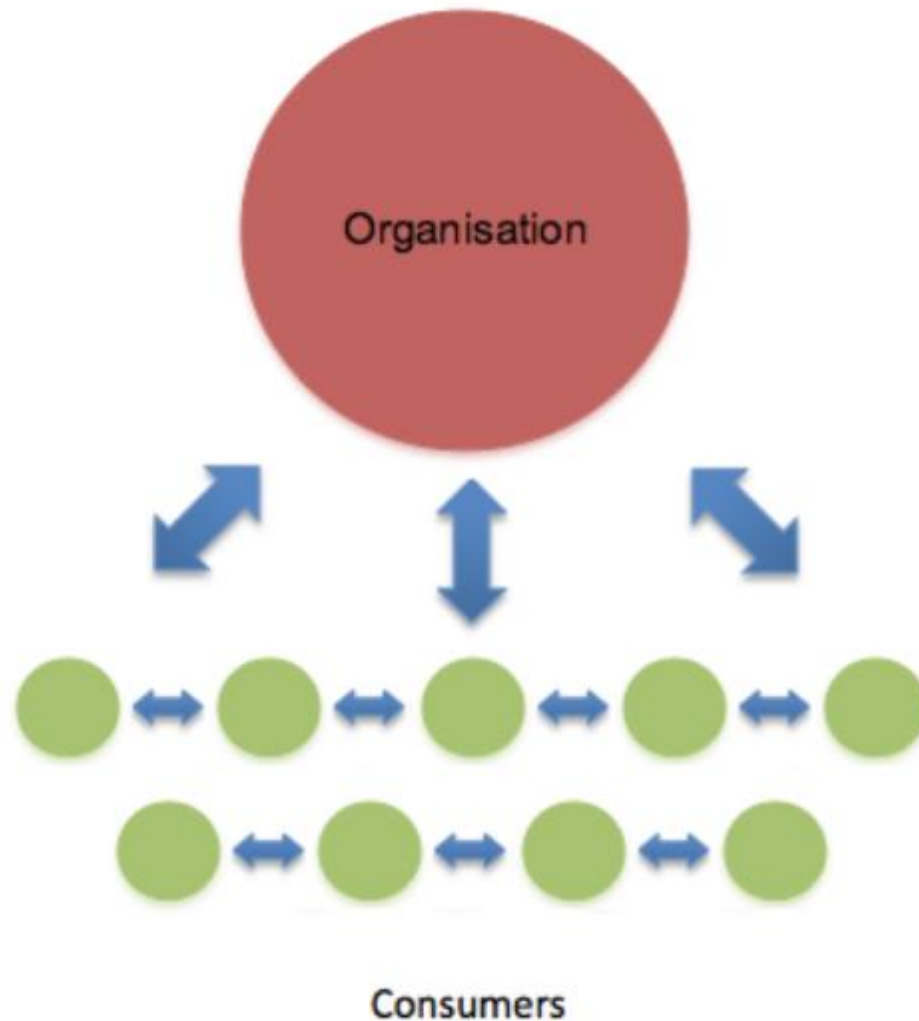
- The term **Social Media** refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue
- Social media are media for social interaction. It is easily accessible and scalable communication techniques, which have changed the way of communication between organizations, communities, as well as individuals

- Social networking
 - To get news
 - To get information
 - To get personalised insight
 - When I have a problem my network will solve it
 - Lost cat, can't turn on the heating, how to solve
 - Things I am interested in come to me
 - By the networks I join
 - We use it for fun
 - We use it to share our views about other people and companies

Ten years ago

- If I had a problem
 - I'd talk to a friend
 - I'd find an expert – one that I can trust – one that is recommended
 - I'd seek information about the problem at the library
 - I'd get the problem sorted
 - I'd laugh about it with my friends and thank those that helped me
 - If I didn't get the problem sorted out, I'd complain about it to my friends, especially if I had been let down by a company.
- I have a community
 - Work colleagues and friends
 - Home and Family
 - Friends
 - Kids friends' parents

Multi-directional, multi-lateral engagement in social networks



Changes the way marketers need to think

Traditional Media	Social Media
One-way, one-to-many communication	Many-to-one, multi path dialog
What marketers think the brand value is	Consumers express how they perceive the brand
Consumers segmented by demographics and viewing behaviour	Consumers segmented by social behaviour
Content developed and finely controlled by the marketer	Content generated by the audience, influencers and the marketer; some content only partially controlled by the company
Buzz driven by what is cool	Buzz based on message content, WIIFM (What's in it for me)
Expert recommendation (e.g. Michelin Guide, etc.)	Peer and influencer recommendation (e.g. TripAdvisor)
Content publishers control all channels	Users opt-in for publishers' content
Top-down strategic approach	Bottom-up, "voice of the consumer" strategy
Information managed by hierarchy	Information provided on demand
Emphasis on cost and return on investment	Relatively low cost to participate



1B
monthly
global active
users



800M
monthly
global active
users



200M
monthly
global active
users



200M
monthly
global active
users



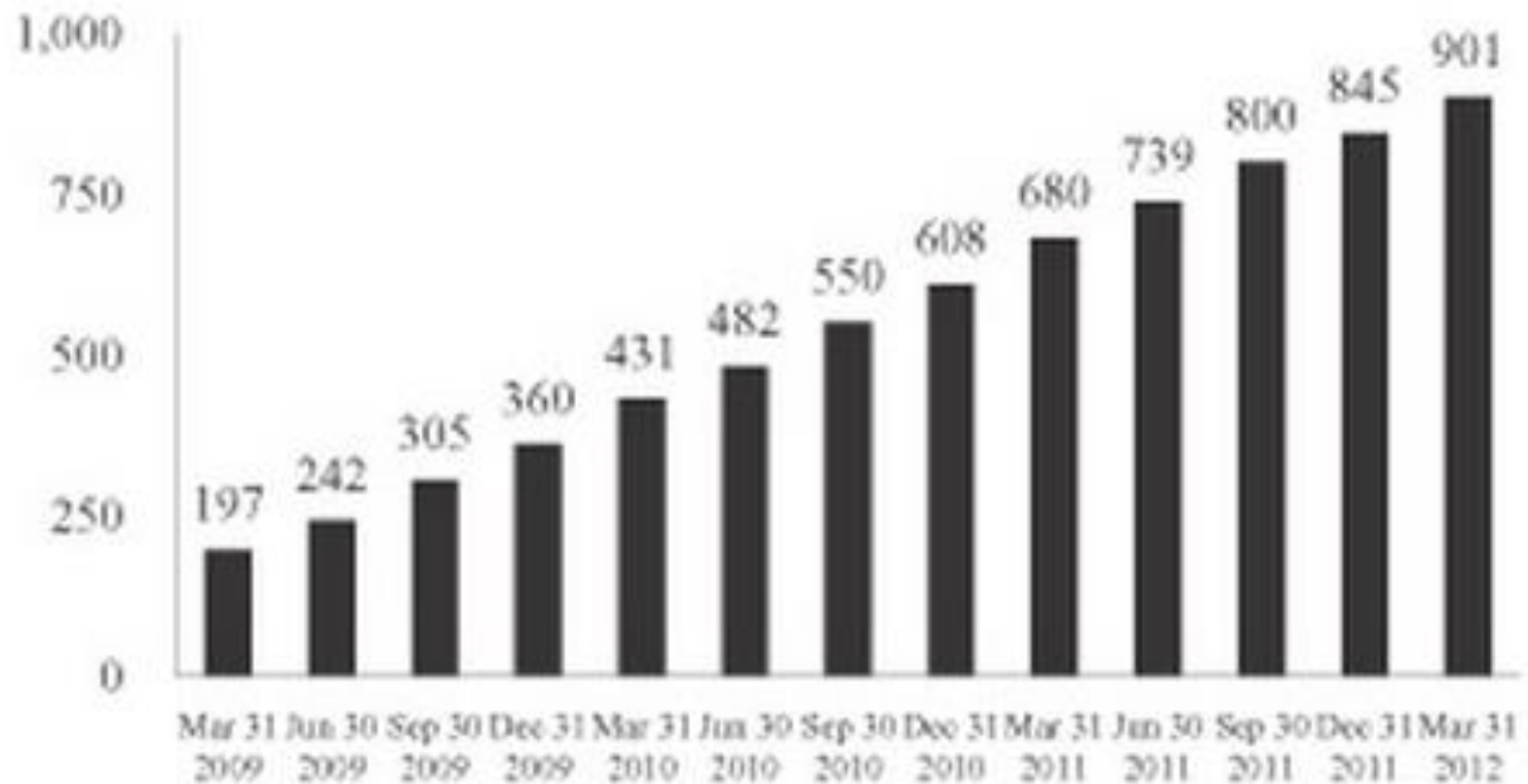
135M
monthly
global active
users



40M
global active
users

Source: (MediaBistro, 2013)

Facebook's exponential user growth



Some Facebook facts

(March 2012 data)



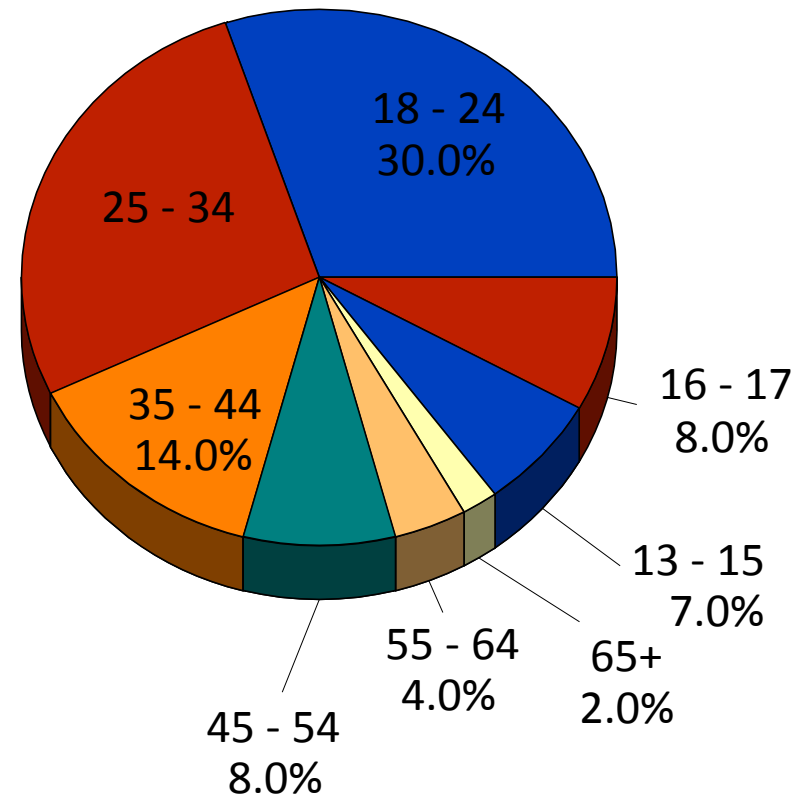
- One in 7.7 people in the world have a Facebook account.
- Daily active users are up to 526 million (up from 372 million last year)
- Monthly mobile users now total 488 million
- Eighty-three million monthly active users accessed Facebook solely from mobile by March 31, 2012
- 300 million photos are uploaded to the site each day
- 3.2 billion Likes and Comments are posted daily
- 57% of Facebook users are Female
- Average user has 130 friends

Facebook's top 20 countries - August 2012

No of Users

1. United States	161 826 740
2. Brazil	55 846 040
3. India	52 932 380
4. Indonesia	39 964 660
5. United Kingdom	39 270 080
6. Mexico	37 105 240
7. Turkey	31 497 020
8. Philippines	29 136 740
9. France	24 466 860
10. Germany	24 173 880
11. Italy	21 922 140
12. Argentina	19 749 860
13. Canada	17 715 280
14. Colombia	17 129 980
15. Spain	16 419 940
16. Thailand	16 212 160
17. Japan	13 212 340
18. Taiwan	12 721 580
19. Malaysia	12 713 320
20. Egypt	11 382 500

Age Distribution on Facebook



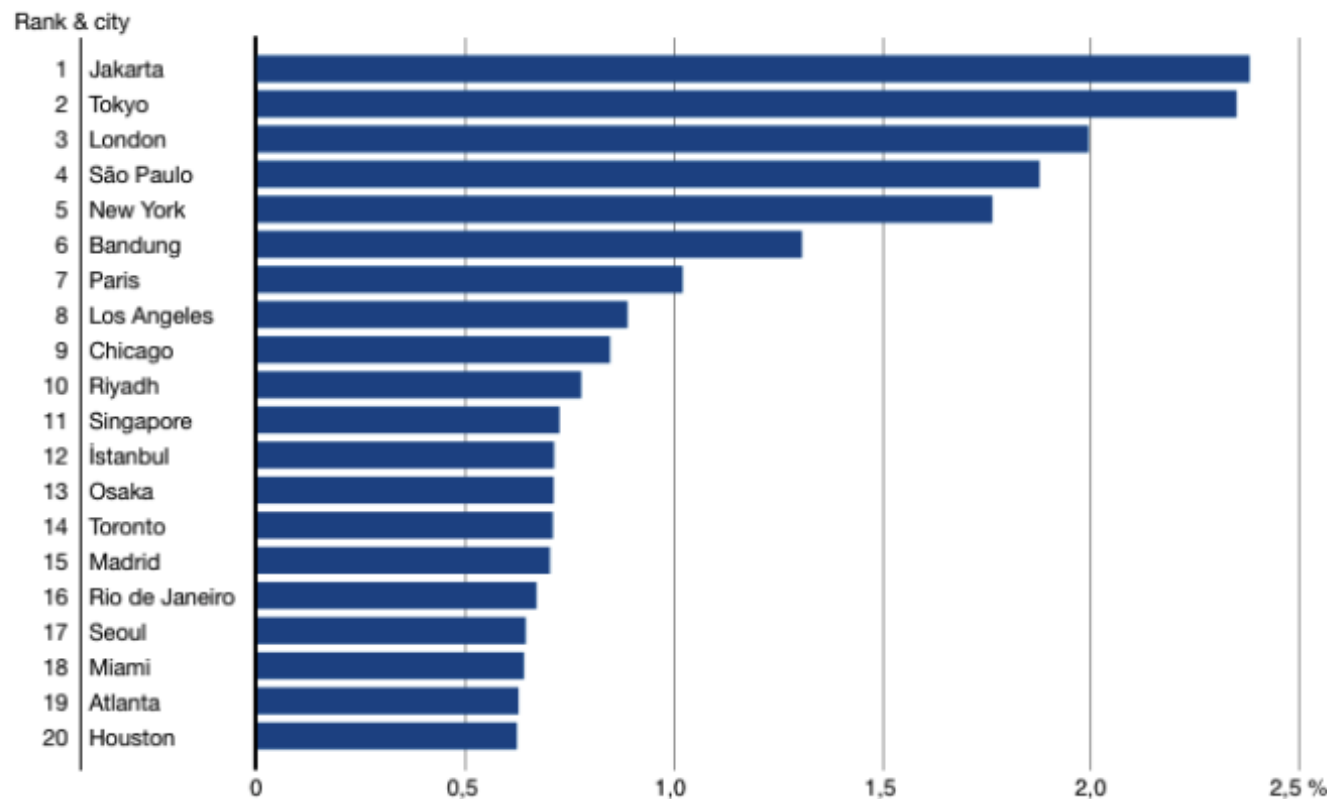
- Est. 2007 - "a short burst of inconsequential information"
- Twitter has over 100m users
- New users are signing up at the rate of 300,000 per day.
- Of Twitter's active users, 37 percent use their phone to tweet.
- Social Media Convergence
 - 60% of all tweets come from third party applications.
 - Is it possible to maintain multiple social network platforms?
 - Bebo, Myspace, Ping, Twitter, Facebook,
 - What about travel "social" networking?
 - Lonely Planet, Airline.com, TripAdvisor, etc.

Twitter Stats

- The average Twitter user has 126 followers
- Over 40% of Twitter users do not tweet anything
- About 0.05% of the total twitter population attract almost 50% of attention on the channel – CELEBRITIES, SPORTS STARS, etc.
- 71% of the millions of tweets each day attract no reaction
- Twitter now has more than 140 million active users, sending 340 million tweets every day

Top 20 cities by number of posted tweets

(among 10.6B public tweets posted in June 2012)



Source: (SemioCast, 2012)



Singapore Airlines @SQ_USA

15 Mar

11

Snuggle up in SIA's Givenchy-designed sleeper suits and freshen up with Ferragamo toiletry kits offered in Suites [#SIA380LAX](#)

[View details](#) · [↩](#) [↻](#) [★](#)



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Enjoy new gourmet dishes created by SIA's International Culinary Panel, comprised of world-renowned chefs [#cuisine](#)

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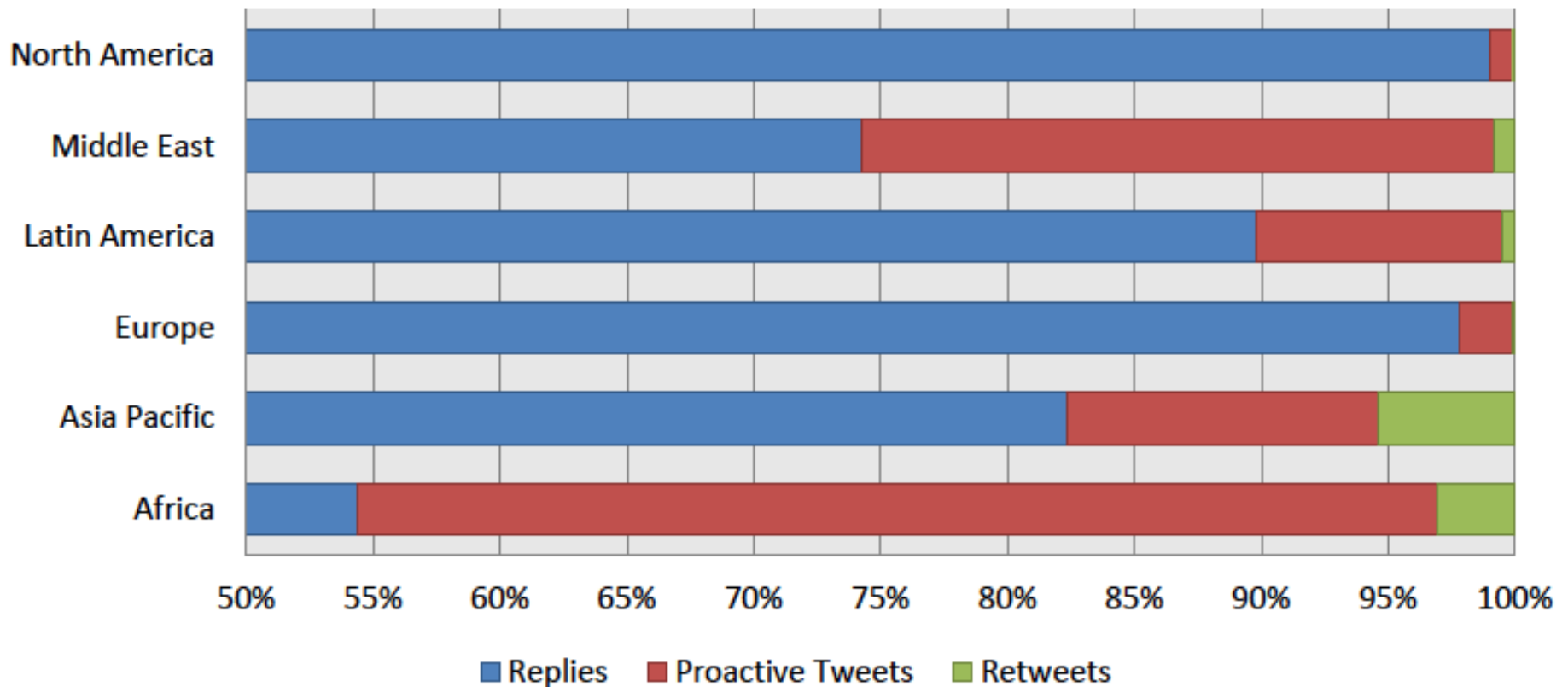
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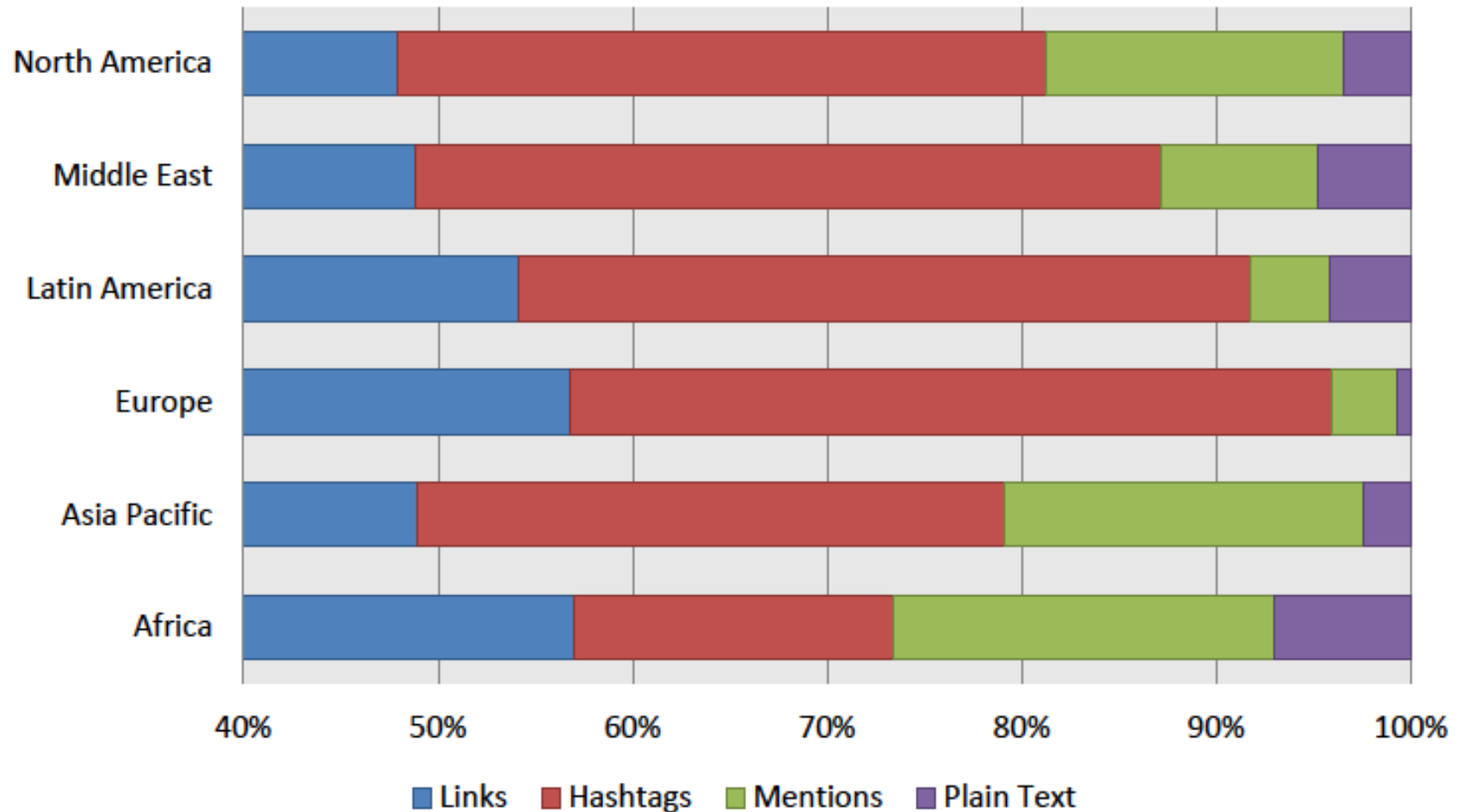
SIA's A380 LA service kicks off Mar. 27 but you can explore the aircraft through interactive features here <http://bit.ly/gNcK0V> [#SIA380LAX](#)

[View details](#) · [↩](#) [↻](#) [★](#)

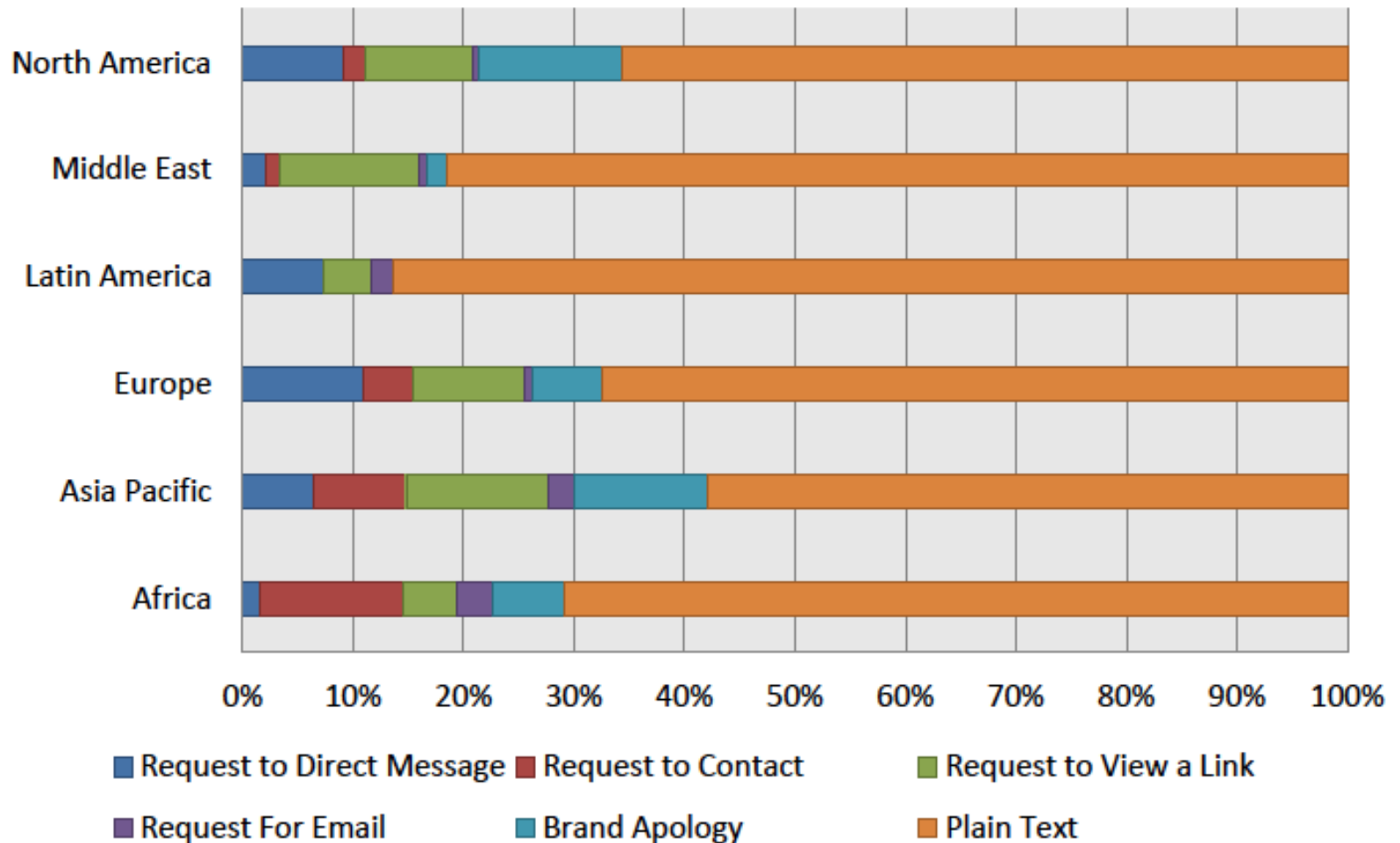
Tweet Type



Proactive Tweet Method



Reply Type



What are the key issues for an airline to consider regarding social networks?

What should be its objectives in social media management?

OBJECTIVE – GET CONTENT TRENDING, DEVELOP NETWORK

Figure 4.12 – Respondents' reasons for following or liking an airline

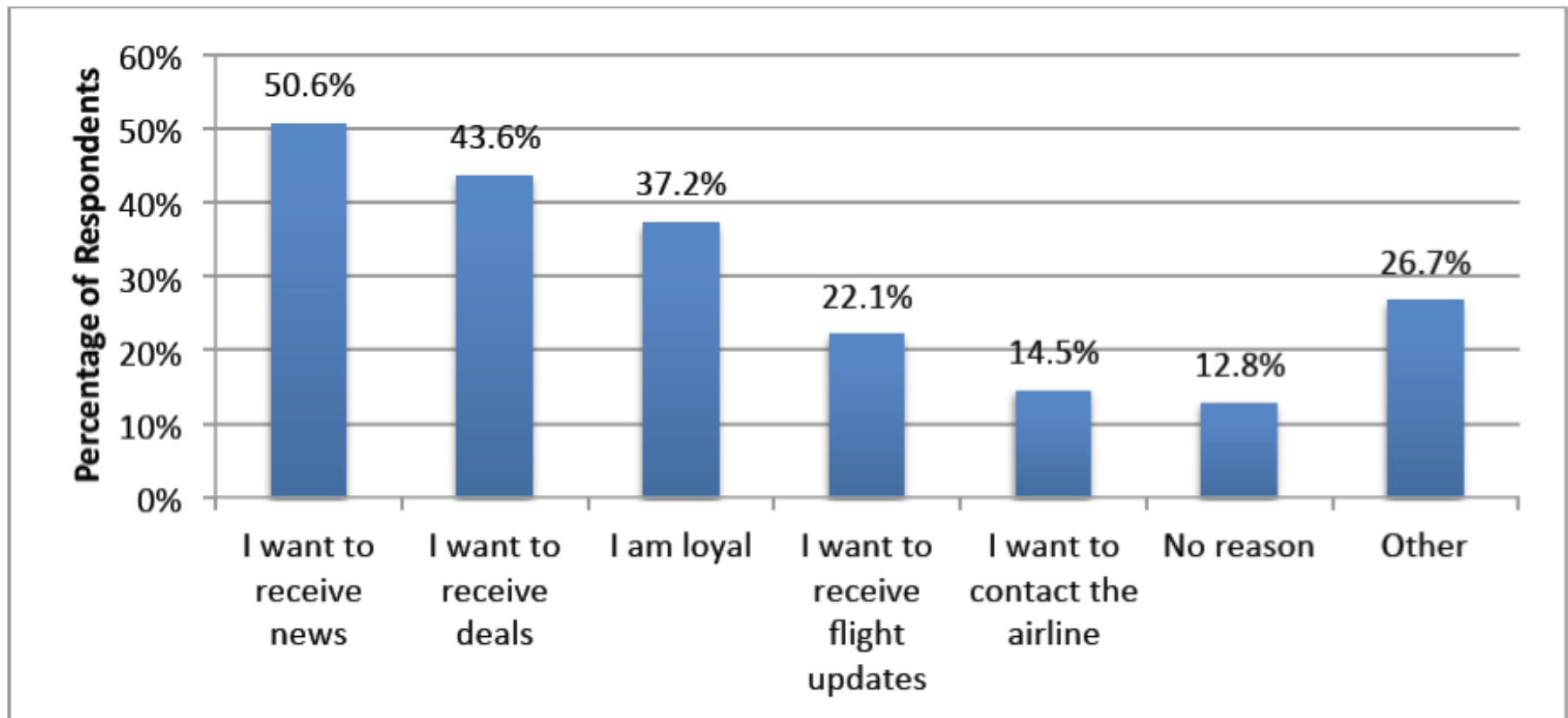
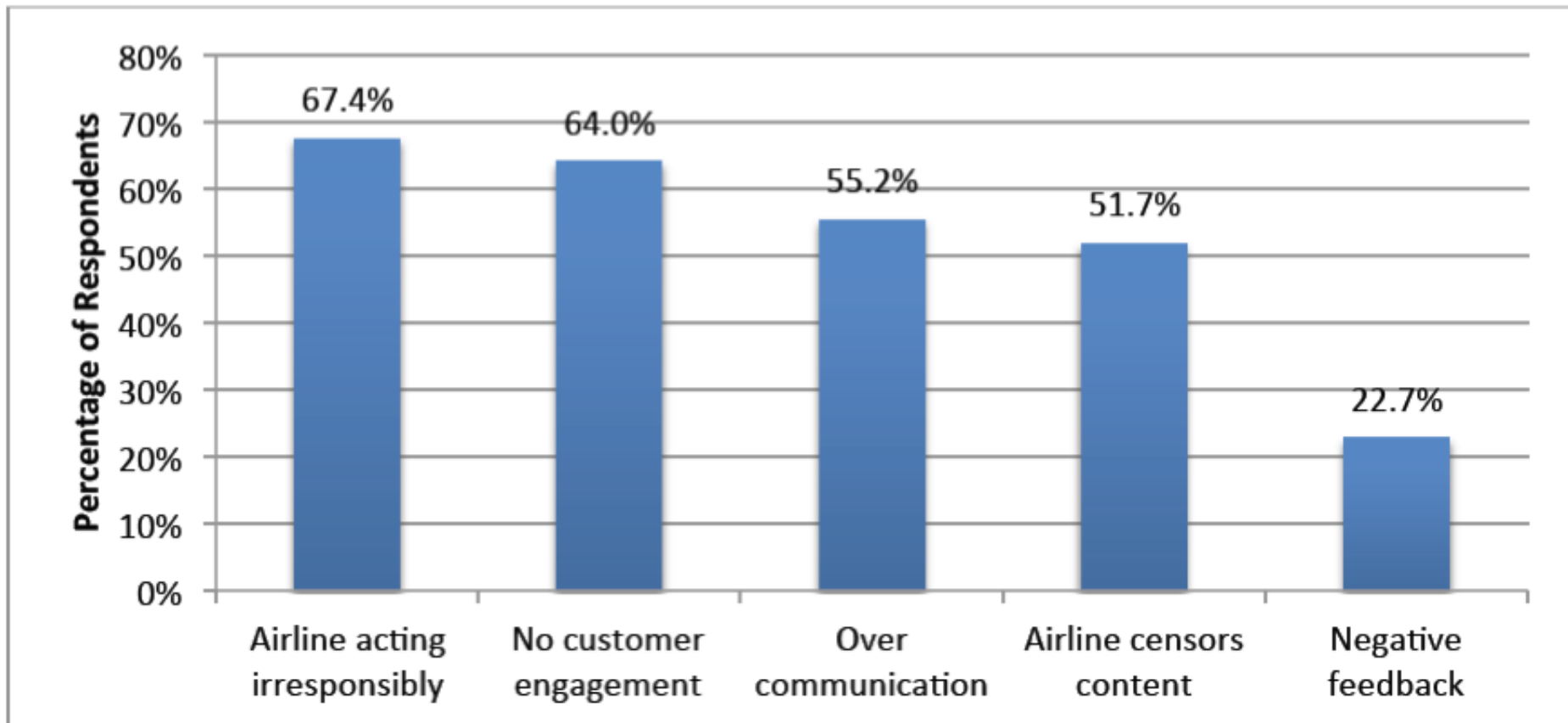


Figure 4.17 – Reasons to lose interest in an airline on social media



Source: Tan, 2011 – n =172 users of social media, 85% <50 years)

To make it viral

- Humour
- Sex
- Shocking
- Controversy
- REACTION WITH AUDIENCE
 - I'VE GOTTA SHOW THIS TO MY FRIENDS

Social Networks and Airlines

- Service delivery
- PR
- Advertising
- Promotions
- Gamification
 - Gaming techniques to drive engagement and loyalty
 - Enables non-gaming activities (filling in surveys, posting reviews, “checking-in” to locations) to become more engaging for participants. Earning points/status to drive repeat activity and loyalty to social media site



- People took note of the fun, upbeat video and forwarded it to others via email and social media networking sites such as Facebook and Twitter
- Virtually overnight, CeBu Pacific was instantly brought into the International Spotlight for the RIGHT reasons.
- It showcased that the Philippine airline was warm, **friendly** and talented – an airline that people would become **attracted** to
- It did **not cost** the airline anything
- The video has received 10 million hits (Airline Business)
- Mentioned on ABC news, CNN, MSNBC and Fox
- According to YouTube – it was 'Top 10 most shared video's of 2010'

Creating a 'Wow Factor'



The last flight on Christmas eve, Spanair **surprised** 190 tired passengers who were waiting for their bags

It gift wrapped presents for each of the passengers which totally **surprised** them and made them **happy**

The event was **captured on video by Spanair** and released to YouTube

It was an **incredible success** and was a **PR masterpiece**

Westjet's viral campaign Xmas – 2013 29m views

- <http://www.youtube.com/watch?v=zIElvi2MuEk>



Uplifting the Brand



The check-in and ground staff at TAP
Surprised passengers in the Terminal with
a **Fun, Uplifting and Exciting** dance move
at Lisbon Airport and Sao Paulo


People were **smiling** and it injected
happiness into weary travellers

Passengers had **not associated the brand
of TAP** with this **uplifting experience** but
were very **impressed**




http://www.youtube.com/watch?v=8H6DPJjg_7s

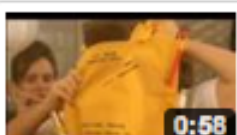
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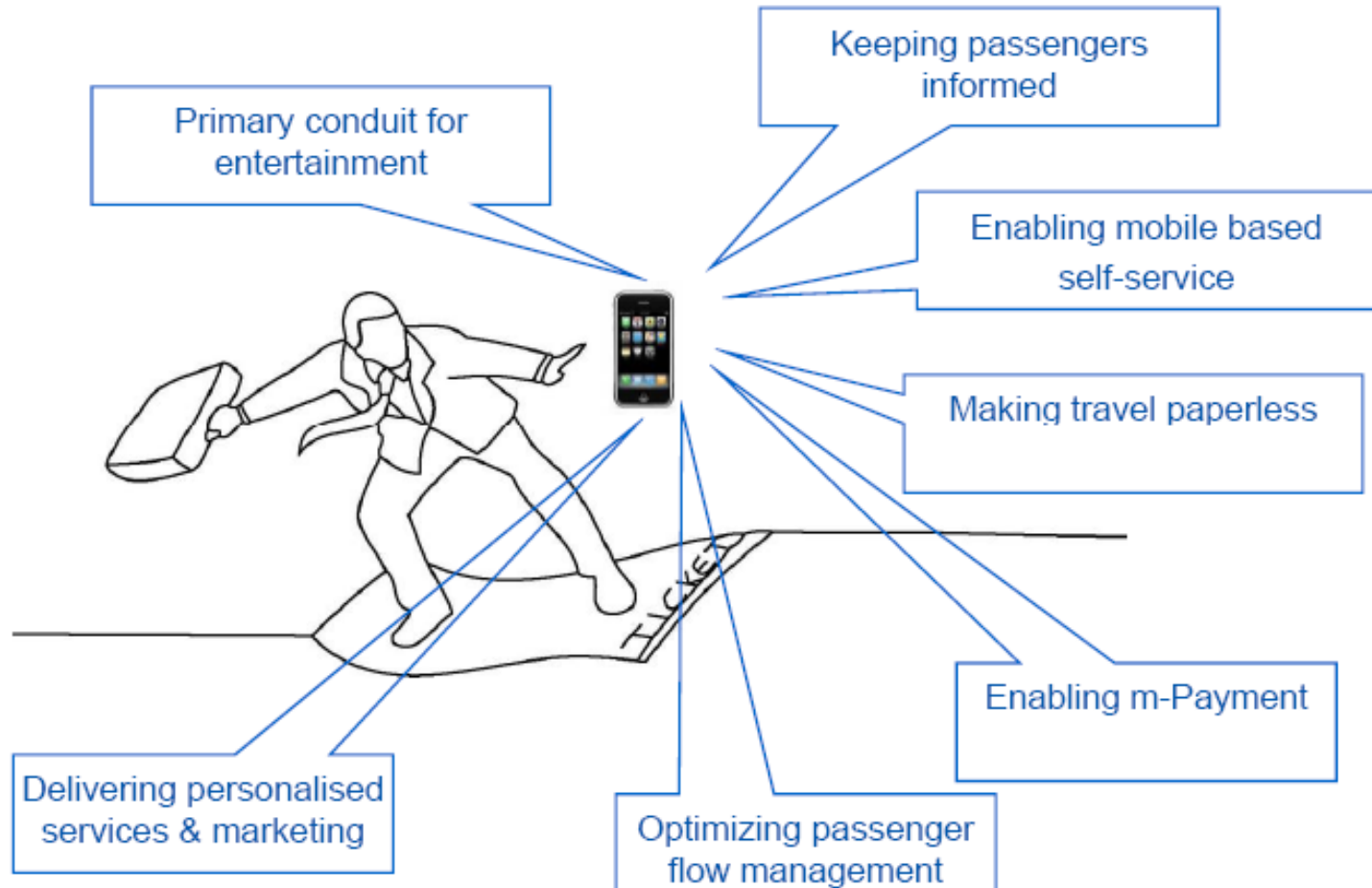
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7-ways Mobile devices will impact air travellers experience



Convergence

Share content with
your network over
multiple networks



Confirm that you are smart
to think this content is good

Content

10 Ways to Annoy Customers (1)

- **True lies:** Blatant dishonesty or unfairness, such as the selling of unneeded services or deliberately quoting unrealistically low estimates.
- **Red alert:** Assuming customers are stupid or dishonest and treating them harshly or disrespectfully.
- **Broken promises:** Not showing up as promised; careless, mistake-prone service.
- **I just work here:** Powerless employees who lack the authority, or the desire, to solve basic customer problems.
- **The big wait:** Waiting in a long queue because checkouts or counters are closed.

10 Ways to Annoy Customers (2)

- **Automatic pilot:** Impersonal, emotionless, no eye contact, going through the motions, non-service.
- **The silence treatment:** Employees who don't bother to communicate with customers who are anxious to hear how a service problem will be resolved.
- **Don't ask:** Employees unwilling to make any extra effort to help customers, or who seem put out by requests for assistance.
- **Lights on, but no one at home:** Clueless employees who do not know (ie will not take the time to learn) the answers to customers' common questions.
- **Misplaced priorities** Employees who chat to each other or conduct personal business while the customer waits

Source: Alamdari