



Communications Strategies for a Changing World

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Introduction

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Why do Blogs matter? – A
personal example

www.pkellypr.com

- Costs 10 euro per year to run
- Ranks on the first page of Google for PR and Public Relations



The Lay of the Land



- More to play for than ever before
- 1.478 million overseas trips into Ireland in the first three months of the year
- Visitors spent €819 million
- British tourists down 6%
- US tourists up 4%
- European Tourists up 33%
- Open Skies – North American market set to become far more important

The Role of the Internet

Among US traveling population
(151.8 million)

- 52% use the Internet and made travel plans online
- 43% use the Internet and made travel reservations/bookings online

* Source Travelers' Use of The Internet,
2005 edition – Travel Industry Association
of America



The tourism industry and social media



So why is social media so important for the Tourism Industry?



Drives Word of Mouth



Sources Used For Travel Planning

- 65% said Friends, Family, Co-workers
- 38% said Travel Books, Guides, Magazines
- 35% said Call or Visit Travel Company

Source Travelers' Use of The Internet, 2005 edition – Travel industry Association of America

How Has the Environment Changed?



**From messages
sent...**



**...to opinions
shared**

Who are people listening to??

Then: Tourism boards and travel writers



Now: Unbiased others “like me”



The Rise of Trust in “Someone Like Me”



Source:
Edelman
Annual Trust
Barometer,
Jan 07

“Someone like me”

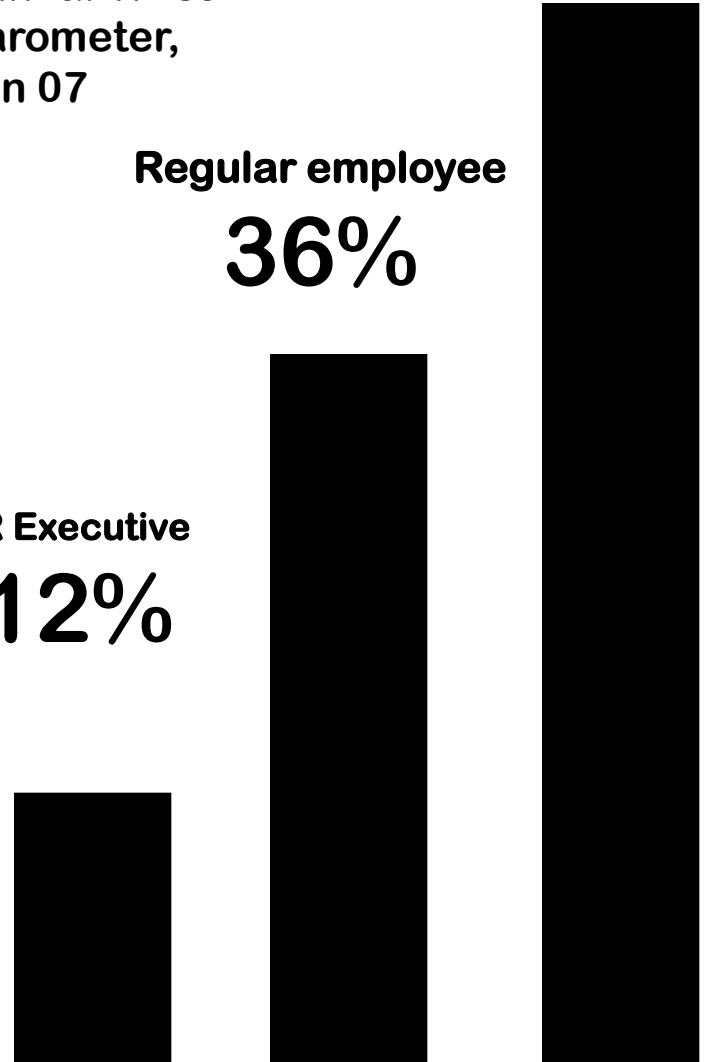
51%

Regular employee

36%

PR Executive

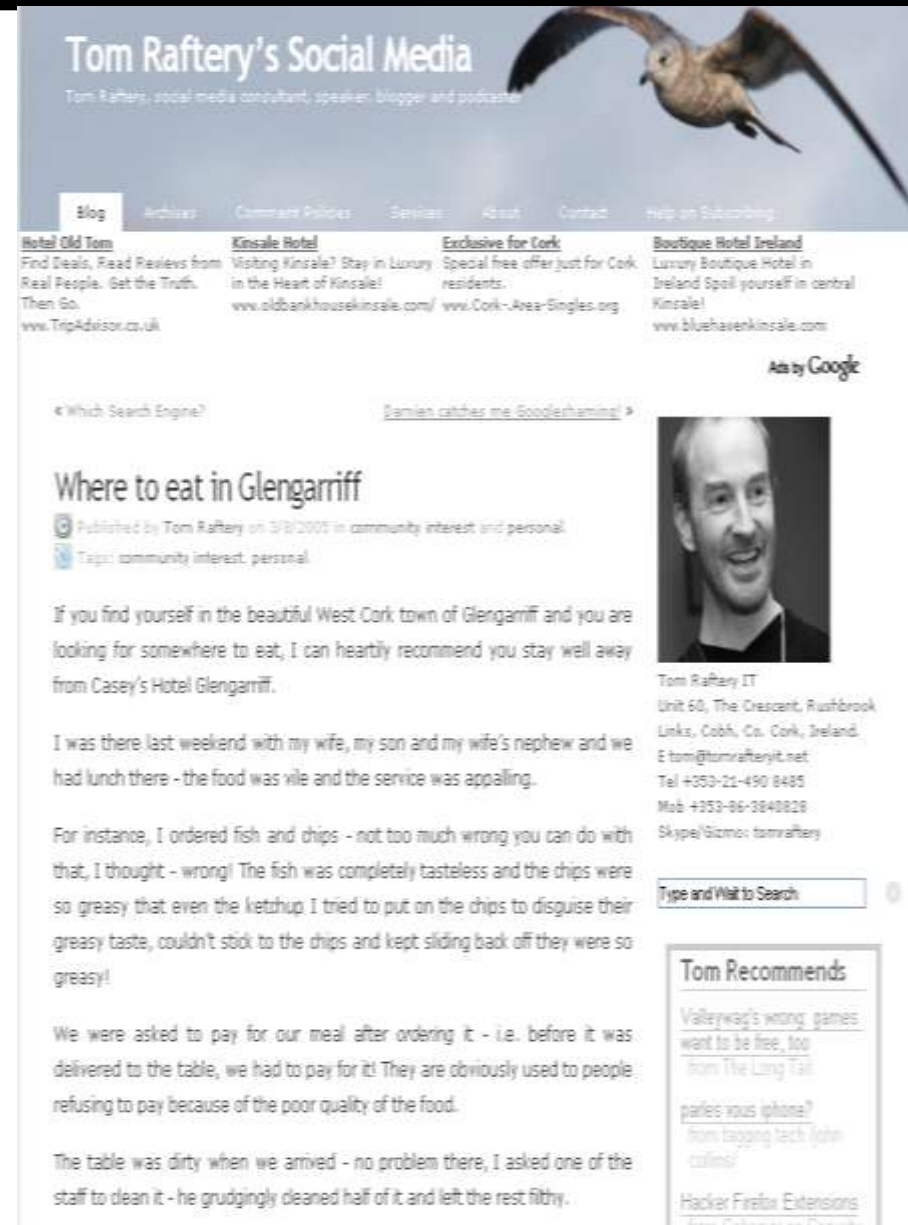
12%



The Fuel on the Fire – The Internet

Role of the Internet

- Responsible for one-to-one-to-many to one-to-many-to-many communication
- The Power of Search – Googlebombing
- Top Irish Internet purchase? Travel and holiday accommodation
- Top activities consumers will be undertaking online:
 - Searching for information
 - Becoming aware of new products
 - Using services (support, after sales, etc)
 - Comparing prices
 - Buying products or services



The screenshot shows a blog post by Tom Raftery. The header includes the title 'Tom Raftery's Social Media' and a navigation menu with links for 'Blog', 'Archives', 'Comment Policies', 'Services', 'About', 'Contact', and 'Help on Subscribing'. Below the header are four featured articles: 'Hotel Old Tom', 'Kinsale Hotel', 'Exclusive for Cork', and 'Boutique Hotel Ireland'. The main content area features a search bar with the text 'Which Search Engine?' and a link 'Damien catches me Googlebumping!'. The main article is titled 'Where to eat in Glengarriff' and is published by Tom Raftery on 5/9/2005. The article text describes a disappointing dining experience at Casey's Hotel Glengarriff, mentioning the food quality and service. A sidebar on the right contains a profile picture of Tom Raftery, his contact information (Unit 60, The Crescent, Rushbrooke Links, Cobh, Co. Cork, Ireland), and a 'Tom Recommends' section with links to 'Valleywag's wrong games want to be free, too', 'parles vous iphone?', and 'Hacker Firefox Extensions'.

But what can I do?



- 110% service
- Segment Your Audience
- Create Memorable Experiences
- Tap Into Social Networks
- Don't Forget Your Overall Strategy

110% Service

- Above And Beyond
 - *MacDonalds*
- First Impressions
 - *Your Website*
- Rate My Holiday
 - *TripAdvisor*



Segment Your Audience



83% of online Americans say they have used the Internet to seek information about their hobbies and 29% do so on a typical day

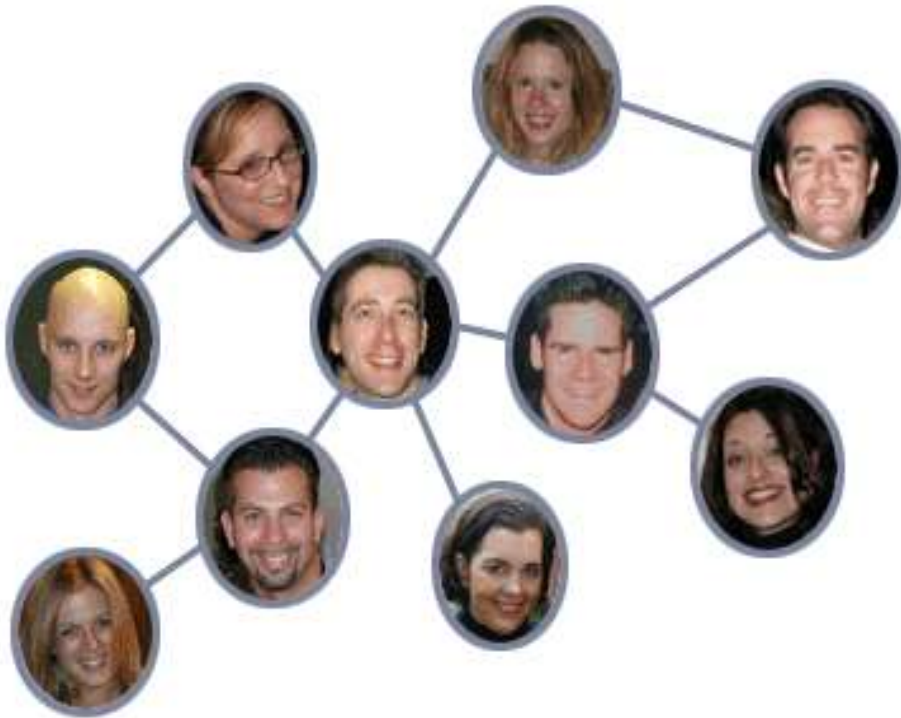
- Horse & Hound
- Edelman's Resident Metal Fan

Create Memorable Experiences

- Distinguish Ireland as a Tourist Destination – Hardcore Travellers Innovate
 - YouTube - Goldeneye Bungie Jump
<http://ie.youtube.com/watch?v=69NtkkwSI4S>
 - Internet Memes - Hotel Bed Jumping
<http://www.hotelsbycity.net/blog/bed-jump>
 - Cult - Father Ted Festival
<http://www.friendsofted.org/>
- Create Content to Engage Your Audience To Keep Them Coming Back – Video, Podcasts & Photos



Tap Into Social Networks



- Promote Events - *MySpace*
- Network With Fellow Travellers - *KLM*
- Connect With Tourists – *Bebo*
- Raise Awareness Of Destinations - *Flickr*
- Google Ads meet Social Networks - *Facebook Flyers*

Don't Forget Your Overall Strategy

- Consumers Are Not A Homogenous Group
- If I Blog About It, Will Someone Read It?
- Well That Was Funny, Now What?
- The Invention Of The Pencil Made It Possible For Anyone To Write A High Quality Novel...Not!



Summary



- Listen, learn...and listen some more
- Make connections and build relationships
- Create original content and memorable experiences
- Embrace new tools and technologies

Questions?

Or if you're shy...

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