

Up your game: Build a social community of travelers

A playbook for corporate travel





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by

ADVITO

ARE YOU LOOKING FOR WAYS TO EDUCATE,
ENGAGE OR EMPOWER TRAVELERS?

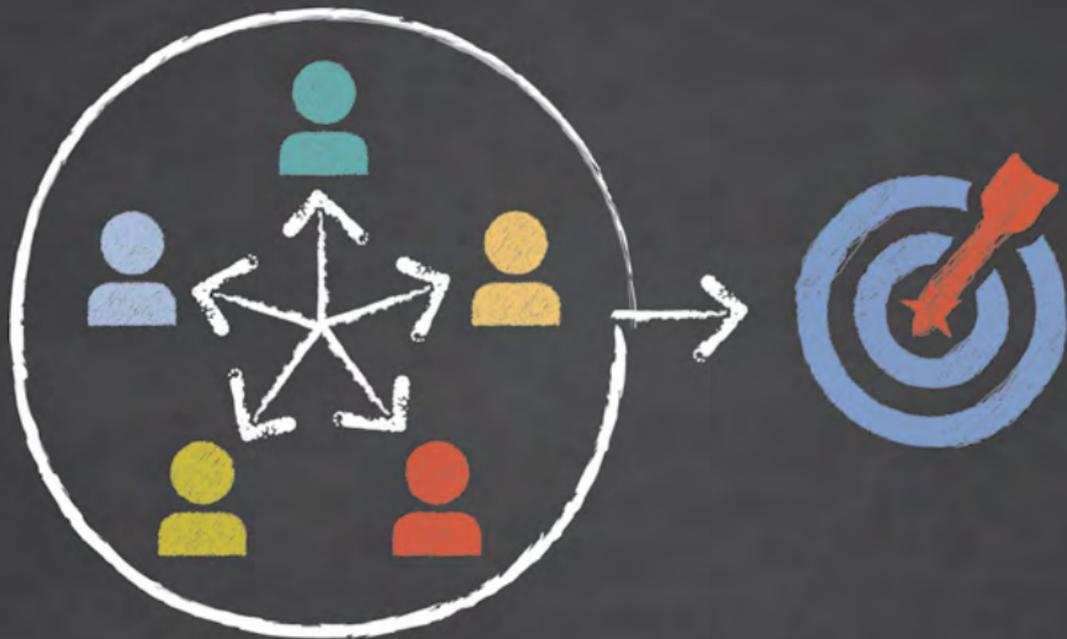
HAVE YOU CONSIDERED NEW STRATEGIES
TO INFLUENCE TRAVELER BEHAVIOR?

ARE YOU INTERESTED IN CREATING
A MORE TRAVELER-CENTRIC HOTEL PROGRAM?

DO YOU WANT TO BUILD
A SOCIAL COMMUNITY OF TRAVELERS?

Table of contents

	Page
Kick-off	1
<i>Introduction</i>	
<i>The playbook</i>	
<i>Build a social community</i>	
<i>Traveler engagement</i>	
Training and set-up23
<i>Goals</i>	
<i>Team brand</i>	
<i>Assess skills</i>	
<i>Engage fans</i>	
<i>Timing</i>	
Game day strategies49
Keeping score59
Bench strength63



Introduction

Building a social community in the workplace is a practice companies and employees have done for decades. Formally, companies used physical meetings and events to inspire productivity and encourage employees to interact. Informally, employees gathered around the water cooler to connect, share information and solve problems.

In today's modern workplace, sustaining a social community is far more difficult. It is compounded by a changing global workforce, employees who think more like consumers and rapidly evolving digital technology. Your program now depends not only on procuring the best travel deals but supporting employees who need to communicate, be productive and connected while traveling. It is about engaging travelers wherever they are, influencing them to interact and nurturing the culture behind the social platforms and tools they rely on to communicate.

The rules of the game have changed.

KICK-OFF





The need for a playbook

This environment offers travel managers the opportunity right now to achieve major program improvements and savings by engaging your travelers and changing their behavior in strategic ways. Yet many travel managers say they can't afford to divert their attention toward social platforms, don't know where to start, or how to measure the effectiveness of such activities. It's time to think differently and leverage technology to achieve more.

Advito has proven you can—and should—do both.



COMMUNICATE



BE
PRODUCTIVE



FEEL
CONNECTED



How to use this playbook

We have created this corporate travel playbook to help you build your travel program to function as a social community. Like a playbook is to a sports team of players, this guide explains the value of social community to your program, how to influence engagement and create a shared sense of purpose to meet your goals. It includes descriptions of the strategies you can employ and visuals you can use to illustrate plays and convey messages. And, it embodies the rigor, coaching, teamwork, focus, motivation and interactive process required to drive your travel program's performance.

Use this playbook when you need to move program performance beyond current sourcing practices, when your company's culture is in transition and when you need to drive savings, improve compliance and boost traveler satisfaction.



What you'll learn from this playbook

While we draw parallels to sports, we know the performance of your program is no game. In this playbook, you will learn:

- How to create a sense of community and collaboration among travelers around a virtual water cooler.
- How to establish an identity for your travel program that travelers respond to and trust.
- How to create traveler communication that influences choice, leverages existing tools and supports the goals of your program and company.
- How to link engagement initiatives directly to program results.



1.44 BILLION
ACTIVE USERS¹

300 MILLION
REGISTERED USERS²



MOST AMERICAN WORKERS SPEND **HALF** OR MORE
OF THEIR WAKING HOURS DURING THE WEEK AT WORK³

The psychology of belonging

By nature, humans crave a sense of community. The explosive growth of Facebook, LinkedIn, and Twitter is a testament to this. Social media offers us a way to connect, share, boast, complain and, most importantly, be recognized among those like us. A company's logo, playing on a team, or shared experiences all breed a sense of belonging and trust.

This personal need doesn't stop when we walk into work. Co-workers are an important part of our lives and are often the core of much of our social interaction. Employees want to participate, be valued and part of an organization that is successful and stands for something. This need intensifies the more you travel for work and the further away your office is from corporate decision-making.

Creating a sense of community at work is where common ground takes precedence over individual accomplishments.⁴ The result is a highly engaged workforce and productive organization.



ONLY 13% OF GLOBAL WORKERS FEEL ENGAGED,
YET 87% BELIEVE IT IS IMPORTANT⁵

Employee engagement: belonging to a company

As workplaces are more global, mobile, virtual and collaborative, employees want a culture of engagement so they can find their place within the organization. However, many companies struggle to define this. ***While engagement can be hard to explain and measure, when you don't have it, you know it.*** Employees feel disconnected from key priorities, don't have personal contact with leaders and lose the meaning of their role in the company's performance.

Now, factor in traveling employees who are regularly out of the office, feel detached from co-workers and often use different or outdated tools. This disengagement translates to absenteeism, turnover, lost productivity and other indirect costs to the company's bottom line. And the greater the number of traveling employees, the more severe the impact.

Your community of travelers wield a lot of power in your company and your program. Engaging them could mean the difference between a growing fan base of program advocates or group of disenfranchised traveling employees.



The value of a social community of travelers

A social community of travelers is an online environment where travel managers and travelers (regardless of title or position) engage and interact. It provides multiple forums to share opinions, stay connected and remain engaged with the travel program despite offices around the globe, busy schedules and a virtual work environment. The social community is nurtured within the tools, apps and platforms travelers already use and positions travel managers at the center of the discussion.

These conversations are invaluable and give advanced insight into travelers' choices, needs, preferences and dislikes so travel managers can quickly adapt or address issues. It breeds a close network of advocates with shared interests who feel comfortable regularly giving input about your program. Over time, it functions as both a business-based and social tool to nurture a social community of engaged travelers.

TRAVELER ENGAGEMENT



COMMUNICATING WITH TRAVELERS

THROUGH TARGETED MESSAGING IN ORDER TO ACHIEVE BETTER
PROGRAM PERFORMANCE AND INCREASE SATISFACTION

Traveler engagement: belonging to a community of travelers

In sports, a team signifies one contributing to the whole and having a sense of pride in the outcome. A coach who motivates the individual and addresses the needs of the team creates an environment where athletes thrive and teams win.

The same is true for managed travel.

A travel manager encourages a community of travelers to form and supports the goals of the travel program. To nurture this, let travelers talk, share experiences and discuss solutions to travel issues. They will bond and form a social connection, not an obligatory attachment, to your travel program.

This starts with traveler engagement.

Traveler engagement uses the principles of marketing and the power of social media to connect, communicate and influence travelers at critical moments in the trip life cycle.

So whether you are looking to drive compliance to preferred suppliers, decrease travel costs, improve traveler satisfaction or mitigate risk, your program's success hinges on traveler engagement.

ADVITO DEFINES THE MODERN TRAVELER AS BOTH
THE OLDER AND YOUNGER MILLENNIALS
BORN BETWEEN 1977-1985 AND 1986-1999, RESPECTIVELY



MILLENNIALS WILL MAKE UP 50%
OF THE GLOBAL WORKFORCE BY 2020⁶

Engage the modern traveler

Travel managers must adjust their program to engage and accommodate the new generation of travelers that are reshaping the workplace. This generation is the “modern traveler” in your program and the gauge against which all innovation and success should be measured. Modern travelers:

- Have been shaped by a life of choice, personalized experiences and competition for their attention.
- Are hooked on social media and have made it the primary form of communication around the globe.
- View digital tools as the entry point for workforce collaboration and a key driver of performance and competitive differentiation.
- Are more mobile than any other generation in history.
- Want to be motivated, empowered and productive.
- Want enterprise tools to be intuitive and consumerized to hold their attention.
- Focus on value over price.
- Expect to be valued as individuals and place greater weight on a tailored experience.

This audience suggests the role of travel managers is shifting to become more strategic and critical to everyday business operations and internal communications.

90% OF COMPANIES USING SOCIAL TECHNOLOGIES
REPORT BUSINESS BENEFIT FROM THEM:

3.5X INCREASED LIKELIHOOD OF
OUTPERFORMING THE COMPETITION⁷



18% HIGHER REVENUE
PER EMPLOYEE⁸



Embrace social technology

Before it was easy to dismiss social networking as a cultural phenomenon that had no relevance in business or business travel. Many confused the underlying technology and its value with the websites where people share photos of family, food, pets, etc. But with so much change happening online and in the workplace, more companies are harnessing the power, reach and speed of social tools to transform how we work and communicate.

It's time to modernize your travel program and leverage your company's social platform. Travelers are motivated to participate in social media, blogs, chat forums, etc. because they are so comfortable doing so.

As companies begin to see the significant benefits of bringing social platforms into their organization, innovative travel managers are doing the same in their own programs. These tools help travelers learn, communicate, collaborate, and give feedback. And, as an added benefit, it strengthens the employee bond to the travel program and company.



chatter



jive



Lithium



The social tool line-up

The variety of social tools and uses can be a bit overwhelming.

Large and midsize companies use social tools or social features on their corporate intranets to build social community, encourage employee collaboration and improve internal communications. The most popular tools include collaborative platforms (59%), community forums (50%) and enterprise social networks (45%).⁹

Social tools	Examples
Collaborative platforms	IBM Notes, Jive, Microsoft's SharePoint
Community forums	Jive, Lithium, Telligent
Enterprise social networks	Chatter, Socialcast, tibbr, Yammer

Source: Altimeter Group Survey, 2014

Companies also use social intranet features, like blogs, micro blogs and wikis, etc. These are accessible with log-in credentials through the company's intranet. With 74% of online adults communicating via social media, your employees already use Facebook, Google+, Twitter, YouTube and SlideShare.¹⁰



SETTING
GOALS



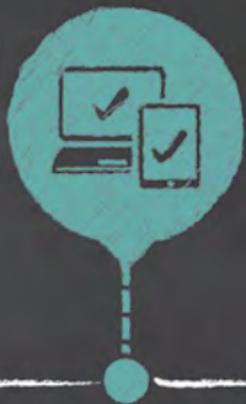
CREATING
A TRAVEL
BRAND



ASSESSING
COMMUNICATION
CHANNELS



DEVELOPING
MESSAGES



IMPLEMENTING
A CAMPAIGN

TRAINING AND SET-UP

Advito has developed and implemented a highly effective approach to engaging a social community of travelers within corporations. Each program is customized to a company's specific objectives, culture, travel program and workplace.

In this playbook for corporate travel, we provide you with the fundamentals from that program and examples of strategies you can employ in your business. It will help you get started in building a social community that engages distracted travelers and influences the behavior of the often non-compliant travelers. Our approach is broken down into five key steps: setting goals, creating a travel brand, assessing communications channels, developing messages and implementing a campaign.



ACHIEVE
YEAR-OVER-YEAR
SAVINGS?

INCREASE 14-DAY
ADVANCED BOOKINGS?



ENHANCE
TRAVELER
EXPERIENCE?

INCREASE HOTEL
ATTACHMENT?

MOVE SHARE TO
PREFERRED SUPPLIERS?



TRACK TRAVELER
SAFETY AND
SECURITY?



Goals

Like in sports, the goal is what you want to achieve from your players through the season. Every company has a different set of goals and moves at a different pace. To start, identify your travel program goals for the next year. Your goals should always be specific, time sensitive, measurable and align with the objectives of your company. For example:

- Improve year-over-year savings by 5%
- Increase online adoption by 10%
- Shift market share to preferred suppliers in top five markets

The next step is to identify the role you want social technology to play within your program. Will it be to push out information, listen to traveler input, share traveler best practices or collect data? It may be one or more of these (or others) and should dovetail with other social initiatives taking place around your company.

"EMPLOYEES DON'T JUST BUY TRAVEL. THEY WANT TO BE A PART OF SOMETHING BIGGER THAN THEMSELVES.
THEY WANT TO BELONG."

- LESLEY O'BRYAN,
SENIOR DIRECTOR AND PRACTICE AREA LEAD, EMERGING PRACTICES,
ADVITO

Value of a travel brand

Like a team name, branding is all about creating a unique identity for a company or service that a target audience relates to and recognizes. It echoes the promise a service makes or what a company represents for that audience. Effective branding is achieved through the consistent and integrated use of names, graphics, taglines, colors, fonts and content that creates a connection with your audience in an authentic and meaningful way.

The result is trust, loyalty and advocacy.

The same is true for your travel program and your travelers. Your travel program needs branding to engage travelers. This is because they are bombarded with messages and information across multiple devices and continents, 24 hours a day, 7 days a week. They need to know someone has their back, looks out for what's (truly) best for them and helps distinguish which travel messages require their attention.

That's your travel program. That's your team brand.



Your team brand

Your brand is the voice they listen to as long as you remember three things:

1. Your travelers are your target audience. So your brand has to be consistent and deliver value that is meaningful to them - your customer - and your company's bottom line.
2. Your audience is the modern traveler. Your brand has to be mobile, digital and virtual to be a social community where they belong. They know they will experience frustrations beyond the control of the corporate travel team, but they want to know that when things go wrong, **someone has their back**. This will earn you fans.
3. Business travelers are consumers too. Your brand has to be transparent to earn their trust and support the same apps, tools, websites, etc. they use in their personal life to win their loyalty. Your brand has to tap their knowledge so they will want to recommend your brand to fellow travelers.

Create your travel brand.



MY COMPANY'S
SOCIAL CHANNELS

Inventory your equipment

Just as players ensure they have the proper equipment, you'll need to inventory the social channels available and actively used by the travelers in your company. Assess each channel, tool and platform based on its ability to help you achieve the goals for your travel program. Make sure you include proven, two-way communications channels and social platforms where your travelers spend time, comment, post, etc. These include social networking, email, online booking tools, mobile apps, corporate intranet pages, agents, etc. Remember, it is always easier to join a conversation than start one from scratch.

For example, if you want to use social media to inform and engage travelers about policy, you can leverage the discussion forums or internal social network used throughout your company. If you want to communicate with just frequent travelers, it may be better to leverage two-way text messaging with seasoned travelers or a road warrior blog.



IF **YOU'RE** NOT ACTIVE
ON THE SOCIAL CHANNELS **YOUR TRAVELERS** USE,
YOU RISK NOT BEING IN THE CONVERSATION AT ALL.

Assess your social playing field

We recognize that some travel managers may not know much about their company's social initiatives and the channels used to communicate with employees. Some may even think their company doesn't have a social initiative. But it's best to check.

Here are some questions you can ask your technology department, communications experts and travelers to determine if your company has a social structure in place or if you will be breaking new ground:

- Where do employees find information about the company?
- How is employee and traveler feedback captured?
- Where do employees "hang out" online to talk to/message each other?
- What departments and regions are the most active users of social media technology?
- What tools and apps do (traveling) employees use most at work and at home?
- What new technology/platform does your company plan to roll out in the next 12-18 months?

If you don't have a presence on the social channels your travelers use, you risk not being in the conversation at all.

THEN...



NOW...



Social creates the digital water cooler

Working in an office allows employees to informally interact and share information without too much effort - in the hallway, over cubicles and around the proverbial water cooler. These interactions forge friendships, build trust, incite collaboration and shape a company's culture. But today's workplace may not have cubicles or even dedicated desks. In the future, more employees will be traveling, mobile and more reliant on cloud and social technology.

Since travel managers are already confronted with this virtual environment with frequent travelers, now is the time to create an engaging social community that simulates the value of the office water cooler for the modern traveler. This provide traveling (and remote) employees with a digital water cooler so they are just as empowered to participate in conversations as local employees, and feel part of their workforce community.



BROADCAST



LISTEN



SOLICIT
FEEDBACK

Customize your digital water cooler

Take these things into consideration when selecting which channel to best communicate your goals. While there is no one-size-fits-all approach, it is important to factor the following into your decision:

- You are not limited to one channel or platform, but you should start with one if this is your first attempt to build a social community of travelers.
- If multiple platforms are selected, each should offer different features, function and value for your program. This is important because travelers will not equally or immediately embrace all of tools you implement.
- Be sure to have a resource to manage these new channels to ensure you create, post and monitor content on an ongoing basis.
- Engage those employees who are already active on social networks to be a part of a pilot within your company. Your technology department can help you with a quick audit of your more social travelers to see which are using social networks and how they are using them.

The key is to select channels that simulate the old time water cooler.



8 SECONDS

Engage fans

You have eight seconds to engage your travelers with your message.

Why is this so important? Because the average adult attention span is eight seconds. Now factor in that your travelers are almost always on the go. This means they're multi-tasking and, as a species, are not good at it. Only two percent of people can multi-task well.¹¹ So unless your message can hook the modern traveler quickly, you have lost them and they are onto their next thought, next task or next trip.

These habits and short attention span actually present you with an opportunity. They give you the framework for how and what to message to build your social community, engage the modern traveler and win them over as fans of your program.



COMPELLING IMAGES GET **94% MORE**
TOTAL VIEWS ON AVERAGE THAN THOSE WITHOUT¹²

Engage fans with a compelling story

The million dollar question is still the same: how do you eek out more savings from your program while keeping travelers happy?

The answer lies in how you persuade the modern traveler to book and buy smarter. But, traditional marketing methods are no longer enough to convince travelers. It requires you to connect with travelers emotionally, make it easy for them to access, and even easier for them to pay attention to travel program communications.

Traveler engagement is about telling a compelling and integrated story. Focus the message content around the goals of your campaign so it stresses the behavior you want to influence and the segment of travelers you want to reach. Connect your “change” messaging to the bigger picture and how the traveler is going to benefit. This builds trust to change behaviors. Don a tone of voice, or personality, which you feel will evoke the best response from travelers. And, present content as small nuggets of information. This ensures it is quickly absorbed and portable to social media “news feed” channels and on mobile.



THE HUMAN BRAIN PROCESSES IMAGES
60,000 TIMES FASTER THAN TEXT¹³

Engage fans with visual storytelling

A picture is worth a thousand words.

This has never been truer than in the digital world. This is because the human brain is wired to process visual information like photos, infographics, etc. much more quickly than text. Designed for impact, images break through the information noise that bombards travelers. They are the language of the modern traveler and digital marketing. And, when the right images are used, they quickly communicate complex messages, almost instantly engage travelers and are easily viewed and shared on mobile and social channels.

Your brand is also part of the visual story and feeds all of your communications. When used consistently in your materials and social media, it will become recognizable and instill trust over time.



Engage fans in social dialogue

Your role doesn't stop at listening. You must be part of and even leading the conversation to influence the discussion and give correct information. To stimulate engagement and discussion across channels, your posts should be informational rather than promotional or heavy-handed.

By its very nature, social networking invites open discussion on topics or issues that need to be solved. Direct messages, online polls and posts that ask for feedback may elicit some negative comments. It is important that travelers feel safe to share their opinions, even if they are unpopular ones. Instead of ignoring their comments or viewing them as critics, regard them as engaged travelers who will unearth weaknesses in your program and social initiatives.

And be responsive to questions as they arise. Real-time and 24/7 responses are key to encouraging others to respond. Be sure to share the wealth and post your comments publicly or re-tweet answers of value to all travelers. And remember, the same communication restrictions typically don't apply to a social enterprise.

CAMPAIGN

2016



TODAY



Timing

There's no off-season in traveler engagement campaigns.

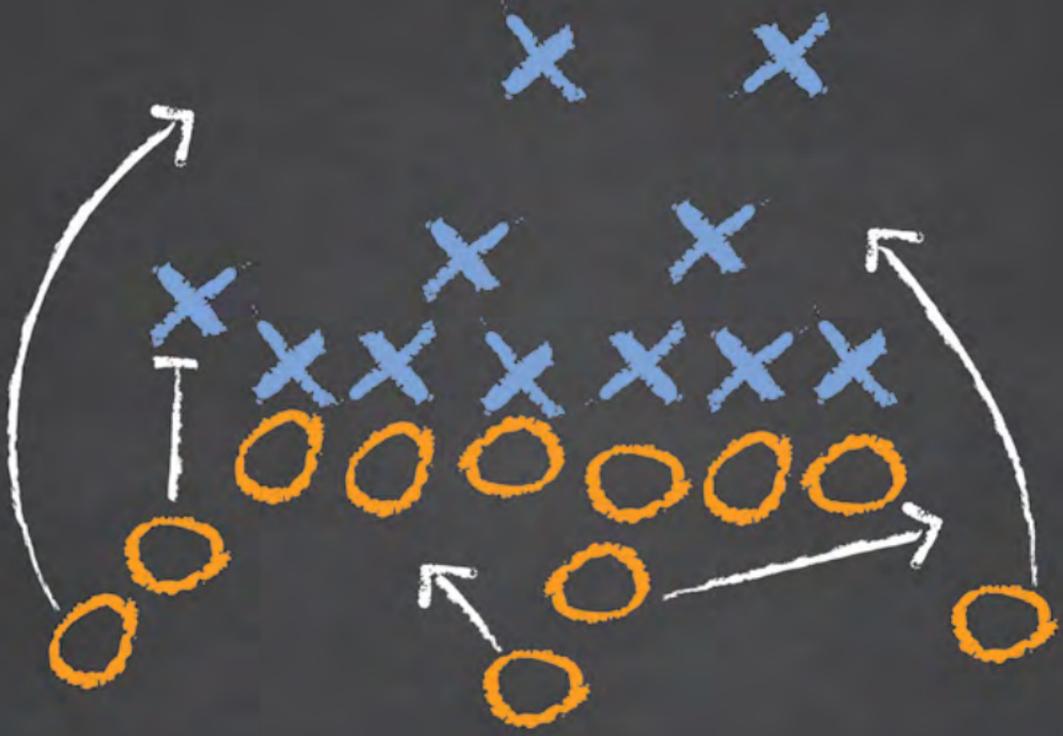
In a social community where travelers are always on, communicating is not a singular event. It is ongoing and involves a campaign of marketing messages designed to capture how travelers think and influence their behavior.

And like in sports, it's all about timing.

Rapid fire marketing and random acts of social media just don't work. Your campaign leverages strategic opportunities to communicate where traveler engagement messaging will have the greatest impact along the trip life cycle. The campaign of messages must be paced, integrated, measurable and align with the goals of your travel program and business.

And it's an iterative process.

The goal of a campaign is a balance of push and pull communications. Once you implement your campaign, keep listening to your travelers. Use these online conversations and social channels to keep a pulse on travelers' comments, new issues that surface and ways to tweak your campaign. Gain followers from regular and consistent campaign messaging.



This section of the playbook provides you with strategies and specific plays you can employ in your organization to engage travelers where they already are. We have provided examples across channels because your travelers are in apps, on social media and participating in chat forums, and all places you need to be. Effectiveness will vary as no two companies are identical nor achieve the same results.

Like the talent a coach coaxes from its players, nurturing and sustaining social communities of engaged travelers takes time, patience and an investment in people (not just dollars). Developing loyalties and brand evangelists requires engagement; there is no such thing as an instant community. Collaboration depends on trust. It is critical for travel managers to learn how to develop and disseminate content that inspires and connects travelers in a meaningful way.

Strategy #1: Leverage the wisdom of crowds

Be part of the discussion. Don't wait until annual satisfactions surveys or quarterly performance reviews to hear travelers' opinions and grievances. Seek out opportunities to more regularly pulse your social community of travelers. But, only do so if you seriously value the content and genuinely seek to have meaningful discussions about it. If changes are made as a result of this input, be sure to communicate this back to travelers. This sends a powerful signal that can only strengthen your company's culture.

Example: Establish online chat groups where travelers can share their opinions in real time about preferred suppliers and create solutions. Groups can be segmented by key travel types (e.g., frequent travelers, executives, sales) to capture specific insight about what is not working for your most valued travelers.

Educate from experience. Travelers are a great resource of travel expertise that goes relatively untapped in most organizations. Use the travel program to give them a voice, increase project transparency and break down information silos.

Example: Create an area where travelers share updates about destinations, customs and experiences from their trips and invite questions.

Example: Tap into your social network to locate other travelers with geographic, cultural, language, talent/knowledge and client expertise within the organization.

Share posts. Build a community from anywhere or around any common interest so travelers can connect and get to know more about who they are out of the office. This can include professional achievements, personal milestones and celebrations.

Post reviews. Create a richer booking experience within your online booking tool since a significant portion (63%) of business travelers go online to research and book hotels themselves.¹⁴

Example: Present consumer travel-style reviews from frequent travelers with tips on rooms, hotels, pictures, etc.

Strategy #2: Two-way communication

Listen at scale. Use enterprise social networking to keep a finger on the pulse of employee discussions. This is your pipeline to what travelers think about your travel program and places you in the middle of the conversation as it is happening. Your participation lets travelers know they are being heard, their input is valued and you are open to learning from them.

Example: Use an online bulletin board as your first-effort feedback loop.

Ask for feedback. Travelers want their voice to be heard so provide them with that option and connect it to your relevant goals. Then provide them that feedback.

Example: Implement instant polling to your engagement campaign to learn what single aspect of the company's hotel program should change next year.

Trip life cycle. A company's travel costs are determined by the thousands of individual choices made by its employees. Leverage strategic just-in-time moments throughout the trip life cycle to influence behavior.

Pre-trip

Example: Use gaming tools to get employees more comfortable with traveling to new destinations, familiar with top expressions in a foreign language or well-versed in the travel policy or submitting expense reports.

Example: Use Twitter to share business etiquette and local travel updates (e.g., "Stay away from the Bay Bridge – there's an accident").

En route

Example: Message travelers in real time about changes to preferred suppliers.

Example: Use SMS to remind travelers of complimentary hotel amenities.

Post trip

Example: Use SMS for personalized welcome home messages, emergency notifications and expense report reminders.

Strategy #3: Create a trusted community

Demonstrate and make sure travelers know you trust telecommuting and traveling employees. When you do, travelers are less likely to break that trust. Trust requires you to be as transparent as possible about company and travel program decisions as well as mistakes.

Travelers helping travelers. We retain 10% of what we read, 20% of what we hear and 90% of what we do.¹⁵ Reinforce the collective intelligence and connection between employee experiences through enterprise Q&A.

Example: Employees with a completed “ask me about” field in their social profile will receive a notification whenever another traveler in the organization asks a question with a hash tag term that matches the listed expertise.

Respond to all feedback. Provide travelers with immediate feedback to questions asked across as many digital channels as possible. Be sure to circle back with travelers to let them know how their input changed aspects of the program.

Resource for answers. The goal is to leverage social media channels to be a trusted source for travel insights.

Example: Set up a virtual chat room that is open to all travelers 24/7. Always on, the chat room fields questions to company experts at any time of day, from any location and across any time zone.

Display empathy. Echo company values and demonstrate that you understand the life of a road warrior.

Example: Post articles about vacations' impact on productivity and work/life balance and target these travelers with special employee vacation perks from preferred suppliers.

Strategy #4: Break through the noise

The message is just as important as the social tools used to engage the modern traveler. Content must be honest, timely and focus on value over price. Share stories that will inspire someone to take action toward achieving a company objective.

Sound bites of information. Consumer behavior has shifted from wanting apps to wanting answers. Travelers face a deluge of content. Simplify travelers' lives by presenting them with sound bites of relevant information.

Example: Use blogs or micro messaging to offer traveler tips and best practices that support your program goals. This can include tips on exclusive benefits from preferred suppliers, how to travel to a city for less than the per diem, etc.



Visual storytelling. Content should be intentional, relevant and visual to be quickly understood and remembered. It should tell a story to inspire a traveler to take action.

Example: Use video, stories, pictures, infographics, etc. to communicate travel program goals.

Example: Post highlights of a customer conversation or a news article that reinforces a goal.

Repeat messaging. Consult travelers early and often to ensure you are in the know and responsive to feedback.

Example: Add a gaming component to the travel tips and best practices captured in your company so that travelers earn points for the best weekly tip.

HOME



AWAY



No team effort is complete without keeping score.

Like anything new or evolving in your program, you'll want to report back on progress. Monitor and evaluate the effectiveness of the social media channels in your campaign in helping you achieve your program goals. Continue with those strategies that are working and adjust those that are not. If you feel you are not getting the results as quickly as you anticipated, give it a little more time to make sure the channels are properly operating. If after more time, your results are still weak, don't be afraid to make changes.



TRAVELER
SATISFACTION



COST
SAVINGS



COMPLIANCE

Measure the impact

You can absolutely measure the impact of your campaigns using engagement, links and tone of voice metrics. As comments grow, engagement should grow as well, especially if the community is proven to be a trusted place to listen and learn. Any link that leads travelers away from the community should be tracked, either using internal analytics or a third-party site to measure interest. Aside from what you say, how you say it (tone of voice) is also important. You can also measure: posts to public groups, posts to private groups, comments and likes, groups created, logins by geography and proportion of the staff registered.

Genuine savings and compliance-improvement opportunities abound when you create and execute the right traveler engagement strategy.



It's no secret that all teams need the support of advisors or back-up players to be successful. Advito's team of traveler engagement specialists partner with companies, like yours, to nurture and build a social community around their travel program. We can work with you to make sure you achieve your goals.

For more information, please contact:

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Team recruiting

Implementing traveler engagement marketing takes resources. Depending on the size of your team, you may need to convince senior leadership to support your traveler engagement efforts with money or manpower. This has proven challenging to sell internally because the marketing department often questions why travel is involved if traveler engagement is a marketing effort. Typically, marketing is responsible for all external communications and HR (with Corporate Communications) handles internal or employee communications. **Advito has been instrumental in making these connections within corporations and so that the travel and marketing functions work collaboratively.**

SOCIAL MEDIA GLOSSARY

[SOH-SHUH-L MEE-DEE-UH GLOS-UH-REE]

NOUN.

A GUIDE TO TERMS YOU MAY ENCOUNTER IN
SOCIAL MEDIA, WITH ACCOMPANYING DEFINITIONS

Social media glossary

The proliferation of social communities, social media and social networks has been, well, viral over the past five years. In business, the social movement has progressed a bit more slowly. Regardless, the social media landscape is rapidly changing and filled with terms that can be intimidating. Here's a quick guide to some of the communications terms you may find helpful as you build a social community.

Blog: An online journal that's updated on a regular basis. Blogs can be about any subject. They typically contain comments by other travelers and links to other sites.

Campaign: A set of coordinated online marketing messages, delivered at intervals to travelers, with a specific goal, such as improving compliance to preferred suppliers, increasing traveler satisfaction or decreasing the cost of travel.

Crowdsourcing: The act of soliciting content, ideas or skills from travelers who collectively help travel managers solve a problem that benefits the travel program.

Infographic: A visual image such as a chart or diagram used to represent information or data.

Instant polling: Real-time way to gather opinions and feedback about your travel program (aka pulse polling).

Micro blogging: the act of micro sharing or broadcasting short messages to travelers on your social enterprise. On Twitter entries are limited to 140 characters and applications like Plurk take a similar approach with sharing bite-size media.

Podcast: A digital file (usually audio but sometimes video) made available to traveler for download to a digital device or laptop for later playback.

Social activity: The act of sharing important news or information or simply reacting to another traveler's activity (even if it is not revolutionary or particularly different from something else posted elsewhere).

Social enterprise: An organization driven by a social mission and trades in goods, services and even profits for a social purpose.

Social media: Any online technology that serves as an amplification tool that lets traveler publish, talk and share content online. Content can be traveler-created video, audio or text that is published and shared via social tools (see “social tools”).

Social networking: The act of socializing in an online community such as Yammer, Chatter, LinkedIn, Facebook, etc.

Social tools: Software and platforms that enable a participatory culture and include blogs, podcasts, forums, wikis and shared videos and presentations).

Word-of-mouth marketing (WOM): A term used for dozens of methods to engage travelers. By building relationships with key influencers (or frequent travelers), travel managers can engage travelers to become so enthusiastic about a program feature, service or tool that they change behavior through conversation (aka conversational marketing).



Sources

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About Advito

Advito is the travel industry's most progressive consultancy, enabling procurement leaders to modernize their approach to managing the travel and meetings spend category. Led by a unique team of multi-disciplinary experts and thought leaders, we work with both clients and suppliers to push the boundaries of traditional air and hotel sourcing and strategic meetings management for higher program returns. We provide advisory, procurement and outsourcing services in the area of corporate travel sourcing, expense and meetings management, along with RFP development and management; benchmarking and vendor management services. We minimize our clients' travel spend and maximize their travel program value in a data-rich, consumer empowered world. Headquartered in Chicago, Advito operates in key business markets around the world. For more information, visit www.advito.com.



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