



**Marketing Effort & Reach –
How TrekTraka Performs**

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Key Takeaways

Purpose of this paper

This paper looks at a number of approaches to social network marketing and considers the effort they require to implement versus the communication reach they often achieve.

The paper contrasts the common approaches using Facebook, blogs and Twitter and compares the results achievable on the same social media platforms if driven by the TrekTraka adventure travel marketing system.

TrekTraka is shown to deliver much wider marketing reach while utilizing company resources, in particular staff time, much more efficiently.

- Adventure travel operators are increasingly experimenting with social media marketing methods.
- However, current common approaches require a significant effort in terms of staff time and company resources while achieving limited communications reach in the online community.
- TrekTraka can take operators into the same social media platforms - Facebook, blogs, Twitter - but require much less effort and company resources while delivering vastly increased market reach.

Effort & Reach

There are multiple ways to slice and dice a marketing campaign and evaluate its effectiveness. One quick and very informative approach is to contrast alternative campaigns on the basis of their required effort relative to the market-reach each may deliver.

Effort may be estimated in simple measures such as staff time commitment, and reach estimated in terms of existing customers and new prospects contacted by a campaign initiative. In the case of social media marketing campaigns, this evaluation approach can be very informative for tactics such as Facebook company pages, company blogs and Twitter feeds.

Traditional social media marketing approaches

Adventure travel operators incorporating social media into their marketing strategy most commonly use one or more of the following approaches.

1. *Posting to a company Facebook page*

Many operators have created company Facebook pages and regularly post informative and interesting content that their opt-in Facebook friends may take the time to read. Some friends may also establish a Like-link back to their own Facebook profile and news feed that their direct Facebook friends can then see.

2. *Posting to a company blog*

A significant proportion of operators have created a blog page on their website and, like Facebook strategies, post regular stories, comments or photos of interest to past and potential clients. These posts are searchable by Google and can generate new visitors over time.

3. *Twitter tweets*

Some companies post short news items, often linked back to their Facebook page, or just general news on the company, current treks and tours or up-coming products.

In general, these approaches may be thought of as social media twists on traditional e-mail newsletter campaigns. E-mail campaigns consist of informative content sent directly to a list of pre-identified recipients. In most instances these lists were built over time from past clients and prospect inquiries. The social media version is rather similar. Content – text, video, photo or audio – is distributed to people who have opted-in to receive company news via specific media platforms – Facebook friends, Twitter followers. The social media twist is the deep connectedness of people on platforms such as Facebook and their ability to re-post or re-tweet content on to expanding circles of other friends and followers. A Facebook friend of a company may Like the company and allow posts to flow through to their personal Facebook profile and appear as news items their personal friends may consume. However it can require some truly novel and engaging content to secure the dissemination of company posts beyond the first circle of recipients. But, that is how it is commonly done, and it does work to an extent.

Effort and reach of the traditional social media approaches

The required effort and potential reach of these three traditional social media communications strategies can be estimated. However, some assumptions are required, and while some operators may view their metrics differently, we assume here:

- an operator has 500 Friends on their company Facebook page
- of these 500 Friends about 75% are past clients and already know the company and 25% are potential future customers who have no experience of the operator
- Facebook users have an average of 70 of their own friends
- a typical Facebook post might attract a 3% Like rate from readers and link the post back to their personal Facebook profile and news feed. This opens a second sphere of communications recipients
- about 500 visitors come to the company website each day and about 5% of these view the blog page
- an operator has 250 followers on Twitter
- 20 minutes of staff time is required to create and publish a Facebook post, one hour for a blog post and 10 minutes for a Tweet.

Based on these assumptions some estimates of effort and reach can be made.

1. *Posting to a company Facebook page*

Estimating effort is easy. We have assumed it takes 20 minutes for a staff member to create and publish a text and photo post onto the company Facebook page.

However, estimating the potential reach, or audience for the post, is a little more involved and theoretical.

At the first level, the post to the company Facebook page reaches all 500 direct Friends, however 375 of these people are past customers and already have a pretty good understanding of the company and its products. That means the post only reaches 175 new customer prospects at this first communications level. Yes, some previous customers become repeat customers but travel operators must keep generating awareness with new people if they are to survive and grow.

If 3% of the company's direct Friends Like the post and link it back to their personal Facebook profile the post will be seen by 1,050 additional Facebook users – most likely all will be new customer prospects with no previous knowledge or experience of the operator.

Overall, the post will have reached 375 people who already knew the operator and about 1,225 new prospects. A total reach of 1,550 people. For 20 minutes work, a reasonable outcome for company awareness building.

2. Posting to a company blog

Effort - one hour to create the blog content.

Just 5% of the 500 daily visitors to the company website take a look at the blog page, about 25 readers. We assume none of the visitors Like the blog post and link it back to their Facebook profile. So, we assume there is just one level of direct communication resulting from a blog. While a high proportion of the 25 readers might be new potential customers, the reach is modest and not a great outcome from investing an hour of staff time. But still a necessary part of any web marketing strategy.

3. Twitter tweets

A Tweet is quick to produce, about 10 minutes.

About half of the company's Facebook friends opt-in as company Followers on Twitter, so a Tweet should reach 250 followers. We also assume the re-tweet rate is very low, essentially nil. Not too bad an outcome from 10 minutes of staff time.

Adventure travel operators say their primary objective for social media marketing is to build awareness of their company and its products. That means communicating with new prospective customers is a priority. However, the current common approaches to social media marketing outlined above deliver a modest awareness building result.

Company Facebook page post.	20 minutes work to reach 1,225 new prospects.
Company blog post.	60 minutes work to reach about 25 new prospects each day.
Twitter tweet.	10 minutes work to reach perhaps 60 new prospects.

Additionally, with the exception of the blog, these social media post are typically not well designed to bring the reader back to the company's website and thereby engage with the company's carefully designed sales process.

The effort and reach of the TrekTraka approach

TrekTraka communicates with two audiences. One audience is identical to that of all three communication tactics outlined above. So, in the first instance, TrekTraka requires the same effort and delivers the same reach as above.

However, in addition to reaching past customers who opted-in to company Facebook and Twitter feeds, TrekTraka opens the communications door to existing customers who bring their already established and very large pool of personal Friends and Followers. The TrekTraka approach vastly expands the reach potential to many times more prospective new customers.

Some assumptions. Assume an operator runs the same product weekly, say a four-day trek or rafting tour for example. Assume 20 customers participate in each trek or tour, and each has 70 friends on their Facebook profile. Let's see how effort and reach works for TrekTraka.

1. Posting to Facebook

Again, it takes 20 minutes for a staff member to create a single Facebook post.

A post can be directed to the company Facebook page and the reach will be identical to the traditional approach, 1,225 prospective new customers.

However, TrekTraka is very cleverly designed to encourage all 20 customers on a trek or tour to opt-in and accept company posts directly onto their Facebook profile Wall and news feeds. This means the Facebook post also goes directly to the Facebook walls of the 20 customers and the post is then seen by their 20 x 70 Friends, an additional 1,400 prospective new customers. Again assuming 3% of these friends Like the post and link it back to their Facebook profile, TrekTraka can deliver another 2,940 readers in this second sphere of social network information sharing.

So a single 20 minute Facebook post utilizing TrekTraka reaches:

- 1,225 new prospects via the post going to the company Facebook page
- 1,400 new prospects who are the friends and family of the 20 people on the trek or tour
- 2,940 new prospects who are friends of friends.
- That is a total of over 5,500 people who are now aware of the operator and at least one of its adventure travel products.

But TrekTraka does even better than that. TrekTraka facilitates multiple posts from a single effort of content creation. For example, a rafting tour conducted weekly would conquer the same rapid, or reach the same camp site, every week. The clever use of GPS tracking technology allows a pre-defined post to be automatically generated simply based upon the location of a particular adventure group. And each week there are a different group of 20 customers, each

linked to a different set of 70 Facebook friends. A post written once in January, and celebrating the conquest of the rapid, can be automatically re-posted again by TrekTraka each week to the Facebook friends of each new group of customers as they in turn reach that same rapid or point of interest. Even if the post is not duplicated weekly on the company's own Facebook page, just 20 minutes of effort to write the original pre-defined post can be rewarded by a readership of over 225,000 people over the course of a year as the message is re-posted weekly to new groups of customer's friends.

But TrekTraka does even better than that. Social media posts using TrekTraka convey information that really does engage the attention of friends and followers. TrekTraka tells readers where their adventurous traveller friend is right now and what he or she is doing and experiencing. TrekTraka help share the experience. The real-time location aspect of TrekTraka is a powerful communications engagement hook. Over a 4-day trek or tour, TrekTraka might be configured to issue three posts per day, or 12 items of interesting and engaging real-time news over the course of the trek or tour. Now the numbers get very large. 12 posts written just once could achieve over 2.5 million contacts with prospective new customers over a year.

In addition, every TrekTraka post is tagged with links that bring the recipient back to an interactive trek location map embedded within the operator's website alongside their core marketing information. This delivers many hundreds of thousands of new visitors ready to learn more about the company and its other adventure travel products.

TrekTraka's communications reach and marketing efficiency is compelling.

2. Posting to a company blog

The TrekTraka story is similar here too. A post to a company blog can be issued as a headline to the Facebook news feeds of each week's 20 customers and be seen by their 70 friends. And each news post has a link to draw readers back to the company blog page. Again, this approach can bring hundreds or thousands of visitors to the company website each week and many times this number of a year.

3. Twitter tweets

And the same with Twitter. Each blog post created within the TrekTraka Operators Portal can be sent out in summary form as a tweet, instantly reaching all of the Twitter accounts of each week's 20 customers. Links embedded within each tweet draws readers back to the company website and trek location map.

TrekTraka - modest effort, massive reach

One of the compelling marketing benefits of TrekTraka is its ability to provide operators with direct access into the already established social networks of their customers. The traditional approach requires the slow accumulation of e-mail address or Facebook friends and may take months or years to reach even modest numbers of perhaps a thousand or more. By contrast, every trek or tour run

by an operator opens the communications door to the hundreds or thousands of friends and followers of current customers. And a fresh group of friends and followers become accessible with every trek or tour conducted. Rather than sending e-mails and social media posts to the same group of people over and over, TrekTraka delivers fertile new marketing ground every day.

The ability of TrekTraka to achieve wide and massive communications reach is the most significant benefit to operators. If a marketing goal of operators is to expand target market awareness of the company and its products, TrekTraka is by far the best way to achieve it. A single trek or tour conducted weekly can achieve over 2.5 million contacts via Facebook with potential customers over the course of a year. By extension, an operator conducting multiple simultaneous treks or tours could achieve many times this marketing reach with TrekTraka spreading their marketing message through many social media platforms.

If an operator were to attempt to use traditional social media marketing approaches to achieve contact with 2.5 million readers the cost on staff time and company resources would be crippling. The necessity to write thousands of new Facebook posts or blog updates would bring company operations to a standstill. By contrast, TrekTraka can reuse post content again and again while appearing fresh to each new reader. And, by automating almost all of the process, the cost in staff time and company resources is negligible when balanced against the market reach achieved.

Adventure travel operators wanting to achieve wide and pervasive market reach and rapidly build company awareness must consider TrekTraka as part of their social media marketing toolkit.

TrekTraka

TrekTraka is the first social media marketing system developed specifically for adventure travel operators. TrekTraka taps into the existing extensive social media networks of adventure travellers. It distributes engaging content streamed across multiple social media platforms and brings the friends and followers of adventurous travellers back to the travel operator saying, *“Hey, I want to do that too”*.

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