



**TrekTraka –
Pervasive Social Network Marketing**

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Purpose of this paper

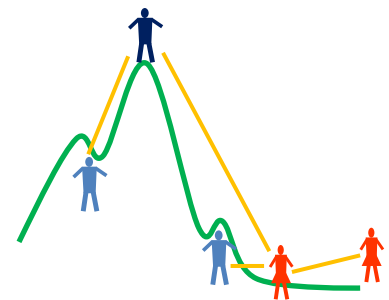
This paper looks at how many adventure travel operators currently utilize social network marketing and identifies some method inefficiencies. In particular it points out that many operators are barely penetrating the massive social media community already online. In fact, many operator’s current approach just talks to their same group of past clients again and again and has limited ability to widely expand market awareness of the operator and its travel products.

Key Takeaways

- Adventure travel operators need to look carefully at their current social network marketing methods
- They need to question whether their current methods are really contributing to expanding market awareness of the company and its products.
- Operators need to know they are employing **Pervasive Social Network Marketing** methods rather than all too common Peripheral Social Network Marketing.

A new approach to social network marketing

TrekTraka is the first social network marketing (SNM) system specifically designed for adventure travel operators who want the commercial benefits of SNM but with minimum demands on company time and resources. Additionally, TrekTraka takes SNM to a whole new level.



Pervasive social network reach

Most current approaches to SNM by adventure travel operators focus on the long slow grind of getting customers and prospects to sign-up as friends or followers on their corporate Facebook page or Twitter account. A year of effort might deliver a few hundred or perhaps a thousand followers – but the operator will already be known to most of these people. The approach is far too slow, labor-intensive and inefficient.

TrekTraka takes the operator directly into the already established and extensive social networks of



their customers, and opens the communications door to their next tier of friends and followers on multiple social media platforms. The result can be a single post to one traveller’s Facebook page being seen by perhaps a hundred direct friends and followers and their next circle of friends and followers in turn. This is pervasive reach. This is Pervasive Social Network Marketing. All the effort of building friend numbers on a company Facebook

page could be considered Peripheral Social Network Marketing at best. TrekTraka takes your social media marketing from the periphery to the heart of established social networks.

Your clients will love it

TrekTraka delivers near real-time location maps of the progress of guided trek or tour parties. A parent, partner, family member or social network friend can see where their adventurous traveller is on a near minute-by-minute basis via the TrekTraka Family and Friends Portal – an interactive map embedded within an operator’s web-site that continually displays GPS locations of the adventure group throughout the duration of their journey..

But more than that, TrekTraka is a platform for distributing engaging text, photo, video and even audio content that conveys the experience, achievement, and excitement of the adventure journey as it happens.

As a trek summits a peak, or conquers a white water rapid, TrekTraka can post photos and engaging text to hundreds of friends and followers. To be able to see where a traveller is right now and see what they are experiencing is truly engaging. Adventure travellers appreciate the TrekTraka service and readily share their experiences with their friends. And these friends commonly forward the experience on to their friends too. The result is Pervasive Social Network Marketing.

Massively expanded product awareness

The fundamental marketing objective of TrekTraka is to bring large numbers of networked friends and followers of travellers back to the operator’s website and build well informed awareness of the operator, its range of adventure products, and get visitors thinking *“Hey, I want to do that too.”*

A four-day trek or rafting tour might have say 20 participants.

Each participant may have perhaps 50 friends on Facebook and another 50 on Twitter, and each of these friends and followers may have a similar social network sphere. TrekTraka could be set to issue three posts per day, one might announce achievement of the key physical challenge of the day – shooting a rapid perhaps – and another might announced reaching camp for the day and reflecting on the days achievements. Over the four adventure-filled days TrekTraka could share the thrills and excitement



through 12 posts that are consumed by perhaps 1,000 direct friends and followers and potentially many multiples of this number in the wider social network sphere. And each post is designed to draw the reader back to the real-time trek map on the operator’s website and the deeply engaging range of additional text and photos communicating the amazing sights, achievements and camaraderie of each tour.

Multiply the communications power of TrekTraka over 50, 100, or any number of treks or tours over the course of a year and TrekTraka delivers a truly staggering breadth and depth of target market penetration and increased operator awareness. That’s why we say TrekTraka delivers Pervasive Social Network Marketing.

Easy to use

TrekTraka provides very easy to use tools to get trek and tour clients to paste a link to their trek on their Facebook wall or re-tweet posts on their Twitter account or LinkedIn page. A single click by a client is about all it takes to open up their social network communications channel. TrekTraka also provides operators with very simple and efficient tools to create content and either instantly publish the item or pre-set it to trigger at a specific day & time or when the trek reaches a geo-referenced landmark such as a mountain top, rapid or end-of-day camp site. TrekTraka is simple and intuitive to use and operators can set up new treks in just minutes.

Little demand on staff time

One of the most powerful features of TrekTraka is the ability to create content once and then utilize it many times.

A specific mountain trek product or rafting tour passes the same geographic and cultural points of interest and points of adventure achievement each time it is run. That allows the vast majority of text and photo content to be created just once, in advance, and utilized again and again through pre-set automated posts as the trek or tour reaches each landmark or pre-set date and time. The fact that the posts, tweets and communications TrekTraka publishes for a specific trek conducted in April will be seen by a totally different sphere of friends and followers for the same trek conducted in May allows content to be used again and again, yet be seen as fresh each time by recipient friends and followers.

TrekTraka also simplifies the task, and saves staff time, creating corporate blogs. The system provides a multitude of news-worthy items that justify posting and win the attention of friends and followers. The real-time immediacy of TrekTraka means posts to Facebook or any other social media platform can talk specifically about the company's own trek or tour products without it being dismissed by recipients as blatant corporate promotion. TrekTraka helps make posts interesting and engaging and information people want to read, learn more about and share with their own friends and followers.

All of these tweets, blog posts and message updates ultimately lead the friends and family of travellers back to perhaps the richest content of all - the interactive TrekTraka Friends and Family mapping portal embedded within the trek operator's website and showing the continually changing location of the adventure group in near real-time. All of this content of course is totally automatic and requires no effort at all by operator's staff.

Results you can prove

One of the common concerns adventure operators have about current approaches to social network marketing is the uncertainty over its effectiveness in delivering increased market awareness and product sales. TrekTraka, by comparison, makes its marketing effectiveness transparent and quantifiable. TrekTraka provides detailed and insightful social network marketing analytics.

The number of friend & follower visitors brought back to the TrekTraka Friends and Family portal embedded within the company website is quantified for each trek or tour and easily reported in a range of one-click marketing reports. The extent of visitor click-through to trek and tour promotional pages and booking pages is also quantified and easily summarized in one-click reports. The effectiveness of individual postings or tweets can also be analyzed to help fine-tune messages and content that will be used to drive increased traffic to the TrekTraka Friends and Family Portal embedded within the operator's website.

Cost effective

Not only does TrekTraka substantially reduce the time and cost burden of staff creating and publishing social media content and marketing messages, the cost of the TrekTraka service itself is modest, providing operators with an extremely high and rapid return on their marketing investment. For about the cost of a good coffee per day, TrekTraka can be publishing truly engaging adventure travel content to the potentially hundreds of friends and followers in the social network of an adventure traveller. TrekTraka's ability to bring hundreds of new visitors to an operator's website and product promotional material makes it the most efficient, and cost effective, social network marketing system designed specifically for the adventure travel industry.

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 streams 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"*.

For more information, contact TrekTraka at:

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