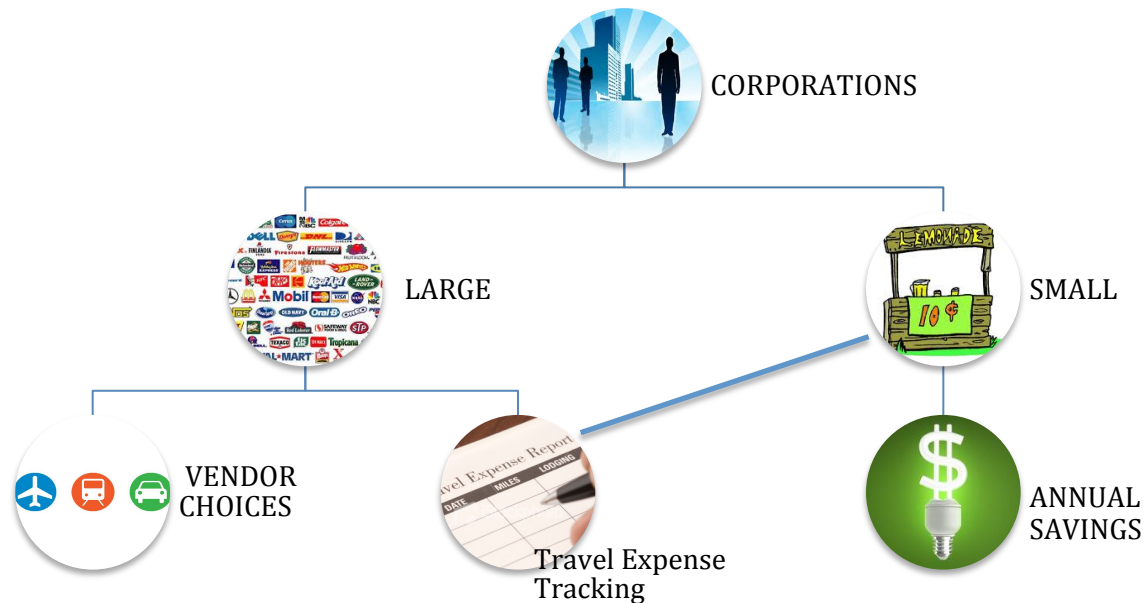


Introduction

██████ is a technology-driven corporate travel management firm that assist corporations of varying sizes in reigning in their travel expenditures with technologically advanced booking tools. ██████ guides corporations through every aspect of their travel experience with real-time tracking tools for travel transactions. ██████ can cut travel budgets by 30% in the first quarter while increasing the online adoption rate by 80%. ██████ provides the expertise and technology to ensure every trip is successful, on budget, and enjoyable. Egencia considers themselves an extension of a corporation's management team providing pre and post trip assistance. According to Alexa.com ██████ may not be reaching its target audience. This is misleading because it's being quantified based on individuals thought to be single females, no children, between the ages of 25-34 but actually are corporate decision-makers, equal male and female, ranging in age from 25 to 65 with a median income is \$45,000 to \$65,000 annually. These corporations easily spend \$1 to \$10 million annually on travel expenditures. This site, as well as other sites of this nature are not measuring the true demographics as spoken of in the article "*How to Identify a Target Market and Prepare a Customer Profile*" (MaGee 1996, 2003). ██████ falls under industrial market segmentation and must be judged on corporation size, the decision-making units within the corporation, and their purchasing criteria "*Market Segmentation*" (NetMBA.com, 2011). ██████ target audience-corporations-can be broken down into three categories (large, medium, small) but we will focus on two- large and small for this analysis.



Large corporations are competitive and consistently trying to stay ahead of their competition. These corporations want to save money on travel expenditures, keep, and gain new business without having to sacrifice face-to-face interaction. [REDACTED] approach with this consumer segment should be "the bottom line". If corporations want a lot of choices or just a few, they will have access to [REDACTED]-negotiated vendor contracts with the leading airline, hotel, and car vendors. [REDACTED] offers monthly and quarterly expense reports to help with this endeavor. Each individual traveler will be able to upload their travel expenses before, during, or after travel is completed. This process is linked with the overall corporation-reporting tool accessible by the

decision-makers. With [REDACTED] technology driven reporting processes, these large corporations are able to manage their travel expenditures in real-time and this will become a top selling point.

The article *“How to Create and Express A Compelling UVP”* (SuccessfulWeb, 2009) teaches we must have a strong Unique Value Proposition (UVP) that will attract every proponent of the target audience. The overlapping theme in that regard is saving money. Small corporations travel consistently without any lulls in the calendar year so cost cutting is paramount. Smaller corporations, also known as "bread and butter" accounts, have these savings thresholds to meet their "bottom line". Most are less concerned with vendor choices although that still plays a role in choosing a travel management firm. They are willing to jump in and try innovative avenues to obtain budget goals. Gearing the UVP toward the cost saving measures [REDACTED] offers such as the reporting tools will ensure these smaller corporations obtain their annual expenditure goals.

Conclusion

Due to corporate travel management clients being on a broad spectrum, it is often difficult to gauge the target audience because it isn't individualized. [REDACTED] cannot rely on traditional methods for counting their website traffic. [REDACTED] must be able to reach the decision-makers of their target audience, which are corporations through strong advertising that states the UVP's. [REDACTED] must conduct its own in-house research. [REDACTED] can accomplish this task by conducting a psychographic and demographic search analysis of their current clientele and understanding how they reached and chose [REDACTED]. [REDACTED] will need to dissect their current marketing strategy and incorporate the findings from the psychographic and demographic research. One could assume the findings would include in what section of the corporations being targeted are the decisions-makers are housed (i.e., procurement departments, communications, etc.). Once this is known, then ascertain how many people they must consult before a final

choice can be made. Then further research should be conducted to find out what magazines (online as well as print) are read and what websites the decision-makers visit. The online marketing strategy should then be geared toward these sites with Search Engine Optimization. Placing keywords throughout [REDACTED] website can enhance an organic search. If this approach still were not reaching the target audience, then adding Pay-Per-Click (PPC) to the marketing strategy would be advisable. This may also broaden the target audience spectrum from sources not initially discovered in prior research.

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