

Reaching Key Influencers

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XXXXXCorporate Travel Management

- specializing in managing travel expenses for large and small corporations.

Who XXXXX Customer Base?

- **Any company needing assistance with managing and reigning in their travel expenses.**
- **Any company that needs help in creating specific travel groups within their company hierarchy (Executive, VIP, Contractors, General, Guest, and Spouse).**
- **Companies who need creation of travel policies and implementation.**

Decision Makers

Travelers, Finance Department Heads

- **XXXXXXX, like other travel management firms, has a team of Service Delivery Managers (SDM's) who seek out the influencers of different companies large and small with any size travel budget. These influencers are usually found within a companies accounting or finance department.**
- **Word of mouth from employees (travelers) within companies influence the accounting and finance personnel on whether contact is made with a particular travel management firm based on their satisfaction with their current travel management company.**
- **If a company does not have a travel management firm, they seek out recommendations from their colleagues at other companies in their industry or seek out travel industry experts such as TravelBlogger.com.**

XXXXXX is Under the Radar of Industry Experts

Although XXXXXX has a Twitter page, they do not tweet on a regular basis and they are not following the industry experts where consumers and decision makers go to get travel industry news. The Egencia homepage does not prominently display their Twitter link. It is relegated to the bottom of the page.



XXXXXXX has no company presence on LinkedIn other than individual employees who have created a personal profile. Egencia should be using this site to market themselves to industry experts and generating new business contacts.



Under the Radar Continued

XXXXXX created several groups on Facebook but never appeared to moderate the group or respond to post. There is no link or indication on the XXXXX homepage they have a Facebook presence.



Connecting XXXXX





**XXXXXX current marketing strategy
does not fully utilize online media resources to
relay the message they are experts in travel expense
management.**

Using Sharethis.com

- Providing “Share This” icons from pages within XXXXXXs website gives current clients the ability to act as ambassadors for potential business partners and other consumers not currently using XXXXXX.

Link and Blog About It!

- **The first step in connecting XXXXXXXX to industry experts and consumers is to increase traffic from their Twitter and Facebook pages to their website by adding more visible links on their homepage. Meeting with their current marketing team, I would show them how increasing their presence on Twitter, Facebook, and LinkedIn would garner new business and increase their revenue.**
- **Second, XXXXXXXX needs to create a blog that links to their current Twitter and Facebook pages and other industry blogs such as TravelBlogger.com directly from their homepage.**
- **Third, XXXXXXXX needs to include in their blog current industry news as it relates to the services they offer with industry experts weighing in.**

TWEET-UPS!

- **XXXXXXXXX can take a lesson from NASA using Tweet-ups to get feedback from their consumers. Travel Industry Conventions would be the best place to hold a Tweet-up because it not only gives access to XXXXXXXX on a personal level but all industry experts who may be able to offer more innovative ways for companies to manage their travel expenses.**

Consumer and Positional Influencers would include the Traveler and their Travel Arranger/Administrative Assistant. They rely heavily on the itineraries provided by XXXXX for flight, hotel, and transportation confirmations. But they do not provide adequate avenues for feedback or other information sources. Including the following would increase the influence they feel they should currently have:

- Adding links to the itineraries that include but not limited to Facebook, Twitter, and travel news blogs so consumers can share in real-time their travel experiences and tips with XXXXX and fellow consumers.
- Provide links for industry expert blogs as well as consumer protection sites.
- Travel Safety links added to Twitter, Facebook to include visa information, countries on alert, and Transportation Safety Administration (TSA.gov) information.

Industry Experts Who Guide the Decision Makers

These are just a few of the industry watchdogs or gurus that decision makers would seek out in choosing which travel management firm would be a good fit.

- **Business Travel News <http://www.btnonline.com>, @BTNonline**
- **TravelBlogger.com**
- **Peter S. Greenberg <http://www.petergreenberg.com>,
@PeterSGreenberg Traveling, Travel guru for CBS, AARP, Forbes, others**

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