

Running head: Video Blog to the Rescue

Video Blog to the Rescue: Bringing the Voice of [REDACTED] to the People

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## Video Blog to the Rescue: Bringing the Voice of ██████ to the People

██████ a travel management firm helping numerous corporations manage their travel expenses. Their marketing strategy is not helping them engage with their existing clientele nor is it gaining them new business. In researching their website, there were a number of areas lacking customer connection in the way their competition is. There are no video links from the leaders of the companies, there are no links to industry experts, and the site does not offer any avenues for feedback from their consumer base. Video Blogging may be the marketing plan that will give Egencia the voice it needs to connect with its customer base, industry experts, as well as new business.

*Just Video or Just Blog*

Case studies have shown the impact of video marketing has major influence on the viewing public. CNN had more than 9.7 million people view its live stream of Michael Jackson's memorial service, video was used to get a band a record deal, and virtual conferencing increased attendance and helped defray travel cost (Tasner, 2010). New phone technology enables consumers to stream video from anywhere in the world at a moments notice. Video is a way to get the word out without having to use often-costly traditional avenues such as radio and television advertising. Blogging can be the "hub" of a websites online content. Blogs become the focal point of all the information a company wishes to convey to their consumer base as well as the general population. Before starting a blog, a company must set parameters to follow so the blog appears well thought out and concise. The blog needs to contain relevant content that not only educates but also piques the reader's interest so they continue to follow the posting schedule. (Handley, & Chapman, 2011)

### *Marketing Strategy: Combining Video and Blogging*

The corporate traveler is the number one target audience [REDACTED] needs to focus on. By creating user-friendly content, [REDACTED] can engage the very people they are helping on a daily basis. This can be accomplished with combining video and blogging. By creating *video blogs*, [REDACTED] will provide travel relevant content to its consumer base. The video blogs will be an educational tool regarding:

- What to do in case of a schedule change?
- What happens when a flight gets cancelled?
- What are the new baggage fees?
- What is considered personal items versus regular baggage?
- Can I take my pet inside the cabin?

The travel consultants who are on the frontlines serving the traveler on a daily basis can create these video blogs. Using video blogs to connect with industry experts will allow the collaboration of ideas yet unknown to the general traveling public. Instead of going to CNN for the latest travel news, [REDACTED] can say *you heard it here first*.

### *Channel Mix Plan*

The video blogs created should be displayed prominently on the front page of [REDACTED] website with links to additional videos dispersed throughout the site with specific topics. This video content then needs to be shared all over the web. But how do we accomplish this? By using video sharing sites. There are so many video-sharing sites it is difficult to narrow down which venue would be the most cost effective and profitable. YouTube, Viddler, and Vimeo are

just a few of the choices that would be beneficial to [REDACTED]. It makes sense to go with the most popular site and that would be YouTube. More than 13 million hours of video were uploaded during 2010 and 35 hours of video were uploaded every minute and 70% of YouTube traffic comes from outside the US (You Tube Press, 2011). [REDACTED] being a global company, it stands to reason they will also want to reach outside of the US. YouTube is the best avenue to accomplish this. But how does [REDACTED] announce itself on YouTube? Twitter and Facebook would be the channels of choice to get the word out regarding their new video blogs. Using Twitter to post links when new video content is available will give real time access to that content. [REDACTED] travelers can watch these videos while awaiting departure or while checking into their hotel. [REDACTED] can also use Twitter to announce breaking travel news that can affect flights such as volcanic eruption ash cloud movement. Facebook can engage [REDACTED] consumer base by allowing comments to be posted about these videos. Facebook will allow an open dialog between [REDACTED] and their consumer base in more detail that Twitter or YouTube doesn't accommodate for. Questions or comments can be responded to in more depth that 140 characters doesn't allow. The customer connection [REDACTED] needs in order not to be viewed, as just another travel management firm will become solidified.

In conclusion, video blogging is a marketing strategy that will attract attention to [REDACTED] not by just word of mouth, but it will give substance to that word. Corporations will see [REDACTED] rising from foot soldier status to battalion commander with all the new content being offered to help manage travel and expenditures. The word will spread bringing in new clientele and increasing revenue for [REDACTED]

## References

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