



Tourism Intelligence
International

Everything You Need to Know About



INTERNET
MARKETING

Everything You Need to Know About Internet Marketing

Market Intelligence Report



Tourism Intelligence
International



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Tourism Intelligence International is a leading research and consultancy company with offices in Germany and Trinidad. This report — *Everything You Need to Know About Internet Marketing* — is another in a series of tourism market analyses.

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Auliana Poon is analyst, co-author and editor of many of **Tourism Intelligence International** Publications including but not limited to: 'How Germans will Travel 2015', 'How the British will Travel 2015', 'How Americans will Travel 2015', 'Sustainable Tourism Development - A Practical Guide for Decision-Makers', 'Travel and Tourism's Top Ten Emerging Markets'.

Auliana Poon is credited with:

- ▶ Inventing the concepts of 'Old Tourism' and 'New Tourism' to describe the rapid and radical transformation of the travel and tourism industry.
- ▶ Developing the concept of 'Responsible Tourism' as a fundamental premise of the South Africa tourism policy and growth strategy in the early 1990s.
- ▶ Producing one of the most referenced works on travel and tourism, 'Tourism, Technology and Competitive Strategies' that one review claims "should certainly be on the compulsory reading list of all those seeking to advise and direct strategic plan for both old and new tourism destinations".
- ▶ Advising Abu Dhabi to 'stay different' from Dubai; to focus on its culture, heritage and traditions and to assume its role as a true capital of the Emirates, with an appropriate icon - The Pearl - a pearl-like glass structure on 11 floors, out at sea, that would celebrate the life and times of its late Ruler Sheik Zayed bin Sultan Al Nahyan (1971-2004).

- ▶ Developed the concept of 'Compassionate Tourism' for Malawi.

Auliana Poon regularly addresses travel and tourism conferences around the world including Aruba, Barcelona, Barbados, Benin, Brazil, Denmark, Geneva, Greece, Iceland, Hong Kong, Minnesota, Norway, Sweden, Finland, Germany, London, Mozambique, Singapore, South Africa, Washington and many others.

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Farrell's experience includes:

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- ▶ Targeted online advertising;
- ▶ Developing interesting and attractive digital media; and
- ▶ Building greater customer loyalty through better management of social media and broader online communities/networks.

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John, B.Sc., heads the Web Development team and has over 13 years experience in providing Internet solutions and e-Commerce to small, medium and large enterprises. He is co-founder and developer of <http://multilinks.net>, arguably one of the first truly online businesses in the Caribbean providing services for an international market and utilizing e-Commerce to do so with an existing clientele of over 2,500 corporate clients. As a **Tourism Intelligence International** consultant, he provides Internet strategy consultation. He is also a co-founder of Webberz.com Limited. He oversees the provision of Internet solutions to corporate clients.

John, also has more than thirteen (13) years experience in website design. He specializes in the Macromedia web development suite of products including Dreamweaver, Fireworks and Flash. He has worked on over 200 web development projects.

John's expertise also include:

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- ▶ Internet Consultancy Services;
- ▶ Content Management Systems;
- ▶ Online Website Marketing and Promotion;
- ▶ E-Commerce Solutions;
- ▶ Database Programming in MySQL, Postgress, Ms Access, SQL Server;
- ▶ Internet Scripting in PERL, PHP, ASP, ASP.NET, Javascript, Java;
- ▶ Shared Internet Access (Proxy Servers and Routers, mail server);
- ▶ Firewall and Anti-Virus Protection;
- ▶ Web Server Configuration; and
- ▶ Internet Services for cost reduction and improved customer support.

Eric Adams graduated with First Class Honours (Mathematics and Economics) from the University of the West Indies (Trinidad). He holds a M.Sc. in

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Eric Adams regularly prepares forecasts for the global travel and tourism industry. He prepared Tourism Intelligence International's forecasts - *How Germans will Travel 2015* and *How the British will Travel 2015*, *How the Americans will Travel 2015*, *How the Japanese will Travel 2007*, *Impact of Terrorism on World Tourism* and *Successful Tourism Destinations - Lessons from the Leaders*.

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Wilson acted as Project Manager for the EUR 5 million Eco Tourism Development Project – a multi-faceted project focusing on Marketing, Community Development, Product Development, Human Resource Development and Private Sector Development.

Among the **Tourism Intelligence International** publications that Wilson contributed to are:

- ▶ 'Successful Hotels and Resorts – Lessons From the Leaders';
- ▶ 'How Germans will Travel 2015';
- ▶ 'How Americans will Travel 2015',
- ▶ 'Sustainable Tourism Development - A Practical Guide for Decision-

Makers',

- ▶ 'Travel and Tourism's Top Ten Emerging Markets',
- ▶ 'Impact of Global Recession on Travel and Tourism – Likely Scenarios',
- ▶ 'Old but not Out – How to Win and Woo the Over Fifties Market'

Karen Morean – a German national, graduated with a Bachelor of Science in Civil Engineering from the University of the West Indies, Trinidad. She currently lives in London where she is preparing a law degree at Kings College with focus on environmental law. Karen continues to provide valuable research assistance to **Tourism Intelligence International** on a number of projects in developed and developing countries.

Preface

Driven by unending globalisation, increased competition and more particularly, new consumer trends and technological developments, marketing today is no longer what it used to be. Now is gone! Businesses have to keep up with new marketing developments in order to stay ahead of the competition. Keeping up to date with changes in demand and using technology to understand, anticipate, reach and satisfy customers are key! The Internet is one of the most powerful tools available today to meet, greet, target and reach your customers.

In fact, the most significant technological advancement that has created the greatest marketing innovation is the Internet. The Internet or the World Wide Web (WWW) continues to radically transform the way we do business. Most critically, it has turned on its head, the way businesses communicate with the consumer. Consumers are now in control of the reins of purchasing power. It is the customers who are calling the shots. And this has become possible, in no small way, because of the Internet. Business can no longer sell what they produce. They have to listen to their customers, understand their needs and produce what THEY want.

Businesses also need to realise that in today's world, if they are not ONLINE, they are not ON SALE! The Internet offers a vast array of marketing advantages and unmatched opportunities to reach more consumers than ever before. The Internet cannot be ignored! Consider that:

- ▶ There are almost 2 billion Internet users in the world;
- ▶ The sheer number of Internet users is growing at a rapid pace (an average annual growth rate of 18% between 2000 and 2010);
- ▶ The Internet has a strong penetration in the most advanced market in the world – North America has a penetration rate of 77%, for example;
- ▶ Emerging markets (Brazil, Russia, India and China) are all on the top ten list in terms of the sheer number of Internet users;
- ▶ Four-fifths of Internet users (80%) research products and services online and 71% shop online;
- ▶ The Internet provides businesses with the opportunity to be open 24 hours a day, 7 days a week, 365 days a year;
- ▶ The Internet allows businesses to reach the entire global market all at once;
- ▶ An online business is one of the cheapest ways to set up shop; and

- ▶ There's money to be made online – Amazon made over US\$34 billion in sales in 2010 and Google made US\$29 billion.

For businesses wishing to remain a going concern; to ward off the crippling effects of competition; and to increase market share, it is crucial that they understand the powerful marketing force that is behind the Internet.

It is also critical to understand that while being online and developing an Internet marketing base is NECESSARY for continued growth and success, it is not SUFFICIENT. For this reason, well-designed strategies must be developed and implemented and lessons learnt from industry leaders. This is why **Tourism Intelligence International's** report – *Everything You Need to Know about Internet Marketing* – is so timely and essential.

Everything You Need to Know about Internet Marketing provides clear guidelines to create your own Digital / Online Marketing Strategy as well as how to master the four key pillars of digital marketing.

Tourism Intelligence International's down-to-earth, easy-to-read, thoroughly researched, exciting and comprehensive report – *Everything You Need to Know about Internet Marketing* – is a must-read for anyone wishing to learn the ins and outs of Internet marketing. This report, simple yet thorough, can assist small businesses and large corporations alike in developing a sound Internet marketing plan. It is filled with a number of important strategies and key lessons that cannot be found elsewhere.

Everything You Need to Know about Internet Marketing:

- ▶ Provides an extensive review of the major trends that have impacted on marketing practices over the last century;
- ▶ Analyses the key developments in online marketing;
- ▶ Reviews the potential of Internet marketing;
- ▶ Makes a sound case for the need to include Internet marketing in the overall marketing mix;
- ▶ Weighs the pros and cons of having an online presence;
- ▶ Dissects the various elements of Internet marketing and shows how each element can be used to win, wow and woo customers;
 - Website development and deployment;
 - Search engine optimisation;
 - Pay Per Click Advertising;

- Banner advertising and other forms of paid advertising (pay per impression);
 - Viral marketing;
 - Marketing on the Web 2.0 and new social networks;
 - Online articles PR distribution;
 - Really Simple Syndication (RSS) and news article feeds;
 - Email marketing;
 - Newsletter marketing;
 - Customer feedback / User Generated Content;
 - Blogging and Forums; and
 - Video marketing.
- ▶ Investigates the key success factors of some of the Internet giants like Amazon and Google and pulls out the major lessons that can be learnt and copied by other businesses;
 - ▶ Develops a mix of tried and tested strategies that are certain to add tremendous value to any Internet marketing plan.

Dr. Auliana Poon,
May 1st 2011

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Executive Brief

The Internet is Taking Over

The most significant technological advancement that has created the most powerful marketing impact to date is the Internet.

The Internet has opened up an entire new realm of media. For every offline form of marketing or advertising, there is virtually an equivalent cheaper, greater impact and more effective form of Internet or online marketing media – social media marketing, email marketing, pay per click advertising, banner Ads, pop up Ads, advergames and much more.

The Internet has also had a significant impact on market research. The Internet has pooled millions of consumers from all walks of life and from all over the world together within reach of any marketer. This has provided a completely new arena in which to test new and existing products, services and ideas. Marketers have taken advantage of this, not only for the speed in which new ideas can be tested, but also because of the diverse manner in which they can be tested.

Access to new technologies and more particularly, the Internet, is critical for the success of any marketing initiative today.

Key questions that must be answered are:

- ▶ Is Internet marketing more important than offline marketing and why?
- ▶ What are the different forms of Internet marketing and which ones are the most

The Internet is IT!

The Internet is critical for business success

effective?

- ▶ Is Internet marketing suited for my business or can I get by without it?
- ▶ Are traditional marketing media still relevant and how important will they be in the future?
- ▶ What is the optimal mix of old and new marketing media?

Many still do not understand the full potential and significance of the Internet. Some still believe that having a great website is all that is needed. They do not realise that this is just the beginning.

The Internet is continuing to transform and dynamise the way we conduct business today. IT has, and continues to influence, the way consumers research, plan, purchase goods and services, entertain themselves, read, play, date, book holidays, travel, watch movies, listen to music, and the list goes on. Providers of goods and services need to recognise that the Internet is one of the best marketing tools to reach consumers today.

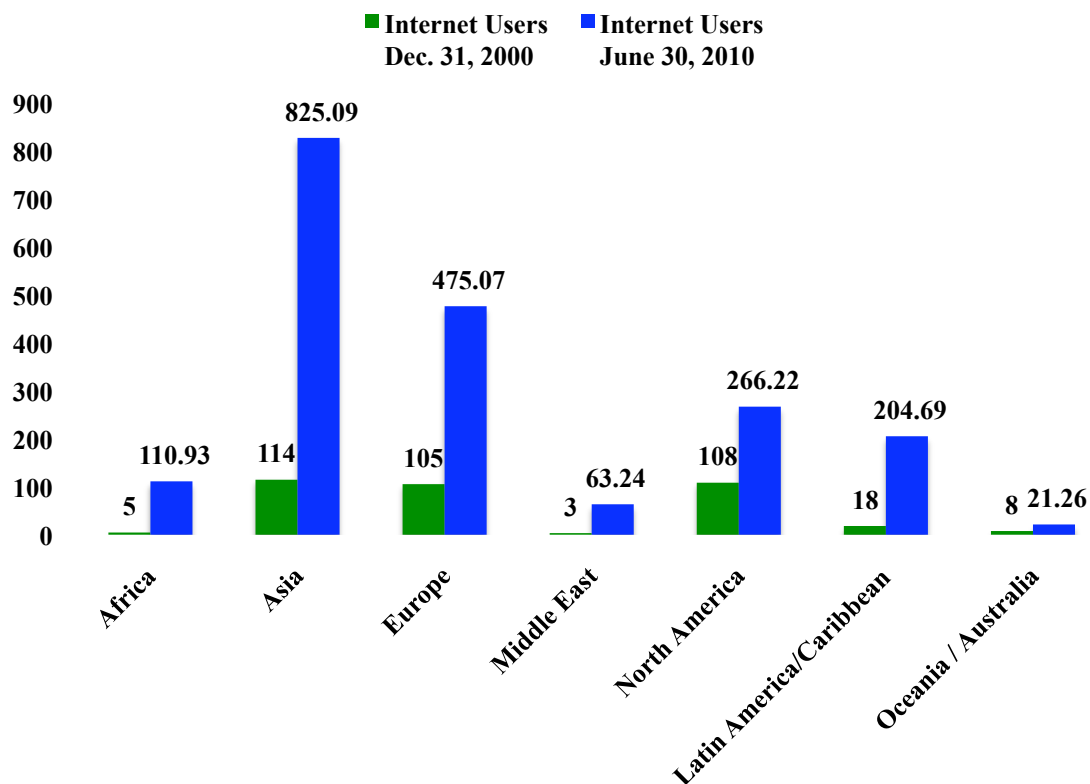
Consider that:

- ▶ Over one-quarter of the world's population or 1.97 billion people, have Internet access;
- ▶ Internet usage is growing rapidly. There were 370 million more worldwide Internet users in 2010 compared to 2009 – growth of 23%;

A great website is just the beginning

Nearly 2 billion customers have access to the Internet

Number of Internet Users by World Regions



Source: Nielson Online & Internet World Stats, 2011

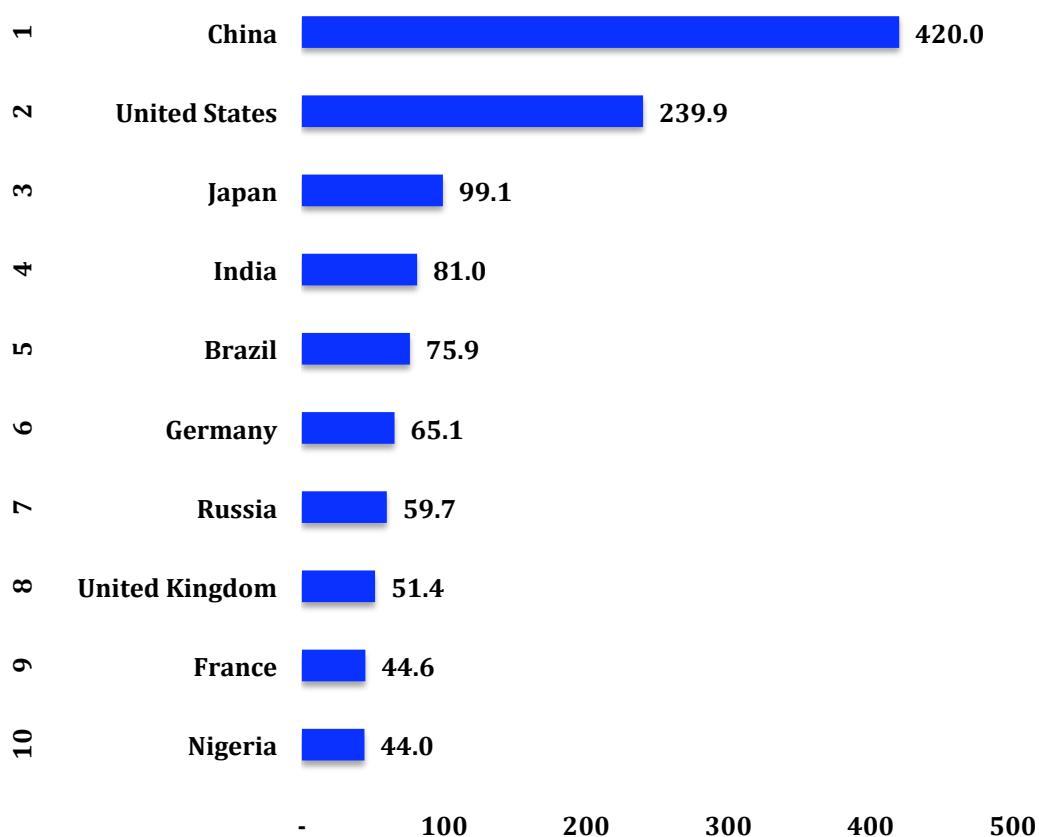
Consider also that:

- ▶ The Internet has the strongest penetration in North America (the largest world economy) with a penetration rate of 77%;
- ▶ The fastest growing economies (the emerging markets) also record the fastest growth in Internet usage;
 - Asia accounted for the largest absolute growth in terms of additional number of new Internet users (168 million new users) between 2009 and 2010;
 - Internet usage in Latin America grew by 27% between 2009 and 2010;
 - The BRIC emerging markets (Brazil, Russia, India and of course China) are all on the top ten list in

The rate of Internet penetration is phenomenal

terms of Internet usage.

Top 10 Countries in Terms of Number of Internet Users, 2010 (million)



Source: Nielson Online & Internet World Stats, 2011

With almost 2 billion Internet users worldwide and a global penetration of 28.7%, the Internet is indeed a very important marketing tool. Internet users the world over are increasingly using the Internet for research, entertainment, work-use, home-use and many other personal uses. Because of the Internet, many traditional technologies are now slowly being substituted at many levels – the television with YouTube.com and other video websites; the telephone with Skype and voice over internet protocol (VOIP); encyclopaedias with search engines such as Google, Yahoo and MSN; maps and atlases with MapQuest and Google Earth; retail

The Internet is replacing traditional media

The Internet is an important research tool for American travellers

of online consumers use their web-enabled mobile phones to make their opportune shopping on the Internet, according to a recent 2010 study conducted by *Internet Retailer*.

Being Online is Critical for Success

Businesses need to realise that in today's world if they are not ONLINE, they are not ON SALE! The Internet offers a vast array of marketing advantages and unmatched opportunities to reach more consumers than before. It cannot be ignored!

***If you are not ONLINE,
you are not ON SALE!***

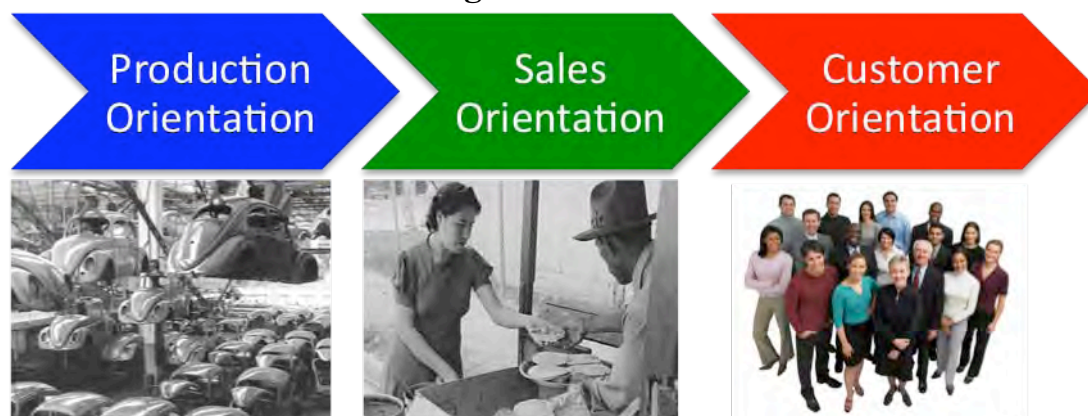
Consider that:

- ▶ Four-fifths of Internet users (80%) research products and services online and 71% shop online;
- ▶ The Internet provides businesses with the opportunity to be open 24 hours a day, 7 days a week, 365 days a year;
- ▶ The Internet allows businesses to reach the entire global market all at once;
- ▶ An online presence creates credibility;
- ▶ Shopping online is a welcome convenience in a fast-paced world;
- ▶ An online business is one of the cheapest ways to set up shop; and
- ▶ There's lots of money to be made online – Amazon made over US\$34 billion in sales in 2010.

While being online and developing an Internet marketing base is **necessary** for continued growth and success of many businesses it is **not sufficient**.

***Internet presence is
necessary but not
sufficient***

How Marketing Orientation has Evolved



Source: *Tourism Intelligence International, 2011*

During the industrialisation period, the primary focus was on production. There was a general ‘build-it-and-they-will-come’ philosophy. The customer was completely left out of the entire process.

‘build-it-and-they-will-come’

After the industrial revolution and post World War II, markets started to become a bit more sophisticated and competition started to intensify as people started consuming in earnest. Businesses started to realise that in order to maintain their share of the proverbial pie, they would need to go out to the customer rather than wait for them to come as they once did. The need to stand out from the crowd and to create a unique identity or brand was much more important than it once was. So began the sales orientation of marketing. While selling was more in the forefront, marketing was still a ‘slave’ to production as manufacturers still wanted to enjoy the benefits of economies of scale.

The need to differentiate products through brands

From the early part of the second half of the 20th century, competition had intensified even more and customers were bombarded with not only many brands but also many different types of products.

More competition, more product variety and many brands

Technology

Technology perhaps has had the greatest impact on the way marketing has been undertaken. As technology changed over time, so did marketing.

First of all, technology has put the consumer in control by giving them the direct power of choice. Not only manufacturers, but also consumers are users of technology. Because of the increase in information technology, customers more than ever before, have access to vast information. Marketers therefore, have to be creative, timely and ahead of the competition in order to get the consumer to choose their products over others.

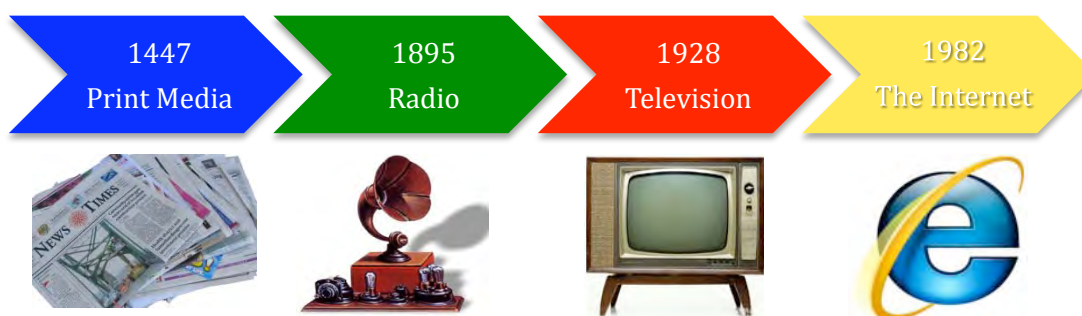
Technology has also changed the landscape of available media. Marketers are not just limited to one or two marketing media as in the day of the printing press or the radio. Now, there are a plethora of media solutions that marketers can utilise – print, radio, television and the multifaceted Internet (including social media sites).

Technology is a major driver of change in the marketing world

Technology allows the customer to be in control

Technology has created more marketing media than ever before

Key Technological Innovations that Have Affected Marketing



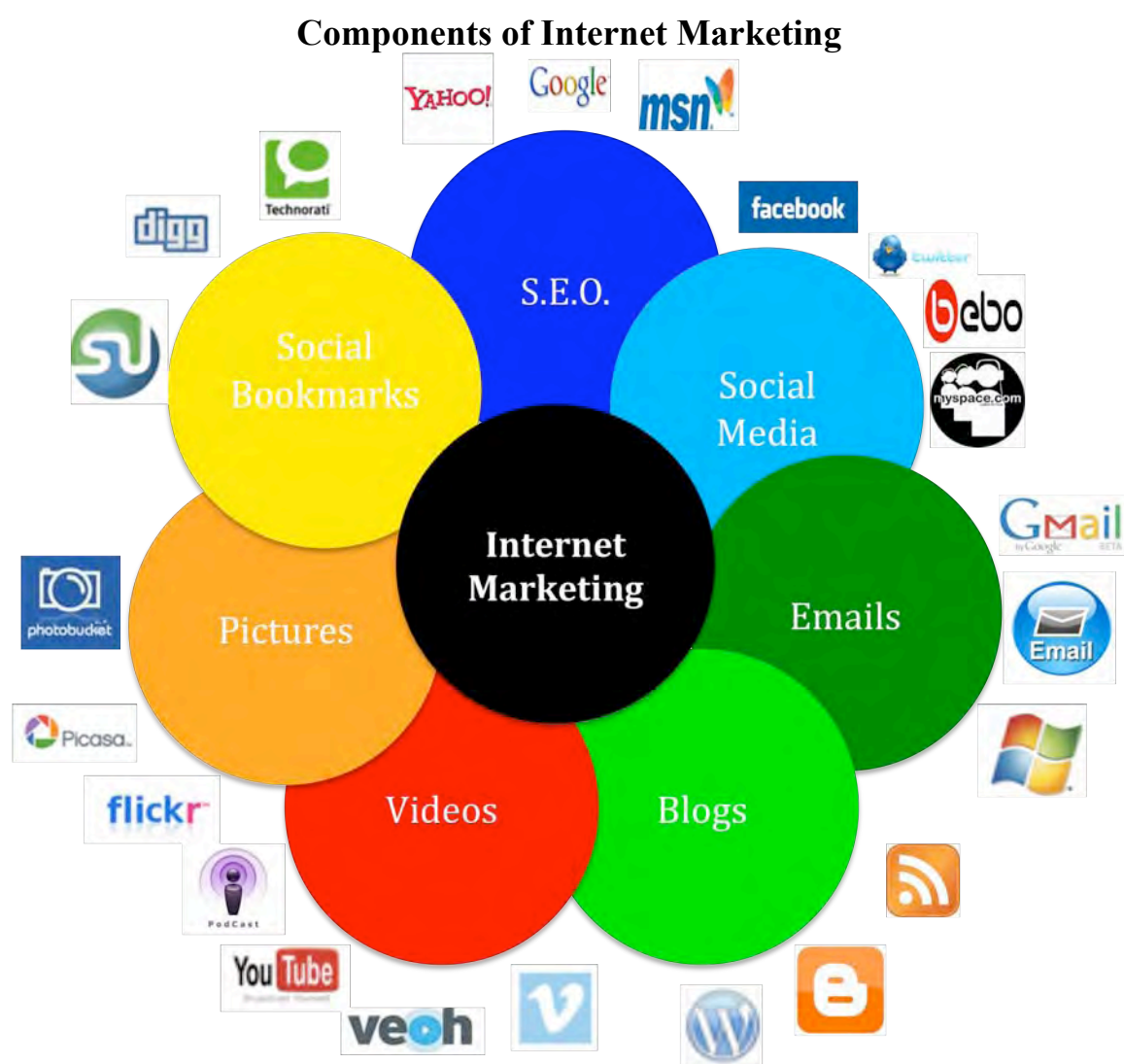
Source: Tourism Intelligence International, 2011

(using websites in tandem with print / broadcasting or other advertising);

- ▶ Customer feedback / User-generated Content;
- ▶ Website Conversion (is your website designed to sell?) and Optimisation;
- ▶ Blogging;
- ▶ Forums; and
- ▶ Video marketing.

Blogging

Video Marketing



Source: Tourism Intelligence International, 2011

The O.P.E.N. Internet Marketing Process



Source: Tourism Intelligence International, 2011

One of the best ways to optimise your website is to focus on content. Content is more important than design. Content includes text, videos and images.

Content is more important than design

The next important element of optimisation is the effective use of keywords. Content is key but matching the correct keywords with the relevant content will create an even more effective and solid SEO platform.

Use Keywords effectively

But content and keyword management, while key, are not sufficient. Promoting your website is also very important. It is a good idea to use multiple ways to drive traffic to your website other than SEO techniques.

Promote your Website

Excedrin Facebook Page

The image shows a screenshot of the Excedrin Facebook page. The page header includes the Facebook logo, a search bar, and notification icons. The main content area features a green banner with the text "EXCEDRIN WHAT'S YOUR HEADACHE? CONTEST" and a "SHARE" button. Below the banner is a large graphic of a head silhouette composed of numerous small images of people and landscapes. To the right of the graphic, text reads: "Submit a video or photo of your headache and the Excedrin® team will help make it disappear with up to **\$150,000!** See Official Rules" and a red "ENTER NOW" button. On the left side of the page, there is a sidebar with navigation options: Wall, Info, What's Your Headache Contest, Photos (41), and Video. Below this is an "About" section stating: "The Excedrin® brand has been a leader in headache pain relief for over 50 y..." and a "More" link. At the bottom left of the sidebar, the number "19,533" is displayed.

Source: www.Facebook.com/Excedrin, 2011

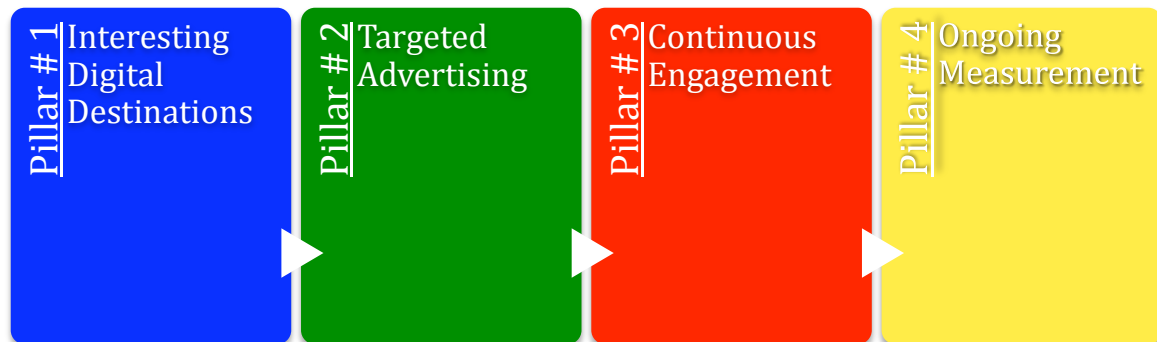
What to Consider when Developing Social Media Campaigns

You have to consider the demographic and geographic preferences of users. There are certain social networks that are focused and predominant in different geographic locations. In Brazil for instance, the number one social media website is Orkut. A Facebook campaign targeting Brazilians will be less effective than an Orkut marketing campaign. Similarly, using Twitter in China might not be as effective as using QZone. Once you've selected your geographic market you can then decide which social media platform is best suited to both your customers' needs and yours.

Consider the demographic and geographic preferences of users

competent digital solution provider. This will be the framework that should guide your program.

Figure 3.1
The Four Pillars of Digital Marketing



Source: Tourism Intelligence International, 2011

Each pillar has a critical part to play to your end objectives of reaching target customers and prospects, engaging them, and translating that activity to your bottom-line business goals, whether those goals are more sales or more dollars spent. In the paragraphs below we'll explore the role each of these pillars plays, before looking at specific tactics in each area.

3.2.1. Pillar 1: Interesting Digital Destinations:

In today's digital world, your customers have certain base expectations with respect to the digital destinations, e.g. websites that will keep their attention and interest. Remember that a wide range of other options are just one click away, and in your industry, there are also a host of other ways to get information that people are searching for.

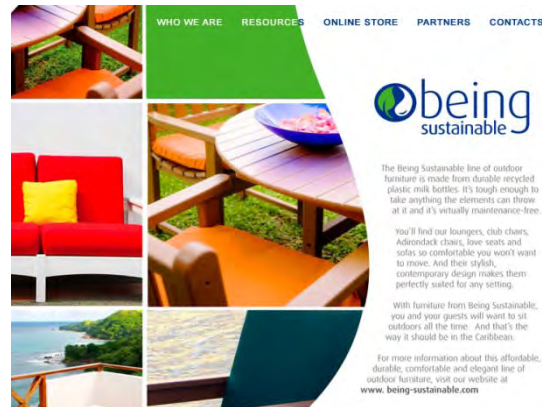
So your digital destinations need to be all of the following:

Figure 3.2b
Examples of Aesthetically Pleasing Website Designs

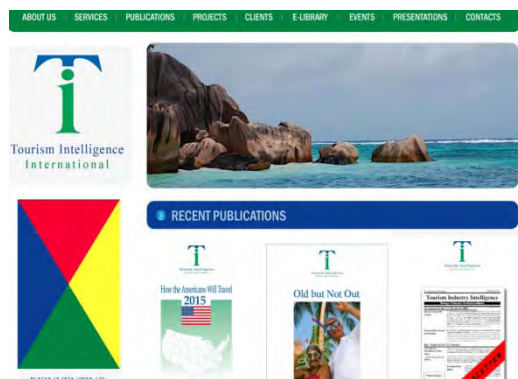
ZennaWare.com



Being-Sustainable.com



Tourism-Intelligence.com



Personal Website



More critically, it has to be extremely simple for your customers to find what they are looking for from your website otherwise they're not going to stick around.

3.2.4. Relevant, easy-to-absorb information

So the common thread with each of the points mentioned above is that your approach to your digital destinations should ultimately be based on your customers, and what they want from you. So, in addition to architecting an experience or experiences

Keep it simple silly!

Keep it fresh, keep it engaging, and keep it relevant

value to your website and keep people coming back for more ‘free’ stuff. Eventually they might even consider buying something.

Another important point is to have your own content. While it is nice to have links to other useful websites you want to create an environment whereby your visitor always stays on YOUR website. Outbound links are like doorways inviting your visitors to leave your website. For instance, you might have found a useful website that has a free e-library where people can download documents, pictures, etc. for free and the data is useful to your clients. Instead of adding a link to that website you might want to consider creating a free e-library of your own with similar data for your clients. In that way, your visitor does not need to leave your website. The longer they stay on your site the greater the possibility of them making a purchase.

So marketing via your website, in particular Banner and Embedded Ads must only be done if it meets your objectives, otherwise these methods can dilute your efforts by taking visitors away from your website.

5.7. Tools / Strategies Needed to Optimise a Website for Search Engines

In order to be the master of your own domain, that is to say, to have full control over the effectiveness of your website as a marketing and sales mechanism, there are a number of tools and strategies that must be used. One of the most important strategies is called search engine optimisation or SEO. This in itself requires a number of detailed strategies for it to be effective.

Develop your own content

Search engine optimisation

<http://www.google.com/addurl>. The instructions are pretty clear. The image below is a capture of Google's URL submitter page.

Figure 5.2 How to Crawl Your Website

Add your URL to Google

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.


Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.



Source: Google.com, 2011

5.7.3. Get Your Coding Right

Without becoming too technical, coding refers to the programming of your website. IT includes 'html', meta tags, keywords, titles, file names, etc.

Meta tags are bits of information that are not visible to users on a website, but are loaded into areas of a web page to be found by search engines and help them rank the site in results. Meta tags are sets of instructions and/or identifiers that describe the content that is included on your web page. Figure 5.3 shows a snippet from a Google search result. The black text underneath each search result line item is the 'meta tag' data. Search engines pull

Figure 6.1
AdWords by Google

The image shows a Google search results page for the query 'used cars'. The results are categorized into three groups:

- Premium Ads (shaded yellow):**
 - [Low Price Used cars](#): Best Used Car Site in Japan Quality Vehicles on tradecarview www.tradecarview.com
 - [Japan Car Sale](#): More than 5,000 cars available with High Quality & Low prices www.jimex.co.jp
 - [Buy a car in Trinidad](#): Online advertisement service for new and used automobiles in T&T www.triniwheels.com
- Regular Search Results:**
 - [New Cars, Used Cars - Find Cars at AutoTrader.com](#): Find used cars and new cars for sale at AutoTrader.com. With millions of cars, finding your next new car or used car and the car reviews and information ... www.autotrader.com/ - Cached - Similar
 - [Used Cars, Used Cars for Sale, Buy Used Cars Online - UsedCars.com](#): UsedCars.com: Buy the best quality used cars for sale online. Our inventory consists of a wide range of autos from certified used car dealers across the ... Used SUVs - Toyota - Pickup Trucks - Nissan www.usedcars.com/ - Cached - Similar
 - [Auto Trader UK - Used cars for sale](#): The UK's #1 site to buy and sell new and used cars, bikes, vans, trucks and caravans with over 350000 vehicles online. Check Car news, reviews and obtain ... www.autotrader.co.uk/ - Cached - Similar
- Other Ads (right side):**
 - [Used AutoMobile Dealer](#): Singapore Used Auto Exporter Exporting Used Cars From Singapore www.primeexport.com.sg
 - [Japanese Used Vehicle](#): Japanese car dealer Special sell now! prosperjp.com
 - [Japanese used vehicles](#): Exporter of Japanese Used Cars Used vehicles www.japanesautomart.com
 - [USA used car](#): Looking for used cars from U.S.? Search the U.S. cars on Autowini! www.autowini.com
 - [Jamaican Auto](#): Find Vehicles from Major Auto Dealers in Jamaica www.jamaicanclassifieds.com

Source: Google.com and Tourism Intelligence International, 2011

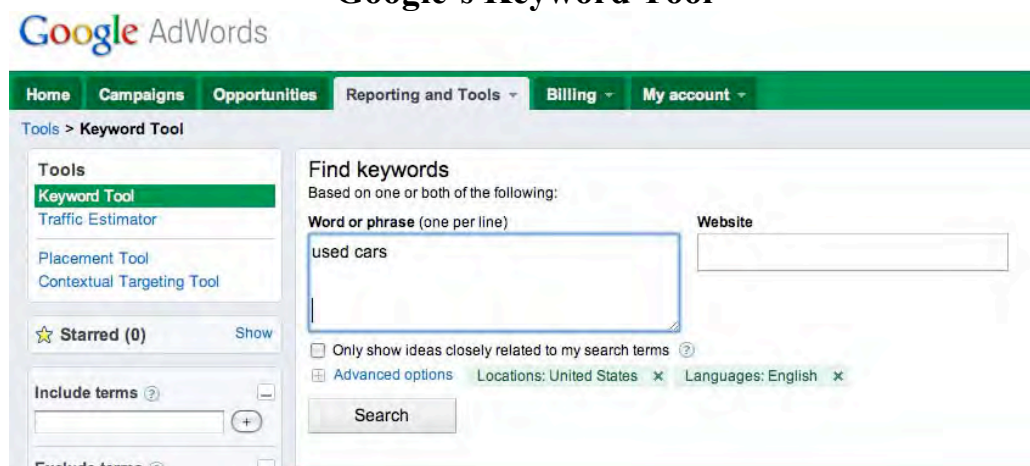
6.2. How does AdWords Work?

The way Google AdWords operates is simple. Advertisers bid on a keyword or phrase that they believe is strongly associated with their product or service. When an Internet user searches for that particular keyword(s) the advertiser's webpage will be given a favourable position in the search results. When an advertiser bids on a specific keyword, and they bid a high enough price, the result is that their Ad will appear either above the regular search results (the shaded portion in Figure 6.1 above) or along the right side of the page.

A simple yet powerful marketing tool

If an advertiser's Ad appears in one of these preferred search spots, and a search user happens to click on the advertisement, connecting to the advertiser's optimized web page, then the advertiser will be

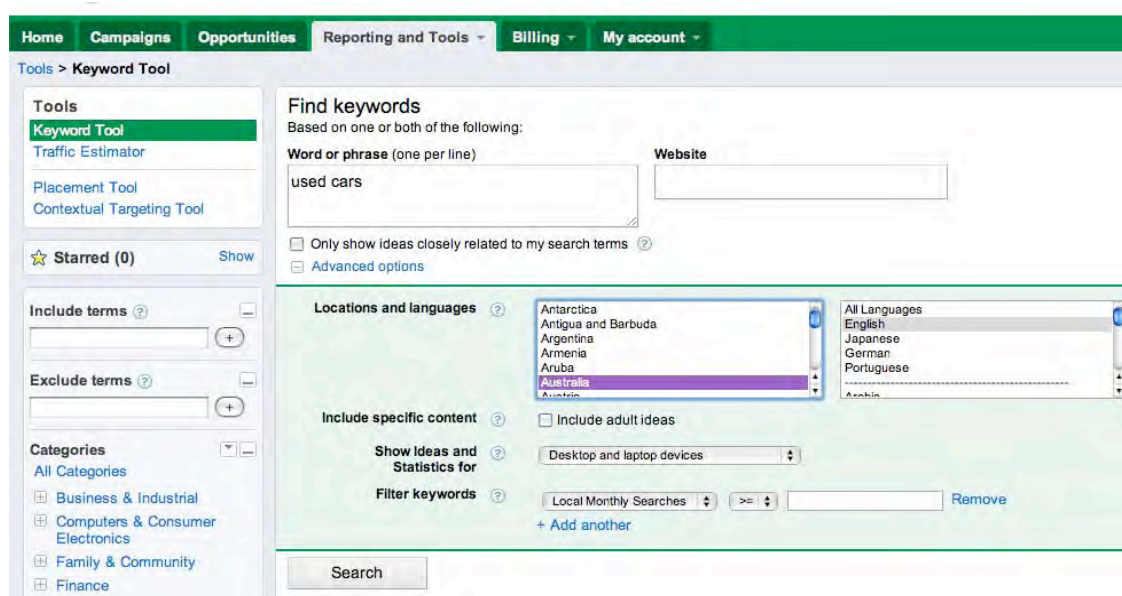
Figure 6.2
Google's Keyword Tool



Source: Google.com, 2011

As shown in Figure 6.3, Google also provides a more detailed analysis view. You may select a particular country and language to search. The analysis may be further filtered according to number of monthly searches for that term both globally and locally, the degree of competitiveness (low, medium or high), the Ad share, search share and estimated average cost per click.

Figure 6.3
Google's Keyword Tool – Advanced Analysis



Source: Google.com, 2011

7. Unleashing the Power of Social Media

Social media refers to the online network platforms such as Facebook, Twitter, Digg, Flickr and MySpace, in which users can communicate, connect and share content with others in a network via the Internet. It is an umbrella term that encapsulates social networking, blogging, wikis, social bookmarking, social news, and multimedia sharing.

Figure 7.1
What is Social Media



Source: Tourism Intelligence International, 2011

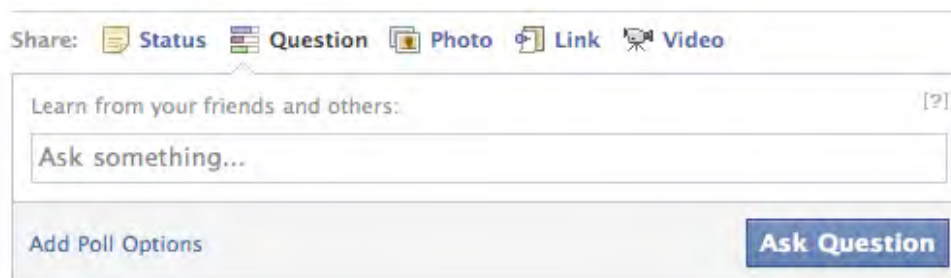
7.5. Social Media as a Research Tool

Social media, if used properly, can be harnessed into a very powerful research tool. This has significant marketing implications for business executives and marketers.

There are several ways to gather information from social websites. Facebook for instance has a number of ways to do this. And the best thing is that most are for free.

Facebook offers the question feature. As shown in Figure 7.8, you may ask any question you want and post it to your page for your friends and extended network to answer. There are even poll options as well.

Figure 7.8
Facebook's Polling Research Tool



Source: Facebook.com, 2011

In the example below. This person was able to get over 100,000 responses to a simple question, “Is there a God?” This example shows the usefulness of Facebook as a research tool.

anyone between the ages of 13 and 50 (or any age group for that matter) who lives within 25 miles in and around the city of London in the UK who are interested in singing. As you enter the data in each field Facebook automatically lets you know what your target audience size is for each criteria. For this example the size of the target audience was 89,680 Facebook users.

Figure 7.13
Targeting Your Market on Facebook

The screenshot shows the Facebook targeting interface with the following settings:

- Location:**
 - Country: [?] United Kingdom
 - Radio buttons: Everywhere, By State/Province [?], By City [?]
 - City: London, United Kingdom
 - Include cities within 25 miles.
- Demographics:**
 - Age: [?] 13 - 50
 - Require exact age match [?]
 - Sex: [?] All, Men, Women
- Likes & Interests:**
 - Interest: Singing
 - Suggested Likes & Interests:
 - Writing Songs
 - Acting
 - Singing And Dancing
 - Songwriting
 - Singing In The Car
 - Musical Theater
- Connections on Facebook:**
 - Connections: [?] Anyone, Advanced connection targeting

Source: Facebook.com, 2011

Once your target mark is selected you are basically on your way. You just need to set your budget and select payment options. Your budget starts at USD\$50.00 and Facebook usually suggests a minimum bid amount. The way this works is similar to AdWords. You make a bid and assuming you win and your Ad is approved every time someone clicks on your Ad you pay the bid amount. You can also stipulate how

Figure 7.15
Using Google Alerts to Manage Brand Reputation

The image shows the Google Alerts interface. At the top is the 'Google alerts beta' logo. Below it, there is a search box containing the text 'Tourism Intelligence International'. To the left of the search box is the label 'Search terms:'. Below the search box is a blue link that says 'Preview results'. Underneath the search box are four dropdown menus. The first is labeled 'Type:' and is set to 'Everything'. The second is labeled 'How often:' and is set to 'Once a day'. The third is labeled 'Volume:' and is set to 'Only the best results'. The fourth is labeled 'Deliver to:' and is set to 'wilskevon1@gmail.com'. Below these dropdowns is a button that says 'Create Alert'.

Source: Google.com, 2011

7.9. A Targeted Approach

So now that you have a better idea of the marketing possibilities social media have to offer, you may then want to start with your campaign. However, you may not know which social media accounts to set up and whom to market your products and services to. You need to develop a strategy that has a targeted approach to social media marketing.

Develop a strategic targeted approach

You have to consider the demographic and geographic preferences of users. There are certain social networks that are focused and predominant in different geographic locations. In Brazil for instance, the number one social media website is Orkut (See Figure 7.16). A Facebook campaign targeting Brazilians will be less effective than an Orkut marketing campaign. Similarly, using Twitter in China might not be as effective as using QZone. Once

Consider the demographic and geographic preferences of users

Figure 9.2
AdWords by Google

The image shows a screenshot of Google AdWords search results for the keyword "used cars". The results are categorized into three groups:

- Premium Ads:** A yellow-shaded section at the top containing four ads:
 - Low Price Used cars:** Best Used Car Site in Japan Quality Vehicles on tradecarview www.tradecarview.com
 - Japan Car Sale:** More than 5,000 cars available with High Quality & Low prices www.jimex.co.jp
 - Buy a car in Trinidad:** Online advertisement service for new and used automobiles in T&T www.triniwheels.com
 - New Cars, Used Cars - Find Cars at AutoTrader.com:** Find used cars and new cars for sale at AutoTrader.com. With millions of cars, finding your next new car or used car and the car reviews and information ... Used Car Research - Find Cars For Sale Online - Sell Your Car - Certified Cars www.autotrader.com/ - Cached - Similar
- Regular Search Results:** A section containing two organic search results:
 - Used Cars, Used Cars for Sale, Buy Used Cars Online - UsedCars.com:** UsedCars.com: Buy the best quality used cars for sale online. Our inventory consists of a wide range of autos from certified used car dealers across the ... Used SUVs - Toyota - Pickup Trucks - Nissan www.usedcars.com/ - Cached - Similar
 - Auto Trader UK - Used cars for sale:** The UK's #1 site to buy and sell new and used cars, bikes, vans, trucks and caravans with over 350000 vehicles online. Check Car news, reviews and obtain ... www.autotrader.co.uk/ - Cached - Similar
- Other Ads:** A section on the right side of the page containing four additional ads:
 - Used AutoMobile Dealer:** Singapore Used Auto Exporter Exporting Used Cars From Singapore www.primeexport.com.sg
 - Japanese Used Vehicle:** Japanese car dealer Special sell now! prosperjp.com
 - Japanese used vehicles:** Exporter of Japanese Used Cars Used vehicles www.japanesautomart.com
 - USA used car:** Looking for used cars from U.S.? Search the U.S. cars on Autowini! www.autowini.com

Source: *Tourism Intelligence International, 2011*

Google also offers AdWords Optimiser to assist advertisers in determining the effectiveness of their PPC campaign. The tool helps web developers to test website content's searchability.

Other advertising products include:

- ▶ **AdSense** – advertising program for website owners. This works similar to AdWords, except Google places ads on non-Google websites. Google splits revenues earned from PPC ads with website owners;
- ▶ **Audio Ads** – Radio advertising program for US businesses. Google began to roll this product out on 15 May 2007 through its existing AdWords interface;
- ▶ **Click-to-Call** – Calling system so users can call advertisers for free at Google's

Everything You Need to Know about Internet Marketing

Tourism Intelligence International's down-to-earth, easy-to-read, thoroughly researched, exciting and comprehensive report - **Everything You Need to Know about Internet Marketing** - is a must read for anyone wishing to learn the ins and outs of Internet marketing. This report, simple yet thorough, can assist small businesses and large corporations alike in developing a sound Internet marketing plan. It is filled with a number of important strategies and key lessons that cannot be found elsewhere.

Everything You Need to Know About Internet Marketing:

- Provides an extensive review of some of the major trends that has impacted on marketing practices over the last century;
- Analyses the key developments in online marketing;
- Reviews the potentialities of Internet marketing;
- Makes a sound case for the need to include Internet marketing in the overall marketing mix;
- Weighs the pros and cons of having an online presence;
- Dissects the various elements of Internet marketing and shows how each element can be used to win, wow and woo customers;
- Investigates the key success factors of some of the Internet giants like Amazon and Google and pulls out the major lessons that can be learnt and copied by other businesses; and
- Develops a mix of tried and tested strategies that are certain to add tremendous value to any Internet marketing plan.

Concise yet very informative and insightful

For businesses wishing to remain a going concern, to ward off the crippling effects of competition and to increase market share, it is crucial that they understand the powerful marketing force that is behind the Internet.

It is also critical to understand that while having your own website and updating it regularly and developing an Internet marketing presence is important and NECESSARY, it is not SUFFICIENT for continued growth and competitiveness. There are a number of strategies that can be developed and lessons that must be learnt before venturing on the quest to initiate any Internet marketing activities. This is why this report - **Everything You Need to Know about Internet Marketing** - is so timely and essential.

After reading **Everything You Need to Know about Internet Marketing**, you would definitely discover how to develop an effective online marketing campaign to successfully win, wow, woo and drive customers to your business.

Easy access to information
Concise layout and clear charts point you straight to the information you need.

Detailed statistics for your research

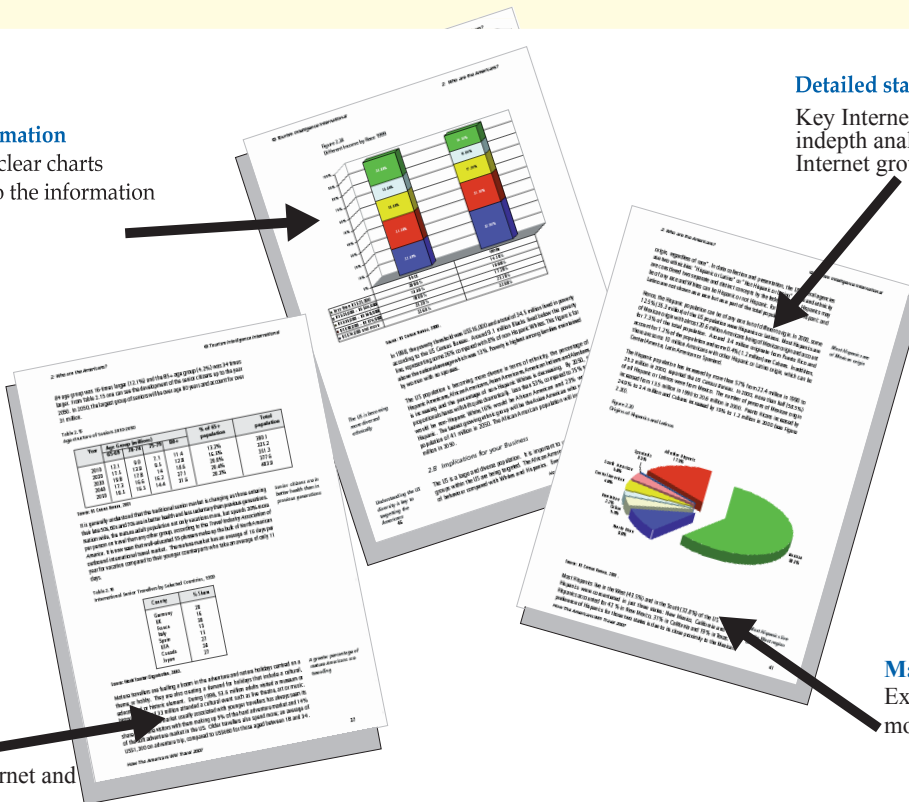
Key Internet indicators and trends and an indepth analysis of the main factors driving Internet growth

Main Online Habits & Motives

Expert analysis of the main spending habits & motives of Internet users

Key Strategies & Lessons

What are other successful companies doing right to attract customers via the Internet and how can they be copied



Independent Reviews

Praise for How Germans Will Travel 2015

"The research—carried out by internationally renowned tourism analyst Dr Auliana Poon—points to a profound and fundamental shift in tourism trends among Germans, which are of world-wide importance".

Travel Trade Gazette – ITB Daily

"A superb new research report on the colossal German outbound travel market Produced by Tourism Intelligence International, a well-respected tourism research & consultancy company".

*Intiaz Muqbil,
Executive Editor,*

Travel Impact Newswire, Thailand

Praise for How the British Will Travel 2010

"How the British Will Travel 2010 is an excellent summary of the majority of issues affecting the travel industry in Britain today. It has just the right level of information on a variety of topics including emerging holiday types and destinations, the British Traveller, and the key industry players—all important to a company like Airtours. We found it particularly fascinating to see how the British holidaymaker compares to other travellers throughout Europe and have recommended the sister report [How Germans Will Travel 2015](#) to our sister company in Germany.

*Well done, Tourism Intelligence!"
Airtours UK*

What's Inside

Now is Gone!

Driven by changes in management principles, increased competition and more particularly, new consumer trends and technological developments, marketing today is no longer what it used to be in the past. Now is gone! Keeping up to date with changes in customer demand and using technology to understand, anticipate, reach and satisfy them are key! The Internet is one of the most powerful tools available today to meet, greet, target and reach your customers.

Significance of the Internet

This report looks at the major growth patterns of Internet usage in key markets such as North America, Europe, Asia and other Emerging markets like Russia and Brazil. An analysis of the various age groups of Internet users is also undertaken to give suppliers a clear idea of which markets are more important to target through the Internet.

Key Strategies and Lessons

Some of the most successful companies using Internet marketing strategies have been analysed and key success factors and lessons have been pulled out to help businesses hone their Internet marketing skills. It provides practical tools to use the Internet to win, wow and woo customers.

Not Online? Not On Sale!

Businesses need to realise that in today's world if they are not ONLINE, they are not ON SALE! The Internet offers a vast array of marketing advantages and unmatched opportunities to reach more consumers than before. It cannot be ignored! Consider that:

- There are almost 2 billion Internet users in the world;
- The sheer number of Internet users is growing at a rapid pace (an average annual growth rate of 18% between 2000 and 2010);
- The Internet has a strong penetration in the most advanced market in the world – North America with a penetration rate of 77 percent;
- Emerging markets (Brazil, Russia, India and China) are all on the top ten list in terms of the sheer number of Internet users;
- Four-fifths of Internet users (80%) research products and services online and 71% shop online;
- The Internet provides businesses with the opportunity to be open 24 hours a day, 7 days a week, 365 days a year;
- The Internet allows businesses to reach the entire global market all at once;
- An online business is one of the cheapest ways to set up shop; and
- There's lots of money to be made online – Amazon made over US\$34 billion in sales in 2010 and Google made

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