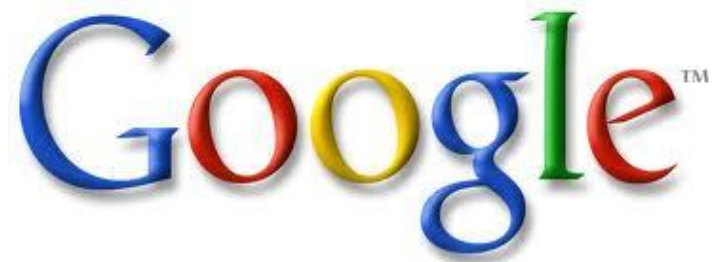



The Digital & Social Marketing Summit



Marie de Ducla
Industry Head Travel - Gulf





Online Video growth and innovation in social media

Marie de Ducla

Industry Head Travel Gulf

Dubai 20-3-13





100%
1980

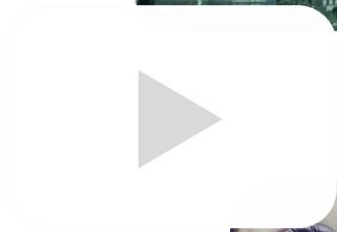




Internet is becoming video: 90% of internet traffic

4 Billion Views Per Day

Over 3 Billion hours of
video every month



800 Million unique visitors every month





The people we
serve are in
CONTROL

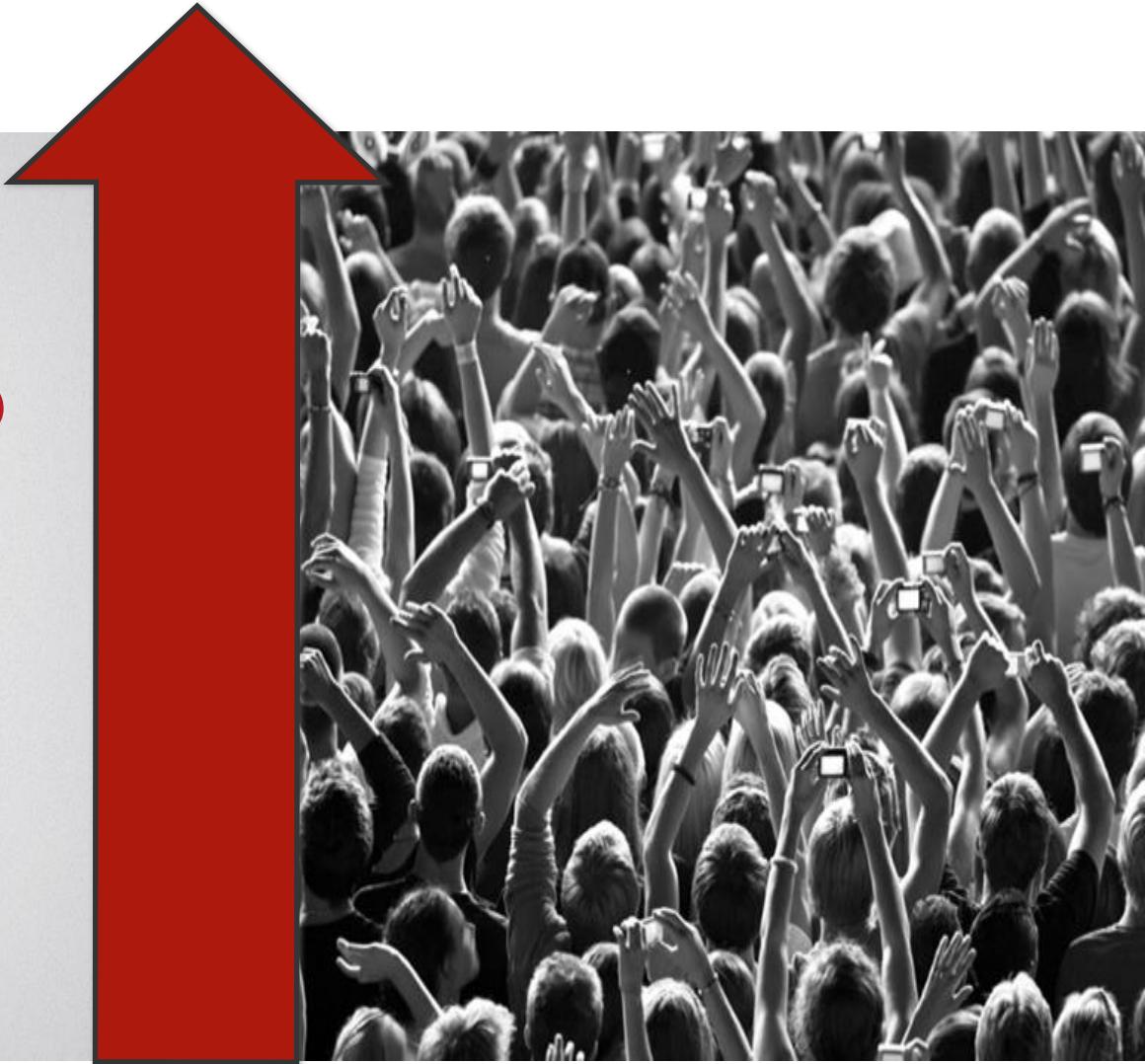


“our strategy enables users to
engage in the content they want,
when they want it
where they want it
on multiple devices and
platforms”



72hrs

uploaded per minute



Skip this ad now >>



When consumers **choose**, advertisers win



Customers choose
relevant ads

Advertisers pay for
engaged views

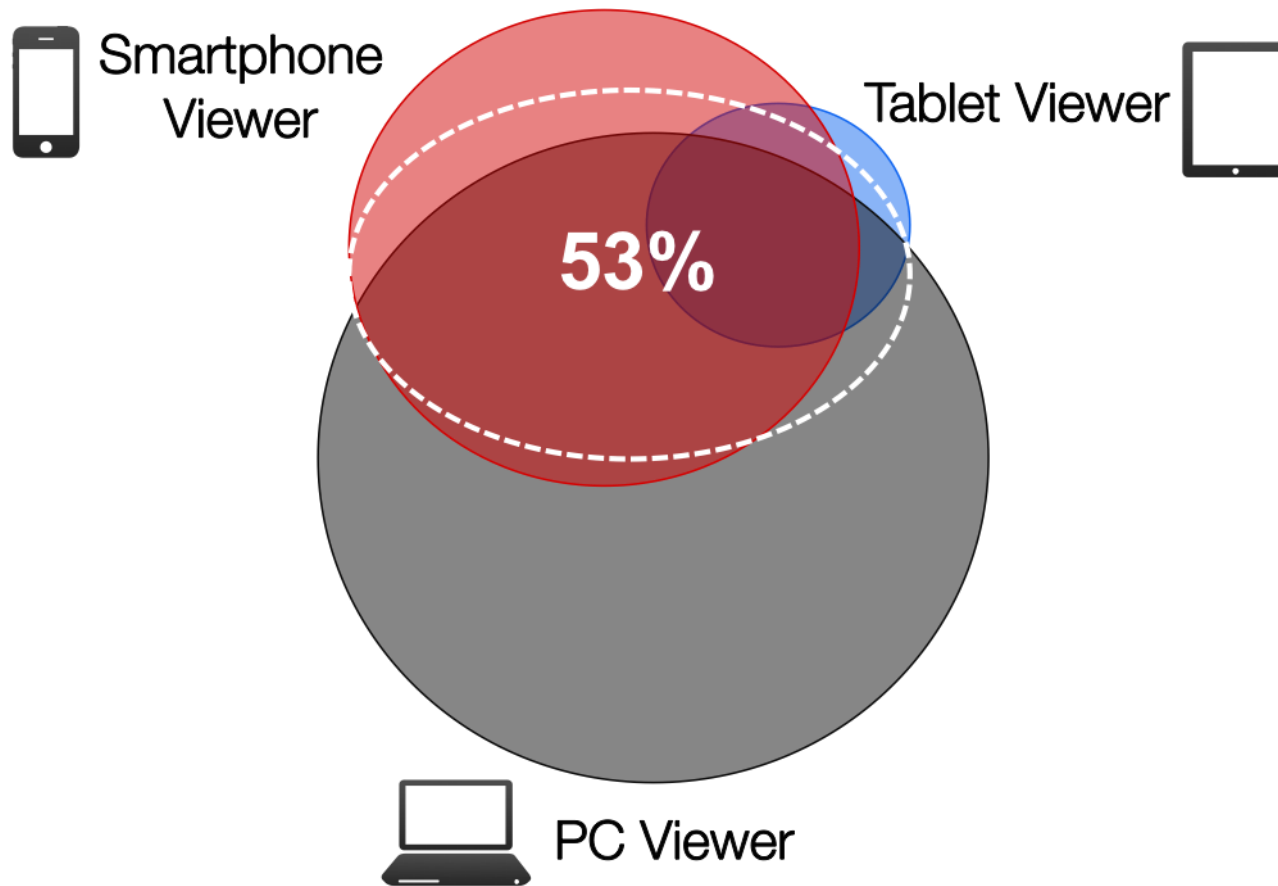
Good creative
is **rewarded**





**Third screen or
First screen?**

Over 50% of viewers watch YouTube on multiple devices

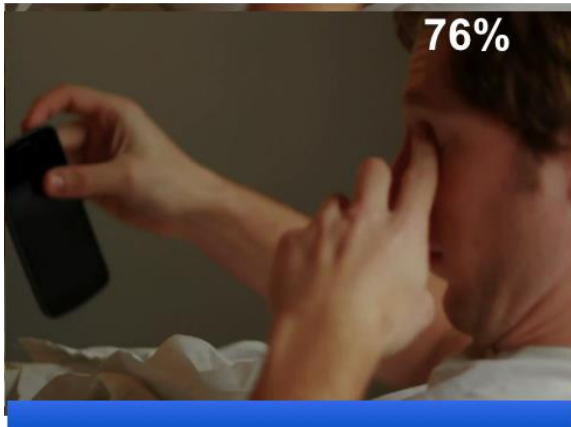


source: Google - Nielsen YouTube Usage Study, October - November 2012, US only

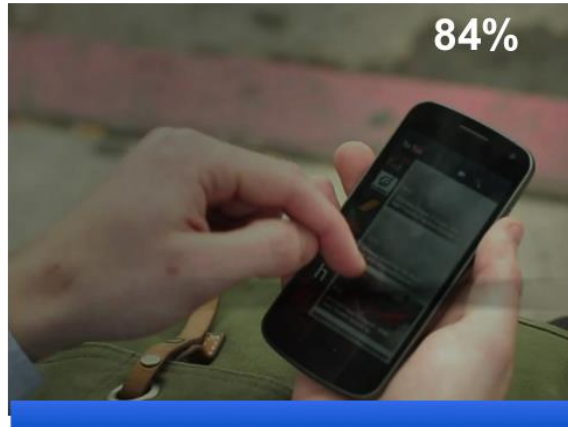
Using the most accessible device for every context

Percent of users who prefer accessing YouTube from mobile devices while:

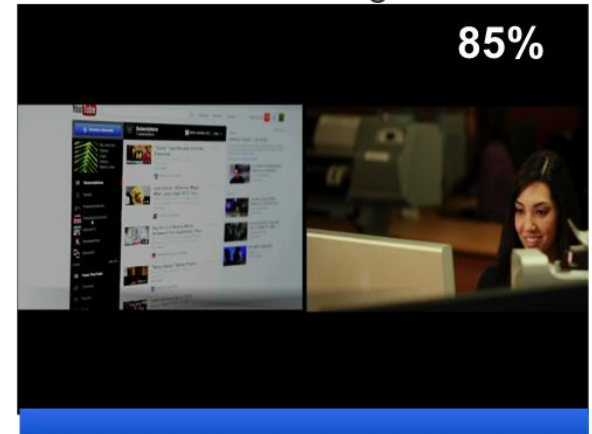
Lying in bed



Waiting



Commuting



YouTube viewership across platforms is rapidly evolving



40% UAE

50% KSA

of YouTube watch-time happens on mobile and
tablet devices

YouTube in MENA is on fire

260m

Views
per day
2nd highest
in the world

2Hrs

**Video
Uploads**
per minute

100%+

Growth both in
views and
uploads

45%

**Of internet
population are
daily users**
(KSA,UAE)



Starts With YouTube, Goes Everywhere

700 Links

to YouTube videos are
shared via Twitter
every minute



500 Years

of YouTube video
watched on Facebook
every day



Reach is cheap.
Engagement is

valuable.



...they're

Sharing

, forwarding,

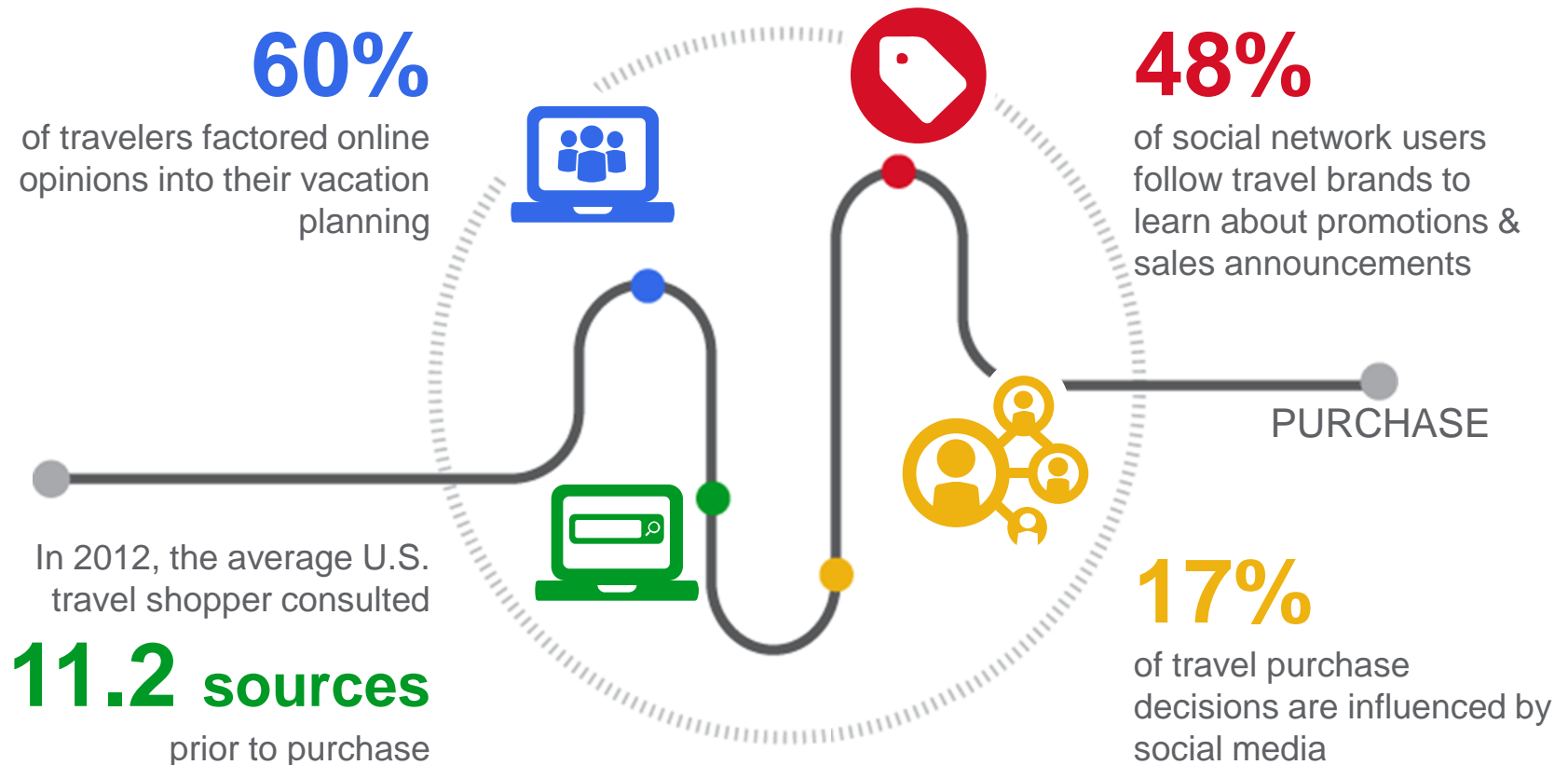
commenting,:) making a parody

ytking80 25 minutes ago

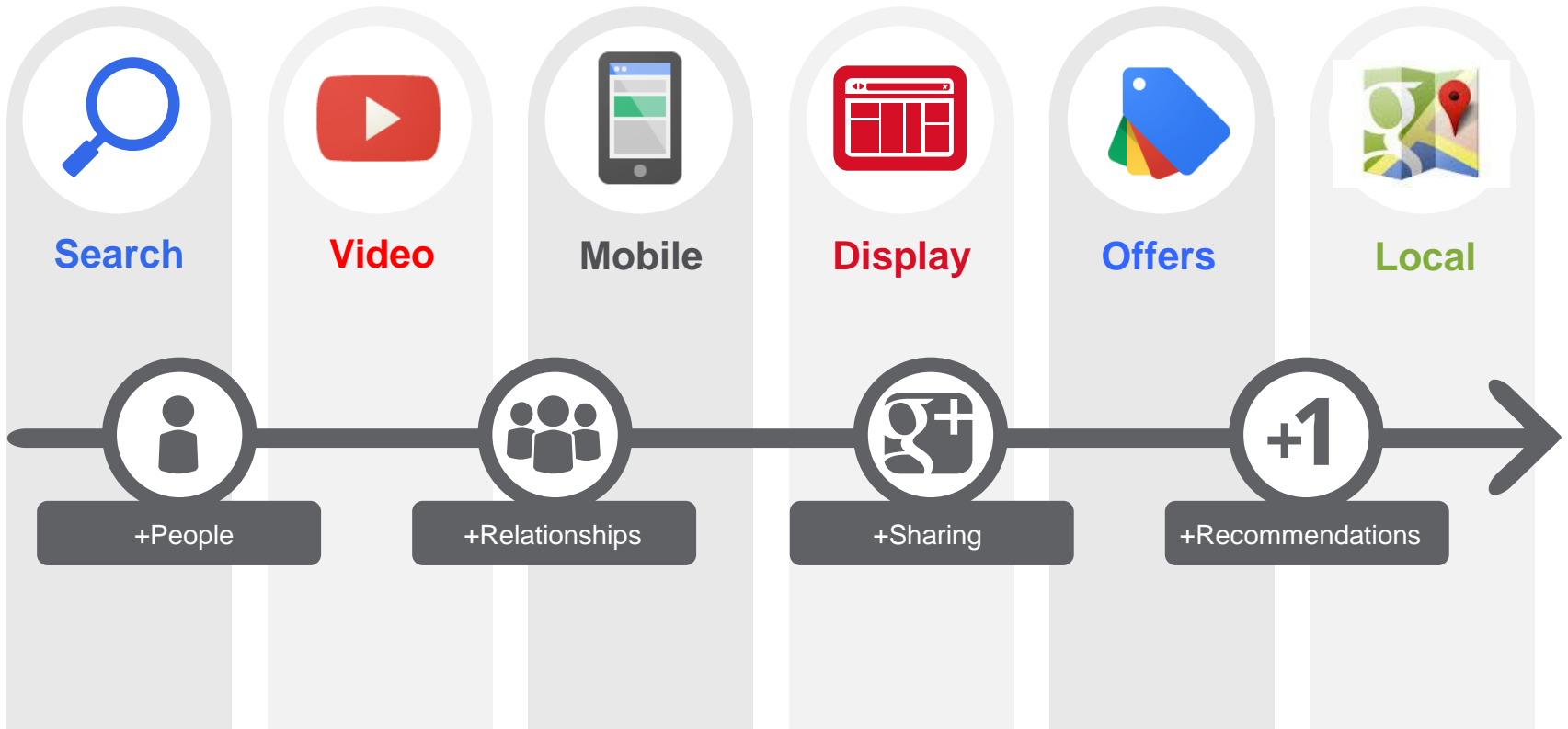
a response, a mash-up

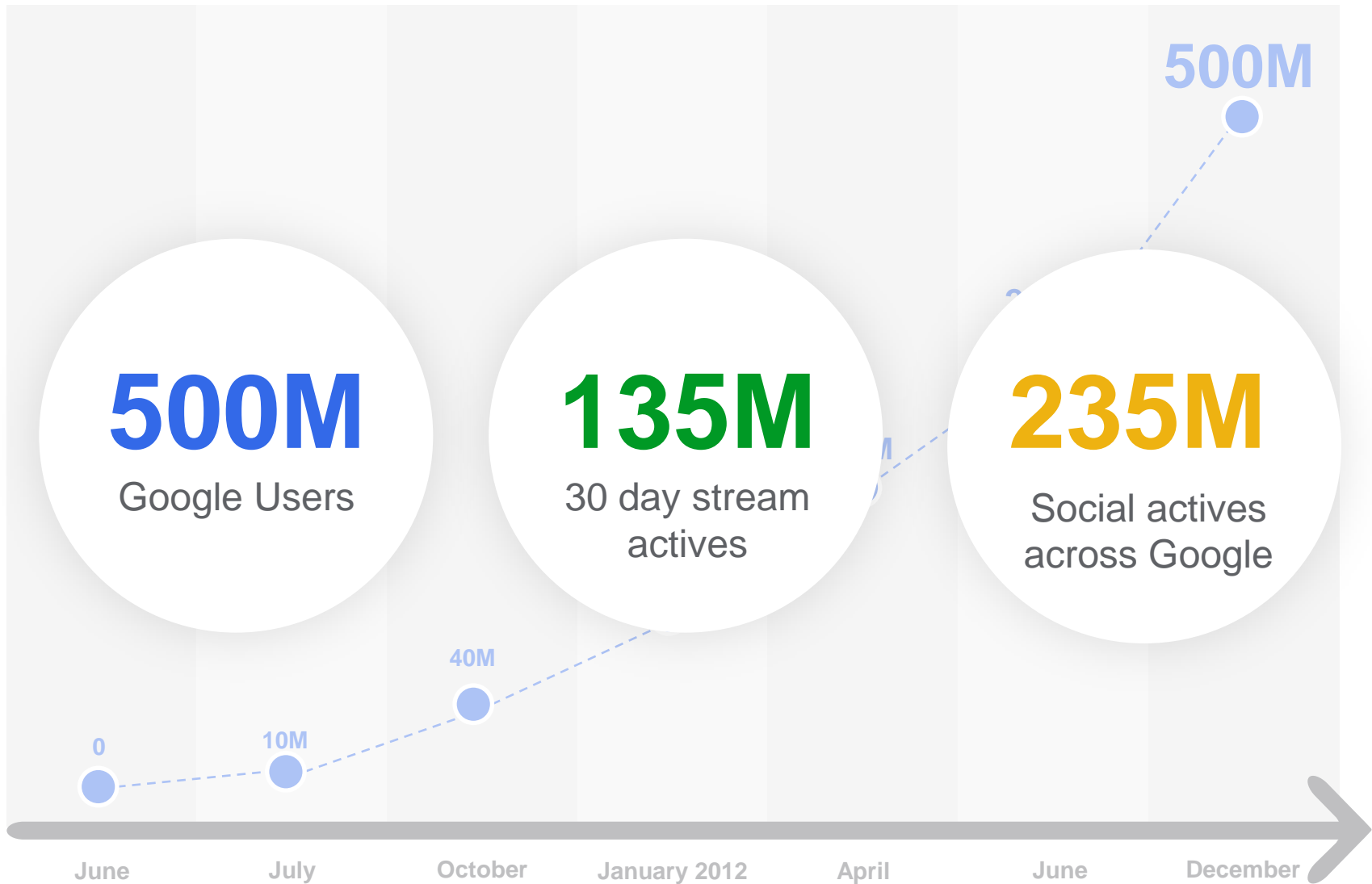


The travel path to purchase is increasingly social



Google+ aims to make ALL of your Google experiences more social



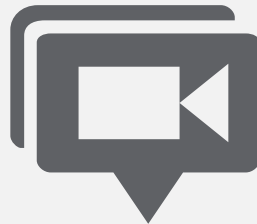


What does Google+ mean for a travel brand??

Better
Discovery



More
personal
engagement



Relevant
reach,
across the
web



Measurable
impact



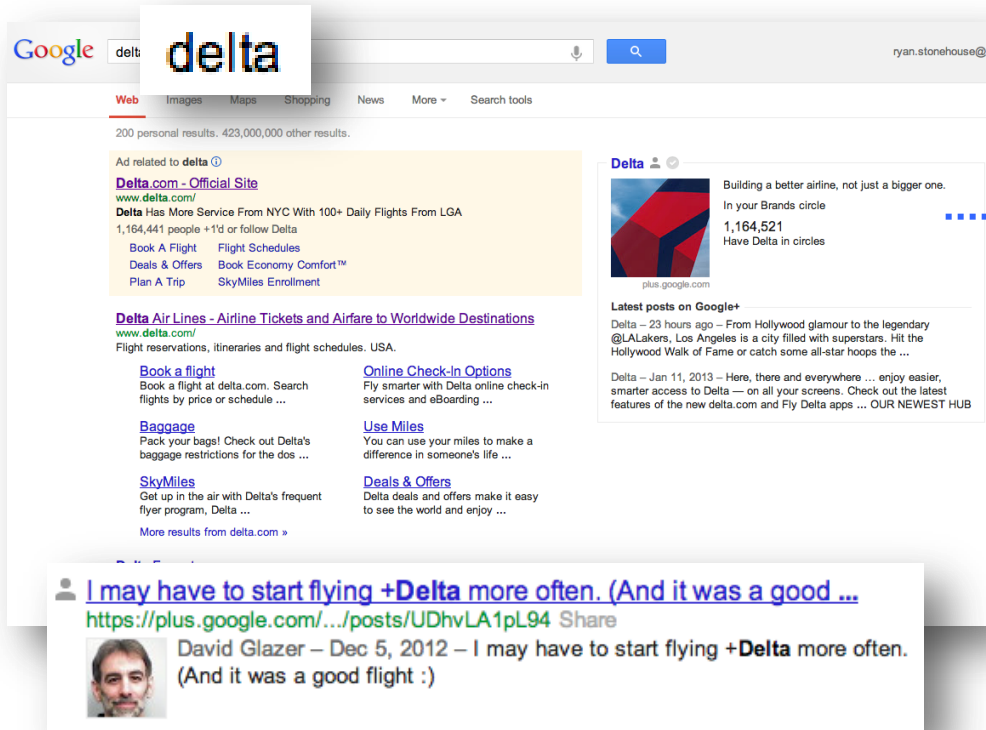
Better
Discovery



Socially inspired brand discovery

Google+ enables brand discovery in search

Verified G+ pages can appear on the right hand side of Google.com search results

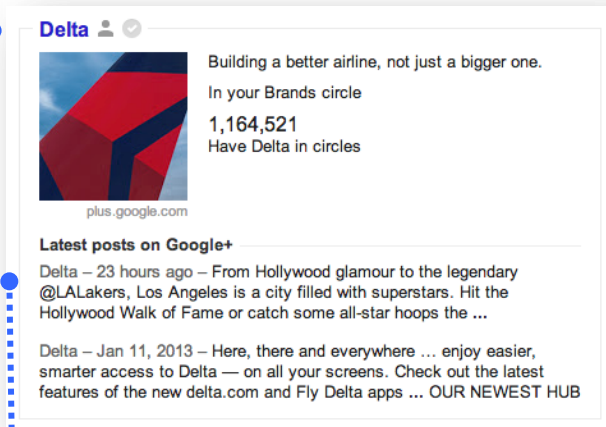


Relevant Google+ Posts are surfaced

Your followers may see content you've posted on your Page when it's relevant to their search terms

Surfacing your Google+ Page

Users can click through to your Page, right from the search results page



Real-time content appears

If you post frequently on Google+, users may see your most recent post right in search

American Airlines takes advantage of real-time post content in search


The image shows a Google search interface for the query "american airlines". The search results page displays several links, including "American Airlines - Airline tickets and cheap flights at AA.com", "Book A Flight | Search Flight", "Flight Check-In", "Gates and Times", "Baggage Allowance", "Reservations", and "AAAdvantage". A blue arrow points from the "Recent activity" section of the American Airlines Google+ profile overlay to the "Passbook" link in the search results.

Search Results:

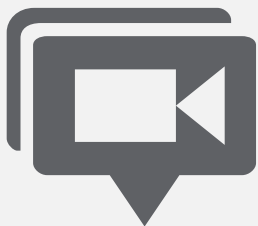
- American Airlines - Airline tickets and cheap flights at AA.com**
www.aa.com/
American Airlines has airline tickets, cheap flights, vacation packages and American Airlines AAdvantage bonus mile offers at AA.com.
- Book A Flight | Search Flight**
On AA.com, you can book a flight reservation, search for flight ...
- Flight Check-In**
You can check in for your American Airlines flight easily at ...
- Gates and Times**
Check flight information on American Airlines flight arrivals ...
- More results from aa.com »**
- Delta and American Airlines also working on Passbook**
www.idownloadblog.com/.../delta-amer...
by cody lee - More by cody lee
Sep 8, 2012 - After months of waiting, we should finally see the Passbook in action this month. Apple unveiled the app, digital gift cards, event ...
You recently searched for delta.
- Delta, American Airlines Working to Support iOS 6 Pa**
www.pcmag.com > ... > Mobile Apps > iPhone Apps
by David Murphy - In 1,931 Google+ circles - More by David Murphy

American Airlines Google+ Profile Overlay:

- American Airlines** ✓
- AA.com**
- Follow**
- 888,564**
- Have American Airlines in circles**
- Recent activity**
- American Airlines – Oct 31, 2012 – We have resumed operations today at all airports impacted by Hurricane #Sandy with the exception of our New York-area airports. We plan to operate limited ...**

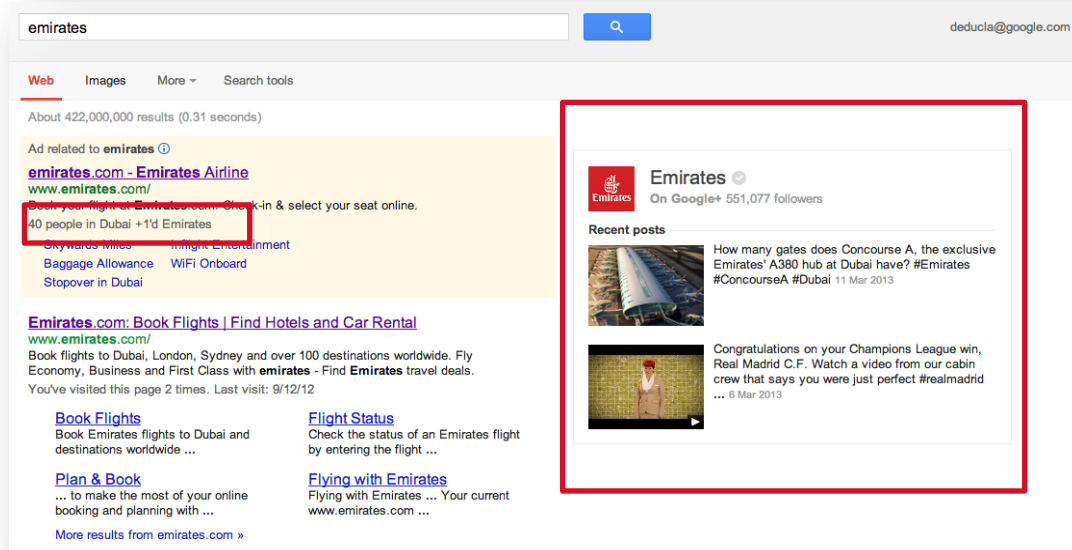


More
personal
engagement

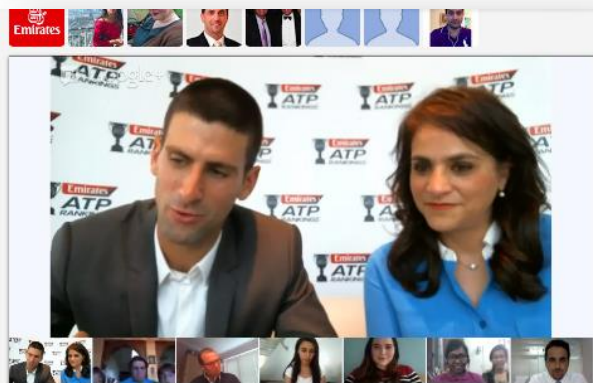


A new breed of brand engagement

EK implemented G + Page : about 600K followers



- Million impressions of free real estate on Google HomePage
- Increase click through rate on Emirates sponsored ads thanks to social annotations (ranging from 23% in Germany to 300% in the US)



- Novak twitted it
- Emirates and ATP PR
- Announced on Emirates social media channels
- Google PR support to set up and monitor the hangout
- 800 concurrent viewers, 20K views from the Creek side hotel

Delta introduces their wine loving customers to Master Sommelier Andrea Robinson

Browse Movies Upload
 cjlovescandy ▾

Hangout with Delta's Master Sommelier Andrea Robinson

DeltaAirLines
+ Subscribe
139 videos ▾

Like Add to Share

Ask Andrea
by DeltaAirLines
269 views
1:33

La Jornada de su Equipaje
by DeltaAirLines
1,143 views
2:43

Flat Bed Seating
by DeltaAirLines
2,224 views
0:23

Delta SkyBonus® Business Rewards
by DeltaAirLines
1,303 views
1:14

New 747-400 Business Elite Flat Bed and
by DeltaAirLines
20,748 views
3:39

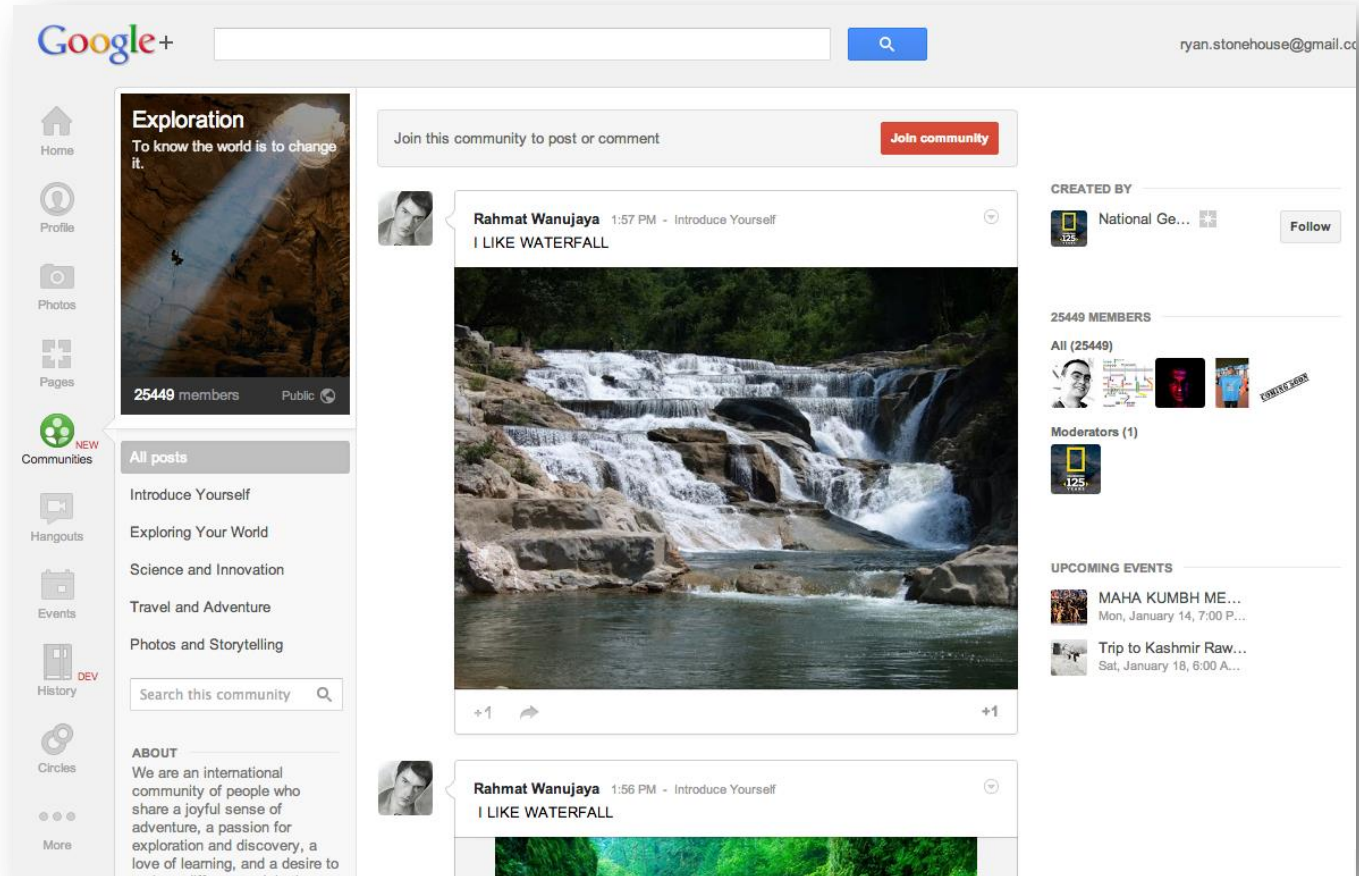
Delta Spirit - Money
Saved at Hangout

Travel Communities are forming quickly on Google

National Geographic's Exploration community grew to over 25k, in just four weeks



Now **2.3M** followers



Visit Greece uses Google+ to spread the joys of Greek tourism



Goal

- Gain worldwide reach to engage with potential visitors
- Increase the number of tourists to the country


Execution

- Post visually stimulating images daily
- Use ripples to understand audience
- Use circles to segment messages
- Feature Google+ badge on homepage

Results

- 35% CTR uplift in AdWords due to social extensions
- More than 750,000 followers
- High user engagement as seen through +1's, comments and shares of posts



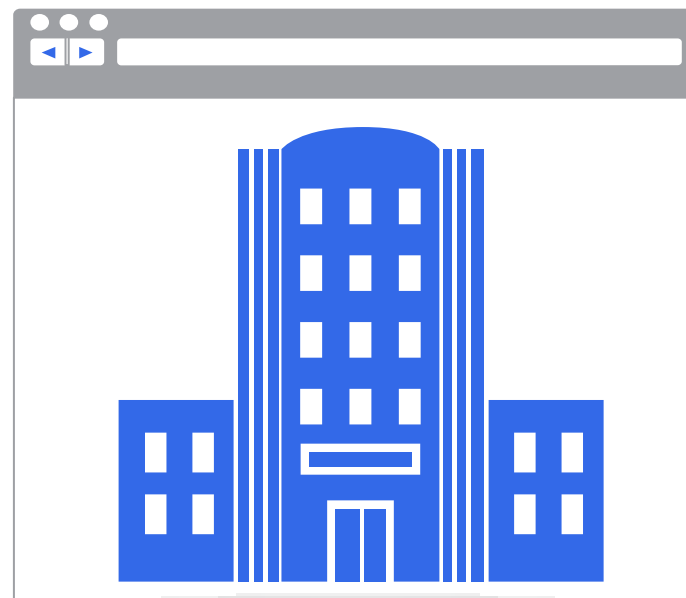
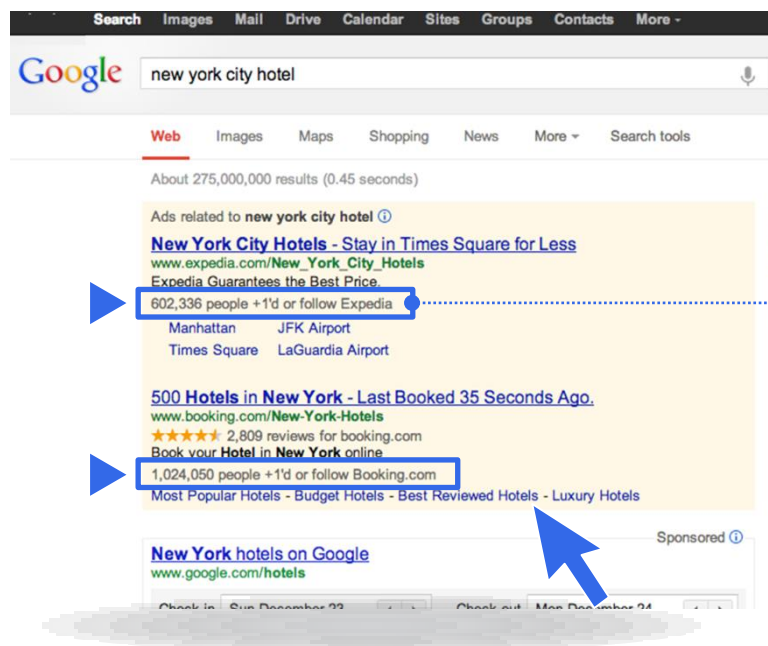


Relevant
reach,
across the
web



Socially-driven marketing performance

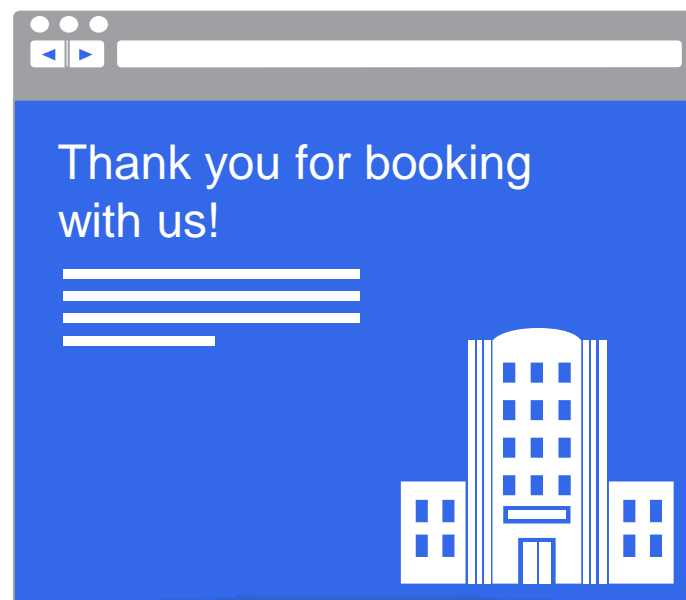
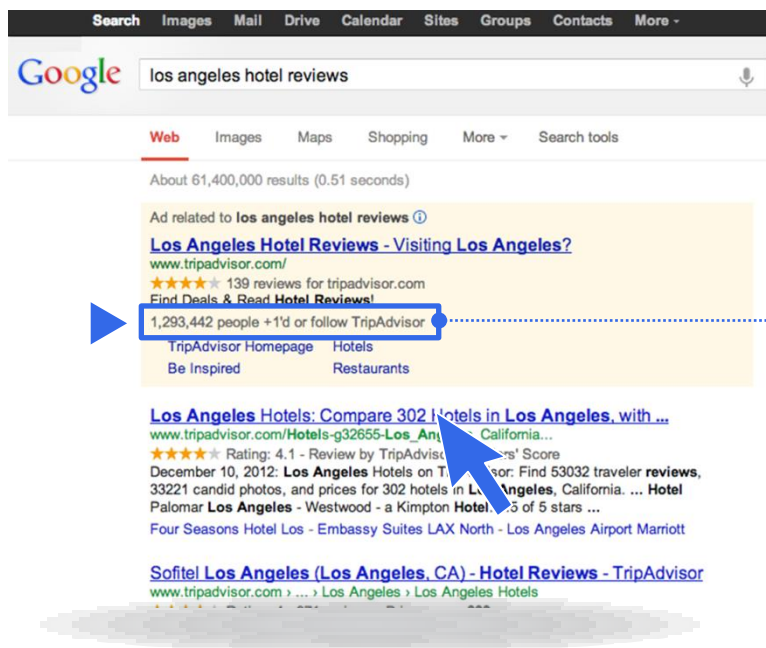
Surfacing recommendations in ads, at the moment of intent, is driving more qualified traffic to travel sites



+7%


lift in visits to KPI (search on-site, choose & personal info) for **non-brand travel terms** when social annotations are present on ads

Furthermore, travel shoppers exposed to these social recommendations are more likely to convert on-site



+11%

Lift in conversion rate for hotel bookings when annotations are present on non-brand travel terms

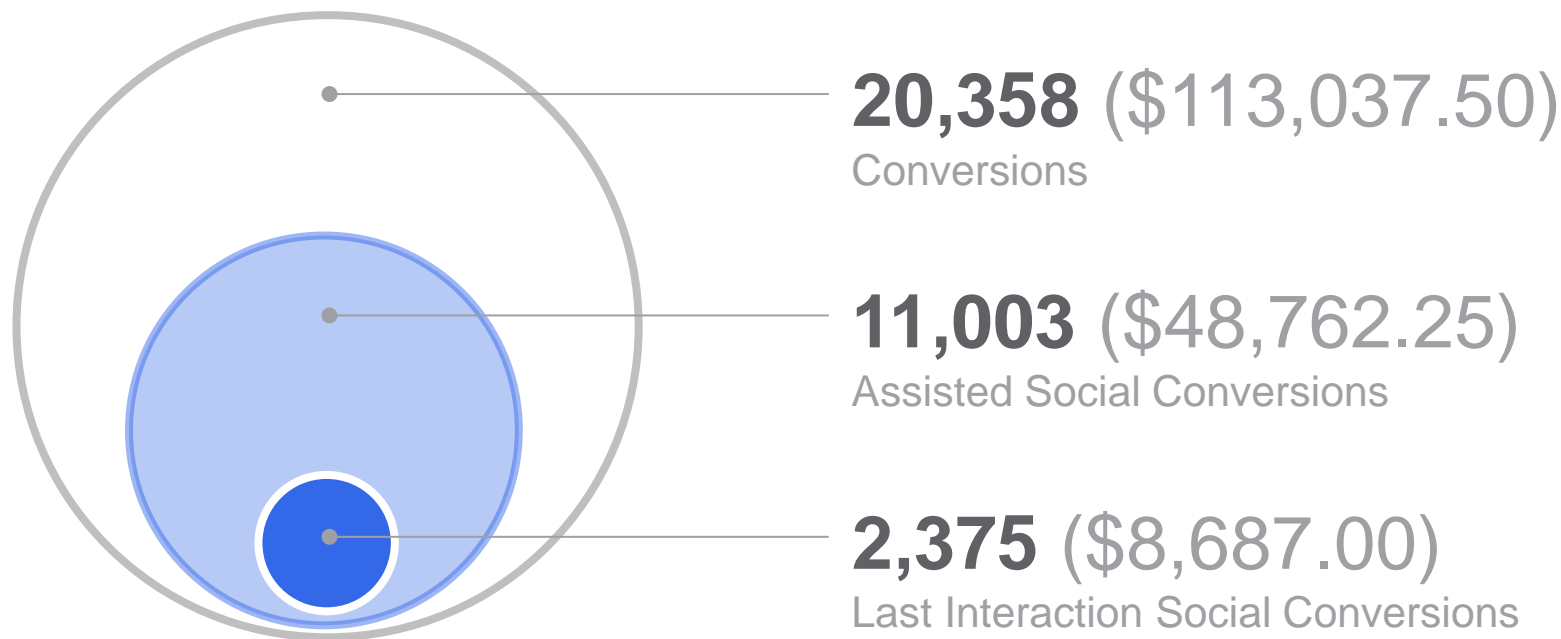


Measurable
impact



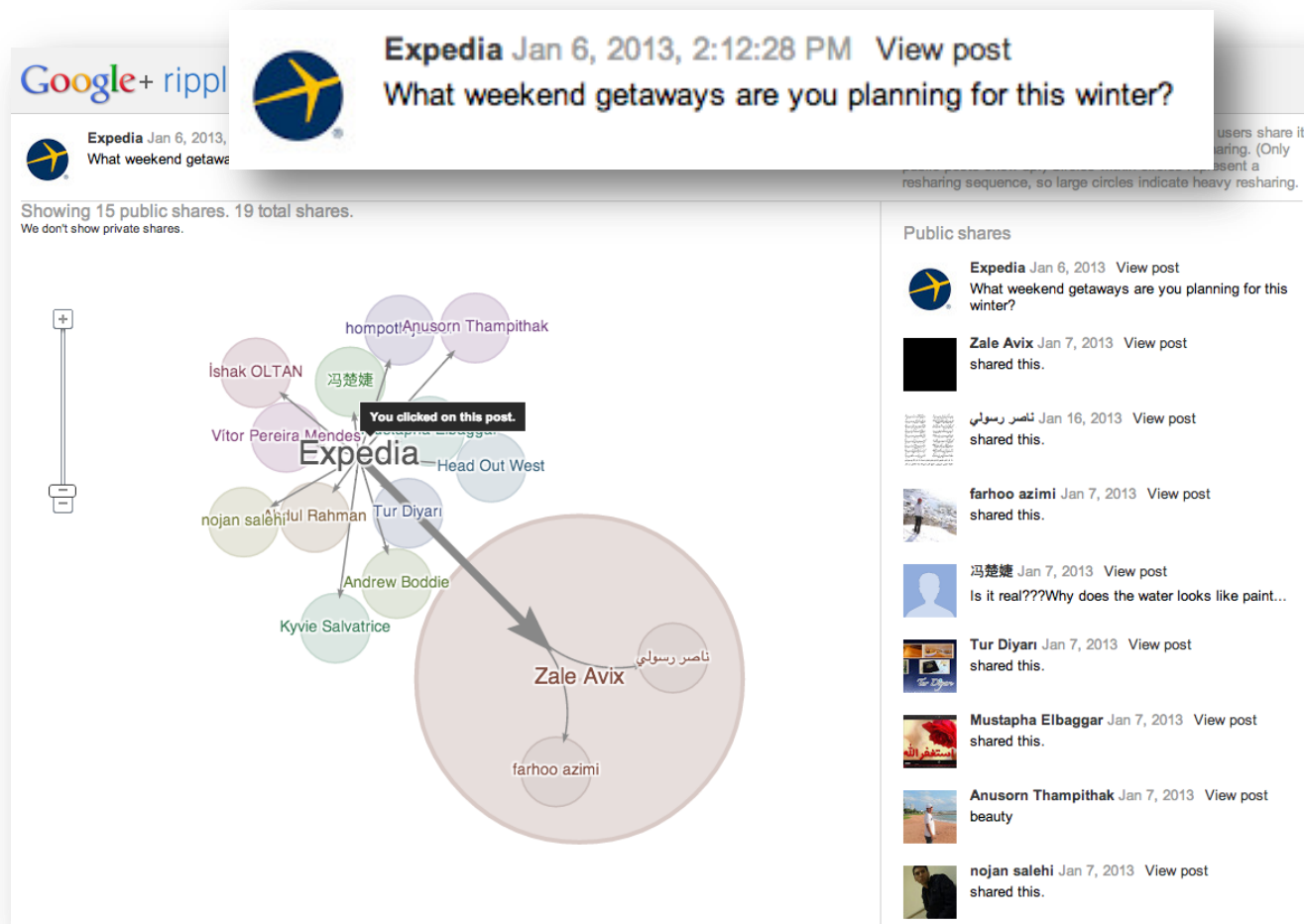
Measuring the impact

Measure the impact of social marketing on metrics that matter with Google Analytics



Ripples reports help identify brand influencers

See how post content spreads and identify advocates to team up with



Thank You