

# Shannon Paige

Director of Interactive Marketing and Web Operations

# CONSUMER JOURNEY

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INSPIRATION

PLANNING  
(PRE BOOKING)

ANTICIPATING  
(POST BOOKING)

EXPERIENCING

RECOMMENDING

# CONSUMER JOURNEY



## INSPIRATION

Visually showcase activities

Introduce travelers to the city

Amplify brand advocates

Create collections of activities to appeal to niche interest groups

AWARENESS

# CONSUMER JOURNEY



## INSPIRATION

Visually showcase activities

Introduce travelers to the city

Amplify brand advocates

Create collections of activities to appeal to niche interest groups

## PLANNING (PRE BOOKING)

Provide operational information to those making decisions about travel

Increase number of activities planned

Provide lists to travelers to extend number of days in city

AWARENESS    ENGAGEMENT -->

# CONSUMER JOURNEY



## INSPIRATION

Visually showcase activities

Introduce travelers to the city

Amplify brand advocates

Create collections of activities to appeal to niche interest groups

## PLANNING (PRE BOOKING)

Provide operational information to those making decisions about travel

Increase number of activities planned

Provide lists to travelers to extend number of days in city

## ANTICIPATING (POST BOOKING)

Showcase potential offers to be booked prior to visit

Showcase activities that demonstrate the city

Convert visitors for partner businesses

Up sell through targeted content sharing

AWARENESS    ENGAGEMENT --> **CONVERSION**

# CONSUMER JOURNEY



INSPIRATION	PLANNING (PRE BOOKING)	ANTICIPATING (POST BOOKING)	EXPERIENCING
<p>Visually showcase activities</p> <p>Introduce travelers to the city</p> <p>Amplify brand advocates</p> <p>Create collections of activities to appeal to niche interest groups</p>	<p>Provide operational information to those making decisions about travel</p> <p>Increase number of activities planned</p> <p>Provide lists to travelers to extend number of days in city</p>	<p>Showcase potential offers to be booked prior to visit</p> <p>Showcase activities that demonstrate the city</p> <p>Convert visitors for partner businesses</p> <p>Up sell through targeted content sharing</p>	<p>Provide real-time suggestions for visit enhancement</p> <p>Act as an on-the-ground resource guide for visitors</p>

AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT ----->

# CONSUMER JOURNEY



INSPIRATION	PLANNING (PRE BOOKING)	ANTICIPATING (POST BOOKING)	EXPERIENCING	RECOMMENDING
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AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT -----> ADVOCACY

# CONSUMER JOURNEY



INSPIRATION	PLANNING (PRE BOOKING)	ANTICIPATING (POST BOOKING)	EXPERIENCING	RECOMMENDING
Visually showcase activities  Introduce travelers to the city  Amplify brand advocates  Create collections of activities to appeal to niche interest groups	Provide operational information to those making decisions about travel  Increase number of activities planned  Provide lists to travelers to extend number of days in city	Showcase potential offers to be booked prior to visit  Showcase activities that demonstrate the city  Convert visitors for partner businesses  Up sell through targeted content sharing	Provide real-time suggestions for visit enhancement  Act as an on-the-ground resource guide for visitors	Share nostalgia of experiences  Help populate bucket list for future visits  Invite to review on travel sites  Amplify and thank their references

AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT ----->ADVOCACY

If you only focus on the conversion, you ignore 3 stages of the consumer journey!



# Social Media Influence



## Stories People Share Most

**Traveled**



People around the world add more stories about travel to their timelines than any other type of life event.

**Moved**



**Began Dating**



**Got Married**



**Had a Baby**



**Got Engaged**



Over 20% of all life events people share are focused on romance.

**More**



People also shared stories about broken bones, new tattoos, home improvements and more.

# Social Media Influence



## Stories People Share Most

**Traveled**



**Moved**



**Began Dating**



**Got Married**



**Had a Baby**



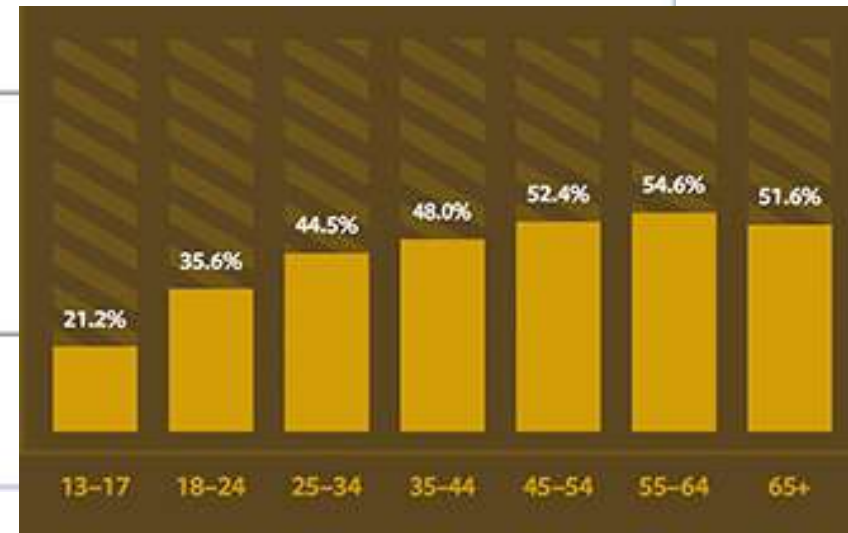
**Got Engaged**



**More**



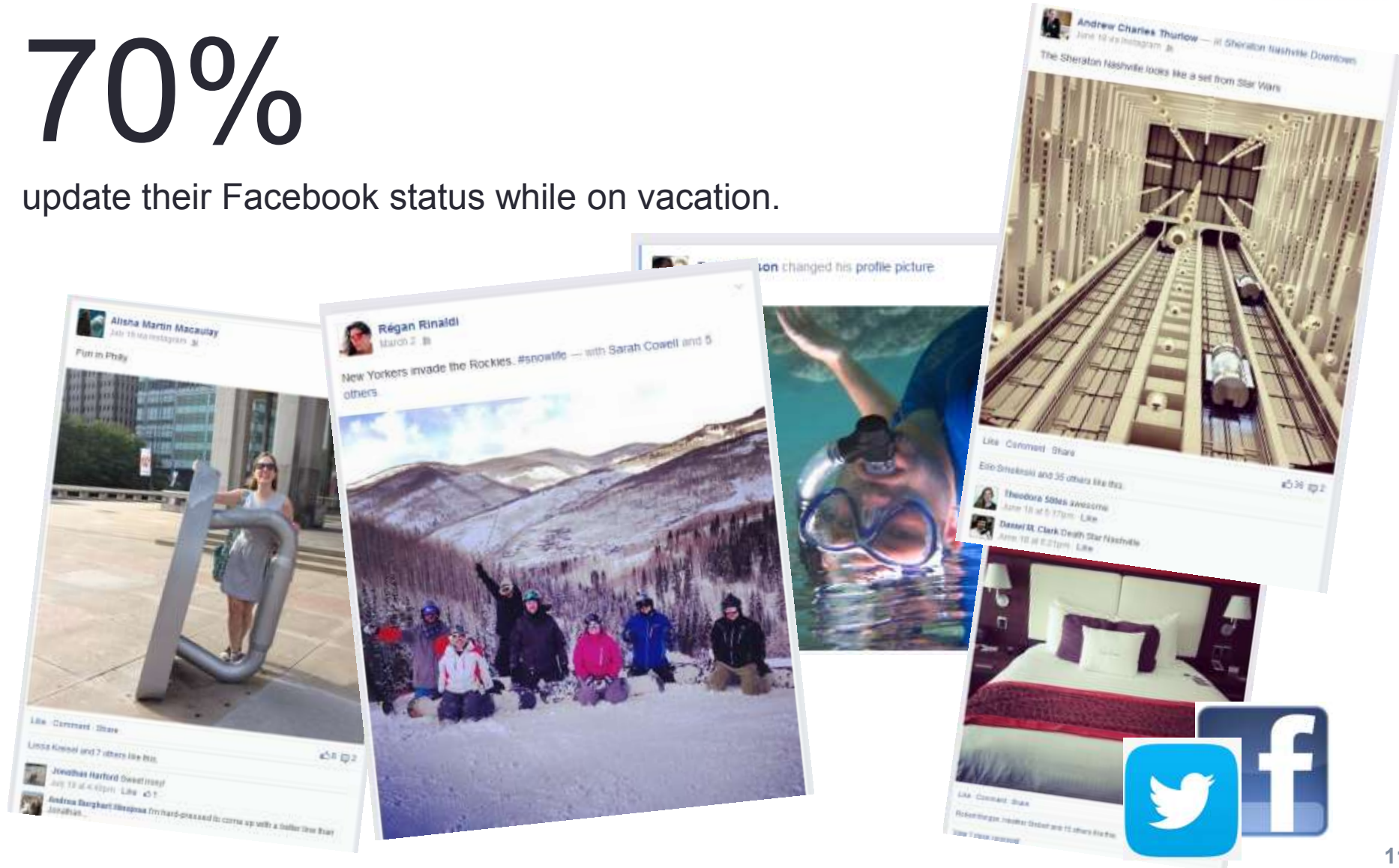
People around the world add more stories about travel to their timelines than any other type of life event.



# Social Media Influence

# 70%

update their Facebook status while on vacation.



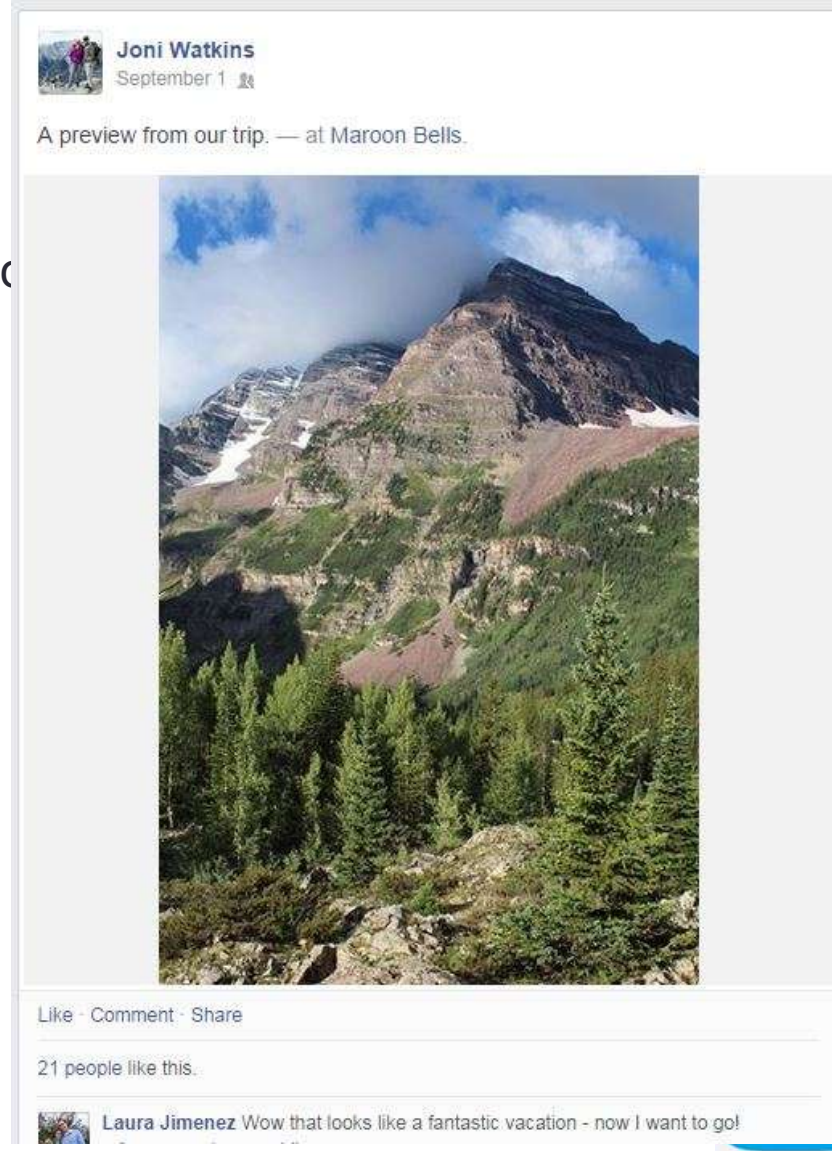
# Social Media Influence

70%

update their Facebook status while on vacation

71%

consider posts on Facebook and Twitter when planning vacations



# Social Media Influence



70%

update their Facebook

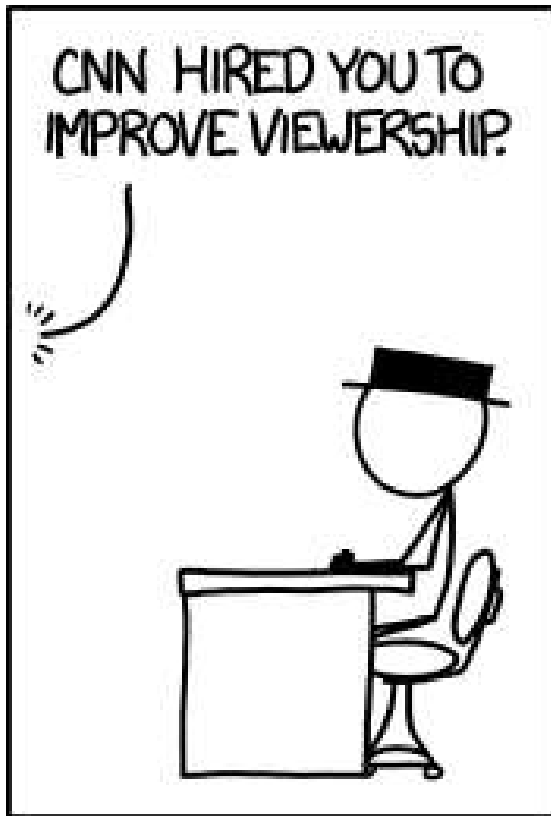
71%

consider posts on Facebook

52%

change their original plans based on social-media suggestions





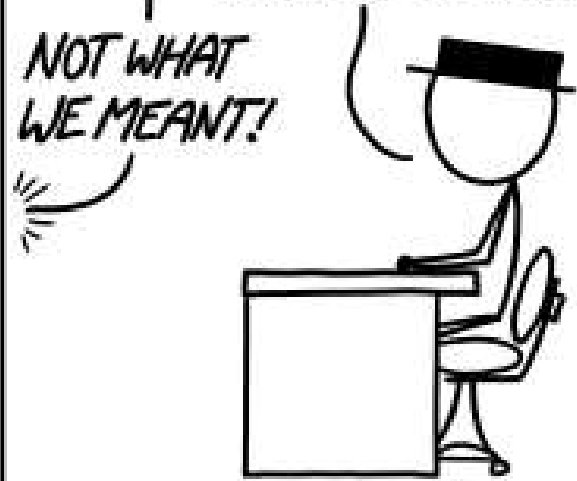
...YES, AND?



YOU TEXTED "HOLY CRAP, TURN ON THE NEWS" TO A MILLION RANDOM PHONE NUMBERS?

IT SURE DID WORK.

NOT WHAT WE MEANT!



# PLATFORM PRIORITIES BY STAGE



INSPIRATION

PLANNING  
(PRE BOOKING)

ANTICIPATING  
(POST BOOKING)

EXPERIENCING

RECOMMENDING

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AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT -----> ADVOCACY

# PLATFORM PRIORITIES BY STAGE



People pin content to “wanderlust” and “vacation” boards

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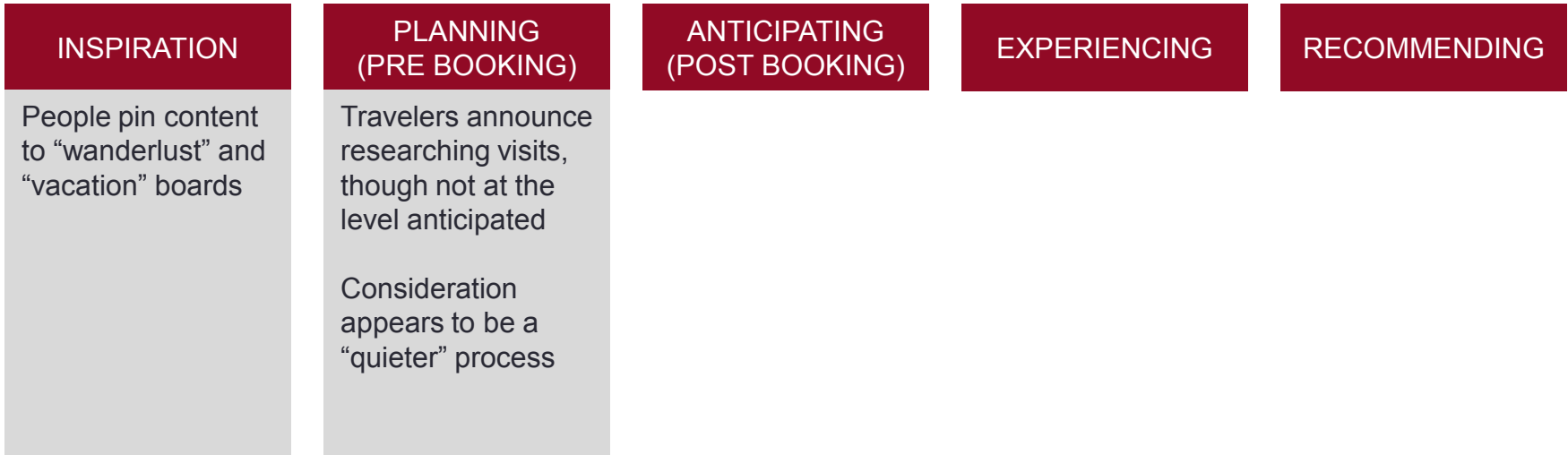
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AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT ----->ADVOCACY



# PLATFORM PRIORITIES BY STAGE



ORGANIC



PAID



AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT -----> ADVOCACY

# PLATFORM PRIORITIES BY STAGE



INSPIRATION	PLANNING (PRE BOOKING)	ANTICIPATING (POST BOOKING)	EXPERIENCING	RECOMMENDING
<p>People pin content to “wanderlust” and “vacation” boards</p>	<p>Travelers announce researching visits, though not at the level anticipated</p> <p>Consideration appears to be a “quieter” process</p>	<p>Vocal window frequency is a few days to 2 weeks prior to visit</p> <p>Easiest conversation to monitor for (roughly 2-3 references per day)</p>		

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AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT -----> ADVOCACY

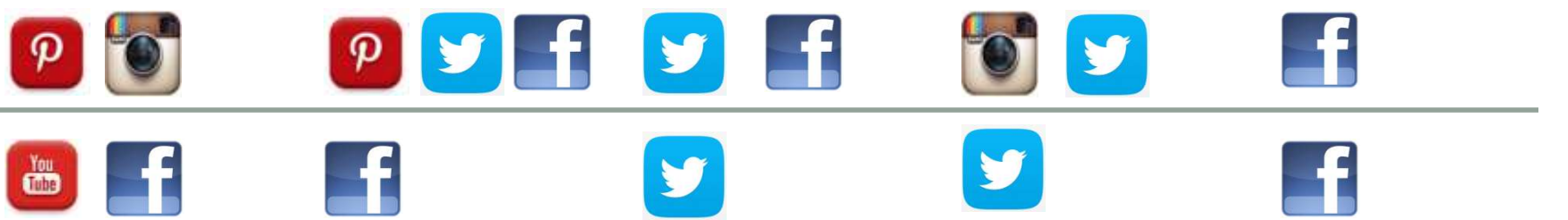
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# PLATFORM PRIORITIES BY STAGE



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AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT -----> ADVOCACY

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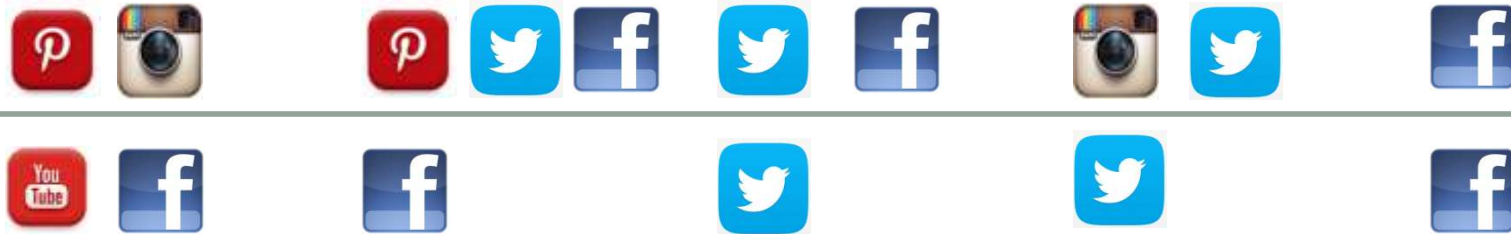
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O R G A N I C

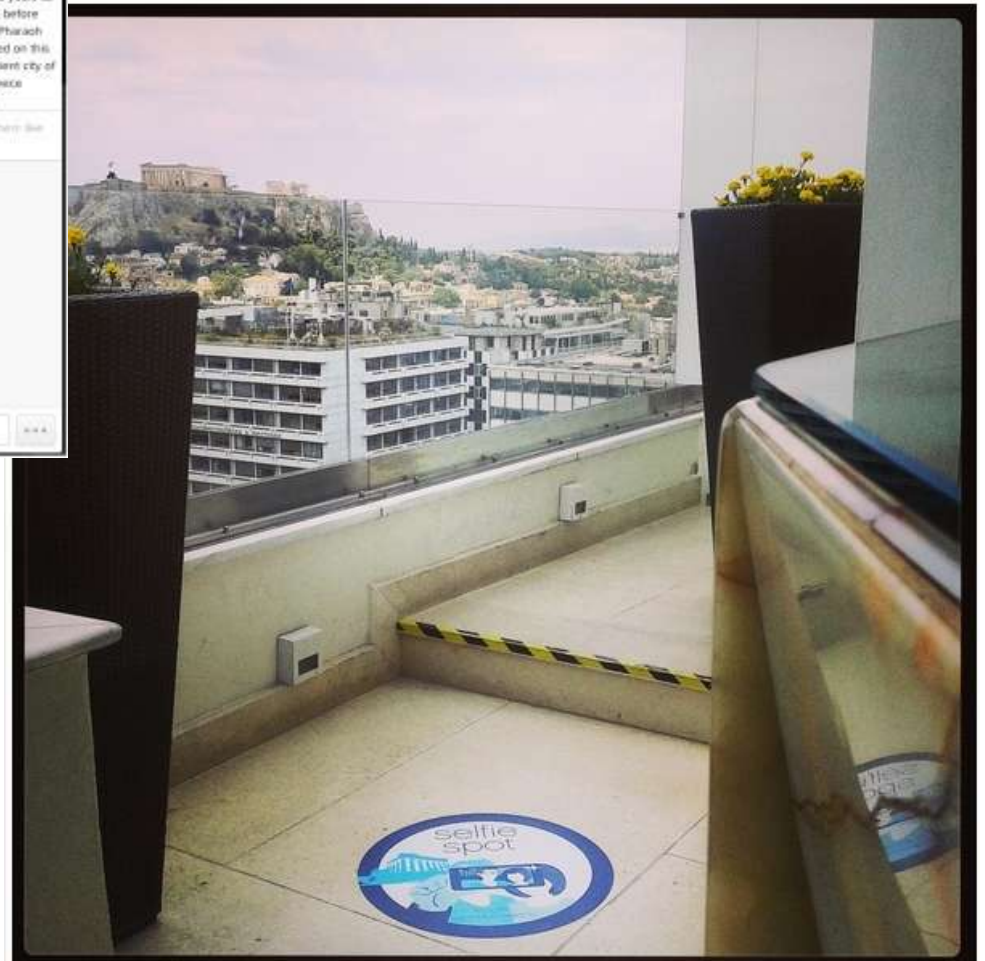
P A I D



AWARENESS    ENGAGEMENT --> **CONVERSION**    ENGAGEMENT -----> ADVOCACY

## Continue Investment After Conversion

# Examples



# Examples


**BuzzFeed** LOL win omg cute trashy fail wtf


News Big Stories Life Quizzes Lists Videos More


## 35 Shades Of The Rainbow In One Pretty City

When you walk the streets of New Orleans, you might as well be walking on sunshine. Take this virtual tour past the fancy facades of treasured neighborhoods like the [Bywater](#) and the [Garden District](#), then [Follow Your NOLA](#) to bop amongst these bright beauties for yourself!

[New Orleans, Follow Your NOLA.](#)  
Brand Publisher

1.   
By LexisWebb / iVr Getty Images

2.   
Cantor Cartney / iVr Getty Images

3. 

Print or on Facebook

Visit New Orleans

Whether you're starting your day or looking for an afternoon pick-me-up, here's some of our favorite places for iced coffee in New Orleans!

222,501 people like Visit New Orleans.

Top Posts From New Orleans. Follow Your...

23 Truly Unbelievable Dishes Found Only In NOLA

10 Crucial Things New Orleans Had First

35 Ways To Do New Orleans Like A Local

35 Shades Of The Rainbow In One Pretty City

# Examples

