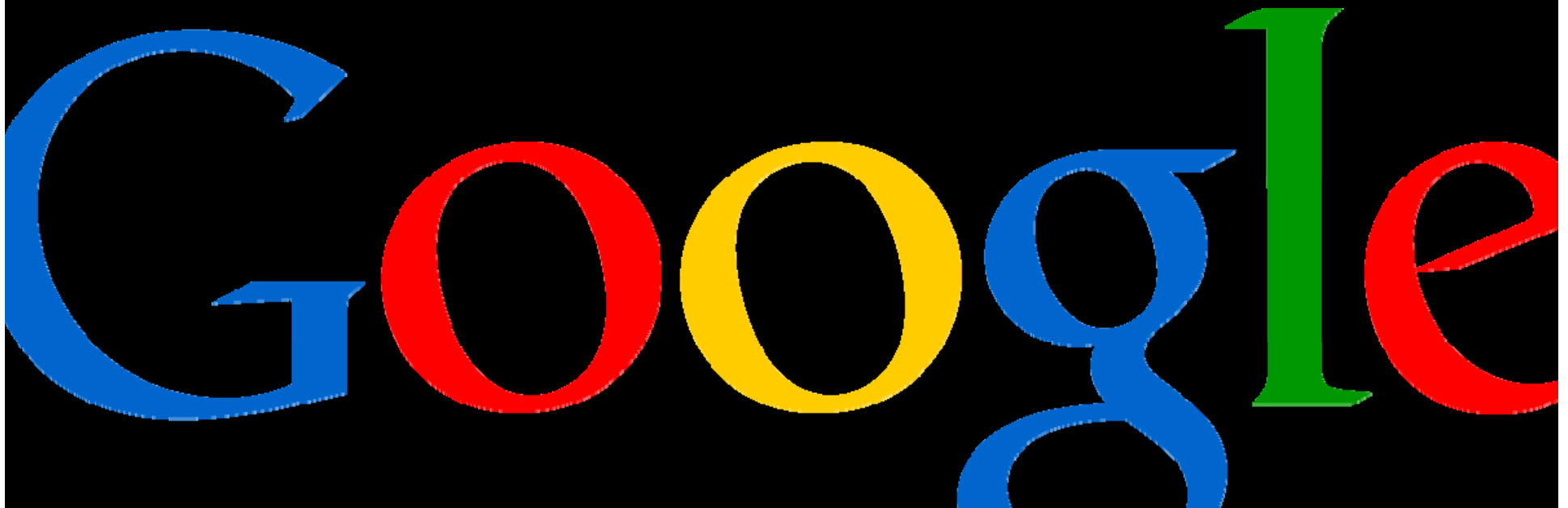


The Useful Conversation

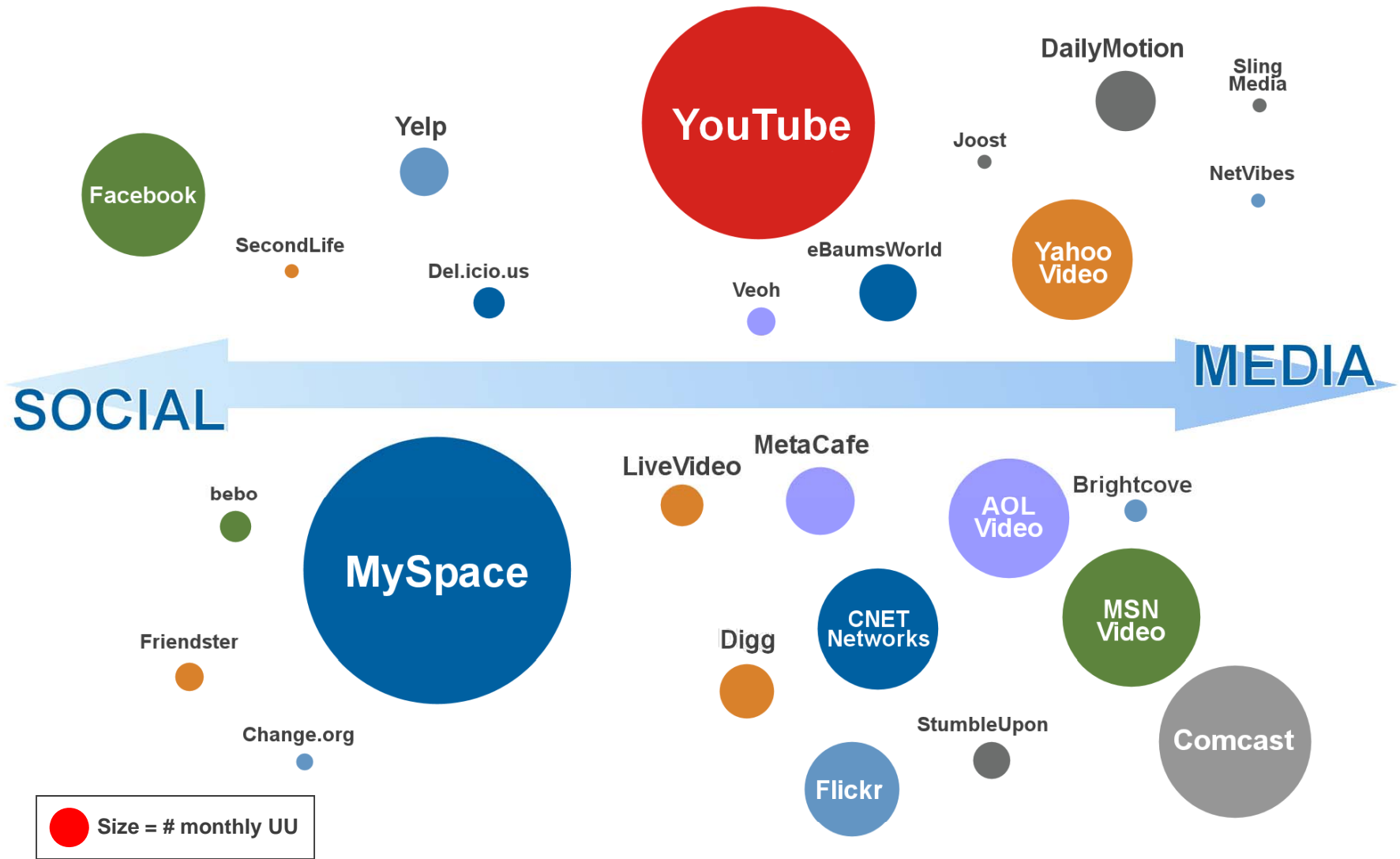
Dr. Javier González-Soria y Moreno de la Santa

Managing Director

Google Travel Spain



People are spending more time



Note: Social and media are ranked roughly by the amount of activity of each in comparison to the other on a given site.
Source: Nielsen/NetRatings

YouTube Confidential and Proprietary



Video + Community + Creativity = Engagement



#2
site in global
minutes

1B+
video views
each day

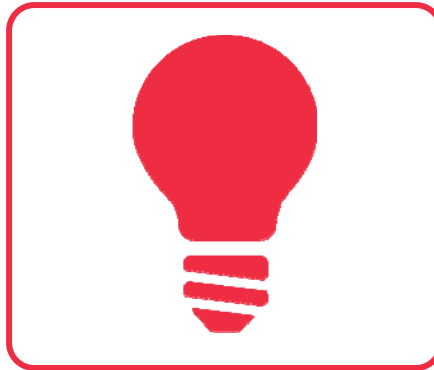
20+
hours of video
uploaded each
minute

#2
global search
engine

Entertainment



Information



Community



Social Media must facilitate useful conversations, in one or two directions, between the company and its clients and potential clients; and between them

DO NOT FORGET

global strategy

consider the client as a whole

metrics matter

technology is a mean, not an end

clients first

Useful conversations in every
point of contact with the client or
the potential client

1. When knowing the products and the brands

Potential clients

SEM/seo
Display in Networks
YouTube, reactive
YouTube, proactive
Community gadgets
Off line mediaa

clients

CRM
Custom SEM
Custom Display
Community gadgets
Blog/video posting

Videos Being Watched Now



**Terremoto en Chile En Vivo
EARTHQUAKE CHILE 2010 ...**
166,387 views
MegaMonfero9
★★★★★



The Lion King Fortress 2

64,919 views
fantachan
★★★★★



**50 Cent x G-Unit BISD Tour - Paris,
FRANCE - Live at Le Z...**

54,753 views
50CentMusic
★★★★★



**Chris Brown - Whose Girl Is That
(Official Video)**

34,043 views
CBgirlfriend
★★★★★

Featured Videos



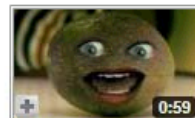
**DAD RIPS GIRLS ARM
OFF! (2/23/10...**
4 days ago
462,708 views
★★★★★
SHAYTARDS



**INAPPROPRIATE
TOUCHING -**
6 days ago
418,462 views
★★★★★
KassemG



**Designer Giveaway!
Fendi, Miu Mi...**
1 week ago
233,361 views
★★★★★
AllThatGlitters21



PASSION FRUIT!!!
1 week ago
609,332 views
★★★★★
ijustine

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Watch in Wide Screen

0:00 / 0:31

SNCF - génération écomobile
★★★★☆

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OTV - Michel el Murr Scandal

63.756 Aufrufe
OrangeRoomMedia
★★★★★



Sarah Silverman's Five Word Speech at the 13th Annual Web...

217.448 Aufrufe
TheWebbyAwards
★★★★★



Intro to Damien Walters new show!

12.805 Aufrufe
damienwalters
★★★★★



Assassin's Creed 2 - E3 2009 Trailer mit deutschem Kommentar

6.164 Aufrufe
N2DFrederik
★★★★★

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decision makers.



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Deine Lieblingsvideos in HD anschauen!



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N2DFrederik
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22/02/2010 01/03/2010

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mas opciones

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Anuncio

jorching 16 de diciembre de 2009

Suscribirse

Bones Festes! ¡Felices Fiestas! Happy Holidays!
Copyright of Vueling Airlines!!!! I do NOT own any of the rights to this video, neither do I accept the credit for its awesomeness :D El 2009 ha p...

URL http://www.youtube.com/watch?v=hY9_z9s5sw8

Insertar `<object width="560" height="340"><param name="n`

1. When knowing the products and the brands

Potential clients

SEM/seo
Display in Networks
YouTube, reactive
YouTube, proactive
Community gadgets
Off line media

clients

CRM
Custom SEM
Custom Display
Community gadgets
Blog/video posting

2. When booking

Reviews from clients and other UGC, mixed with proprietary information

Video, Photo and Maps information

Sharing of deals of other clients

Destination information

Mixing channels: Call Center and Virtual assistance

3. Post Sale and complains

On line management, feeding the website information

Complete transparency. Have a thick skin

Multiplatform response, one on one or collective

4. Added Value services

Detail information regarding the airports and the flights, using multiple platforms: 360 degrees approach

Route recommendations based on navigable maps

Suggestions in destination

5. Up and Cross selling

Application of client profile or wisdom of the crowd if not known

Suggestions in different times and using different platforms

6. Generating content

Multiplatform, multipurpose and multitopic

Winning official and UGC, beginning with your employees

Help to create UGC around your products and your brand

Create ads that work as content. Ideas come from everywhere so find the talent and use it

7. Loyalty

Public recognition of gratitude to the clients

Custom websites for loyal clients with an array
of advantages

CRM advanced management

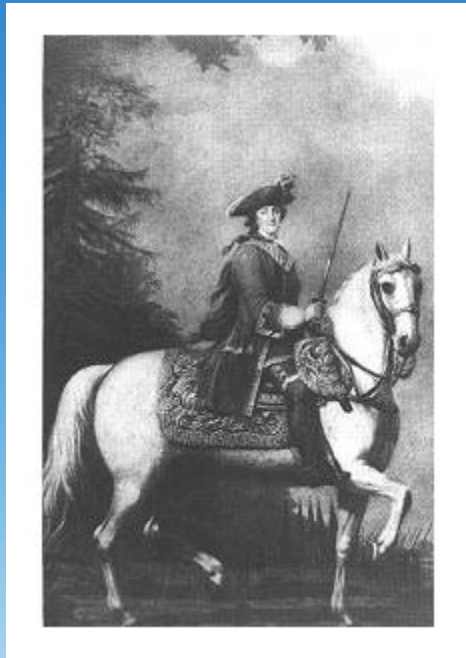
7. Knowing the clients

Listen to what the clients and potential clients are saying and even address questions

Converse your learnings in actions and communicate them to the market

Simplify the client experience using the official site plus a YouTube Custom Brand Channel as portal for social media (tweeter, facebook, rss, dig.it)

Conclusion



"A great wind is blowing and that gives you either imagination or a headache"
- Catherine the Great

Thank You!

Dr. Javier González-Soria y Moreno de la Santa

Managing Director

Google Travel Spain

