

THE CRYSTALL BALL

TRAVEL MARKETING AT GOOGLE, FACEBOOK & CO

November 2011
OFT - Berlin

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About me

- Onlinemarketing since 2003
- A&O since 2006
- SEO-united.de since 2007

- SEM – Search Engine Marketing
- SEO – Search Engine Optimization
- SMO – Social Media Optimization



Agenda

- About me
- Facebook
- Google
- Mobile Web
- A typical day in 2020
- Q & A

Facebook knows you!

- Semantics
- Interests
- Activities
- Friends
- Personal vita

- → Individual & dynamic interaction

Semantics

- Social context with verb-detection



playing
cooking
travelling

hearing
watching
buying

Friend-algorithm

- Your friends' interests are your interests
- Your friends' recommendations are important for your decision
- You need what your friends buy
- Your search-results are affected by your friends

Short-wave communication

- Bashsurfing like „shitstorms“
- Hypesurfing

- ...but: People always forget fast!

- Think: A hype is a hype is a hype

All always online

- Thinks becomes apps...
- ...connection with cars
- ...connection with clocks
- ...connection with hotel rooms
- ...connection with houses
- ...connection with tv



What user want!

- Accumulating information
- Sharing information
- Authentic statements
- Individual communication
- Trusting the friend-algorithm

- ...and no lotteries
- ...no coupons

And what is with brands?

- Always a step behind the user
- Big brands are ruling the mainstream
- Small brands for special interests

- ...both have to focussing the user!

Privacy

- We will see some laws and adjustments
- ...but: Cognition of privacy is changing
- → People want to share their special interests

60+ Users

- 4% in Facebook
- Group with the biggest growth in social media
- „Old values in new media“

Discussion

□ How is Facebook changing?

Google knows you!

- Search becomes more special
- Dynamic & social algorithm
- The same ideas like facebook: Remember the friend-algorithm

- ...but: Google is only sorting informations!

Google hotel finder

Google hotel finder
experiment

Location

Berlin, Germany



Edit shape

Dates

Check in Check out

Oct 27, Thu Oct 28, Fri









1 night

Price

Hotel class & User rating

Shortlist 0 hotels – Add hotels to your shortlist to compare them later.

Results 588 hotels

	Hotel class	User rating	Price per night	Compared to typical
 Hotel Concorde Berlin	5 stars	★★★★★	\$308	69% more
 Hotel Adlon Kempinski Hotel Adlon Kempinski Berlin. Eine lebende Legende heißt Sie willkommen. Berlins luxuriö	5 stars	★★★★★	\$205	33% less
 The Mandala Hotel The Mandala Hotel at Potsdamer Platz. Experience design, light, aesthetics and the infinit	5 stars	★★★★★	\$196	9% less
 The Ritz Carlton, Berlin Direkt neben dem Sony Center und dem Potsdamer Platz befindet sich das The Ritz-Carl	5 stars	★★★★★	\$276	15% more
 Rocco Forte Berlin	5 stars	★★★★★	no price	
 The Westin Grand, Berlin	5 stars	★★★★★	\$230	13% more
 Grand Hotel Esplanade Berlin Unser Motto lautet „Urbane Vollkommenheit“, denn das Grand Hotel Esplanade Berlin ist c	5 stars	★★★★★	\$474	202% more
 Swissotel Berlin Swissôtel Berlin ist ein elegantes und modernes Hotel im Herzen West-Berlins. Auf Deuts	5 stars	★★★★★	\$266	46% more

Google hotel finder

- Google will **not** become a supplier
- ...but: Google is going to kill the suppliers traffic!

User

Google

Destination

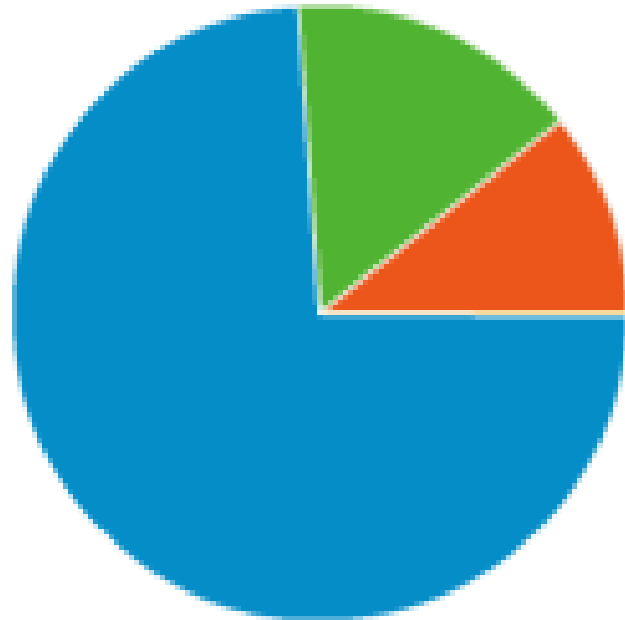


BOOKING.COM
online hotel reservations



HRS

Das Hotelportal



■ Search Engines
██████████ (73.87%)

■ Direct Traffic
██████████ (15.37%)

■ Referring Sites
██████████ (10.74%)

■ Other
███ (0.01%)

← Ups!

- Why? Destinations are able to spend more money...and that's what Google want!

The Impact

- cost increase for traffic (paid and organic)
- ...but: saving fees

- → Be careful of dubious offers!

Discussion

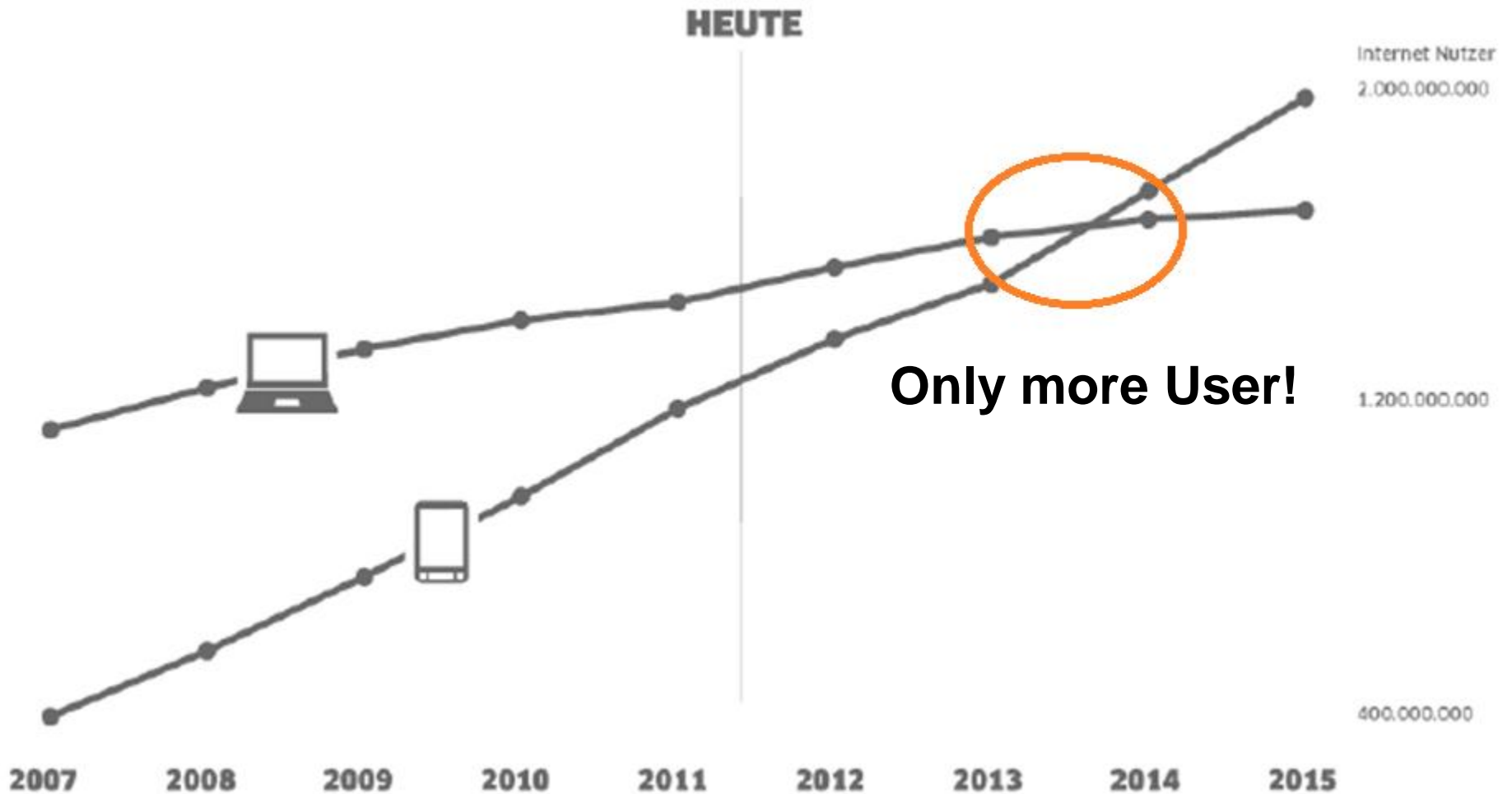
- How is Google changing?

The big Trend

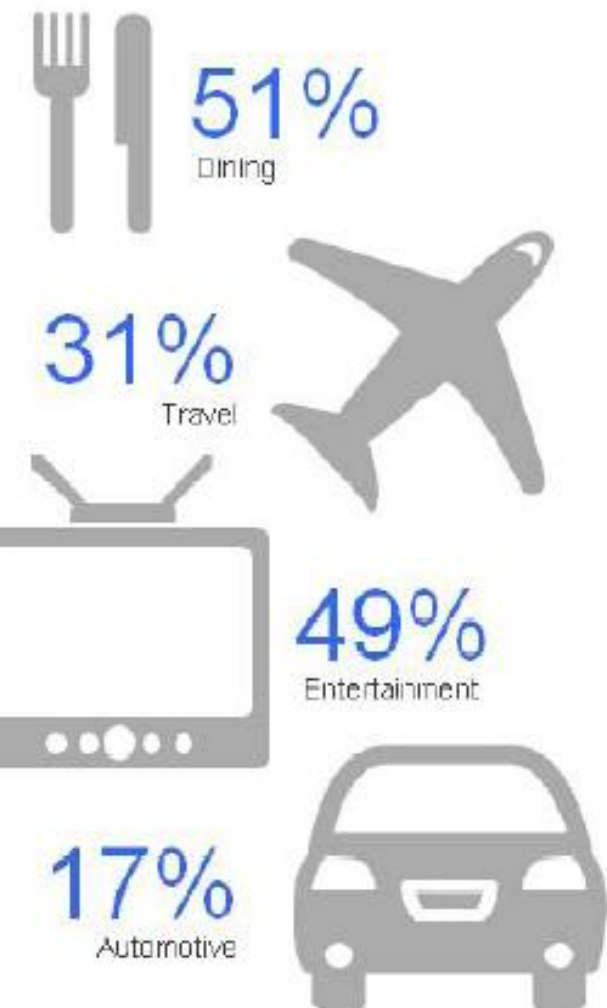
- „mobile first“ – Google
- The most valuable company – Apple
- 550.000 new devices a day – Google Android
- > 500.000 available Apps – Apple Appstore



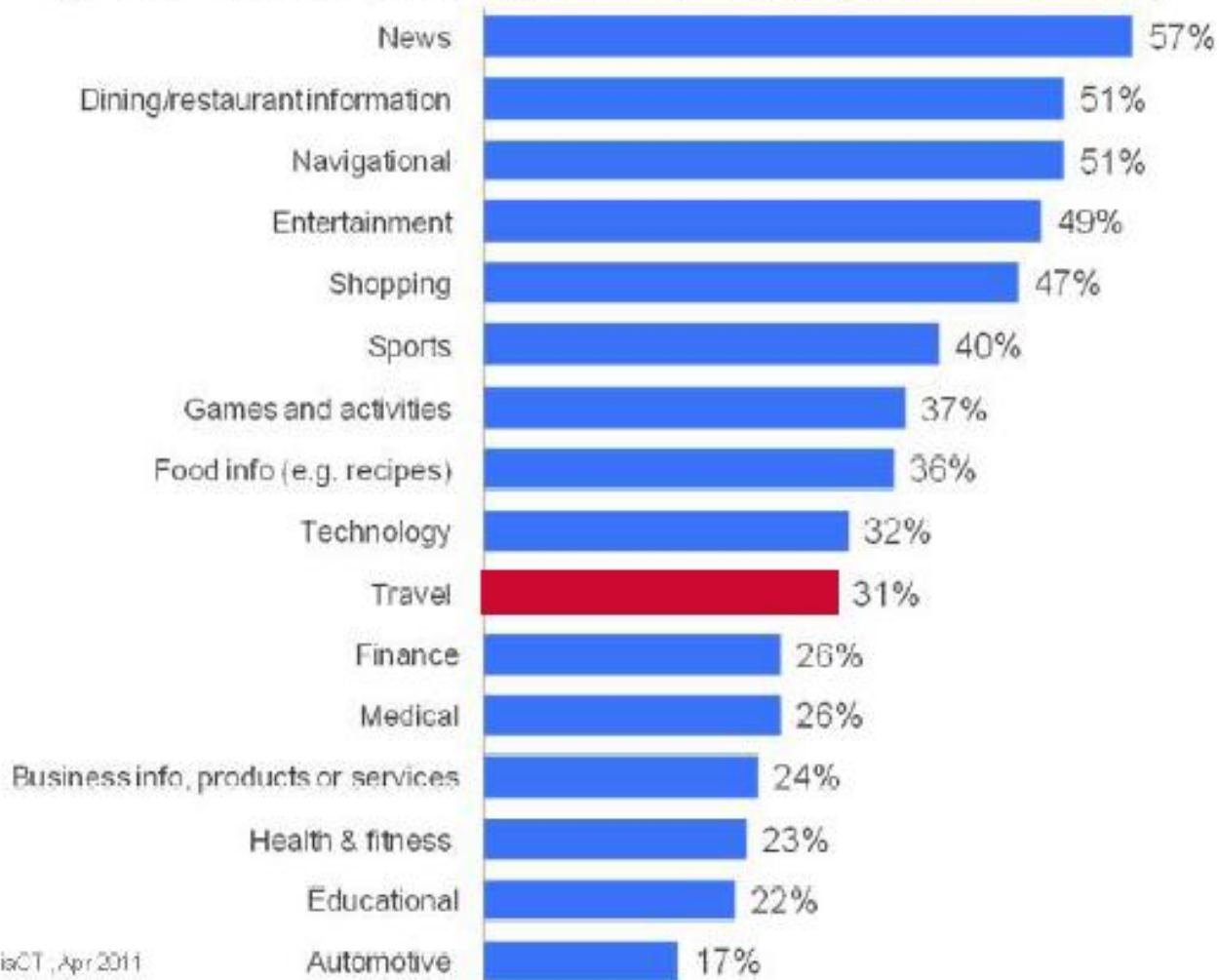
Mobile use



Smartphone Searchers Look For a Wide Variety of Information



Types of Info Sought Using Search Engine (Via Smartphone)



Source: The Mobile Movement Study, Google/peas OTX MediaCT, Apr 2011
 Base: Smartphone users who use search (4902)
 Q. Which of the following types of information do you look for using a search engine on your smartphone?

Some Facts

- Smartphones and Notebooks are everywhere
- Data-roaming becomes cheaper
- User prefer high quality products
- Mobile user like big brands
- Activities are near-term
 - Hotel bookings for the same day!

Local-based Services



Gowalla

foursquare



Facebook Places

Who. What. When. And now **where.**

- What's going on here?

Augmented reality



A typically day in 2020

- 8:00 Get up
- 9:00 Breakfast
- 10:00 Flight to berlin
- 12:00 Taxi
- 12:30 Checkin
- 13:00 Guided Tour
- 18:00 Dinner
- 22:00 Party

Time for talk!

- What are your impressions?
- Are you in panic or relaxed?
- Is your business-model sustainable?
- Are you ready to spend much money in the bubble you don't trust?
-???

Thank you very much!

- Constantin Rehberg
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- <http://twitter.com/seounited>
- <http://www.facebook.com/SEOunited>