



Case Study

How Expedia Cruises leverages PromoRepublic to thrive locally through on-brand organic & paid social media marketing

2X

Impression growth on social over 6 months



Engagement growth over 6 months



Growth of content published over 6 months

Overview

Since 1987, Expedia Cruises has been an industry leader in air, land and sea vacation sales across North America, and is backed by the most powerful travel brand in the world – Expedia. **Industry** Travel

300+ locations 5,000+ Vacation Consultants US, Canada

Expedia Cruises provides travel agency franchise opportunities for those wanting to provide unrivaled travel expertise and exceptional value, for travelers in their community.

> We analyze performance and improve our social strategy by tracking results across thousands of social accounts in one dashboard.

Products used

- Social Media Marketing
- Digital Asset Manager
- Insights



James De Chavez

Senior Manager, Marketing at Expedia Cruises







Challenges

1. On-brand online presence

Expedia Cruises aimed to ensure that corporate and vacation consultants stay consistent when communicating the brand's

story on social media and other digital channels. To achieve that, they were looking for a tool that would provide easy access to on-brand content and allow oversight of the social media posts going out.

2. Local targeting for paid social

The corporate office aimed to arm every location with a tool to grow visibility and engagement across local audiences with localized messaging. As franchisees manage advertising budgets by themselves, they needed a simple tool for promoting localized social media posts on their own.

Solution

The Social Hub provided by PromoRepublic became the unified social marketing platform used across 300+ locations and 5,000 consultants, as well as the corporate team. The platform's workflow and permission structure reflects the established approval processes within the organization.

Corporate Office ⇒ **Travel Agency** ⇒ **Vacation Consultant**





Use Cases

Brand Management

Asset Manager is an easy tool for uploading, sorting, and storing branded content. A corporate team ensures brand consistency by distributing content

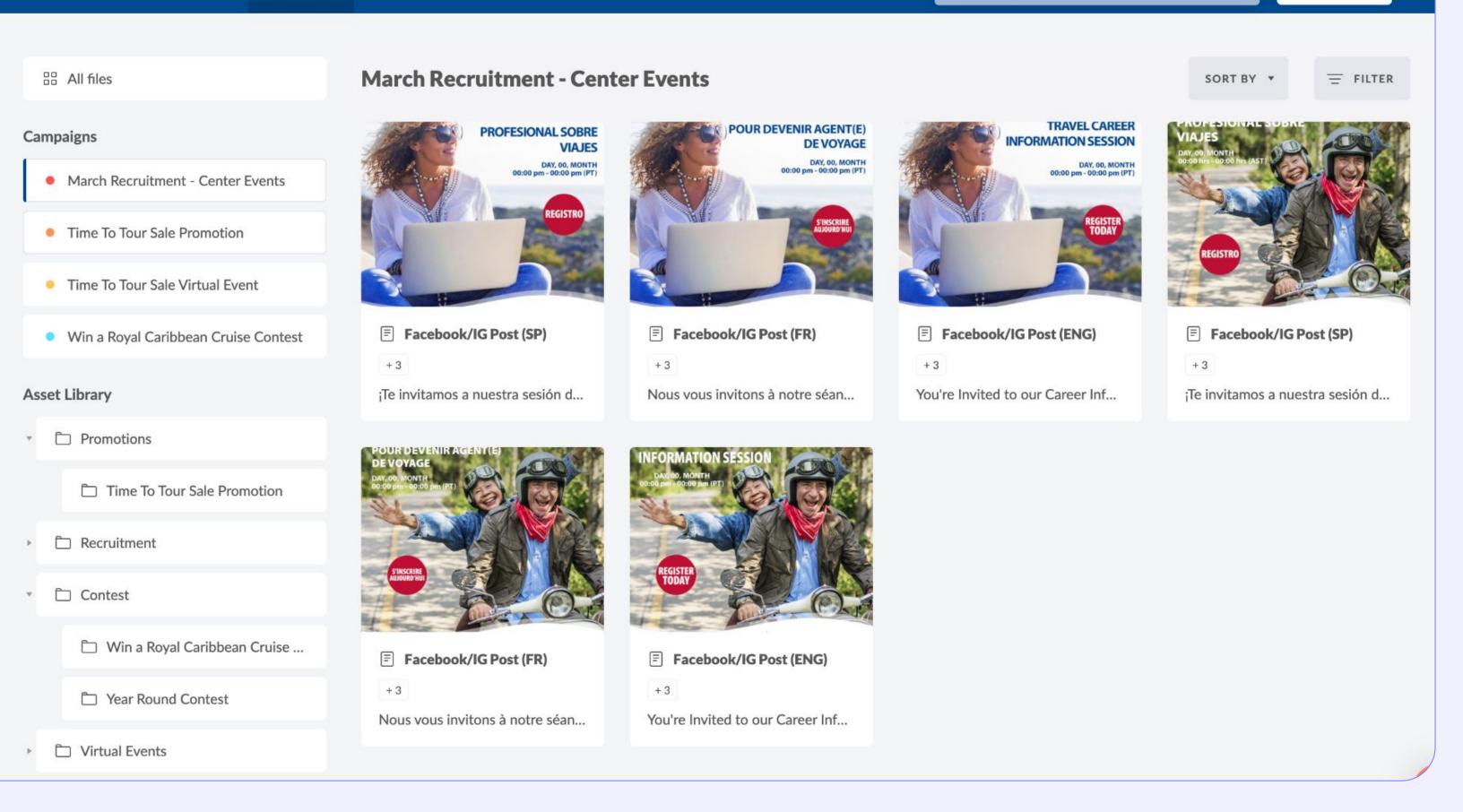
across all

locations and

B DASHBOARD CALENDAR CONTENT ANALYTICS

Search by keyword

setting up specific permissions to manage and localize content while keeping all other assets untouched.



Organic Social Media Campaigns

The corporate team utilizes PromoRepublic to keep franchisees and Vacation Consultants in line with the marketing calendar and to bring all important campaigns to the forefront.

CALENDAR DASHBOARD CALENDAR C	CONTENT ANALYTICS	Search by keyword	CREATE POST
	 Weight and the second se	CHEDULE PUBLISH NOW ADD TO QUEUE ? SAVE AS	
	Participez ici : https://www.expediacruises.ca/fr-CA/ id /Contest #SoldeAventureroyale #ExpediaCruises #ExpediaCroisières #AirLandSeaVacations #VoyagesAirTerreMer *Des restrictions supplémentaires s'appliquent. G $()$	Propose this post for approval Boost post	
	PARTICIPEZ POUR COURIR LA CHANCE DE GAGNER		
ntent label performance ()	Labeled Content Engagement		
5 most popular labels for publishing based on frequency of posts publi	lished Total engagement of content label used for publishing		
BLACK FRIDAY PROMO	BLACK FRIDAY PROMO		
CRUISE BLOG OCT 21	CRUISE BLOG OCT 21		

To get higher reach,
the head office
organizes
time-sensitive
campaigns for
locations to approve
and join in on. This
ready-made content
can be labeled and
later tracked for
performance metrics.







Use Cases

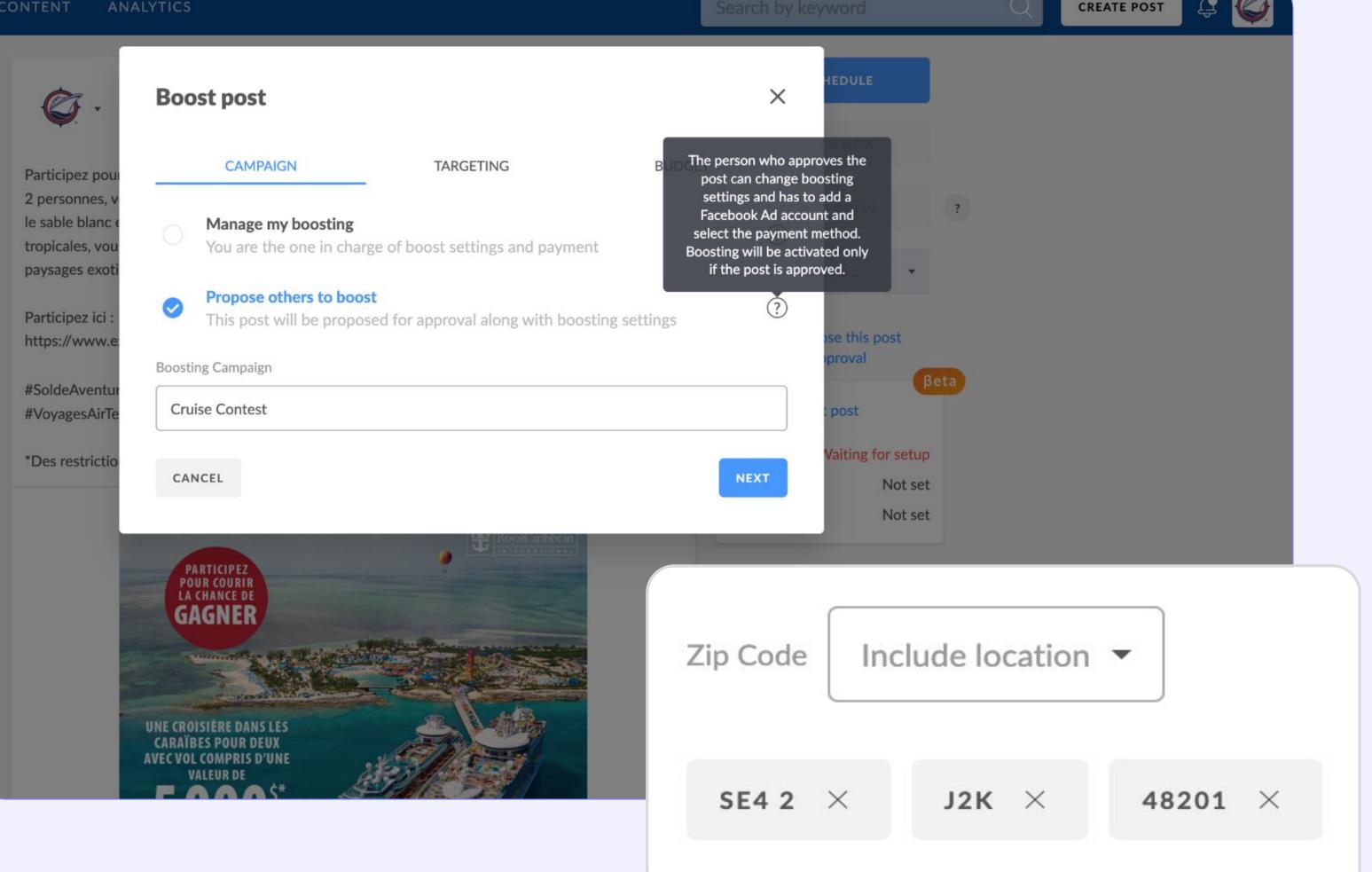
Post Boosting

As their franchisees pay for ads at their own cost, they needed an easy tool to target people in their area.

To help agencies

attract people with hyper-localized content, we enabled zip code post boosting.

Moreover, users see educational pop-ups throughout the payment process to make the right decision.



Insights on Social Media Marketing & Brand Management Performance

CALEN	NDAR CONTENT ANALYTICS		Search by keyword	Q	CREATE POST	\$		
General View	PERFORMANCE OVERVIEW CONTENT PERFORMANCE	Data compared	d to 1 Jan 2021 - 30 Jun 202	1 01/07/2021	- 31/12/2021	EXPORT		
 General View includes 786 workspaces and 1271 social 	Performance Overview Key metrics performance across all workspaces.							
accounts out of 1495 social accounts total	AUDIENCE GROWTH		(i)	IMPRESSIONS		i		
 789 Facebook Pages 2 Twitter Profiles 17 LinkedIn Companies 63 Facebook Groups 116 Google My Business Locations 284 Instagram Business Profiles 	+39,171 +6.95% 1	1,379,237 +81.29% 1		41,573,771 💽	98.39% ↑			
General View doesn't collect and aggregate data on Instagram personal and Google My Business.	Audience Growth ③ Number of fans gained across all workspaces for the selected period.							
SAVED DASHBOARD VIEWS	1.05K		(a.)	1	A			
CREATE VIEW +	700							
test	350							
Vacation Consultants All Pages								
Franchisee Center Facebook Business Pages	01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 01/07 02/09 02/07 02/09 02/07 02/09 02/07 02/09 02/07 02/07 02/09 02/07 02/07 02/09 02/07 02/09 02/07 02/09 02/01 00/000 02/01 00/000 02/000 0000000000							
Vacation Consultants: FB & IG	Total audience Facebook pag	e fans 🔵 Twitter followers 🔵 Linkedin f	followers 🔵 Facebook g	roup fans 🔵 Instagran	n followers			

By tracking social media and content performance in one single dashboard, the head office can now ensure that the visibility of agencies and Vacation Consultants is growing.



