



SOCIAL MEDIA INTERNSHIP PRESENTATION



INTRODUCTION

Omama Qureshi

UT // Social Team

Jennifer Mangold // Madison Masterson

AGENDA

1

**INFLUENCER
MARKETING**

2

**ALWAYS
ON SOCIAL**

3

**ANALYTICS
& TESTING**



INFLUENCER MARKETING

T H E M E S

THEME 2B: CREATORS

Create content to be
shared in Vrbo's channels

THEME 2A: INFLUENCERS

Create content to be
shared in influencer's
and Vrbo's channels

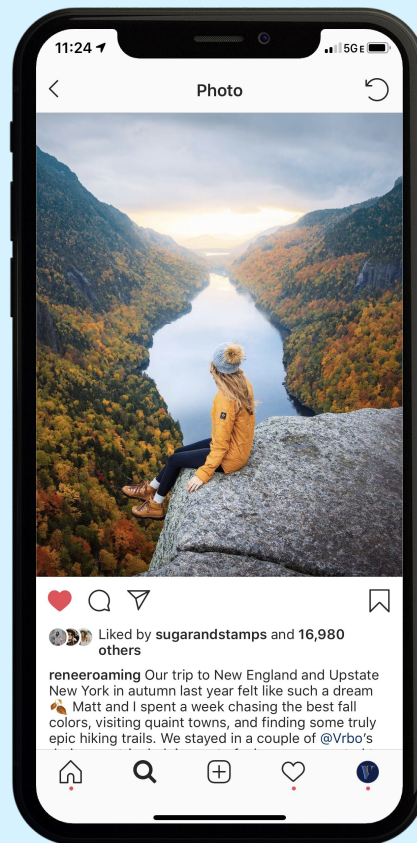
THEME 4: GIVEAWAYS

Travel credit giveaway
contests to grow fans



@withloveleena
 @chelsea.jean
 @reneeroaming

CONTENT



@daniel_keating
 @kytrisha
 @ohyeahem
 @soelsister
 @cherrielynn
 @ayda_june
 @danaberez
 @caitlin.teal
 @reneeroaming

GIVEAWAY

PERFORMANCE

3,149

FANS GAINED
FROM GIVEAWAYS

\$12,850

OF BUDGET SPENT
ON GIVEAWAYS

+\$12,500 on influencer trips

\$4.08

ON AVERAGE
COST PER FAN

**ALWAYS
ON SOCIAL**



ENGAGEMENT STRATEGIES

● INSTAGRAM

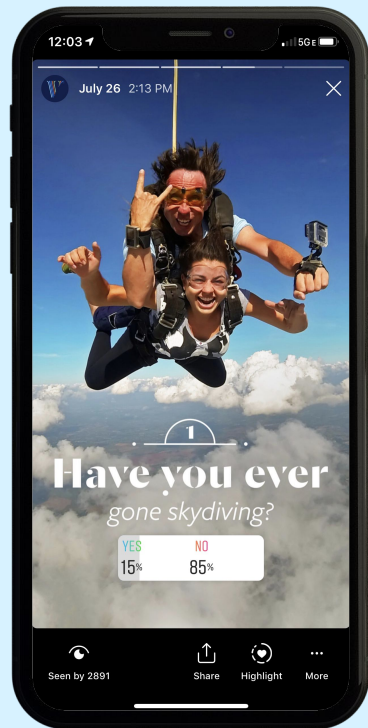
Drive engagement on IG stories and feed posts by making them more interactive with the fans

● FACEBOOK

Convert Instagram engagement tactics to better fit Facebook as a platform; Make posts more interactive with the fans

● PINTEREST

Optimize Pinterest by providing more content in covers; New and improved boards to expand audience and reach



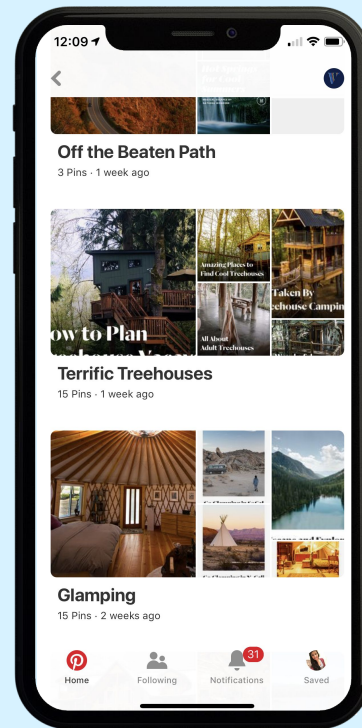
INSTAGRAM

TRAVEL QUIZZES
THIS OR THAT
NATIONAL DAYS
FINISH THAT LYRIC
BINGO CARDS
TRAVELER TUESDAYS
CAN YOU GUESS?



FACEBOOK

BINGO CARDS
CAN YOU GUESS?
POLLS
TRIP BOARDS
PERSONALITIES



PINTEREST

UPDATE BOARDS
NEW COVERS
NEW PINS
TRENDS
STRATEGY

PERFORMANCE

INSTAGRAM

107%
increase in
engagement

FACEBOOK

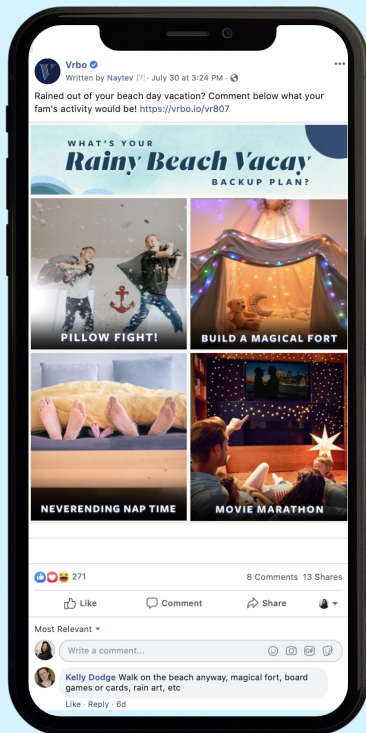
349%
increase in
engagement

PINTEREST

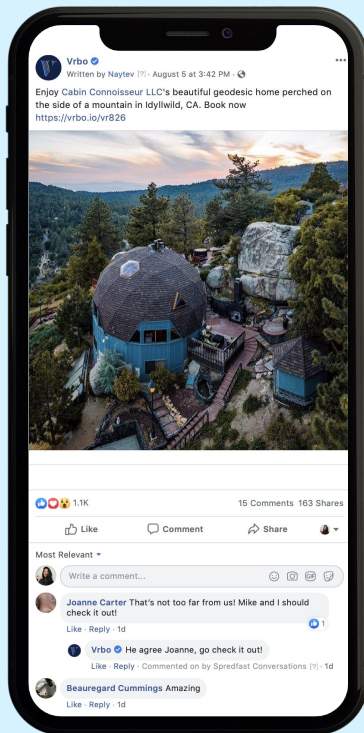
777%
increase in
engagement



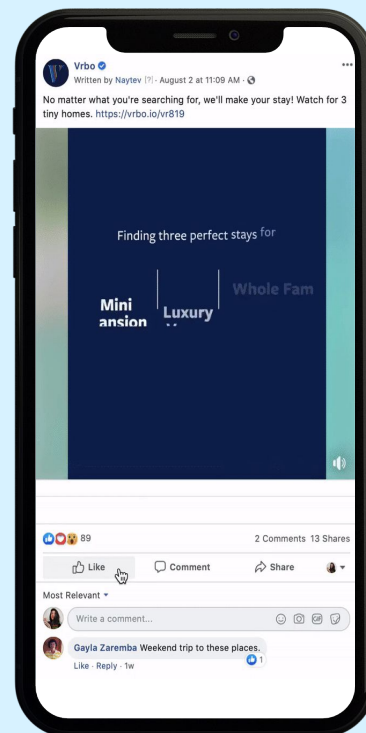
ANALYTICS & TESTING



Family Concepts
4 Sq vs. 9 Sq
Plan vs. Personality
Winner: 4 Sq Plan



Spaces Concepts
Outside vs. Inside
People vs. No people
Winner: Outside



Video Concepts
Title sequence
No title sequence
Winner: No Intro

THANK YOU

QUESTIONS?