

Where the Travel Industry and Travel Bloggers Connect
October 15 - 17, 2015

tbeX
The Future of Travel Media



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TBEXcon.com

Where the Travel Industry and Travel Bloggers Connect

October 28 - 30, 2015



Tweet Your Way To The Top

How To Become A Top Influencer In Your Field

Rachelle Lucas

TheTravelBite.com/TBEXTweetSheet

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What is influence?

Influence: (noun) in·flu·ence

The capacity to have an effect on the character, development, or behavior of someone or something.

Twitter & Travel

Building A Community

Results & Case Studies

Pricing & Negotiation

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TWITTER & TRAVEL



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How Is Twitter Still Relevant?



Twitter isn't where people hang out,
it's where people meet up.

Twitter is not a traffic driver, it's a storytelling platform.



Twitter works best when
you treat it as an event.



JOIN THE LIVE DISCUSSION

I'll be discussing "Why Sometimes You Need to
Fire Your Customers" today at 2:15 p.m. CDT on
#VirtualMentor.

*If you don't have the Periscope app, you can [download it here](#)
for free (there are versions for both iPhone and Android).*



Follow @michaelhyatt



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Following

We've teamed up with 24 people to take you on a global #24hPeriscope adventure. Find out more medium.com/@Skyscanner/24...



RETWEETS
77

FAVORITES
65



3:38 PM - 2 Apr 2015

Becki Enright, Istanbul, Francesca and 7 others



Enjoy The Social Serendipity Of Who You Might Meet



Twitter Chats



Conferences



Shared Experiences



Meet-ups



Live Tweet A Journey



Events



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BUILDING A COMMUNITY

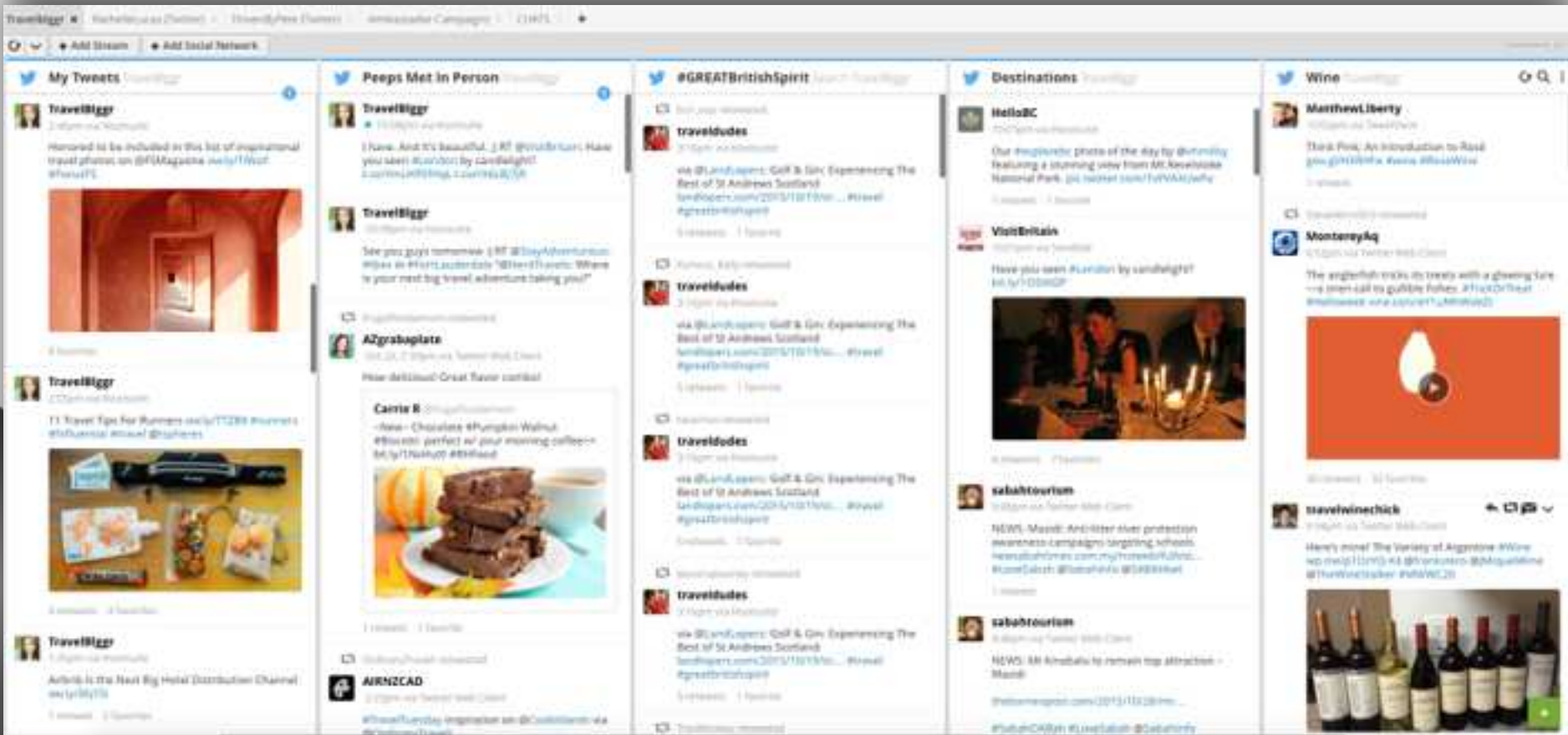


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Lists are your Twitter rolodex - build them!



The screenshot shows a Twitter profile for 'TravelBlgger' with several lists visible:

- My Tweets:** A tweet from TravelBlgger mentioning a list of inspirational travel photos.
- Peeps Met in Person:** A tweet from TravelBlgger mentioning a list of people met in person.
- #GREATBritishSpirit:** A list of tweets from travel bloggers like @traveldudes and @sarahblgr7, featuring photos of food and travel.
- Destinations:** A list of tweets from travel bloggers like @Hello2C and @VisitBritain, featuring photos of travel destinations.
- Wine:** A list of tweets from travel bloggers like @MatthewLiberty and @montereyiq, featuring photos of wine bottles and glasses.

Building Twitter Lists

-  Follow chat and event participants.
-  Create lists based on a variety of subjects that interest you.

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#TheVoice

#DWTS

#2BrokeGirls

#TheWalkingDead

#AmazingRace

#Vegas

#HIMYM

#CSI

#SharkTank

#TheGoodWife

#DowntonNight

#BigBangTheory

#NCIS

#Elementary

#H50

#Survivor

#BlueBloods

#CriminalMinds

#TBEX



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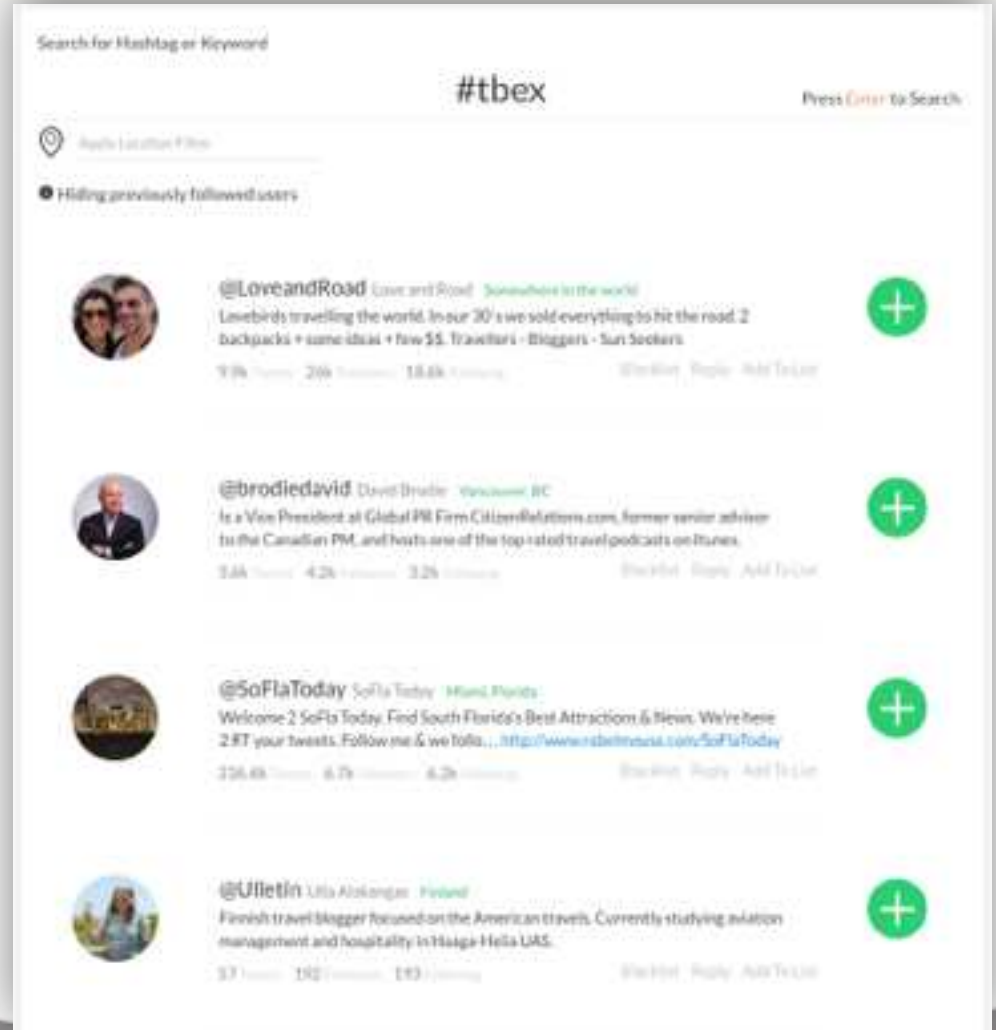
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Crowdfire.com



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Tools For Hashtag Following



Tweepi



Crowdfire



Untweeps



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People connect over
what they have in common.

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Rachelle Lucas @TravelBlggr · Jul 26

Slow start to the day. Still in my pajamas. Second French Press of coffee brewing. Cheers to Sunday mornings! ☕



TampaAdventureGroup

@TampaAdventure



Following

@TravelBlggr French Press is the only way to make coffee. Still building my coffee station.... Cheers!



Influence and trust are gained when there's personality behind the tweets.

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TRACKING RESULTS & GENERATING CASE STUDIES

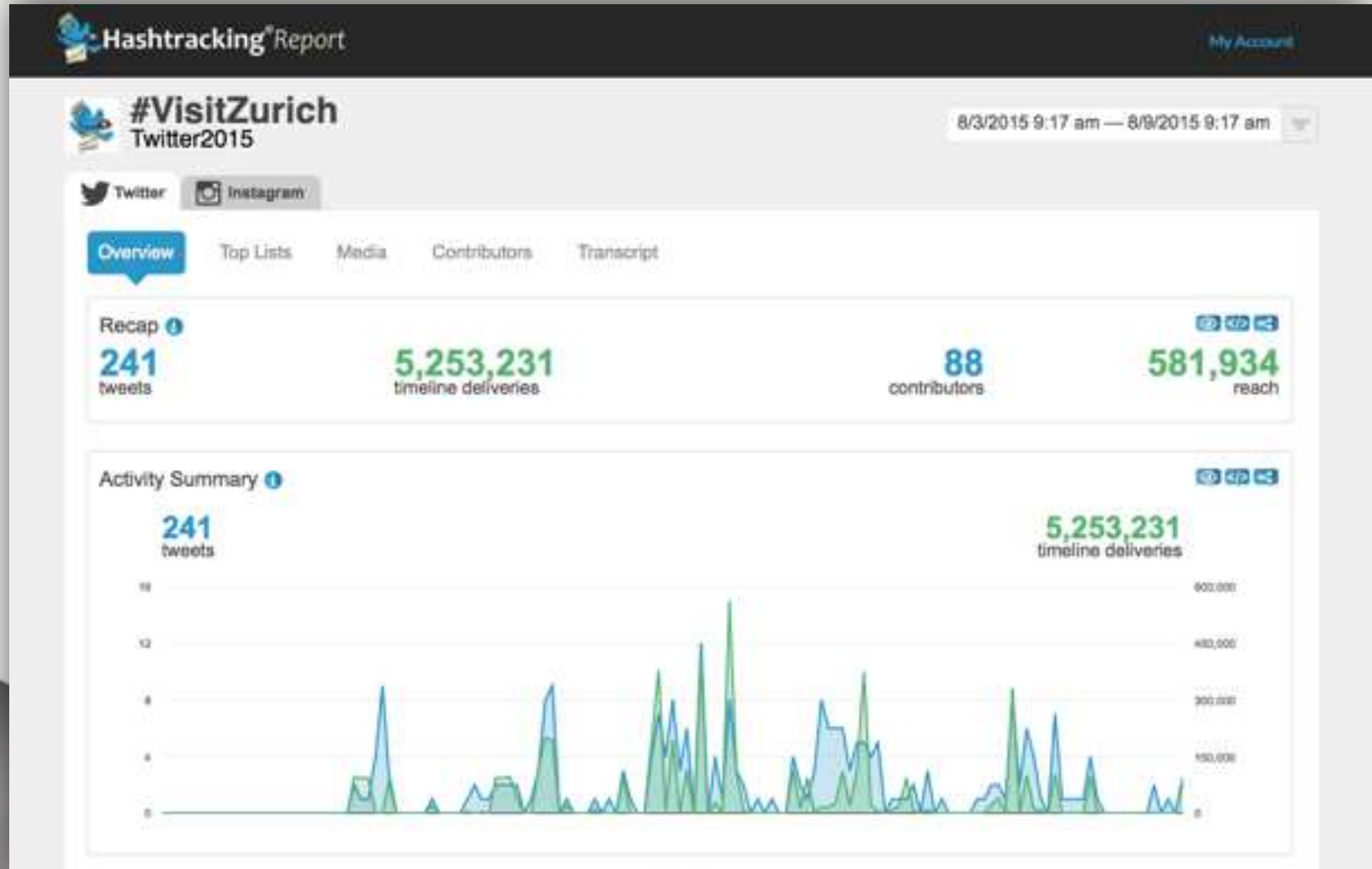


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Know Your ROO “Return On Objective”



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#VisitZurich
Twitter2015

8/3/2015 9:17 am — 8/9/2015 9:17 am

Twitter Instagram

Overview **Top Lists** Media Contributors Transcript

Most Popular

 Rachelle Lucas @TravelBlogg 131 Members + Retweets	 Zurich Tourism @zurich.ch 36 Members + Retweets	 Meg Green @meggreen 16 Members + Retweets
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Most Tweets

 Rachelle Lucas @TravelBlogg 46 Retweets	 Myndee Gilbert-Rivers @myndee2011 13 Retweets	 Julie Tran Daily @julietran101 13 Retweets
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Most Reach

 ExplorersWorld @ExplorersWorld 256,697 Reach	 Rachelle Lucas @TravelBlogg 93,212 Reach	 ExplorersWorld @ExplorersWorld 44,433 Reach
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Most Timeline Deliveries

 Rachelle Lucas @TravelBlogg 4,284,360 Timeline Deliveries	 Julie Tran Daily @julietran101 259,498 Timeline Deliveries	 ExplorersWorld @ExplorersWorld 256,697 Timeline Deliveries
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Track all hashtags you participate
in and save reports.

Tools For Tracking Hashtags

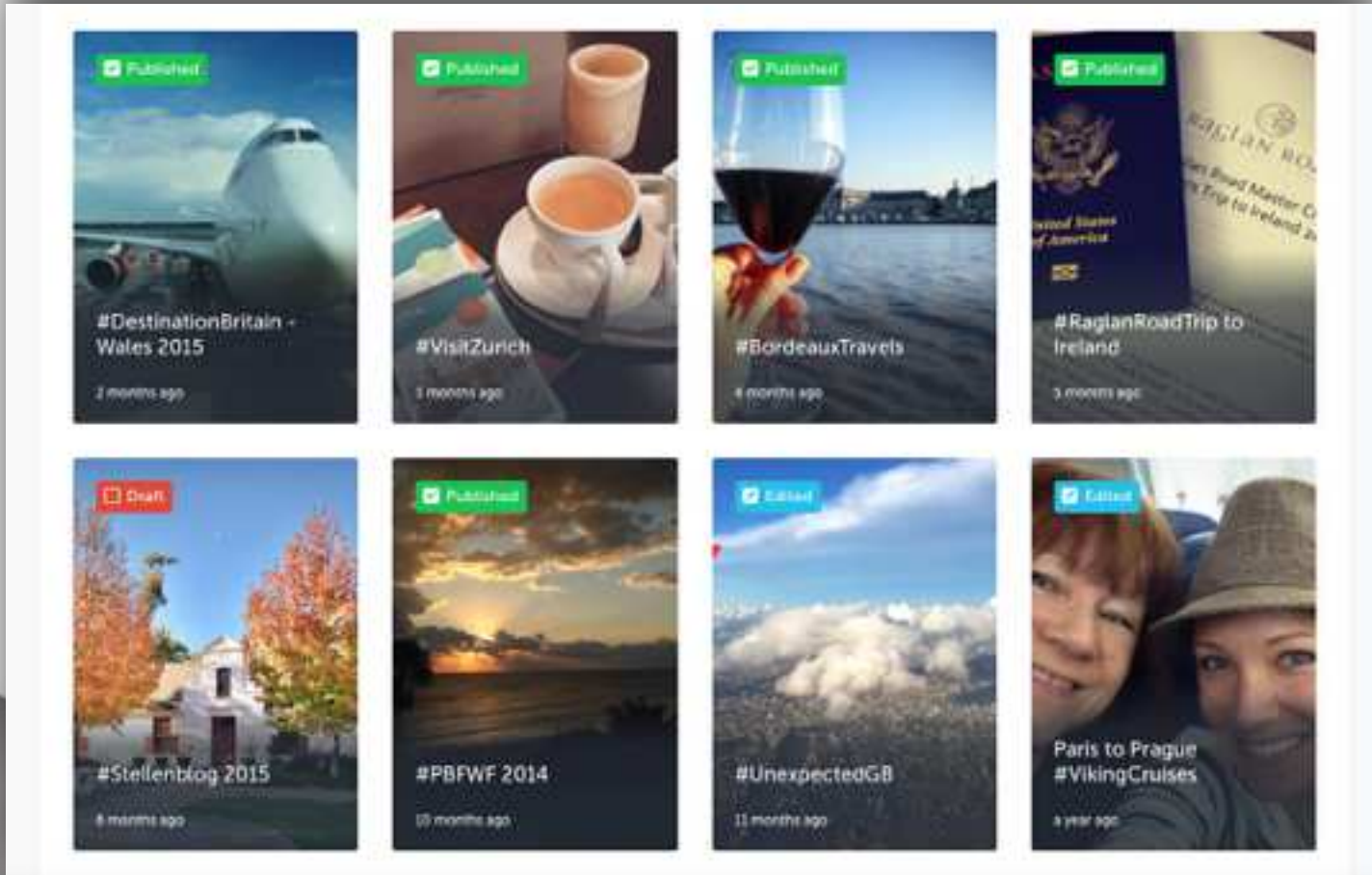
-  RebelMouse.com
-  Hashtracking.com
-  TagBoard.com
-  TalkWalker.com
-  RiteTag.com

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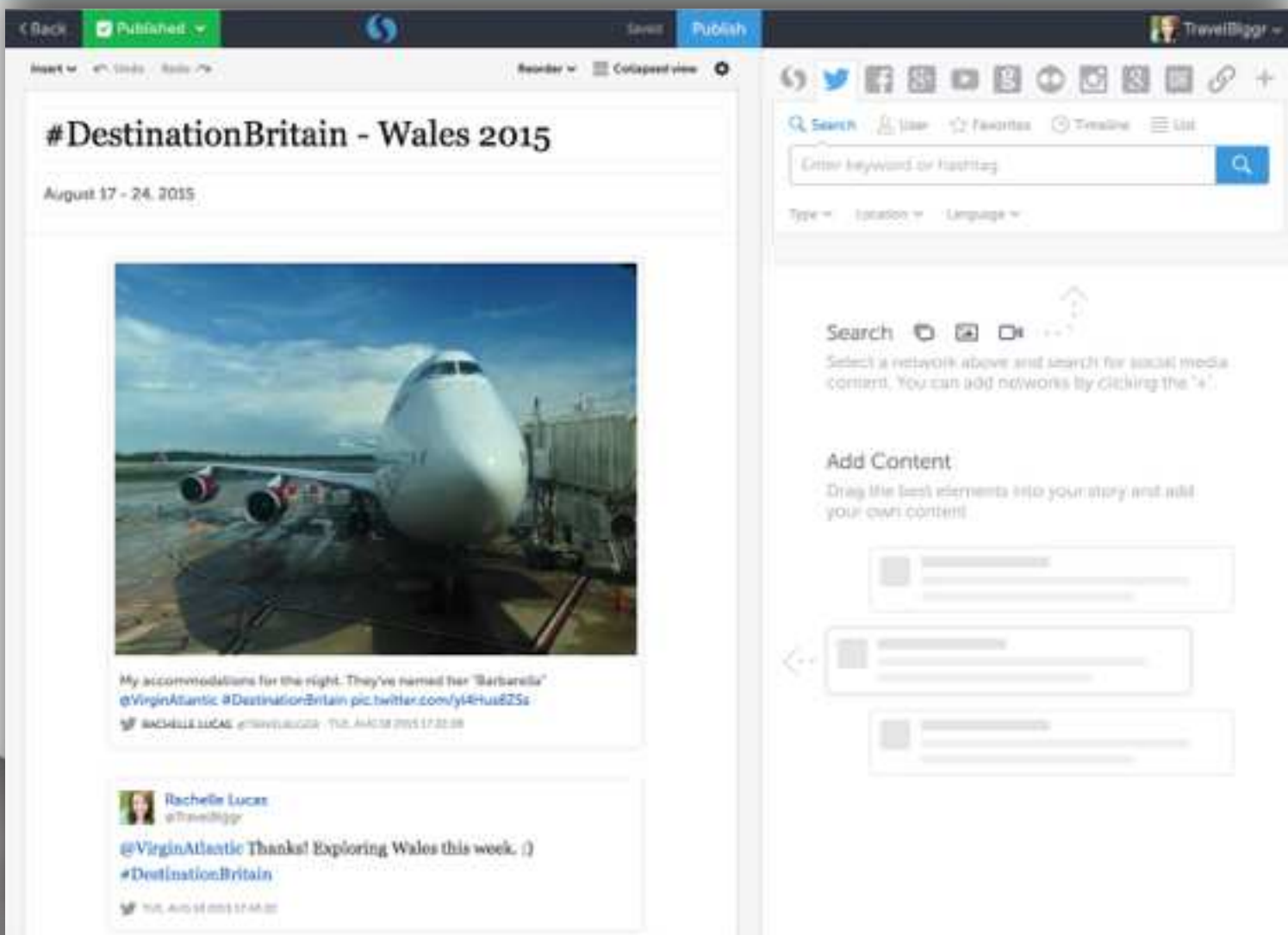
Storify.com



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The screenshot displays the TravelBloggr web application interface. The main content area shows a blog post titled "#DestinationBritain - Wales 2015" dated "August 17 - 24, 2015". The post features a photograph of a Virgin Atlantic aircraft on a tarmac. Below the image, the text reads: "My accommodations for the night. They've named her 'Barbarella' @VirginAtlantic #DestinationBritain pic.twitter.com/y14-tus8Z5s". The post is attributed to "RACHELLE LUCAS @rachelucas2015" and dated "Thu, Aug 13, 2015 17:22:08". A second tweet from "Rachel Lucas @TravelBloggr" is visible below, stating "@VirginAtlantic Thanks! Exploring Wales this week. :) #DestinationBritain" dated "Thu, Aug 14, 2015 17:44:00".

The right-hand sidebar contains a search bar with the text "Enter keyword or hashtag" and a search icon. Below the search bar are filters for "Type", "Location", and "Language". A section titled "Search" includes instructions: "Select a network above and search for social media content. You can add networks by clicking the '+'". Below this is an "Add Content" section with the instruction: "Drag the best elements into your story and add your own content". Three placeholder boxes for content are shown, each with a left-pointing arrow.



Vivienne Gucwa

@travelinglens



Following

In Troyes, France - staying at Le Champ Des Oiseaux. Charming!! #champagnetravels #francewinetravels #travel



RETWEETS
28

FAVORITES
105



12:35 PM - 14 Jun 2015



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PRICING & NEGOTIATION



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What's the value of a tweet?

Per Tweet: \$15 - \$300

Per Chat: \$200 - \$700

Day Rate: \$100 - \$500

When To Charge?



Pitch Back

Dear Brand,

Thank you for inviting me to participate in your chat/campaign. I love _____ (topic ... be genuine about it) and think this would really engage my followers.

What's your budget?

Sincerely,

Blogger

Long Term Relationships = Partnerships

Partnerships = Brand Ambassadors

Q & A



Rachelle Lucas

TheTravelBite.com

@TravelBlggr



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