



# Social Media Changing the Norm

## Trend Lines in the Hospitality Industry

Muriithi Ndegwa : MD, Kenya Tourist Board



KTB is ISO 9001:2008  
Certified Company





- Kenya Tourist Board is a State Corporation whose mission is to drive and support the effective Marketing of Kenya's tourism products professionally and transparently while enriching the lives of Kenyans and visitors alike

## **Vision**

- To achieve global recognition as an outstanding tourist destination

## **Mission**

- Drive and support the effective Marketing of Kenya's tourism products professionally and transparently while enriching the lives of Kenyans and visitors alike



KTB is ISO 9001:2008  
Certified Company





**Social media** includes web-based and mobile technologies used to turn **communication** into **interactive dialogue**.

[http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)



KTB is ISO 9001:2008  
Certified Company







# Social Networking is...

- World's Biggest Cocktail Party
- 2-way Conversation
- Virtual Community

Shift to computing on Mobile, is what has contributed to the growth of Social Networking



KTB is ISO 9001:2008  
Certified Company



# Popular Social Media Channels

*How do you choose which types of social media to get involved in?*



# Social Media Landscape







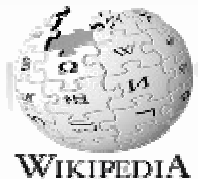
# Popular Social Media Channels

*Most likely you'll use a mix, but it depends on who you're trying to reach.*



KTB is ISO 9001:2008  
Certified Company





## Why ?

- To maximize favorable mentions of Kenya's tourism brands, product offer and web sites

## Advantage

1. low-cost route to increase awareness
2. Help attract visitors to our web sites..
3. Generate consumer data..
4. Specific target market reach



KTB is ISO 9001:2008  
Certified Company





# Build your Social Network

- Find influencers – eg Bloggers fam trip – Tembea Kenya
- Update often
- Add value (offer suggestions, help)
- Introduce, suggest & recommend – Real time



# A change for future business practice

- *PUBLIC RELATIONS (Online-PR)*
  - *CUSTOMER SERVICE*
  - *LOYALTY-BUILDING*
  - *COLLABORATION*
  - *NETWORKING*
- *CUSTOMER ACQUISITION*
- *RAISING BRAND EQUITY*





# *DON'T ASSUME SOCIAL MEDIA IS THE ANSWER TO EVERYTHING.*

*IF YOUR PRODUCT IS BAD, SOCIAL MEDIA WON'T FIX IT*

*REMEMBER ALSO WORD SPREADS VERY FAST...*

*NON RESPONSE COMPUNDS THE PROBLEM*



KTB is ISO 9001:2008  
Certified Company





# *WHAT SOCIAL MEDIA CAN FIX...*

- *CUSTOMER SERVICE (local companies that have adopted this include Safaricom)*
- *GENERATE REPEAT BUSINESS*
- *BE YOUR COMPANY'S WORD OF MOUTH (MOUSE)*



# ***BASIC RULES FOR SOCIAL NETWORKING...***

**1.LISTEN**

**2.ENGAGE**





# Follow us on:

- [www.twitter.com/magicalkenya](http://www.twitter.com/magicalkenya)
- [www.facebook.com/kenyatourism](http://www.facebook.com/kenyatourism)
- [www.youtube.com/magicalkenya](http://www.youtube.com/magicalkenya)
- [www.magicalkenya.com](http://www.magicalkenya.com)



KTB is ISO 9001:2008  
Certified Company







THANK YOU  
md@ktb.go.ke



KTB is ISO 9001:2008  
Certified Company

