How TravelMedia.ie Save Time and Rock Community Management

Founded in 2018, TravelMedia.ie is one of Europe’s leading travel media companies. They are a full-service agency in every sense of the phrase—with expertise in social media, public relations, marketing, events, communication within the travel industry for both trade and consumer clients. But, get this on; yes, they are a busy bunch.

Social media PR is a big focus for TravelMedia.ie. The team knows best practice when it comes to being able to define measurable results to their clients and exceed all expectations. All this work results in a social tool that empowering them to do client jobs with amazing results, and gives them the ability to quickly pull those results together into a comprehensive and attractive report.

Seems like we’re going with this Quote, right?

The Problem:

Managing a growing, diverse social client base with report generation that’s worthy of the results.

The social media services at TravelMedia.ie went from fast growth in demand into a problem set of problems: low visibility at first, and now walls becoming increasingly clear that the social tool they use currently wouldn’t be up to the task.

“We work with a wide range of companies in the travel industry, across many sectors, including tour operators, hotels, travel agents, airlines, airports, tourist boards, and OTAs. No two clients are the same in their needs, digital and communications requirements. The work we do for every client is different.” - Account Manager, Niamh O’Donovan.

Niamh’s concern was that TravelMedia.ie needed a tool that worked for a variety of different clients, the social management team used SproutSocial for a while, but as new clients came on, it prompted a review. As both would have it, managing director and founder of TravelMedia.ie Michael Collins, was introduced to Agorapulse’s CEO Domenico D’Amato; Social Media Marketing thrive by mutual friend Ian Chorley (marketbuzz).

After a short period of time with the Agorapulse tool, the whole team at TravelMedia.ie saw some rather noticeable and immediate benefits for their day to day social workload.

The Solution:

A timesaving social tool with the flexibility to manage a fast-scaling client base, and single-click reporting that would tease their dissolve.

With Agorapulse’s user-friendly dashboard, built specifically with teams in mind, TravelMedia.ie saved a notable improvement in productivity. Niamh told us that their social team is seeing a significant time every day using a single inbox to manage all of their social communications interactions and respond to them.

“On social media, our community manager is always on, they are always engaging with all comments, even more so now.” - Niamh O’Donovan.

Even more pleasing for the team are the tools themselves, which make up the Agorapulse suite.

“We also LOVE the publishing tool. Scheduling posts and seeing them all neat arranged in a calendar is one of our favorite things. The account integrations are also a great feature. It’s so handy to be able to see all comments straight away on your ads and engage.” - Niamh O’Donovan.

With Agorapulse continuously bringing in new features and fixes, a full-service agency should be able to count on a reliable social tool to help them manage their clients always working more. A huge thanks to the team at TravelMedia.ie for sharing their success with us.