





### How TravelMedia.ie Save Time and Rock Community Management

Founded in 2006, <u>TravelMedia.ie</u> is one of Europe's leading travel media companies. They are a <u>full-service agency</u> 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,) the list goes on. Yes, they are a busy bunch.



Social media PR is a big focus for TravelMedia.ie. The team means business when it comes to being able to deliver measurable results to their clients and exceed all expectations. All this work requires a social tool that empowers them to drop clients' jaws with amazing results, and give them the ability to quickly pull those results together into a comprehensing the comprehension of the properties of the and attractive report.

See where I'm going with this? Subtle, no?

#### 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 were fast growing in demand (not all problem seem like problems at first, ok) and it was becoming increasingly clear that the social tool they use in-house would make a big impact.

"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 media, digital and communications requirements. Th work we do for every client is different," Account Manager Niamh Waters emphasized.



The social management team used SproutSocial for a while, but as new clients came on, it prompted a review. As luck would have it, managing director and founder of TravelMedia.ie Michael Collins, was introduced to Agorapulse's CEO Emeric Ernoult at Social Media Marketing World by mutual friend Ian Cleary (RazorSocial).

After a bit of time with the Agorapulse tool, the whole team at TravelMedia.ie rather noticeable, and immediate, benefits for their day-to-day social workloar

### The Solution:

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

With Agorapulse's ultra user-friendly dashboard, built specifically with teams in mind, TravelMedia.ie could serve their total array of clients seamlessly and without the stress of jumping from account to account.

"The community management is amazing. You won't miss a comment and you cal engage with all comments very easily. The reports are also slick and informative."



Agorapulse offers a huge variety of social media marketing reports

As well as enabling them to more easily impress clients with all the metrics that matter, TravelMedia.ie saw a notable improvement in productivity. Niamh told us that their so team is sawing significant time every day using a single inbox to manage all their social communities' notifications and respond directly.

n more pleasing for the team are the tools then

"We also LOVE the publishing tool. Scheduling posts and seeing them all neatly arranged in a calendar is one of our favorite things! Ad account integration is also a great feature. It's so handy to be able to see all comments straight away on your ads and engage." Niamh happily told us.

Calendar	Scheduled	Queued To ap	prove Assigned	o me Published		
Month * (	March 2018	⑤ Scheduled				
MON	TUE	WED	THU	PRI .	SAT	SUN
[] Japan has just inve	• DO TOWN To Every Med	• 00:16am @ Webinar	• 12.21am / Facebook	• DETERM To Every Wed	• DLTGars El Every Hed	• 00 TEars [] Webinar W
					• ET33am / My fet Vis	
• 06:31am // Ladded a v	<ul> <li>ETITION &amp; My fet Vio</li> </ul>	• 05:29am // Google Ph	• STATION / Google Re	• cratum / Google Ph	ETStorn ⊞ Master Go	• existen [] Master Go
r5 more	+7 more	+17 more	+7 more	+3 more	+5 more	<3 more
1221am / YouTube L.	. 1221am / Stephen H.,	• 1221am / Has dope	. 1221cm / Are you on.,	. 1221am / YouTube L.	• 1221am / Samsung	· 1221am / 'StarCraft'
* \$1.53mm of These Page.	• 11:53 on of Samoung	· 0155am / These 9-ye	• 91.53cm of The 10 Bes	. Distance After Lasin	• \$1.53am / Why Deck.	· 01:53am of This Chef L
· CD-Clark // Here Com	· Stiction / Report Ap	· CO.CO. / YouTube L.	• STATION / Samoung	· DO-Clark / What's Hot	· Clickers of The Usah S	· DESTROY Stephen H.,
24 more	+20 more	+22 more	+28 more	+27 more	+26 more	425 more
• 0121am & 5 "mostalgi	• 1121am / Ameren w	• 0121am / Lipsyrein	· 1221am / Live High	• 1221am / Dropbes I	. 1221am / Could Calif	. 1221am / Drepbox L.
· Daniel House of	· 1253am / Are you on	. 00/53am / The 10 Bes	• 0153am / Comcast's	. Distance Best Home	• \$1.53am / Dropbox L.	. 01.53am / Best Home
* DESTROY / Saywhat?	• 10.03am // The 12 Bes	· cootend Sections	• SSICSon / Wash Tesl	• DECEMBER OF This Groce	• CLiClan / Best Home	• STATION / This Groce
31 more	+27 more	+31 more	+27 more	+25 more	+24 more	<28 more
1221am of Bill Nye Be	. 1221am of How adver-	• 1221mm/ Science Dr.	• 1221cm of Google up.	• 1221 mm of Facebook	• 00:10cm [2] Every Hed.,	• 1221am of Declutter
					• 00/27am / What to la	
• Clicitors of How adver-	. Ith Class of Apply's this	. Obdamed Howadeer	• STiction // Facebook	. Clubbas of Nimbus D.,	. CT Ofers of Elen Mark	. 13 (Dam of Apple last

With agency life continuously bringing tos and fros, a full-service agency should be able count on a full-service social tool to help them leave their clients always wanting more. A huge thanks to the team at TravelMedia.ie for sharing their success with us.