

CASE STUDY:

Increasing Audience Engagement for Teletext Holidays with User Generated Content

Teletext Holidays wanted to deliver even more engaging and personalized experiences to their audience. They were already using The Message Cloud, but turned to the SmartFocus user generated content (UGC) solution, Smart Content, to enhance their own brand content.

As the longest established digital travel agency in the UK, Teletext Holidays have been providing great value holidays for over 20 years. Last year nearly 300,000 customers chose to travel with them thanks to their huge choice of hotels, airlines and holiday deals.

Client Challenges

Teletext Holidays wanted to be able to offer their customers and prospects more engaging content:

- They wanted to automatically find, create and publish UGC content to engage and convert customers
- To keep social posts across all channels up to date instantly, managed from one central location
- To achieve more authentic, personalized and connected customer experiences
- To boost engagement levels
- To increase email conversion rates
- To include highly trusted user content across all channels
- To enable the creation of hyper-personalized email campaigns

SmartFocus were able to deliver the solution for Teletext Holidays, using Smart Content within The Message Cloud.

The Results

What we have delivered:

Smart Content allows Teletext Holidays to send highly engaging emails that include up-to-the-second UGC.

- UGC is 50% more trusted than any other content (Ipsos MORI)
- Engagement rates increased by over 2x using UGC in email (Teletext Holidays)
- Conversion rate is nearly 6x higher for content marketing adopters than non-adopters (Aberdeen Group)
- 70% of consumers place peer recommendations and reviews above professionally written content (Reevoo)

Features available to Teletext Holidays now include:

Social feeds set-up

Teletext Holidays are able to create rules and filters against automated content feeds, so only relevant content is included. A wide variety of social feeds can be used for UGC, including Facebook, Instagram, Pinterest and Twitter.

Curating and managing content

Content from social feeds is reviewed by Teletext Holidays and used alongside their brand materials, amplifying its impact. The social content can then be scheduled for when they wish to post it. This reduces the time involved in curation whilst still keeping their emails and website up-to-date with the most engaging content.

Shortlisting, scheduling and publishing content

All UGC content can be shortlisted and previewed for further consideration or approval at a later date by Teletext Holidays. Agreed content can be published, unpublished and deleted by them at anytime. Their chosen content can also be scheduled to be automatically published at any date and time.

Adding social content to email campaigns

Teletext Holidays can now add social content into email campaigns through the Social Grid, Social Posts and Social Feeds widgets in The Message Cloud. These directly pull in approved social content.

teletext holidays

Search for holidays

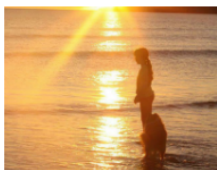


Win 7 nights All Inclusive in St Lucia! Enter below!

We've spent our summer celebrating the best of Britain's holiday habits and so far you've sent in some fantastic quirks of your own! Our #MyHolidayHabits competition is coming to an end, so if you haven't captured your quirk on camera then it's time to start snapping!

Check out some of our best entries below...

#MyHolidayHabits - Entries!



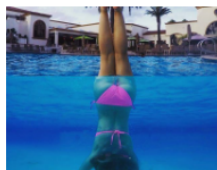
Karen's #MyHolidayHabits is enjoying a walk along the beach

teletextholidays
07/07/2016



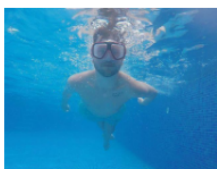
Daley's #MyHolidayHabits is practising his cannonball. Tell us

teletextholidays
14/07/2016



Natacha's #MyHolidayHabits is doing head stands in the pool.

teletextholidays
18/07/2016



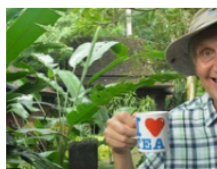
Wade's #MyHolidayHabits is spending too much time in the

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09/07/2016



Neil's #MyHolidayHabits is always finding time for a cuppa.

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19/07/2016



Neil's #MyHolidayHabits is always finding time for a cuppa.

Teletext Holidays
22/06/2016



ENTER TO WIN



Give us a call
Talk through your dream holiday



Customise
Holidays tailored to your needs and budget



Get recommendations
Tap into our 20+ years of travel experience



Relax
We search, you sunbathe

Let's stay in touch!

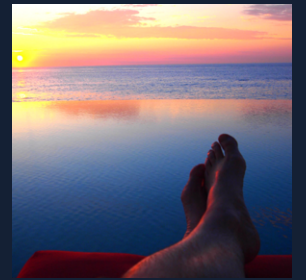


Content insight and analytics

The brand can now analyze and understand content performance and engagement, plus all content trends, through custom reporting directly from the approved social content.

UGC = Increase in Engagement

Teletext Holidays used Smart Content to add UGC into their email and social campaign #myholidayhabits and immediately achieved 2x engagement rate increase



“Since using Smart Content, we have seen an unprecedented 2x increase in customer engagement in our campaigns. My team and I are now able to use up-to-the-second user generated content from all major social channels including Facebook, Instagram, Pinterest and Twitter to populate our emails with truly personalized, highly engaging content for every user on-open.”

Kelly Maher, Head of CRM,
Teletext Holidays

This increase in engagement rate is in addition to major growth the brand have already experienced since using The Message Cloud. Teletext Holidays report that sending personalized emails have improved their relationship with customers, and results have dramatically improved as a result.

About SmartFocus

SmartFocus is an innovator in messaging and communications. The Message Cloud solution enables our customers to better understand and connect more closely with today's connected consumers. To find out how SmartFocus can contextualize your digital marketing, get in touch at smartfocus.com/more/contact