



# digitalvisitor

social media innovators



**solutions and services  
at the core of your  
social media strategy**

creators of

**visitorreview**

# about us

Digital Visitor deliver innovative **social media solutions, social media services** and **video production services** for organisations big and small across the globe.



Our **solutions** and **services** will revolutionise the way you can communicate with your audience and the way they interact with your brand and website. We make it

easy for your organisation to communicate your message and brand across popular social media channels to **raise awareness about you** and **drive traffic to your website**.

Our solutions have proved to deliver **longer browsing times, greater traffic from social media websites, repeat visits, higher visitor loyalty, increased trust, increased enquiries** and **much more...**

Whether you're looking to build **your own online community, gather content** or simply add to your **current web presence**, Digital Visitor has a solution to fit your needs....

## Proudly working with



# Our solutions and services

## visitorreview

**Visitor Review** is our **award winning review and online community solution** that can be seamlessly integrated into **your OWN website**.

It enables your visitors to **contribute photos, videos and reviews** to your website; **engage** with other members through discussions around your products and services; **share experiences with over 300 social media channels**....all whilst building a **loyal online community** under your own brand.

**Visitor Review is based around 3 key features....**



Drive repeat visits and build customer loyalty by allowing your online visitors to follow or subscribe to **your** services / products or even members they are interested in



Engage and interact with your online visitors by enabling discussions about your specific products and services and providing them with the opportunity to talk to you



Gather content such as videos, photos and text reviews from your online visitors. This content can then be displayed throughout your website to encourage bookings

The **Watch, Discuss** and **Review** features can be **integrated anywhere throughout your website** OR as a **separate website**, branded for you, that links your content to relevant pages on your own website. Either way, each method **uses your own company branding** to ensure a seamless visitor journey. To read more about our integration options, see page 10.



## Social media services

Not only can we help you gather reviews and build an online community on your own website; we can also provide **strategies** and **services** to help you **grow your community** by tapping into over 1 billion members on social media sites such as Facebook, Twitter, YouTube, LinkedIn, Quora, FourSquare, relevant blogs, forums and many more...

## Video production services

As one of the largest providers of video production in the UK for the tourism and leisure industry, Digital Visitor has created hundreds of videos for some of the best brands. We provide **quality, cost effective video production services** for organisations including; Corporate Video Production, Hotel & Accommodation Video, Visitor Attractions, Destination Video, Restaurants, Events and Festivals, Conference Venues, National and International Tourism Organisations.

To find out more about our video production services, call **+44(0)1179 055 195** or email **production@digitalvisitor.com**



# Why create your own?

A simple way of increasing customer engagement with your business is to encourage customers to spend time on your website. **Social media** and **online communities** are great for doing this and our easy to integrate **Review, Watch** and **Discuss** features are the most efficient and effective ways to do this using your own website and brand.



They will make your website “stickier” by increasing the length of time people spend on your site, and the frequency at which they return.

Social media and online communities also allow you to build a relationship with your customers, increasing brand loyalty and trust, whilst encouraging brand advocacy.

At the moment, the **KINGS** of social networking are Facebook, Twitter, YouTube etc but what will it be in five years? Of course, there is an excellent opportunity for organisations to find and communicate with their target audiences on these already established social networking sites, **BUT** are you missing a trick by not creating your very own online community, under your own brand, which **YOU** control and **YOU** can reap all the benefits...

Review

## feature

### Upload videos, photos and comments

Your online visitors can quickly and easily upload videos, photos and comments to enhance your website

### Share content

You and your visitors can share content added to your website with other social networks such as Facebook, Twitter, YouTube etc helping to spread your message and drive traffic back to your website

### Encourage conversions

Showing relevant reviews against your products and services can quickly increase your online conversions

### Download images and videos

You can download any images or videos for your own use in future marketing

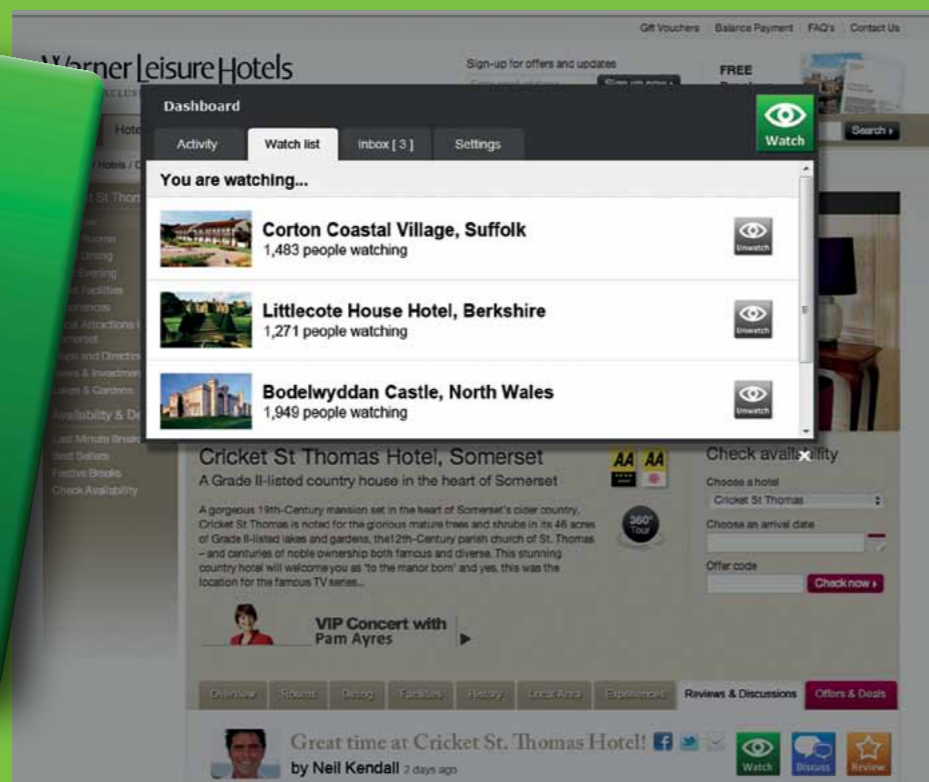
### Increase browsing time

Incorporating inspiring user generated content on your website dramatically increases the browsing time on your site and encourages conversions

The screenshot shows the Warner Leisure Hotels website interface. At the top, there's a navigation bar with 'Home', 'Hotels', 'Discover Warner', 'Experiences', 'Strictly Come Dancing', 'Offers', and 'Book Now'. A search bar is on the right. Below the navigation, the main content area features a large image of a hotel room with a fireplace and a table. The text below the image reads 'Cricket St Thomas Hotel, Somerset' and 'A Grade II-listed country house in the heart of Somerset'. There are 'AA' and '360° Tour' icons. A 'Check availability' section is on the right. Below this, there's a 'VIP Concert with Pam Ayres' section. The main review is by 'Neil Kendall' 2 days ago, titled 'Great time at Cricket St. Thomas Hotel!'. It includes 'Associated media' with several small images and a video player. The review text says: 'This was our third visit to a Warners hotel, and whilst we enjoyed the other two this one was definitely the best. We were just in a basic room but it was clean, comfortable and had almost everything we needed - with the exception of a safe, as I don't like having to carry my valuables around with me. We had a patio door with a table and chairs outside, which was lovely even though we looked out onto a wall! We didn't mind as we didn't spend a lot of time in the room during the day. The hotel and grounds are wonderful, I particularly enjoyed a couple of early morning walks. There was hazy sunshine, birds singing, daffodils in full bloom... Heaven.' Below the review are two comments: one by 'Mike Hessey' 2 minutes ago and one by 'Jo Petheram' 9 hours ago. The page also has a 'Reviews & Discussions' tab and a 'Check Availability' button.

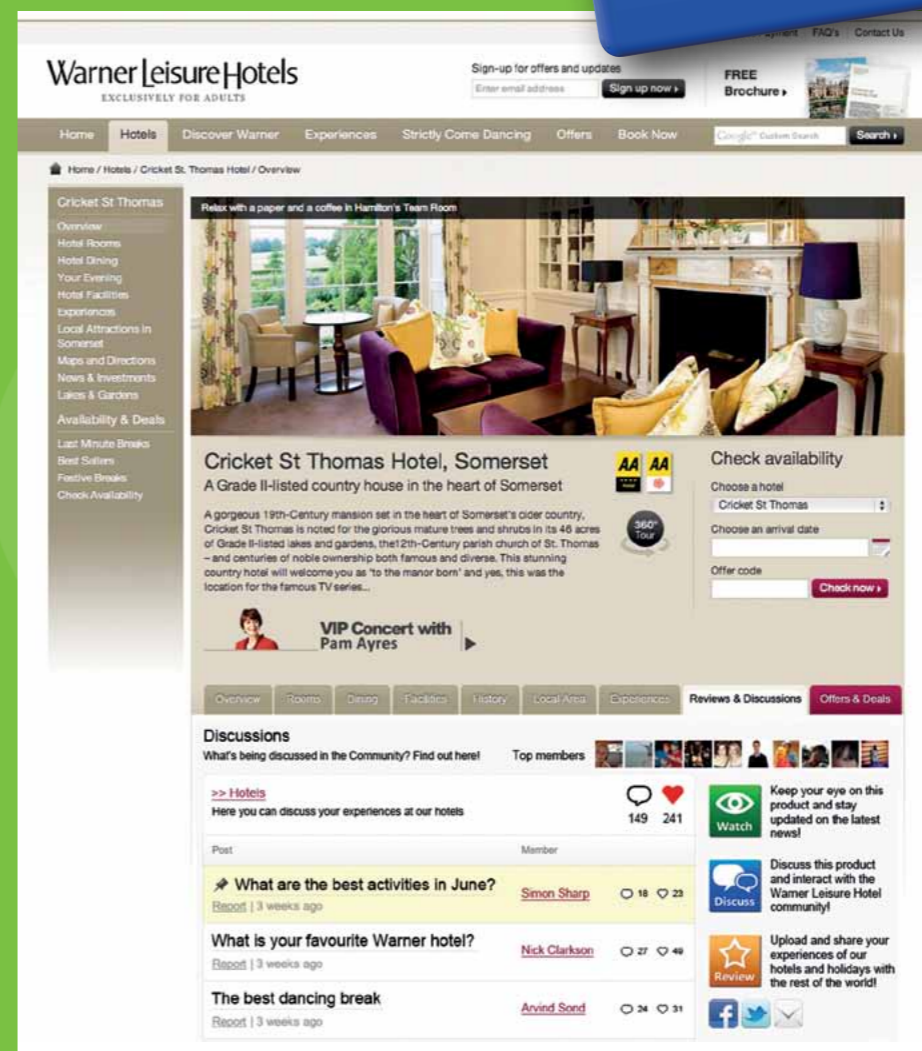
# online community features

The **Watch** and **Discuss** features form part of our **online community solution**. These aim to encourage interactivity and engagement with your brand whilst increasing trust and loyalty.



Members can choose to **watch your products, services or members**. This then 'pushes' information to them via their profile. For example, if a member was interested in all posts about Cricket St Thomas Hotel, any information added about this, such as a review, a discussion or comment, will **automatically be sent to their profile**. This can also provide you with **valuable information for targeted communications**.

Members who are "watching" certain products or services can be sent a weekly or monthly summary email to encourage them to **return to your website**.



## feature

● **Encourage and Join in discussions**  
Enable your customers to start or join discussions about your products and services or wider topics that can influence your business and drive new customers

● **Grow your community**  
Use discussions to help grow your own community

● **Build Loyalty**  
Encourage discussions about your products on relevant pages to help foster a greater brand loyalty

● **Prominent communication from your brand**  
Using 'sticky posts' you can deliver important messages to your community with maximum exposure

● **Member activity feed**  
Each member can view their activity feed that features updates on any discussion they are a part of

# integration options

There are a number of ways **Visitor Review** can be **integrated into your website** to ensure a **seamless visitor journey**.



## Option 1: A

We can create a website to match your brand which links to all the relevant pages of your current website from a unique url. E.g [www.yourcompanynamecommunity.com](http://www.yourcompanynamecommunity.com)

## Option 2: B

We can embed Visitor Review seamlessly within your own website. Our Watch, Discuss and Review buttons can be added on any page, transforming your website with engaging and relevant content on each individual page.

# social media services

**Digital Visitor** also provides expert **social media services** to help you **grow your own online community** and **social media presence**.

Using our integrated Visitor Review solution at the CORE of ALL your social media activity, the Digital Visitor team will ensure that your brand and any inspiring content is **sent to as wide an audience as possible**.

Sharing content gathered on your website to other popular social media sites such as Facebook, Twitter, YouTube and LinkedIn can generate additional visitors to your website. On average, across our solutions, sharing just one good bit of content per day to your company Facebook page will drive 2.5 times your 'fans' per month back to your own community and website.



## Our approach to social media strategies;

- **Define Business Objectives:** The starting point of all strategies! What are you trying to achieve & why?
- **Audit:** What is currently being said about you in the social media world?
- **Competitor Analysis:** Who are your competitors? What are they doing in the social media world? How can you do better?
- **Social Media Channels:** What are the best channels for you? How can you get your message out as far and wide as possible?
- **Content Plan:** What are your messages going to be, reviews, offers, competitions, videos, articles, blogs, photos, press releases?

- **Distribution:** How can you maximise each of your chosen social media channels?
- **Activity Schedule:** What do you say on what channel and at what time?
- **Monitoring & Moderation:** Real time monitoring to alert you to what is being said and advice on how to respond
- **Required Resources:** How much time should you / can you spend on social media each month? What resources do you have/ will you require?
- **Reporting & Review:** Each month - how are you doing with your social media activity? What is working and what isn't?

Once we have created your strategy, you can either implement this yourself in-house and **do-it-yourself** OR **we can do it for you!**

"Visitor Review has enabled us to really make the most of gathering content from all over the country – from the smallest of visitor attractions to our world known heritage sites. These user-generated videos, photos and reviews of Britain have helped to encourage even more people to visit"

**Justin Reid, VisitBritain**

"VJVLounge has become a valuable and informative community whereby existing Voyages Jules Verne travellers can re-connect with each other and share travel experiences. We have seen some excellent reviews added which has generated comments from other members, and in some instances the reviews have actually helped prospective customers make their decision to book!"

**Prini Patel, Voyages Jules Verne**

"Using the Visitor Review community solution, we hope to take our relationships with our guests to another level. By providing an area on our website, under our own brand, where our guests can interact with our teams, with other guests like them, or guests they have met, we will be able to gather invaluable information from them whilst highlighting the vast experiences and activities we have to offer".

**Angela Fenocchi, Warner Leisure Hotels**

Find out more about how our solutions and services can benefit your organisation;

Call us on: **+44 (0)117 9055 195**

Email us: **info@digitalvisitor.com**

Go online: **www.digitalvisitor.com**

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