

Case Study

Client: Oceania Cruises (www.oceaniacruisies.com)

Case Study Term: September 2009 – June 2010

Background

Oceania Cruises is one of the premier luxury cruise lines in the world specializing in serving experienced and savvy travelers. Oceania hired Internet Marketing Inc. to build a social media plan and provide guidance and consulting along the way. A large portion of Oceania's business is driven by travel agents who pursue their own methods of marketing and social media engagement. The company also had many Facebook pages and groups that we not controlled at a corporate level. They need a consolidated approach and guidelines for success moving forward.

The Goal

To design a social media plan and employee handbook that could be used to execute social media marketing strategies internally.

The Strategy

The strategy started with four weeks of discovery, marketing research, competitive analysis, and social media plan development. The social media plan would incorporate all research findings, social media channels and how to use them, an editorial calendar, social media content development guidelines, and an employee "handbook" for engaging in social media. Once the plan was finished, IMI would act as a consultant and help Oceania execute the plan. The strategy included the following:

>> **SOCIAL MEDIA PLAN DEVELOPMENT**
>> **SEO CONSULTING**

>> **SOCIAL MEDIA CONSULTING**

The Results

The results were fantastic and have helped Oceania reach record levels of Facebook engagement. The company now has a solid platform for interacting with customers and travel agents worldwide as well as a channel for sales and promotions.

The final plan was essentially a 60 page business plan for social media

Execution that included:

- *Market Research*
- *Identification of Key Platforms*
- *Identification of Key Stakeholders*
- *Social Media Content Guidelines*
- *Editorial Calendars*
- *Employee Guidelines*

Phase One – *Build the Plan*

Phase Two – *Ongoing Consulting with Weekly Meetings & Deliverables*

Phase Three – *Regular Recommendations for Innovative Social Media Engagement Ideas*

Oceania started with approximately 350 fans and now have over 12,500 with incredible levels of customer interaction. With IMI's guidance, Oceania has run many successful contests and regularly sellout cruises months in advanced.

