

Digital Planning Products

Manchester Airport Twitter Case Study



KMP Digitata

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KMP have been digital partners with Manchester Airport since 2000. Recent discussions between KMP and various departments at Manchester Airport have focused on how KMP's knowledge of Social Media in general and Twitter in particular could be used to best serve Manchester Airport and its customers, focusing especially on its summer retail campaign.

The brief:

Manchester Airport requested that KMP design a solution to take advantage of the real-time micro blogging capabilities of Twitter in order to engage their customers in a number of ways;

- To promote the re-launched retail facilities within the Airport
- To enable the Airport to communicate directly with an audience from a wide age group within its target market.
- To provide useful functionality and information to Twitter users
- To reach new markets who previously had no exposure through traditional channels.



The KMP Solution

KMP devised and built two Twitter applications that aimed to encourage new followers and then provide them with long-term value.

Application 1: Follow for vouchers; Re-tweet for Prizes

As Manchester Airport was new to Twitter, it was important to generate as much interest and as many followers in the initial stages as possible.

Everyone likes things for free, so as an incentive to attract followers and promote Manchester Airport's retail and catering outlets, KMP built a Twitter application that encouraged its customers to 'follow @manairport for vouchers and re-tweet for prizes'.

People arriving at manchesterairport.co.uk/ Twitter are invited to connect with the application to confirm they are following @manairport and are then given access to 5 special discount vouchers. To spread the message further the follower is then invited to tweet a prepared message to be included in a prize draw for chance to win £500 worth of goods from Manchester Airport retail plus a stay in a hotel and free airport parking.

Application 2: Live Flight updates via Twitter

While building up the Twitter followers through incentive based viral marketing, KMP put the finishing touches to an application that would continue to benefit the followers of @manairport long after the vouchers had been redeemed, providing live flight information for all flights in and out of the airport.

RT @markpositive: I Just DM'd @manairport my flight number and they'll keep me updated on Twitter with news about my flight. Cool!
3:59 AM Aug 25th from TweetDeck

As Manchester Airport are continually devising ways to improve the customer experience, this application was designed to not only benefit travelers, but also people dropping off and picking up.

- The user, if not already, follows @manairport and is followed back. This is important as the service uses direct messaging and relies on information being passed back and forth between customer and Manchester Airport, you can only send DMs to users who are following you.
- They then send a DM containing the flight number, confirmation and a flight status update is received immediately or as soon as the app can retrieve it.
- The application uses the same information as the Arrival and Departure boards. As long as your flight is due to arrive or depart within 12 hours, the app will have the information, if it doesn't, a link to the full flight list is sent instead.
- The user will then receive an update by DM every time the status of the flight changes until the plane has either taken off (departures) or the passengers are collecting their baggage (arrivals).
- If they wish to stop receiving updates before then simply send a DM with the word CANCEL.

Although KMP was happy to set up and manage both campaigns in the initial launch and development periods, we felt it was important that Manchester Airport continued to build and sustain the relationships in the long run. This would not only ensure that any future offers or promotions could be sent out to all followers with immediate effect, but it would also allow the Airport to find their own voice within this social media space and engage in real time with their customers.

The Results

At the time of writing, 1 month since KMP launched the Twitter account, @manairport has attracted over 700 followers (August 2009), with 300 of these being in the last 5 days since the launch of the applications.



<http://Twittercounter.com>

As the campaign matures we will be able to assess the followers' interaction with Manchester Airport, including number of followers that came via each application, the number of voucher RT's, the number of vouchers redeemed etc.

However, the campaign has caught the attention of the media, filling numerous column inches, both locally and nationally, including New Media Age, Revolution Magazine, Opodo and How Do. Most importantly though, it is the followers who will determine the ongoing success of the campaigns, through tweets and re-tweets they will be the heartbeat that enables it to grow.

