

ISTRIA GOES SOCIAL

WRITING A STRATEGY AND GETTING DOWN TO
BUSINESS





ISTRIA GOES SOCIAL

WRITING A STRATEGY AND GETTING DOWN TO BUSINESS



3 STEPS TO SOCIAL HAPPINESS

- What were we thinking?
- How did we do it?
- Heading to the future



WHAT WERE WE THINKING?



THIS IS ISTRA

WEBBING
RANK: 13

facebook

lonely planet

BEST IN TRAVEL 2011
TOP-10-REGIONS

Istra

Wall

Info

Friend Activity (1+)

Photos

Twitter

YouTube

About

Istra. Green Mediterranean.
www.istra.hr www.istra.com
www.twitter.com/ist...

More

1,305
like this

10
talking about this

Likes

Valamar Hotels & Resorts

Croatia

Istraturist Umag
- Hotels Resorts
Campsites

Arenaturist

Istra Istra
Non-Profit Organization

Wall

Istra Istra - Everyone (Most Recent)

Share: Post Photo Link

Write something...

lonely planet Istra Istra

Oliver Dragojević i Stjepan Hauser nastupit će 19. prosinca u Istarskom narodnom kazalištu u Puli gdje će promovirati zajednički album "Noć nek' tko svira".
Istra, Croatia - Oliver Dragojević & Stjepan Hauser performing in Pula on Dec 19th!

Like · Comment · Share · Monday at 11:54am · ☺

4 people like this.

1 share

Write a comment...

lonely planet Istra Istra

Franko Lukež dobrih nagrade Zlatna koza – Capra d'oro 2011
http://www.istra.hr/hr/ostalo/pr/priopcenja/280-ch-019l_ovor=1

ISTRA | Priopćenja | Press (PR) | ostalo
www.istra.hr
priopćenja, pr, 2009

Great feedback

Like · Comment · Share · December 2 at 9:25pm · ☺

7 people like this.



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Istra Istria
Non-Profit Organization

Wall

Istra Istria - Everyone (Most Recent)

Share: Post Photo Link

Write something...

lonely planet

Istra Istria

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THIS IS ISTRA

WEBBING
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The screenshot shows the YouTube channel page for IstraCom. At the top, the YouTube logo and search bar are visible. The channel name is "IstraCom * www.istra.com *" with a "Pretpisani ste" (You are subscribed) button. The channel has 13 subscribers and 41,289 video views. The main content area is titled "Aktivnost korisnika IstraHr" and lists several videos:

- Scottolier vSystem California Spec Chain Oiler** by **wbwvids** (2:14)
- Rabac Labin Istria Voga Teleferika** by **IstraHr** (Broj prikaza: 249) (3:31)
- regata labin** by **IstraHr** (Broj prikaza: 81) (4:58)
- 9. moto susret Staaari rokeri - Umag - 2010** by **IstraHr** (Broj prikaza: 2,173) (6:28)
- Sadnja drva mira - Umag - 2010** by **IstraHr** (Broj prikaza: 164)

On the right side, there is a section "O kanalu IstraCom * www.istra.com *" with a description: "ISTRIA Croatia - You Tube Official Channel of Istria Tourist Board - www.istra.com". Below this is a "Postavite komentar kanala" (Post channel comment) section with a text input field and a "Postavi" button. Further down, the "Autor" (Author) is listed as "IstraHr (Blokiraj korisnika | Pošalji ponuku)" and the "Posljednja aktivnost" (Last activity) is dated "23. 08. 2011.". The "Datum pristupanja" (Access date) is "8. 08. 2008.". A "više" (more) link is also present.



THIS IS ISTRA

WEBBING
RANK: 13

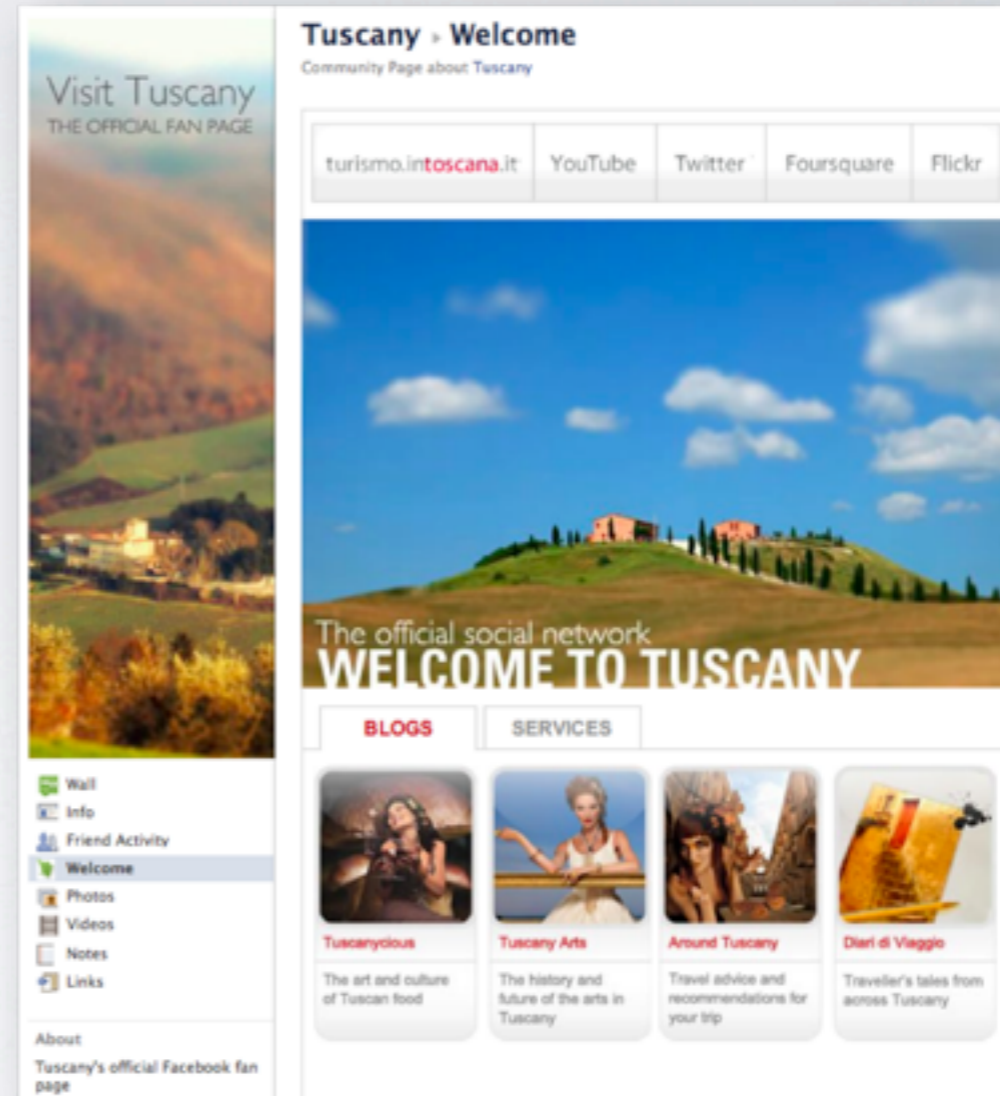
The screenshot shows a Flickr photostream for 'Istra_Hr's photostream'. The page features a grid of nine photos, each with a caption and metadata. The photos include:

- Istra.hr - Istria Croatia - UMAG church**: A large stone church with a tall spire.
- Istra.hr - Istria Croatia NOVIGRAD sea**: A winding road through a hilly landscape.
- Istra.hr - Istria Croatia a window to the world**: A window with a flower box.
- Istra.hr - Istria Croatia an Old House Gallery**: A stone building with a gallery.
- Istra.hr - Istria Croatia a "Kazun" (Casita)**: A tree in a green field.
- Istra.hr - Istria Croatia Boats in Rovinj**: A harbor filled with boats.
- Istra.hr - Istria Croatia**: A view of a swimming pool.
- Istra.hr - Istria Croatia**: A sunset over a swimming pool.
- Istra.hr - Istria Croatia pool view**: A view of a swimming pool at night.



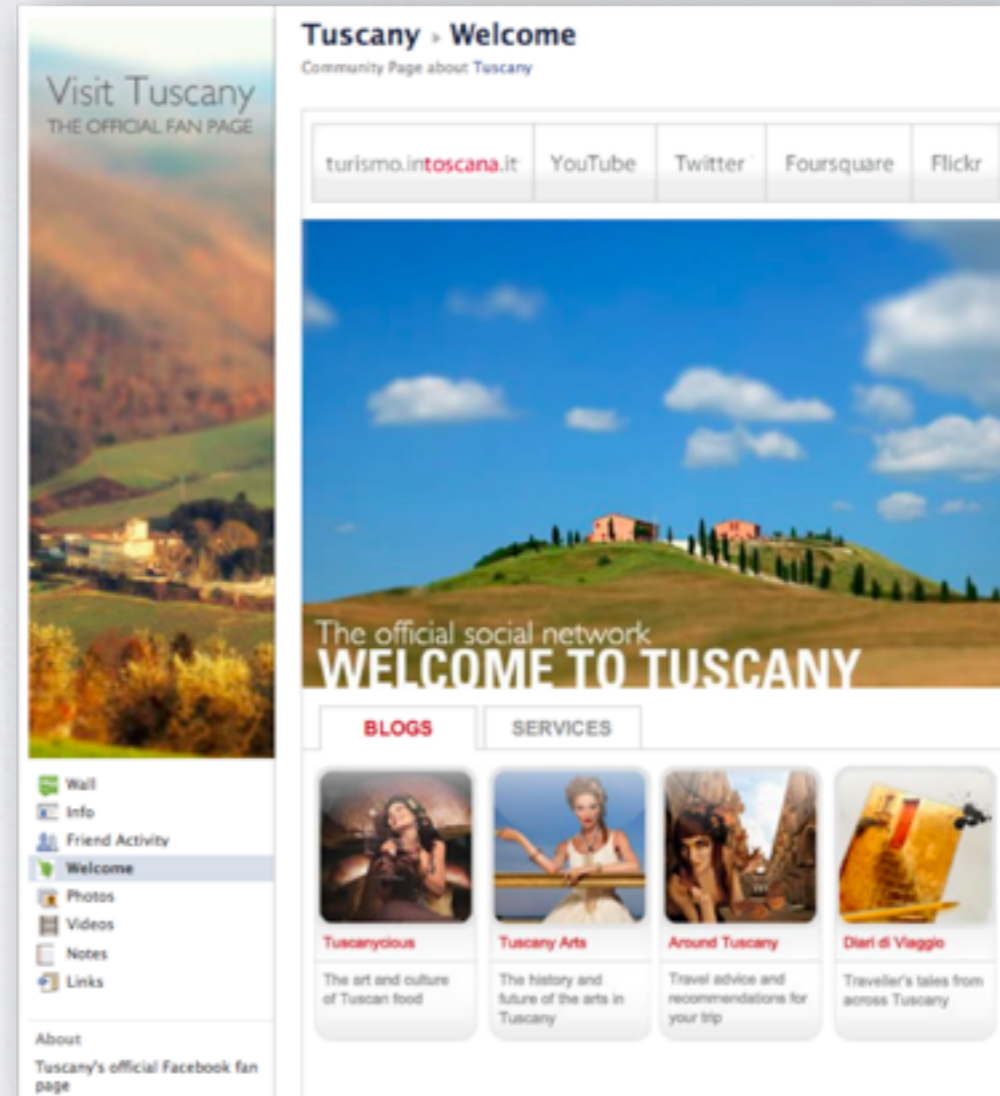
THIS ARE THE BEST ONES

Swiss, Tuscany, Trentino
WEBBING RANK:
TOP 3



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The screenshot shows the Facebook page for 'Visit Trentino'. The page header includes the Facebook logo, a search bar, and the user's name 'Antonia'. The main content area features a large banner image of a snowy mountain landscape with the text 'TRENTINO worldwide fans' and a 'Share' button. Below the banner, a green box displays 'Total fans: 99,079'. The page is categorized as 'Putovanja/Opuštanje'. A left-hand navigation menu lists various options: Zid, Informacije, Aktivnost prijatelja, Welcome (highlighted), Concorsi & cartoline, Webcam Trentino, Fotografije, YouTube, Twitter, and VIŠE -. Below the menu, the page description reads 'TRENTINO TOURISM Official Page' with a link to the website. The page shows 28,609 likes and 1,403 sponsors. A section titled 'Trentino destinations' lists three featured locations: 'Visit Trentino' (28,609 likes), 'Val Di Non' (14,940 likes), and 'Folgarida Lavarone Luserna' (12,992 likes). Each destination post includes a 'Like' button and a prompt to be the first of friends to like it.



THIS ARE THE BEST ONES

Swiss, Tuscany, Trentino
WEBBING RANK:
TOP 3

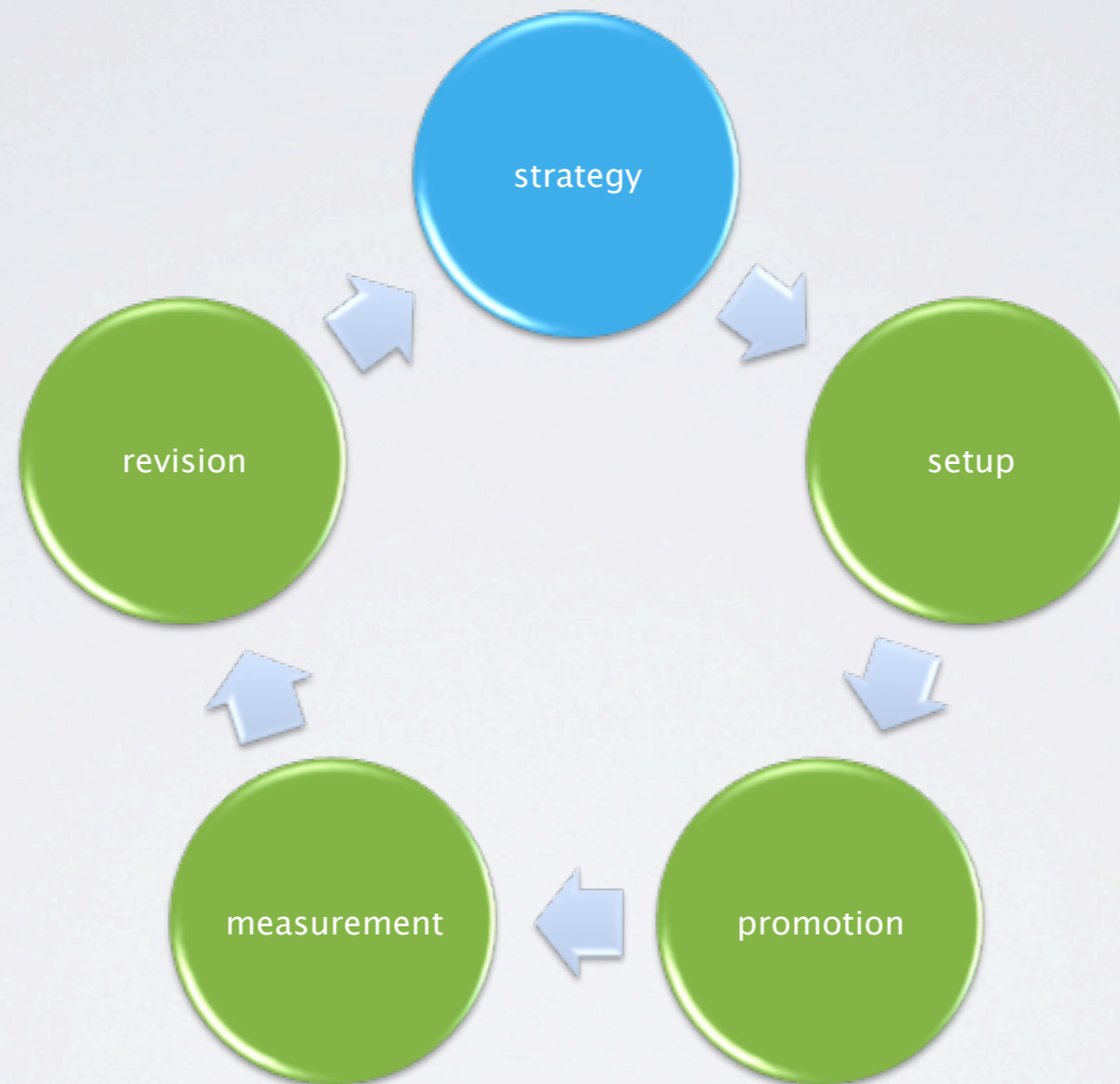


WHAT DO WE WANT

Istra joins the best ones



HOW DID WE DO IT



GOALS 1.YEAR

- complete new social media setup - building it from the scratch
 - name standardization across the networks
 - brand appearance consistency
 - brand communication consistency
 - high quality target database building
- infrastructure
- online+offline



RESULTS

4 MONTHS LATER





Visit Istria
34,163 likes - 7,212 talking about this

Travel/Leisure
Istria. Green Mediterranean. www.istra.hr
www.istra.com www.twitter.com/visitistra

About Photos Likes Discover Istria YouTube

WEEKEND 2012

34,163

1


Highlights

Post Photo / Video

Write something...

55 Friends Like Visit Istria

Daniel Ackerman



RESULTS

4 MONTHS LATER





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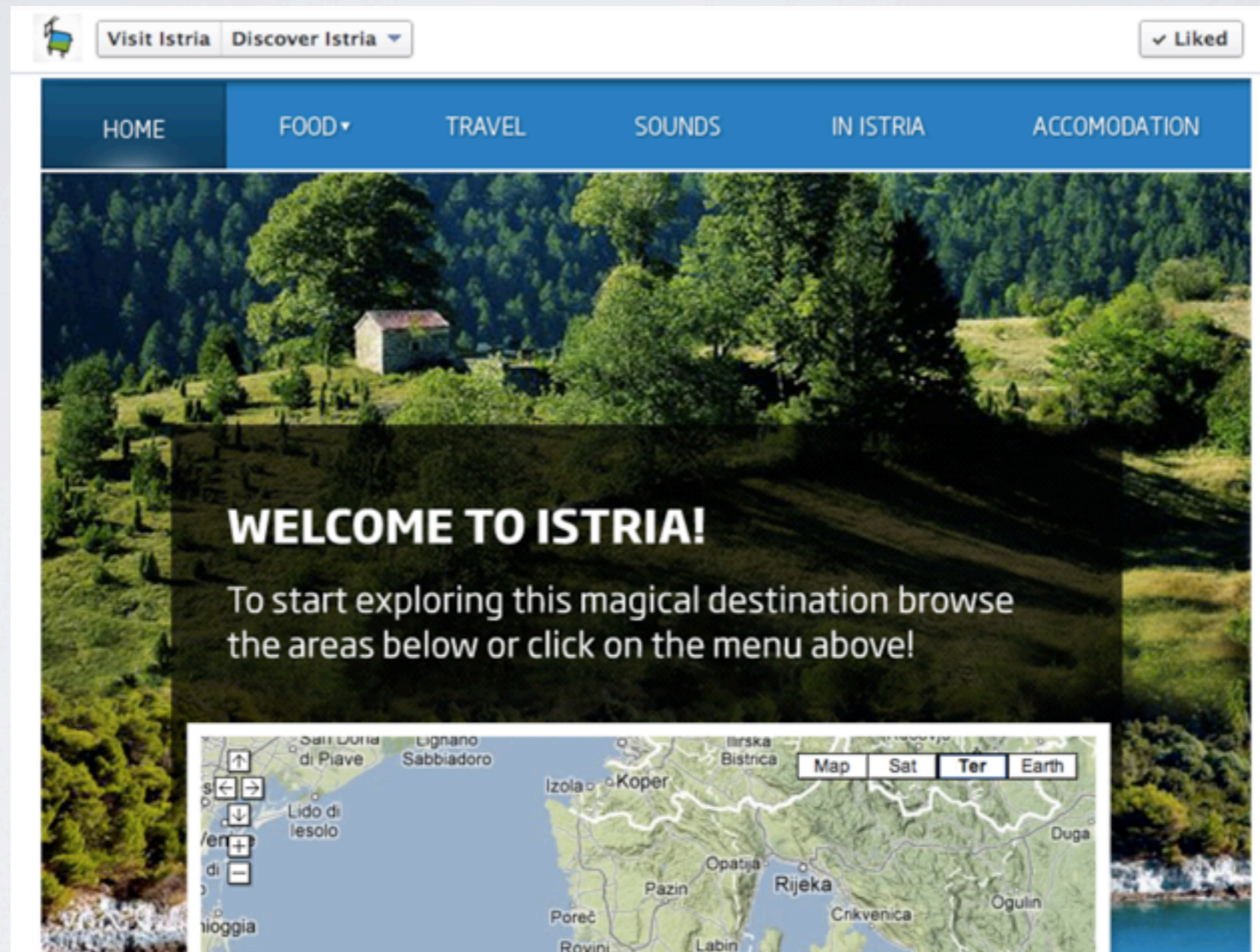
55 Friends Like Visit Istra

Daniel Ackerman



RESULTS

4 MONTHS LATER



RESULTS

4 MONTHS LATER

Upcoming events View more

| | | |
|-------------------------|---|--------------------------|
| 15.06.2012 - 15.09.2012 | Istra Gourmet | Tourist resort Barbariga |
| 09.07.2012 - 22.07.2012 | Jazz in Lapidarium - Exhibition | Poreč |
| 19.05.2012 - 28.07.2012 | 15th International Organum histriae Festival | Umag |

Special offers View more

| | |
|--|-----------------------------|
| Hotel Laguna Parentium ★★★★★ Offer is valid in the period 25.08. - 31.08.2012. | HALFBOARD 89€/DAY |
| Valamar Sanflor Hotel ★★★★★ Offer valid from 05/04/ to 10/11/2012 | Wellness Exclusive |
| SOL AURORA ★★★★★ The offer is valid from 7 May 2012 | FAMILY DISCOUNT |

Twitter feed


Croatia Weather (@CroatiaWeather) #Croatia #Sea Temperature: The current sea temperature is about 23°C / 73°F. Please ReTweet

Arsen Milovanovic (@milovanovica86) RT @StefanFuleEU: 5 #Commissioners met with partners from #Croatia & #BiH 2help find solutions 4 border&other aspects of Zagreb* ...

Nick Februar (@Nick_Februar) @ninabadric7 eto #Nebo ponovo :-)
#Korčula #Korcula #OrebClub #Croatia
<http://t.co/5ssK5n5b>

Istraturist Umag (@IstraturistUmag) RT @projectoneworld: Morning sunshines! Welcome to Umag #Croatia. RT to share the sun & sea #travel lovers! Beats being indoors at # ...

idoia mendoza (@idoia_x9) Last trip! #croatia <http://t.co/V2valulz>



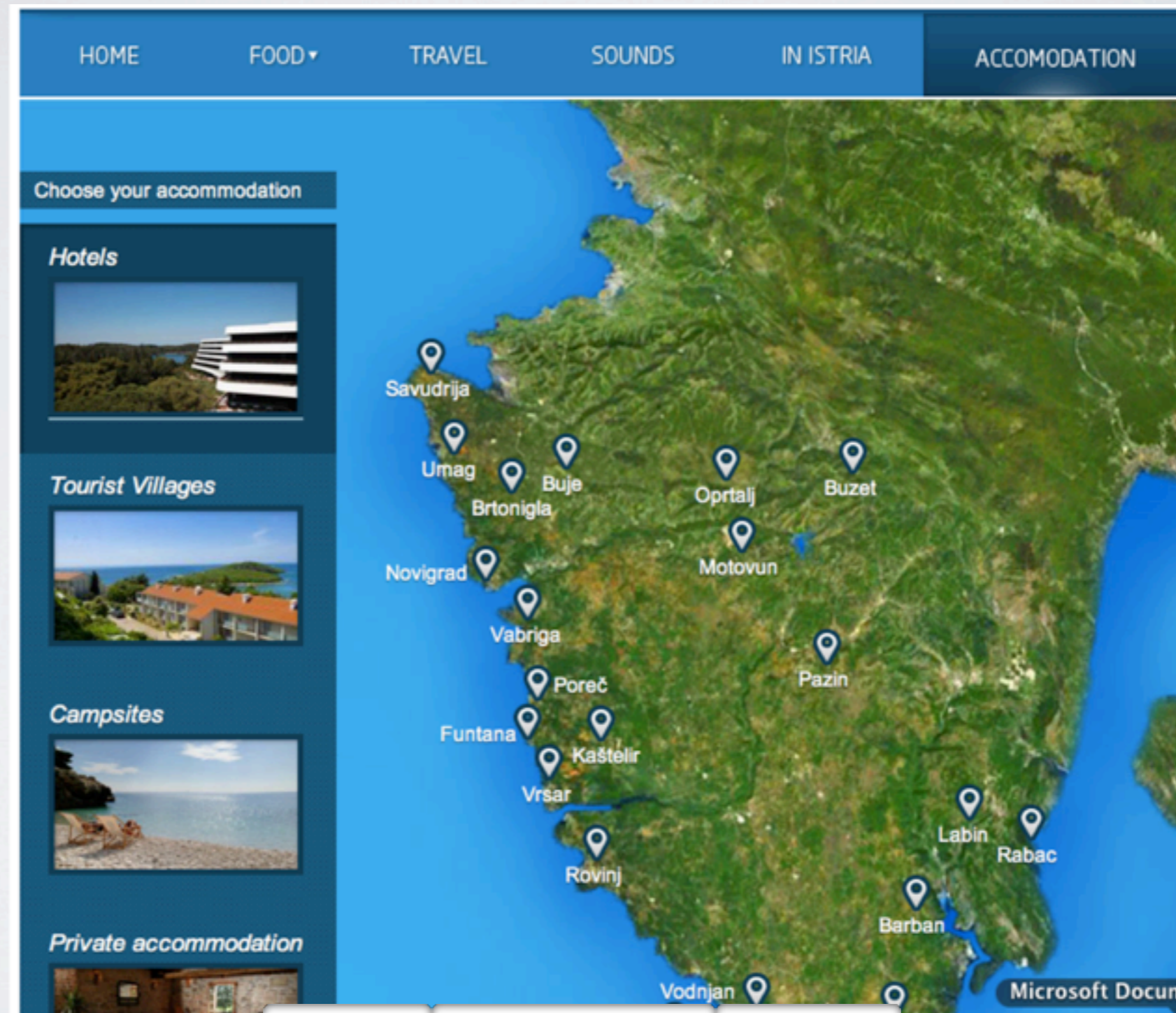
Vodnjan

Vineyard



RESULTS

4 MONTHS LATER



RESULTS

4 MONTHS LATER

HOME FOOD ▾ TRAVEL SOUNDS IN ISTRIA ACCOMODATION

Current mood: **jazzy** Change mood

Show: **Sounds** / Videos / Random

Source <http://www.istrapedia.hr/>

Download this sound Like

The screenshot shows a website with a blue navigation bar containing links for HOME, FOOD, TRAVEL, SOUNDS, IN ISTRIA, and ACCOMODATION. Below the navigation bar is a main content area with a dark blue background. At the top of this area, it says 'Current mood: jazzy' with a 'Change mood' button. To the right, it says 'Show: Sounds / Videos / Random'. The central part of the page is a large video player showing an aerial view of a body of water with a small island in the center. Below the video player is a progress bar, a 'Download this sound' button, and a 'Like' button. At the bottom left of the video player area, it says 'Source http://www.istrapedia.hr/'.



RESULTS

4 MONTHS LATER

Darko Zima
VISIT ISTRIA !!!
Like - Comment - Share - September 14 at 2:57pm
2 people like this.
1 share

Klaus Schwarzenbarth
Our "Holiday-Town"
Like - Comment - Share - September 14 at 10:34am
3 people like this.
1 share
Valeri Kuznecov
Knacc!!!
Monday at 9:10pm - Like

Mira Kušt
Istra mi se jako sviđa.
Like - Comment - September 12 at 10:25pm
Visit Istria likes this.
Visit Istria Drago nam je da vam se sviđa. Pratite nas i dalje! :)
September 13 at 3:54pm - Like

Gea Kruizinga
Rovinj

Gea Kruizinga
Markt Rovinj
Like - Comment - Share - Tuesday at 2:19pm
Roelie Ruzius likes this.
Timmy Haubrechts
grapes, anybody? :-)
Tuesday at 5:18pm - Like

Gea Kruizinga
Rovinj
Like - Comment - Share - Tuesday at 1:53pm
MarLies Dru likes this.

An Ni
Medulin ▼
Like - Comment - Share - Tuesday at 10:27am
2 people like this.

Gea Kruizinga
Markt Rovinj
Like - Comment - Share - Tuesday at 2:07pm

Gea Kruizinga
Rovinj
Like - Comment - Share - Tuesday at 2:02pm

Gea Kruizinga
Rovinj

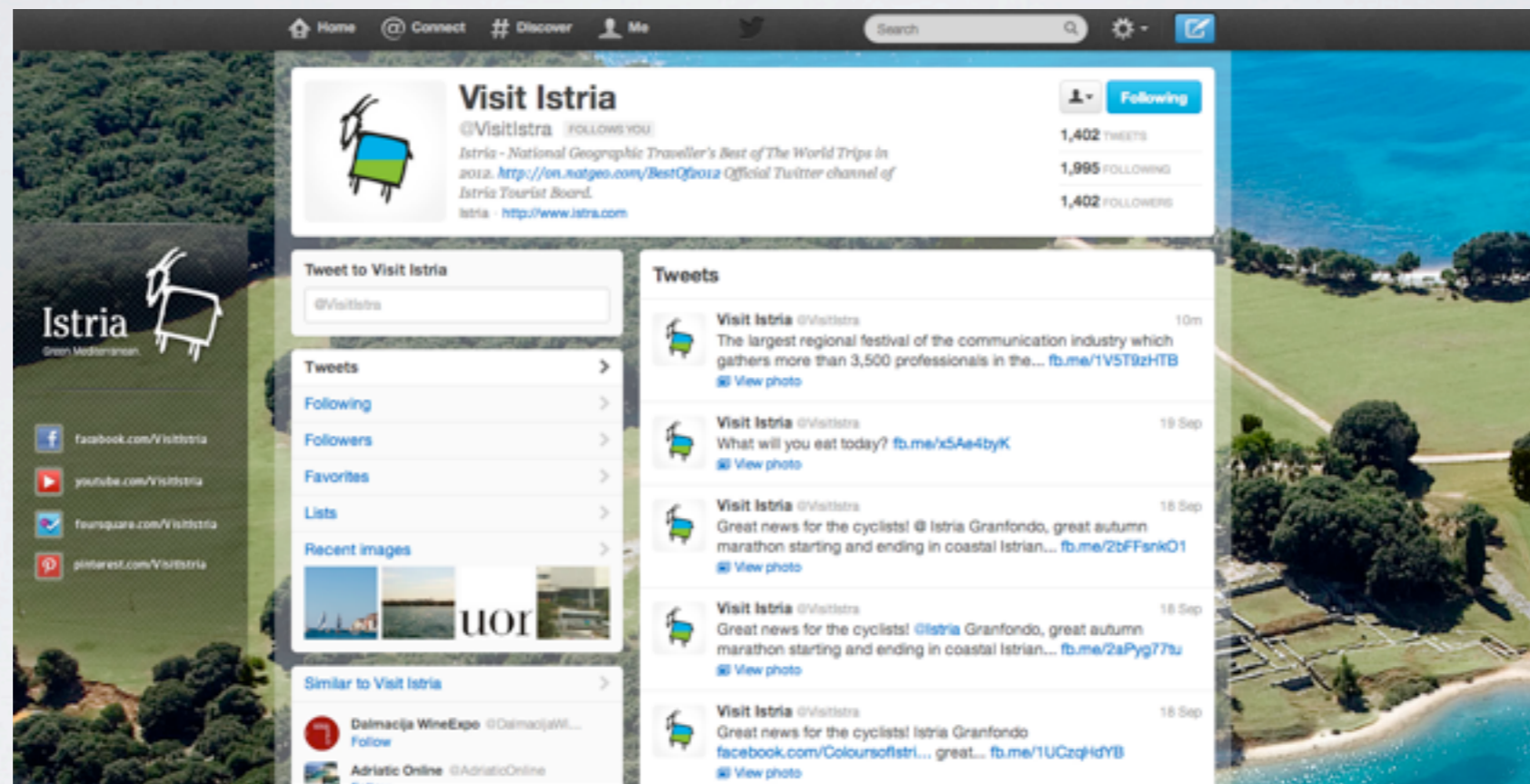
Timmy Haubrechts
Grožnjan
Like - Comment - Share - Tuesday at 10:26am
4 people like this.
2 shares

Timmy Haubrechts
Seaside of Umag



RESULTS

4 MONTHS LATER



RESULTS

4 MONTHS LATER

foursquare I'm looking for... Activity Explore Lists Ida

Visit Istria

Welcome to the official Istria Foursquare page. Explore the best of our region's places. Visit our pages to find out more information about your perfect holiday:

You already like Visit Istria! [Unlike](#)

Likes (4 friends, 49 others)

Photos [See all 24 photos](#)

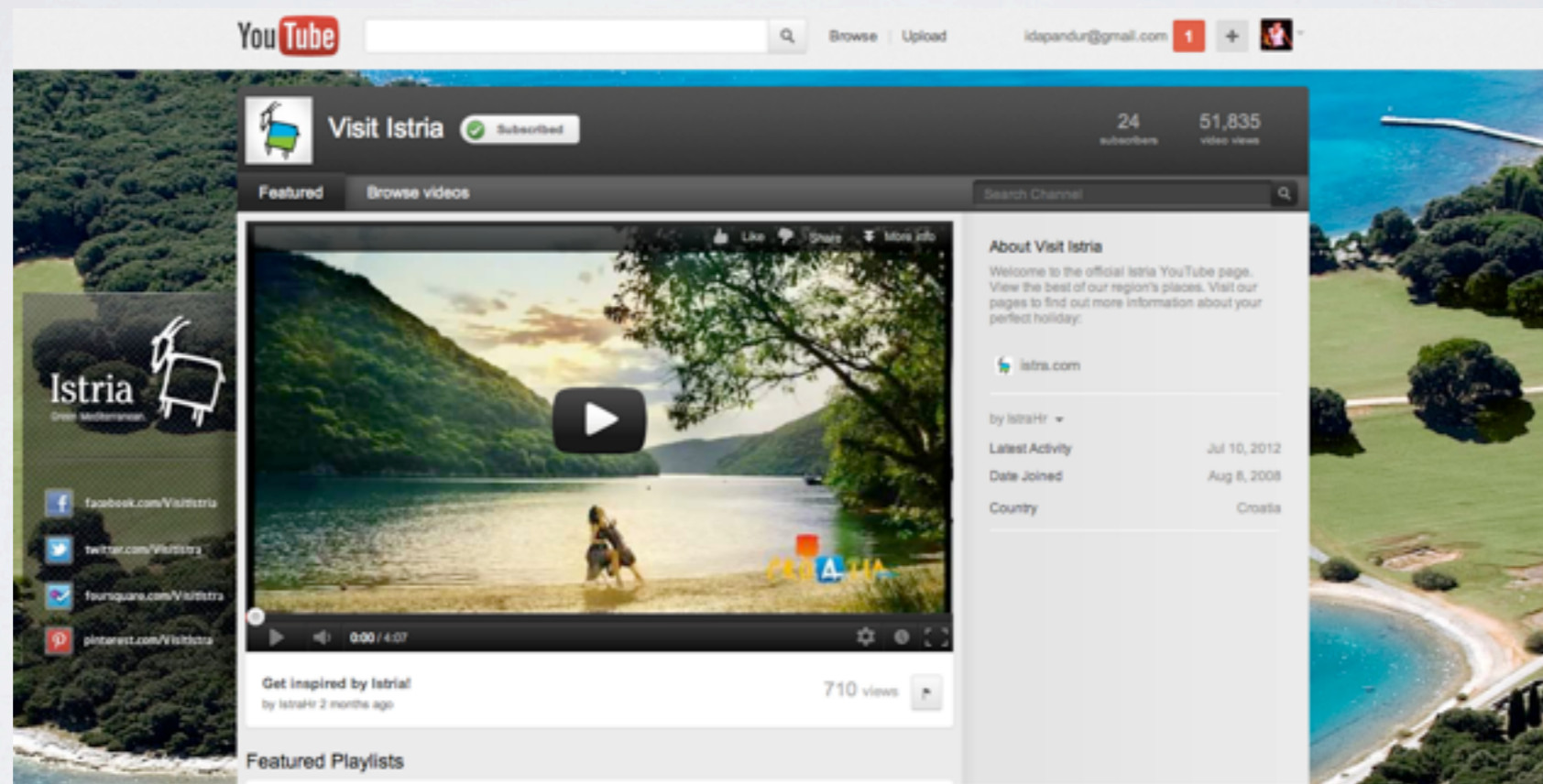
Tips [See all 28 tips](#)

If this page is inappropriate, [let us know](#).



RESULTS

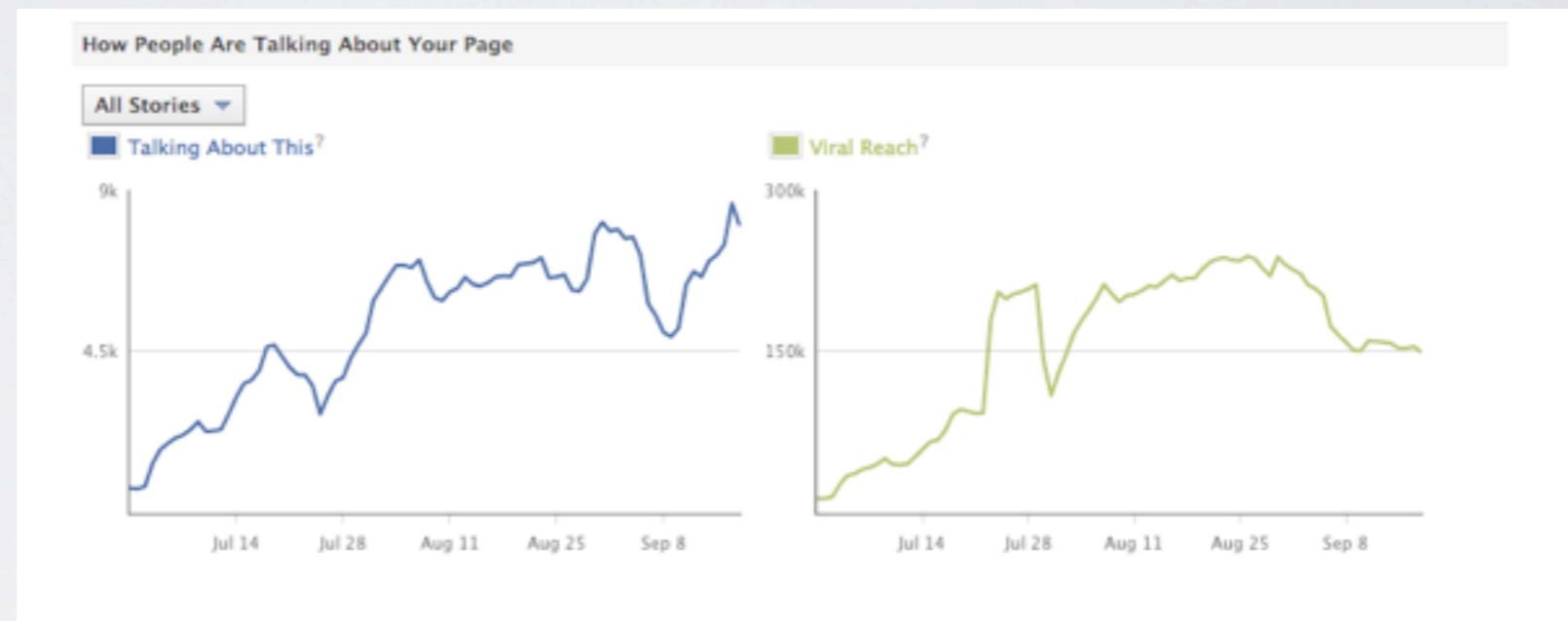
4 MONTHS LATER



RESULTS

4 MONTHS LATER

- 33 000 new targeted fans (including foreign fans) on Facebook



- 500 new twitter followers
- 15 new subscribers on you tube, with 20% growth in video views



HEADING FOR THE FUTURE

- infrastructure on all of the hot spots in Istria - free promotion channel
- sCRM and bigger integration with contact center of IRTA
- personalization of users experience
- targeted advertising continues to grow
- action steps advertising
- booking

