Social Media Success Cases Amsterdam Book Now

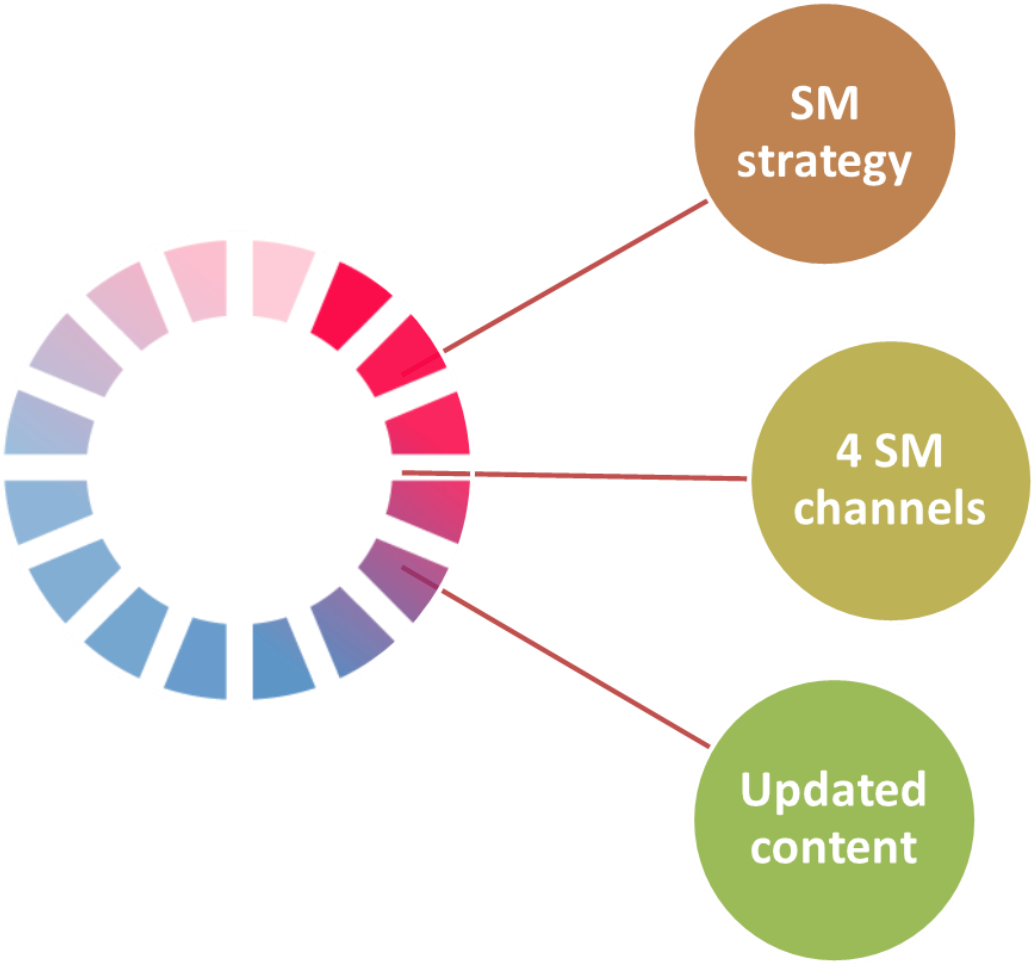
kigo

Why is SM important?

Why SM with Kigo?

- ☑ Specialized on vacation rentals
- ☑ We are open to changes
- ☑ We manage crisis situations

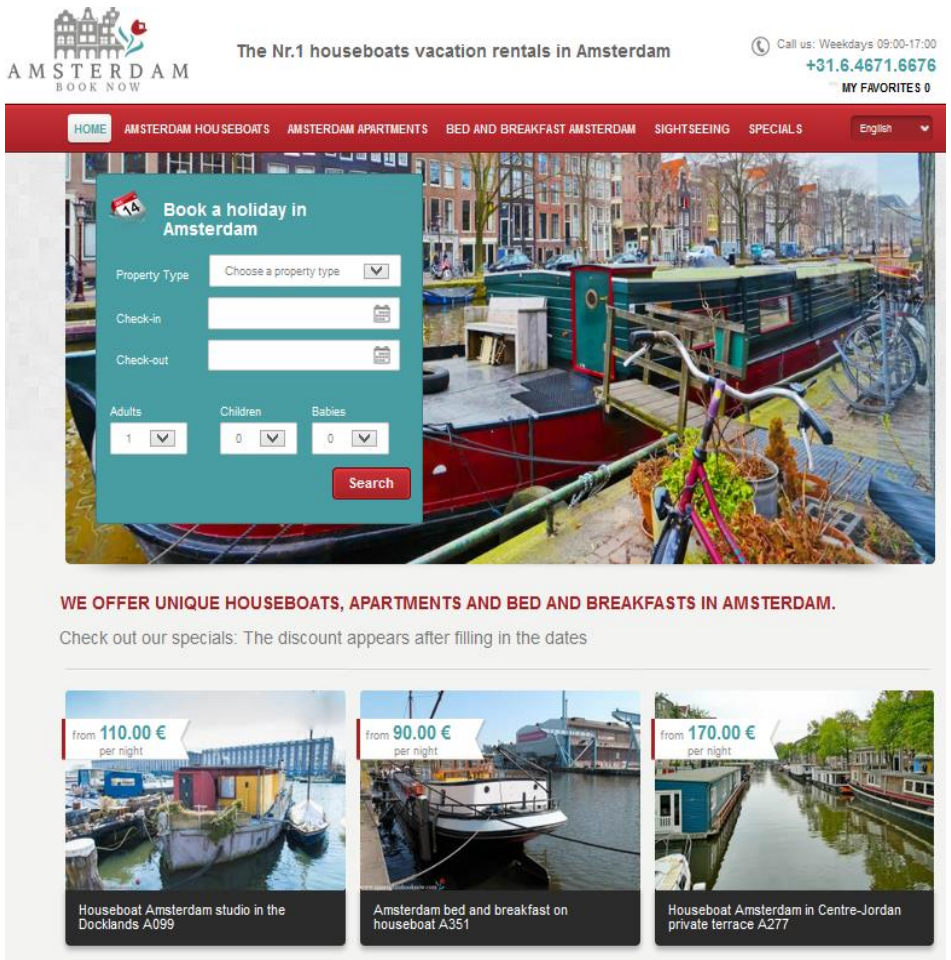
Social Media in Kigo



Social Media Amsterdam Book Now

apartments, houseboats and bed & breakfasts in Amsterdam

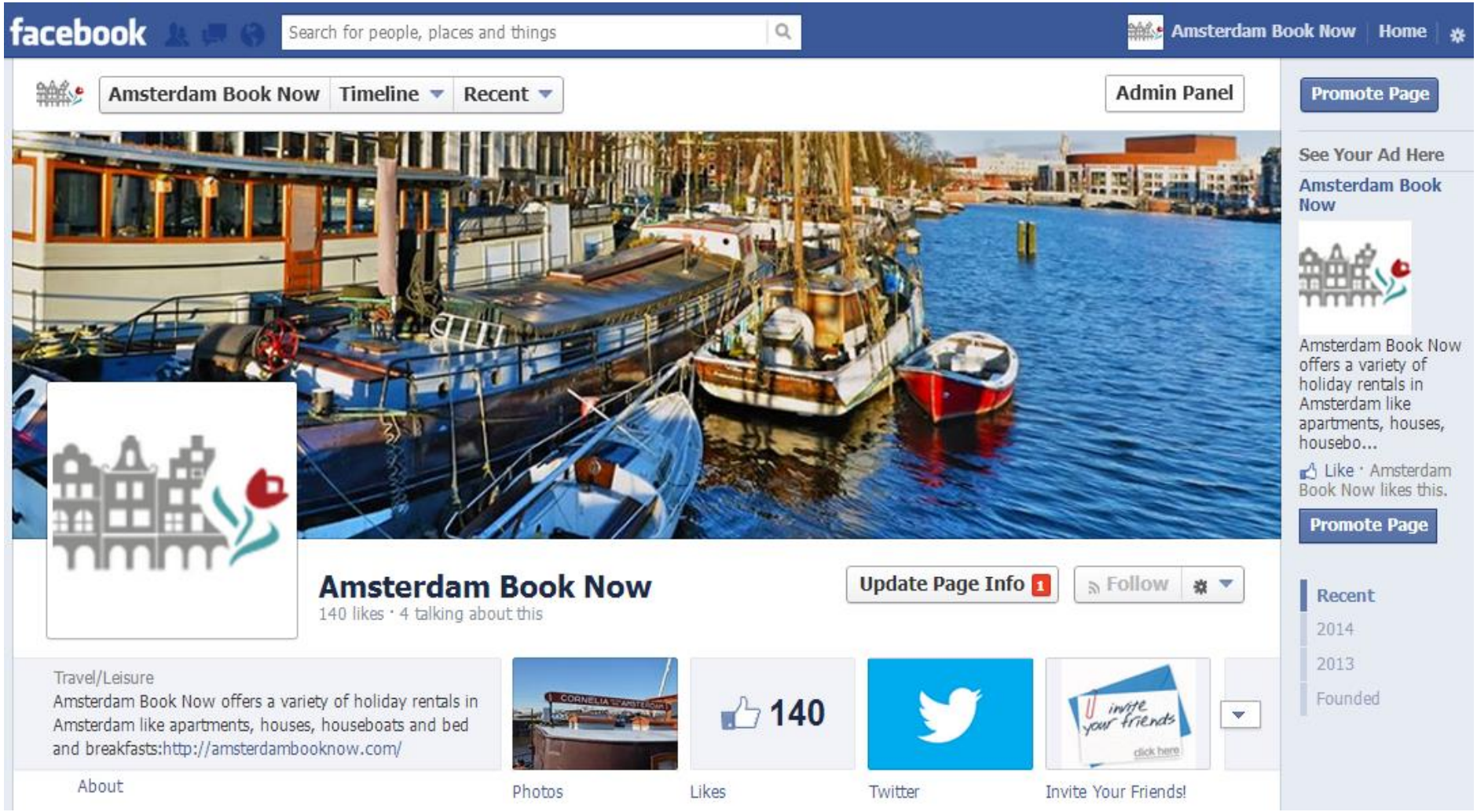
more than 60 accommodations



Goals

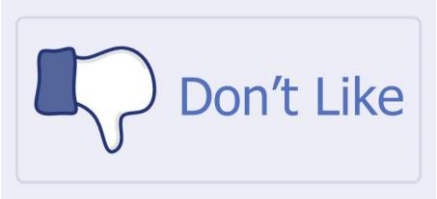
- Increase online influence
- Create an online community
- Increase website visits

Social Media Amsterdam Book Now

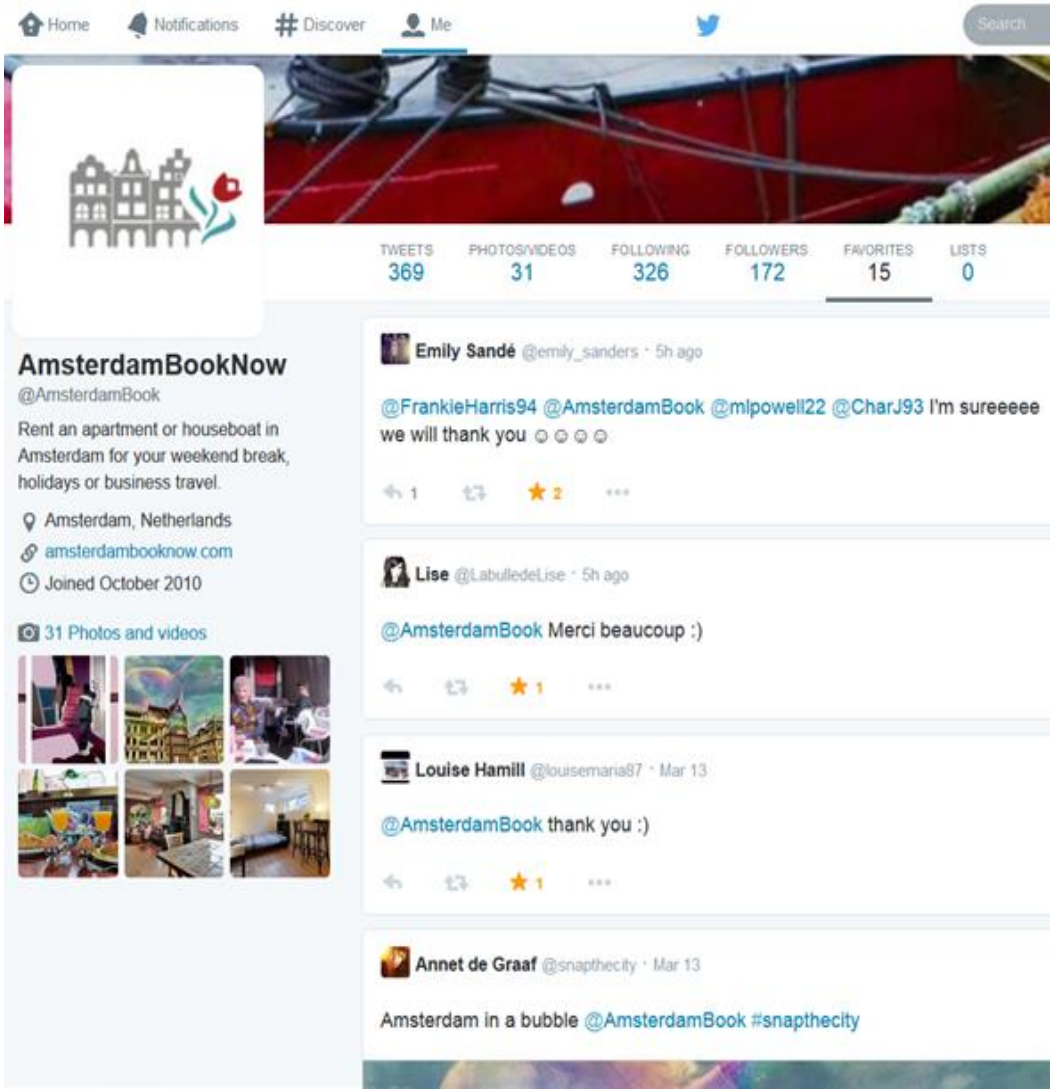


ApartHouseboatsAdam
@ApartHouseboats
Rent an apartment or houseboat in Amsterdam for your weekend break, holidays or business travel.
Amsterdam, Netherlands · apartments-houseboats-amsterdam.com
Need more following/followers
Update link
193 TWEETS
1 FOLLOWING
22 FOLLOWERS
Follow
Tweets
Outdated post
ApartHouseboatsAdam @ApartHouseboats 16 Jan 12
Apartments Houseboats Amsterdam A101: Très bonne reco : confortable, bien chauffée avec le charme d'une péniche ...
bit.ly/AkpLcd
Expand
Reply Retweet Favorite More
ApartHouseboatsAdam @ApartHouseboats 13 Jan 12
Apartments Houseboats Amsterdam A099: ..Eine "kleine Wohnung" auf einem Hausboot mit optimaler Verkehrsanbindung...
bit.ly/zgZvJR
Expand
Not understandable for international travellers

Before


Don't Like

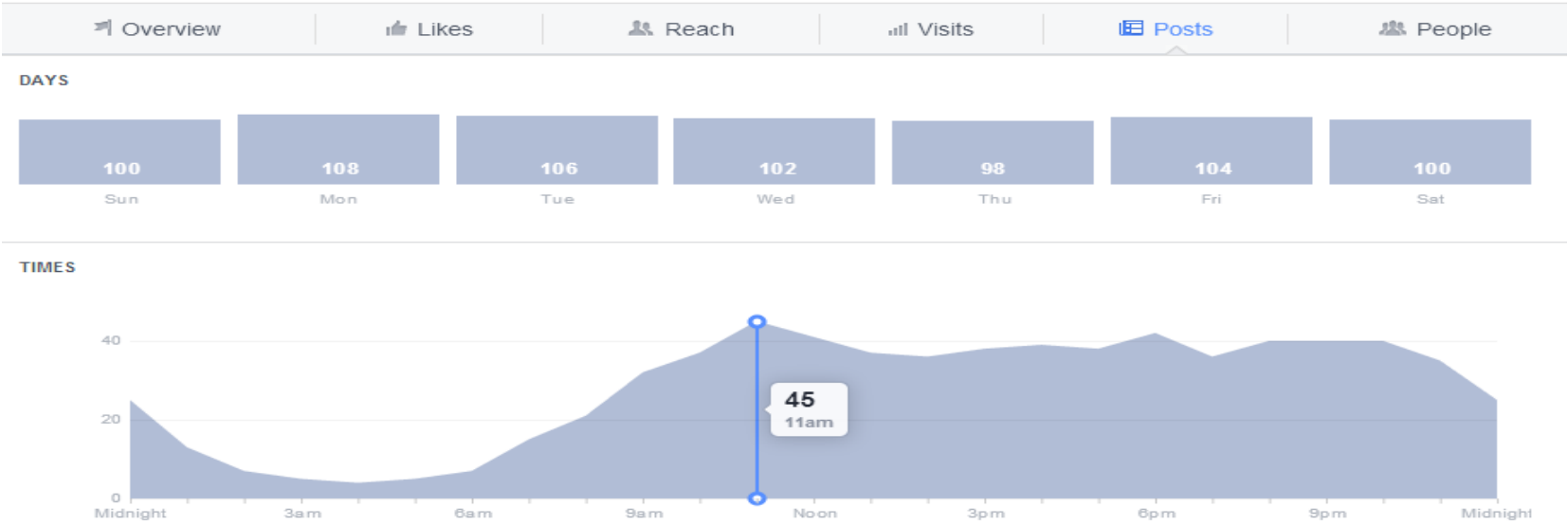
Social Media Amsterdam Book Now



Now

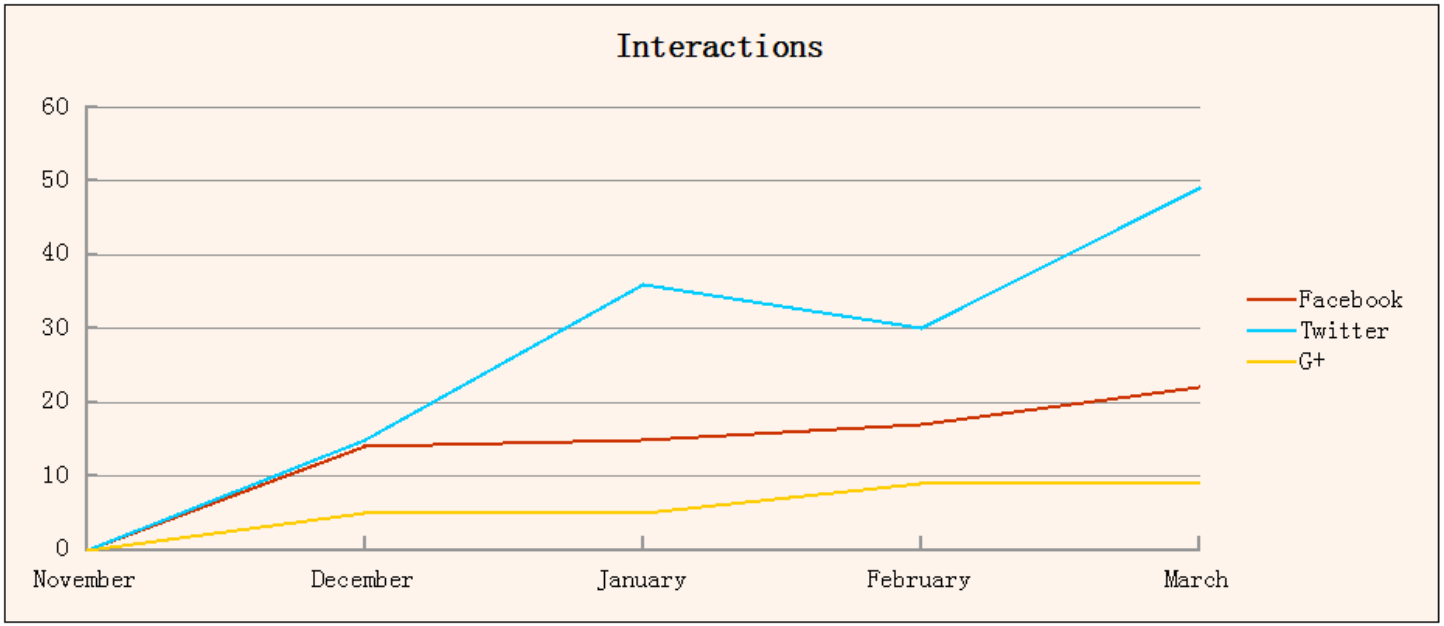
Our KPIs are transparent

Social Media We know "when" to post



We study your market
and your customers

Social Media We interact with people



	November	December	January	February	March
Facebook	0	14	15	17	22
Twitter	0	15	36	30	49
G+	0	5	5	9	9

We interact with people

From December 2013 to March 2014

»FB + 22 %

»TW + 49 %

»G+ + 9%

Social Media We interact with people

// jo // favorited your Tweet — Jan 15
Jan 15: Maybe you could visit us someday :-) GREAT pic! RT @gunsnharry: i want to live in amsterdam so bad pic.twitter.com/gPQ8MtcbST

Bucharest Tips and **Joshua Coffy** favorited a Tweet you were mentioned in — Jan 14
Jan 14: @IndTravHelp @DonJoschi @GoalsOnTrack @DanikExplorer @BucharestTips @stompmodels @AmsterdamBook @JoshCoffy Thanks a ton.

Captured in Travel and 3 others followed you — Jan 14

iTravel @itravelen · Jan 14
@IndTravHelp @DonJoschi @GoalsOnTrack @DanikExplorer @BucharestTips @stompmodels @AmsterdamBook @JoshCoffy Thanks a ton.
View conversation · Reply · Retweet · Favorite · More

Bucharest Tips favorited a Tweet you were mentioned in — Jan 13
Jan 10: @itravelen @DonJoschi @GoalsOnTrack @DanikExplorer @BucharestTips @stompmodels @AmsterdamBook @JoshCoffy Thanks for following! #FF

Gabriel favorited your Tweet — Jan 11
Jan 11: Hope u like it :) RT @MericaGabe: headed back to amsterdam tomorrow. Germany is cool but Amsterdam is sooo much cooler, cant wait to be back

Gabriel retweeted you — Jan 11
Jan 11: Hope u like it :) RT @MericaGabe: headed back to amsterdam tomorrow. Germany is cool but Amsterdam is sooo much cooler, cant wait to be back

TravelWorldOnline favorited your Tweet — Jan 25
Jan 25: @JeffTitelius @OrlandoChris @paulpayne @Bellanavona @T_W_O @TraveleuropeEN @mytravellicious Thank U! Have a wonderful weekend! :-)

TravelWorldOnline @T_W_O · Jan 25
@JeffTitelius @OrlandoChris @paulpayne @AmsterdamBook @Bellanavona @TraveleuropeEN @mytravellicious You're very welcome Jeff. Have a nice WE
View conversation · Reply · Retweet · Favorite · More

TravelWorldOnline favorited a Tweet you were mentioned in — Jan 25
Jan 25: Happy Saturday everyone & thx for the RT LUV! @orlandochris @paulpayne @amsterdambook @bellanavona @T_W_O @TraveleuropeEN @mytravellicious

Jeff Titelius @JeffTitelius · Jan 25
Happy Saturday everyone & thx for the RT LUV! @orlandochris @paulpayne @amsterdambook @bellanavona @T_W_O @TraveleuropeEN @mytravellicious
Expand · Reply · Retweet · Favorited · More

Jeff Titelius and 5 others followed you — Jan 25

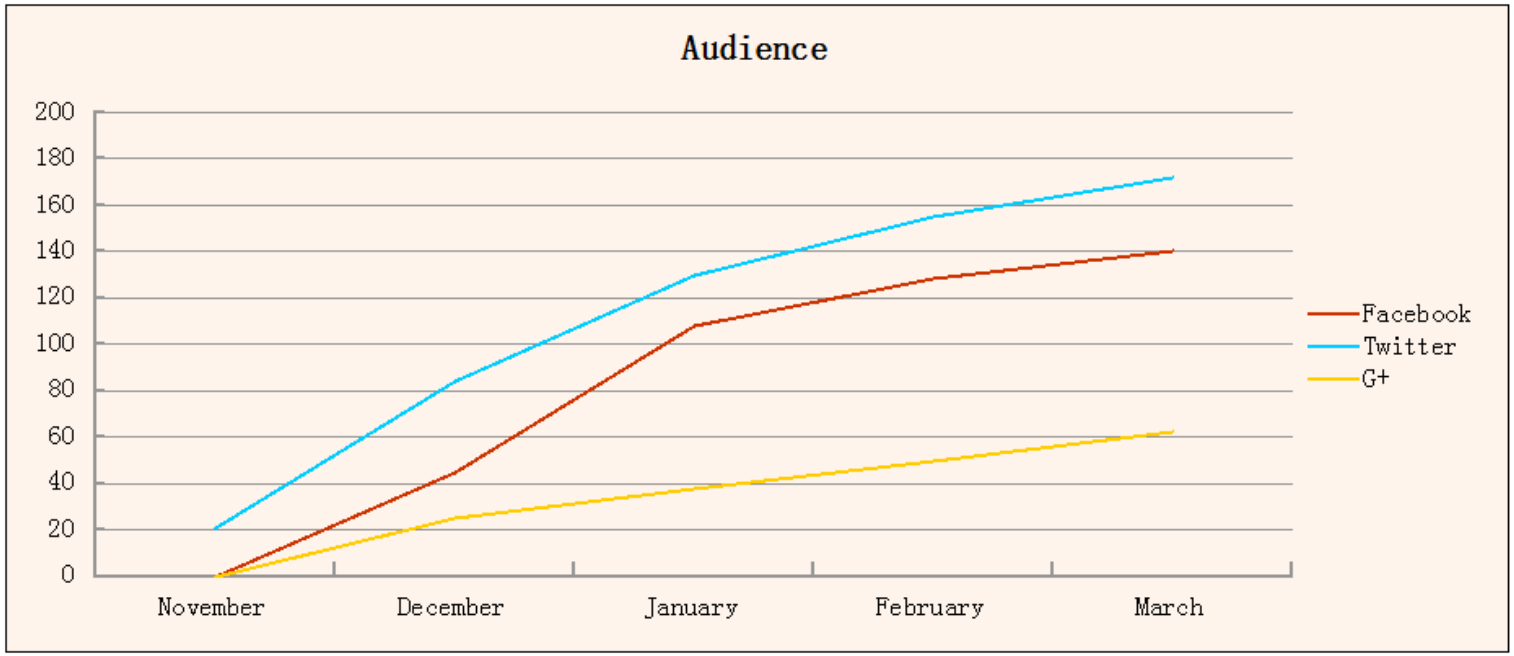
Spain Tourism, **Visiting Italy** and **Mexico Tourism** favorited your Tweet — Jan 21
Jan 21: When in Amsterdam, you should definitely experience a tour of the city's famous canals qoo.ly/cfe8

Visiting Russia, **Visiting Japan** and **England Vacation** favorited your Tweet — Jan 21
Jan 21: When in Amsterdam, you should definitely experience a tour of the city's famous canals qoo.ly/cfe8

Giardino di Rebecca and 4 others followed you — Jan 21

Social Media

We improve results



	November	December	January	February	March
Facebook	0	45	108	128	140
Twitter	21	84	130	155	172
G+	0	25	38	50	62

We improve results

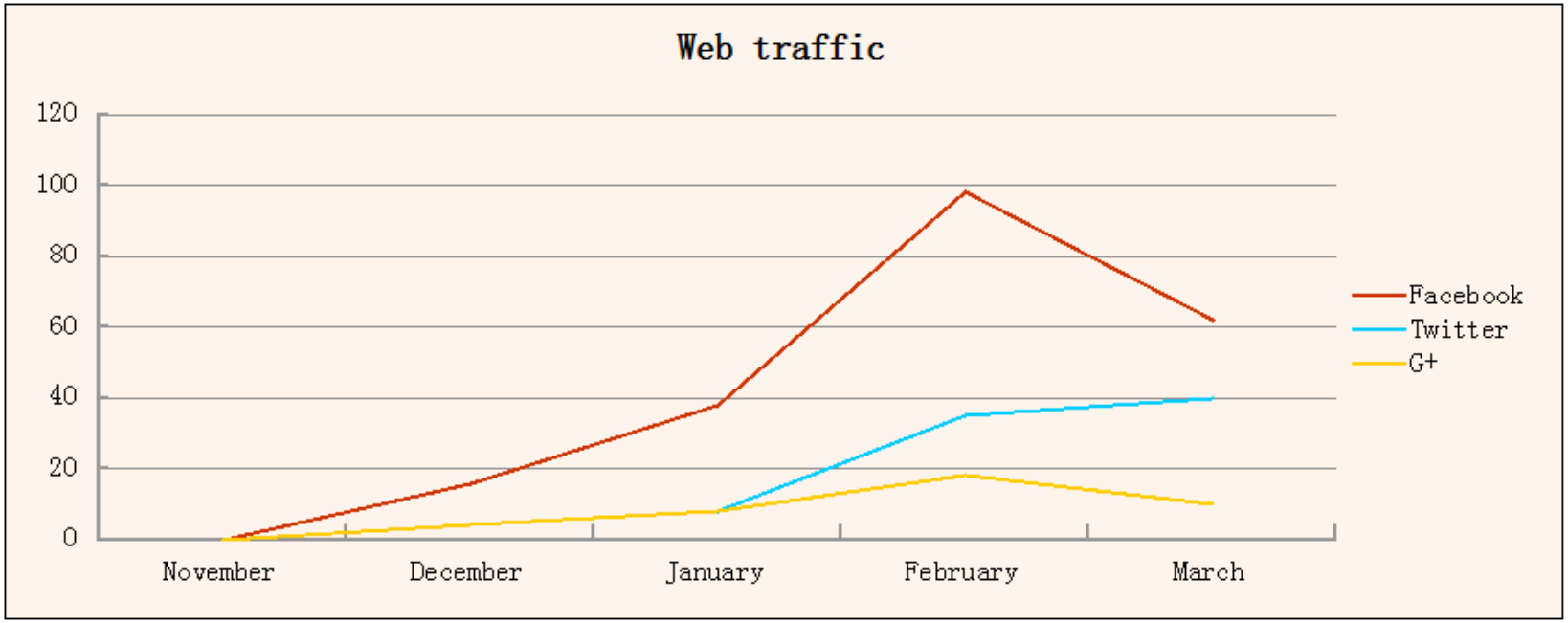
From December 2013 to March 2014

»FB + 140 %

»TW + 719 %

»G+ + 62%

Social Media We increase web traffic



	November	December	January	February	March
Facebook	0	16	38	98	62
Twitter	0	4	8	35	40
G+	0	4	8	18	10

We increase web traffic

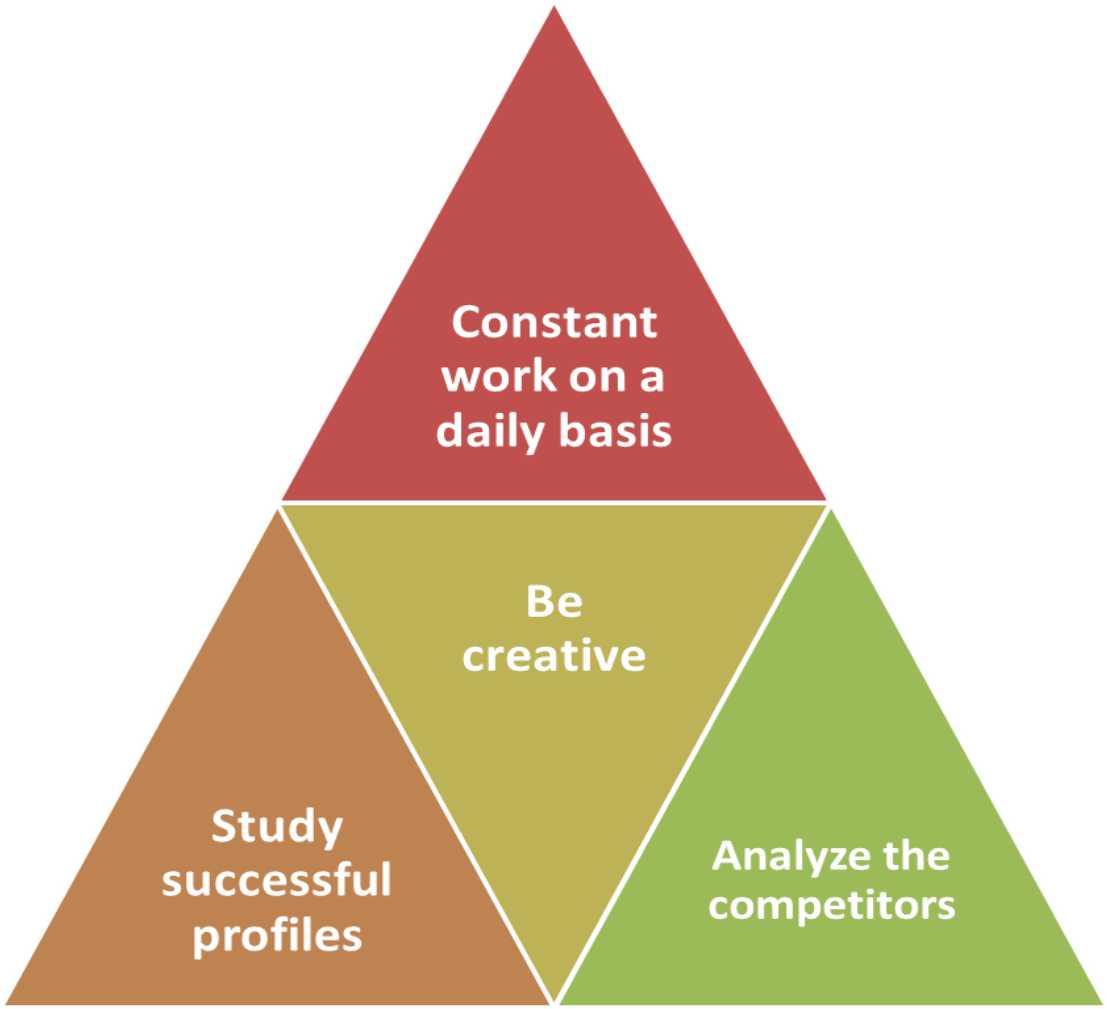
From December 2013 to March 2014

»FB + 62 %

»TW + 40 %

»G+ + 10%

How we do that



Kigo at a Glance

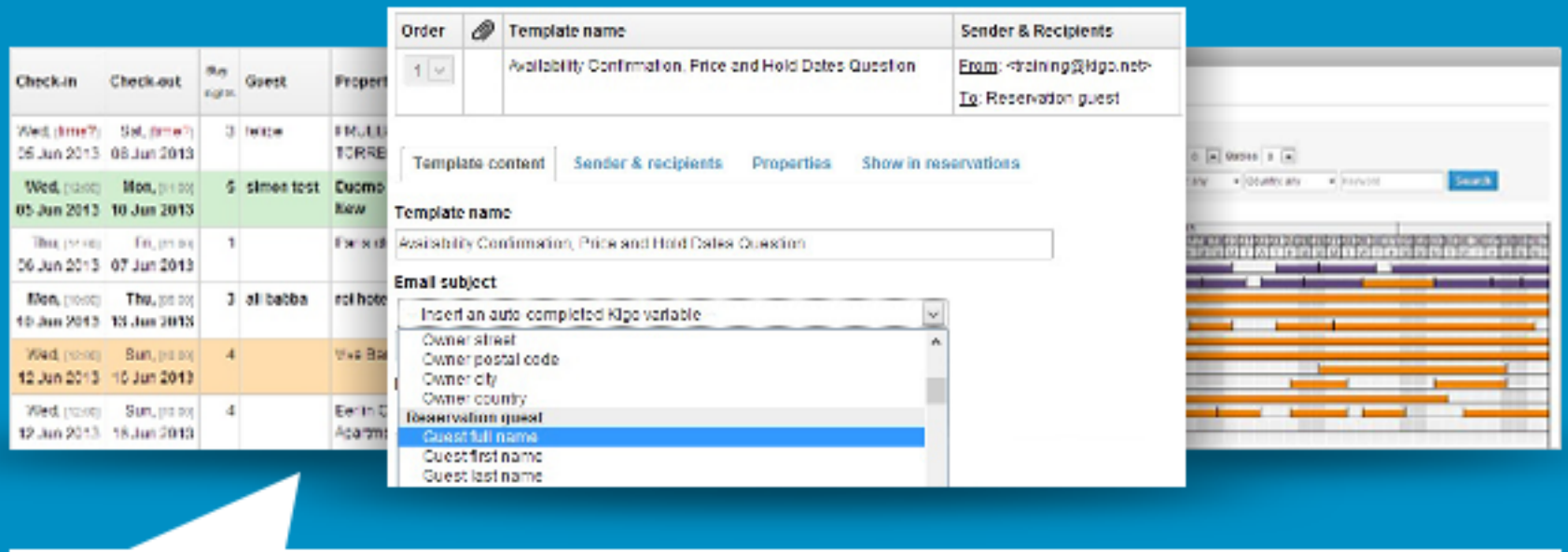
Founded in 2008 by fellow vacation rental manager Shawn, Kigo has come a long way over the last 5 years, now sitting firmly as one of the leading providers of vacation rental software.

Based in the heart of Barcelona with offices in Philadelphia and Bangkok, our 50+ vacation rental specialists are proud to have helped over 800 property managers welcome in total more than 67,000 bookings per month.

Reservation System

Full Online Automation

Automate every aspect of your vacation rental business;
from availability calendars to dynamic pricing and auto-filled emails.



Our booking calendar and reservation manager will organize reservations easily so that you never miss a booking.

Channel Manager

Get connected, get booked!

Take your vacation rental advertising to the next level; connect with over 35 of Kigo's portal partners, Booking.com, FlipKey, HomeAway, to name a few.

BOOST BOOKING POTENTIAL AND NEVER WORRY ABOUT ENCOUNTERING A COSTLY DOUBLE-BOOKING.

Mobile Ready Websites

Fully Integrated with the Kigo System

Choose between an easily customizable website template or a personalized design that complements your brand.

And, go that extra mile with our **SEO & Social Media packages**