

# Royal Caribbean #Cooloff Promotion

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## Objective:

Using a cruise giveaway, increase goodwill, engagement and brand awareness for Royal Caribbean and CruiseDeals.com with existing social media constituents, and extend our reach to new constituents using the viral aspect of social media. To take advantage of the ongoing online conversation topic of summer heat wave to help propel Alaska cruise #Cooloff campaign.

## Summary:

CruiseDeals.com executed a fully integrated campaign across a variety of electronic channels, including:

- SEAMail (e-mail to 155K subscriber base)
- www.CruiseDeals.com
  - Home Page: Banners
  - Royal Caribbean Page: Banners
  - Landing Page: Dedicated to the promo
- CruiseSource: Blog Posts
- Facebook :
  - Organic Distribution: ~41K fans of facebook/CruiseDeals
  - Ads - \$50 spend
- Twitter:
  - Organic Distribution: ~23K Twitter followers including social media influencers
  - Ads - \$50 Spend

## Key Results and Statistics:

- We saw significantly increased engagement on Twitter and Facebook. The traffic to the blog posts would have cost ~\$10k if paying for clicks.

Item	Result
Royal Caribbean Cruise Giveaway Blog post views on CruiseSource	7313
Blog posts shared on Facebook	>2,000
New Facebook Fans for CruiseDeals.com	2,110
Facebook Post views	319,000
Facebook interactions (up 1,400% from previous week)	1,814
twitter impressions from promoted tweets	26,000

Item	Result
@CruiseDeals mentions (Tweets) in 5 days	600
New Twitter followers	600
CruiseDeals Klout score improvement	8 pts.
Whale Watching Excursion views – 2 tweets.	188

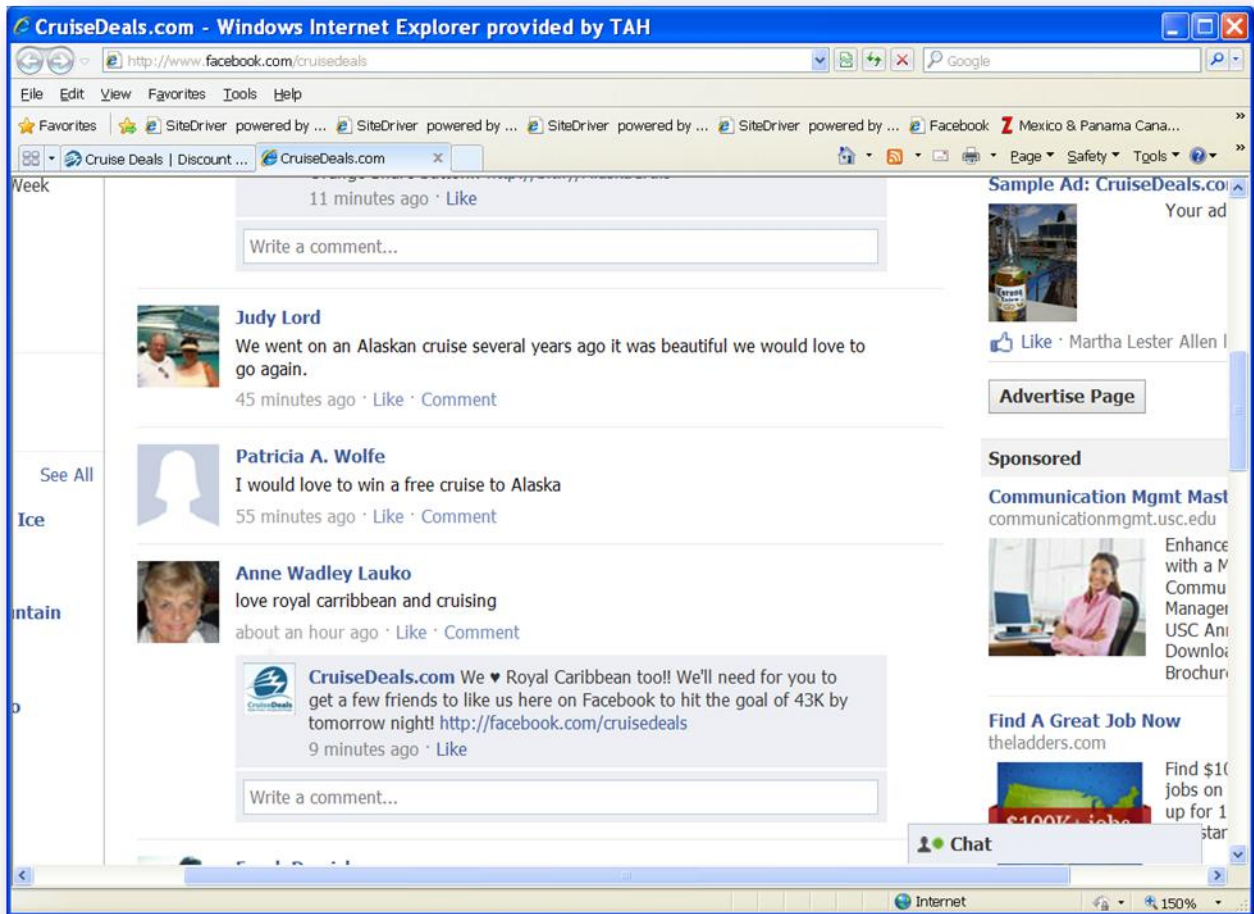
## Hashtag Tracking

Tracking the full conversation on Twitter. In 3 days, Wednesday through Friday:

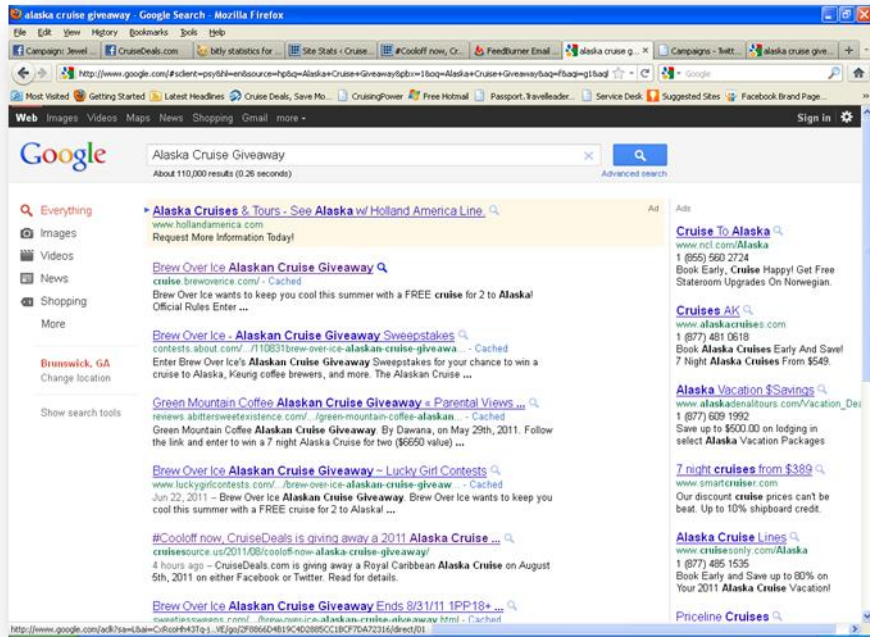
- The #Cooloff Hashtag on Twitter received 2.1 million impressions to 215K people.
- 307 Twitter accounts tweeted with the #Cooloff Hashtag from Wednesday – Friday
- 609 Tweets used the #Cooloff hashtag

## Other:

It has been requested to use this promotion as case study for the Maine Social Media Breakfast. We have included screenshots to show positive engagement around the Royal Caribbean Brand.



Within 4 hours, we were on first page 5<sup>th</sup> spot for Alaska Cruise Giveaway – thanks to Facebook Likes, Shares, & Tweets. Social Media does impact search.



Promoted Tweet:

