Primero Systems ®

FIVE TIPS:
Harnessing the Power
of Dynamic Content

Websites and Promotions that Set Your Agents up for Success

It's not news to you that the travel business is fiercely competitive. How do you get a leg up on the competition? Personalizing the consumer experience is the key – and dynamic content helps you achieve this. When users feel that their web experience 'speaks' to them directly, they tend to stay on your site longer – and make more purchases.

Dynamic content is smart. It's adaptive. It makes online experiences and promotions much more personal. It's also disruptive to the marketplace – and a difference maker for those who apply it properly.

When done correctly, dynamic content increases the likelihood of converting potential customers.

Think about this: If your site can recommend places or activities to its visitors via dynamic content, it can suggest travel locations they are likely to enjoy based on their last interaction or browser history.

This can be a win as consumers are much more likely to go with an agent that understands their travel needs and preferences.

Words of Wisdom

Ease-of-use and flexibility are of paramount importance. Remember that your agencies typically don't have the luxury of an IT department to support them. There is nothing more frustrating than spending time and money on new technology that your agencies don't adopt.

Now that you understand the importance of dynamic content – how do you go about making it work for you?

1 Websites: Make them User-Friendly and Customizable

A crisp website with fresh content and up-to-the-minute promotions can go a long way toward making you stand out from the crowd – but that's just the beginning.

To truly create a dynamic user experience, your website should include the following characteristics:

- The ability to stream content from headquarters while allowing agents to localize and customize their content.

- Enables sites to be kept up-to-date by an agency's headquarters.

2 Promotions: Keep them Fresh and Targeted

Promotions that are unique and personalized are ones that get snapped up by consumers. If you're getting the latest hotel, air or cruise rates from either your back office or a premium subscription content service, ask yourself – are you getting the most out of it?

- Do you have the ability to run groups, "supplier specials" or unique bundled promotions that can be sent to hundreds of local agency websites?

- Can you specifically target geographic or demographic preferences?

As a consumer browses and navigates through the thousands of potential promotions, your CMS should dynamically serve up relevant information to the website automatically and in real time. This greatly increases the likelihood of consumers finding just the right promotion for them.

3   Empower your Agencies

Do your agencies want to manage content themselves on a day-to-day basis? If so, consider the following:

- The need to maintain brand standards and a seamless customer experience across all sites.

- The desire of agencies to have an online presence from day one.

- The ability to easily personalize online presence is a great selling point for any new agent. Showcases and agent profiles should be able to be kept fresh with no effort from the individual agency.

4   Collect Data – and Make it Count

Does your CMS solution automatically gather key analytics from the user such as time-on-page, link selection, technologies used (browsers, networks, etc.), overall behavior and demographics? It should. With this data, your marketing department can properly evaluate individual interaction with each potential customer and assess their level of engagement with your content, across numerous devices and sessions.

Now, you can focus on creating engaging user experiences, and marketing and remarketing campaigns tailored for each potential customer.

The end goal? Higher acquisition to conversion turnover.

> " *Make your content do the heavy lifting for you by getting it in front of the right people at the right time.* "

Gary Saner, Primero CEO

5   Play Nice with Third-party Systems

Your chosen CMS solution should integrate with other systems that may already be in place – such as a CRM, calendar systems, reservation systems and more.

Don't overlook this functionality, as seamless integration with an agency's CRM promotions platform connects prospective customers with the right travel agent for their destination.

About Primero Systems

For more than 20 years, Primero has been helping businesses achieve their goals and potential through the infinite capabilities of software. From their award-winning Webtreepro content management system to their mission-critical, enterprise-grade custom software, Primero solutions improve efficiency and accuracy – and contribute to the bottom line.

With a long history of providing content management systems to the travel industry, Primero knows the ins and outs of the business – and knows the importance of dynamic content.

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