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SOCIAL MEDIA MARKETING

[BIZ: Maastricht, July 6]

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Starting last month the Maastricht Convention Bureau (MCB) began using LinkedIn and Twitter after completing a brand new website earlier this year. Worldwide this is the first site of a convention bureau to make effective use of web 2.0 and social media marketing techniques. Crossmint designed and built the site and will train and support the MCB in applying social media marketing concepts for tourism, hospitality, retail, recreation and events.

The new site will be completely managed online by MCB staff. MCB's partners — over 40 local companies, hotels, conference centers, event organizers etc. — will also have online access to content about their own location and services on the site. They will be able to manage and edit texts, photos and videos for MCB to publish on the site. They can also do their own search engine optimization. In this way the content on the site can be instantly updated when needed. Visitors looking for a nice location can use the intuitive 'venue & service finder' to find information about locations and services for meetings, incentives, conferences or events. The venue & service finder also allows users to create Requests for Proposals that are then sent to MCB and her partners. All pages, texts, photo's, videos are being optimized for search engines and social media marketing purposes. This has already resulted in better page listings in Google. The website can be easily extended at relatively low cost with new functionality like Blogs, surveys/polls, photo galleries, mobile applications, etc.

The Web has become the most effective promotion and sales channel in many industries. Having a strong presence in the Web and being able too interact directly with potential customers is becoming more important. Therefore Crossmint helps MCB to make use of "social media networks" — like for instance LinkedIn, Twitter, Facebook and TripAdvisor — to reach a new and much bigger target group. You can find MCB under the name "mice Maastricht" on Twitter and as a group (MICE Maastricht) in LinkedIn.

Marcel Knols, managing director of Maastricht Convention Bureau: "Crossmint has challenged and inspired us to set up the online presentation of the most attractive business destination in the Netherlands, Maastricht, in an innovative and effective way. Adequate and real-time adjustments to the presentations on the website of the partners participating in MCB are always and any time possible. Communication about the services we offer, the latest news making use of web 2.0 and blog techniques is standard. For a small hands-on organization with a strong result-oriented focus this is an important contribution for successfully reaching the goals!"

Interestingly the job market recently started including social media marketing experience in its preferred qualifications for senior management, e.g.: at the retail chain 'Best Buy', they required a graduate degree and 250 plus followers on Twitter.

<http://www.crossmint.nl/>