

Passport Online Launches ESP Automated Social Media Posting for Travel Agents

Debuting at Vacation.com Annual Conference, New Program Launches for Facebook

Las Vegas, NV (June 9, 2014) – Passport Online Inc. officially launched ESP, Automated Social Media Posting for Travel Agents, during this week’s Vacation.com Conference here.

“ESP solves the two main challenges travel agents have in successfully adding social media to their marketing. With ESP, Passport Online is completely handling the creative requirements and saving the agents time by automatically posting engaging content for them on their consumer facing Facebook pages through sophisticated integration via the Facebook API,” said Greg Kott, President & CEO of Passport Online, Inc.

Passport Online is the official website and e-marketing partner for Vacation.com and currently powers hundreds of Vacation.com consumer websites through its complete website program, NexCite, and hundreds more with its website content program, VacationPort. This new product, according to Kott, is a natural extension of the electronic marketing services Passport provides to its agency customers for today’s travel selling environment. ESP helps integrate social media marketing with website marketing, creating a comprehensive e-marketing platform.

“As the leader in providing cutting-edge e-marketing tools to suppliers and agents, and because social media is an important e-marketing and customer engagement channel, our customers told us they wanted to participate, but needed creative help to really make it happen. ESP is designed to make social media part of your success, not part of your stress by driving relevant content to post automatically on a participating agency’s designated Facebook pages,” explained Kott.

“With 93% of adult internet users currently on Facebook, today’s businesses must engage this universe in some way. And yet, as travel agents, you would rather spend your time planning and booking incredible travel experiences and not worry about what you should be posting on Facebook,” said Marilyn Macallair, Vice President of Business Development for Passport Online. “We will transform your social media strategy and actually post for you, creating discussion, interaction and Facebook stickiness for your travel business. This allows participating agents to

keep the social media conversation going. Agents are, of course, encouraged to add their own content to supplement and extend discussions with their customers and potential customers.”

The program requires a simple sign up by the agent, and a connection by Passport Online to the agency’s Facebook pages. Agents control the frequency of posts, can review all content prior to posting, and opt out of any individual post.

The program has been in beta testing for several months and has successfully helped these testers grow their likes, shares and overall customer engagement on Facebook. The beta testing also enabled Passport to evaluate what posts are most successful in creating consumer engagement.

Posts fall into various categories including: travel quotes, travel tips, destination information, “did you know?” questions, fun posts, and a limited number of deal-related posts.

Also launching as part of this program at Vacation.com are supplier promotional packages for ESP. Suppliers can include a series of posts per quarter in each promotional package. Most supplier posts will be designed as branding posts, allowing the supplier to present interesting information about their products, their destinations and their activities in a way that engages consumers and creates more consumer brand awareness in the process. Any deal-related posts will include an agency call to action for a special or specific offer and will link to a detailed offer page, or directly to the agent’s website if powered by Passport Online.

“This new product allows suppliers to actively engage in travel agent social media initiatives,” said Jeanne Colombo, Vice President of Supplier Relations for Passport Online. “ESP will provide suppliers with direct access to agency’s fan base on Facebook creating consumer awareness of their products and services and keeping the call to action with the ir travel partners . We will also be providing suppliers actionable market data on social media through a very large network of users, agents and their consumers.”

Nexion, a Vacation.com host agency member, is also the first organization to contract a white label version of ESP for its members. The Nexion program is part of a larger e-marketing suite of services provided to Nexion members in its OnTarget program. The social media posting is now live and accessible for Nexion members.

The new ESP program is available at no additional fee to all Passport Online website customers. The product is available to the entire travel agency community with introductory pricing for

Facebook. Passport Online plans to expand ESP to additional social media channels in the future.
For more information, contact Sales@PassportOnlineInc.com. Tel. 503-626-7766 option # 1.

About Passport Online

Passport Online is the leisure travel industry leader in website, web content, email marketing, and social media solutions. Passport also offers state of the art cruise booking engine solutions for b-to-b and b-to-c needs. A major distribution channel for leisure travel suppliers to connect with the leading consortia, retail agencies, professional home-based agent networks, and their clients, Passport Online enables millions of consumer shopping sessions on thousands of travel agency websites.