

MAKING THE SALE: VALUE PROPOSITIONS & CONVERSIONS



EasyOTA

CONTENTS

Find all chapters here: www.easyota.com/

1 INTRODUCTION TO TRAVEL ECOMMERCE

Needs and benefits

2 KNOW HOW BUYERS MAKE DECISIONS

How buyers make decisions online

3 YOUR COMPETITIVE ADVANTAGE

A trusting and emotional connection

4 MAKING THE SALE

Value propositions become sales

5 ONLINE BOOKING ENGINE (OBE)

How to make it work for you

6 MAKING THE ONLINE TRAVEL EXPERIENCE EASY

Ease of use and specialisation go hand in hand.

7 AFFILIATE SALES, 'UP-SELLING'

Your business benefits as part of a travel ecosystem



AN ATTENTIVE ONLINE TRAVEL EXPERIENCE WILL CREATE CONVERSIONS

People commit to other people, brands, products or services they relate to. We had a look at what goes into creating an emotional connection with the customer and how to build on this connection to offer an exciting experience. To mould this online travel experience to be more satisfying for the customer, you need to lay down a value proposition for your business and/or website. This value proposition will serve as the compass when making decisions on your website to fulfil business goals.

WHAT EXACTLY IS A VALUE PROPOSITION AND HOW DO I CREATE ONE?

A value proposition is a short, to the point statement that explains what value you're adding to the customer's life with your product or service.

As a guide to create a solid value proposition, answer the following questions:

- 1 What do you do?
- 2 Who are you doing this for?
- 3 What are the needs or goals of the people you're doing this for?
- 4 How is your product or service going to address these needs?
- 5 What makes you unique, different than your competitors?

Lastly, it's crucial to determine key metrics on how are you going to measure the success of your product or service. The value proposition means nothing if you cannot validate the effectiveness of the value you're offering to the customer.

HOW TO CREATE CONVERSIONS

Well-structured content is not just the foundation of a quality website, but also and set the stage for tools, such as online booking engines, to drive online conversions. If the content is lacking substance or is confusing, the customer can get confused and lose interest. It's important to structure online content to meet the customer's needs, thus why the value proposition comes in handy when making this type of decisions. What is the customer's goals? Is it to find out more about a specific destination? Or is it to explore the available room options? Whatever the customer's goals are, the answers to these questions will clearly guide the type of content that will be included on the website.

HOW TO FORMULATE AN EFFECTIVE INFORMATION ARCHITECTURE (IA) STRATEGY

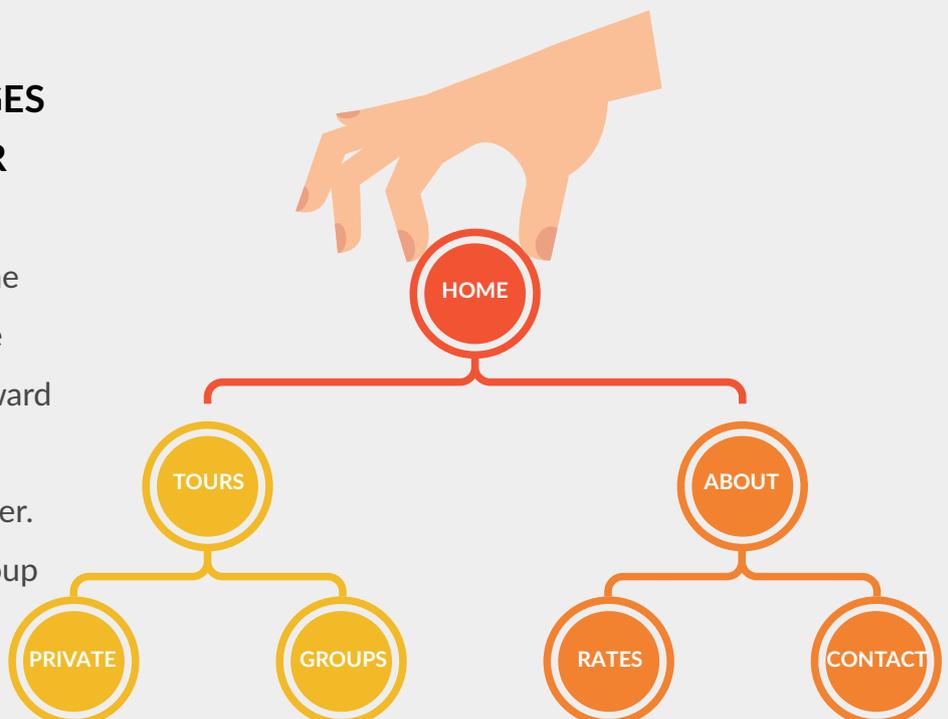


KEEP THE USER'S GOALS IN MIND WHEN STRUCTURING CONTENT

By keeping the customer's needs and goals in mind, your website's goals will automatically support the customer's goals.

ENSURE HIERARCHY OF PAGES ARE STRUCTURED TO CATER FOR THE USERS GOAL

There are many ways to structure the pages of a website in relation to one another. It seems pretty straightforward to create sections with subsections and group "relevant content" together. However, the content you might group together as relevant might not be relevant to the customer.



KEEP CONTENT PATTERNS CONSISTENT

Consistency subconsciously guides the customer through their journey when browsing a website. All the information pages should be structured the same, by moving content around within the layout of pages can create confusion. Always keep the navigation elements in the same place within all the pages on the website. If at some point the customer feels confused or wants to go back to a place on their journey it should be easy to navigate back.



EASYOTA SOLUTIONS GROW DIRECT BOOKINGS FOR TRAVEL AND TOURISM BUSINESSES IN EASTERN AND SOUTHERN AFRICAN MARKETS, ADDRESSING THEIR UNIQUE NEEDS.

<http://www.easyota.com>

We focus on 3 core disciplines



Specialised booking engines for search, book and pay processes



Competitive advantage



Itinerary building capability - affiliate sales



For an open discussion,

+44 20 8133 424 or +255 683 593 933 or consult@easyota.com

EasyOTA