Inspiring Silk Road

Using the Power of Social Commerce to promote travel along the Silk Road

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HOW TO LEVERAGE SOCIAL MEDIA AND DIGITAL MARKETING?
Promote the Silk Road as a Travel Destination
SOCIAL STORYTELLING as the Solution
Brand-generated content is being IGNORED

Content created by brands is perceived as less authentic than content generated by users

Brands are spending more

3x Year-over-year increase in brand created content

For less return

5% of all brand created content gets noticed

Source: Beckon Research
User-generated content is being noticed

Content created by brand is perceived as less authentic than content generated by users

Strengthen consumer trust

92% of consumer trust earned media more than owned media

Drive sales

81% of purchase decisions are peer influenced

Source: Nielsen

Source: Forbes
Social Media is storytelling.

- Blogs
- Facebook Walls
- My Story
2.5 billion pieces of user-generated content are shared every day.
COLLABORATIVE STORYTELLING FOR EVERYONE
#MEKONGMOMENTS
We are still looking for funds for the 13 elephants that were rescued from illegal trafficking. We need your help to take care of these beautiful animals. You can find out more here: www.indiegogo.com/projects/13-rescued-elephants-need-your-help/ #elephantconservation #elephantrescue #oceansave
The Elephant Conservation Center, located in Sayaboury in the Lao People's Democratic Republic, acts to preserve and protect the Asian elephant, a species that is on its way to extinction. Created in 2011 by a team of experts, its program is set up around the wellbeing of the animal, the reproduction, vet care, and the schooling of mahouts.
USING SOCIAL MEDIA TO GENERATE SOCIAL COMMERCE

PEOPLE BUY WHERE THEY CONNECT

PEOPLE ARE 6 TIMES MORE LIKELY TO BUY

SOCIAL MEDIA

SOCIAL COMMERCE

(E)-COMMERCE
Getting visitors and locals to share their stories (and generate awareness for you)

Emotions which trigger to get people to share:
• Achievement
• Pride
• Truly helpful
• Self image
• Incentives (contests)

Increasingly people prefer to share specifically within groups with the interest/community
MULTIPLE MICRO SOCIAL MEDIA CONTESTS
The ENWOKE Model: The 3 E’s | EXPOSURE – ENGAGEMENT - EARNINGS

**E1**
- Businesses create listing profiles for their experiences on ENWOKE.com for FREE
- Optionally businesses can upgrade listings to private-label websites with own URL.

**E2**
- Businesses encourage people to hashtag content and to share experiences via social media.
- Tagged shared content with matched hashtags will be aggregated into relevant platforms (destinations, themes, brands, associations, etc.)

**E3**
- Aggregated content will be associated with the respective website on the ENWOKE system
- People inspired by aggregated content will be linked directly to the respective experience website on the ENWOKE system
More people getting connected to businesses via visual content

More people planning to travel the Silk Road inspired by visual content

More content promoting experiences on the Silk Road

Travellers share stories on social media

Businesses run social media contests

Strengthening of the Silk Road brand

More direct traffic and bookings for businesses
Results

Through the use of collaborative social commerce, the campaign achieved the following results.

- **500 participants** (travelers, bloggers, filmmakers)
- **220,000 followers** (through network of participants)
- Close to 1 million video views
- Over 22 million people reached
The Silk Road Platform
Inclusive and sustainable growth through collaborative social commerce
The Silk Road
Connecting Cultures

Explore Thematic Traveling

History & Culture  Family Activities  Nature  Wellness  Gastronomy  Festivals  Community Based Tourism  Adventure

Take the Silk Road Journey
THE BENEFITS
What do the stakeholders gain?
The ENWOKE Model: The 3 E’s | EXPOSURE – ENGAGEMENT - EARNINGS

Experience and social content is aggregates into platforms from ENWOKE databases based on category, brand, location, or theme.

- Destination platforms
- Thematic platforms
- Brand platform

Profiles and websites are featured in platforms based on category, brand, location, or theme.

User generated content is aggregated from social media channel based on tags, location and connectivity.

Meta content is aggregated through AI Technology.

DESTINATION PLATFORMS

THEMATIC PLATFORMS

BRAND/ORGANISATION PLATFORMS
INCLUSIVENESS
Any experience can participate in the initiative and be listed on the platform.

COLLABORATION
Businesses can connect with each other or participate in larger campaigns.

CAPACITY
Social media capacity building activities help businesses to grow.

EXPOSURE
The technology aggregates and distributes content for all participating businesses.

ENGAGEMENT
Any business can create social media contests and offers on the platform.

EARNINGS
Each piece of content links back to booking channels of individual businesses.
Commitment by Chameleon Strategies

1. Design and development of the Silk Road platform
2. Waiver of license fees for Silk Road platform and country 2nd level-platforms for 3 years
3. Contribution of 50% of top-level branded country platform license fees to be invested into Silk Road campaign*

TOTAL Commitment: USD 1 million

* Minimum of 10 countries
SPONOSRED 2ND LEVEL COUNTRY PLATFORMS
First Time Traveler

Community Based Tourism
Family Activities

Mongolia for all ages

With an open mind and a knock for adventure, Mongolia is a destination built just for families with kids. Almost everything that can be done is family-friendly and safe for children. Highlight activities include staying in a Ger, going horseback riding, visiting natural museums, hiking up sand dunes and even (attempt) hunting for dinosaur eggs in the canyons. There is literally nothing like being in out in the wide-open spaces filled with natural beauties and experiencing the slow life. If that is an ideal vacation for your family, then look no further than Mongolia.
A Silk Road branded platform showcasing travel themes on the Silk Road

Country 2\textsuperscript{nd} level platforms, which can be upgraded to top level branded platforms

Listings and ability to run own contests for any business in the silk road countries

Capacity building activities for countries

Collaborative campaigns to promote the silks road

Aggregation of high-impact content, by leveraging traveller stories
LEVERAGING TRAVELLERS STORIES TO PROMOTE THE SILK ROAD
Adapting to change - since 1999

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