



At A Glance

COMPANY: Delta Vacations and Ciceron

GOAL: Grow fan base and engagement in social as a way to drive bookings.

SOLUTION: “From the Strip to the Surf Giveaway” featured a “like” meter calibrated to add a new trip to the giveaway “pot” at different levels of fan acquisition, starting with a 3-day trip to Las Vegas at 35,000 fans. Winners were randomly selected and all participating fans received a vacation discount code as a surprise gift.

RESULTS: Over 42,000 excited fans drove engagement up 130% during program with sustained increase of 71% after program. Plus, Delta Vacations saw a 34% jump in bookings for the period and record-high sales from social in the month following the program.

“Wildfire’s tools helped us get great results for our client, and even saved them money—just the kind of effective partnership we love.”

— Dawn Hepper
VP of Strategy

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Ciceron and Delta Vacations drive engagement sky high, and see 34% jump in bookings and record-high sales from social.



Goal

Delta Vacations worked with brand advocacy firm, Ciceron, to energize its social media presence by driving community and engagement. The goal of the current program was to not only attract more fans, but to get them excited and talking about featured vacations as a way to drive bookings.

Background

Delta Vacations takes an integrated approach to its social presence, and offers followers a steady flow of content across Facebook, Twitter, Pinterest and YouTube. With Ciceron’s help, Delta Vacations has closely integrated its social strategy with its company website, blog, and other marketing channels to ensure that followers receive consistent content across the social web. With each campaign, Delta Vacations drives followers to and from its social pages to deepen engagement and drive conversions.

Solution

Using Wildfire’s Social Marketing Suite, Delta Vacations and Ciceron partnered up to run a six-week “From the Strip to the Surf Giveaway” promotion. To fuel fan growth and sharing, the program featured a “like” meter calibrated to add a new trip to the giveaway “pot” for each 5k jump in fan acquisition, starting with a 3-day trip to Las Vegas at 35,000 fans. Winners were randomly selected at the end of six

weeks, and all participating fans received a vacation discount code as a surprise gift.

Results

Delta Vacations got exactly what it wanted from the program: nearly 14,000 excited, engaged new fans. Most notably, engagement peaked and stayed high, up 130% during the program with sustained increase of 71% even once the program ended. Sales got a direct boost from the program, too, with a 34% jump in bookings for the period and record-high sales from social in the month following the program. Overall, Wildfire’s Suite fostered an easy, effective partnership for Delta Vacations and Ciceron, giving Delta Vacations content control and costs savings while Ciceron focused on overall strategy.

Company Background

Delta Vacations, in partnership with Air France Holidays and Alitalia Vacations, is operated, managed, and marketed by MLT Vacationssm, one of the largest providers of vacation packages in the United States.

Ciceron is a Brand Advocacy firm, located in Minneapolis, that combines brand strategy with experience design, operational design, and social marketing. Founded in 1995, Ciceron was one of the US’s first pure digital strategy and marketing companies. The firm has a strong presence in travel, CPG, software start-ups, and B2B marketing.