

## Case Studies Using Twitter to Increase Website Traffic

SearchForecast suggest that website owners refer to the travel industry for leading case studies on how to improve traffic to a website and engage in real time customer service.

### Case Study: Alaska Airlines Mystery Sale

Alaska Air saw a 32% spike in traffic to its web site earlier this year after running a “mystery fare sale” on Twitter, underscoring the power of viral messaging. See <http://twitter.com/AlaskaAir> for more details.

### Case Study: Virgin America Mystery Sale

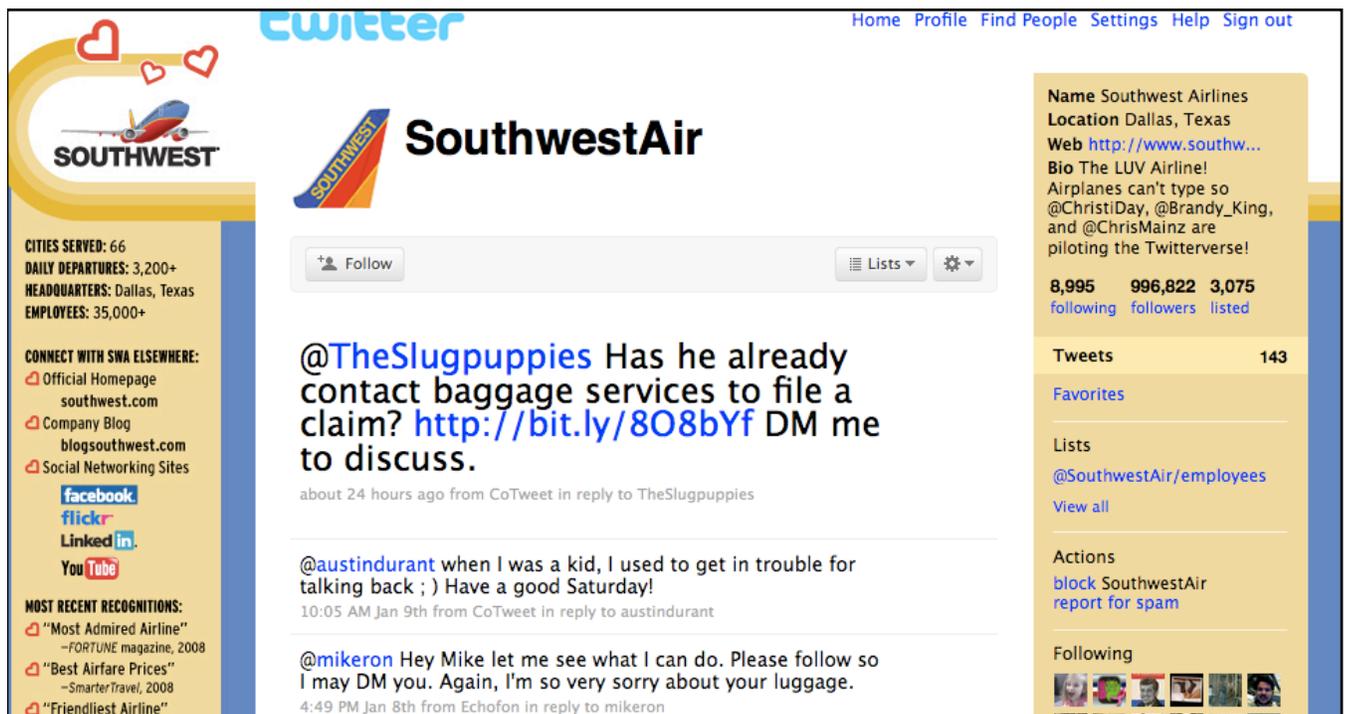
Virgin America receive more than 350 direct messages on Twitter on an average day from onboard customers using the WiFi connections. This has increased customer service requests and also allowed increased visits to the website and the ability to promote special airfares.



### Case Study: Southwest Airlines

In July and October 2009, Southwest Airlines announced a two-day fare sale through Twitter instead of taking the paid-advertising route. The promotion resulted in the two highest traffic days on Southwest’s web site—and the top two revenue days in the airline’s history.

In the “tweets” below, a customer service representatives apologizes to a customer for losing baggage.



The screenshot shows the Twitter profile for Southwest Airlines. The profile includes the Southwest logo, a bio, and statistics: 8,995 following, 996,822 followers, and 3,075 listed. A tweet from @TheSlugguppies is highlighted, asking if Southwest has baggage services and requesting a DM. Below it, a reply from @austindurant says, "when I was a kid, I used to get in trouble for talking back ; ) Have a good Saturday!". Another reply from @mikeron says, "Hey Mike let me see what I can do. Please follow so I may DM you. Again, I'm so very sorry about your luggage." The left sidebar of the profile lists various services and social media links.

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