**QUESTION 1**

Prior to discussing the key benefits and capabilities of Snapchat and Pinterest its important to remember the social media strategy and goals at WestJet. At WestJet they broke their strategy into three categories: customer service to quickly address customer needs, support generating revenue through selling more tickets, and growing the brand through engagement with potential customers. During the discussion it will be important to identify benefits and capabilities that fall into those three categories.

**Snapchat**

At its core snapchat is a messaging platform that allows users to send quick videos and pictures that can only be viewed once (or more if the sender chooses). The user base of snapchat skews younger with 45% of users aged 18-24. Further, less than a third of snapchat users are 35 and older. The demographics of snapchat users may prove to be a selling point for WestJet to grow their engagement with a younger population. WestJet’s current social media demographics are lacking in users aged 18-24; so, adding snapchat to their social media repertoire will complement their existing social media presence and help raise brand awareness and grow revenue.

Another feature of snapchat that would be interesting to WestJet is its capabilities to connect customer service professionals with customers in real-time. Customers could send pictures or videos of their positive or negative experience with WestJet through snapchat. Customer service could quickly analyze the feedback and interact with the customer – thereby enabling them to quickly address customer needs and enhance their customer service.

Lastly, snapchat can help increase brand engagement with potential customers. Snapchat allows companies to sponsor customer filters that are embedded on photos and/or videos. The filters are often unique and tug at the user’s emotions to create a lasting message. These filters are often geolocated in places that are important to the advertising company. Clever use of snapchat filters can drive higher engagement with potential customers.

**Pinterest**

Pinterest is a different social media platform that allows users to “pin” ideas to a virtual design board. The concept is meant to spark ideas for the user that they can use in their day-to-day life. Communication is not the cornerstone of the platform as is the case for snapchat. With that being said, there are capabilities and features about the platform that would be appealing to WestJet.

First, the user base of Pinterest is older than Snapchat. This means that WestJet would be interacting with a different user than Snapchat. This could be a benefit to WestJet’s long-term company goals to grow revenue by selling more tickets to business travelers. An older user base is more likely to contain individuals that would travel for business rather the younger Snapchat userbase.

A feature of Pinterest that could help WestJet sell more tickets is the core capability of the software to share ideas. The goal of selling more tickets necessitations user to travel more destinations that WestJet services. Therefore, airlines can use Pinterest to showcase the beauty of their travel destinations which could help convert potential customers.

**Conclusions**

Snapchat and Pinterest are two different social media platforms that satisfy different purposes. Snapchat is a communication platform that would help WestJet improve customer service while expanding brand awareness to a younger generation of social media consumers. Pinterest would help improve messaging to business-travel aged users that could generate travel ideas to existing customers to increase their travel rate.

**QUESTION 2**

The other criteria that are important to choosing one social media platform over another should fall into the general WestJet social media platform. The chosen categories are listed below with a brief explanation as to why they were chosen.

**Communicate with customers**

The chosen platform should allow WestJet to communicate directly with customers to assist in customer service or marketing activities.

**Enhance brand engagement**

The chosen platform should reach a high number of users that allows users that are currently unaware of WestJet to learn more about the company its mission.

**Ability to target potential customers**

The chosen platform should be able to target potential customers through demographic analytics or geotargeting capabilities.

**Advertising capabilities**

It is important for WestJet to be able to perform paid advertising campaigns to periodically increase viewership during times of high travel (e.g., summer, holidays, etc.)

**QUESTION 3**

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| --- | --- | --- |
| Criteria (weight) | Snapchat | Pinterest |
| Revenue generation (0.25) | 4 | 3 |
| Communicate with customers (0.25) | 5 | 2 |
| Enhance brand engagement (0.15) | 4 | 3 |
| Target potential customers (0.20) | 4 | 3 |
| Advertising capabilities (0.15) | 4 | 3 |
| Total | 4.25 | 2.95 |

**Weighting**

There were five total categories selected meaning the “average” weighting of each category is 0.20. Therefore, each category was evaluated to see if it was more or less important than the average weight of 0.20.

Revenue generation: This is important component that is directly related to one of the three pillars of the WestJet social media strategy. The selected weight of 0.25 reflects its importance to the company’s digital strategy.

Communicate with customers: The ability to communicate with customers is incredibly important to WestJets customer service goals. The weight of 0.25 reflects the importance of quickly communicating and engaging with platform users.

Enhance brand engagement: While enhancing brand engagement is an important aspect, other categories are weighted higher because they can drive brand engagement if used correctly. The weighting of 0.15 reflects this.

Target potential customers: It is important to systematically target potential customers so there is not superfluous marketing content spreading to users with low likelihood of converting. The average weighting of 0.20 shows its importance to the selection of platform.

Advertising capabilities: This category has a slightly lower weighting because while it is a “nice to have” it is not a strict requirement.

**Scores**

Revenue generation: Snapchat will bring the WestJet brand to a new demographic of travelers (those aged 18-24). While they may not have the money to travel now – it is important to “plant the seed” at a young age. Pinterest has a slightly lower rating because the demographics of its users is like WestJets current social media demographics.

Communicate with customers: Communication is the cornerstone of the snapchat which is why it was given a 5. Pinterest does have capabilities to communicate, but it is not the purpose of the platform. The communication is not as real-time as snapchat which is reflected in the score of 2.

Enhance brand engagement: The filter customization and geolocation capabilities of snapchat allow for a higher level of brand engagement reflected in its score of 4. Pinterest requires users to “find” WestJet by searching the platform for related keywords. This led to a lower score of 3.

Target potential customers: The geolocating capabilities of snapchat allow WestJet to more easily target customers that are in a region likely to travel. Moreover, regions near airports that WestJet services could be targeted to enhance brand awareness for potential customers. This is the rationale for a score of 4. Pinterest does not have these capabilities but can still target potential customers through keyword optimization. This capability leads to the same score as snapchat.

Advertising capabilities: Snapchat allows advertisers to create custom filters that are geolocated regions. Pinterest allows brands to advertise but this is slightly less than snapchats capabilities. The chosen scores were a 4 for snapchat and a 3 for Pinterest.

Overall: The overall scoring showcases Snapchats superior ability to quickly communicate with customers while targeting potential customers. The ability to quickly communicate with potential customers is important to WestJet as an airline company where resolving issues quickly is of upmost importance. The overall score (Snapchat: 4.25 vs Pinterest: 2.95) clearly indicates the chosen platform should be Snapchat.