

Major-Case Reflection Assignment #4: WestJet

Based upon the information in the case, what are the key benefits and capabilities of both Snapchat and Pinterest (address each separately) that are relevant to the WestJet team?

Key benefits and capabilities for Snapchat:

1. It is a great platform for video marketing. People are watching 6 billions videos on the platform everyday. And the number of views is growing fast as well.
2. It can reach a large audience group. It has 100 million daily active users, and is the third largest social media app just behind Facebook and Instagram.
3. Snapchat is the best platform to do marketing for millennials. It has 45% of views from the 18-24 age group. While Pinterest only has 15% from that group.
4. Snapchat Stories is a good tool to share behind the scenes stories to improve brand awareness and user engagement.

Key benefits and capabilities for Pinterest:

1. Pinterest is great for content marketing. It is a social platform for people to share ideas, which include places to visit, hotels to stay. It is encouraging people to explore new ideas and new places.
2. It has more users from the 25-44 age group. 85% are female users. They have more purchasing power in case of travelling. They are closer to the target audiences for WestJet.
3. The social media strategy is proved by other companies from the travel industry like Four Seasons or Southwest. It can boost the demand for people to travel.

In order to recommend one social platform over the other (Snapchat vs. Pinterest), you need to assess the strategic criteria for leveraging these platforms. One of these criteria is revenue generation. What other relevant criteria should be considered based upon the information in the case?

Strategic criteria besides revenue generation:

- Customer service
 - The platform should enable the customer to communicate more conveniently compared to the traditional channels. It should be able to enhance the care culture of WestJet.
- Brand engagement

- The platform should boost the caring and fun culture of WestJet and improve the brand awareness.
- SEO
 - The platform can help to boost SEO with additional assets that can be optimized.
- Advertising and awareness
 - The platform itself is a great place for advertising new products and discounts. Also, it is possible to utilize the rich demographics provided by the platform.
- Community Management
 - It is essential for WestJet to use social media platform to build long term community and promote its caring and fun culture.
- Reputation Management
 - It could be an effective tool for crisis management.
- Insight and research
 - The platform can be a great source for doing market research and studying insights about your customers.

To choose more objectively and accurately between social platforms, you need to consider the weight of each criteria and, thus, recognize that one criterion may be more important than others. Create a weighted decision table that denotes the criteria you've identified (from question #2), a weight for each criterion (which should total 100%), your score for each criterion (which should be a minimum of 1 and a maximum of the weight applied to the criterion), and the overall/total score for each social platform. Once you've created your table, briefly explain your rationale for weighting the criteria in the way that you did as well as the rationale for your score for each platform/criteria combination.

Criteria	Weights	Snapchat	Pinterest	Weights rationale	Score rationale
Revenue generation	5%	5	5	Most of the people will still book through websites or Travel agencies. There are not many traffic here and should not be the priority.	Both are not a good platform for booking flights.
Customer service	10%	7	5	Customer service provides an additional channel for the customers to	Snapchat is a better platform for serving customer issues since it is more chat based and will not

				communicate, but it is not the major focus.	surface the complaints.
Brand engagement	20%	8	5	Brand engagement is a main advantage for social media compared to other platforms.	Snapchat is mainly in video format and has better engagement with customers.
SEO	10%	1	9	SEO is usually a long term effort and social media fits the role here. They will all benefit the brand in the long run.	Snapchat is hard to show up on search engines but Pinerest can have a good rank in the Search Engine Result Page.
Advertising and awareness	25%	7	10	The advertising and brand awareness building should be the main focus for WestJet. Social media is a great platform to build loyalty so awareness should be priority. The best part of the platform is the user engagement and rich demographics.	Pinterest has a better target audience compared with Snapchat, and picture sharing is a great format for advertising air tickets to new destinations.
Community Management	15%	8	3	Social media platform is a unique channel that can do community management and it will generate a loyal customer base.	Snapchat is much more engaging in terms of building community.
Reputation Management	5%	2	8	WestJet needs to manage crises in major platforms like Facebook and official websites as well. This new social media platform will only serve as a minor channel for reputation management.	Snapchat is mobile based, but crisis management is usually in picture or content format, and generally needs to be accessed through the website. Pinterest is more suitable for that.
Insight and research	10%	7	7	WestJet can have some unique insights from this additional platform.	Pinterest and Snapchat both have some unique demographics that are valuable to WestJet.
Total Score	100%	6.4	6.7		