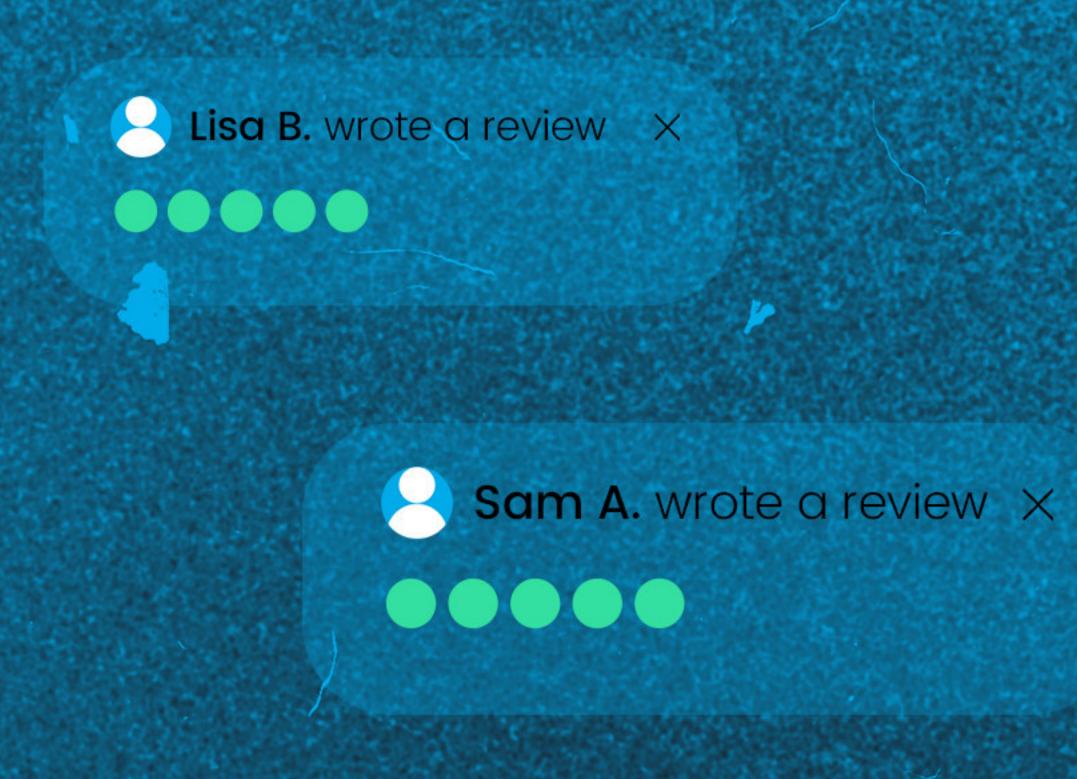




Mike A. wrote a review >

# 



Flying Angels Foundation turns reviews in a chance to save more children's lives.

### tripadvisor.com



Sort by

Flights

Hotel

Restaurants

Cruises





•••• 37,876 reviews

Ramil S. wrote a review

Changed our life.

My child started suffering from a rare condition so abruptly that we feared the worst. But Flying Angels organized our life-saving flight in such a short span of time. I will be forever grateful.

Philip M. wrote a review

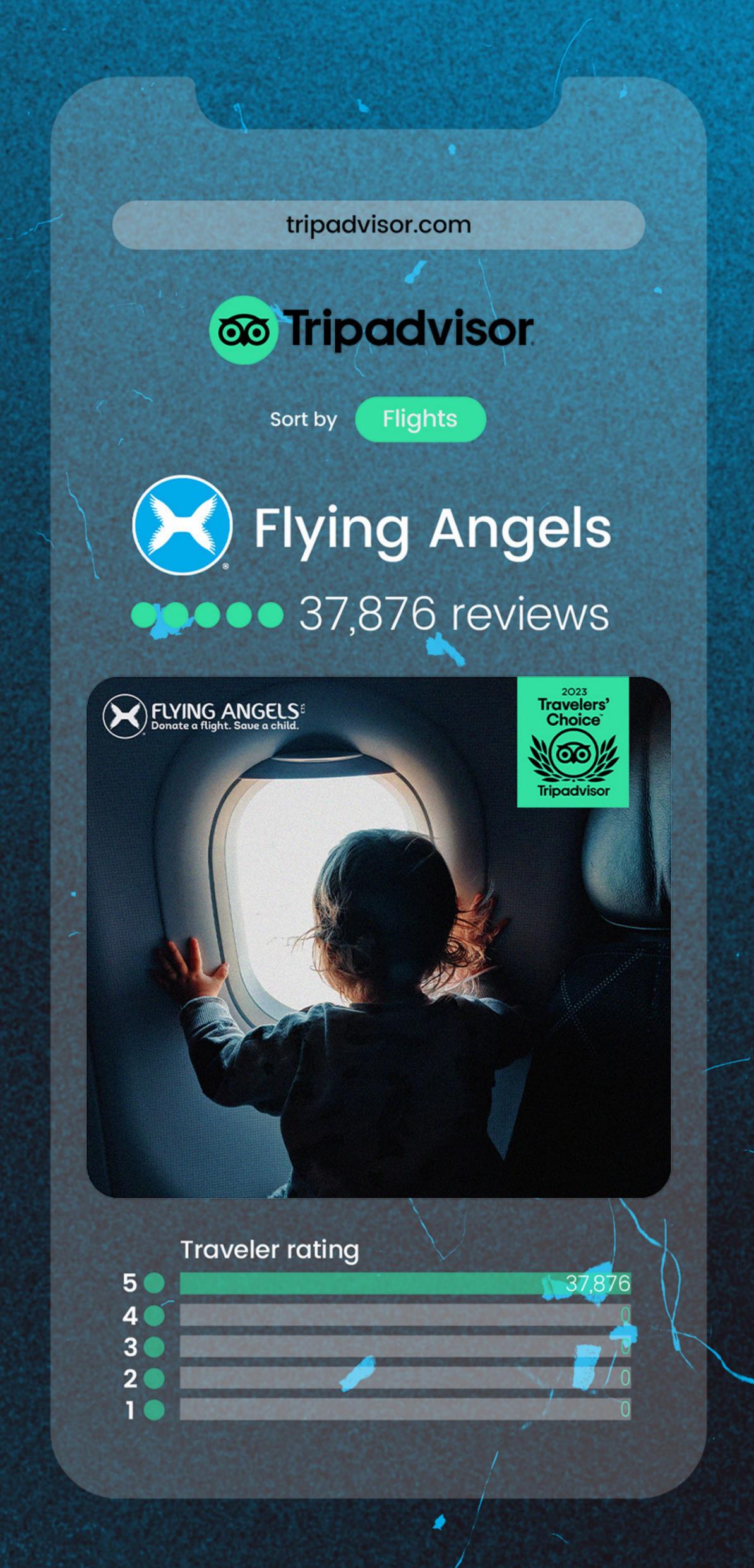
I would never go back!

I included Flying Angels Foundation in my bequest three years ago and haven't regretted it a second! Knowing more children will have a future helps me keep my hopes high for humanity.

Julia F. wrote a review

A daughter's perspective.

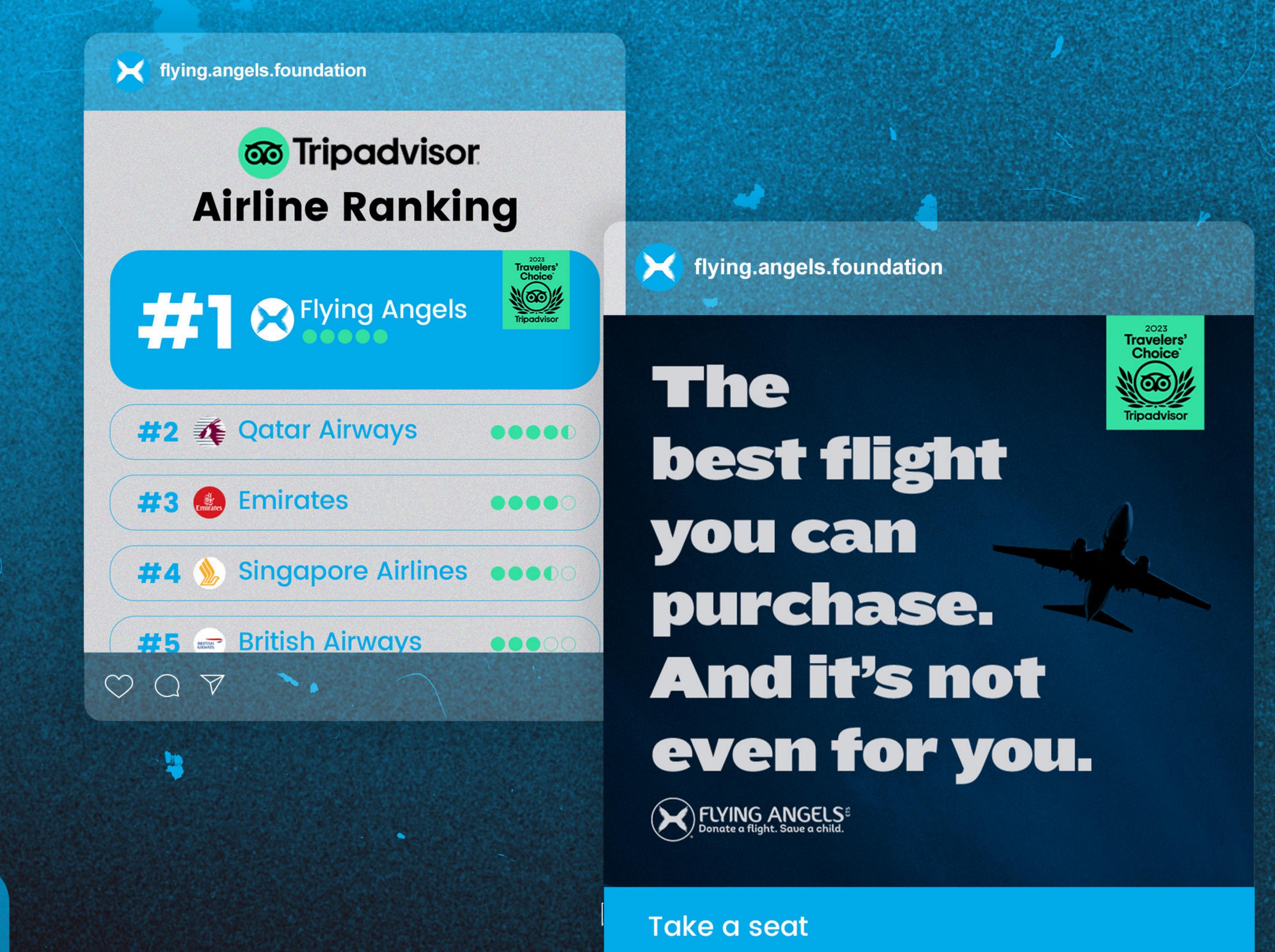
Before passing, my mom left part of her bequest to this foundation. I see a bit of her in every story of a child that has been granted this important help and it keeps her memory alive. I will definitely follow her example.





Profile Page

Community Management Hack



Social Media

### 

When making decisions, the targeted audience is likely to be influenced by online reviews\*. So, what if we communicate in the place where everyone is actively searching for positive reviews?

Source: \*I Say Group, Ok boomer! Marketing oltre gli stereotipi.

Flying Angels Foundation opens a Trip Advisor profile to turn people's experience in positive reviews and become the best reviewed company on the platform.

## HOWIT WORKS

- A detail page on Trip Advisor will explain the foundation's mission and how to donate through a bequest. All the reviews will be testimonies of families that were helped by people's donation or recommendations made by those who already donated.
- To attract potential donors on the page, the profile will interact with the countless negative reviews of other flights.
- On social media, the communication will focus on positive reviews that will bring interest to the initiative.