

Hotel Chain Case Study

Social Media Management and Social Media Marketing

Overview

One of the world's first digital hotel chains wanted to reflect the launch of their services with the creation of a new online footprint with which to interact with customers.

Challenge

A newly launched digital hotel brand required an online presence to interact with existing customers and identify new audiences.

Solution

Social Media Brand Experts were retained to create and maintain a social media presence for the digital hotel brand, engaging new audiences and communicating with customers as more properties became a part of the chain of hotels, mostly operating at holiday resorts across the Mediterranean and North Africa. The campaign included a focus on platform management, daily content creation and included running several key competitions to raise brand awareness and gain new followers. A similarly named, but unrelated, business from Australia dominated the search engine results for the brand name, however Social Media Brand Experts, through use of keywords and dedicated hashtags across the social platforms, helped drive the existing SEO strategy of the brand, considerably raising their content within the search rankings.

Results

Launching the online profiles from a standing start, Social Media Brand Experts organically grew the following of the fledgling brand by 368,800% over a 15 month period, maintaining a negative sentiment rating of 0.1% across the campaign despite a number of setbacks related to individual hotel openings. Despite being a relatively new hotel chain, mentions of the social profiles came from high profile accounts such as the German blogger Bibi and a number of global travel companies. Over 1,000 sales leads were generated as a result of social media efforts.

