

Hotel Case Study

Social Media Marketing and Social Media Monitoring

Overview

Amba Hotel Charing Cross, one of the world's oldest railway hotels, wanted to understand how to harness social media to support existing marketing strategies.

Challenge

Despite a central location in London and strong customer base, Amba Hotel Charing Cross sought to increase both following and engagement, gaining insights from social media monitoring surrounding their competitors' activity.

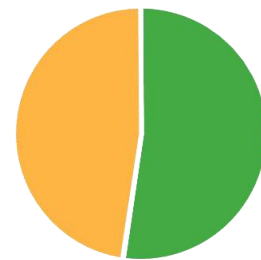
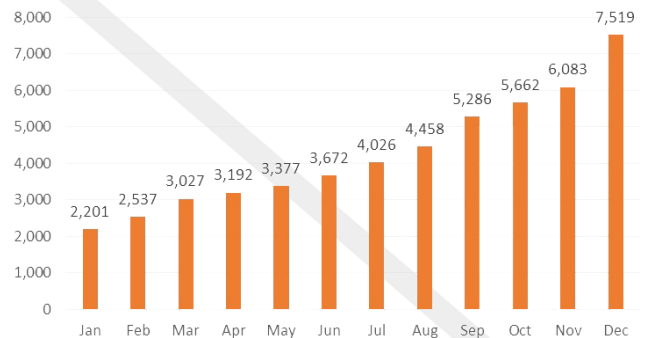
Solution

For a period of over 14 months, Social Media Brand Experts provided a number of social media services ranging from customised staff training packages, monitoring, and daily content creation as well as running several high profile campaigns. Social Media Brand Experts provided a two day workshop for the marketing, sales and customer experience teams for Amba Hotel Charing Cross, with four sessions in total; Introduction to Social Media, Social Media Monitoring, The Social Media Community Manager and Social Media Customer Engagement. The workshops equipped the staff to deal quickly, and effectively, to customer Social Media queries, planning effective campaigns and how to monitor chatter about the hotel, its offerings and service.

Results

Social Media Brand Experts played host to 17 competitions for the hotel throughout the duration of the project, and combined with a series of targeted advertising campaigns, this led to an increase of 416% Facebook fans and 142% extra Twitter followers across 2014, far surpassing all of its sister hotels.

Facebook Fans - Comparison Month-on-Month



Positive (23.1K / 52%)
Neutral (21.1K / 48%)
Negative (45 / 0%)

