



# Social Media Marketing for Accommodation

## Overview

June 2013, by Chris Adams, Lara Ortiz

# Agenda

- I. Why social media? – Research & strategy
- II. Facebook essentials – Page setup
- III. Content & communications planning
- IV. Cross-channel integration
- V. Measure & manage
- VI. Other social media platforms
- VII. Takeaways & to dos

>> Why social media?

# RESEARCH & STRATEGY

# Why social media?

## *Word of mouth marketing*

### Planning trips away



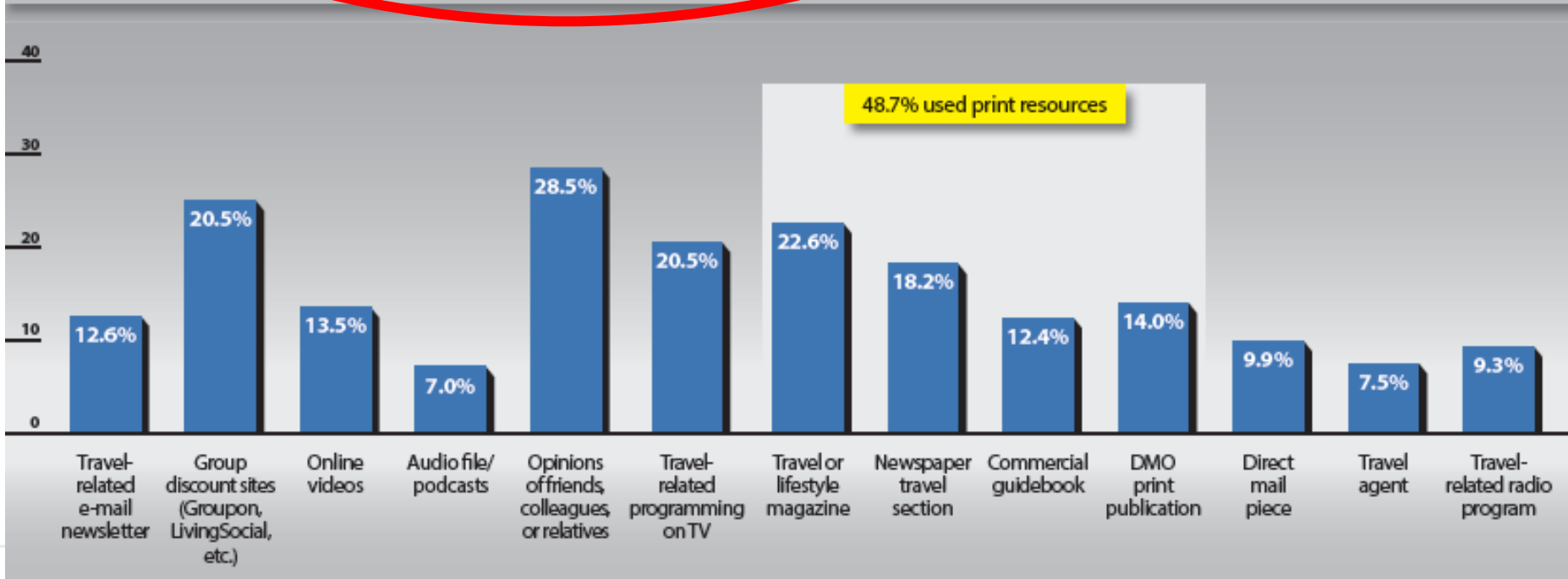
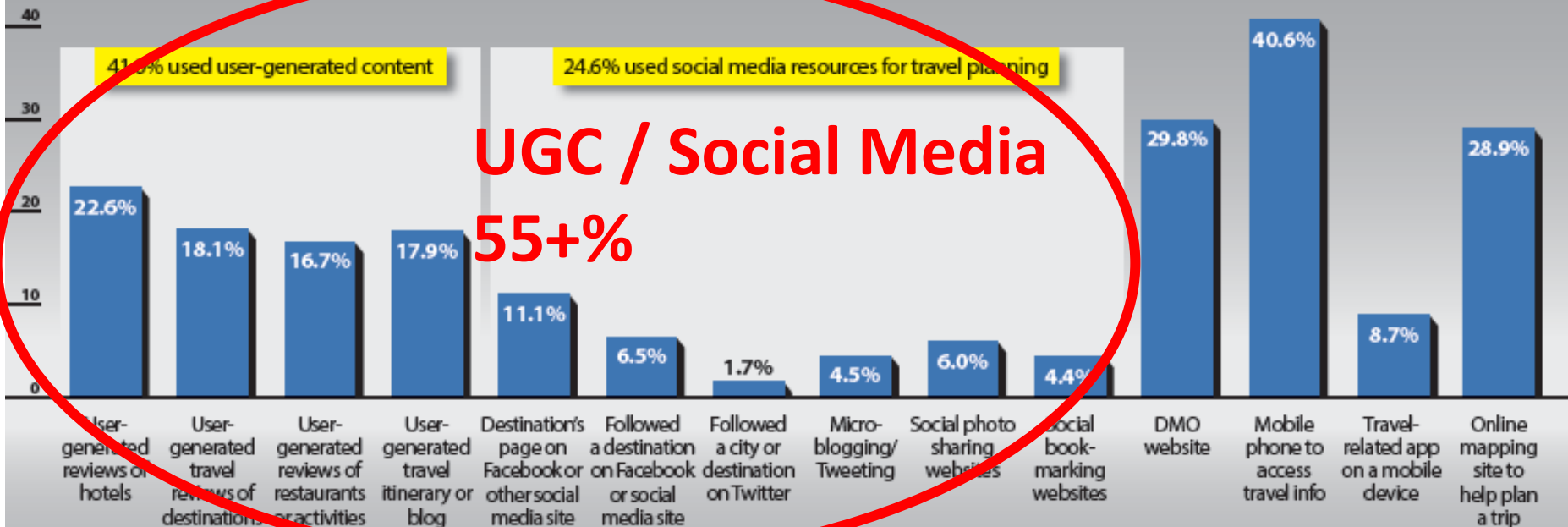
Tools used in the last six months to plan trips away....



Source: *Mood of the New Zealand Traveller. TIANZ. Colmar Brutton., 2010 – 2012.*

## Technologies, Resources and Services Used to Plan Leisure Travel

In the past 12 months, which of these have you used to help plan your leisure travel? (Select all that apply)

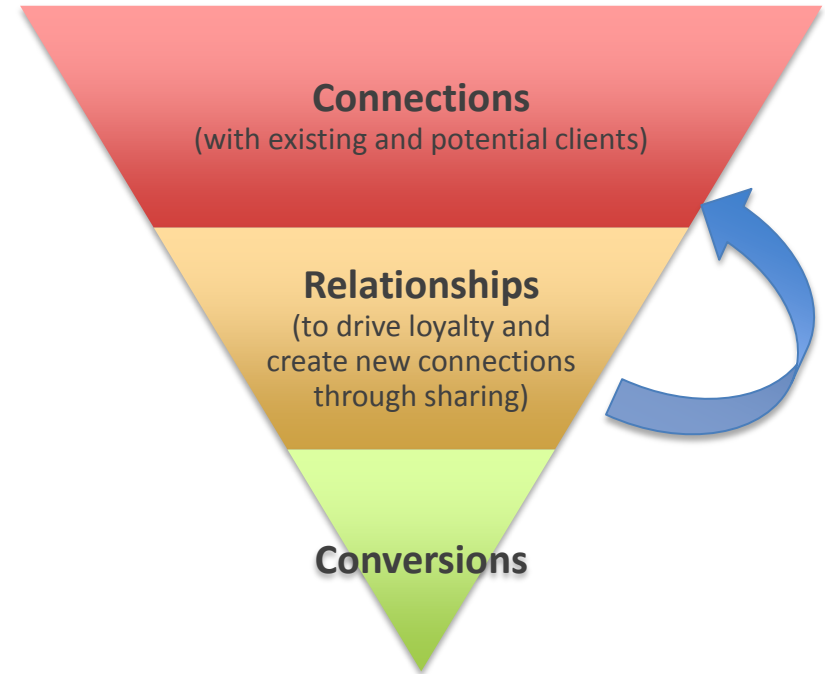


# Social media objectives

**Social media offers a powerful opportunity for:**

1. Branding
2. Building and managing online reputation
3. Serving customers better
4. *Emerging opportunity:* cultivating a new sales channel for direct online bookings

**The Social Media Funnel**



# Social media strategy for hotels

**ESTABLISH GOALS**

**CUSTOMISE YOUR PROFILE**

**PLAN & CREATE UNIQUE CONTENT**

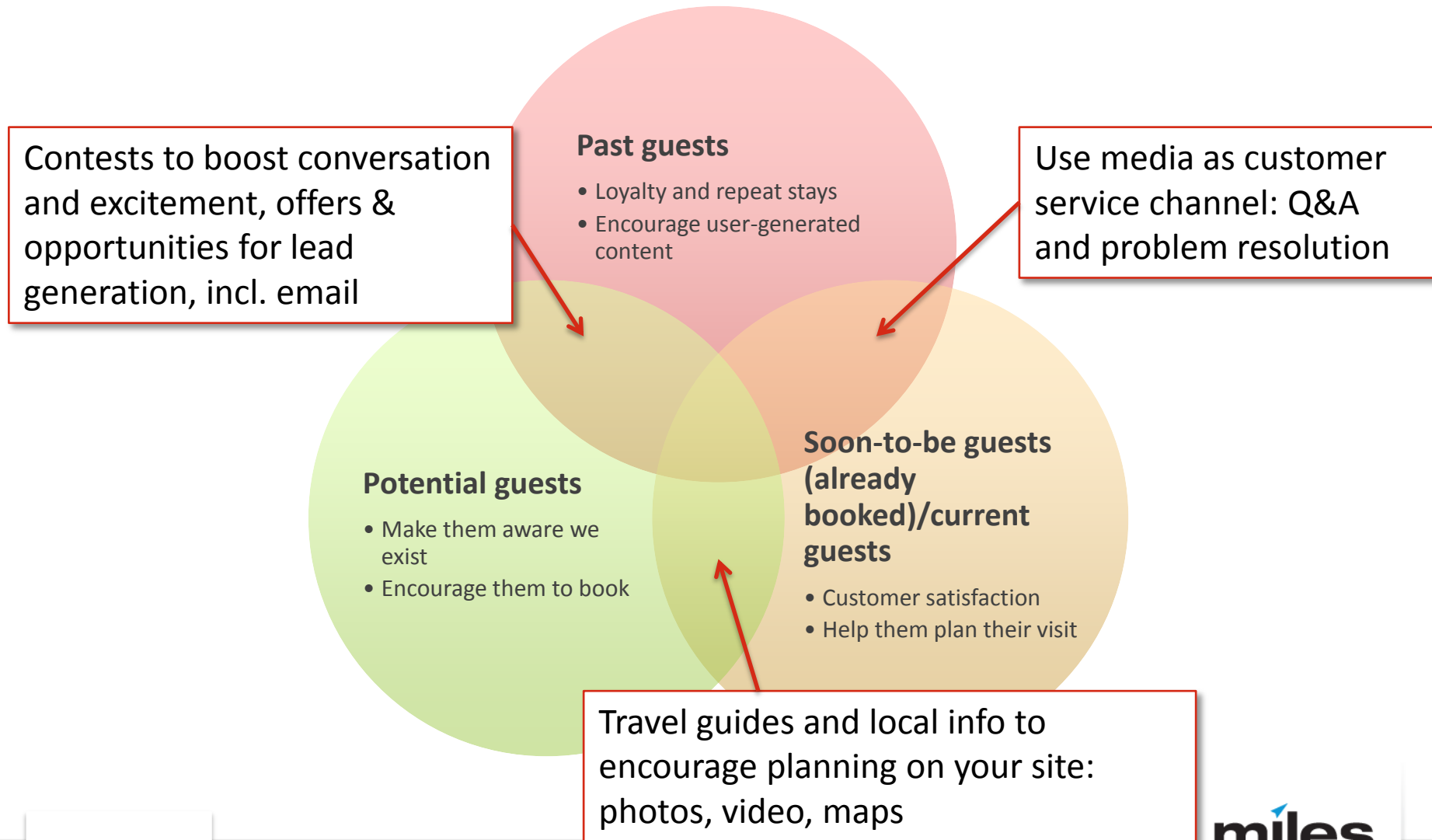
**OPTIMISE CONTENT**

**FOLLOW THROUGH IN OTHER MEDIA**

**TRACK RESULTS**

# Establish goals to guide content

*The nature of social media is engagement*





>> Facebook essentials

# PAGE SETUP

# Facebook

Facebook is **used primarily by adults in the prime of their active professional careers for social interaction**

- **>1 billion** active users/month, with strong and continued growth in users over 40
- **80% prefer Facebook for interacting with brands over Twitter**

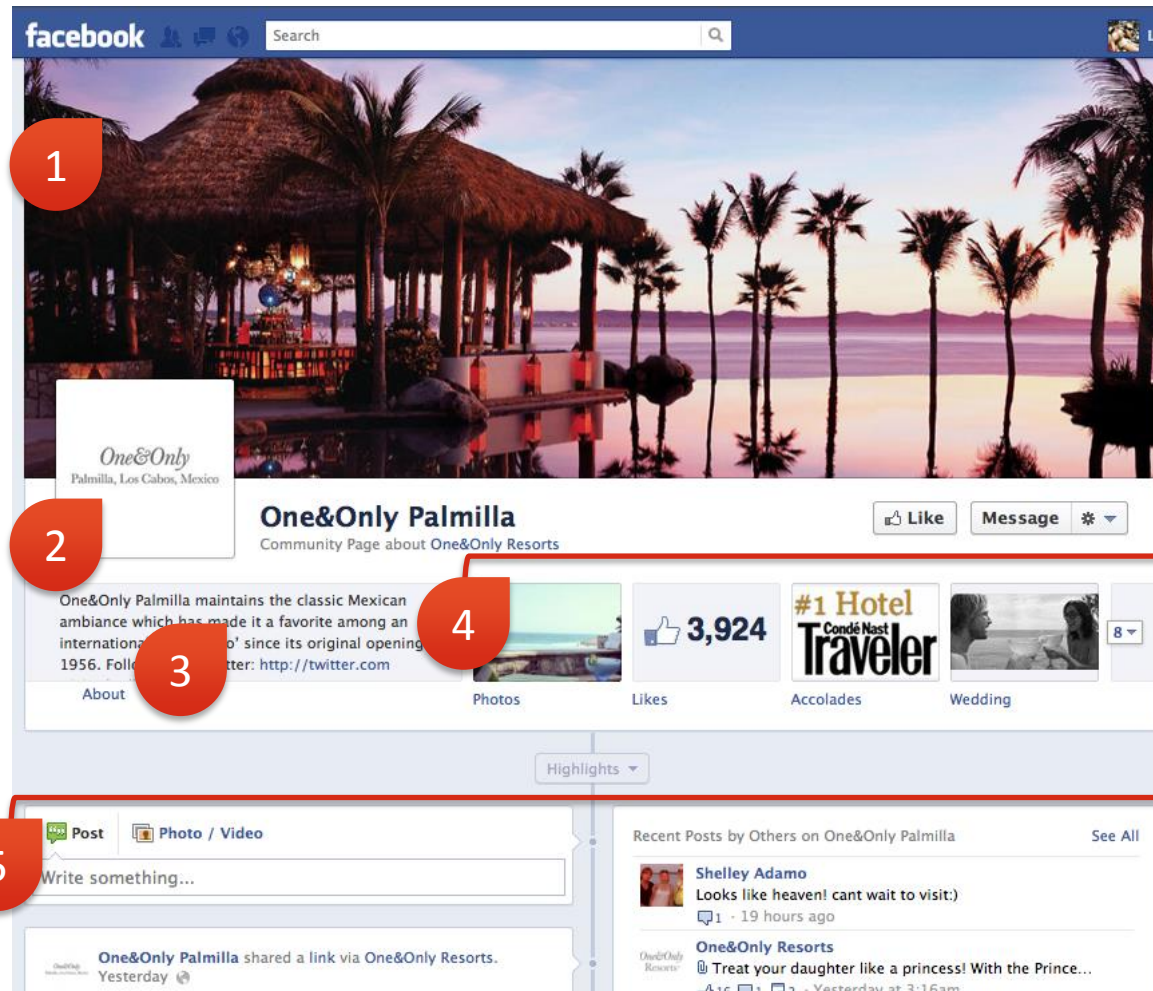
**Fastest growing group is 35-65 years of age**  
**THEY CONTROL THE WALLET!**



Sources: [Who Uses Facebook, Twitter, LinkedIn, & MySpace? 4thQ & 1stQ Stats and Analysis](#), Social Media Today, 13 April 2012. [Facebook vs. Twitter: Which Is Best for Brands?](#), by Susan Gunelius, Sprout Insights, 2 Nov 2011.

# Anatomy of Facebook – Your profile

1. Cover photo
2. Profile picture
3. About  
(use keywords for search)
4. Applications and custom tabs
5. Timeline
  - Milestones
  - Highlights
  - Friend activity
  - Recommendations
  - General posts



# Customise your Facebook profile

## 1. Cover photo

- Your chance to make a stunning first impression!
- What makes you unique?
  - Special views
  - Favourite guest hangout on property
  - Special feature or service
  - Highlight seasonal decor or events on your property
- No calls to action or ad promotions allowed (e.g. “Like us” or “10% off,” “Visit our website!”)
- 851 px wide by 315 px tall



# Customise your Facebook profile

## 2. Profile picture

- Clearly brand yourself
- Posted next to every post you make on Facebook
- 50px x 50px, keep it simple and clean
- Overlaps your cover photo, 180px x 180px





# Customise your Facebook profile

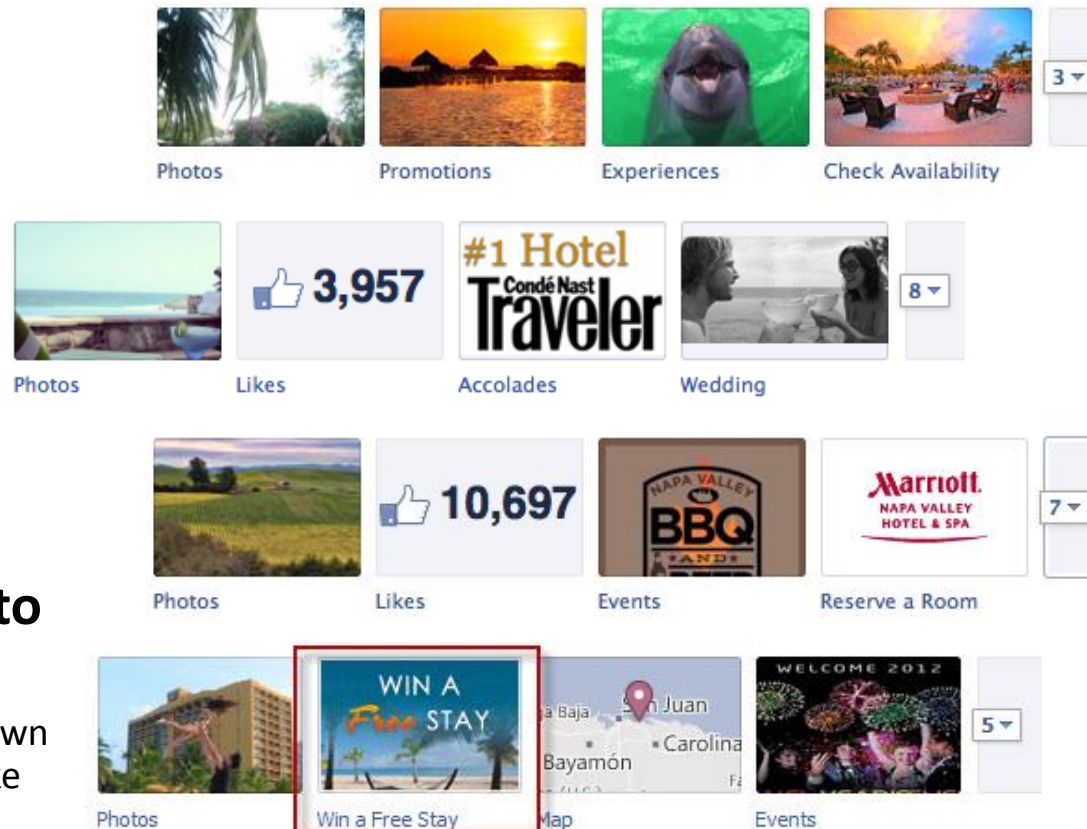
## 3. Apps & custom tabs

- Highlight your strong points

- Photos
- Accolades
- Booking engine
- Promotions
- Email subscription

- Prioritise the apps you most want your users to interact with

- Each custom application gets its own image (111x74px) beneath the Like button. Use these as mini ads.



# Hotel sweepstakes/contest

- **Fan acquisition**
  - Option of 'gated' competition entry form
  - Requires 'Like' to enter
- **Email acquisition**
  - Require email subscription to enter or preselect subscription option on entry form
- **Traffic generation**
  - Option to also include other content, incl. shareable video or links to Hot Deals below entry form



*Winter the Dolphin Sweepstakes campaign landing page for St. Pete/Clearwater, Sept 2011 – March 2012, Miles Media.*

>> Who, what and when?

# CONTENT & COMMS PLANNING



# Plan your content

## Tailor your content to suit your audience and goals:

Past guests	Soon-to-be guests (already booked)/current guests	Potential guests
<b>GOALS:</b> <ul style="list-style-type: none"><li>•Encourage loyalty and repeat stays</li><li>•Attract user-generated content</li></ul>	<b>GOALS:</b> <ul style="list-style-type: none"><li>•Keep the excitement alive.</li><li>•Help them plan their visit.</li></ul>	<b>GOALS:</b> <ul style="list-style-type: none"><li>•Make them aware we exist</li><li>•Encourage them to book with our property</li></ul>
<b>CONTENT:</b> <ul style="list-style-type: none"><li>•Deals for repeat visits</li><li>•Photo/story contests to win a return stay</li><li>•Customer relationship management regarding reviews/recommendations, comments</li></ul>	<b>CONTENT:</b> <ul style="list-style-type: none"><li>•Post itineraries of things to do by traveller type, e.g. Auckland family highlights, Auckland's most romantic activities (use maps, photo albums, etc)</li><li>•Upcoming/current events</li><li>•Neighborhood specials</li><li>•Tips and local secrets (the CBD's best coffee shops, in an album with descriptive text and captions describing each location)</li></ul>	<b>CONTENT:</b> <ul style="list-style-type: none"><li>•Highlight milestones that represent history &amp; selling points (use photos!)</li><li>•Post inspirational photos of views and experiences in your area</li><li>•Boost excitement with contests</li><li>•Highlight promotions on now by pinning to top of timeline for 7 days (make a custom tab or create an album!)</li><li>•Targeted Facebook ads to promote a special or contest</li><li>•Use apps and tabs to prioritise what we want them to see and do, e.g. booking tab, photos tab, deals tab</li></ul>

# Plan your content

## Create a content calendar *(example only)*

MAY	M	T	W	R	F	S	S
<b>Week 1: Update milestones and add photos</b>	Easter Sale- Pinned to top for 7 days	Travel Tuesday: Share an Auckland travel story from the web	March Events album	Post/share content on family travel, comment on it related to our service/ amenities	Favourite Friday – Album of favourite 5 coffee shops in CBD	Highlight reviews of the week	
<b>Week 2: Share a few tourism partner or guest photos</b>	Endless Summer Deals post	Travel Tuesday: Share an Auckland travel story from the web	Contest – to run through 2 <sup>nd</sup> week in June, create app tab	Post/share content on business travel, comment or poll	Photo Friday – Win dinner for 2 by sending in your best Heritage destination photos		
<b>Week 3: Post a destination video</b>	Facebook promo 10% off voucher code	Travel Tuesday: Share an Auckland travel story from the web	Staff profile	Post/share content on general travel, comment on it related to our service/ amenities	Favourite Friday – Album of favourite 5 walks in central Auckland		

# Create unique content


## 5. Timeline

- **Photo albums and videos!!**
  - Itineraries by traveller type
  - City highlights
  - Fan submissions
  - Promotions
  - Good press
  - Share destination content
- **Events & milestones**  
(with photos if possible)
- **Contests**
- **Deals**
- **Customer relationship management** (Reply to feedback and engage in conversation with customers)




Use photo albums to share good press

# Create unique content

 **Marriott Napa Valley Hotel and Spa**  
8 hours ago

Today's Napa Valley Photo of the Day from the Carneros AVA. Photo courtesy of Bob McClenahan. You can see all of his beautiful photography at <http://bobmcclenahan.com/>.




Like · Comment · Share

👍 13 people like this.

Write a comment...


**Curate others' captivating video and photos relevant to your destination.**

**For activities and attractions, develop partnerships and offer to book from your property.**

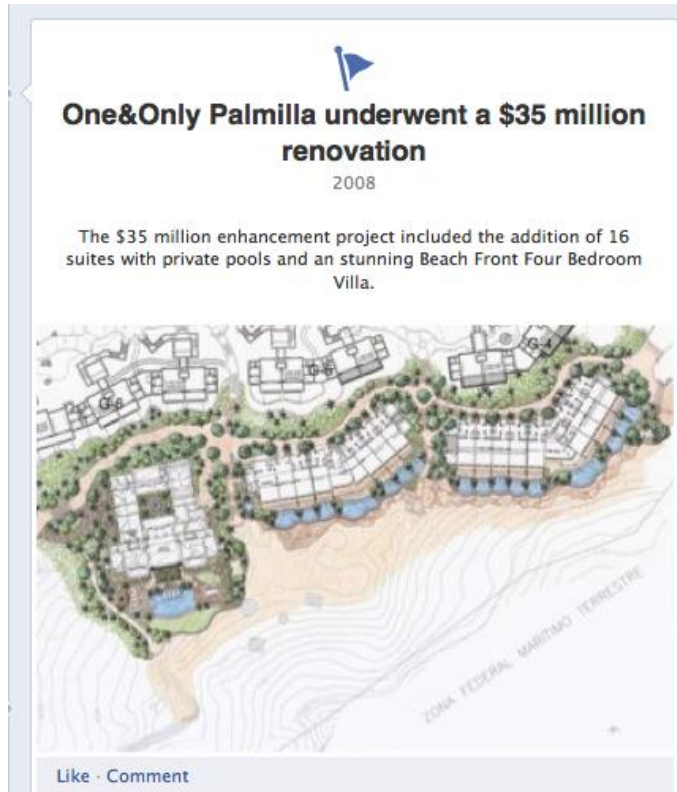
 **Hawks Cay Resort** shared Sundance WaterSports's photo.  
March 28

Your friends probably won't believe what you did on your Florida Keys vacation. But so what? They're just jealous they didn't get to fly!

The JetLev is getting more and more popular as time goes on! Come try it out and see what all the fuss is about! Then go brag to your friends that you flew in the air 'James Bond' style!



# Create unique content



**Highlight milestones and events:** Historical facts, opening dates and renovation dates allow you to highlight key points of interest, upgrades and selling points. Events such as holiday or anniversary celebrations, celebrity visits or property firsts, especially when accompanied by photo or video, provide opportunities to highlight special touches and traditions on the property.

>> Twitter, LinkedIn, Instagram and Pinterest

# OTHER SOCIAL MEDIA PLATFORMS



# Anatomy of Twitter

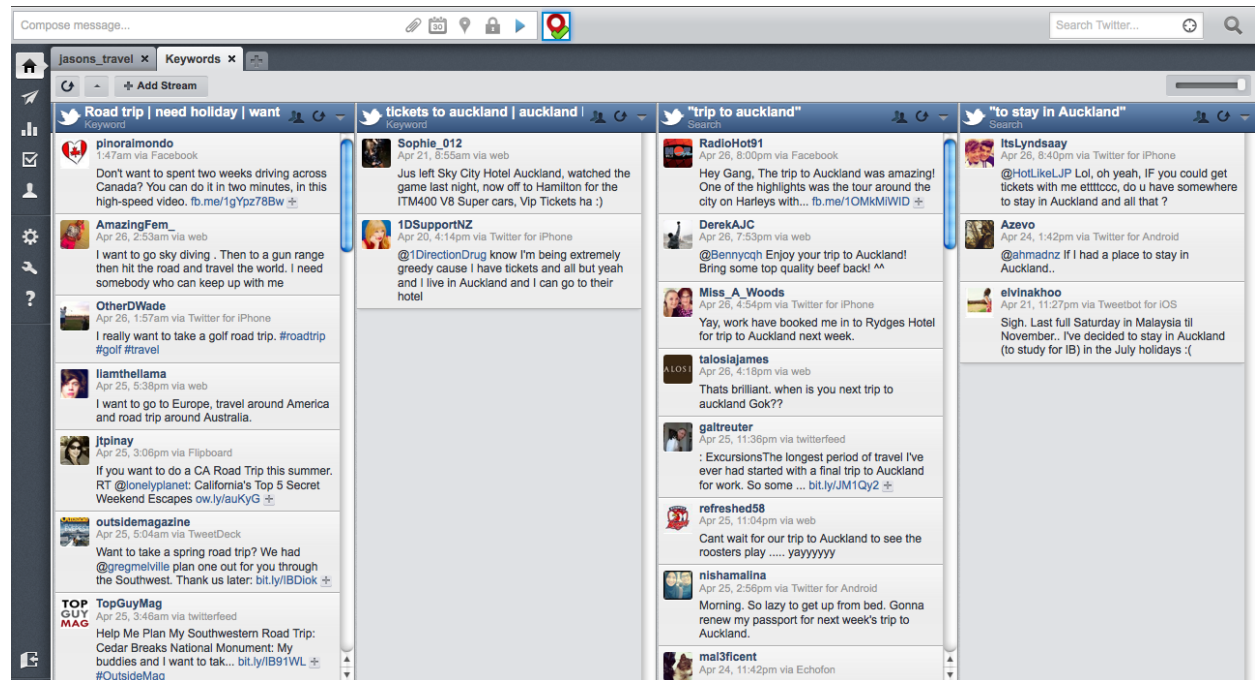
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# Twitter best practice

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**Hoot Suite – Helps you monitor and manage conversations and opportunities on Twitter**





# Emerging player – Instagram



- **>90 million monthly active users, mobile-only service** (website launched, but cannot upload photos from there)
- **Used as a “new scope to see the world” around you, based on the intimacy a photo provides.**
- “Real photos that give users the backstage pass, the chef’s hat, or the passenger seat to where your brand is, where it’s going, and what it likes to do.”

## OPPORTUNITIES/USES:

- Use hashtags and @mentions to link with marketing initiatives, incl. contests and UGC, and converse with others by connecting to their lifestyle and emotions.
  - “Southwest gave away a series of gift cards over the holidays to people who posted photos of their holiday “photo of the day” and used a special hashtag (also had to include Southwest’s account handle) to enter. The entries flooded in, and during a time when people have traveling on their minds, Southwest caught their attention in all the right ways.”
- Sharing is integrated with other social media services (Facebook, Twitter & more)

Source: “Effective Instagram Marketing: DOs and DON'Ts,” 31 Jan 2013, <http://socialmediatoday.com/node/1200766>

# B2B – LinkedIn

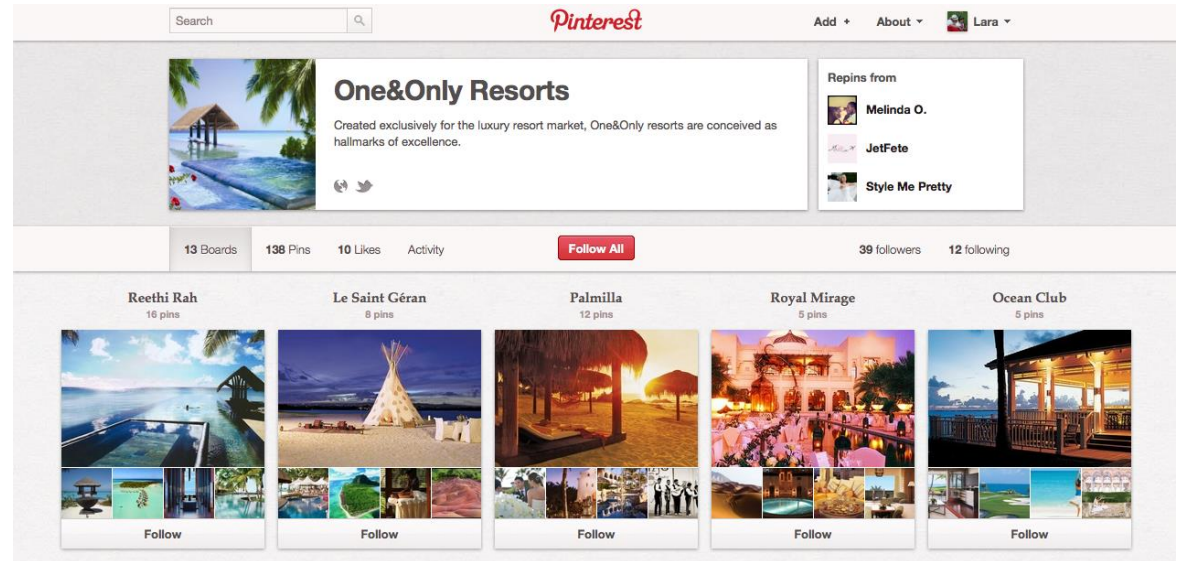


- **>150 million members**
- **Professional business social network**

## **OPPORTUNITIES/USES:**

- **B2B networking using groups**
  - Boutique hotels lead generation
  - Suppliers networking
  - Professional discussion groups
- **Recruitment**

# Emerging player – Pinterest



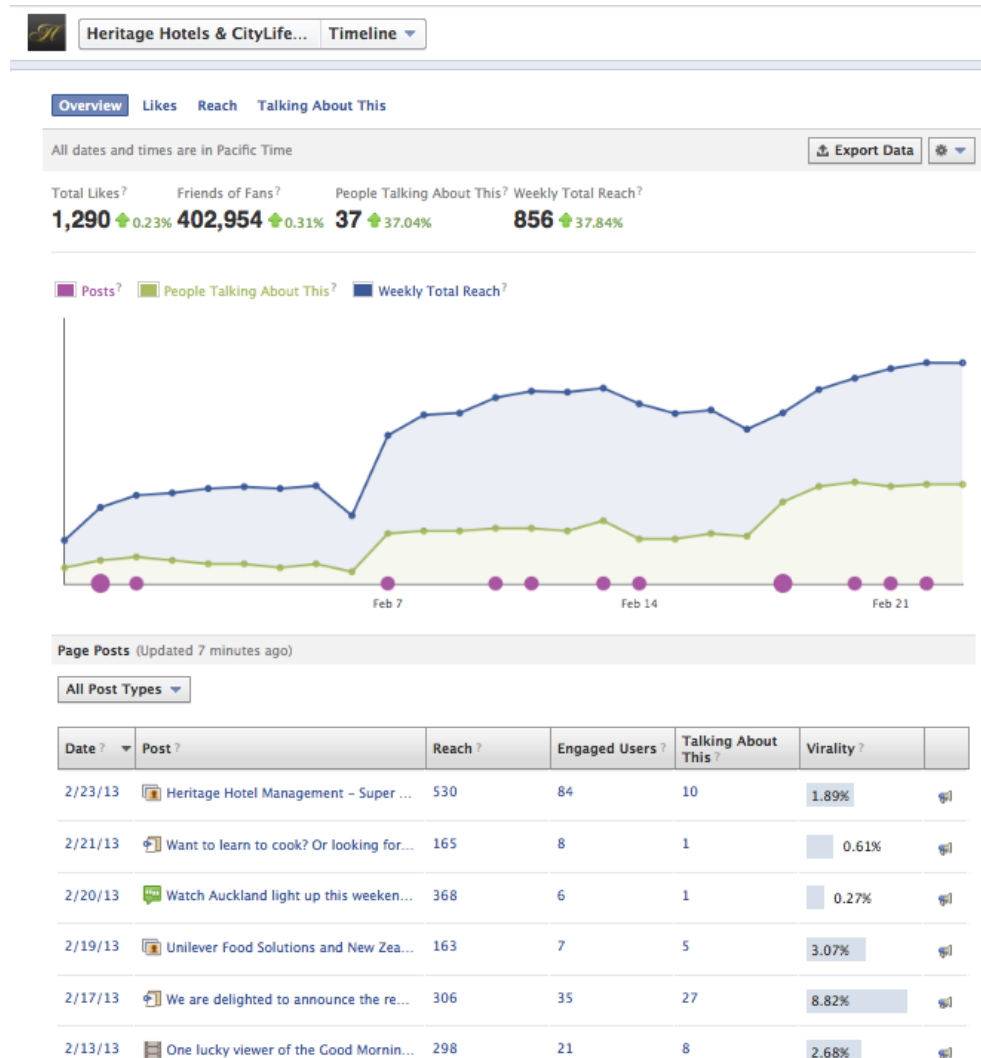
- 97% of Facebook “likers” are female
- 10.4 million registered users, >9million monthly users connected on Facebook
- **Drives more referral traffic than Google+, YouTube and LinkedIn combined**
- **Heavily product-focused**

>> Focus on results and refine activity

**MEASURE  
& MANAGE**

# Track results – Facebook Insights

- **Reach:** People whose news feed it was in
- **Engaged users:** People who clicked on any part of your post
- **Talking about this:** The number of people who have interacted with your page r post in any given week, incl. comments, likes, shares and polls
- **Virality:** Percentage of people reached who had an interaction



# Track results – Google Analytics

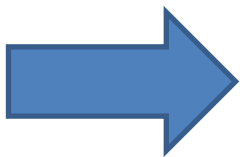
## STEP 1: Tracking Codes

When linking outside sites, including your property site or booking engine, put a tracking code in your links.

**Google Analytics** offers the URL builder to generate campaign tracking codes.

To use it, search Google for “URL Builder”

Cut and paste the URL with tracking code from Step 3 and paste this in your URL shortener. Then use that link in your social media.



### URL Builder

< Next: Best Practices >

Add Custom Campaign parameters to your URLs.

#### Google Analytics URL Builder

Use this tool to create URLs for your [custom campaigns](#). Fill in the form information and click the **Generate URL** button below.

**Step 1:** Enter the URL of your website.

Website URL: \*   
(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: \*  (referrer: google, citysearch, newsletter4)

Campaign Medium: \*  (marketing medium: cpc, banner, email)

Campaign Term:  (identify the paid keywords)

Campaign Content:  (use to differentiate ads)

Campaign Name: \*  (product, promo code, or slogan)

#### Step 3

# Track results – Google Analytics

## STEP 2: URL Shortener

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URL Shortener: <http://goo.gl/>

Others: Bit.ly, TinyURL, BUDurl

## STEP 3: Post to social media

Paste the shortened tracking code URL into your social media post, and when clicked, it will track as a campaign in Google Analytics.

Paste your long URL here: Google

Shorten URL

All goo.gl URLs and click analytics are public and can be accessed by anyone.

Clicks for the past: [two hours](#) | [day](#) | [week](#) | [month](#) | [all time](#)

<input type="checkbox"/>	LONG URL	CREATED	SHORT URL	CLICKS
<input type="checkbox"/>	<a href="http://heritaghotels.co.nz">heritaghotels.co.nz</a>	0 minute ago	<a href="http://goo.gl/Zlsuo">goo.gl/Zlsuo</a>	0



# Track results – Google Analytics

**Your site profile > Traffic > Sources > Campaigns**

Analytics measures the quantity and quality of your campaigns against established goals and desired events.

<input type="checkbox"/>	Campaign	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. Valentines Day Feb13	364		2.69	00:01:40	54.40%	32.14%
<input type="checkbox"/>	2. Valentines Day Feb13_HBC	155		3.05	00:01:59	40.00%	36.13%
<input type="checkbox"/>	3. December Newsletter 2012	20		4.60	00:11:44	0.00%	10.00%
<input type="checkbox"/>	4. Christmas campaign 05Dec12	13		7.38	00:05:37	0.00%	15.38%

↑  
**QUANTITY**

**QUALITY**



# OTHER SLIDES

>> Who, what and when?

# CONTENT & COMMS PLANNING

# Optimise your content

- Use target keywords in your posts to support search.
- Use visuals, videos and photos wherever possible.  
Visuals invite engagement and can help support your goals.
  - Deals and promos
  - Top spots/tour itineraries in your destination
  - Milestones
  - *Post high resolution photos and videos (“highlighted” timeline posts are 845px wide)*

# Optimise your content

- **Do more of what works, and less of what doesn't.**
  - Use FB INSIGHTS to look for shares, comments and likes.
  - Check out what is working for others in your industry and adapt it for you own property.
- **Encourage user-generated content**
  - Prizes for best guest photo/story
  - Highlight guest reviews and content
- **How often should you post?**
  - When you have something meaningful to say.
  - Try to post at least once daily, and *always* respond as soon as possible when people are speaking to you or about you.

>> Coordinating with other marketing media

# CROSS-CHANNEL INTEGRATION

# Cross-channel integration

**Typically, audiences differ slightly from channel to channel**

- Know your audiences, and tailor your messages to fit each channel

Advertising  
campaigns

Social

Email

*More potential guests than avg.*

*More soon-to-be & current  
guests than avg.*

*More past guests than avg.*

# Cross-channel integration

## CROSS-PLATFORM CONTENT:

- **Contests** (host on FB page, require page “like” to view and email subscription to enter)
- **Offers/deals/packages**
- **Campaign graphics/visuals**

### Social

- Include and periodically promote email subscription tab
- Include content, graphics, contests, posts, etc., that support ad campaign msgs

### Advertising campaigns

- On landing pages, offer opportunities and give reasons to subscribe, like or follow

### Email

- Include and periodically promote social page links
- Include content themed to match advertising campaigns (e.g. header, banner ads, article, packages or offers)

# Follow through in other media

- **ONLINE & OFFLINE**

- **In your emails:** Include links to your social media pages in all email, and in email newsletters, use social sharing links too. Give subscribers a reason to follow your pages.
- **On your website:** Include calls to action and give your users a reason to follow social media links.
- **In your paperwork:** Include your social media contact names in booking confirmations, invoices, etc. Tell them what they can do there.
- **On your property:**
  - Use physical signs around the property and mentions on paperwork like rooms and key card folders.
  - Train your staff, especially the front desk, to advocate for social media. It's as simple as: "We welcome feedback and questions. You can come back here, or send us a message on Twitter."
  - OR "Glad to hear you had a great stay. We'd love it if you shared your photos with us on Facebook!"

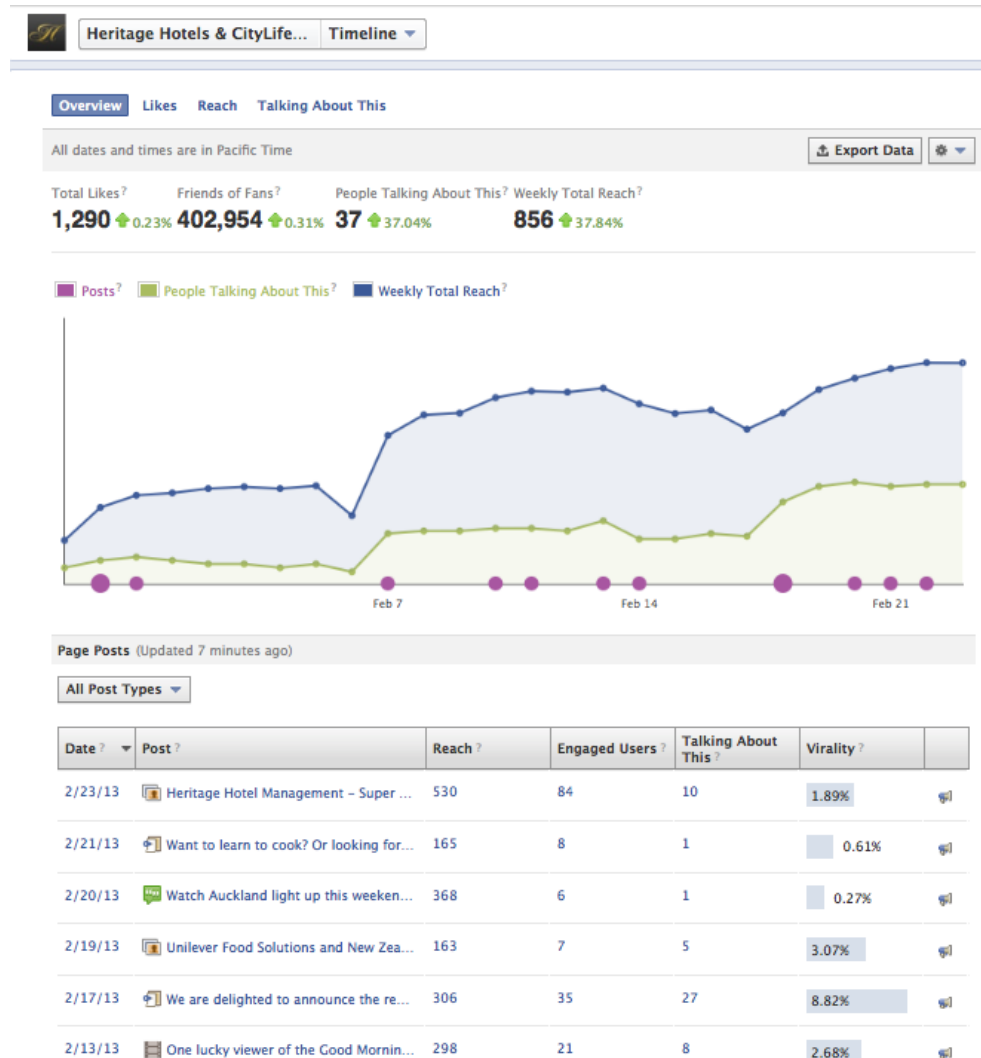


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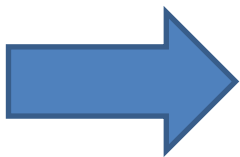
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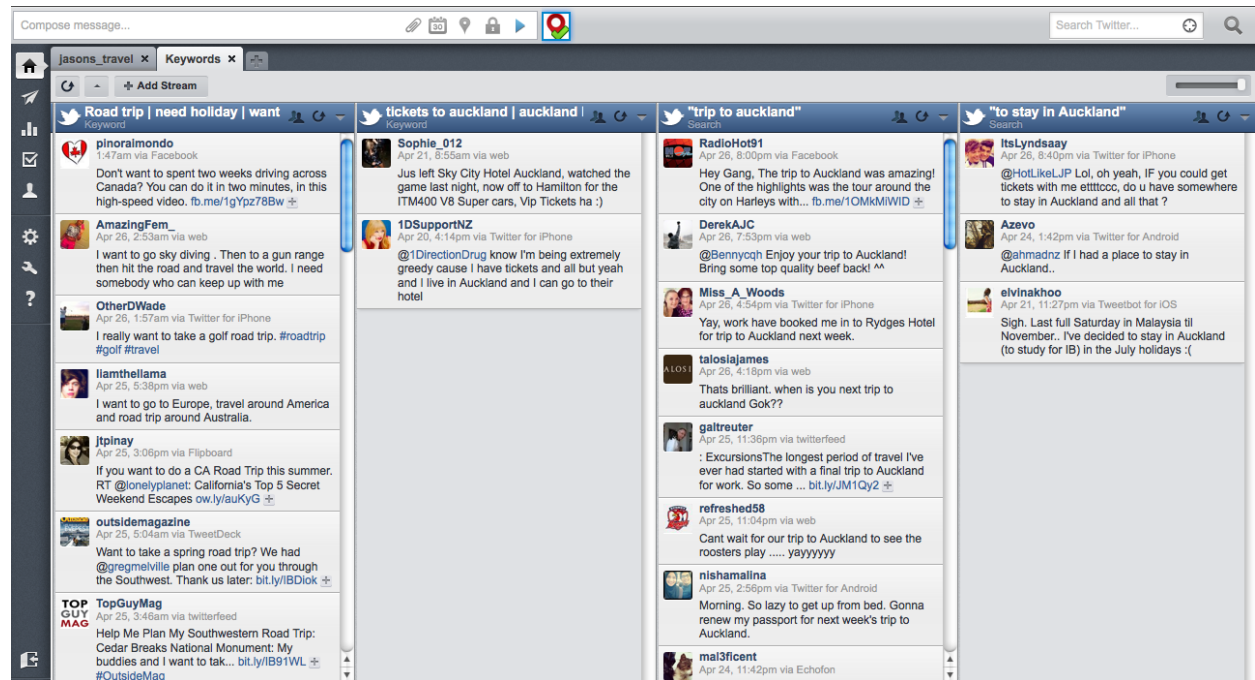
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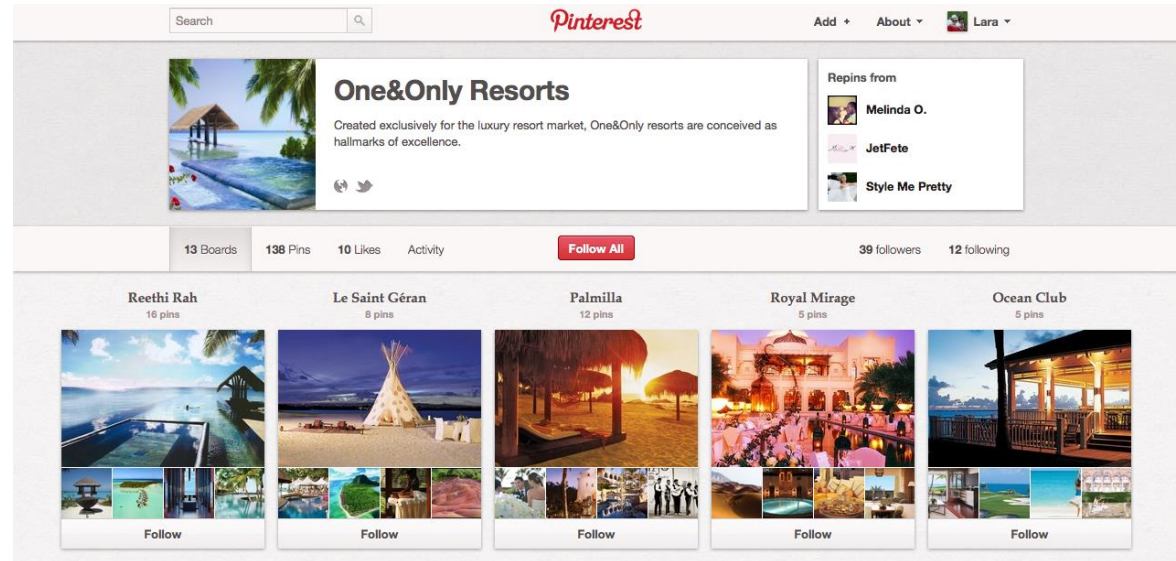


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# Twitter

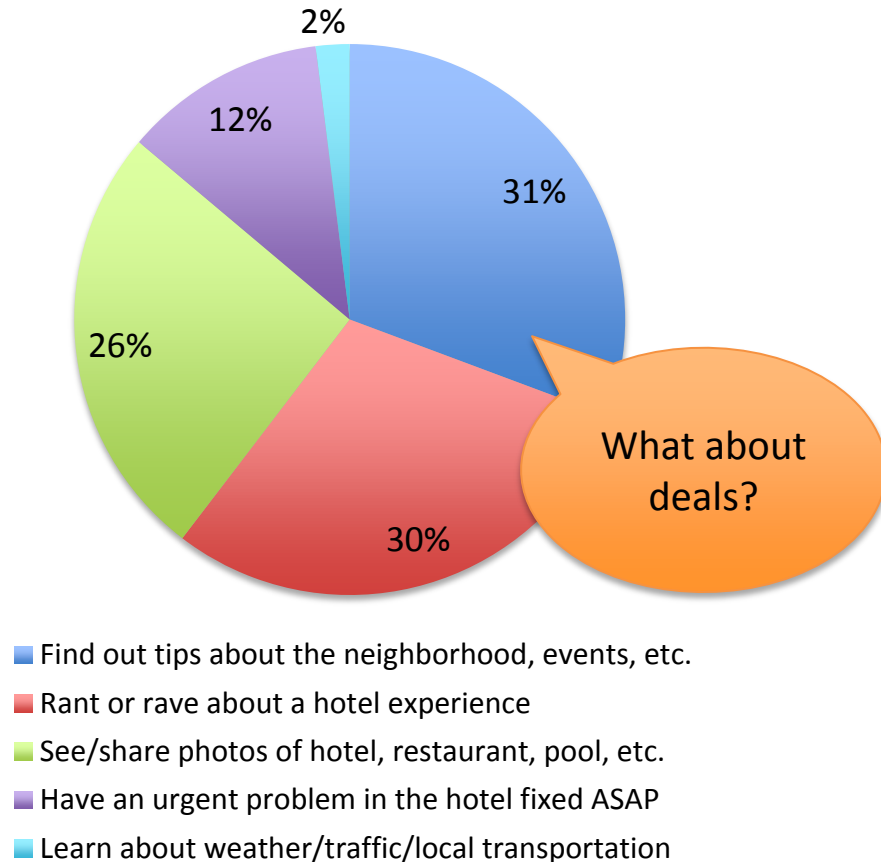
Twitter is **used primarily by young professionals to discuss current, real-time issues** including world events and business-related topics.

## Twitter vs. Facebook

- 1/2 as many accounts as Facebook (~480 million), likely <20% as many active users
- Skews younger than Facebook
- Far less important for users as a way to connect with brands, however **nearly 70% of daily users are followers** of at least one brand

Sources: [Who Uses Facebook, Twitter, LinkedIn, & MySpace? 4thQ & 1stQ Stats and Analysis](#), Social Media Today, 13 April 2012. [Facebook vs. Twitter: Which Is Best for Brands?](#), by Susan Gunelius, Sprout Insights, 2 Nov 2011.

## Why users tweet to hotels



Source: Survey by USA TODAY, 19 April 2012, <http://travel.usatoday.com/hotels/post/2012/04/what-do-hotel-guests-expect-from-social-media-/675066/1>. NB: USA TODAY survey at right only included 5 answer choices. Deals/promotions was not one of them.

# Twitter



**JD Andrews**  
@earthXplorer

Twitter is not about posting, it's about participating. :-)

# Anatomy of Twitter

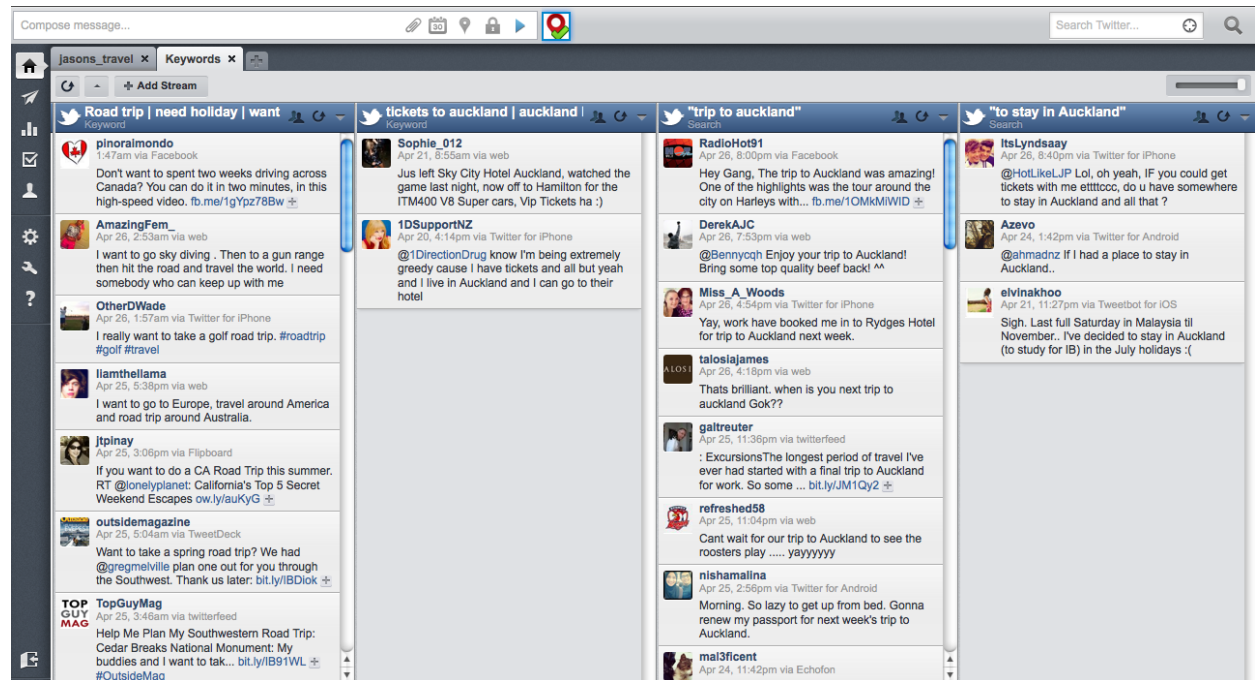
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# Twitter – Goals & content

GOAL: Facilitate customer service	GOAL: Generate leads	GOAL: Promote deals	GOAL: Attract audience
<b>CONTENT:</b> Anytime you see your name mentioned – @mentions and in brand name searches or hashtags, respond to the person tweeting	<b>CONTENT:</b> Track search topics and keywords in Hoot Suite. Listen for opportunities to engage in conversations and start relationships (20 min daily).  Listening on Twitter requires a soft sell, unless the person has specifically asked for a hotel. Start with answers to questions or relevant information. Only sell your property after you are acquainted. Links to the property should always use tracking codes and shortened URLs.	<b>CONTENT:</b> Post deals with link to landing page. Attach tracking codes in shortened URLs and measure results using Google Analytics.	<b>CONTENT:</b> Share photo and viral type content from your Facebook page. Track clicks on your shortened URL if possible.



# Twitter measurement

- **No built-in analytics—yet...**
- **Use trackable URLs** to track clickthroughs to your website in Google Analytics
- **Monitor clicks on shortened URLs** (for links to Facebook or outside sites)
- **Use free tools to count retweets**
- **Monitor your Klout score**

>> Recommendations/action list and resources

**TAKEAWAYS  
& TO DOS**

# Key recommendations/ action items checklist:

1. **Define audience, message & objectives**
  - Geographic: Proportion of NZ vs Australia vs other intl?
  - Guest status: Past guests vs current/soon-to-be vs potential guests
  - Demographics: Age, persona, type of travel
2. **Complete a social media content plan**
  - Define content relationships between individual hotels & brand page
  - Photo & video strategy
  - Plan for influencing the influencers (Twitter pilot?)
3. **Use integrated reporting incl. campaign tracking codes**
4. **Review email program in conjunction with social media**
  - Run a lead acquisition sweepstakes or contest
5. **Trial or pilot Facebook Offers & integrate with email offers**
6. **Regularly review reporting and make adjustments**
  - biweekly or monthly
7. **Budget & resource**

# More information:

## Whitepapers and articles –

- Social Media Strategy for Hotels:  
[www.evisionworldwide.com/wp-content/uploads/2012/03/EvisionSocialMediaStrategy.pdf](http://www.evisionworldwide.com/wp-content/uploads/2012/03/EvisionSocialMediaStrategy.pdf)
- Facebook Timeline for Hotels – Top 5 Things to Know:  
<http://blog.milestoneinternet.com/web-2/facebook-timeline-for-hotels-top-5-things-to-know/>
- 8 Tips on How to Set Up Your Hotel's Facebook Timeline:  
<http://www.sabrehospitality.com/blog/2012-03-16/8-tips-on-how-to-set-up-your-hotels-facebook-timeline>
- The Complete Guide to the New Facebook Insights:  
<http://www.incomediary.com/the-complete-guide-to-the-new-facebook-insights>

## Sample Facebook profiles –

- One & Only Palmilla:  
[www.facebook.com/OOPalmilla](http://www.facebook.com/OOPalmilla)
- Hawks Cay Resort:  
[www.facebook.com/hawkscayresort](http://www.facebook.com/hawkscayresort)
- Four Seasons Resorts Group:  
<https://www.facebook.com/FourSeasons>
- Four Seasons Vancouver:  
<https://www.facebook.com/FourSeasonsHotelVancouver>
- Marriott Napa Valley Hotel & Spa:  
<https://www.facebook.com/NapaHotel>