

HOTEL GROWS AUDIENCE ON FACEBOOK

A SOCIAL MEDIA SUCCESS STORY

Quality Inn Richfield began using Social Media from Travel Media Group in November 2014. At the time, they had only 68 Likes on Facebook and an average monthly reach of 483 users, making it hard to see their efforts pay off. Since then, we launched a comprehensive social media program designed to build their audience, increase guest engagement and encourage more bookings.



854% Increase in Facebook Likes



7,764 More travelers reached every month



STRATEGIC APPROACH TO SOCIAL MEDIA



OPTIMIZED SOCIAL PROFILES

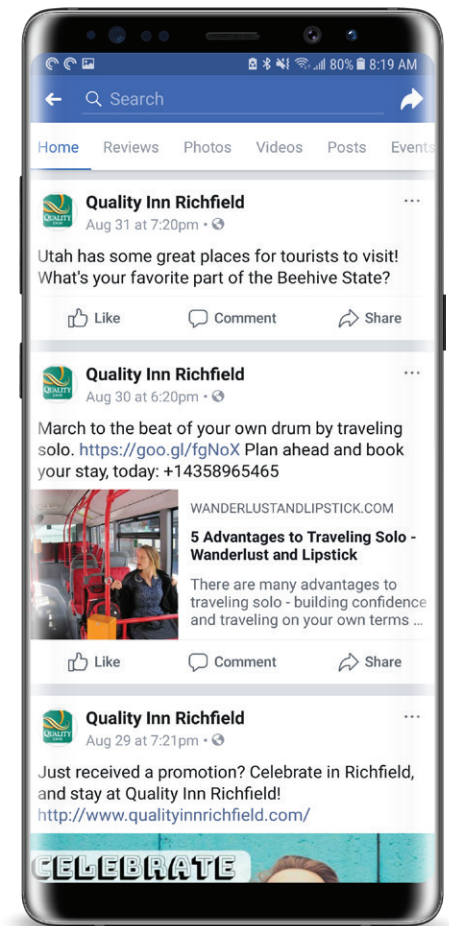
Quality Inn Richfield's social media profiles were claimed and optimized to increase search engine visibility and improve the overall accuracy of information. Next, we helped the hotel build their Facebook audience by marketing the profile across multiple channels.

CONSISTENT SOCIAL POSTS

Our program includes 4 posts per week on Facebook and Twitter, plus at least 2 pins per week on Pinterest. These posts improve the hotel's online content strategy while providing value for guests and travelers. The more frequently engaging content is posted, the more travelers the hotel can reach online.

PROMOTE & CONVERT

Social media is one of the most influential channels to reach travelers. Our actionable posts drive reservations and impact revenue. Plus, we leverage promoted posts on Facebook to grow Quality Inn Richfield's audience over time.



REAPING THE REWARDS

Through a complete social media program, Quality Inn Richfield achieved significant positive results on Facebook and more.



854% Increase in Facebook Likes



7,764 More travelers reached every month



853% More reach on Facebook



4.5 Star rating on Facebook



304 Custom pins created on Pinterest



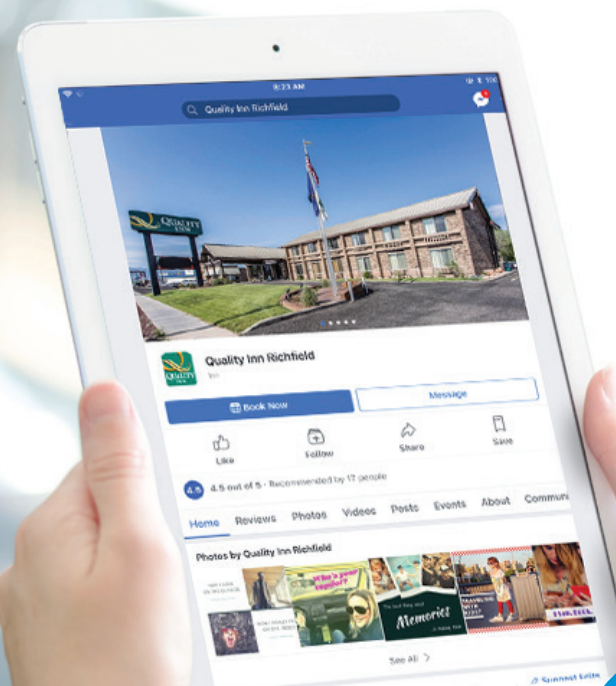
1,017 Tweets posted about the hotel

Quality Inn Richfield continues to actively participate in Travel Media Group's social media concierge service.

“ *Travel Media Group has been a benefit for our hotel. It's my opinion that the services they provide our hotel way outweigh the cost.* **”**

– Jordan Shumway,

Operations Manager, Quality Inn Richfield



Visit trvl.media/facebook for more information on Social Media from Travel Media Group.

**Travel
Media
GROUP**