

SOCIAL MEDIA: YOUR HOTEL'S MARKETING SUPER POWER



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Every hotel staff is made up of specialists. Housekeeping, maintenance, front desk, and GM employees each play a unique role in making sure your hotel operates successfully. The same is true when it comes to social media. Each social network plays a different role in the overall success of your hotel marketing strategy. Just like at your property - if each individual isn't operating effectively, you could be missing out on your full potential.

At Travel Media Group, we like to think of each social media network like a superhero. Like the Avengers or the Justice League, your social media strategy requires each individual working together to save the world your occupancy. To understand each network better, we're sharing information about their superpowers, fan base, and specialty to show you why each is an important addition to your marketing strategy.



MEET THE SOCIAL MEDIA SUPERHEROES



FACEBOOK



TWITTER



INSTAGRAM



PINTEREST

FACEBOOK

One of Facebook's major superpowers is that it helps hotels expand their reach. When you share a post on Facebook, you don't just share it with your followers. If your followers interact with the post, your message will appear in the newsfeeds of their followers as well. According to Omnicore, the average Facebook user has 155 friends.¹ That means an increase of just 5 followers per month can expand your potential reach by hundreds of travelers. This network also offers an opportunity to capture more time and attention from your followers. Research shows the average time spent on Facebook per visit is 35 minutes, which is 15 minutes longer than the previous time Facebook users were surveyed. And of those users, 74% of them say they use the platform daily.

But just like Superman, Facebook has its kryptonite. Facebook's weakness from a hotel marketing standpoint stems from the crowded newsfeed that the user experiences on the platform. Facebook's algorithm design means that your posts won't be delivered to every one of your followers. Plus, the newsfeed is crowded with posts from friends, family, brands, and advertisers to compete with. For maximum exposure, posting content consistently is critical. Targeted Facebook ads can also help you reach new audiences.

Use of Facebook is widespread, with 69% of U.S. adults using the platform. Pew Internet Research also found that Facebook is popular among most age groups, with 79% of 18-49-year-olds and 68% of 50-64-year-olds logging into Facebook.² The social network is even popular in the 65+ age group, making it the most popular social media platform for older Americans.

Hotel marketers would be wise to use Facebook as part of their social media strategy. That's because Facebook offers many opportunities for traveler engagement. Through Facebook, travelers can react, share, comment, recommend, tag, message and even book a hotel. The more engagement with your hotel's content, the further the reach, maximizing your opportunity for booking and traveler loyalty.

SUPER POWERS
EXPANDS YOUR HOTEL'S REACH,
CAPTURES USER TIME
& ATTENTION

WEAKNESS
CROWDED NEWSFEED

FAN BASE
69% OF U.S. ADULTS
(63% OF MEN & 75% OF WOMEN)
79% OF 18-49 YEAR-OLDS
68% OF 50-64 YEAR-OLDS
46% OF ADULTS AGE 65 & OLDER

SPECIALTY
OPPORTUNITIES
FOR ENGAGEMENT





5 BILLION
*COMMENTS ARE LEFT
ON FACEBOOK PAGES MONTHLY.³*

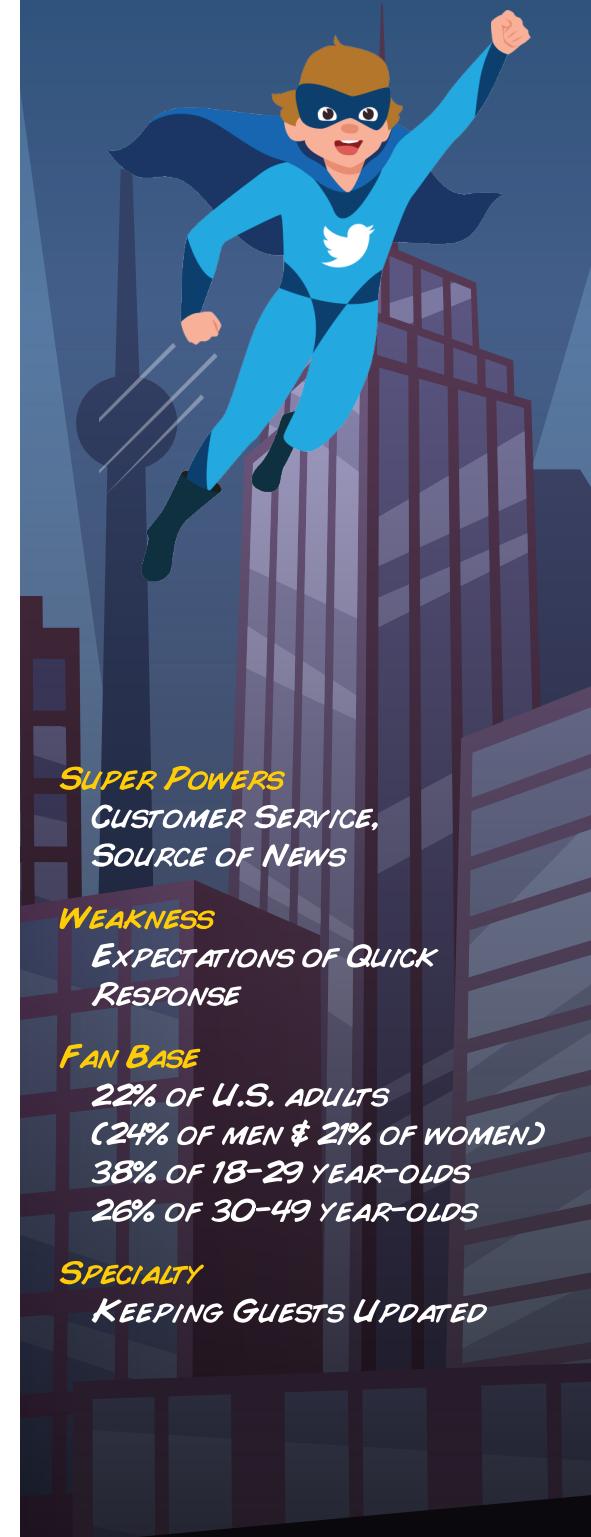
42%
*OF CUSTOMER SERVICE
RESPONSES HAPPEN DURING
THE FIRST 60 MINUTES.⁴*



When it comes to social media superheroes, Twitter is lightning fast. That's because Twitter users are active in real-time conversations about current events. For hoteliers, one of Twitter's biggest strengths is as a customer service tool. Out of all the social networks, Twitter is the most likely place for a guest to reach out to the hotel or brand in real-time about an issue. Hoteliers can also use Twitter to communicate time-sensitive information or news to customers. For example, if a hotel is going through a renovation and needs to communicate a pool closure or letting travelers know that they have rooms available during a local power outage or storm.

What makes Twitter challenging for hoteliers is the fast-paced, time-sensitive nature of the content. A tweet might not stay as relevant as a Facebook or Instagram post would. Guests and Twitter users expect a prompt response if they mention or direct message a business. Hoteliers should have a notification system in place so that they can respond to Twitter posts and messages as quickly as possible to provide the best customer service.

Twitter is most popular with a younger demographic with 38% of 18-29 year-olds and 26% of 30-49 year-olds active on the social network. Although the Twitter fan base skews younger, it doesn't mean that Twitter users are looking for fluff. On the contrary, Twitter users tend to follow businesses for need-to-know information. The best way for hoteliers to leverage Twitter is to inform travelers and guests on hotel policies, check-in/check-out times, and other helpful details. Hoteliers can also use Twitter to update travelers on new renovations, unexpected amenity closures, and resolving customer service feedback.



SUPER POWERS

**CUSTOMER SERVICE,
SOURCE OF NEWS**

WEAKNESS

**EXPECTATIONS OF QUICK
RESPONSE**

FAN BASE

**22% OF U.S. ADULTS
(24% OF MEN & 21% OF WOMEN)
38% OF 18-29 YEAR-OLDS
26% OF 30-49 YEAR-OLDS**

SPECIALTY

KEEPING GUESTS UPDATED



74%

***OF TWITTER USERS SAY THEY USE
THE NETWORK TO GET THEIR NEWS.⁵***

85%

***OF SMALL AND MEDIUM
BUSINESS USERS USE TWITTER TO
PROVIDE CUSTOMER SERVICE.⁶***

INSTAGRAM

Perhaps the most powerful marketing feature of Instagram is its ability to influence its users. In fact, Instagram has created a whole new career path for social media influencers promoting products and brands on the platform. With its highly visual content, Instagram can easily influence and inspire your followers to travel to your destination.

Instagram is one of the fastest-growing social media platforms and is being adopted by the younger generation at an exponential rate. 67% of 18-29 year-olds are active on Instagram, and almost half of 30-49 year-olds use Instagram. When it comes to building a social media following that's future-proof, Instagram is the best investment for your hotel.

Since Instagram's inception, the ability to share links to your product or website has been limited. Useful tools offer businesses to adapt their bio links to help users find the content they're posting about. Instagram makes it difficult for businesses to direct user traffic through links without advertising on the platform. Ads in the Instagram Feed and through Instagram Stories allow users to click through to your website. While it might sound expensive, Instagram ad spend has really great conversion rates, so paying may be worth the cost. Instagram capitalizes on its relationship with Facebook to offer highly targeted ads to users with high buying potential.

SUPER POWERS
INFLUENCE

WEAKNESS
LIMITED LINKS

FAN BASE

**37% OF U.S. ADULTS
(31% OF MEN & 43% OF WOMEN)**
67% OF 18-29 YEAR-OLDS
47% OF 30-49 YEAR-OLDS

SPECIALTY

MOST LIKELY TO CONVERT





200 MILLION+
*INSTAGRAMMERS VISIT AT LEAST
ONE BUSINESS PROFILE DAILY.⁷*

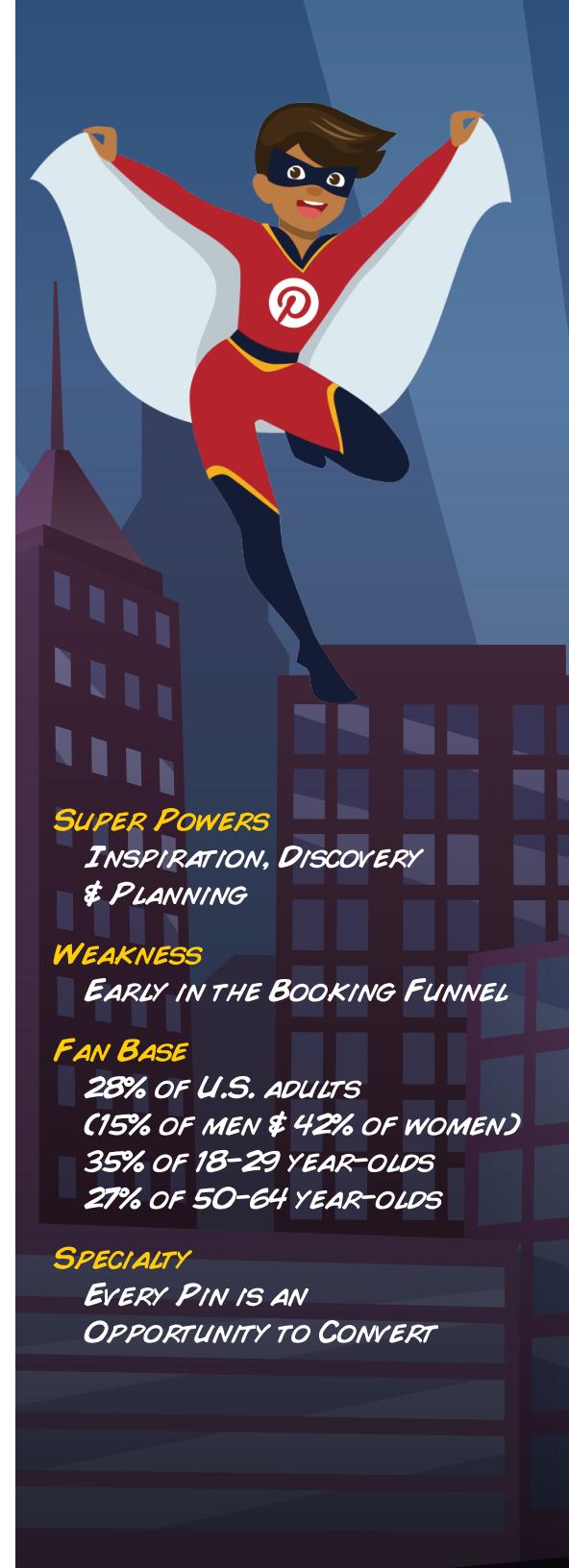
79%
*MORE ENGAGEMENT FOR POSTS
THAT TAG A LOCATION.⁸*



Pinterest plays a very unique role in a hotel's marketing strategy during two critical phases of the traveler's journey: inspiration and planning. If you're not familiar with Pinterest, it's essentially a social network where users can create virtual pinboards to save images and resources. Users on Pinterest get inspired about where to travel and pin destinations and attractions to their vision boards. Once travelers enter the planning stage, they often create a pinboard for a specific trip, adding restaurants, things to do, and places to stay to their planning board.

It's hard to know how many Pinterest users that view your pins will actually follow through on the trips they're considering. Pinterest users may be browsing or just daydreaming when looking at your hotel on Pinterest and may not be ready to book now. However, when travelers are ready to book, this social network makes it easy. Every pin on Pinterest links to a page you can choose, so your pins can direct straight to your booking engine. This is an ideal opportunity for hoteliers to gain referral traffic and more direct bookings.

Although Pinterest's fan base is smaller than Facebook and Instagram with 28% of all U.S. adults using it, the platform is still young and growing. Pinterest is especially popular among women, with 42% of all U.S. women active on Pinterest. The best way for hoteliers to utilize Pinterest is a channel to move travelers through the booking process by inspiring travel with high quality, enticing visuals and booking links embedded in the hotel's profile images.



SUPER POWERS
*INSPIRATION, DISCOVERY
& PLANNING*

WEAKNESS
EARLY IN THE BOOKING FUNNEL

FAN BASE
*28% OF U.S. ADULTS
(15% OF MEN & 42% OF WOMEN)*

*35% OF 18-29 YEAR-OLDS
27% OF 50-64 YEAR-OLDS*

SPECIALTY
*EVERY PIN IS AN
OPPORTUNITY TO CONVERT*



93%

***OF ACTIVE PINNERS SAID THEY USE
PINTEREST TO PLAN FOR PURCHASES AND
87% SAID THEY'VE PURCHASED
SOMETHING BECAUSE OF PINTEREST.***⁹

OVER 5%

***OF ALL REFERRAL TRAFFIC TO
WEBSITES COMES FROM PINTEREST.***⁹

SOCIAL MEDIA HELPS HOTELS OVERCOME MAJOR CHALLENGES



Now with every superhero, comes an arch-nemesis or villain. And the hotel industry has some infamous villains that hoteliers have to battle daily including Low Engagement, High-Commission Bookings, Dissatisfied Guests, and Low Hotel Occupancy. Luckily, hoteliers can leverage the superpowers of these social media platforms to combat these villains.

BATTLING LOW ENGAGEMENT

SOCIAL NETWORK	STRATEGY
Facebook	Use a giveaway to incentivize likes, shares, and comments.
Twitter	Participate in a Twitter Chat using a relevant #hashtag.
Instagram	Ask questions of followers in your captions or post a Story.
Pinterest	Use high-quality images to inspire travelers to save your pins.



AVOIDING HIGH-COMMISSION BOOKINGS

SOCIAL NETWORK	STRATEGY
Facebook	Post about your loyalty program benefits.
Twitter	Share a special offer or package with a link to book.
Instagram	Use your bio link to direct followers to your booking engine.
Pinterest	Link every Pin to your booking engine.



IMPROVING LOW OCCUPANCY

SOCIAL NETWORK	STRATEGY
Facebook	Optimize your page with a "Book Now" button and post frequently.
Twitter	Share timely promotions and packages with links to book.
Instagram	Use strong calls-to-action and consider Instagram ads.
Pinterest	Expand your reach with pins that link to your booking engine.



MANAGING DISSATISFIED GUESTS

SOCIAL NETWORK	STRATEGY
Facebook	Respond quickly to every recommendation, message, and comment.
Twitter	Monitor Twitter to respond to guest questions & concerns.
Instagram	Provide customer service contact info in your bio.
Pinterest	Pin positive images of your hotel and check for direct messages.



ASSEMBLE A SUPER SOCIAL MEDIA TEAM

Get started with Social Media from Travel Media Group to make the most of marketing your hotel on Facebook, Twitter, Instagram, and Pinterest. Our team develops effective ads, compelling content, and a consistent strategy for your hotel.

"OUR SOCIAL MEDIA PRESENCE HAS GROWN BY 46% SINCE OUR INCEPTION WITH TMG. THAT BEING SAID, WE CANNOT UNDERESTIMATE THE 'OTHER' WORK THAT THEY DO FOR US. AS OWNER/OPERATORS WE HAVE AN INN TO RUN AS WELL AS A VERY BUSY RESTAURANT AND WE DON'T ALWAYS HAVE THE TIME TO DELVE INTO THE WORLD OF SOCIAL MEDIA AS MUCH AS WE WOULD LIKE TO. I CONSIDER TMG TO BE OUR PARTNERS IN OUR INN, WE ARE GROWING OUR RESPECTIVE BUSINESSES TOGETHER AND WE COULDN'T BE HAPPIER WITH OUR RELATIONSHIP."

Michael Gilligan
The Henderson

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