

HOTEL GAINS EXTENSIVE REACH ON FACEBOOK

A **SOCIAL MEDIA** SUCCESS STORY

Travel Media Group has helped Holiday Inn Express & Suites Chaffee – Jacksonville West take their Facebook marketing to a new level over the past year. Using a strategic mix of social posting and advertising solutions, Holiday Inn Express & Suites Chaffee has seen dramatic results, including:

425% Increase in Facebook Likes

16,686 More travelers reached every month



A LITTLE BACKGROUND



Holiday Inn Express & Suites Chaffee is a select service hotel located west of Jacksonville, Florida. The property is conveniently situated just off Interstate 10, which makes it an ideal stop for business and leisure travelers alike. In addition to updated accommodations, this pet-friendly hotel offers deluxe amenities including complimentary Wi-Fi, free breakfast and an outdoor pool.

While Holiday Inn Express & Suites Chaffee offers an excellent value for travelers along I-10, the hotel faces the challenge of being located within a few blocks of four competitors. With 52% of travelers using research on Facebook to inform their booking decisions, the influence of an optimized Facebook profile could have lasting effects for the property.

SETTING A GOAL

The goal of beginning a social media program was to improve the effectiveness of Holiday Inn Express & Suites Chaffee's Facebook profile, and in turn reach more guests traveling to the Jacksonville market. By selecting Travel Media Group's concierge social media service, the hotel was able to engage guests and travelers with compelling content, without spending hours of valuable time posting at the property.





SEEKING A SOLUTION

Travel Media Group employed a comprehensive social media solution to improve online engagement for Holiday Inn Express & Suites Chaffee. First, the hotel's social media profiles were claimed and optimized to increase search engine visibility and improve the overall accuracy of information.

Next, Travel Media Group helped the hotel build their Facebook audience by marketing the profile across multiple channels. Using marketing materials at the property including table tents and other signage, guests are incentivized to connect with the hotel as part of a sweepstakes promotion. The websites and local listings for Holiday Inn Express & Suites Chaffee all link to the Facebook profile. Finally, Travel Media Group uses monthly Facebook ads to help increase Facebook Likes and social engagement to reach more guests.

A prominent part of the social media solution is the ***concierge*** social media posting service. Four posts per week are published on Facebook, Twitter, Google+ and Pinterest to keep the profiles active and provide compelling travel content for the hotel's followers. 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.

Holiday Inn Express & Suites benefits from a complete dashboard of social media tools to enhance their Facebook profiles. The hotel can post and schedule additional content on their social media profiles, and daily trending content is suggested for posting. The hotel can also request a local promotion multiple times each month. Travel Media Group's social specialists fulfill these requests with custom posts about the hotel.

REAPING THE REWARDS

Through a complete social media program, Holiday Inn Express & Suites Chaffee achieved significant positive results for their Facebook profile.

425% Increase in Facebook Likes

16,686 More travelers reached every month

1,125% More engagements/day on Facebook

2X More website traffic from Facebook

29,585 Views/month on Facebook

Holiday Inn Express & Suites Chaffee continues to actively participate in Travel Media Group's social media concierge service.

