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Being present on social media sites is a given. Each platform has its own characteristics, driving and targeting various consumer segments. Here are tips on how hotels can better engage customers on the most commonly used platforms.

Channel purpose: Based on research, Facebook has never been considered a booking channel – it’s more of marketing and sales platform.

Presence: A hotel’s main goal on Facebook is to optimize its presence and build an audience; engaging them to convert into bookings.

Action: To do this, hotels need to consider paid advertising options. Also, for direct bookings, I develop a booking widget or a booking engine on its page. Research suggests that both options drive many bookings. Currently 50 percent of hotel companies have a booking engine or widget yet 45 percent of those companies receive less than one percent of total bookings through those. Working hard to change this by offering performance measure tools.

Channel purpose: Twitter provides quick blasts of information which are primarily social and engagement. The chief goal is to connect.



Presence: This channel provides free advertising and definitely increases hotel Internet exposure however, not to make posts primarily sales related.

Action: An automated schedule needs to be implemented to be able to keep up with “tweeting attentive—watching, reading and regularly responding, in order to learn more about their followers be converted into guests. Note that Tweets that utilize video may double the engagement.

Channel purpose: It is important to understand that the content of this channel is lifestyle-based with women.

Presence: This channel is a great way to visually showcase everything that makes your hotel everything that’s great about your restaurants, bars, culinary talent and the food you serve.

Action: This platform is a must for positively impacting the hotel search engine optimization (SEO)

Channel purpose: Optimization of the TripAdvisor page is all about increasing visibility and credibility. It is important to have an online review management strategy in place.

Presence: A detailed description of your hotel’s business needs to be written, highlighting the features that distinguish it from its competition. A key element is to learn the industry’s most relevant keywords (using a Keyword Tool or a similar service) and make sure to include some of them in your text.

Action: Customer feedback needs to be listened to and responded to whenever necessary. By being guest-friendly and visitor-friendly in equal measure, hotels are well positioned to convert TripAdvisor reviews into bookings.

Driving social media properly is a big task. As more hotels are getting active on social media, a Social Media Content Manager—has evolved to provide hotels with a dedicated person responsible for managing their presence on social media sites. If you don’t have someone in this role, it’s certainly something you should consider.

About the author



Serge Chamelian is the managing director of **h-hotelier**, a hospitality se holistic approach to business intelligence solutions, revenue managem and development programs among many others.

h-hotelier's product h-enigma simplifies the concept of business intellig and very easy to use and understand, while at the same time keeping main strong points. h-enigma consist of a reporting tool with a yield, C incorporated in it.

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