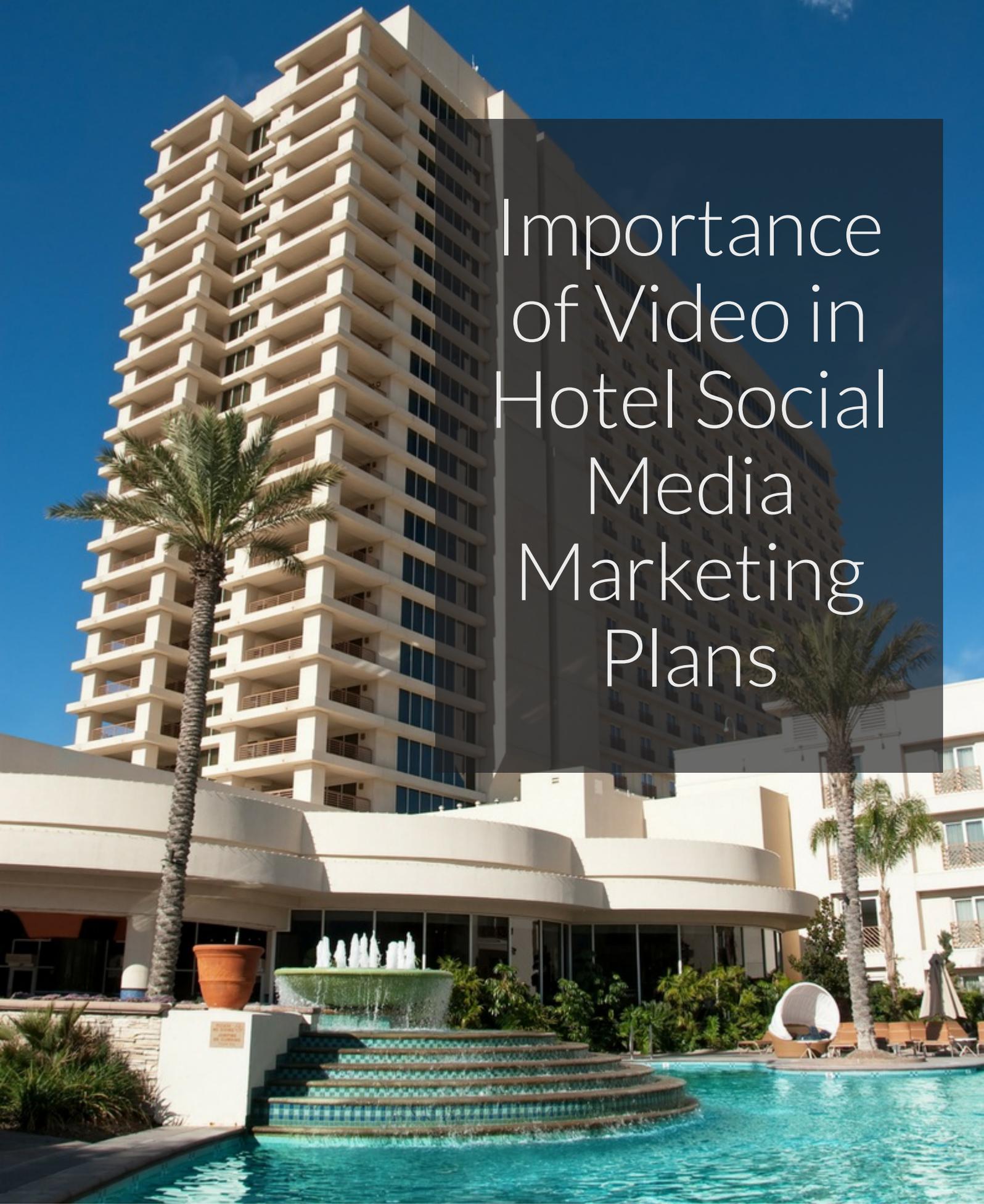




LODGING interactive

DIGITAL MARKETING | SINCE 2001 | SOCIAL ENGAGEMENT

# Importance of Video in Hotel Social Media Marketing Plans



# Video Marketing: A Hotel Budgeting Consideration

When the Buggles presented their music video hit “Video Killed the Radio Star” in 1979, there was somewhat of a premonition for what role video would play in our lives going forward. The internet became accessible to everyone and opened a pathway to social media platforms like YouTube, Facebook, Periscope and Instagram – all providing visuals that capture everyone’s attention and endless opportunities for hotels.

It’s a known fact that people will remember 80% of what they see versus only 20% of what they read. With video, being present in the moment without actually being at the hotel will resonate with the potential guest who makes purchasing decisions based on the emotional connection to your hotel visuals.

So it’s not a far stretch to see why this trend toward video presents all kinds of possibilities for the hotel digital marketer to build guest loyalty, raise brand awareness, increase engagements and leverage a hotel’s place in this medium.

A recent Cisco Systems study shows that, by 2019, video will account for 80% of all internet traffic. Instagram has at least one photo or video posted 73% of the time each week. YouTube has become the #2 search engine right after Google. Facebook has been vying for a piece of the action by introducing its video platform, [Facebook Live](#) earlier this year that promises to rival YouTube. Then Facebook upped the ante in August by starting to test live stream ads.

# Video Marketing: A Hotel Budgeting Consideration

The growing interest in video has sparked a consideration of budgeting dollars toward video marketing and advertising. If you haven't already, hotel digital marketers should consider video as part of their overall marketing strategy & make video spending a part of their budget.

Hotels can drive home a powerful response, increase chances for conversions and create a more personal relationship with guests and potential guests through the best storytelling medium there is – video! So be heard. What's your hotel's story?

# Include Video in Your Hotel's Social Media Marketing Plans

Visual content social media marketing speaks volumes and video is the most powerful storytelling tool your hotel can include in your 2017 social media marketing plans arsenal. Through video, hotel digital marketers have a great opportunity to build guest loyalty, raise brand awareness, increase engagements and leverage your hotel's place in this medium.

## Video Marketing for Hotels

Trends are continuing to show that video marketing for hotels should have a significant role in your hotel marketing strategy and budget. Some recent [Cisco](#) predictions state that advertising spend is expected to grow by 31% in 2017 and, by the year 2020, 80% of internet traffic will be video.

- 500 million people are watching Facebook videos every day.
- 82% of Twitter users regularly watch video content on Twitter.
- 33% of tablet owners watch about an hour of video on their devices
- 28% of smartphone users watch a video on their devices at least once a day.

## Hotel Video Message: Keep it clear and relevant

Don't forget to keep your hotel video message clear and relevant to your target audience. [Videos](#) can be incredibly engaging, helping you to build a bond between your hotel and your guest as well as be shared with people within your guest's networks. But video is not just YouTube anymore. The best place to share videos and gain exposure for your hotel is through social media channels like Facebook Live, Instagram stories, Twitter and Snapchat stories. Telling a story about your hotel, local attractions and/or staff through video will provide guests with good experiences that can make an impactful impression.

# Include Video in Your Hotel's Social Media Marketing Plans

The *newmarketing* is all about personalization and building relationships by offering a great guest experience. Hotels that focus on considerate and compassionate visual content marketing will touch guests' hearts and minds every time. There is great potential for guests to make purchasing decisions based on the emotional connection they make with your hotel.

There is no special script. Stay one step ahead of the competition and use video to bring your message home to your guests and future guests. There is power in adding video to your social media marketing plans.

# About Lodging Interactive

Headquartered in Parsippany, NJ, Lodging Interactive is a full-service digital marketing and social media engagement agency exclusively servicing the hospitality industry. Through its web design and search optimization division as well as its **CoMMingle Social Media Division**, Lodging Interactive provides effective Internet marketing services to hundreds of branded and independent properties as well as management companies, restaurants and spas. The company also offers fully managed Live Chat agents for hotel websites through its **LiveChatForHotels.com** division.

Lodging Interactive is an HSMIA Adrian Award winner, and has won awards from the International Academy of Visual Arts, Interactive Media Awards, Horizon Interactive Awards, Web Marketing Association, Academy of Interactive & Visual Arts, and Travel Weekly's Magellan Awards have recognized Lodging Interactive as an industry leader.

Lodging Interactive is a proud supporter of the Hotel Sales & Marketing Association International (HSMIA) and the company's president, DJ Vallauri, currently serves on the Board of Directors of HSMIA's New York Chapter. For more information, please contact [sales@lodginginteractive.com](mailto:sales@lodginginteractive.com), 877-291-4411 or visit the [LodgingInteractive.com](http://LodgingInteractive.com).

## Two Operational Divisions For All Your Needs



- Website design & development
- Website hosting
- SEO - organic content optimization
- PPC - Pay-Per Click marketing
- Brand e-Commerce scorecards
- Display advertising
- Email marketing
- Strategic online marketing planning



- Reputation monitoring & management
- Guest review management responses
- Social media engagement
- Social media marketing
- Blogging services
- Image sharing & marketing
- Social Voices (24/7/365)
- CoMMingle Live Chat Fully Managed

Thank You!