



LODGING interactive

DIGITAL MARKETING | SINCE 2001 | SOCIAL ENGAGEMENT

# Social Influencer Marketing Services for Hotels



# Social Influencer Marketing for Hotels

"Social influencer marketing is an emerging branding strategy for the hospitality industry and one that enhances a hotel's current social media marketing and engagement initiatives," said DJ Vallauri, Lodging Interactive's Founder and CEO. "Social Voices is a fully managed influencer marketing program providing hotels with complete campaign management from start to finish."

Social Voices Influencer Marketing works with hotels to develop effective social influencer marketing campaigns centered around Instagram, Snapchat, Facebook, YouTube, Twitter and blogging. The company utilizes industry leading platform technologies to determine the best social influencer candidates for campaigns and manages the entire influencer bidding and contracting process for its hotel customers. Throughout the process hotels receive ongoing analytical KPI reports and engagement metrics to validate the effectiveness of the social influencer campaigns.

Research shows that 92% of people say they trust word-of-mouth recommendations over ads. And user generated content (UGC) when part of an overall strategic social media marketing campaign, can drive tremendous branding reach and positive Earned Media Value (EMV). Until now, the challenge has been providing an affordable social influencer marketing program for individual properties. Our Social Voices Influencer Marketing service addresses this past challenge.

# Social Influencer Marketing for Hotels

## **Marriott Rewards Is Giving 4 Influencers Spectacles to Make Buzzy Snapchat Stories**

As reported in [Adweek](#), Marriott Hotels is working with social media influencers to create organic content by leveraging each influencers' Snapchat channel to create 10-second vertical clips using Snap's (parent company of Snapchat) video-enabled Spectacles glasses to capture the influencers' Marriott travel adventures. Also, Marriott has hired four social influencers—Jen Levinson, Tom Jauncey, Sara Hopkins and Diipa Khosla—to take over the brand's Snapchat account roughly once a month. social influencer marketing

“Authenticity is a trait that customers value, especially millennials, and with influencer marketing that is not compromised. It is difficult to achieve that credibility with traditional advertising especially when a campaign is eventually over. Influencer marketing is like a gift that keeps giving because the influencer posts stay active, the brand stays engaged and the results can translate to higher EMV as those engaged become customers.

Social Voices Influencer Marketing services are powered by Lodging Interactive's CoMMingle Social Media Engagement operational division. Since launching in 2009 CoMMingle has grown to become the largest social media and reputation management firm exclusively serving the hospitality industry, handling over 200,000 guest review responses for hundreds of hotels and resorts.

# Social Influencer Marketing: Instagram vs. Snapchat

In October 2013 Snapchat updated its app to include Stories which allowed users to build a sequence of content that could be viewed an unlimited number of times over a 24-hour period. Then in 2016 Snapchat updated this feature to include Snapchat Stories auto-advance allowing users to move to the next story after one story has played. Snapchat Stories became a big hit with its younger audience and quickly took hold with millennials.

It wasn't long before other platforms realized the potential of Snapchat's feature and in August 2016 Instagram launched Instagram Stories. The product piggybacked on the success of Snapchat Stories and works just like it. One difference is that Instagram has double the user reach over Snapchat – Instagram Stories feature is currently used by 200 million of their 700 million users.

According to [Google Trends](#), Instagram Stories is two times more popular than Snapchat Stories. Couple this with the fact that Instagram users easily go through the new feature while staying on a familiar platform and you have yourself the winner of this competition. With such a greater reach to a wider audience, Instagram Stories is attracting users away from Snapchat and even is attributed to stalling Snapchat's growth.

## **Instagram or Snapchat: Who do Social Influencers Favor?**

With growing competition for the same feature on the two different platforms, it prompted a month-long study by Mediakix that examined to which platform's Stories feature top influencers posted most often. The evaluation included 12 top social influencers who had from 495K to 16.6 M followers, regularly post on Snapchat, and are looking for the most engagement opportunities.

# Social Influencer Marketing: Instagram vs. Snapchat

The study findings showed:

- Instagram Stories was favored over Snapchat stories 25 of the 30 days
- On average, social influencers posted on Instagram 25% more of the time than Snapchat.
- Instagram had an average 6.6 stories posted per day over Snapchat's 5.3
- 8 out of 12 social influencers posted more on Instagram Stories than Snapchat Stories

## Social Influencer Marketing Impact

The Instagram vs. Snapchat study is but a small example of the greater picture for the rapidly growing social influencer marketing industry. Instagram's influence marketing, currently a 1 billion dollar industry, shows it could reach 2 billion by 2019. Clearly [social media influencer marketing](#) has become one of the most important ways to increase awareness of your property and brand. With its leap ahead of Snapchat, Instagram learned there is power in the opinion of peers. They are clearly onto something!

# 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!