



LODGING interactive

DIGITAL MARKETING | SINCE 2001 | SOCIAL ENGAGEMENT

Importance of Digital and Social Media Marketing Plans



Ten Reasons a Social Media Marketing Calendar Equals Success

When it comes to a successful social marketing strategy, there's always a story to be told and planning is everything. **Creating and adapting original content for distribution** is already something you have mastered but churning out good, quality content is not enough to have you rise above the "noise". Having a social media marketing calendar in place will help you keep your team organized to collectively build your customer loyalty.

You can go the old fashioned route by creating a content list but this won't get you far in really seeing how that content needs to change or adapt to the ever evolving social media marketing world. You want to be able to visualize your social media content distribution throughout the year and year-over-year. Just using a long laundry list of ideas won't give that overview.

If you want to be heard above all the digital marketing "noise" you will need a clear strategy across all social media marketing platforms. Then it's not only a matter of being heard but also having your story resonate so people act on what they heard.

Creating a social media marketing calendar means you have to pay attention to context and is important for relating your story by:

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1. Planning social media content around key events or important dates to support marketing initiatives
2. Creating consistency of content to make sure all internal marketing teams are on the same page for all content marketing across all social media marketing platforms
3. Focusing on 'need' areas (more weekend leisure travel, more weddings, etc.) so you reach your goals
4. Allowing multiple hotel departments and vendors to work together (Food & Beverage, Front Desk Manager, Social Media Agency, PR agency, Ad agency, etc.)
5. Avoiding duplication or repetition of content
6. Providing a comparison year over year against which you can move holiday/annual hotel events according to any changes
7. Helping your viewers know what and when to expect things from your hotel by developing consistency in content posting.
8. Making sure your content is ready in time to publish
9. Recognizing any gaps in your plan that need attention with time to make any corrections.
10. Giving your audience good, quality content to share on a consistent basis to build customer loyalty.

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Social media content marketing calendars are an important part to a successful marketing strategy. It now needs to be created and there are a vast amount of choices available. You can create a calendar using any spreadsheet application (Excel, Google Sheets, Numbers, etc.). Or you can find a free one through an online search. Of course you need to make the choice based on your hotel needs and resources but basic information that should be on your calendar should include: Separating the information by social network and by month as well as content subject headline/category, date/time to post/distribute, content owner/author, content format type, URLs etc.

So start planning and let your story be heard! The results will no longer make your planning seem overwhelming but keep you on top of your game and help make your hotel the “it” place to be!

Hotel Digital Marketing Plans, Hotel Marketing

A key component to successful digital advertising for hotels is to put a hotel digital marketing plan in place. A digital marketing plan is a clear and concise way to map out your goals for the upcoming year, as well as the strategies to put in place to help achieve these goals. Because a digital marketing plan will be for the upcoming year, it is advisable to begin planning in the summer of the current year and that your plan be outlined by quarter. Outlining by month can become overwhelming and quite cumbersome.

Primary Focus of a Hotel Digital Marketing Plan

You want the primary focus of your hotel digital marketing plan to be on the **goals of the hotel**, so it's a good idea to gain an early understanding of what you'll be concentrating your efforts on in the next years. Perhaps you want to book 75 weddings or increase group business. Maybe you need help with transient business on the weekends. Your goals may also be dependent on the time of year. Some hotels, depending on the market, have more difficulty obtaining room nights based on the quarter. Whatever the case may be, it is important that you convey to your account manager what you are looking to accomplish. Then you can collectively work on suggestions to help reach these goals.

Hotel Digital Marketing Strategies

In addition to focusing strategies on your hotel's goals, you also want to work on hotel digital marketing **strategies** for holidays throughout the year, events going on in the market, and what your competition is doing. Major holidays are a great opportunity for many hotels to get ahead with room/dining reservations. If you offer certain holiday specials or provide holiday menus, such as an Easter Brunch or a Thanksgiving Dinner, you'll want to include these items in your plan and stick to a timeline as to when such items should be available for posting on your website. You should make sure your holiday specials/menus are posted at least 2 months prior to the occasion. Potential guests are making plans well in advance these days.

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What about events specific to your hotel's market? There are excellent city planning guides available for most major cities that are chock full of great information, including top attractions in an area, major conventions coming to town or events that could be potential demand drivers for your hotel.

Hotel Competitive Landscape

You also want to know what your hotel competition is doing, so you can stay ahead of the game. Competitors may have **great ideas or insight** that you can capitalize on. It's also a wise move to check out the comp set when it comes to holiday postings. You don't want to be caught without your holiday specials/menus posted, while other hotels in the market are making their specials readily available weeks in advance. That's a surefire way to lose customers. What about new competition? Make sure you know about new hotels opening in your market. New competition will always be something you want to be prepared for.

If you want your hotel to be successful in the hotel digital marketing arena, follow a digital marketing plan. It's an easy and effective way to work through your goals, organize strategies and maintain a timeline of your efforts throughout the year. You'll be impressed with the results.

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, 877-291-4411 or visit the LodgingInteractive.com.

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Thank You!