

THE VINCHI PRODUCTIONS

# Social Media Strategy & Praposal

2022



# ABOUT THE COMPANY

## OUR STORY

At THE VINCHI PRODUCTIONS, We are driven by a strong innate desire to delight the customer to an end that they want to hug us .

is the leading Digital Marketing Consultancy service in Jaipur, India. We offer a plethora of services including but not limited to SEO, Social media handling, website design, Content Marketing, and many others. We are a one-stop-shop to serve all your digital needs, and we make custom solutions for your custom problems. If making it big in your Industry is your vision, you are in the right place!

BY TVP

# WHAT WE CHANGED IN MARKETING

## INNOVATION AND QUALITY

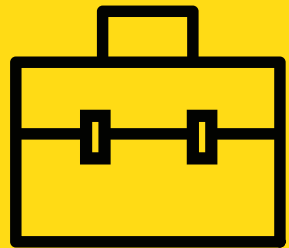
TRIED NEW IDEAS TO ENGAGE MORE  
AUDIENCE AND IMPROVED GRAPHIC  
QUALITY TO MAKE THEM SOOTHING TO  
EYES.



BY- TVP

Tap To Explore Our Work

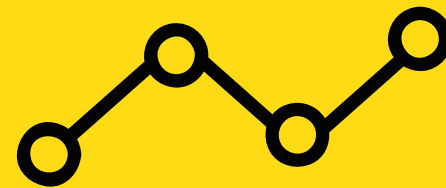
# WORK IN A NUTSHELL



Quality Work



Weekly  
Planning



Monthly Poll  
Discussions  
and Report  
Generation



Good  
Blogger  
Relation



Affordable  
Marketing  
Strategies

# **2 IN 5 MILLENNIALS ADMIT THAT HOTEL AND TRAVEL IMAGES ON SOCIAL MEDIA INFLUENCE THEIR BOOKING.**

This proves that millennials won't select a hotel for their stay without "social proof."

Our credibility on social media plays an important role in your guest's purchase decision. Basically, by carrying out our hotel's social media marketing, we get a chance to impress our guests even before they visit our hotel.

The type of your audience certainly depends on the services we're offering at your hotel. AND of course, our hotel location.

All we need to do is define a precise database of our audience and strategize our hotel's social media marketing accordingly.

**WE NEED STRATEGY ACCORDING TO THE DIFFERENT SOCIAL MEDIA HANDLES**

# FACEBOOK – CREATE A PROFILE, GO LIVE, RUN ADS!

Facebook is the best medium to share the content.

Why? Because it has no barrier of word limits, link, or video size. Following are some types of posts that we can do:

1. Nearby scenic destination and eye-catching pictures of your hotel's interior and exterior.
2. Hyatt Insiders. (Our Team Introduction, How We Make your Bed Perfect? etc.)
3. Stories and live videos (Live Mixologist Session, Live Hotel Tour, Live Cooking Session.)
4. Special offers, promotions and deals. (Online Campaigns to Gain more audience)

**But naturally, only posting is not sufficient right? The next important aspect is engagement.**

# HOW WILL WE INCREASE ENGAGEMENT ON OUR HOTEL'S FACEBOOK PAGE?

1. Encourage your guests to use check-ins or location tags on photos and videos. In return, you can offer some attractive rewards.
2. As things stand now, live videos have the highest engagement.
3. With Facebook, we can run interesting contests as well.

## FOR EXAMPLE

*Win a 2D/3N couple package at Royal Beach Resort. Get a chance to enjoy the luxury by following three simple steps:*

- Like our page*
- Like this post*
- Tag your three friends*



# **INSTAGRAM – REELS ARE THE NEW DEAL!**

Currently, Instagram is the fastest growing media platform with 1 billion active users monthly.

1. Since the platform is particularly for pictures and videos, consider posting high resolution and interesting pictures of our hotel's ambience, services, and amenities.
2. Naturally, the users desire to see the content that interests them, don't they? It's not really a tough cookie!
3. We see, travellers (and Instagram users) tend to like visually appealing posts. So we can share travel tips, local food tips, images of your surroundings, upcoming events, and discount offers.
4. We should not forget to add these with the new trend of reels. We can capture and post short videos or a bunch of photos with enchanting music of 15-30 seconds.

# HOW WILL WE INCREASE ENGAGEMENT ON OUR HOTEL'S INSTAGRAM PAGE?

1. These stories are just meant to give a glimpse of what is going on inside hotel. Here are some examples that can create great engagement in the story format.
2. A sneak peek into your work (a.k.a hyatt's life)
3. Behind-the-scenes pictures and videos of our hotel (#BTS)
4. Running a poll for customer feedback
5. Asking questions
6. Upcoming events

In order to have more engagement, we need to first find the relevant and popular hashtags.

1. Super-popular- #Instalike #likeforlike #followforfollow #igers #tagfortag and likewise
2. Less popular- #instatravel #hotels #luxuryhotels #boutiquehotel #besthostel #hoteldeals #hotellocation and likewise

By using less popular hashtags, we can easily rank high and be found by targeted users. On the other hand, using the most popular hashtags can increase the impressions on your posts.

# **PINTEREST – CREATE IMPRESSIVE BOARDS**

Pinterest is one of those social media platforms that receive less recognition but has been a salient player all along.

We can post our hotel's picture with content and link it to your website by listing it on some trending boards. (Or we can simply create our own board.)

A few examples of the boards that we can create are:

1. Luxury hotels
2. Traveler tips
3. Food and drinks
4. Scenic destinations

**THANK YOU!**