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Social Media: Essential Interaction

As important as social media has been to hotels as a way to engage guests and drive direct bookings, it is becoming even more essential for hotels to implement a comprehensive social media strategy. All the major platforms have users numbering in the hundreds of millions – and in some cases, billions of users – so it is imperative for hotels to have an established presence on those massive channels. The goals of social media outreach are relatively clear-cut – identify and interact with current and prospective guests; create a brand voice that resonates with your target demographic; promote products, services, special offers, and contests; and acquire market data to support your business analytics. This is accomplished by creating imaginative and shareable content in order to give your brand maximum visibility, generate bookings, and keep guests interacting with your business throughout the entire customer journey. The February Hotel Business Review will document how some hotels are successfully executing social media strategies for the benefit of their operations.

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