

**DO YOU WANT TO....
INCREASE YOUR SOCIAL MEDIA BUZZ?
GET MORE FOLLOWERS?
INCREASE ENGAGEMENT?**

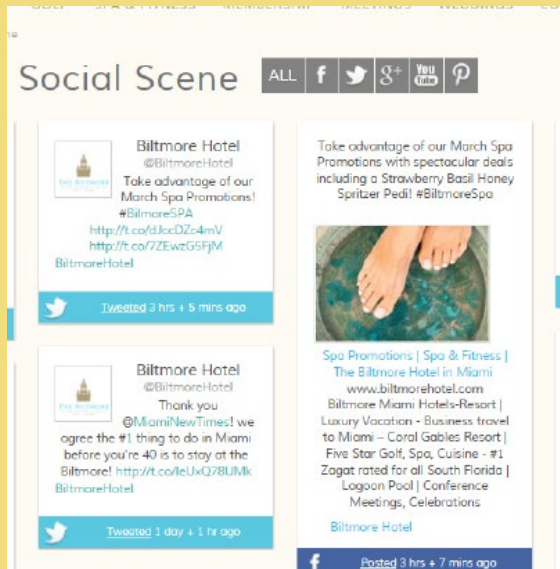
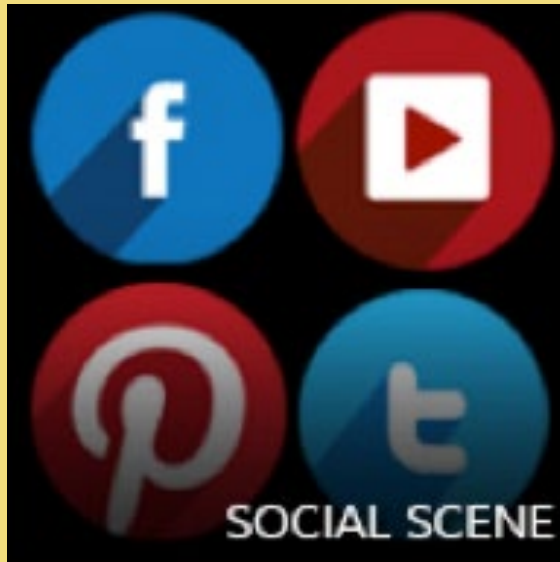
CASE STUDY



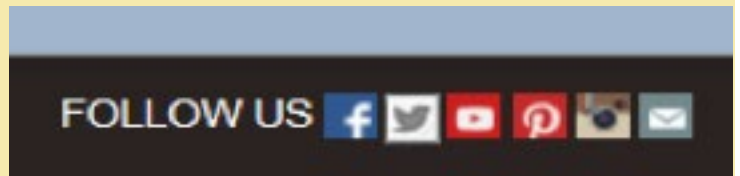
Recently, Son Hospitality Consulting worked with our client, The Biltmore, to revamp their social media strategy. The idea was to centralize all social media into one aggregated landing page within their website. We took a holistic approach to social media by designing a portal that would increase posts, streamline engagement and make it easier for the guest to share their experiences. The results proved to be a huge success.

In the first month we gained 973 Trip Advisor reviews. The biggest wins were on Facebook and Instagram. On Facebook, we noted a 60% increase in fan posts with 618 new fans in the first month. On Instagram there was a 300% increase in Instagram posts and a 131 new Instagram fans.

DO THIS



NOT THAT



As you can see from the great results, we know customers want easy access and a place to share their experiences. The dashboard design visual has provided a great vehicle to engage customers on a deeper level and helped to accomplish our strategic goals.

Think about how your customers find their social connection to your business. Don't bury your social media icons at the bottom of your website underneath the scroll down bar where people can't find them. Be sure to make them large enough so customers can see them, not tiny like in the example below.

Making this strategic shift can result in big fan increases and engagement. For assistance on writing a social media marketing strategy or reviewing your marketing plan contact Jodi Cross at Son Hospitality Consulting at jcross@sonhos3.com or visit sonhos3.com for more tips and marketing trade secrets.