



# CASE STUDY

**Social Media Optimisation** – The SMO acts as a powerful communication tool that binds a brand and a customer into a relationship. Social Media Channels such as Facebook, Twitter, Instagram gives an opportunity to the business to interact with the target audience directly and also provides a strong platform to the customers to express their views on that particular brand or service. It has narrowed the communication gap. For Sayaji, we have aggressively undertaken the social media activities in order to reach the target audience.

## CHALLENGES



1. Limited Stock of Images: It creates hindrance in giving a fresh and first-hand experience. For e.g. Restaurant Images, food images.
2. Gap of information - There is no clear information about different activities such as spa care, therapies etc.

## OBJECTIVES



1. To increase the conversions by optimising social media channels.
2. To increase the brand awareness of Sayaji Hotels
3. To promote the beautiful place, as a part of the location strategy.
4. To connect and build a long term and one to one relationship between the Brand and the Audiences.
5. To increase website traffic.

## INTERNET MARKETING STRATEGIES

Social Media Channels extensively used:

- Facebook
- Twitter
- Instagram



In order to achieve the set objectives, a very strong social media strategy was formulated and implemented at the highest level.

- **Focus on Exclusivity:** The major focus of the social media was to highlight the exclusiveness of the Hotel and different destinations in which hotel is located. Different events such as were also created
- **Increasing the Engagement:** Different campaigns were run & events were created to increase engagement.
- **Maintaining Brand Image:** A social media calendar with different content pillars such as stay, dining, activities (internal & external), destinations were promoted by following a strict theme and brand guidelines.



## RESULTS

