

BrandBright Communications

CASE STUDY

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LISTENING FOR THE WIN!

Unsurprisingly, more and more hotel guests are heading to social media to voice their concerns, require customer support, ask for recommendations, or give a praise to the staff. Our boutique property had to find a way to follow their customers and decided to build a social listening strategy to always be on alert and respond whenever, wherever to whomever. On average, the hotel receives only about 155 mentions every day. Most of them are related to special offers promoted by tourist companies, advertising, news, and guests sharing pictures and tagging the location in/around the Catskill Mountains and the Hudson River. Most of these mentions do not require an immediate response as the Positive Sentiment appears to be more common among social media users than Negative when talking about this property, which is good news for them!



STRATEGY

The positive sentiment this kind of mentions doesn't require a response, but acknowledging your customers makes a brand seem more humane, genuine, and caring. Moreover, if your customer has some kind of social media following, chances are your response won't go unnoticed. But it's not all roses and peaches: as with any small brand. And in hospitality, complaints from clients are extremely important. You can deal with a broken coffee maker later, but if your living space is not in a satisfactory state, it becomes your top priority. That's why time is extremely important here. They can potentially damage the reputation of the brand. That's why it's extremely important to respond to them as soon as possible. The disappointed guests need an immediate answer — and if they don't get one, they will be even harsher with their critique.

RESULTS

The average response time for a brand to reply on social media is 10 hours, while the average user will only wait 4 hours. On average, this property answers 3.3 tweets in one hour, and the average time between a tweet and a response equals 37.3 minutes (after analyzing 372 tweets during one month). That's the power of social listening. It enables our client social media team to react and engage in real time, depending only on manpower. Our team monitors its hotel level Twitter accounts and looks for what is being said and when to engage. Even if a guest tweets about the location, but doesn't identify them by their handle, our team picked up on the tweet and respond. Social listening is not just a helping hand to inform their marketing strategy, it is the core and essence of the social media marketing strategy. Thanks to social listening!

CONCLUSION

Guest experience gets turned into actionable insight. All guest comments become part of their reporting and that feedback is then bubbled up to use it in their strategic planning. Because it's unique ideas that successfully uses social listening in a creative way. The main idea behind social listening is to aid people without any ulterior motives to make a sale. Many marketing specialists say that brands today find themselves in the age of sincerity and authenticity. Millennial's and generation Z who grew up with the Internet are no longer convinced by straightforward in-your-face advertising, they want to engage and build relationships. That's exactly what our social media and content strategists suggested doing. Based on thorough research powered by social listening, the team created specific listening rules to find and reach travelers who might never expect to hear the property in a crowded marketplace. By making the first step and reaching out, the property was able to promote their brand to people who weren't aware of it before. Maybe next time a person will remember the hotel that helped them to experience their destination in the best way possible and will choose to stay there. This proves that social listening can help us to improve our routine activities but also create something new, which would never happen without the power of social media monitoring.