



EPISODE 12

Social Media Advertising

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Why do we do advertising on Social Media?

Brand awareness

Paid social media advertising can increase brand awareness among both new and existing customers.

Audience targeting

Paid social media advertising can help businesses reach specific audiences by targeting demographics, interests, and behaviors.

Improved Brand Loyalty

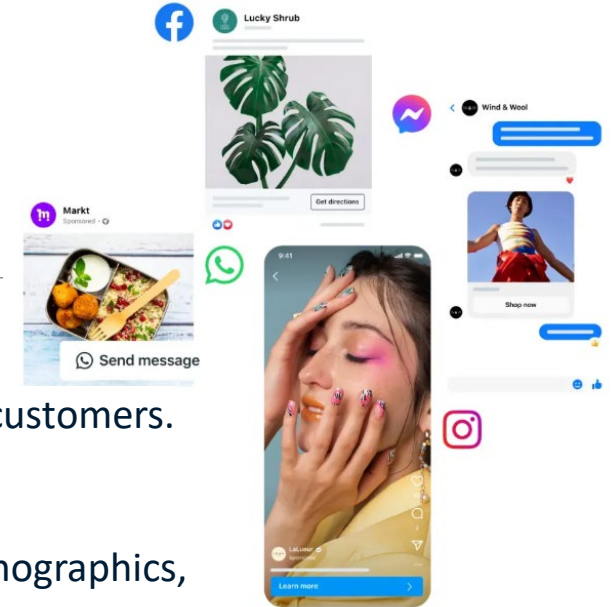
Social media marketing can improve brand loyalty by allowing customers to follow and engage with the business.

Increased Brand Visibility

Social media ads can help businesses spread awareness and make it visible to the overall market.

Customer retention – Online Reputation

Social media marketing can help businesses retain customers by directly interacting with them.



Why do we do advertising on Social Media?



- In 2023, an estimated 4.9 billion people use social media across the world – *Forbes*
- The average person spends about 145 minutes on social media every day – *Forbes*
- 53% of Gen Z consumers say they use social media for travel inspiration – *Expedia Media Solutions*

Social Media is a large, captivated, and influenceable audience that we have the tools to tap into.

Your competition is using social media advertising, so you should to!

What is the difference between an Organic Post and an Ad

Grow your business with Meta Ads



Reach new customers across all Meta platforms including Facebook, Instagram, Messenger and WhatsApp.







Organic posts

These posts appear on your profile for free and are visible to your followers. You can find organic posts by scrolling through your feed, or from people or brands you follow. Organic posts can help you reach existing customers, establish your brand voice, and connect with your audience.

Ads

These posts cost money and are shared with a specific audience to ***help you reach your goals***. Ads can help you increase brand awareness, generate sales, and drive traffic to your website. Facebook bills advertisers based on cost per click (CPC) and cost per mille (CPM).

What is the difference between an Organic Post and an Ad

<div>Published Scheduled Drafts Expiring Expired</div>									
<div>Post type Filter Clear Search by ID or caption Last 90 days: Jun 11, 2024 – Sep 8, 2024 Columns</div>									
Title		Date published		Status	Reach ⓘ	Likes and reactions ⓘ	Comments ⓘ	Shares ⓘ	
<input type="checkbox"/>	<div><div></div><div>Inn at Bellefield, Residence Inn by ... Inn at Bellefield, Residence Inn by M...</div></div>	Boost unavailable	...	Fri Aug 9, 2:21pm	0 Reach	0 Likes and reactions	0 Comments	0 Shares	
<input type="checkbox"/>	<div><div></div><div>Inn at Bellefield, Residence Inn by Marriott Hyd... Inn at Bellefield, Residence Inn by Marriott Hyde P...</div></div>	Boost	...	Fri Aug 9, 2:21pm	513 Reach	5 Likes and reactions	0 Comments	0 Shares	
<input type="checkbox"/>	<div><div></div><div>This post has no text Inn at Bellefield, Residence Inn by M...</div></div>	Boost unavailable	...	Fri Aug 9, 2:00pm	237 Reach	5 Reactions	0 Comments	0 Shares	
<input type="checkbox"/>	<div><div></div><div>Ad completed The Inn at Bellefield, in collaboration with the p... Inn at Bellefield, Residence Inn by Marriott Hyde P...</div></div>	Boost	...	Wed Aug 7, 9:45am	3.5K Reach	137 Reactions	7 Comments	7 Shares	
<input type="checkbox"/>	<div><div></div><div>During your next visit at the charming Inn at Be... Inn at Bellefield, Residence Inn by Marriott Hyde P...</div></div>	Boost	...	Fri Aug 2, 1:06pm	287 Reach	10 Reactions	0 Comments	1 Shares	
<input type="checkbox"/>	<div><div></div><div>The Hudson Valley Renegades are ... Inn at Bellefield, Residence Inn by M...</div></div>	Boost unavailable	...	Tue Jul 30, 8:16am	114 Reach	0 Reactions	0 Comments	0 Shares	

Where does Social Media Advertising fit in the Marketing Funnel?

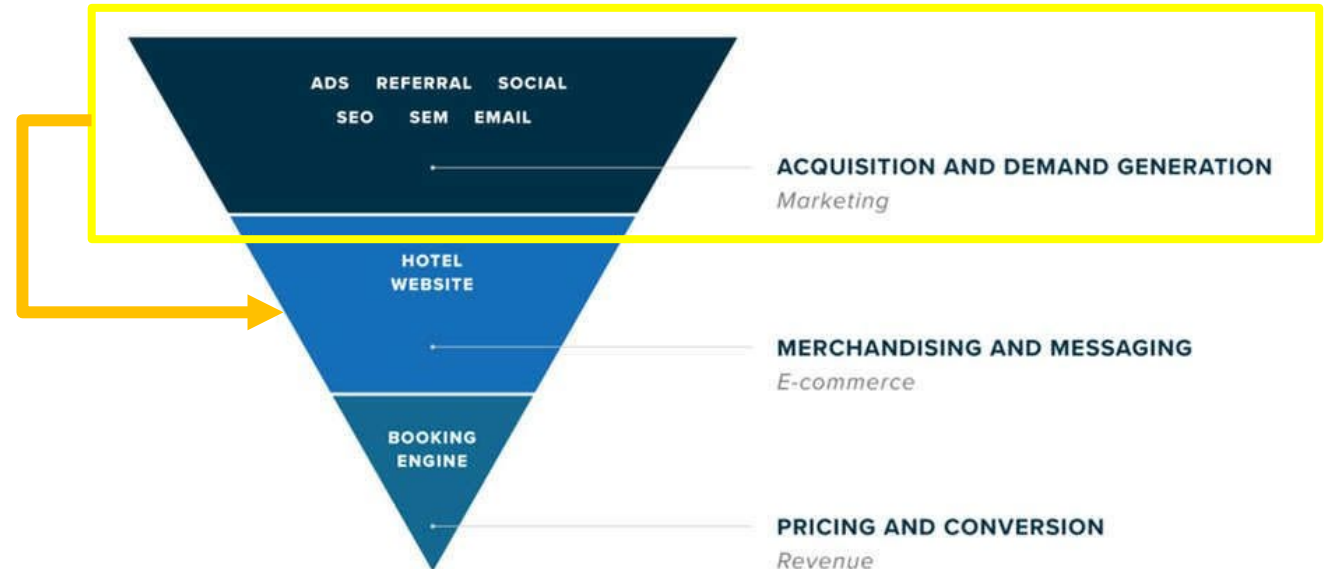
Drive conversions with personalization

69% of online shoppers surveyed in North America who use Meta technologies weekly made purchases after seeing personalized content on Facebook or Instagram.¹

- Every Industry, plus our direct competition are using Social Media Advertising

The Direct Booking Experience

Traditionally Segmented Across Different Business Units



Why do we do advertising on Social Media?



Increase your online sales



Boost your lead
generation



Connect with more
customers















Increase your brand
awareness



Drive more traffic to your
website


What does the ad process look like?



← Create new ad

Shaner Corporate Ad Account (1983664278356545, USD) ▼

Goal
What results would you like from this ad?

 **Get more website visitors** ⓘ
Show your ad to people who are likely to click on a URL in it.

Change

Ad creative
How do you want your ad to look?

Save time on creating ad content by turning one of your best performing posts into an ad.

Use a post

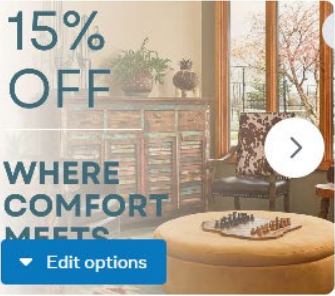

Description

Adventure awaits in beautiful Taos, New Mexico! 🌞 🌵


Enjoy 15% off your stay of 2 nights or more when you book our "Discover Taos" limited time offer with Special Promo Code MS2! Immerse yourself in a rich cultural adventure with our specially crafted three-day itinerary. Start planning your unforgettable Taos getaway today! ✂️ 😊

Media 4/5 · Select multiple images or videos to create a carousel.

Select media

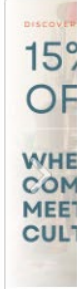



Ad preview [See all previews](#)

 **Hotel Don Fernando de Taos** ✕ ⋮
Sponsored · 🌐

Adventure awaits in beautiful Taos, New Mexico! 🌞 🌵

Enjoy 15% off your stay of 2 nights or more when you book our "Discover Taos" limited time offer with Special Promo Code MS2! Immerse yourself in a rich cultural adventure with our specially crafted three-day itinerary. Start planning your unforgettable Taos getaway today! 🇲🇽



Hotel Don Fernando -

Apply now

Hotel Don Fernando

👍 Like

💬 Comment

➦ Share

Estimated daily results

Accounts Center accounts reached ⓘ

How we target:

Edit audience

Locations

Locations

Type to add more locations

United States

Phoenix + 25 mi X Santa Fe + 17 mi X Taos + 25 mi X

Houston, DMA® X Dallas-Ft. Worth, DMA® X Denver, DMA® X

Map

25 mi

Audience definition

Your audience is defined.

Specific

Estimated audience size: 19.3M - 22.8M

Cancel

Save audience

Detailed targeting

Your ad will be shown to people who match at least one of the following interests.

Detailed targeting

Search interests

Adventure travel (travel & tourism) X Cultural travel (travel & tourism business) X

American History (history) X Mountains (places) X

Behaviors

Frequent Travelers X

Suggested for you

Brunch (food & drink) + Married + Frequent international travelers +

Florida Keys (place) + History (history) + Restaurants (dining) +

For advanced targeting features, go to [Ads Manager](#).

Audience definition

Your audience is defined.

Specific

Estimated audience size: 11.9M - 14M

Cancel

Save audience

- How we target:
- Create an ideal persona of who we would like the ad to be served to

- How we CANNOT Target:
- Marriott Bonvoy Customers
 - Instead we target “people who art interested in Marriott Bonvoy”

What do the ads look like?



Desktop Feed

Hotel Don Fernando de Taos (1005 Paseo del Pueblo Sur, Taos, NM)

Sponsored ·

Adventure awaits in beautiful Taos, New Mexico! 🌄🌱

Enjoy 15% off your stay of 2 nights or more when you book our "Discover Taos" limited time offer with Special Promo Code MS2! Immerse yourself in a rich cultural adventure with our specially crafted three-day itinerary. Start planning your unforgettable Taos getaway today! 🇺🇸

Hotel Don Fernando - Hotel in Taos New...

Apply now

Hotel Don F Hotel in Tac

Apply now

Desktop right column

Hotel Don Fernando - Hotel in Taos New Mexico

hilton.com

Mobile Feed

Hotel Don Fernando de Taos

Sponsored ·

Adventure awaits in beautiful Taos, New Mexico! 🌄🌱

Enjoy 15% off your stay of 2 nights or more when you book our "Discover Taos" limited time offer with Special Promo Code MS2! Immerse yourself in a rich cultural adventure with our specially crafted three-day itinerary. Start planning your unforgettable Taos getaway today! 🇺🇸

Hotel Don Fernando -

Apply now

Ho Fei

Apply now

Instagram Explore feed

Explore

hoteldonfernando

Sponsored

Apply now

hoteldonfernando Hotel Don Fernando - Hotel in Taos New Mexico... more

Instagram Explore home

Sponsored

How Much Should/Do We Spend?

Schedule and duration

Start date

📅

Sep 9, 2024

🕒

11:00 AM

☐ Run this ad continuously

Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

☒ Choose when this ad will end

Days

7

End date

📅

Sep 16, 2024

Your ad will be published today and run for 7 days ending on Sep 16, 2024.

Daily budget ?

Actual amount spent daily may vary. ⓘ

Estimated 1.2K - 3.3K Accounts Center accounts reached per day

\$ 10.00 ✎

\$1.00

\$500.00

Estimated daily results

Accounts Center accounts reached ⓘ

1.2K - 3.3K

Payment summary

Your ad will run for 7 days.

Total budget

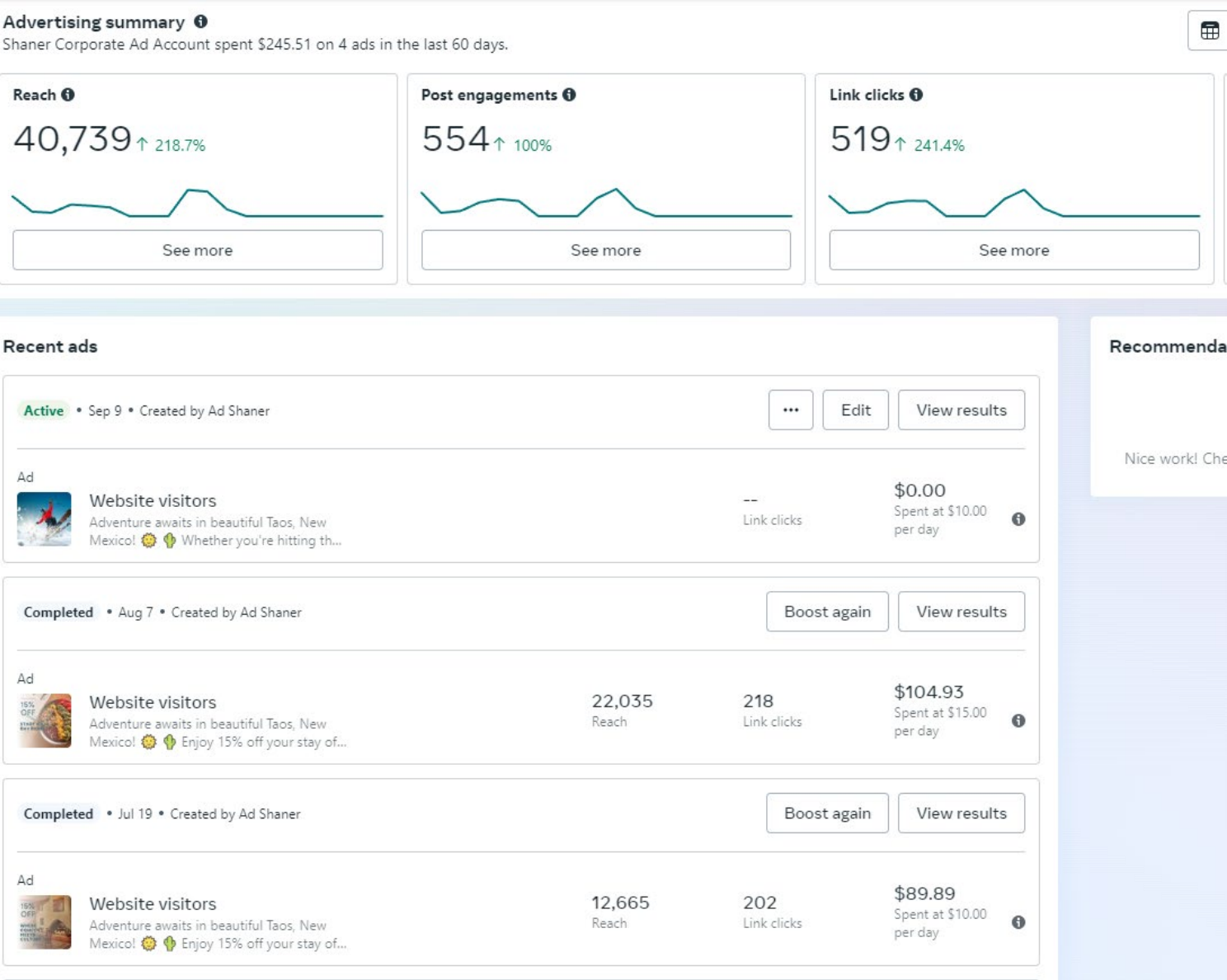
\$70.00 USD

\$10.00 a day x 7 days.

Total amount

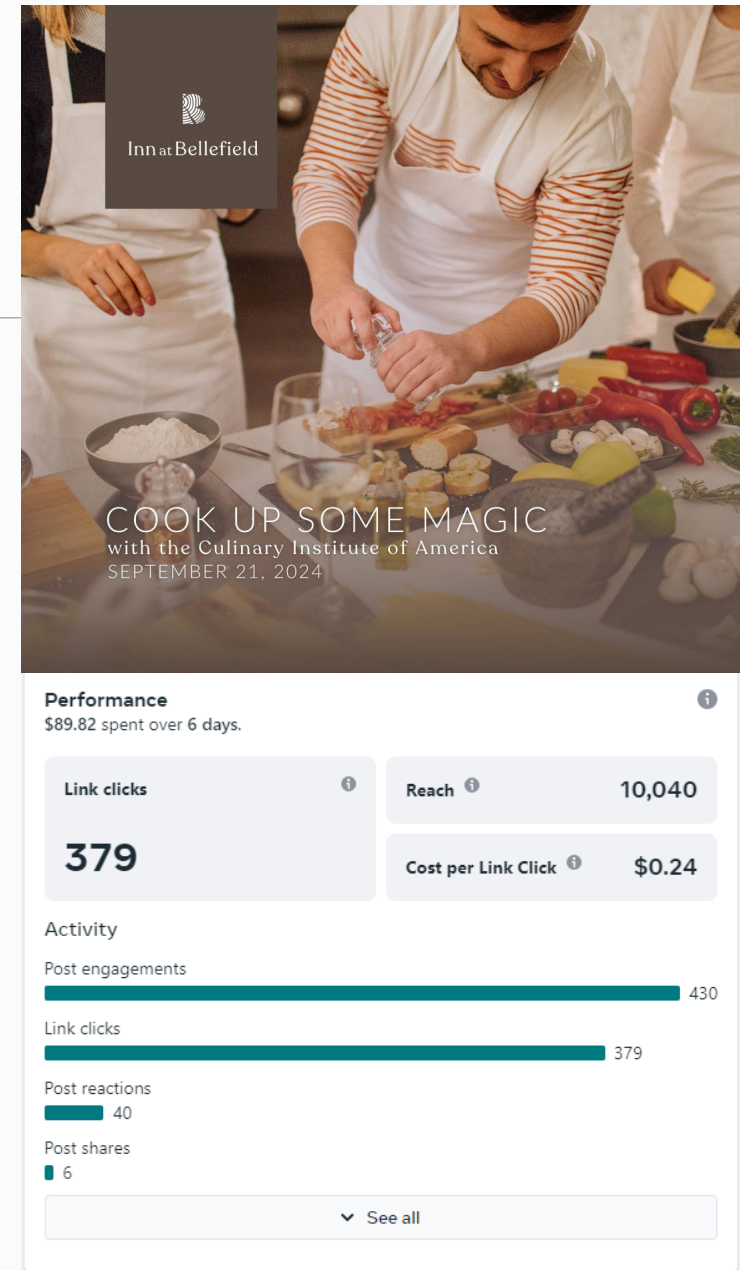
\$70.00 USD

Results:



Measuring Success

1. **Engagement:** The number of unique people who have liked, commented on, clicked on, or shared your post.
2. **Reach:** The total number of unique accounts (one view per account) that have seen a given post/piece of content
3. **Impressions:** The total number of views on a given post (including multiple views by the same account)
4. **Video Views:** The total number of people who saw your video. Depending on the platform, 'views' are defined by the duration of the video watched (3 or more seconds on Facebook, Instagram, and Twitter; 30 seconds or more on YouTube)
5. **Audience Size:** The number of unique persons who follow your account or like your page. While this metric doesn't need to be monitored day-to-day, having an understanding of when you gain/lose followers can give better insights as to what type of content caused the gain/loss. Similarly, if you're working with a partner or influencer, an increase in audience size could prove the partnership to be effective.
6. **Link Clicks / Clicks to Website:** The number of clicks to links you've included in post or in Instagram Business profile bio. Instagram, Twitter, and Facebook allow you to track clicks to individual URLs in shared posts or in your Instagram Business Profile Bio. Tracking clicks and website visits allows for a more holistic picture of effectiveness and web traffic generated by social media
7. **Instagram Saved Photos:** Instagram Business allows account holders to monitor a profile's most "saved" posts. Saved photos indicate that users may be "saving" that content for future travel inspiration or trip planning.



Measuring Success

E-Commerce Suggestions

IDEA: USE A “SPECIAL RATE” CODE TO MONITOR
INFLUENCER-DRIVEN BOOKINGS DIRECTLY

SUGGESTED STEPS:

- 1) Work with revenue to develop a “special rate” or package.
 - 1) Example: discounted room night + breakfast + parking.

