

LUXURY TRAVEL BRAND SOCIAL MEDIA CASE STUDY

Engagement Success for Luxury Hotel

Corinthia Hotels is a luxury five star hotel group, operating in Malta, Budapest, Prague, Lisbon, Tripoli, Khartoum and St Petersburg offering its guests an unparalleled experience. With spas and fine dining in each of its hotels and resorts, Corinthia offers its guests an exquisite luxury experience in fascinating locations throughout the Mediterranean.

The Brief:

SiteVisibility were asked to plan, design and manage a bespoke Facebook competition for Corinthia Prague. The objectives were to increase their fan base, maintain their high level of engagement and increase brand awareness to a UK audience as well as acquire email data for future contact.

The competition ran from March, 2012 – April 2012.

The creative focus within the campaign was the stunning view of Prague from the 27th floor of the hotel.

The Results:

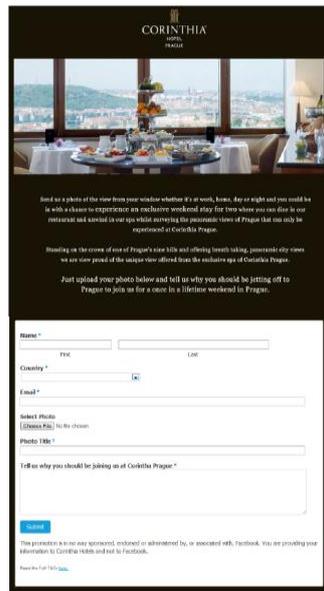
Through the campaign Corinthia Prague achieved:

- ✿ High quality PR coverage on 10 niche travel sites.
- ✿ Facebook fan base increased by 352%
- ✿ 1456 Facebook users engaged with the campaign an increase of 237% on the previous period
- ✿ The total reach of the campaign was 193,925
- ✿ The campaign influenced a 4450% increase in mentions

The Competition:

SiteVisibility designed a creative photo upload competition on a bespoke Facebook tab that challenged participants to share a photo of the view from their window to see if they could beat the view from the Prague Corinthia. Designed in-house in compliance with Facebook's promotional guidelines, the competition involved:

- ✿ Design and creation of two custom Facebook tabs with a "Love our View" theme
- ✿ This included a fan gate functionality so fans had to "like" the page to enter.
- ✿ Data collection and management
- ✿ Outreach to high quality niche travel and luxury lifestyle blogs, websites and competition sites
- ✿ Twitter engagement and activity to generate buzz in blogs and forums
- ✿ Engagement with Facebook fans and daily monitoring of fan interaction
- ✿ Working alongside Corinthia to integrate on- and offline activities
- ✿ Regular reporting and liaising with the Corinthia team.
- ✿ In-depth campaign report and insights



Testimonial:

"We are extremely pleased with the way the competition was designed and managed by SiteVisibility, and the results speak for themselves. The team was creative and proactive, which was of particular importance with the Facebook updates happening in the middle of the campaign. I wouldn't hesitate to recommend SiteVisibility for Social Media Marketing."

Jason Potter, Head of Social Media
Corinthia

We can do the same for you:

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