

## Understand your Audience

LinkedIn Corporate Event

**Planners** 

Travel Agents

Corporate

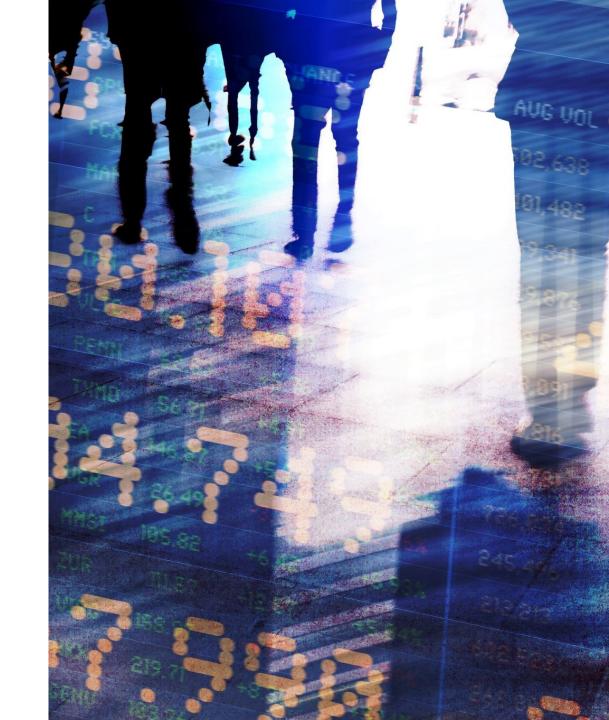
Bookings

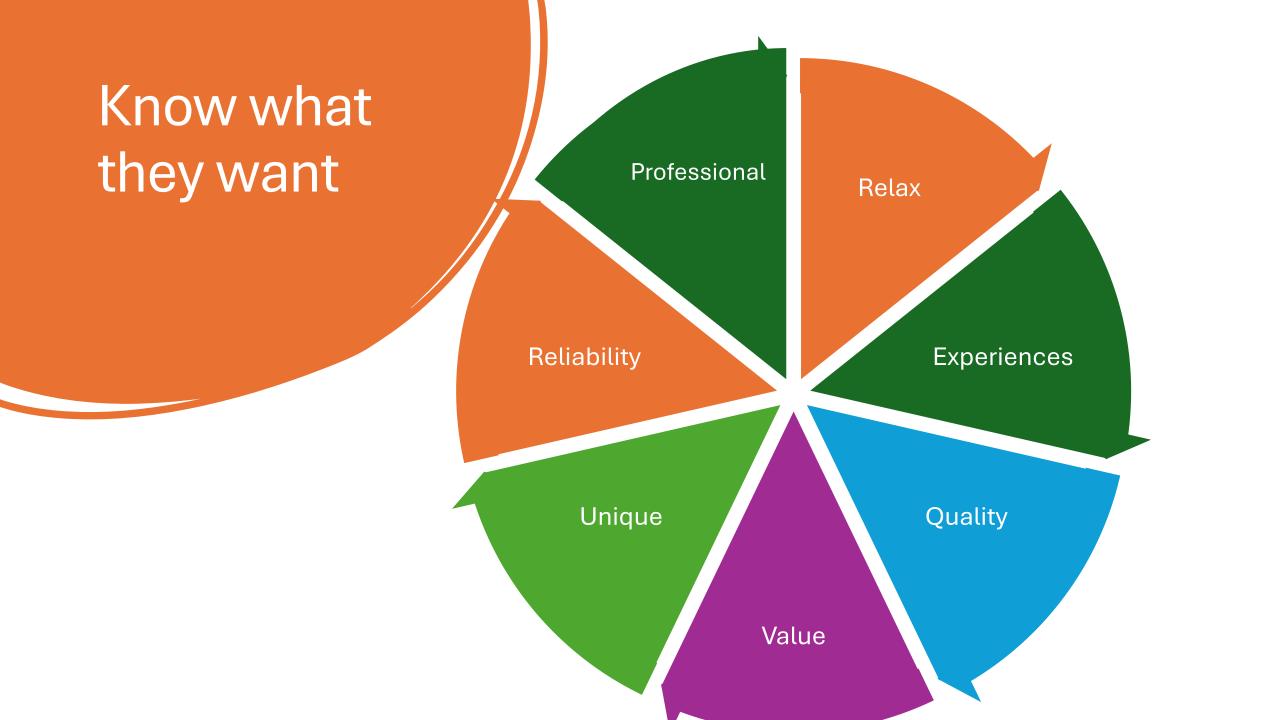
**Travellers** 

Instagram Families, Couples

and Solo travellers

Take Away: Use the Analytics







Lead with Stunning Visuals

# Time-limited Offers or Packages

Limited availability

Only a few rooms left

Now

**Book before** 



### Social Proof

Guest testimonials

**Corporate Partners** 

**Suppliers** 

Events and Experiences Videos



### Tapping Into LinkedIn

Strategic connections

Posts to drive awareness, stimulate debate, spark curiosity

Videos

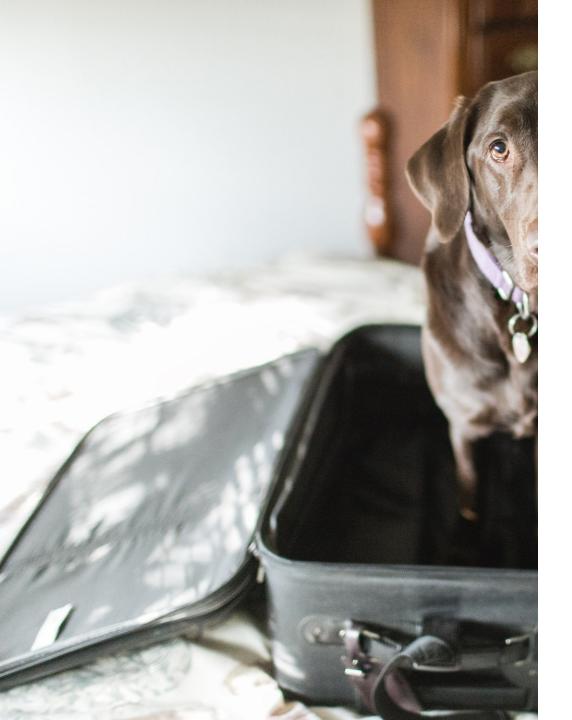
Call to Actions

Articles

LinkedIn Groups

Company page versus Personal Profile





#### Summary

Use Social Media in a more conscious way

Talk about, and showcase, how you can supply what your guests want. Tap into their imaginations!

Invest in one channel and get very good at it