



## **Creating a social media marketing strategy for Radisson Blu Plaza**

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## Abstract

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<b>Thesis Title</b> Creating a social media marketing strategy for Radisson Blu Plaza
<b>Number of pages and appendix pages</b> 24 + 10
<p>In this thesis my aim is to plan on how to increase Radisson Blu Plaza's social media activity through timed posts that should be planned a year ahead. I will be also answering other questions such as how to increase its popularity amongst the Finnish travellers and how to stand out from the other hotels in the Helsinki city centre. This thesis is produced for the Radisson Blu Plaza hotel.</p> <p>The thesis is a product-based work. I've created a social media annual clock, and it will act as a guide on how and when to post on social media. The objective is that it assists the staff, helps understand and schedule upcoming marketing. The social media platform I will be focusing on is Instagram. Radisson Blu Plaza has a social media account on Facebook also. However, I will be observing Instagram more precisely since most of the social media activity lies there. In addition to the thesis, I've created a guidebook for the company on how to create a social media marketing annual clock and how to regulate their posts. The guidebook also contains examples of posts and stories while defining the importance of knowing your audience and what they want.</p> <p>During my studies, I have completed my work placements at the Radisson Blu Plaza hotel as a waitress. The thesis' subject was influenced by staff meetings regarding specifically on how social media marketing correlates with sales. How to post interesting and attention catching, stories and posts that would draw more customers from different age groups.</p> <p>The desired outcome to this thesis is for it to be at the staff's assistance and guide. The thesis and guidebook are an informative way to learn more on how to manage social media platforms and how to generate interesting content that will attract customers.</p>
<b>Key words</b> social media, content creation, hotel, marketing, Instagram, brand

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# 1 Introduction

The significance of social media in marketing and business success has increased enormously in the start of the 21<sup>st</sup> century. (Stonesifer, Henrich, Shirk, 2020.) Successful social media marketing can be noticed in the businesses' profit and popularity. The same goes for hotels too. In this thesis I will be creating a social media marketing strategy for the Radisson Blu Plaza Hotel. The Radisson Blu Plaza Hotel is part of the Radisson Blu chain that belongs to the international Radisson Hotel Group. There are currently nine Radisson Blu Hotels in Finland. (Radisson Hotels, 2023.) The Radisson Blu Hotels are a part of S-group in Finland. The S-group has two hotel brands, Sokos Hotels and Radisson Blu Hotels. (S-group, 2015.)

During the process of writing this thesis, I've been observing Radisson Blu Plaza Hotel's Instagram account. The key points I'm looking at are, what level of activity is there with posting, follower engagement and interaction, and lastly likes. The remarks that I've made from the beginning is that posting should happen more frequently and there should be more effort put into social media updating overall. I've also researched another Radisson Hotel in Gothenburg, Sweden to get an idea of what kind of qualities and aspects are different and similar between the two hotels here in the Nordics. The Radisson Hotel in Gothenburg has a captivating social media presence that I think Radisson Blu Plaza should take inspiration from. The method I'll be utilizing is benchmarking. This method will be explained more thoroughly later in the thesis.

This thesis' product idea I've put into motion is creating an annual clock for social media. The concept's purpose is to make an annual schedule ahead of time so posting content will be easier for the company. By committing to this, social media activity will be continuous, and this would hopefully show a growth and diversity in the customer base at the hotel and in followers on their Instagram account. As well the thesis' aim will be to create a more prominent social media presence.

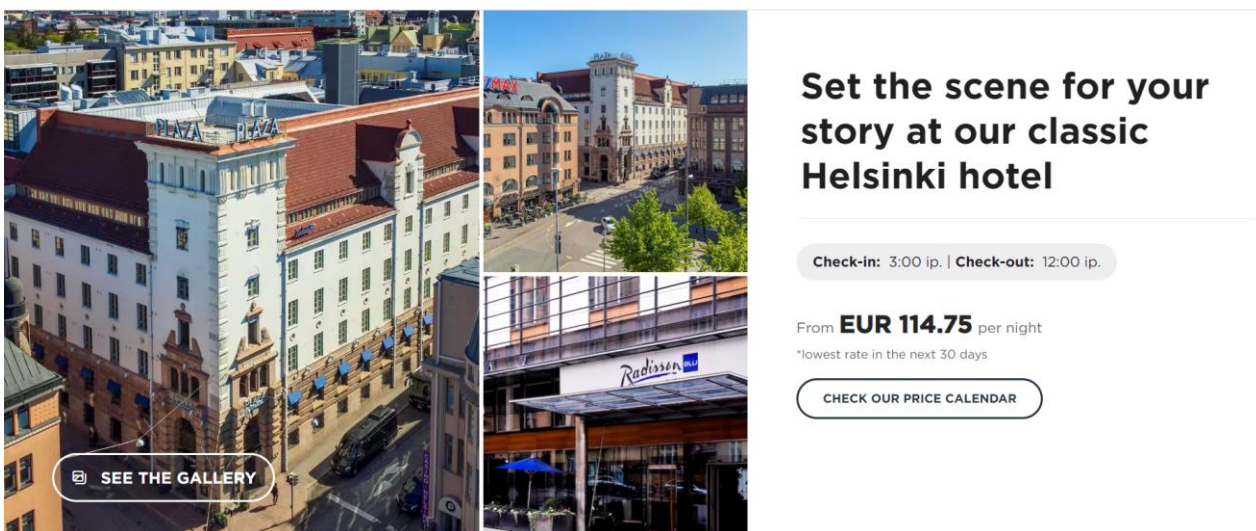
## 2 Radisson Blu Plaza

The thesis' commissioner is Radisson Blu Plaza. Radisson Blu Plaza Hotel is located in the Helsinki city centre approximately 400 meters from the Helsinki Central Railway Station. The Radisson Blu Plaza Hotel has been the headquarters of the SOK (Suomen Osuuskauppojen Keskuskunta) from 1921. Eventually in 1999 the headquarters of SOK turned into the hotel that is known today. (Sykkö, 2021.)

The Radisson Blu Plaza Hotel has 302 rooms in total. The hotel has a historic, classic side and a new, modern renovated side. Depending on the side you choose to stay in, the room will look accordingly. The rooms are decorated with beautiful Finnish design, from light fixtures to furniture. In the hotel you can choose from six different types of rooms. Room types range from a standard room to the Plaza suite. (Radisson Blu Plaza Hotel, 2024.)

The Radisson Blu Plaza Hotel staff call the hotel an “event house”. In addition to the standard hotel services, the hotel has many events held in their banquet hall. Events including, weddings, holiday dinners and business lunches, pre-Christmas parties and company parties. In addition to the events, Radisson Blu Plaza has meeting facilities that are highly in use. Business groups can organize meetings at the hotel and there are five options to choose from.

In addition to meetings and events, the hotel has its very own restaurant called Bistro Vilho. Guests at the hotel dine there and customers that come from outside of the hotel are welcome too. Radisson Blu Plaza also has, a lobby bar H.U.B and an exclusive Plaza lounge that is accessible for customers with a business class hotel room or suite.



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Figure 1 – Radisson Blu Plaza website's frontpage 2024. (Radisson Hotels, 2024.)

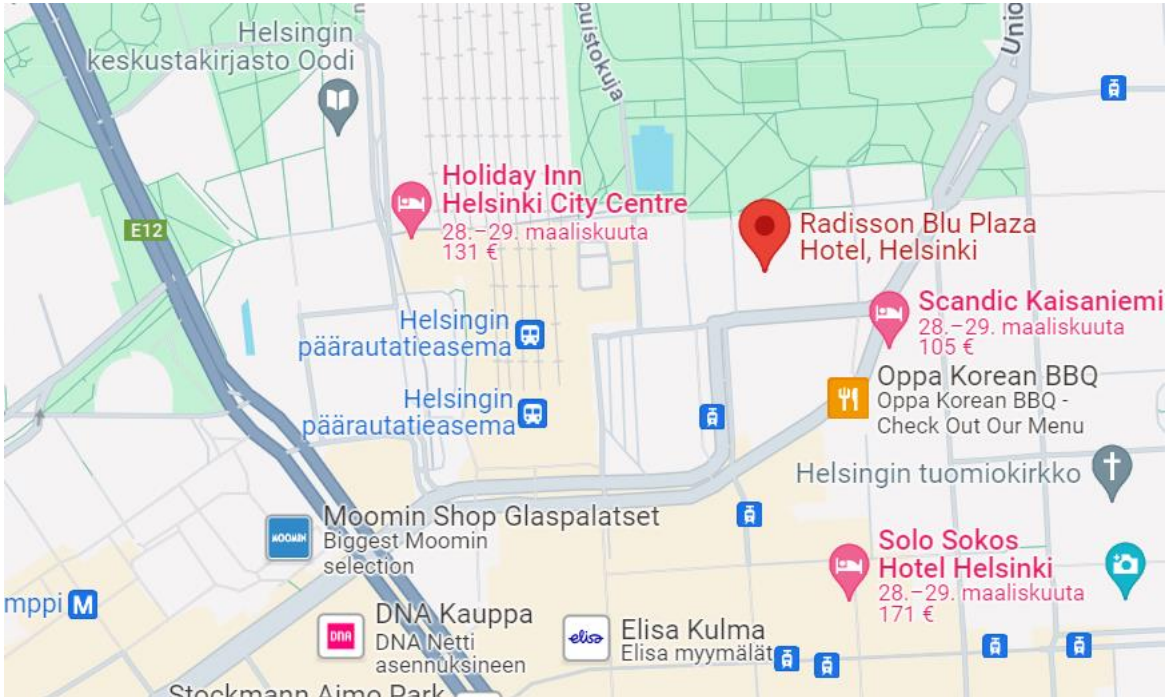


Figure 2 – Google Maps showing the location of the Radisson Blu Plaza Hotel 2024. (Google Maps, 2024.)

## 2.1 Objectives of the thesis

This thesis' aim is to provide Radisson Blu Plaza advice on when to create social media posts during the year, with the help of a social media annual clock. When concentrating on social media marketing, it's also important to make the hotel more known to the Finnish customer base. The Radisson Blu Hotel chain is familiar to the tourists and foreigners travelling in Finland; however, the Finnish customer base is rather unfamiliar with the hotel chain. Whilst working at the hotel it was clear that many Finnish people didn't know that the Radisson Blu chain is a part of S-group in Finland. "It is important for potential customers to know that, since S-group customer-owners often get special discounts and deals at S-group establishments and in this case from hotel rooms and restaurants that are part of the hotel." (S-kanava, 2024.)

## 2.2 Research method

Radisson Blu Plaza has three people responsible for social media. There are two employees from the hotel's reception, and they manage the accommodation side of marketing. Then there is one employee that handles meetings and events, and restaurant side of marketing. I have created a questionnaire for the three employees on Google Forms. The questionnaire is conducted to support my thesis' research aim and to understand their social media plan to elevate it. The

questionnaire is made to be anonymous. The questionnaire contains questions relating to social media activity, interactions, content creation and schedules.

### **2.3 Content creation**

Content creation is extremely important and necessary for any business to have, in order to gain a wide range customer base. With content creation the social media presence is more elevated and social media users will have a more likely, easier time to find all the information they need on the company through their social media account. For Radisson Blu Plaza, maintaining and committing to a content schedule is significant.

Content creation is the process of generating topic ideas that appeal to your buyer persona, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other content formats. (Hubspot, 2023.) The idea of what the company should create for their content should be pre-planned so that it would be easier to follow. The content should be produced according to the holidays and festivities that come up during the year. Additionally, it's important to promote upcoming events, campaigns, and deals on the social media account.

### 3 Theoretical framework

This thesis is a product-based type. I'll be looking into how to elevate the company's social media marketing strategy. In this chapter I will be introducing from what theoretical viewing point I'll be observing for this product. The AIDA model will be explained.

#### 3.1 AIDA model

"The AIDA model describes the four stages a consumer goes through before making a purchasing decision. The stages are Attention, Interest, Desire, and Action (AIDA). During these four stages, your content will ideally attract attention to your brand, generate interest in your product or service, stimulate a desire for it, and spur action to try or buy it." (Sellers, 2022.)

The AIDA model reflects on the behaviour of potential hotel guests. The 4 stages apply to a customer's journey all the way to the location. I have created an AIDA model that shows the customer's journey from seeing an advertisement of Bistro Vilho to making a dinner reservation to the restaurant. The first stage being attention, it is important to capture the potential customer's attention through advertisements that resonate with them. In this situation a customer is looking for a restaurant where they can dine with their family. The criteria that they have is that the restaurant would be an S-group establishment and that there would be food that the children and adults would like. Once the interest is caught the customer views the restaurant as an option. Later it turns into desire when seeing what the restaurant has to offer. Finally, the customer takes action and reserves a table at the restaurant.

This AIDA model is simple to tailor, but it is important for the company to know what their target audience wants and think accordingly. The AIDA model has been proven to create clear and helpful ways to understand the customer's decision making before buying a service or item under the influence of marketing. (MiCLIENT, 2023.)



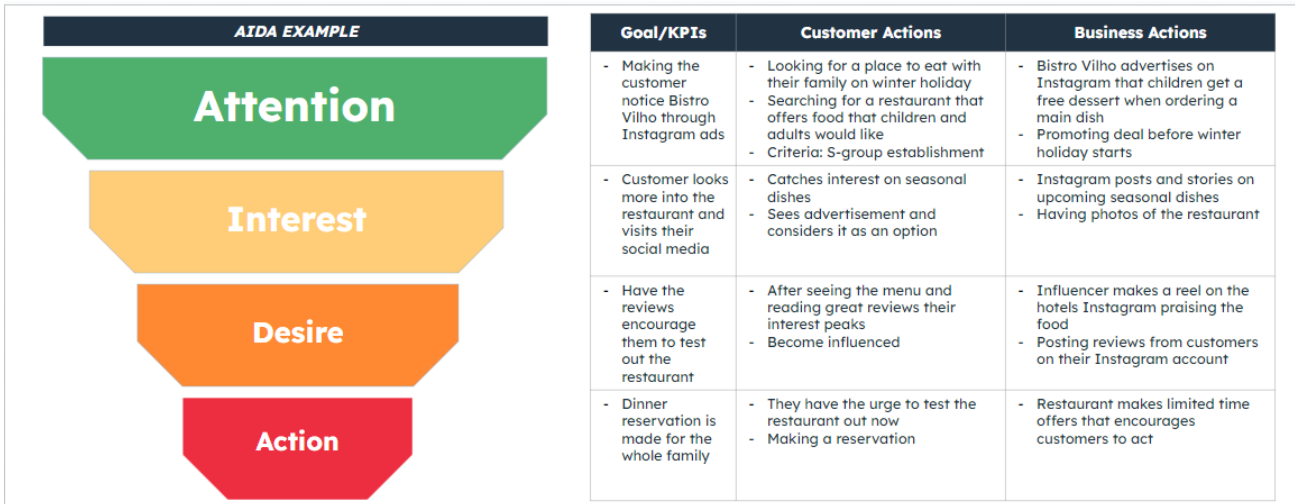


Figure 3 – AIDA model example for Bistro Vilho (Hubspot template, 2024.)

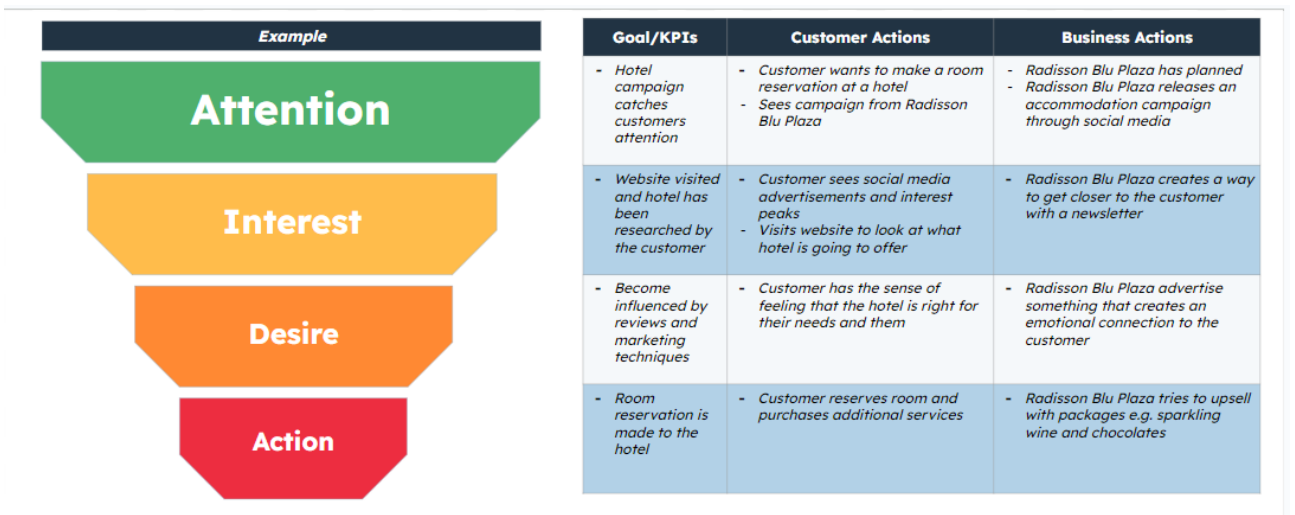


Figure 4 - AIDA model example for room reservations (Hubspot template, 2024.)

## 4 Social media platforms

In addition to the Radisson Blu Plaza website, where guests can book their stay at the hotel. Radisson Blu Plaza uses two different social media platforms that are, Instagram and Facebook. Currently the highest following is on Facebook with the amount of approximately 8100 followers. On Instagram there is approximately 3500 followers.

### 4.1 Social media presence

Maintaining an active social media presence is important. Nowadays companies can have a platform where they can express themselves, their brand and message freely. "Social media can help you engage with your customers and find out what people are saying about your business. You can also use social media for advertising, promotional giveaways, and mobile applications." (Australian Government, 2024.)

An active social media account attracts potential and interested users. The account that stays constantly updated and is filled with fresh content is important. Social media users and especially people from the younger generation for example get their information of a company online based on their social media. That's why content should be generated to their liking. (Fletcher, 2023.)

### 4.2 Social media annual clock

The idea of a social media annual clock is suitable for the company's marketing and promotion. Prescheduled posts are essential and easy to create beforehand. Creating posts for the future help with the workload. Knowing how to attract potential guests early on is an important skill to hone.

The idea is simple. Start by listing upcoming holidays and important dates and plan a post for every day. Posts will be made before the holiday or event, then during and after. There will be promotion posts before the event to get people excited and interested. Then on the occasion there will be posts and stories showing what the event turned out to be. "Stories are the most important way to update social media accounts because you'll be able to share moments of your event with followers on Instagram in real-time." (Digital Delane, 2022.) In addition, if there were people posting from your event it is important to repost their content that promotes and introduces the event. This will create a desire for people that will be possibly interested in events to come. Then after the event you can create a "thank you post" thanking guests and showing appreciation that they've attended the event. Attendees will feel appreciated and will most likely be happy to attend any event that is planned at the hotel in the future.

These posts can be stories or pictures on the social media feed. However, stories are the most effective. The Instagram account holder can see in real-time people who have seen the story or have interacted to it. “Stories give the viewer a sense of being close to the event happening and viewers enjoy passive viewing.” (Eliasson, 2018.)

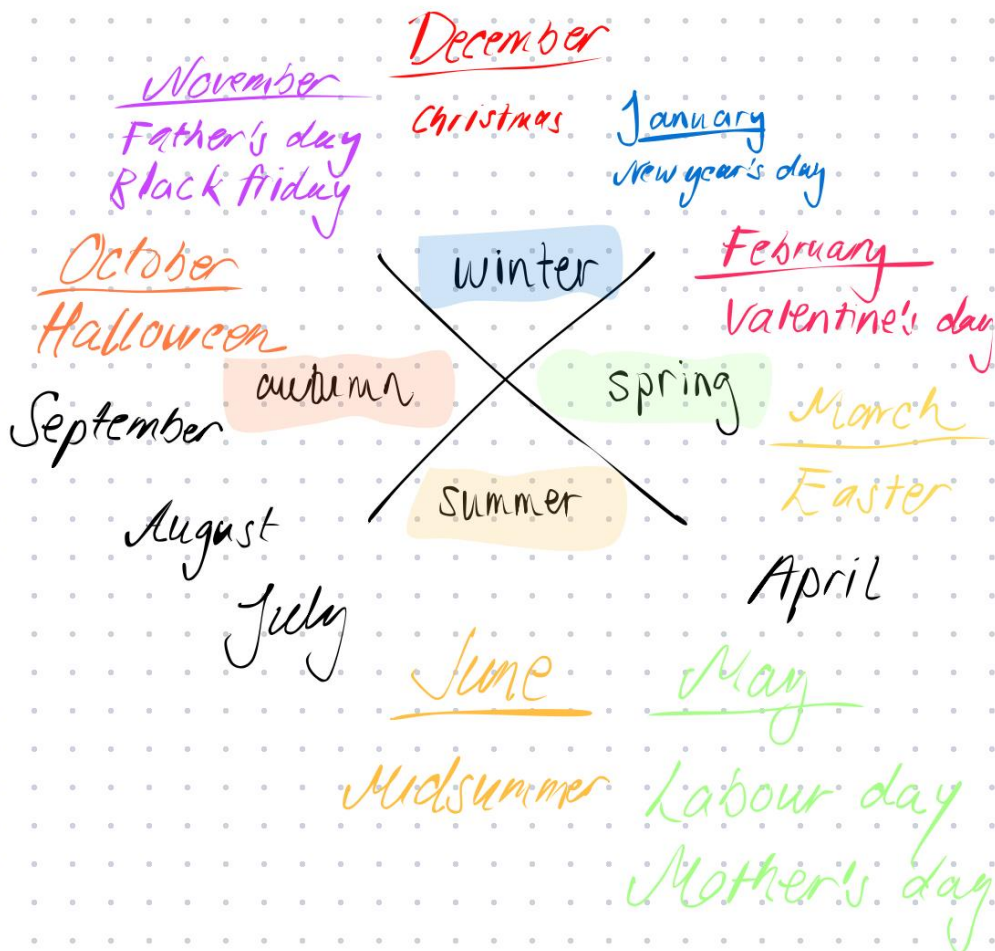


Figure 5 – Annual clock draft for social media marketing. (Canva, 2024.)

### 4.3 Annual clock draft for social media

In this draft it's noticeable how easily a company can create their own social media schedule. The monthly clock is filled with important dates that can be celebrated at the hotel. The hotel can choose and pick what festive days they would like to utilize in marketing and create campaigns associated with these dates.

## 5 Hotel's social media activity

In the beginning of my thesis process in September 2023, I observed the hotel's social media activity on Instagram and during that time the activity was very low. In September there were no social media posts at all. Then suddenly in October the posts began to appear at least once a week and sometimes twice a week.

After conducting the questionnaire through Google Forms in December I received new insights on the company's social media scheduling. The Radisson Blu Plaza has a schedule of posting two times a week. However, it's unclear if this occurs every week since the absence of posting in September. Posting on social media depends highly on, what the company has going on during the month. As previously shown in the annual clock September is a rather quiet month and it does not have any significant dates that would be celebrated.

In the following screenshots the Instagram followers can be seen increasing. The screenshots are taken four months apart. The number of posts that have been published between these dates is twenty.

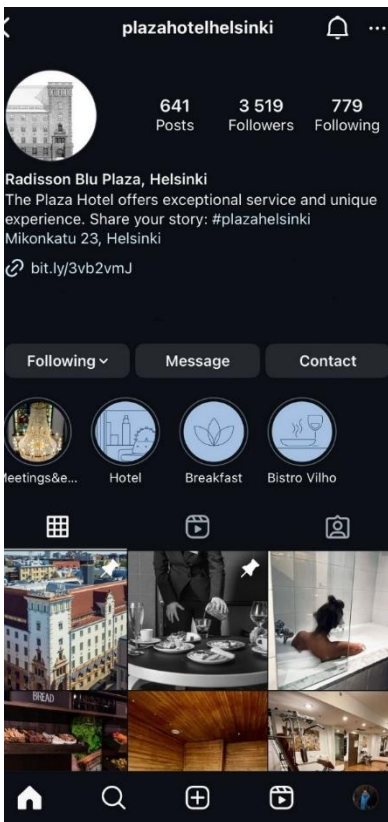


Figure 6 – Radisson Blu Plaza Instagram account in the beginning of the thesis process, October 2023. (Instagram, 2023.)

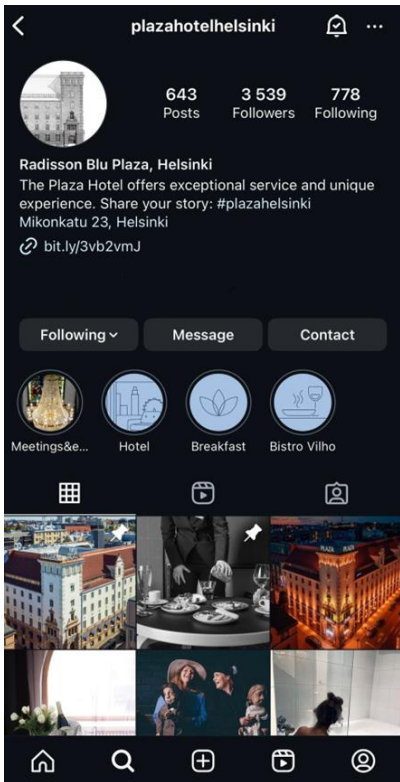


Figure 7 - Radisson Blu Plaza Instagram account in the middle of January 2024. (Instagram, 2024.)

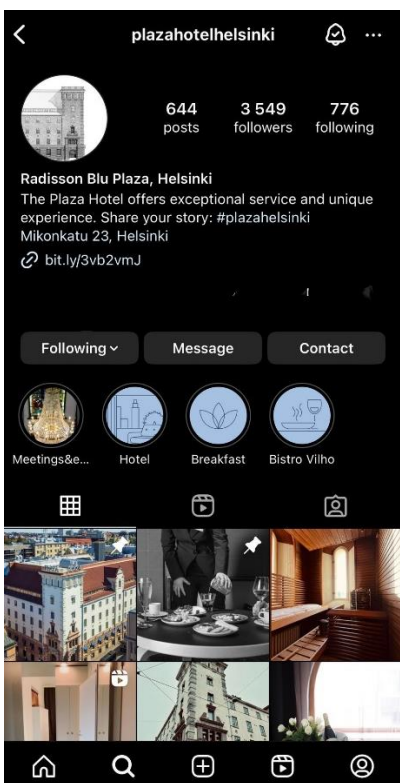


Figure 8 – The current following on the hotel’s Instagram 21.2.2024. (Instagram, 2024.)

## **5.1 Social media engagement**

In addition to the hotel's increasing following on Instagram. Radisson Blu Plaza also has statistics on their likes, comments, and direct messages. Overall engagements can be seen by the account owner in more detail. Social media interactions are important, because they inform the viewer how others have reacted to the hotel's content as well. The number of likes, comments and followers define how well known the hotel is to others also. According to Stephenson, "The more a social media channel sees your content being lapped up and interacted with, the more often your content is going to be served to online users selected and deemed a suitable target customer by the social media platform." (Stephenson, 2023.)

## **5.2 Likes, comments and direct messages**

After viewing Radisson Blu Plaza's Instagram with all the likes and comments I discovered which posts were interesting and encouraged users to react by liking or commenting. The Instagram post that caused the most commotion was a raffle. Instagram users had the chance to win tickets to Matka Travel Fair held in Helsinki's Exhibition and Convention Centre. The post is no longer visible on the hotel's account, but it gathered in hundreds of likes and comments. Which was exceptional. Otherwise, sponsored posts also gathered in lots of likes and comments from users on Instagram.

The likes on Instagram ranged from 18-271 likes per post. The median like count for the account is 39 likes per post. The likes can differ a lot, especially if a post is made at an irregular time when people are not active on Instagram. Additionally, likes on Instagram stories and the number of direct messages received remain unknown since only the account owner has access to that information. Comments on the other hand were visible, but there was much less when compared to likes on the posts.



Figure 9 – Highest likes received post now (sponsored post). (Instagram, 2023.)



Figure 10 – The average amount of likes on a post (not a sponsored post). (Instagram, 2023.)

### **5.3 Business-to-consumer social media marketing**

The business-to-consumer model known as B2C is a transaction between the business and the individual. (Heaslip, 2022.) B2C in social media is an important way to target customers online. The main goal of B2C is to be able to sell a product or service to a consumer. Radisson Blu Plaza can utilize B2C tactics in their marketing on Instagram. According to the Workspace Digital Author (2019) article, "These tactics are being able to create targeted content, consider sponsored posts and create content that could be sharable." This ensures that numerous social media users can see the company's content and are considering booking their stay at the Radisson Blu Plaza hotel.



## 6 Advantages and disadvantages of social media in marketing

Social media has become an important marketing tool for companies. (Shift, n.a.). Social media offers companies the chance to advertise themselves in an inexpensive way. This means that now that social media platforms are highly in use among companies it means that consumers are reached in a very close way. This is an advantage for companies. Effects can be seen in popularity and in sales. Even though social media brings advantages there is also some disadvantages as well.

### 6.1 Social media advantages

One of the most important advantages of social media is the ability to connect with the customer efficiently. Whether it's wanting to advertise a new offer or respond to a direct message the customer is always considered. Another significant advantage is real-time communication this entails, posting on social media and status updating. Posting during events gives the viewer a sense of feeling that they're also at the event and it might even spark interest towards upcoming events that the hotel might organize. Engaging with the customer is the best way to ensure that the customer is noticed and cared for. (Saukrit Digital Agency Lucknow, 2023.)

When having your company's own social media account, it opens a whole new chance for creativity to flourish. The opportunity to update your social media account in your company's own way is a huge marketing opportunity. You'll be able to create your own content in an inexpensive way. In addition to creating your own content, Instagram offers business accounts insights on their application. Their website states: "You can use Instagram insights to learn more about your account's followers and performance. You can also view insights on your audience's engagement with specific posts, Stories, videos, Reels and Live videos." (Instagram Help Center, 2024.) This feature is a great way to track account activity and customer reach.

From the customer's perspective the most significant advantage is how effortlessly they'll be able to seek information on your social media accounts. Younger generations search for their information usually online. (Lebow, 2023.) People from younger generations are easy to connect to through social media platforms such as TikTok and Instagram. Due to Gen Z's decreasing attention span, content that is quick and informative is the best marketing style option to go for when aiming advertisement at them. (Funk, 2023.) However, older generations such as baby boomers and generation X appreciate the traditional style of advertising. This can range from newspaper advertisements, word of mouth, reviews from others and television advertisements. (LaFleur, 2023.)

People are all different and use social media differently. Therefore, despite social media is an important source for information seeking, it's important to take all ages of people into account when wanting to advertise through social media platforms. Older generations prefer to see advertisements on traditional platforms such as newspapers or magazines and younger generations find it easier to learn about something on the internet. Variety is important to emphasize in marketing to all people.

## **6.2 Social media disadvantages**

The disadvantages of social media are something that the ordinary person might not think about. For companies it's one of the most important things to be prepared for. Despite all the advantages of social media marketing, it's important to notice the risks that come with it such as spreading misinformation and security risks. (Saukrit Digital Agency Lucknow, 2023.)

The spreading of misinformation affects people's perception of what's true or false. Social media has enabled inaccurate information to spread rapidly amongst social media users. (Madrid, 2023.) The inaccurate information can be distributed through several people and most likely no one would question a thing. This can occur if, for example a company is organizing a giveaway on a social media platform e.g. Instagram and followers are advised to participate in the giveaway with specific rules. When the participation process is done, participants must wait. During this time, participants might receive scam messages that will most likely congratulate them on winning and ask you to give them personal information. Social media users should always be mindful of these risks and try to avoid them.

The downside of social media is that security risks can happen whenever. The company's account could be hacked and put at risk. Information might be leaked to the public and posts might be made without the company's knowledge. For that reason, it's important to change passwords regularly and minimize people's access to the account. These actions will keep your company safe from a possible data breach.

## 7 Questionnaire findings

The questionnaire I created got answers from a total of two people. Initially the questionnaire was sent to three people. One participant had the most comprehensive answer and the other participant had just started working at the hotel, therefore they were not able to give a reliable answer. One participant did not answer the questionnaire.

### 7.1 Gathered information

After gathering my findings from the questionnaire, I discovered that the people responsible for social media are well-informed on when to post content on the hotel's Instagram. The employees have a general social media posting schedule which is followed. More so the staff can post freely on social media. Especially when an employee works alone with social media in the meetings, events, and restaurant side then they're given full control. There are two types of social media meetings that are held. One is with everyone responsible for social media that is held once every 2 months and the other one is a one-on-one meeting held once every 3 months.

Posting content happens about 2 – 4 times a week. Stories are specifically posted once a week and posts are posted 2 – 3 times a week. Instagram reels – short videos have been also posted on the account however more seldomly.

Sponsored posts have been also posted. "Sponsored posts are posts a company creates and pays Instagram for to target a custom audience for better reach." (Forsey, 2023.) The Radisson Blu Plaza staff have noticed it has brought visibility for them. I received the most important answer from the questionnaire too, which was does Radisson Blu Plaza's account get direct messages? The participant wrote that many foreigners write them asking if the hotel wishes sponsorships from them and they want to know if that's possible to grant.

## **8 Comparing with Radisson Blu Scandinavia Hotel, Gothenburg**

I've researched other hotels in the hopes of finding the same kind of hotel establishment from the Radisson group. The attributes were that the hotel had to be from the Nordics, meets the same hotel standards and a hotel which has an active Instagram presence.

When comparing and analysing this hotel, I've utilized the benchmarking method. The definition of benchmarking is simple. It's about comparing your own activity with other companies in order to learn how to utilize similar tactics in developing your company's inner operations. Therefore, we're comparing and researching what kind of social media tactics Helsinki's Radisson Blu Plaza can learn from the Gothenburg's Radisson Blu Scandinavia Hotel.

### **8.1 Benchmarking method**

The objective is to find out, what does the Gothenburg hotel do for their social media, that Helsinki could learn from for their Instagram. To find out more about this I'll be viewing this through the benchmarking method. Benchmarking is comparing your company's own activity to another company. "More specifically, benchmarking is a systematic process where a business measures its success against competitors to discover how to improve performance. The goal is to identify gaps, learn from the best, and make necessary improvements to achieve superior performance." (Oberlo, 2024.)

### **8.2 Competitors activity**

The competitor in the Gothenburg hotel is very active on their Instagram account. The account has various posts that the Helsinki hotel can take inspiration from. The competitor posts photos of their staff, events, hotel services and food and beverage content. The Instagram posts are aesthetically pleasing, and they have captivating and informative captions. The account also posts Instagram stories regularly. The stories have content that they've created themselves, as well as reposted content from other customers or content creators. Content is posted almost everyday or if not then approximately 4 – 6 times a week.

The benefit that comes out of this is that the company might feel intimate, reliable and open in the viewer's eyes. A consumer wants to know where they are staying, who is taking care of them and what does the hotel offer. "First impressions on social media are extremely important and they create a trusting and an impressed customer." (Oliver, 2022.)



Figure 11 – Radisson Blu Gothenburg’s Instagram story. (Instagram, 2024.)



Figure 12 – Radisson Blu Gothenburg’s reposted Instagram story. (Instagram, 2024.)

### **8.3 What can Radisson Blu Plaza implement**

The diverse content that Gothenburg has shared on their Instagram account is magnetic. It truly gives the customer a great first impression of their hotel. The key of making customers interested in you is how much information you give away in social media. More specifically, how do you describe your hotel and how do you tell your story.

The Radisson Blu Scandinavia hotel in Gothenburg's Instagram is filled with content that Radisson Blu Plaza can take inspiration from. The hotel's intimate posting of their staff is one improvement idea. The staff introduction posts radiate the sense of familiarity and closeness. Furthermore, the introductions give the customers something to wait for upon their upcoming visit to the hotel.

Another key takeaway from observing Gothenburg's social media account is, active posting. There is no limit to posting on social media and Gothenburg's hotel has made sure of that. An active social media presence only gives an extensive understanding of the establishment. Making sure posting entails every aspect of the hotel, not only accommodation. Additionally, hotels get a lot of sales from food and drinks. According to Butler (2023), "Data from STR Global suggests that, for full-service hotels, F&B revenue can contribute between 20% and 40% to total revenue." Thus, marketing the hotel's restaurant is necessary to prioritize. With these improvements Radisson Blu Plaza will be elevating their social media presence significantly.

## 9 Social media strategy for Radisson Blu Plaza

Radisson Blu Plaza's social media marketing strategy on Instagram has been planned. In simplicity, the hotel will have a guidebook to help navigate the social media account's content creation. The goal with the content is to make the hotel feel desirable in the eyes of the viewers. The guidebook will contain example posts and stories that the hotel's staff can take inspiration from.

It's always good to remember that prominent social media presence comes from how actively the hotel posts. An active posting pace is a guaranteed way to be in multiple users' social media feeds simultaneously. Additionally, hashtags are a necessity. Radisson Blu Plaza's account will become easy to discover and hashtags create an outstanding opportunity to reach new followers or potential customers.

Invest in creating memorable and captivating captions for Instagram posts. Creativity is always welcomed and intriguing. Don't shy away from clever puns, humor is refreshing. However, be mindful in what you are advertising and create content accordingly. Lastly follow the posting schedule that has been created for the hotel's Instagram. Additionally, it's important to remember, the amount of how much you post is not restricted.

## 10 Impacts

The creating of a social media marketing strategy for Radisson Blu Plaza in an annual perspective will be helpful. Even though the hotel has a social media schedule it's important to extend the current schedule to the length of a year. With this schedule the hotel will notice how effortless and easy planning will be when it is roughly made a year ahead. Another aspect which is important to think about is social media posts before, during and after campaigns or events that happen at the hotel.

The key to keep clear and consistent posts for the viewers from the hotel's social media accounts, is that it's important to develop similar type of content amongst other people that are responsible for the hotel's social media. It's important to remember to keep a similar aesthetic in the posts so your account will look pleasing to the viewer's eye. So, if the account is about wanting to present themselves in a sophisticated and timeless way then that's how the posts should be. The timeless aesthetic is rather easy to achieve. Remember to keep the picture editing on the minimal side and post clear and inviting pictures. Be authentic, and posting quality content is effortless yet effective, and attractive.

The guidebook will be at the Radisson Blu Plaza's staff's assistance. The purpose of the guidebook is to instruct and advice the staff with their marketing through social media. The guidebook contains the marketing plan, information about social media, example posts and stories. The guidebook's objective is for the people responsible of social media, will learn more about different marketing strategies and utilize them in the making of their own schedule.

The thesis' commissioner has commented the guidebook and thesis as clear and helpful for new employees that will be responsible for social media. Additionally, the commissioner mentioned that the employees who have access to the social media accounts, must make sure they know why marketing is done through the platforms and what are the effects on the hotel.

Once the goal has been achieved with the help of the guidebook, I'm hopeful to see change within Radisson Blu Plaza's social media presence. The changes being: sales increasing with room reservations and restaurant visits, social media accounts flourishing and reaching more people. Most importantly the hotel's popularity increasing, and social media presence becomes more noticeable.



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## Appendices

### Appendix 1. Creating a social media marketing strategy – guidebook



The impact of social media to your brand

## The impact of social media

### Rising sales

When utilizing social media for marketing, you'll be able to see results in sales. Sale results will become much higher. Social media is able to reach viewers faster than ever before.

### Customer engagement and interaction

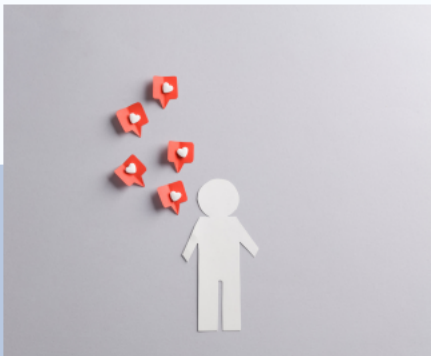
It's very important to maintain a good and close relationship to your customers. Be responsive towards the customers messages and always ask for feedback after their hotel visits.

### Efficient marketing

Posting on social media regularly is very important for your business' account. It creates a good social media presence and keeps you relevant in the viewer's eye.

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Social media channels



### Instagram

Instagram is a great social media app where you can share photos, videos and stories to others. Therefore Instagram is, also a great tool for a company's social media advertising. Instagram's audience consists of people from the younger generation.

### Facebook

Facebook has the same concept with Instagram, but the difference is you can post texts on people's wall and the majority of Facebook users are people from the older generation.

P04 | Creating a Social Media Marketing Strategy

# The plan



This plan will be used as an example with the app **Instagram**. When using social media the right way, it can be **beneficial** for your business. A frequent and visible online presence attracts potential customers and gives a good first impression of the hotel to the **target audience**.

This is why I've developed a **social media annual clock** that can be used as a tool for online posting. The idea is that holidays, important annual dates throughout the year have been listed and situated on to a chart or draft. For example, Mother's day and Christmas. The chart or draft acts as a **schedule** that can be utilized when planning for social media posts ahead of time.

When observing the social media annual clock schedule you can see how efficiently you will be able to plan the upcoming **posts, reels or videos**.

In this **guidebook** I will be guiding you through social media scheduling, **example content** for reels, posts and stories on these annual holidays.

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Target audience



## Target audience

An event, business and family hotel



It is important to know your target audience and tailor your social media content to their liking and create content that would catch their interest. In Radisson Blu Plaza's case the two main target audiences are families and business travellers.

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Example posts

# Example posts



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Example stories

# Example stories

Here are two example stories that could be posted in order to promote the hotel's offers and events. It's important in the posts to inform the viewer on when is the event, what time and specifically where.

Stories are easier for the viewer to see and interact with. When publishing a story the viewer can swipe up if there is a link pasted onto the story. This acts as an easier way to get customers to book a table, make a room reservation etc.

Stories are important to also be in two different languages when wanting to reach out to a broader audience. In this case the languages could be Finnish and English.



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How to succeed

# How to succeed

Remember these instructions



### Analyze

To start planning correctly, you'll have to think - who do you want to see your advertisements. Families, couples or perhaps companies.



### Plan

When the target audience has been decided, start planning content for their liking. For example, Valentines day posts can be targeted at couples and friends.



### Create

Start the designing process, have discussions on what kind of posts you'll post as a company so the content looks cohesive.



### Posting

When all is designed you'll be ready to post. The secret to an eye-catching post is a great caption in two different languages, topped with hashtags that suit the post's content. Don't be afraid to use clever wordplay too.



### Measure

Following up after posting is very important. This is the most optimal time to look at the statistics Instagram has to offer. You'll be able to find out how the account has reached users, how many interactions are made etc.

P11 | Creating a Social Media Marketing Strategy



## Using social media in marketing can be beneficial

Nicole Helkala



Creating a Social Media Marketing Strategy

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Creating a Social Media Marketing Strategy

## Appendix 2. Google Forms questionnaire

### Sosiaalisen median kysely - Radisson Blu Plaza

Tervetuloa täyttämään sosiaalisen median kyselyä opinnäytetyötäni varten. Opinnäytetyöni aiheena on "Social media marketing strategy for Radisson Blu Plaza". Opinnäytetyöni tavoitteena on kehittää hotellille markkinointi strategia sosiaalisessa mediassa, joka voisi parantaa hotellin näkyvyyttä ja erottaa tämä hotelli muista Helsingin keskustassa sijaitsevista hotelleista. Tähän liittyy ajatus sisällöntuotosta, millaista sisältöä tulisi tuottaa jotta tämä hotellin suosio kasvaisi entisestään. Kysely keskittyy Instagram sovellukseen.

Lisäksi, mitä asiakas kohderyhmä haluaa nähdä ja mikä heihin vetoaa markkinoinnissa. Lopputuloksena on saada hotellille selkeä sosiaalisen median markkinointisuunnitelma, nostaa sisällöntuottamisen aktiivisuutta ja kohdentaa markkinointia paremmin halutulle kohderyhmälle.

Kysely toteutetaan anonymisesti, ja kysely on luottamuksellinen. Saadut tiedot ja vastaukset kyselystä poistetaan 29.2.2024 mennessä. Kiitos kyselyyn osallistumisesta.

nicolehelkala@gmail.com [Vaihda tiliä](#)

 Ei jaettu

\* Pakollinen kysymys

Kuinka monta henkilöä on some vastuussa hotellilla? \*

Oma vastauksesi \_\_\_\_\_

Kuinka aktiivisesti Radisson Blu Plazan tili julkaisee tarinoita sosiaalisen median kanaville viikossa? \*

- Ei koskaan
- Kerran viikossa
- 2-3 kertaa viikossa
- Enemmän kuin 3 kertaa viikossa
- Muu: \_\_\_\_\_

Kuinka aktiivisesti Radisson Blu Plaza tili julkaisee postauksia sosiaalisessa mediassa viikossa? \*

- Ei koskaan
- Kerran viikossa
- 2-3 kertaa viikossa
- Enemmän kuin 3 kertaa viikossa
- Muu: \_\_\_\_\_

Julkaiseeko Radisson Blu Plaza sponsoroituja postauksia? \*

Jos vastaus on kyllä, onko se tuottanut näkyvyyttä? Onko tykkäyksiä tullut enemmän?

Jos vastaus on ei, niin oletteko miettinyt ottaa sellaista kokeiluun?

Oma vastauksesi \_\_\_\_\_

Julkaiseeko Radisson Blu Plaza reels videoita eli lyhyt videoita Instagram tilillään? \*

Kyllä

Ei

Muu: \_\_\_\_\_

Onko Radisson Blu Plazalla sosiaalisen median julkaisuaikataulu? \*

Kyllä

Ei

Jos **ON** julkaisuaikataulu niin noudatetaanko sitä? \*

Oma vastauksesi \_\_\_\_\_

Jos **EI OLE** julkaisuaikataulu niin oletteko ajatellut aikataulu sosiaalisen median \*  
markkinoinnin avuksi?

Oma vastauksesi \_\_\_\_\_

Tuleeko Instagramissa seuraajilta yksityisviestejä tykkäysten ja kommenttien \*  
lisäksi?

Oma vastauksesi \_\_\_\_\_

Jos tulee yksityisviestejä, mitä asiakkaat kirjoittavat yleensä? \*

Oma vastauksesi

Onko asiakkailta tullut kommentteja sosiaalisen median sisällöstä kasvatusten? \*  
Esimerkiksi, "Näin tämän Instagram tilillänne niin sen takia tulin tänne."

Oma vastauksesi

Vapaa kommentti tai jotain lisättävää, liittyen hotellin Instagramiin ja yleiseen sosiaalisen median toimintaan: \*

Oma vastauksesi

Lähetä

Tyhjennä lomake