



Facebook for Business

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facebook

Facebook's mission is to give people the power to share and make the world more open and connected.

facebook

Quick Facts

- 1.55 billion monthly active users
- Instagram had over 400 million monthly active accounts.
- 75% of revenue comes from mobile ads
- Fb video uploads now exceed YouTube

Advertising Ops

- Display & Text Ads
- Video Ads
- App Installs
- Claim Offers
- Boosted Posts



RAMADA
PLAZA

▪ Source: Statistica.com 2016



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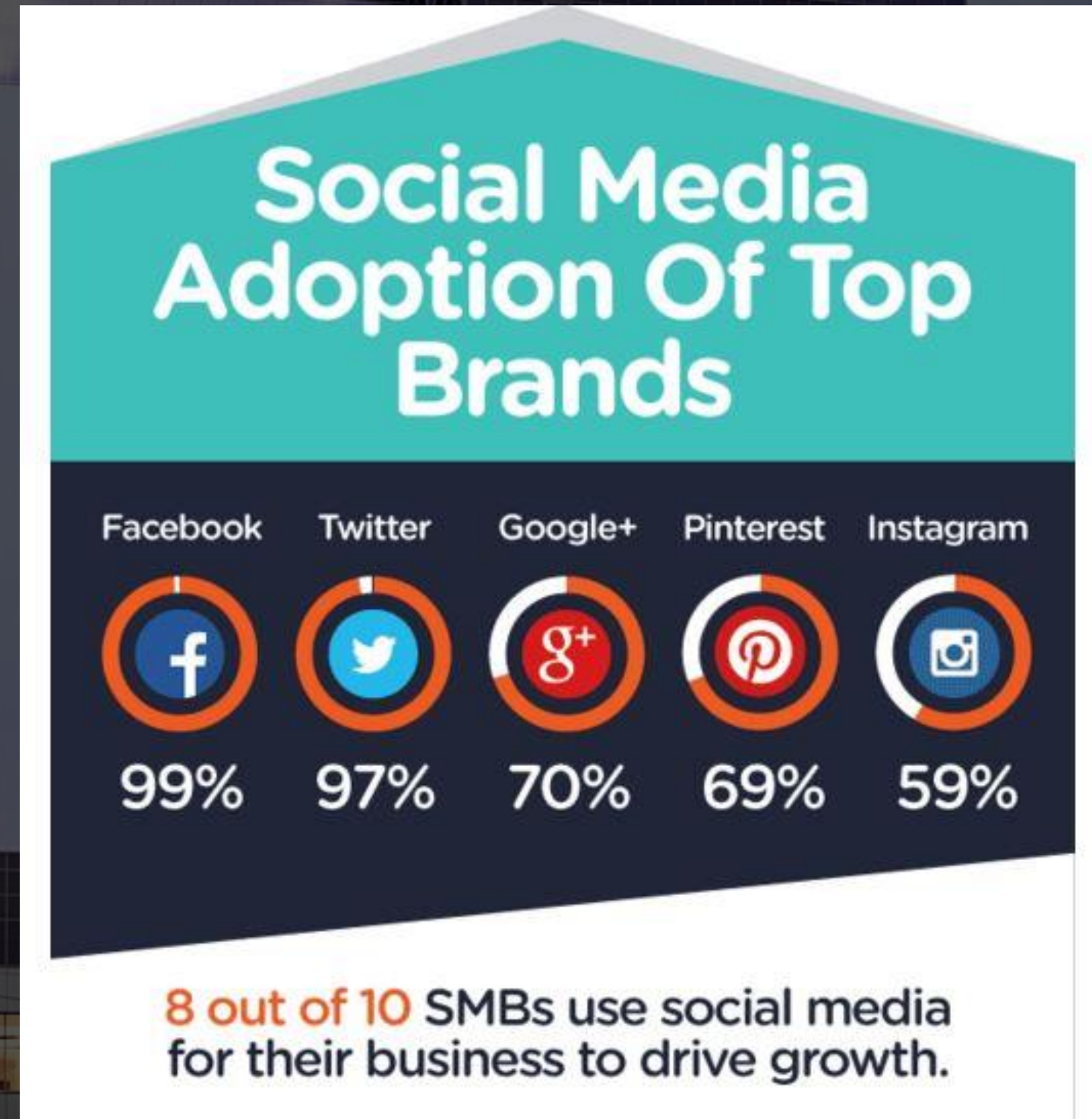
Why invest as a hotel?

- B2C Room Sales
- Local Sales in Restaurant/Spa/Gym etc.
- Promotion exposure
- Brand Awareness
- App Installs (Rewards Programmes)



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Reasons users like brands on social media



Campaign Example 1 – Claim Offer



Osprey Hotel + Spa posted an offer.
Sponsored · 🌐

👍 Like Page

Stay Friday or Sunday night for €65pps B&B, Free Room Upgrade & Afternoon Tea.



Osprey Hotel fb Exclusive
Expired
676 people claimed this offer

Objective: Increase bedroom sales on Friday and Sundays in January 2016.

Budget: €10 per day

Targeting:
Women 28-65 years.
Surrounding Counties within 1 hour drive of hotel.



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Campaign Example 1 – Results

 **Osprey Hotel + Spa** posted an offer.
Sponsored · 

Stay Friday or Sunday night for €65pps B&B, Free Room Upgrade & Afternoon Tea.



Osprey Hotel fb Exclusive
Expired
676 people claimed this offer

- **534 Offer Claims** over 13 day period.
- **42,626 reach**
- **96% of ads consumed via mobile**
- **€0.26 per claim**
- **€139.86 Ad Spend**
- **Mobile Conversion grew by 30% V's previous period.**

Campaign Example 2 – Direct to Website

**Radiant Fitness & Leisure at Rochestown Lodge Hotel**
Sponsored · 



No Joining Fees, Direct Debit Option Available. Full annual membership from €53 per month plus complimentary personal training sessions, 1 free month membership and 30 min treatment at Replenish Spa.



Join our fantastic Leisure Club from €53 per month
View our brochure on all facilities at Radiant Leisure and Fitness including our competitive price options. Chat to our team today about your fitness journey.

ROCHESTOWNLODGE.COM/LEISURE_CLUB_MEMBERSHIP

[Learn More](#)

Objective: Drive gym membership sales over late Dec-Jan.

Budget: €10 per day / €100 total

Targeting:

Men & Women 18-65ys

Surrounding towns within 10-15mins Drive

Interested in Fitness, Classes, Nutrition etc..



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Campaign Example 2 – Results

**Radiant Fitness & Leisure at Rochestown Lodge Hotel**
Sponsored · 



No Joining Fees, Direct Debit Option Available. Full annual membership from €53 per month plus complimentary personal training sessions, 1 free month membership and 30 min treatment at Replenish Spa.



Join our fantastic Leisure Club from €53 per month
View our brochure on all facilities at Radiant Leisure and Fitness including our competitive price options. Chat to our team today about your fitness journey.

ROCHESTOWNLODGE.COM/LEISURE_CLUB_MEMBERSHIP

[Learn More](#)

- **68 website clicks.**
- **7,079 Reach**
- **59% of ads consumed via audience network (via apps)**
- **€0.14 per click**
- **€104.67 Ad Spend**
- **11 x Yearly Memberships**
- **6 x 3 month Memberships**

Campaign Example 3 – Event Responses



Centre Stage at the Osprey shared their event.
Sponsored · 🌐

Book Tickets to see Finbar Furey live at CENTRE STAGE. Tickets €25.00.



APR
22 **Finbar Furey Live at Centre Stage at t...**
Fri 7 PM · Centre Stage at the Osprey · Kildare, ...
242 people interested · 52 people going

★ Interested

381 Reactions 63 Comments



Objective: Drive ticket sales for Finbar Furey Show

Budget: €10 per day

Targeting:

Men & Women 25-65ys

Locality + surrounding counties of Wicklow, Dublin, & Carlow

Interested in Finbar Furey, Live Events, Live Acts, Entertainment.



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Campaign Example 3 – Event Responses

CENTRE STAGE at the Osprey shared their event.
Sponsored · 🌐

Book Tickets to see Finbar Fury live at CENTRE STAGE. Tickets €25.00.



APR 22 **Finbar Furey Live at Centre Stage at t...**
Fri 7 PM - Centre Stage at the Osprey - Kildare, ...
242 people interested · 52 people going

★ Interested

381 Reactions 63 Comments

CENTRE STAGE at the Osprey

- **112 event responses.**
- **47,908 Reach**
- **83% of ads consumed via mobile**
- **€3.63 per event response**
- **€400.67 Ad Spend (5weeks+)**



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Hotel Examples

Brand

The 5 Star Merrion Hotel in Dublin at The 5 Star
Merrion Hotel in Dublin
September 13 at 3:46pm · Edited · 🌐

More than ninety works come together to form The Merrion Hotel's collection of 19th & 20th century art. We have recently launched our in-depth audio guide to twenty paintings in the collection and have come together in celebration with Ashford Castle to offer a stunning trip to both properties. To find out more visit our web app <https://town-and-country-competition.pgtb.me/jm3STj>



3.1k Views

👍 Like 💬 Comment ➦ Share

Sales

Step House Hotel
Sponsored · 🌐

Enjoy an overnight stay in one of our luxurious bedrooms with 3 cc the award winning Cellar Restaurant/Bar and breakfast the followin



Mid-week Offers from €79pps

SECURE.STEPHOUSEHOTEL.IE | BY NET AFFINITY LTD., WWW.N... [Learn More](#)

Leads

Four Seasons Hotel George V Paris
September 14 at 6:07pm · 🌐

The FS George V participated in "La Parisienne" the biggest race 100% woman in Europe to support Breast Cancer Research



Hilton Hotels & Resorts
August 14 · 🌐

Double the adventure - and also your Points or miles until 31st August with Hilton HHonors. <http://bit.ly/1Ny0vg6>



324 Views

👍 Like 💬 Comment ➦ Share

Event Targeting

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Pros

- ✓ Measureable
- ✓ Affordable
- ✓ Highly Targeted
- ✓ Testing Capabilities
- ✓ Stoppable at any time

Cons

- X Time Consumption– 24/7
- X Some objectives difficult to track
- X Negative Content
- X Bid costs increasing due to popularity



Thank You!

***What is your facebook for
business experience?***



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