

SOCIAL IS THE NEW
SEO

SOCIAL IS THE NEW

SEO

Anyone who has been working in the hospitality industry as long as we have can tell you that one of the greatest revenue drivers for hotels is word of mouth. Years ago, word of mouth was a one-to-one conversation between a past guest and a friend or family member. Today, travelers can share their experience with a much wider network using social media channels.

While travelers may text or talk to their closest friends about the ins and outs of their experience, a social media post or share can spotlight your hotel to hundreds of followers in their networks, including acquaintances, coworkers, and extended family members.

Social media has evolved from simply being a way for people to share their travel experiences to also be a source to gain inspiration and search for more information. For many Americans, the combination of social media accounts and mobile access means they are interacting with friends and brands online multiple times a day. Social media users are leaving behind traditional search in favor of social media search, making controlling these pages as important as updating your Google business information. Plus, social media pages provide content to search engines that help businesses get found in search because of information provided and posts made on social media.

Hoteliers are quickly realizing that if they don't have a social media strategy in place, then they will miss out on reaching key audiences both on social media and on search engine results pages. Still feeling unsure?

**We're here to demonstrate
the power of social media
as a marketing tool.**



WHY

SPEND TIME ON SOCIAL?

WHY

SPEND TIME ON SOCIAL?

One study of 11,000 hotels found that 100% of participants were either currently engaging with customers on social media or were planning on implementing social media in the next year.¹ Why are hoteliers spending so much time on social media? Because that's where their customers are.

A whopping 79% of online U.S. adults use Facebook. Of those over 200 million people, 76% use Facebook on a daily basis and over half visit several times per day. Also, 42% of Twitter users and 25% of Pinterest users are daily visitors.² The opportunity these daily visitors provide is an important one. There is no more affordable marketing tool that allows hotels to reach travelers on a daily basis than social media.

These social media users aren't just browsing. In 2015, almost half of U.S. travelers had booked travel via a mobile device. When they're on the go, travelers aren't taking a vacation from technology – in fact, 70% of people update their social media status or share photos while on vacation. More importantly, these posts have an impact: over half of Facebook users say that seeing a friend's vacation pictures inspired them to book a trip to that place.⁴ Travelers today use mobile from planning and booking to checking into their room and checking in on Facebook.



**Americans spend an average
of 50 minutes a day on
Facebook-owned websites –
that's 1/16 of their waking hours.³**

In the past, you would pay for a billboard ad on the highway leading to your hotel, because that's where the traffic was. Today, you need to focus on a different kind of traffic – the traffic that comes from social media.

**80% of Facebook users are
more likely to book a trip
based on a friend liking a page
than they are from seeing
traditional advertising.⁴**



**Travel
Media**
GROUP

SOCIAL IS THE NEW
SEO

SOCIAL IS THE NEW

SEO

We won't deny that it is very important for your website to rank in search engine results pages. However, search shouldn't be your only focus. For many, social media is the new search. In 2014, social media websites accounted for a third of all website traffic referrals, with Facebook alone directing a quarter of total website visits.⁵ Using social media to provide property information and linking to booking pages is vital to driving website traffic.

Aside from traffic referrals, social media websites now have search capabilities that rival Google and overtakes Bing. In 2016, Twitter had 2.1 billion search engine queries each day.⁶ In the last few years, Facebook has launched and improved keyword search capabilities, resulting in 2 billion Facebook searches per day.⁷ Compared to 5.5 billion searches per day on Google and 900 million Bing searches, social media search is a huge contributor to driving traffic to business pages.⁸

The lines between search engines and social media continue to blur. Starting at the end of 2015, Google decided to show relevant Tweets and Twitter accounts in search results. More recently, Facebook recently added a feature to include a map to statuses asking for recommendations. Friends can comment and tag a business page, and the page will appear on the map for the asker and their friends to see. Rather than searching Google for hotels, people instead can post a Facebook status and get personal recommendations that are more trustworthy.

The search engines within Facebook and Twitter each receive more than double the amount of daily searches than Bing.



A young woman with short blonde hair and black-rimmed glasses is looking down at a tablet computer she is holding with both hands. She is wearing a maroon sweater. The background is a blurred outdoor setting with warm, golden light, suggesting a sunset or sunrise. In the top right corner, there is a green circular logo with the text "Travel Media GROUP". In the center, there is a semi-transparent orange rectangle containing the text "WHERE TO BEGIN?".

Travel
Media
GROUP

WHERE TO
BEGIN?

WHERE TO

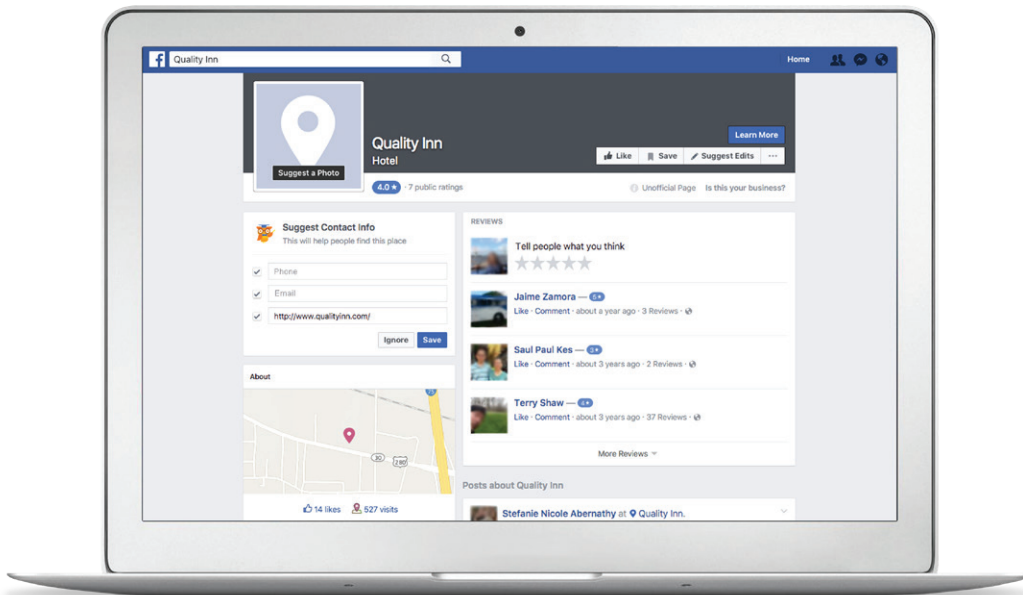
BEGIN?

The advice that we give to hoteliers is that the most important first step is claiming your profiles. Even if you've never opened a Facebook page for your business, there is a good chance that an unofficial page exists. These are created when an individual makes a post checking in to your location. In other words, people are talking about your property, and you aren't benefitting from positive posts or able to respond to any negative reviews. You also haven't set contact information, so people visiting this page aren't able to call in or find your online booking page.

Once a page is claimed or created, it is imperative that the contact information matches the information on the property website as well as on Google, Bing, and other listing services. By having the property information consistent throughout social media accounts, it provides more credibility to the hotel on search engines. This both helps provide potential guests with the correct information to contact and find you and helps your hotel to appear in search results for hotels in your area.

The goal is to have control over listing information on as many websites as possible.

After claiming or creating your Facebook page, you need to do the same for Twitter, and Pinterest. The goal is to have control over listing information on as many websites as possible. Search engines try to provide the most accurate information to searchers as possible, so if your contact information varies across websites, they are less likely to rank you as highly. Social media accounts are a way of letting search engines know your contact information is up-to-date, while consistent posting on social media tells search engines that you are relevant and more likely to appeal to searchers.



A green circular logo with the text "Travel Media GROUP" in white. The background of the entire image shows several hands holding smartphones, with a semi-transparent orange rectangle in the center containing the text "WE CAN HELP".

**Travel
Media**
GROUP

WE CAN
HELP

WE CAN

HELP

Claiming and creating your social media profiles is the first step in our proven three-part social media strategy. Our social media analysts can claim your existing social media profiles or create new ones for your hotel.

Learn more about our social media solutions
for hotels and contact us today for a demo.

Call **888.855.2590**

or info@travelmediagroup.com



851 Trafalgar Court, Suite 400E
Maitland, FL 32751

TravelMediaGroup.com



SOURCES

1. Hospitality Technology, [2015 Customer Engagement Technology Study](#)
2. Pew Research Center, [Social Media Update 2016](#)
3. Stewart, James B. New York Times, [Facebook Has 50 Minutes of Your Time Each Day. It Wants More.](#)
4. EyeforTravel, [The Importance of User Experience in the Travel Industry](#)
5. Wong, Danny. Shareaholic, [In Q4, Social Media Drove 31.24% of Overall Traffic to Sites \[Report\]](#)
6. Statistics Brain, [Twitter Statistics](#)
7. Constine, Josh. TechCrunch, [Facebook sees 2 billion searches per day, but it's attacking Twitter not Google](#)
8. Sullivan, Danny. Search Engine Land, [Google now handles at least 2 trillion searches per year](#)