



hedgerow
MARKETING

Understand your Audience

LinkedIn

Corporate Event
Planners

Travel Agents

Corporate
Bookings

Travellers

Instagram

Families, Couples
and Solo travellers

Take Away: Use the Analytics



Know what they want





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