

KAIZEN SIGMA CASE STUDY

From Zero to 3,200+

How One Hotel Became Facebook
Famous in Two Months with
Kaizen Sigma Digital Advertising



Not only does Facebook have a massive audience that The Sapphire has left untouched, but people are visiting by the truck load. Additionally, people are using social media to find out about tourism and The Sapphire has no presence for these interested parties to find on Facebook. These facts, combined with the hotel industry average of 516 Facebook likes and 78 Facebook posts, show clearly that The Sapphire was leagues behind in their social presence, and missing out on a huge opportunity.

In the digital age, researching a hotel thoroughly before your visit is a must, and so The Sapphire sought expert digital advertising services to turn their social media situation around. They turned to Kaizen Sigma's digital advertising services to fulfill The Sapphire's needs.

The Goal

With Facebook being the largest, most engaged social media platform on the internet, The Sapphire wanted to take advantage of its audience to promote their brand. The immediate goals were to:

- Build their presence on Facebook from the ground up
- Grow an audience of future customers to engage with
- And ultimately, drive room bookings and waterpark ticket sales



The Plan of Attack

The Kaizen Sigma team built a custom Facebook page for The Sapphire Hotel & Waterpark and began regular social posting with best practices. Kaizen Sigma also set up and ran Facebook Advertising campaigns to supplement traffic and exposure.

Facebook page creation

The Kaizen Sigma team created a well-designed and accurate Facebook page for The Sapphire, including all relevant details about the hotel, with accurate business hours and ability for customers to engage with the business directly from the page.



Facebook posting

Kaizen Sigma began posting relevant, timely and engaging social posts to The Sapphire's new Facebook page, following social media best practices, to grow the audience, reach and promote the client's brand. Kaizen Sigma provided a full calendar of custom-crafted social posts that would be scheduled for Facebook, Twitter and Google+. Each calendar consisted of five original posts for each week of the month, and would be sent for approval before they were scheduled and published live for The Sapphire's social channels.

Facebook Advertising campaigns

Using the information and files provided by the client, Kaizen Sigma created compelling, creative and custom Facebook ads to be delivered to a highly targeted audience. These ads are built to drive traffic, boost promotions and ultimately generate hotel bookings and sales. The recipe for success with Facebook advertising is to reach a highly targeted audience the optimal number of times within a certain time period. Kaizen Sigma's Digital Advertising focuses on this recipe for success when creating each advertising campaign, targeting only the people most likely to convert and turn into real-life sales and bookings for The Sapphire.

Kaizen Sigma's Facebook advertising campaigns use award-winning technology that goes beyond current best practices to provide true value to the local businesses using our partner's digital advertising services.

The campaign design ensures:

Reach

- A minimum guaranteed number of unique people reached
- Only the right people see the ads, due to a local and hyper-targeted campaign algorithm

Frequency

- The Sapphire's target audience will see the ad guaranteed up to five times to optimize conversion rates

Results

- Guaranteed reach and frequency, always
- Continuous tweaks and optimizations will be made throughout the course of the campaign for the best results



The Results

From no Facebook presence, to a booming social page, Kaizen Sigma's Digital Agency posting and page-optimization efforts garnered the business huge attention.

Here are the hard numbers detailing the success of the Facebook page from just two months of our efforts:

0 → 3,284	0 → 2,000	0 → 100+
Page likes growth	Average organic post reach growth	Average organic post clicks

15	5 star	35
Organic page reviews	Average review rating	Direct messages from interested customers

Beyond the numbers, it's clear to see overall user engagement with The Sapphire's business page. Many users were consistently sharing the hotel's posts and tagging their friends, creating further promotion and reach for the business through virality.

Additionally, the business gained access to Facebook's advanced analytics by reaching over 1,000 fans of the page. These advanced analytics allow for more detailed tracking of their Facebook success, and are gated by follower count for larger, more successful Facebook business pages. This provides valuable business intelligence to The Sapphire, and allows for more optimization of ad campaigns to drive even more success and reach.



Facebook Advertising Campaigns

One Facebook Ad campaign run by Kaizen Sigma was promoting the The Sapphire's water slide package. The marketing objective of the campaign was to gain clicks and impressions, and to drive phone calls directly to the business, but it achieved much more. In just two months, the campaign generated such active engagement and public buzz that it reached "viral" status.

200+	245,000+	5,600	51
shares, comments and reactions	impressions	ad clicks	calls to business from ad

Similar to the Facebook page engagement, the success of the campaign can be seen in how engaged the Facebook users were with the ad itself. Dozens of users were commenting and tagging friends to let them know about the deal, and word quickly spread across Facebook about The Sapphire. Due to the ad, 51 calls were made directly to the business to discuss the waterslide package further.

Sapphire Hotel's Facebook Engagements

*The name has been changed—and customer names obscured—to protect their privacy, and anonymity.

Sapphire Hotel Waterpark Saskatoon
Create Page @Username

Home | About | Photos | Reviews | Likes | Videos | Posts | Manage Tabs | Promote

Write something...

Hotel in Saskatoon, Saskatchewan
5.0 ★★★★★

100% response rate, 52-min response time
Respond faster to turn on the badge

3,284 likes (4 this week)

3,287 follows

See Page Feed
Posts from Pages you've liked as your Page

23 were here (0 this week)

Facebook page likes

Reviews
5.0 ★★★★★ 15 Reviews

Tell people what you think

★★★★★ January 28, 2017
It was great the desk staff was so kind. The pool was amazing for the kids. The room were so nice. My girl had her birthday party sleep over and it was by far the best party ever. The breakfast was amazing. The price was great we are going back very soon

★★★★★ December 15, 2016
We have been here a couple times now for staycation and both times had very good experiences. The hotel is kept very clean, the breakfast is delicious and everyone is always friendly! The rates are also kept very competitive/fair.

See All

Organic page reviews

Sapphire Hotel Waterpark Saskatoon
Published by [obscured] January 31 at 2:58pm

48 HOUR SALE!!
Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [obscured] .. See More

1,890 people reached **Boost Post**

Like Comment Share

Chronological

Like Reply Message January 31 at 3:26pm

Like Reply Message January 31 at 3:38pm

Like Reply Message January 31 at 3:40pm

Like Reply Message 1 January 31 at 5:44pm

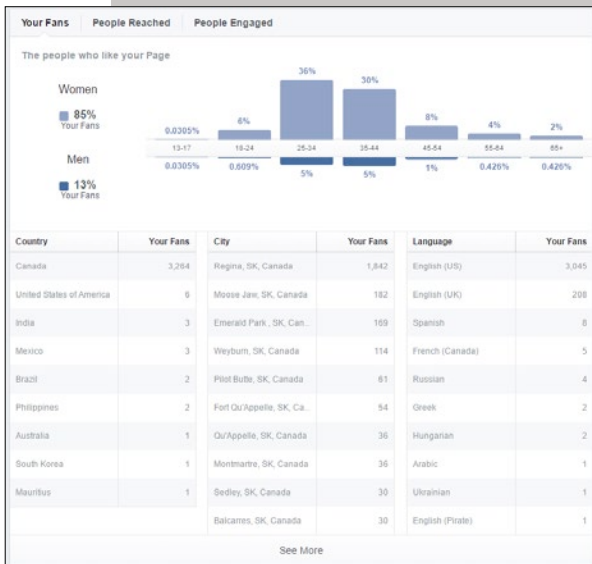
Like Reply Message 1 January 31 at 8:19pm

Like Reply Message January 31 at 8:53pm

Write a reply...

Write a comment...

Organic post engagement



Facebook's advanced analytics

Page | Messages | Notifications | Insights | Publishing Tools | Settings | Help

Filter By

Do you have birthday packages? We are looking to rent a room but would like to invite guests for cake and swimming. What are your rates?

Good Morning! Yes we have what is called a Waterpark Package. This includes 2 rooms with 2 Queen beds and 8 waterpark passes. Currently this is going for \$200+ tax (Sunday to Thursday) and \$225+ tax (Friday and Saturday). Check in time would be 4pm and check out time is 11pm.

If you have anymore questions, please feel free to let us know!

Thank you,
Guest Services

Can I pay for additional swimmers? Three potentially could be 20 in total. 9 children and rest adults is there anything to accommodate this size? Thanks.

I guess I should add .2 adults and 2

Write a reply

Message from engaged customer

All Posts Published

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/31/2017 2:58 pm	48 HOUR SALE! Call the hotel directly and save an additional 5% on our Flash Sale Discount. Mention #waterslide to redeem the additional discount. Call soon to save: [obscured] .. See More	Text	Local	1.9K	257	Boost Post
01/28/2017 3:28 pm	Relax in the hot tub as the kids wear off excess energy by bath	Image	Local	1.6K	57	Boost Post
01/27/2017 2:53 pm	East makes it easy to save! Fla	Image	Local	1.3K	24	Boost Post
01/26/2017 2:03 pm	Spending a relaxing night away from home can throw a bit of s	Image	Local	1.5K	91	Boost Post
01/20/2017 1:59 pm	Save your money! Are you a m ember of CAA, AAA, or AARP?	Image	Local	1.6K	15	Boost Post

Organic post reach and engagement

As the largest, most engaged social network online, Facebook is a platform you do not want your clients to miss out on.

What are you waiting for? Get Facebook—go viral.



Contact us today to see how Kaizen Sigma's Digital Agency and Digital Advertising can make your clients Facebook famous!

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