



Generating Room Nights Through Instagram

A hotel wanted assistance promoting a special offer they were running.

OUR SOLUTION

- 1 Use the client's \$50 Instagram budget to highlight the special offer.
- 2 Include offer link, with tracking, in hotel's Instagram bio for users to click on.
- 3 Target leisure travelers, ages 25 - 40.

Results

4,275

USERS
REACHED

873

ENGAGEMENTS
RECEIVED

22

CLICKS ON OFFER
LINK

REVENUE GENERATED

\$498

FROM ONE INSTAGRAM POST!