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# Social Media Contest Campaign Results

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**Campaign results of Elegant Hotel Group's  
first social media contest based on our brand  
video "What Type of Traveller Are You?"**

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# CAMPAIGN SUMMARY

**Premise of Contest:** Guests are asked to view our latest video, then select from a list of options which type of traveller they most identify with.

**Campaign Run:** 21 September - 8 October, 2015

## Campaign Goals:

- ☒ Increase Brand Awareness
- ☒ Increase User Engagement
- ☒ Collect new emails and leads
- ☒ Promote EHG brand video/Youtube Page
- ☒ Generate brand loyalty by delighting existing customers with a chance to win a big prize
- ☒ Generate customer referrals
- ☒ Increase social media followers (Facebook, Twitter, YouTube)
- ☒ Increase social media exposure
- ☒ Increase social media engagement

**Platform Used:** Woobox

**Promotional Channels:** Facebook, Twitter, Pinterest, Email Marketing, Newsletter, In-Resort Advertising

**Total Entries:** 2,630

**Total Shares:** 495

**Total Contest Visits:** 4,611

**Video Views Growth:** 754%

**Youtube Subscriber Growth:** 1700%

**Facebook Followers Growth:** 4.8%

**Twitter Followers Growth:** 5.3%

**New Leads:** TBC

**Prize:** 4 Night Stay at Tamarind by Elegant Hotels

**Winner:** TBC

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# CAMPAIGN PROMOTION

The contest was heavily promoted via a number of channels, including social media, email marketing and in-resort advertising.

## **Social Media**

The contest was first advertised on all Elegant Hotels Facebook pages, Twitter and Pinterest on Friday 18 September 2015. With only three days before contest launch, we gained over 250 contest views and our video views moved from a little over 200 to 341. The contest officially launched on Monday 21 September and we received over 100 entries in 3 hours. Contest promo boxes were also added to all Elegant Hotels websites.

In total, approximately 40 posts were shared over the 3 weeks to promote the contest on Facebook, Twitter and Pinterest. All pages showed increased engagement via likes, shares and comments.

## **Email Marketing**

Two e-blasts were distributed to our guest database. The first blast was sent 3 days into the competition to over 40,000 recipients, and the second blast was sent on October 6, targeting recipients who did not open the first email. Both blasts garnered a combined total of 2,855 clicks on the contest entry link and 1,306 clicks on the Youtube video link.

## **In-Resort Advertising**

Guest-facing team members (Front Desk, Guest Activities, Restaurant) were briefed on the contest details, walking them through the contest entry page and requirements. Flyers were also placed in key areas, such as Concierge, Bars and Restaurant and Front Desk.

## **Newsletter**

An article covering the launch of the contest was shared in the September issue of Elegant Barbados T'ings.

# CAMPAIGN PROMOTION



CONTEST DISPLAY AT  
TAMARIND CONCIERGE DESK



**HURRY - Contest Ends in 3 Days!**

Dear @@fname@@,

Have you been dreaming of the *perfect* holiday with pristine white sand beaches warm turquoise waters and pampered beachside service?

Elegant Hotels is giving you the chance to turn that dream into a reality! Enter our contest below for your chance to WIN your dream holiday of a four night stay at Tamarind Hotel in Barbados!

Entering is easy! All you have to do is watch our latest brand video "What Type of Traveller Are You?" then based on our video, select which type of traveller best describes you.

CONTEST E-BLAST



Elegant Hotels Group @ElegantHotels · Sep 21

For a chance to win a dream #holiday to #Barbados, enter our latest contest now here: [woobox.com/rwdfa7?source=...](http://woobox.com/rwdfa7?source=...)



7 8

TWITTER POST

## Elegant Hotels Launches First Social Media Contest

We are pleased to announce the recent launch of our first social media contest! The contest is based on our latest brand video which showcases the tailor made experiences that Elegant Hotels offers to guests (watch the video [here](#)). Guests are encouraged to view the video, then select which type of traveller they most identify with from a list of provided options for a chance to win a 4 night stay at Tamarind Hotel.

Since launching, we have received over 1700 entries and our YouTube video views has increased by 483%! The contest was launched on September 21st and will end on October 8th, 2015. It is open to residents of the UK, US, Canada and Europe. Click [here](#) to view our contest and feel free to share!



NEWSLETTER ARTICLE

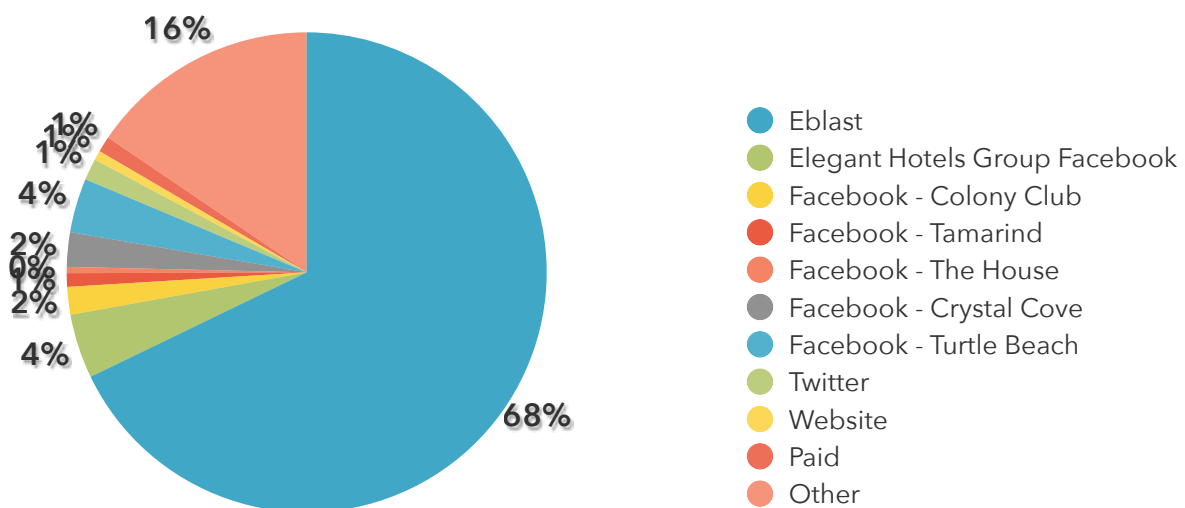


# CONTEST STATISTICS

To effectively measure the campaign, a source name was added to each URL to identify the entry source (e.g. Eblast, Website, Twitter, etc.).

## PROJECT DETAILS

Source	Entries	Bonus Entries
Eblast	1,784	84
Elegant Hotels Group Facebook	114	27
Facebook - Colony Club	49	6
Facebook - Tamarind	24	8
Facebook - The House	11	0
Facebook - Crystal Cove	61	14
Facebook - Turtle Beach	96	19
Twitter	38	18
Website	17	8
Paid	28	15
Other	408	5
Total	2,630	204



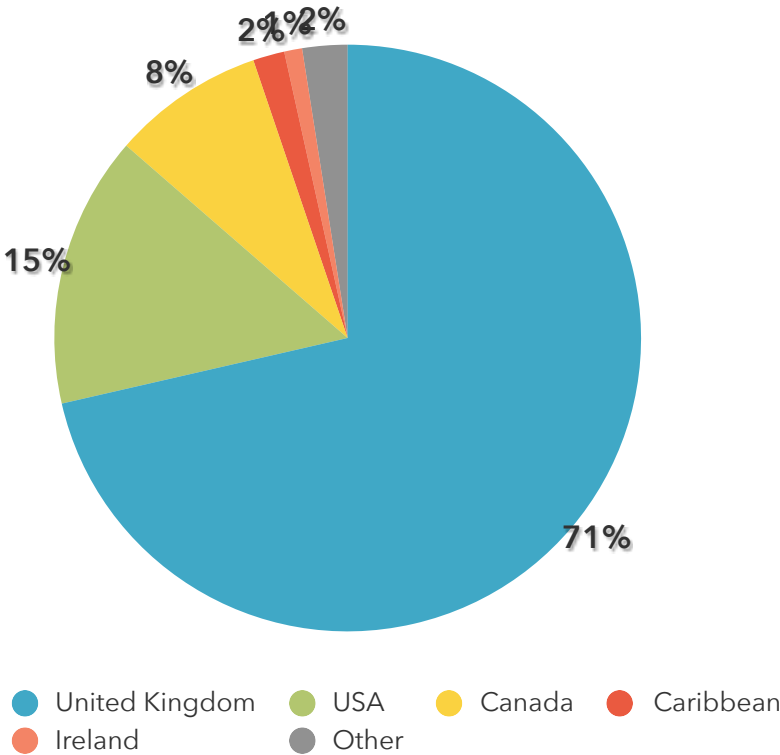
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# CONTEST STATISTICS

# ENTRANT DEMOGRAPHICS

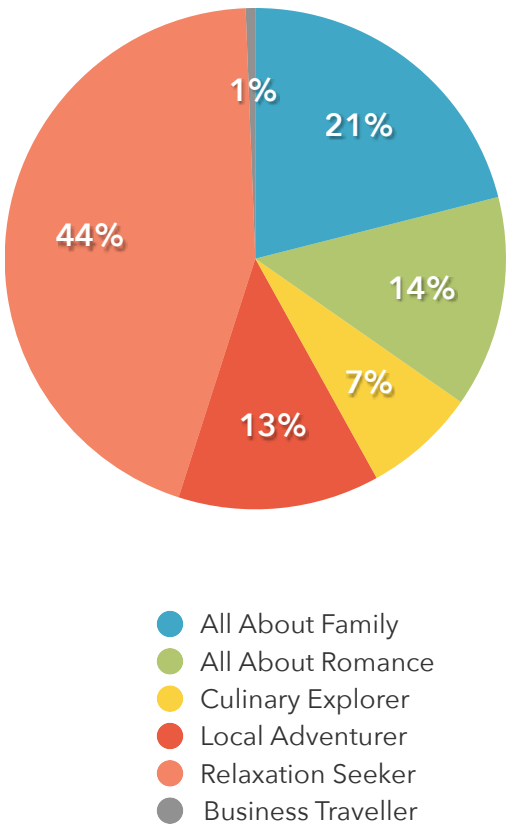
## ENTRIES BY GEOGRAPHIC LOCATION

Source	Entries
United Kingdom	1,521
USA	319
Canada	179
Caribbean	37
Ireland	21
Other	53



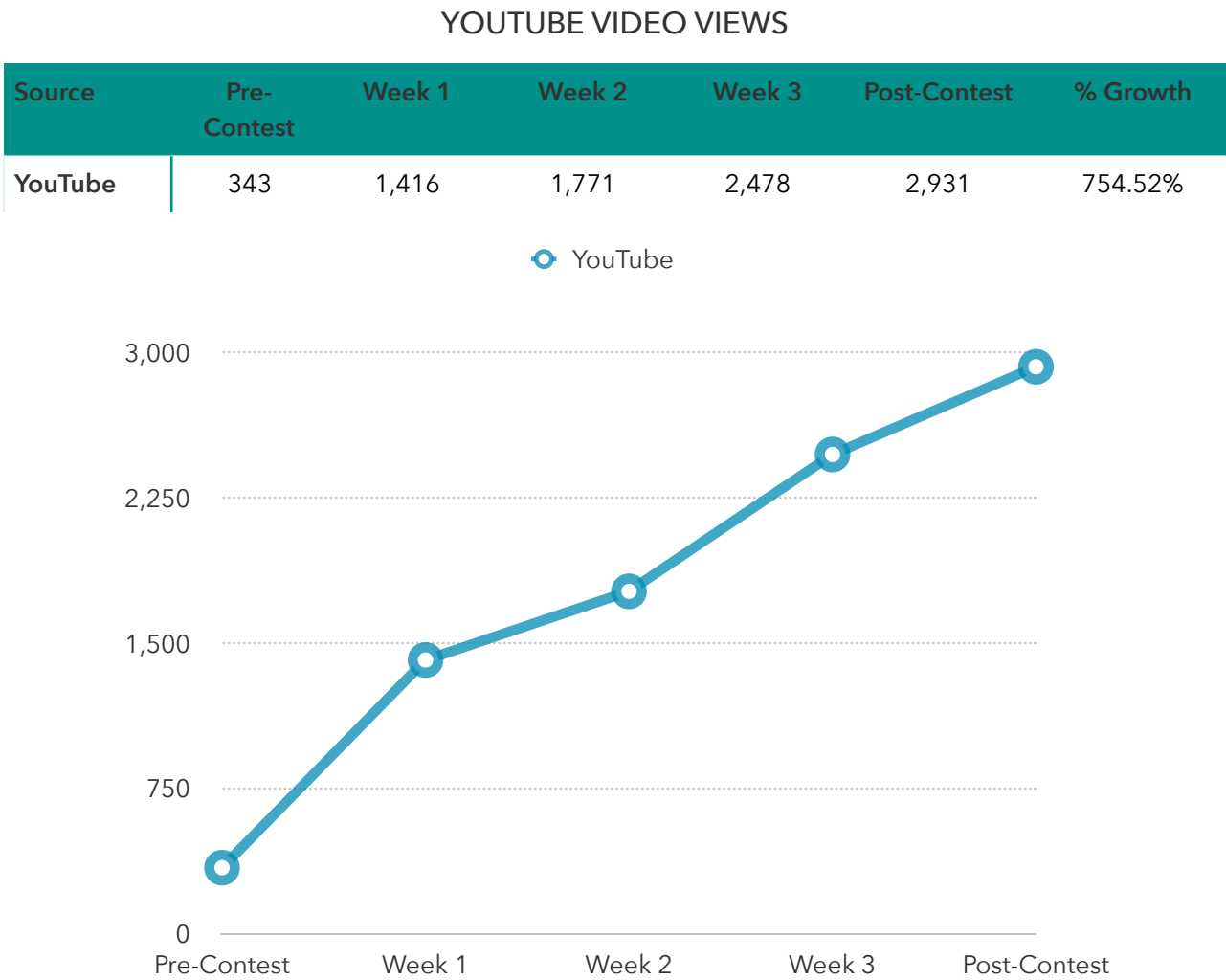
## TRAVELLER CHARACTERISTICS

Source	Entries
All About Family	510
All About Romance	331
Culinary Explorer	176
Local Adventurer	315
Relaxation Seeker	1,077
Business Traveller	15



# SOCIAL MEDIA RESULTS - YOUTUBE

YouTube video views increased by 754%, from 343 views to 2931. YouTube subscribers also increased from 2 pre-contest to 36. Additionally, all Youtube videos on the Elegant YouTube page showed an incremental increase in video views during the run of the contest.

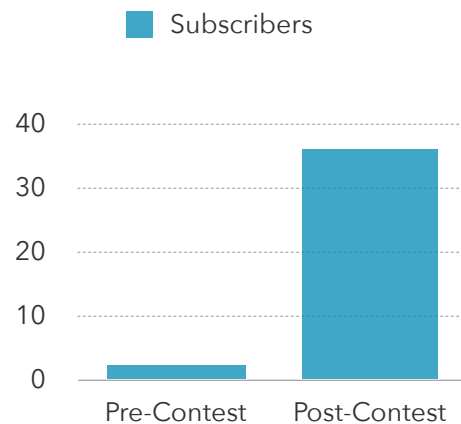




# SOCIAL MEDIA RESULTS - YOUTUBE

## SUBSCRIBERS

Source	Pre-Contest	Post-Contest	% Growth
Subscribers	2	36	1,700%



## VIDEO DEMOGRAPHICS

Elegant Hotels Group ›



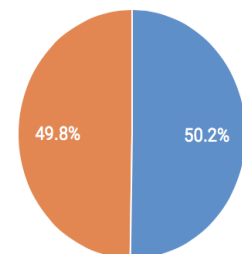
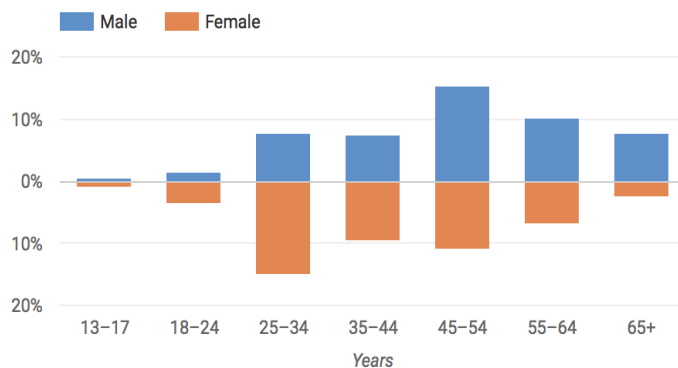
### What Type of Traveller Are You?

Created: Aug 24, 2015 • Duration: 1:02 • Privacy setting: Public • Lifetime views: 2,786

VIDEO

Sep 21, 2015 – Oct 8, 2015

ALL	MALE	FEMALE
100%	50%	50%



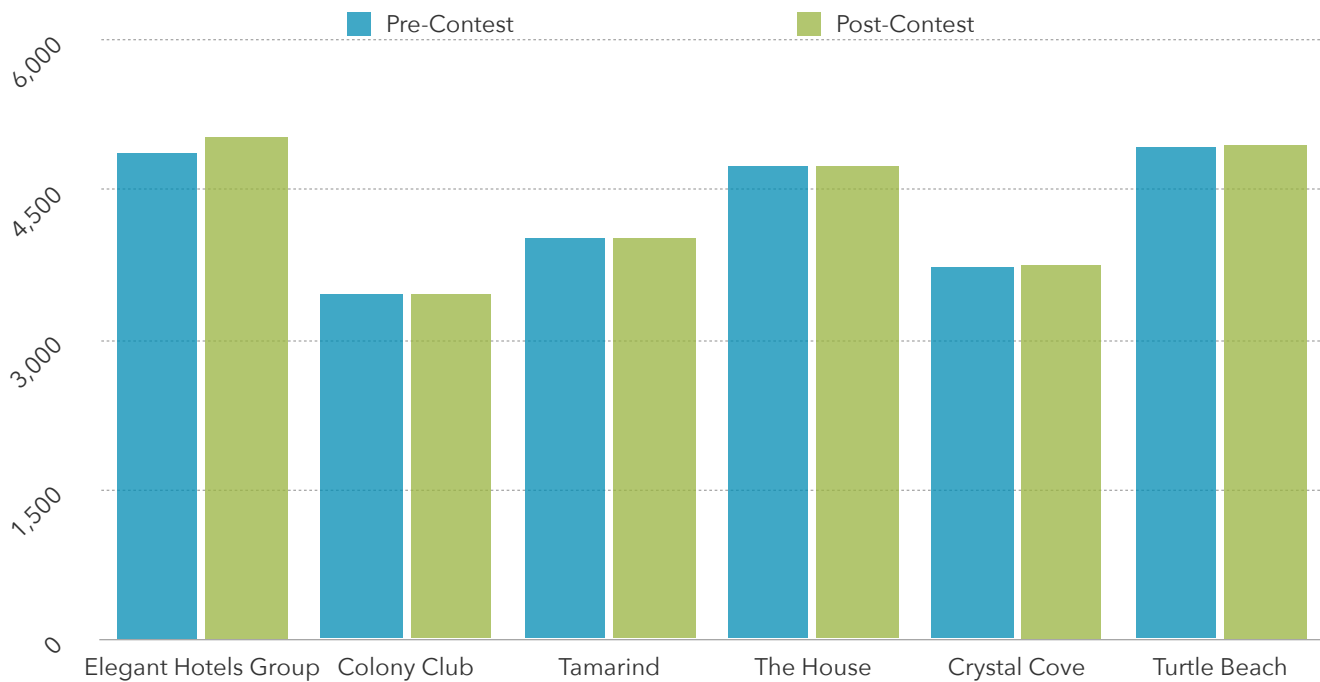
Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
<a href="#">United Kingdom</a>	1,510	1.4%	7.4%	16%	13%	30%	20%	12%	
<a href="#">United States</a>	371	2.8%	0.9%	26%	19%	28%	17%	7.4%	
<a href="#">Canada</a>	196	0.0%	6.1%	10%	25%	31%	22%	6.1%	
<a href="#">Barbados</a>	116	0.0%	5.4%	70%	5.4%	8.1%	5.4%	5.4%	

# SOCIAL MEDIA RESULTS - FACEBOOK

The contest was hosted on the Elegant Hotels Group Facebook page and was the link used to promote the contest within the e-blasts, which had an impact on the increase in likes over the other Facebook pages.

## FACEBOOK FOLLOWERS

Source	Pre-Contest	Post-Contest	% Growth
Elegant Hotels Group	4,876	5,042	3.40%
Colony Club	3,451	3,464	0.38%
Tamarind	4,009	4,016	0.17%
The House	4,737	4,740	0.06%
Crystal Cove	3,731	3,745	0.38%
Turtle Beach	4,920	4,952	0.65%



# SOCIAL MEDIA RESULTS - TWITTER

Twitter followers increased by 5.3%, from 1,800 to 1,896. There was only 1 entry attributed to the paid advertisement, however the cost behind the week long campaign was only \$35. The paid campaign did gain results of over 8,000 impressions and over 200 engagements.

In total, there were 57 entries which originated from Twitter.

