



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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INCREASING WEB TRAFFIC THROUGH SOCIAL MEDIA MARKETING - MELIÁ HOTELS INTERNATIONAL

Provided By: MATHEMAGENESIS IKE

Overview

Name: Meliá Hotels International Social Media Strategy

Location: Global (Headquarters in Palma de Mallorca, Spain)

Type of Case Study: Social Media Marketing for brand awareness, customer engagement, and revenue growth

Introduction:

Meliá Hotels International, the third largest hotel group in Europe, wanted to serve its customers more effectively through their **social media channels**. By implementing a comprehensive social media strategy and utilizing tools like Hootsuite, a **social media management platform**, Meliá wanted to streamline what is being published across its 500 social media accounts. They wanted to **streamline communication**, create a **unified brand voice**, and **create support for customers** who were increasingly making inquiries through social media.

Implementation:

Meliá's strategy revolved around **centralized social media management**, which aimed at **quicker response times**, booking directly from social networks via **virtual assistant**, increasing website traffic, and automating conversation rates.

Key Insights:

What made this case study successful can be summarized as follows:

- **Centralized Social Media Management:** By using a third-party social media platform, Hootsuite, Meliá managed over 500 social media accounts globally, ensuring **consistency in brand voice** and **messaging** across all channels.



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- **Clever Inbox Responses:** Using inbox topic assignment features, it was possible to analyze and categorize the inquiries more swiftly. Thus, the business decreased its response time and by resolving the customers inquiries it built lasting relationships.

Tangible Results:

- Meliá established an in-house team to quickly respond to customer inquiries, **reducing response times from 24 hours to 12.4 hours** through **automated messaging** and this team.
- They managed to **automate a minimum of 30% of conversations**.

Recommendations:

For tourism businesses looking to implement a similar strategy, here are actionable steps:

1. **Centralize Social Media Management:** Delegate some work to third-party software for centralized customer relations that can help manage multiple accounts across different platforms which also ensure consistent messaging and efficient operations.
2. **Build a Social Media Team:** Create a dedicated team and use automated tools to respond to customer inquiries quickly and effectively.

Source:

Hootsuite. (n.d.). *Melia Hotels: Inbox case study*. Hootsuite. Retrieved November 4, 2024, from

https://hootsuite.widen.net/s/gkzqplkb2j/meliahotelsinbox_casestudy_en



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