



Utilizing LinkedIn

for Your Hotel
Marketing Strategy



UTILIZING LINKEDIN FOR YOUR HOTEL MARKETING STRATEGY



LinkedIn is a familiar platform for many business owners and employees, known as a reliable place to search for jobs and connect with other industry professionals. Primarily, businesses utilize LinkedIn to create stylish, eye-catching marketing to capture the attention of other businesses – however, recently there has been a rise in the popularity of using LinkedIn as a B2C marketing tool.

With a user base growing and changing in response to the global health crisis, businesses may find new opportunities to market their services on LinkedIn. As a hotelier in the hospitality industry, you should keep a special eye on the platform – and if you don't have a personal or business page attached to your hotel, now is the perfect time to get started. The sooner you're able to get started, the sooner you can build an airtight marketing strategy geared towards attracting new business travelers or professional associates to your business.

LinkedIn By the Numbers*

171 million users in the U.S.


30 million companies linked on LinkedIn

2 million posts published every day

40% conversion rate from LinkedIn Messaging Ads

*Data referenced from [OmnicoreAgency.com](https://www.omnicoreagency.com)


THE USE CASE FOR HOTELS

A close-up photograph of a person's hands typing on a laptop keyboard. The image is overlaid with various digital graphics, including a pie chart with segments labeled 31%, 35%, and 34%, and several line graphs showing data trends. The overall aesthetic is high-tech and data-driven.

Hoteliers have a lot to gain through using LinkedIn to market their hotel. It's beneficial to ensure the official page for your hotel has all the correct information on it, as many of your potential travelers will research all available social profiles for your property. You'll leave a better impression if information such as your address and phone number are updated, though it's also considered a best practice to keep your photos up to date. What's unique about marketing on LinkedIn is that there aren't any hotel reviews – just the ability to like, follow and comment. That makes it different from almost any other place to advertise your hotel – you control the message.

Once you're prepared, you can begin posting compelling images that capture travelers' attention – and link to your website to encourage more direct bookings. Users on LinkedIn are far less casual in their use of the platform, so you may get more engagement from different types of posts than you would on Facebook or Twitter. You can additionally boost engagement and encourage visitors to come to your hotel's page through leveraging your personal profile as a hotelier. By sharing content produced for your hotel (or group of hotels), you add your professional voice to the conversation.

If you've built up your LinkedIn network, your shared posts will be visible to other industry thought leaders and local connections that will help give your hotel a good reputation. Your voice reinforces the value in all content created and shared on the page. This is because your audience places trust in you as the owner of the business, so seeing posts that you're endorsing adds credibility.



GROWING YOUR FOLLOWING THROUGH NETWORKING

Having your personal page connected to your hotel's LinkedIn page establishes a 1:1 connection between your business and its employees. Through this, you can work on growing your hotel's following organically and naturally through direct invites that you and your employees can send to your local connections.

In addition, joining groups geared toward hospitality networking, hotel groups, and even those focused on hospitality marketing can benefit you. Some groups may allow you to add your hotel's page to the group, which encourages other group members to share your updates with their connections. This ripple effect of support will continue to spread, and you'll be growing an authentic, engaged audience in no time at all. Plus, you'll be able to share insights with others in the industry much more easily than waiting until the pandemic slows to see them at a business conference.

As you continue to expand your network, you can promote your company culture and cultivate relationships with surrounding businesses. LinkedIn's platform is about building a community of professionals, so making the most of your networking efforts is crucial as you position your hotel for long-term success. It's as simple as commenting on other business and business professionals' posts. Justin Franklin from TRO shared a [guide](#) for using LinkedIn comments to boost lead generation and sales – and while Franklin's post focuses more on a B2B market, the same concepts apply to B2C marketing, too. LinkedIn's ads are expensive, and comments are a natural, easy way for you to grab the attention of business professionals – both to make a meaningful connection and to potentially attract them to your hotel. After all, your business connections can travel for business-leisure, too.



STRATEGIES TO MARKET TOWARD BUSINESS TRAVEL

Each social media platform has its own set of best practices, and LinkedIn is no different. No matter what type of posts you're making, ensuring you post them at the right time can give you a significant boost to your engagement. [Sprout Social](#) reports that the ideal time to post on LinkedIn is Wednesdays and Thursdays at either 9 A.M. or 12-1 in the afternoon. While this is a great guideline, it's important to keep in mind that your posts may perform better at different times. Experimenting within various weekday timeframes will help you understand when posts for your hotel perform best.

Having a better idea of when to schedule your posts on LinkedIn allows you more time to think about the type of content you should be posting. LinkedIn's user base is different from most social media – it's composed of decision-makers and career-focused professionals in their industries, so there are a number of options available to you for types of content that may not typically perform as well as it would on Facebook or Twitter.

Know Your LinkedIn Audience*

63 million users are in decision-making positions at their company

6 out of 10 users use LinkedIn to search for industry insights

How-To & List posts perform best on LinkedIn

*Data referenced from [OmnicoresAgency.com](#)

Dominick Sorrentino at [Braffton](#) has shared five ideas for types of content to share to your LinkedIn page – the most notable being third-party content. While Sorrentino suggests that this can be industry insights or reliable information from external sources, this can also mean posts made by other businesses local to your property. Make a list of the local attractions or businesses relevant to your guests, follow them on LinkedIn, and share their posts. In addition, you can share more industry-specific updates about your property, including employee highlights. Posts of this type help to both promote your company culture and your hotel.

Other content that performs well on LinkedIn tends to perform well universally, such as natively posted video content and high-resolution photos of your property. Posts like this pair well with text that shares the unique story of your hotel. While the audience on LinkedIn may be career-minded business professionals, that doesn't mean they don't appreciate a "brain break" – or daydreaming about travel. Your content may even stick out among the crowd of posts that remain in the "work" train of thought. The boundary between business and leisure has been blended for a while, and a previous [white paper](#) of ours further discusses ways in which you can capture the attention of "bleisure" travelers.

On LinkedIn, your audience is full of more stakeholders, so you encourage more participation through your posts. Hubspot shared a [comprehensive blog](#) about ways B2C companies can utilize LinkedIn to market their business and boost brand awareness. If your hotel's page is newer, sharing posts to boost brand awareness can help establish your business within any group you join.





TRAVEL MEDIA GROUP OFFERS LINKEDIN SUPPORT

Managing the reputation and social media profiles for any number of hotels – be it 5 or 5,000 – can become stressful quickly. At Travel Media Group, we offer a robust social media service and partner with you to help you create or gain access to your business page. In addition, our team of professional social media experts will create and curate content for your page, scheduling posts for social profiles for each of your hotels. If you prefer to take the reins, our industry-leading platform TMG OneView® can serve as your integrated dashboard, allowing you to manage and schedule social media content, track your reputation, and more.

Regardless of how much time you have to dedicate to maintaining your hotel's social media presence, be sure to consider including LinkedIn. It's a valuable platform of career-minded professionals who you can network with and build a community alongside. As the travel industry continues along the recovery path, it's important to keep in mind how our community helps uplift us.

Sources

[Best Practices for Sharing Content on LinkedIn Pages](#), Hootsuite Education

[The Best Times to Post on Social Media in 2020](#), Sprout Social

[5 of the Best Types of Content to Post on LinkedIn in 2020](#), Braffton

[Can B2C Marketing Succeed on LinkedIn?](#), Hubspot

[LinkedIn by the Numbers \(2020\): Stats, Demographics & Fun Facts](#), OmnicoreAgency

[How to use LinkedIn Comments for Lead Generation & Sales](#), TRO Leads