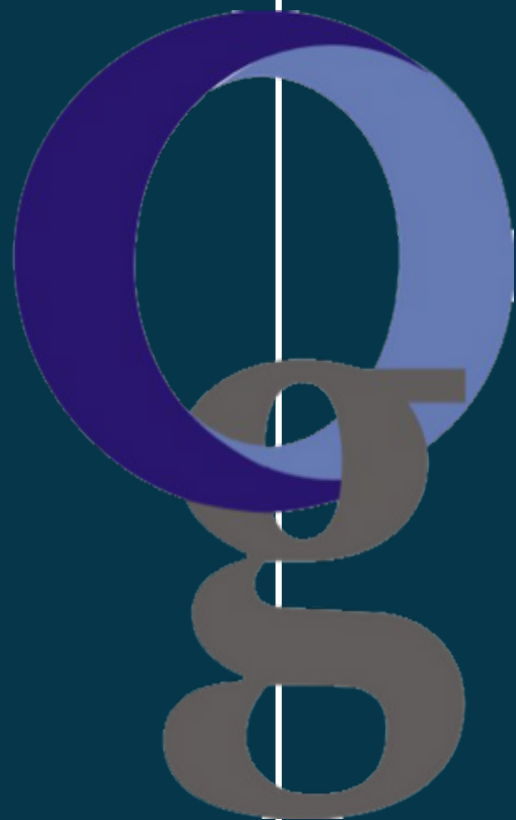




Offgrid Inc.

We are part of Your SUCCESS



The social media strategy that you need to transform your brand to one of the best brands in Kenya

DIGITAL MARKETING CASE STUDY www.offgridinc.co.ke

Like all organizations in the tourism sector and hospitality industry, Travellers Beach Hotel & Club had to transform its business when sites such as TripAdvisor and Booking.com changed the way travelers book and take their holidays.

Since 83 percent of travelers now share content about their stay on social media—and 52 percent reporting that their travel plans were inspired by a friend's photos, according to AdWeek—it's clear that social media is the source of the next seismic shift in this industry. Determined to raise its revenues while cutting on expenses on Online Travel Agencies while raising its status as one of the most important hotels in Kenya, Travellers Beach Hotel joined forces with Offgrid Incorporation Limited for a complete digital transformation—with social media at the heart of its new strategy.



Travellers Beach Hotel & Club is a four-star hotel that started operating in 1987.

It is a beach-front resort located on the Kenyan North Coast 20 km from Moi International Airport on clean white sandy beaches of Bamburi.

The Resort offers a variety of guest accommodation rooms with magnificent beach view of the Indian Ocean.

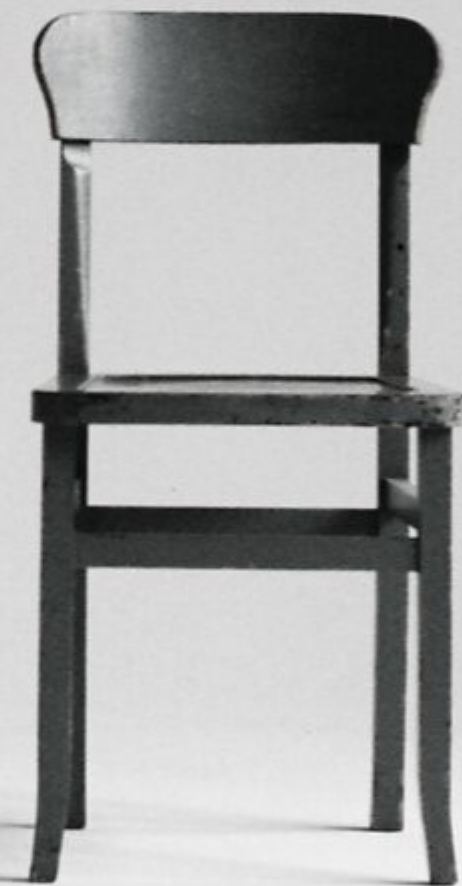


Objectives

- Strengthen relationships with clients, providing them with a personalized experience before, during and after their stay to promote brand loyalty
- Humanize the corporate brand and get employees involved in the development of its personal brand
- Create awareness of Travellers Beach Hotel's services, activities and packages available at the hotel.
- Grow Travellers Beach Hotel's Followers.
- Lead Generation through tracking and Ad retargeting of prospects on social media and website
- Growth Hacking



Outcome



**1,068%
organic
increase in
Instagram
followers in
6 months**

**5,000+
tracked and
re-targeted
website
visitors every
month**

**20+ Web
Visitors
driven into
the website's
leads funnel
per day**

How we'll do it for you



The first step will be to incorporate social media directly into your business model, both as a channel for client communication and as a platform to listen and learn more about client needs and preferences.

Another important step is to restructure your social media accounts, ensuring that content and messaging from each brand remain consistent with company policies.

This process will take between three to six months, involving stakeholders from all your business entities and all levels within the company.

- **Engaging customers with interactive and user-generated content**

developing content including bio and background, hashtags to increase branding and social media labeling to increase interactions.

- **Sharing the client experience via an influencer marketing program**

collaborating with influencers, introducing carefully chosen voices to amplify its brand content.

- **Expanding reach with employee ambassadors**

get staff members engaged and active on social media.

- **social media advertising campaigns for each platform in the form of texts, high definition images and video ads based on demographics, promotion timelines and budgets assigned to each platform.**

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With a strong content and social media strategy managed by Offgrid Incorporation Limited and supported by our team of highly trained and experienced strategists, content creators, PR specialists and a variety of successful social media programs, Travellers Beach Hotel & Club continues to shine as an undisputed and innovative leader in the tourism industry.