



INTEGRATED COMMUNICATIONS CAMPAIGN CASE STUDY

CLIENT: PREMIUM BUSINESS AND LEISURE HOTEL

For the past six months, 451 Marketing conducted a strategic integrated communications campaign for one of Boston's premium business and leisure hotels. The luxury hotel specifically tasked 451 to help rejuvenate the hotel's restaurant as well as establish the hotel bar, as a popular and trendy destination for Boston locals, and hotel guests. In addition, the campaign goals included the need to strengthen the hotel's reputation as a desirable location for visitors to the city of Boston, including tourists searching for a centrally located hotel. 451 also aimed to position the hotel as a prime location for corporate, philanthropic and social ceremonies, conventions, parties, and other types of events.

As part of the campaign, 451 Marketing launched a fully integrated communications program that blends traditional public relations strategies and tactics with a fully-developed, social media engagement, and response plan. As part of the traditional public relations campaign, 451 leverages relationships with targeted local and regional media outlets, and identifies relevant opportunities to engage these publications with proactive pitches. As a result of this outreach, 451 secured several articles in publications of high visibility that further positioned the hotel as a leading resource for information on Boston-area travel, tourism, hospitality, events, and industry and organizational meetings. This success includes several articles placed in such publications as *The Boston Globe*, *Mass High Tech*, *Boston Herald* and *The Boston Business Journal*. Most notably, 451 secured an Executive Profile feature in *The Boston Business Journal* on the hotel's General Manager.

451 also developed and publicized several events on behalf of the hotel. One of the most successful events that 451 orchestrated was the "Private Menu Tasting" at the restaurant to launch the new sustainable menu. 451 invited a host of restaurant and food reporters, editors, bloggers, and local social media "influencers" to attend, and enjoy the dinner. The dinner resulted in dozens of live "tweets," several blog posts and scheduled articles in publications including *Boston Herald*, *The Improper Bostonian*, and *Stuff* magazine.

As part of the multifaceted social media approach, 451 designed a program that targets and engages Boston-area individuals in need of ideas for activities and special event information, as well as tourists looking to plan a trip to the city. As part of this program, 451 developed and manages a blog, Facebook Fan Page, three Twitter accounts, and an unbranded LinkedIn group. The hotel's Facebook Fan Page has 555 Fans. On Twitter the hotel has 1,554 followers, the hotel restaurant has 258 followers and the hotel bar has 214 followers. Each one of these social media platforms serves a unique purpose to reach and interact with a targeted, but active, audience.



SUMMARY

451 continues to have great success with social media outreach for the leisure hotel. The hotel was recently named the 2009 Americas Regional Winner of the eMarketer of the Year Award by TRAVELCLICK for 451's unique digital marketing campaign. Besides the increased awareness of the brand generated through strategic social media outreach and content creation on the various hotel-branded channels, the hotel has directly attributed the turnaround of the hotel restaurant to the social and traditional media work of 451. Since the program began, the restaurant has noticed a marked increase in business. Prior to working with 451, the restaurant sold an average of two dozen oysters on "\$1 Oyster Friday." Since the inception of 451's social media promotion of "\$1 Oyster Friday," the restaurant now regularly sells upwards of 500 to 600 oysters. Total dinner covers nearly doubled.

HOW WE CAN HELP YOU

- Develop a comprehensive social media marketing strategy
- Instruct and train corporate groups
- Help setup digital initiatives
- Evaluate your ongoing efforts, provide recommendations

WHAT YOU CAN EXPECT

- Increased lead flow and retention to rate
- Improve ROI and efficiency
- More meaningful customer engagement
- Culture of business development
- Decreased operational costs
- Employee retention
- Stronger recruiting efforts

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