

Best Marketing Operation - Room Mate Hotels

01. Presentation

Room Mate Hotels creates the biggest giveaway prize in the history of the company

Room Mate Hotels organized a social media giveaway that represented the largest prize in the history of the company: 3 prizes for a free summer stay in one of our hotels. The winners stayed for free in one of the 28 hotels of the company in Spain, Italy, France, the Netherlands, and the United States, between June 21 and September 2021. The prize included accommodation in a double room as well as free breakfast every day of the stay.

It was a global operation targeted at current followers as well as new potential clients. It was a digital marketing campaign based on content marketing and a website strategy. Specific objectives related to the action were: to generate a greater reach through social media channels, increase followers' interaction and engagement, strengthen positive feelings towards the brand, and increase traffic into the company's website.

02. Conception

Some relevant observations that led to the creation of the marketing strategy:

- The pandemic generated a complicated social distancing situation, countries and cities were completely closed and traveling became a difficulty for most people.
- This had a great effect on the daily lives of people in which isolation and staying at home was a must.
- Getting a break from such difficult times and re-encountering with loved ones became a priority.

Therefore, Room Mate Hotels thought about generating enthusiasm and happiness for its followers to travel safely to a new environment, reunite with their family and friends to enjoy the summer. This is how the company came up with the idea of organizing a giveaway to make these encounters possible in its hotels.

The Digital Marketing Department as well as the Communication Department were involved in the campaign's strategy and execution. Teamwork was necessary for its successful implementation.

03. Communication & Implementation

To implement this Marketing action, the communication strategy was executed on a press release, social media channels as well as Room Mate's website. Throughout May and June, the company posted on its feeds 4 times and multiple stories. These publications' strategy was to invite people to follow Room Mate, comment and get into the landing page to

participate in the giveaway and for Room Mate to get leads/potential customers into its database.

04. Evaluation

To track down the campaign's objectives, the following KPIs were used:

Main Objective	KPIs
Get 15,000 new potential customers	- Number of giveaway participants
Increase brand reach by 3%	- Number of followers - Impressions - Number of people that saw the publication
Generate positive feelings towards the brand	- Social media conversations

The giveaway was positively received by social media followers. There were a total of 27,000 participants (new potential customers). In addition, and in parallel to this data, the number of followers on the Room Mate Hotels Instagram, LinkedIn and Facebook profiles, increased by 12%. In total, the company achieved more than 1,000,000 impressions and reached 800,000 people with this campaign. Over 16,000 conversations were generated with Room Mate's fans and the winners enjoyed a spectacular summer at our hotels around the world.