

Hotel Engagement Elevated

How We Revamped a Hotel's Digital Identity



Agenda

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Agency Overview

We are an agency of passionate and experienced professionals who specialize in creating effective and innovative campaigns that help our clients stand out and achieve their business goals. With a wide range of services, including branding, social media marketing, and video production, we have the tools and expertise to help your business succeed in today's competitive market.



Challenges and Objectives



Challenges

- Outdated and inconsistent social media layout and design.
- Low engagement and reach across Instagram and Facebook.
- Poor content variety and weak alignment with brand identity.
- Limited audience targeting strategy.
- Underperformance compared to competing hotels.

Objectives

- Rebrand and modernize social media content layout.
- Increase audience reach and engagement across platforms.
- Benchmark performance against competitors and exceed average metrics.
- Create a data-driven audience targeting strategy based on country demographics.
- Drive direct bookings and increase visibility of hotel offerings.

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
• Prime location in Sharm El Sheikh. • Strong visuals and scenic content potential • Willingness to invest in marketing.	• Previously inconsistent branding. • Lack of targeting strategy pre-GOAT 31. • Low baseline engagement rates.	• Growth in regional tourism. • Increased digital consumption post-pandemic. • Room for influencer collaborations	• Highly competitive hospitality market. • Seasonal fluctuation in visitor interest • Rapid trend changes on social platforms

Competitor Analysis

A benchmarking assessment was conducted across similar hotels on both Facebook and Instagram. Our performance outpaced competitors significantly:

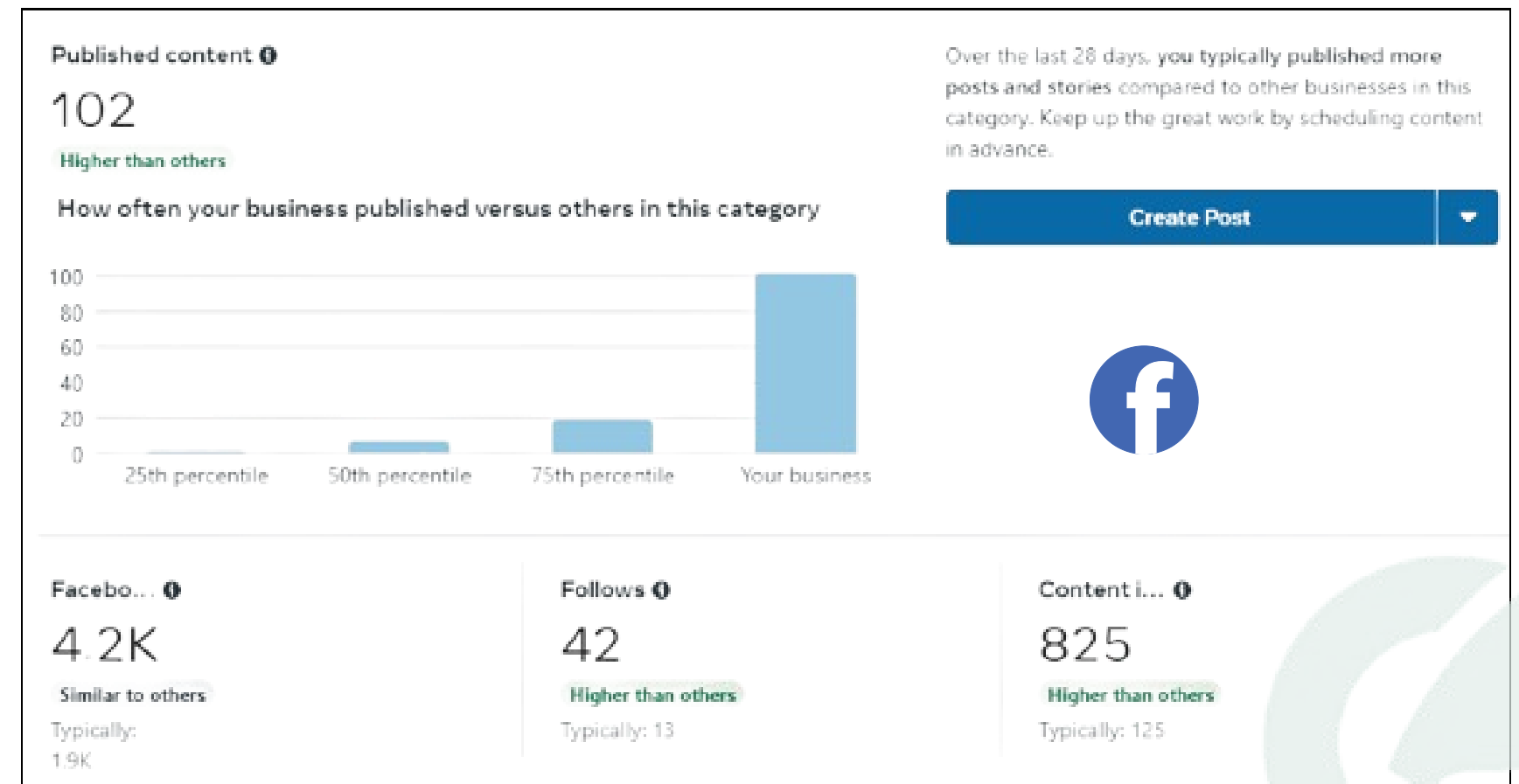
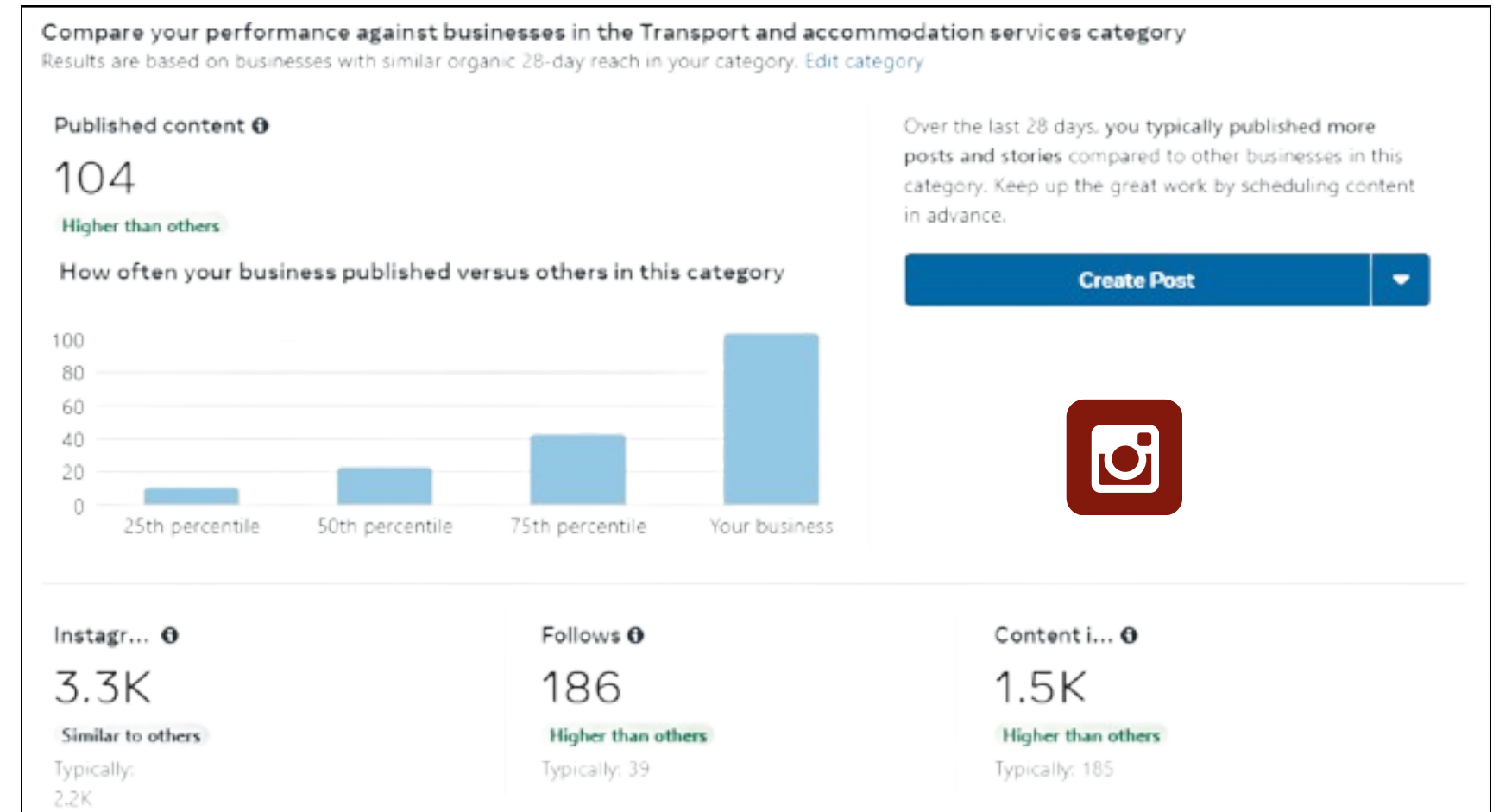
Instagram (Benchmark Comparison):

- Followers avg monthly : 186 (vs. Competitors 39) - Organic
- Content Interactions monthly: 1,500 (vs. typical 185)

Facebook (Benchmark Comparison):

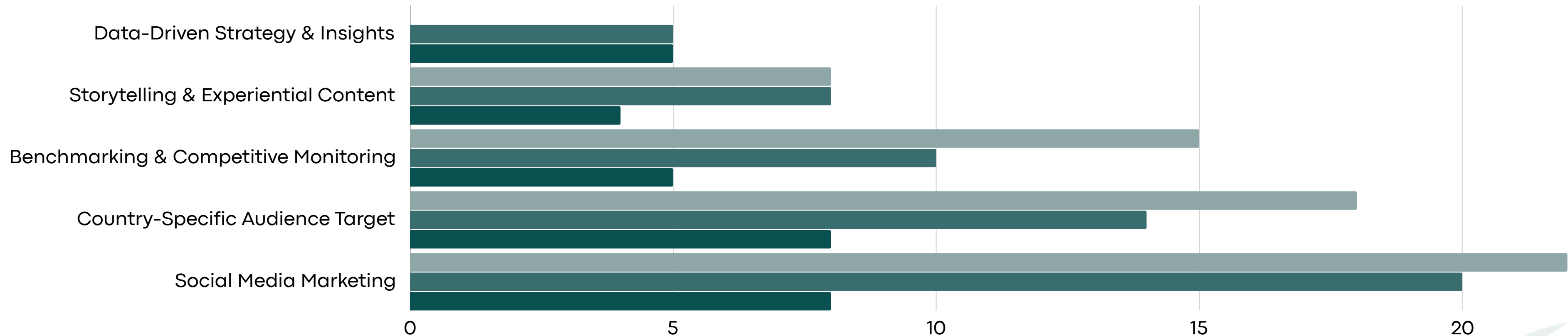
- Total Published Content: 102 (vs. Competitors 45–60)
- Followers avg monthly : 42 (vs. Competitors 13)
- Content Interactions: 825 (vs. typical 125)

This data showcases our strategy's success in boosting both visibility and community engagement.



Industry Analysis

The hospitality industry in Egypt—especially tourist hubs like Sharm El Sheikh—is increasingly reliant on digital channels to drive bookings and visibility. Visual storytelling, user-generated content, and location-tagged media are key drivers of growth. The rise of short-form content (reels/stories) further incentivizes active, creative content strategies on platforms like Instagram and Facebook.



Problem Statement

01

Digital Presence Fail

The hotel's digital presence failed to reflect its true experience and value.

02

Lack of content

The previous content lacked alignment with audience interests and seasonal opportunities.

03

Minimal Engagement

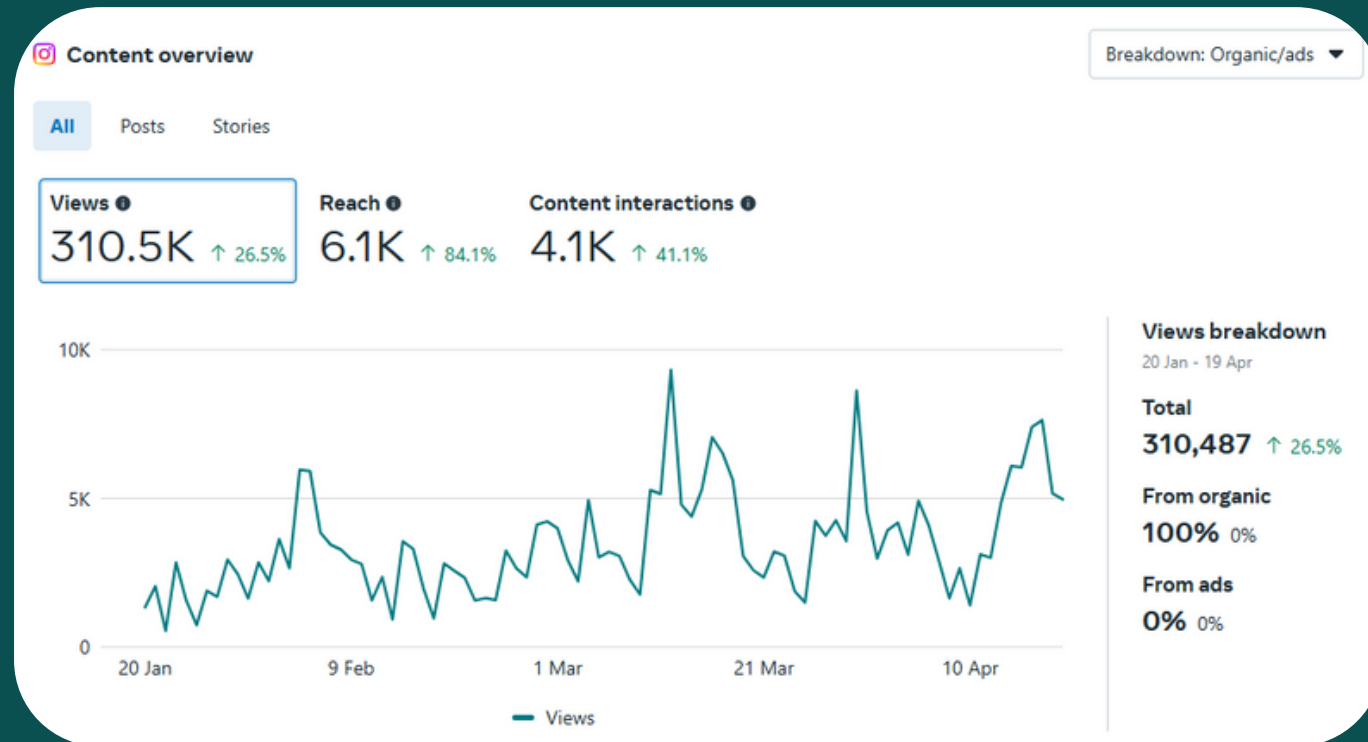
There was minimal engagement due to generic visuals and non-targeted posting.

Proposed Solutions

	Solutions
Content Strategy	Redesigned the content calendar to include guest experiences, behind-the-scenes hotel moments, and destination highlights.
Branding Revamp	Introduced a cohesive visual identity with consistent typography, color palettes, and story highlights.
Audience targeting	Tailored content and ads for audiences from key regions like: Russia, Italy, Armenia, Turkey, Ukraine, Egypt, Poland
Engagement Techniques	Strategic use of Instagram Reels and Facebook Stories , Engagement-driven captions and CTAs, Competitions, polls, and user-tagging campaigns.

Results Achieved

Jan 20 – Apr 19, 2025 (last 3 months)

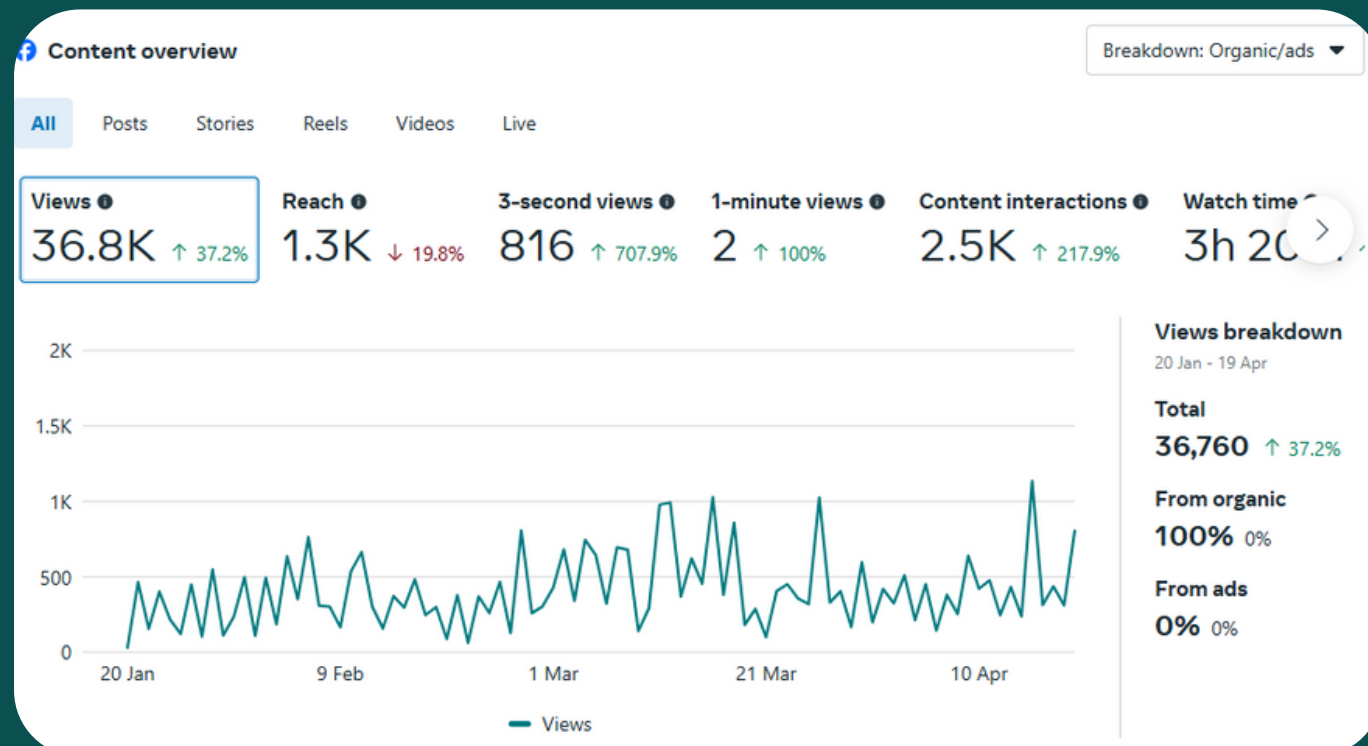


Instagram :

- Total Views: 310,000 ↑ 26.5%
- Reach: 6,100 ↑ 84.1%
- Content Interactions: 4,100 ↑ 41%



Facebook :



- Total Views: 36,800 ↑ 37.2%
- Content Interactions: 2,500 ↑ 217%

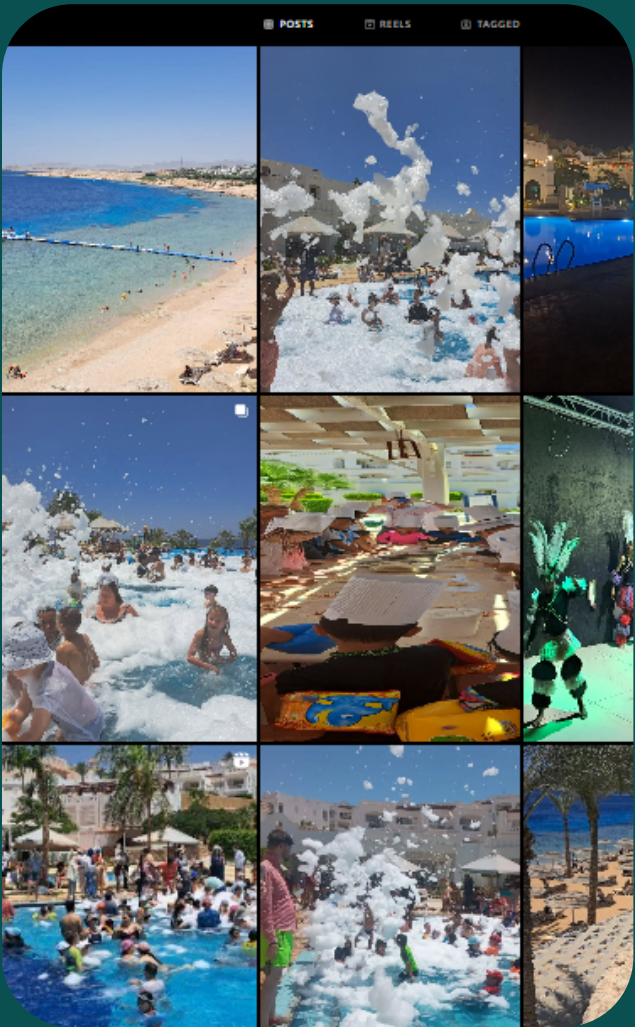


These results speak directly to the success of our tailored strategy and consistent optimization efforts without using paid ads all was organic reach.

“We Don’t Just Post — We Transform.”



Before



43 posts
543 followers
206 following

Uninspired, inconsistent, and missing the mark on audience engagement.

After



387 posts
3,258 followers
2 following

Visually cohesive, strategically targeted, and performance-driven content that speaks directly to the audience and brings the brand to life.



🌞 A beautiful day is waiting for you—ma... 18 April 04:48 👁 2.1K ❤ 82 👤 3 ➡ 10	Find Your Inner Peace – Yoga Time! 🧘 ... 30 March 01:00 👁 1.9K ❤ 52 👤 0 ➡ 4	Stay Fit, Stay Strong – Gym Time! 🏋 ... 1 April 01:00 👁 1.9K ❤ 36 👤 6 ➡ 0	Nature's Beauty – Breathtaking... 26 March 07:07 👁 1.7K ❤ 73 👤 0 ➡ 1	Nature's Beauty – Breathtaking... 9 April 01:00 👁 1.6K ❤ 101 👤 4 ➡ 1
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Conclusion

GOAT 31's strategic intervention turned a stagnant digital presence into a high-performing, brand-aligned social media success. With analytics-driven decisions, creative content, and targeted outreach, the hotel now stands out in a competitive market—and we're just getting started.

Get In Touch

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