

LEVERAGING INFLUENCER MARKETING IN HOSPITALITY



VAVA INFLUENCE: HOSPITALITY EXCHANGE

VAVA
INFLUENCE

ABOUT US





WHAT IS INFLUENCER MARKETING?



INFLUENCER MARKETING STRATEGIES

GIFTING

THE PROS & CONS

VA
VA INFLUENCE



SPONSORED

THE PROS & CONS

VA
VA INFLUENCE



is that Norn Irish folk will be
out barbecuing

EVENTS

THE PROS & CONS

VA
VA
INFLUENCE



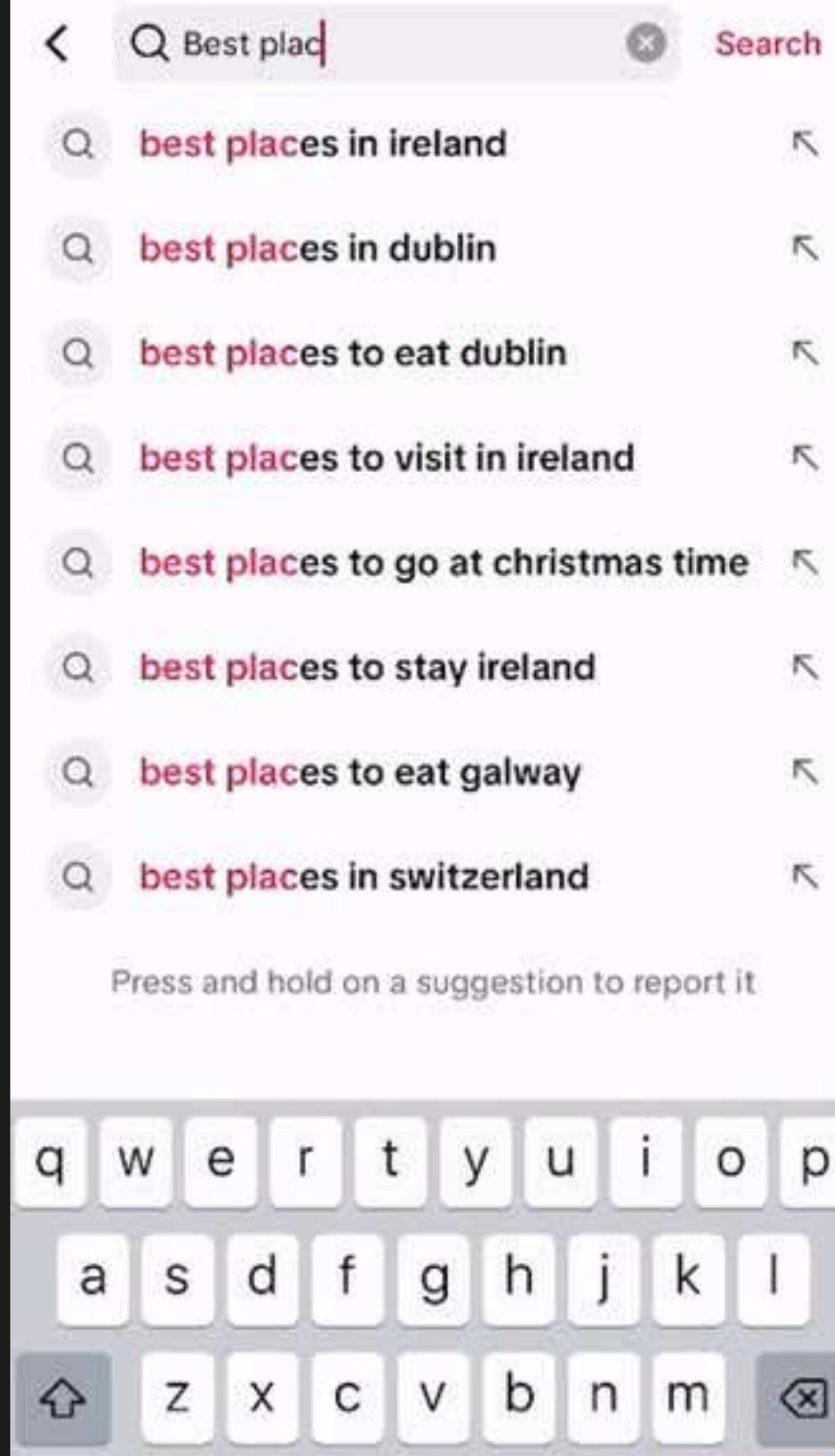


BEFORE YOU START: SET YOUR OBJECTIVES!



POTENTIAL OBJECTIVES ARE:

- UGC (USER-GENERATED-CONTENT)
- AUTHENTICITY AND AWARENESS THROUGH TRUSTED RECOMMENDATIONS
- LINK CLICKS/ PROMO OF A SPECIFIC OFFER OR EVENT



**MAKE YOURSELF
SEARCHABLE**



INFLUENCER MARKETING THINGS TO REMEMBER:

KEY PRINCIPLES OF GOOD PRACTICE:

01

AUTHENTIC COLLABORATIONS

- STRONGER AUDIENCE CONNECTIONS
- HIGHER ENGAGEMENT
- PROTECTS BRAND REPUTATION
- CREATES MORE RELATABLE ENDORSEMENTS

02

ALIGNING INFLUENCER WITH BRAND VALUE AND DEMOGRAPHIC

- CONSISTENCY OF VALUES BUILDS TRUST
- LEADS TO LONG-TERM PARTNERSHIPS
- RESONANCE WITH THE RIGHT AUDIENCE

03

THINK OUTSIDE THE BOX WITH YOUR CAMPGNS

04

MEASURING ROI AND ENGAGEMENT VS VANITY METRICS

- VANITY METRICS = LIKES, FOLLOWERS, IMPRESSIONS
- ROI AND ENGAGEMENT = COMMENTS, SAVES, REVENUES AND CTR

STRATEGIES MOST USED IN HOSPITALITY

- 01 INVITING INFLUENCERS FOR DINING EXPERIENCES – SOFT AND HARD LAUNCHES
- 02 LIMITED EDITION COLLABORATIONS
- 03 (MENUS/EVENTS)
LEVERAGING UGC (USER-GENERATED-
- 04 CONTENT)
BUILDING LONG TERM AMBASSADOR
- 05 RELATIONSHIPS
SEASONAL CAMPAIGNS (CHRISTMAS, VALENTINES ETC.)
- 06 MICRO V MACRO INFLUENCERS IN
HOSPITALITY

CASE STUDIES OF GOOD PRACTICE



EXAMPLE ONE: BOB & BERT'S MATCHA LAUNCHES

- SETS YOU APART
- MICRO CREATORS
- AFFORDABLE



EXAMPLE TWO: HAYMARKET COMPLEX

- BLEND OF MASS EVENTS & INFLUENCER TOUCH POINTS
- STORYTELLING STRATEGY FOR UPCOMING OFFERS AND BRUNCH EVENTS

SUMMARY & Q&A

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