

FACEBOOK

How to create your page and market your hotel using
Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Really powerful social networking website.

350 million active users worldwide!

More than 120 million users log daily on Facebook

More than 8 million users become fan each day

More than 10 million videos uploaded monthly

Create your own Hotel Page

Why having a Facebook page?

When users register and create their profile, then give **relevant information** for Marketers (Age, Gender, Interest,...)

On top of that, the users can join networks organized by city, workplace, school, and region to **connect and interact with other people.**

With all that, you **know almost everything** you need to know on each Facebook user!

DO NOT WAIT AND USE THESE PRECIOUS INFORMATION TO EFFECTIVELY SET UP YOUR FACEBOOK STRATEGY

Create your page on Facebook

facebook Home Profile Friends Inbox Aline MASSART Settings Logout Search


hotel vietnam Search Profile Search | Friend Finder


Did you mean: **honda** vietnam


All Results People **Pages** Groups Events


Show results from All Networks

Displaying 1 - 10 out of 271 results for: **hotel vietnam** 1 2 3 Next

 Page: **Hong Ngoc Hotel, Hanoi, Vietnam**
Type: Hotel / Lodging
Size: 9 fans
[View Page](#)
[Become a Fan](#)


 Group: **Official Tokio Hotel Vietnam Street Team**
Size: 23 members
Type: Music - Rock
[Join Group](#)

 Group: **[Unknown]**
Size: 11 members
[Join Group](#)

 Group: **Yellow House Hotel in Ho Chi Minh City**
[Join Group](#)


Advertise

Grand Whisky Tasting




The biggest gatherings of fine whiskies in Thailand under one roof. July 21, 2009 The Campus, Grand Hyatt Erawan. Tel (02) 6555029-31
[Like](#) [Comment](#) [Share](#)

คุณเป็นมอนสเตอร์ตัวใด?



ทำแบบทดสอบเพื่อดูว่าคุณหรือเพื่อน ๆ เป็นมอนสเตอร์ตัวใด และรับโอกาสลุ้นรางวัลชิงโชค
[Like](#) [Comment](#) [Share](#)

Face Bangkok 40% Discount



Face Bangkok is giving away 40% Discount Cards to any one who wants one, Click for details
[Like](#) [Comment](#) [Share](#)

Create your page on Facebook

IMPORTANT

According to Facebook Policy: *“Per our Terms of Use, **Facebook profiles must represent an individual**. Users aren't permitted to maintain an account under the name of their organization, or use personal accounts to advertise or promote themselves professionally. If your profile was listed under a non-individual name, or was used primarily for professional promotion, this is probably why it was removed”*

As Hotel, you will have to **create a Page and register yourself as an “Hotel”**,

A Facebook Page is a public profile that enables you to share your business and products with Facebook users. The main difference is that instead of having “friends” as individual, you will have **Fans**.

Otherwise, you will be able to **communicate on the hotel** the same way you are doing it as an individual user, by:

- Writing post on your **wall**
- Displaying **photos and videos**
- Reviewing your **fans' profile**
- Displaying **coming events** in your hotel

Where should I start if I want to create my page:

This is very easy, you will have to click on the link “**Advertising**” displayed at the bottom of Facebook page, and choose “**Page**”. Then, you will follow the different steps of the registration. To assist, Facebook list **some useful information** on How to manage your page. Please take time to read, this will be very useful.

How often should I review and update my page:

You should review your page at least **every 2 days**.

The **content need to be updated as often as you can** to make your page **dynamic** and increase your **Fans’ acquisition**.

Create your page on Facebook

Important tips to follow:

- Name your Page:

Insert simply your **hotel's name**

- Photos and Videos:

Your profile Picture:

This is very important to take time to select and upload an appealing picture of your hotel. This is the 1st picture people will see on your hotel. Remember, a first good impression is key!

Photos or Videos albums:

You can upload as much photos albums you wish. Please, be careful when choosing the pictures or videos you want to display. It has to look professional.

This is important to upload regularly some pictures to make your page Dynamic

Post photos of products, employees, and customers.

Add video clips of your bar or restaurant in action.

- Make your page rich and engaging for your Fans.

Remember, the purpose of your page is to **turn you Fans into Customers.**

The more rich content you add, the more ways users can interact with it and spread that connection to their friends.

Do not hesitate to list your different **events** and **Packages.**

Write a note about upcoming promotions. This could be regarding your Food and Beverage Offers, or your Rooms Packages as well.

You can communicate on your **sponsorship** as well. For example, if your hotel is sponsoring a Raid Adventure Race for example, this could be very good to display this information.

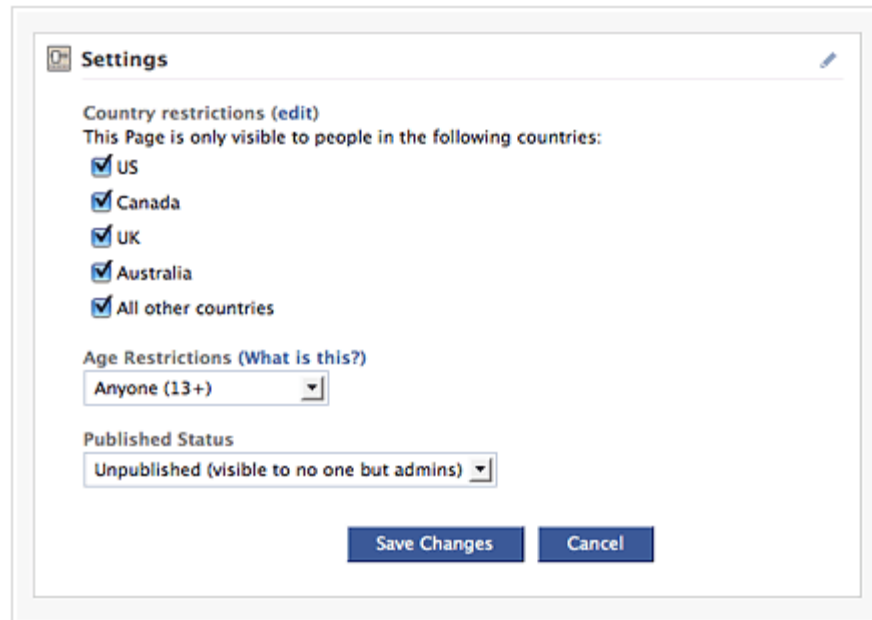
Create your page on Facebook

Settings Option

You have the possibility to **target your audience** as well:

You can choose to make your Page visible to certain **countries** for example.

Or you can implement some **Age restrictions** and make your Page visible to People above 18 years old for example



The image shows a screenshot of the Facebook 'Settings' dialog box for a page. The title bar says 'Settings'. The main content area is titled 'Country restrictions (edit)' and states 'This Page is only visible to people in the following countries:'. Below this, there are five checked checkboxes: 'US', 'Canada', 'UK', 'Australia', and 'All other countries'. Underneath, there is a section for 'Age Restrictions (What is this?)' with a dropdown menu set to 'Anyone (13+)'. Below that is a 'Published Status' section with a dropdown menu set to 'Unpublished (visible to no one but admins)'. At the bottom of the dialog, there are two buttons: 'Save Changes' and 'Cancel'.

Create your page on Facebook

Process to follow:

You **do not need to contract with Syndacast** to create your Facebook page.

This is very easy to manage.

You should **dedicate one person within your Hotel** to be in charge of the creation and management of your Hotel page and update it regularly as explained in the previous slides.

Please, do not hesitate to have a look on what the other Accor hotels and your competitors are doing on Facebook.

Pullman Bangkok King Power [Become a Fan](#)

Wall Info Photos Boxes

Pullman Bangkok King Power Just Fans

Pullman Bangkok King Power Chill Out Breakfast at Glen Bar at baht 300 FREE Wi-Fi everyday at 8.00 am-10.30 am



November 10 at 10:56am · Share

Pullman Bangkok King Power Rest and Relax with live band... "Ice Tea" Jazz, Bossa, Classic at Glen Bar 8.30 pm - 00.30 am

Wednesday to Sunday



November 4 at 11:19am · Share

2 people like this.

Pullman Bangkok King Power Siam Delight Package

1.5 hour body treatment with sesame and honey body scrub, aroma massage with coconut oil at baht 2,000 (nett)



November 4 at 10:58am · Share

Chua Eng Koon likes this.

Pullman Bangkok King Power งานในงานที่มาร่วมและเที่ยวทั่วโลก 2009 ครั้งที่ 17... พลาซ่าได้ไปโปรโมตสินค้าที่เสนาของโรงแรมและโรงแรมอื่น คือหาพวกองค์กรเพื่อจากรัฐบาลแล้ว ๒๒๓ 3-4 ภูมิภาค เป็นที่ของชาติ

ขอเชิญ 29 ตุลาคม ถึง ๓๑ ตุลาคม 1 พฤศจิกายน 2552



October 28 at 8:13pm · Share

Wine Pub likes this.

Pullman Bangkok King Power 4-Day Super Sale

October 28 at 8:17pm · Report

Pullman Bangkok King Power Celebrate Loy Krathong Festival at Cuisine Unplugged On Monday, 2nd November 2009

Come and enjoy selection of authentic Thai food dinner buffet and float complimentary Krathong at our botanical garden as well as entertainment by Akara Puppets Show. Don't miss "Happymas Kids Contest" come and join the votes!

At ...Read Here ...



October 27 at 9:37am · Share

Pullman Bangkok King Power Huge Savings on hotel rooms available at <http://accorhotels-asia.com/supersale-fb>



Source: accorhotels-asia.com
AIOub members earn points on all Super Sale Bookings. Click Here to book your STAY!! If you are not an AIOub member, Join Here

October 27 at 11:03am · Share

Pullman Bangkok King Power Don't Miss Pullman's Biggest Day Sales – Better Than Ever On October 29th – November 1st, 2009 at Impact Muang Thong Thani "17th Discovery Thailand and Discovery World 2009"

October 23 at 1:03pm

Bangkok King Power case study

Members will **join the group** (viral effect)

Wall:

Member will post **some discussions** about your hotel → Great for awareness and decision making process

Photos / Videos

Members will post some pictures or videos of your hotel.

You will post and create some photos album and share Videos as well

Create your own page and let people talk about your hotel!

The image features a solid blue background with several overlapping, semi-transparent shapes in various shades of blue. These shapes are organic and flowing, resembling stylized waves or abstract forms. In the center of the image, the text "Create your Ad" is written in a bold, white, sans-serif font. The text is centered horizontally and vertically, standing out prominently against the blue background.

Create your Ad

Create your Ads on Facebook!

facebook

Profile edit Friends ▾ Inbox ▾


home account privacy logout

Search

Applications edit

- Ads and Pages
- Photos
- Video
- Groups
- Events
- Notes
- Testimonials
- more

IBIS Hotels in Thailand




Looking for fun and trendy Hotel? Ibis Erawan open in Phuket, Pattaya, Bangkok and Samui. Best value guaranteed, from THB 850.

More Ads | Advertise

Photos from IT'S SHOW TIME, BABY!

Photo 4 of 6 | Back to Event | See All Photos

Previous Next



Ibis Bophut Samui,
Standard Room

Added July 16

Added by you
to the event "IT'S SHOW TIME,
BABY!"

Create your Ads on Facebook!

- **PPC Ad:**

Pay only when people click on your Ad, whatever the number of impressions.

- **Target your Ad and reach the exact audience you want:**

- Vietnam and/or France Network

- Male – Female

- Age

- Language

Your Ad will be display only if you belong to the target you would have created

- **Choose the amount you want to spend per click:**

Facebook will advise you on the average price (between 0,15 USD to 0.20 USD per click for example)

Login to your account and access to your report online:

Thailand Campaign

Date	Total Impressions	Total Clicks	Total CTR	Total Average CPC	Total Average CPM	Total Spent
29-Jun-08	240,924	240	0.096%	\$ 0.11	\$ 0.10	\$ 25.44
7-Jul-08	514,920	347	0.067%	\$ 0.13	\$ 0.09	\$ 43.91
13-Jul-08	515,932	289	0.056%	\$ 0.14	\$ 0.08	\$ 40.25
20-Jul-08	220,676	117	0.053%	\$ 0.15	\$ 0.08	\$ 17.11
	1,501,452	993	0.066%	\$ 0.13	\$ 0.088	\$ 126.71

Singapore Campaign

Date	Total Impressions	Total Clicks	Total CTR	Total Average CPC	Total Average CPM	Total Spent
27-Jul-08	210,367	124	0.059%	\$ 0.24	\$ 0.14	\$ 30.21
3-Aug-08	190,470	122	0.064%	\$ 0.24	\$ 0.15	\$ 29.32
10/11Aug-08	68,119	37	0.054%	\$ 0.25	\$ 0.14	\$ 9.43
	468,956	283	0.060%	\$ 0.24	\$ 0.143	\$ 68.96

IMPORTANT:

This Facebook report **won't show** you the results in terms of **Bookings and Revenue generated**.

To do so, please, report to the next slide

Process to follow:

You will have to **contract with Syndacast** to create your Ads on Facebook.

The main reason is to enable you to **measure the effectiveness** of your Ad in terms of **Bookings and Revenue Generated**.

Example: Ibis Thailand Ad

facebook Profile edit Friends ▾ Inbox ▾ home account privacy logout

Search

Applications edit

- Ads and Pages
- Photos
- Video
- Groups
- Events
- Notes
- Testimonials
- more

IBIS Hotels in Thailand

Looking for fun and trendy Hotel? Ibis Erawan open in Phuket, Pattaya, Bangkok and Samui. Best value guaranteed, from THB 850.

More Ads | Advertise

Photos from IT'S SHOW TIME, BABY!

Photo 4 of 6 | Back to Event | See All Photos Previous Next

Ibis Bophut Samui, Standard Room

Added July 16

Target:
Thailand
Singapore
Hong Kong

Over 20 years old

3. Reach the exact audience you want

Help: Targeting an Ad

Location: Malaysia

Sex: Male Female

Age: 25 - 35

Keywords:

(interests, favorite music, movies, job titles, etc.)

Education: All College Grad In College In High School

Workplaces:

Relationship: Single In a Relationship Engaged Married

Interested In: Men Women

I want to reach women between 25 and 35 years old in Malaysia.



≈ 123,220 people