



RUDDING PARK
— HARROGATE —

Game Changing Social Media

INSIGHTS & CASE STUDY

ROBYN RICHERD, RUDDING PARK

HARRY FIELDER, UMI DIGITAL



A little introduction to not-so-little me...

- Managing Director, Umi Digital
- Digital Agency specialising in Hotels and Travel
- Born out of Umi Hotels back in 2010
- Overseeing 150 websites across a network
- Work in development, marketing and advertising
- Started as an intern in 2013
- Marketer and Developer in equal measure



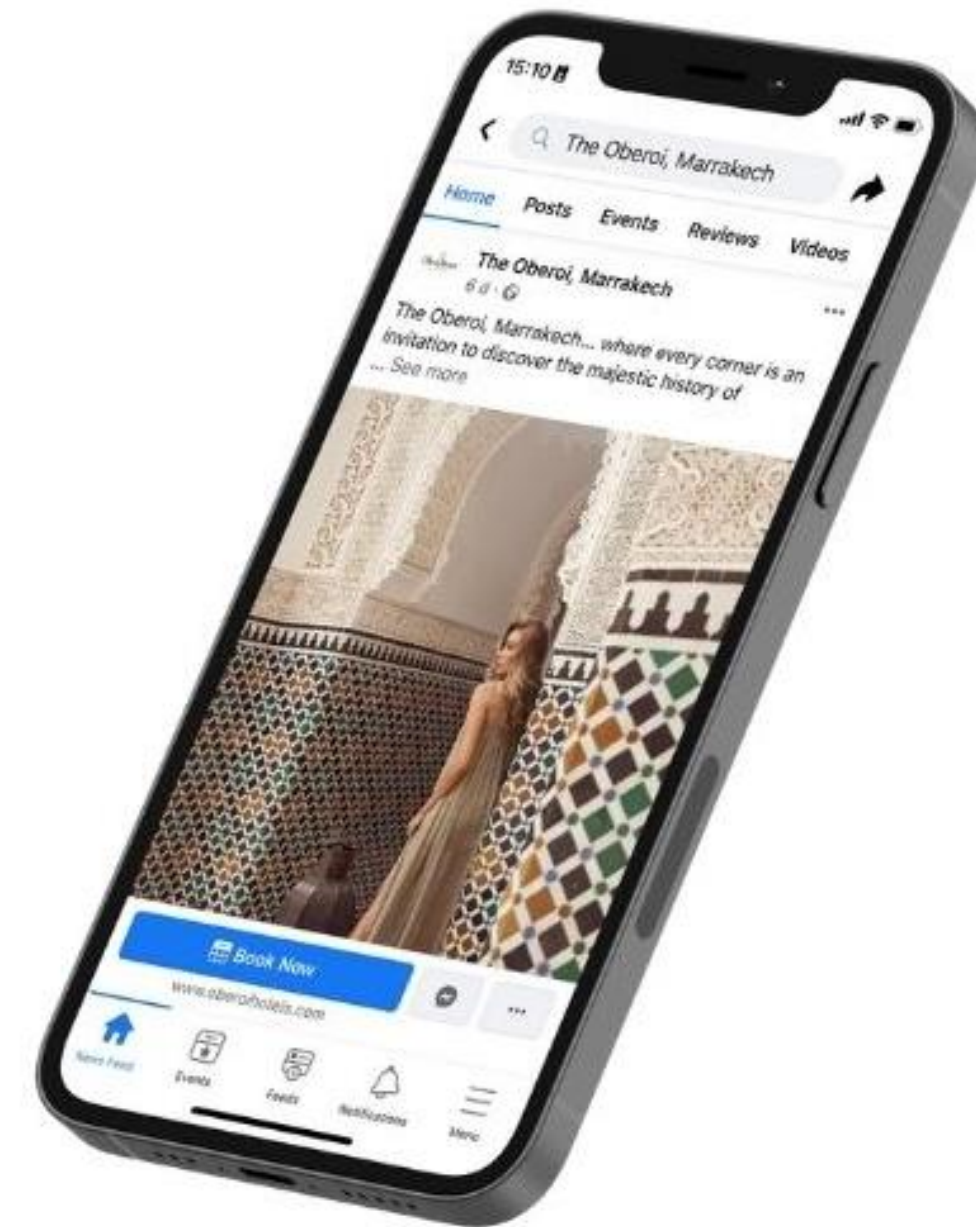
Headline Social Media Trends for 2022

- Organic reach continues to fall significantly
- Social Commerce will continue to increase
- TikTok will dominate the growth in 2022
- Reaching new audiences will be the key in 2022
- Content becoming more *snackable*
- Instagram and Twitter are seeing more ads focus
- Investment in long and short form content
- AR will become more dominant for 'trying'
- Influencer Trust > Brand Trust



Organic Reach

- Organic reach is falling significantly so it cannot be relied upon for working the middle or bottom of sales funnel.
- On Facebook organic reach was approximately 5%
- The *type* of content matters! The algorithm will judge. For TikTok this is particularly important as we will see!
- Engagement multiplies your reach massively. Just ask for it!
- Speed of response to comments will increase reach.
- You need to know the algorithm!



Best times to post!

- Facebook is 8:00 AM to 12:00 PM on Tuesdays and Thursdays.
- Instagram is 11:00 AM on Wednesdays.
- Twitter is 8:00 AM on Mondays and Thursdays.
- LinkedIn is 9:00 AM on Tuesdays and Wednesdays.

Check out: <https://blog.hootsuite.com/organic-reach-declining/>

TikTok will Dominate Growth

- Was born out of fun, dancing, lockdown relief. So has brought the 'social' part back to social media.
- Leading the way in 'snackable' content. Everyone followed TikTok on this one with Shorts, Reels etc.
- Exceptional way to reach an audience that has become disconnected with other platforms
- New wave of Gen Z influencers made famous through TikTok
- I won't spoil the fun for Robyn's talk!



The Role of Ads in Social

- For considered purchases (i.e. hotels and travel), social is best deployed as a brand building and awareness machine. Not a conversion tool.
- Conversions happen later in the funnel and are perhaps better suited to Meta search, Search Ads, Remarketing etc.
- The whole funnel will not work unless you support the top
- We need to move away from getting hung up on attribution of awareness
- Use social to inspire and connect and paid media to reach new audiences.
- Leverage ALL tracking mechanics for creating audiences. CRM, custom events. etc.
- The Death of the Third Party Cookie



Some Advertising Benchmarks

Hospitality and Travel Averages vs General Industry

- Average CPC \$0.63 (vs. \$1.72)
- Average Conv. rate 2.82% (vs. 9.82%)
- Average CPA \$22.50 (vs. \$18.68)
- Average CTR 0.90% (vs. 0.9%)

Some Final Bite-sized Tips

- Leverage video wherever you can
- Conversational and relatable are the key guidelines on tone
- Try and create 'snackable' versions of content
- Quality over quantity is more important than ever
- Ephemeral content is losing some steam given the importance of quality over quantity. Sometimes the production cost doesn't generate ROI
- Interviews and expert discussions are becoming more suitable on a selected group of people. They are long form and have to be highly relevant to have mass appeal.

RUDDING PARK

— HARROGATE —

Game Changing Social Media

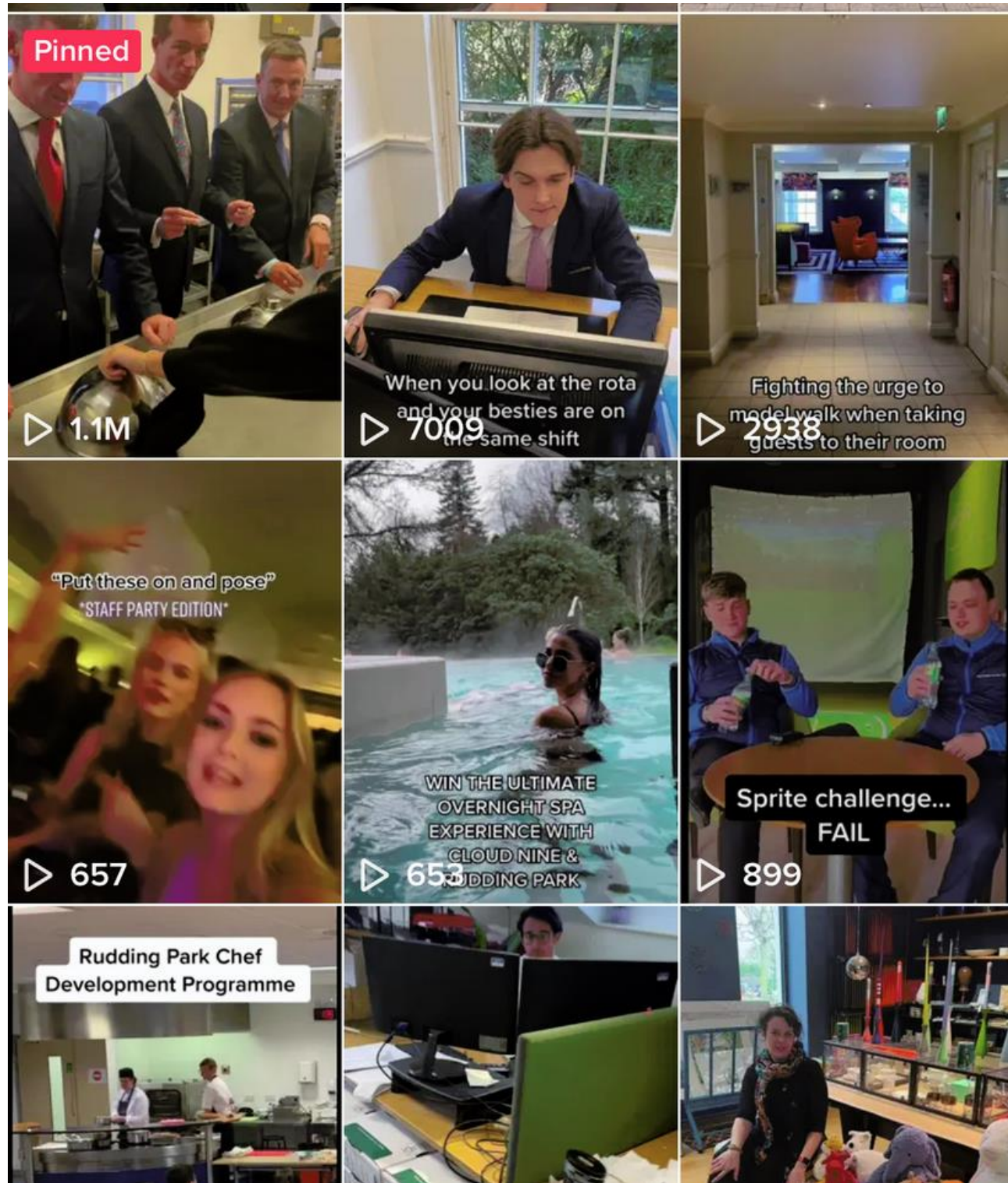


CASE STUDY
ROBYN RICHERD, RUDDING PARK



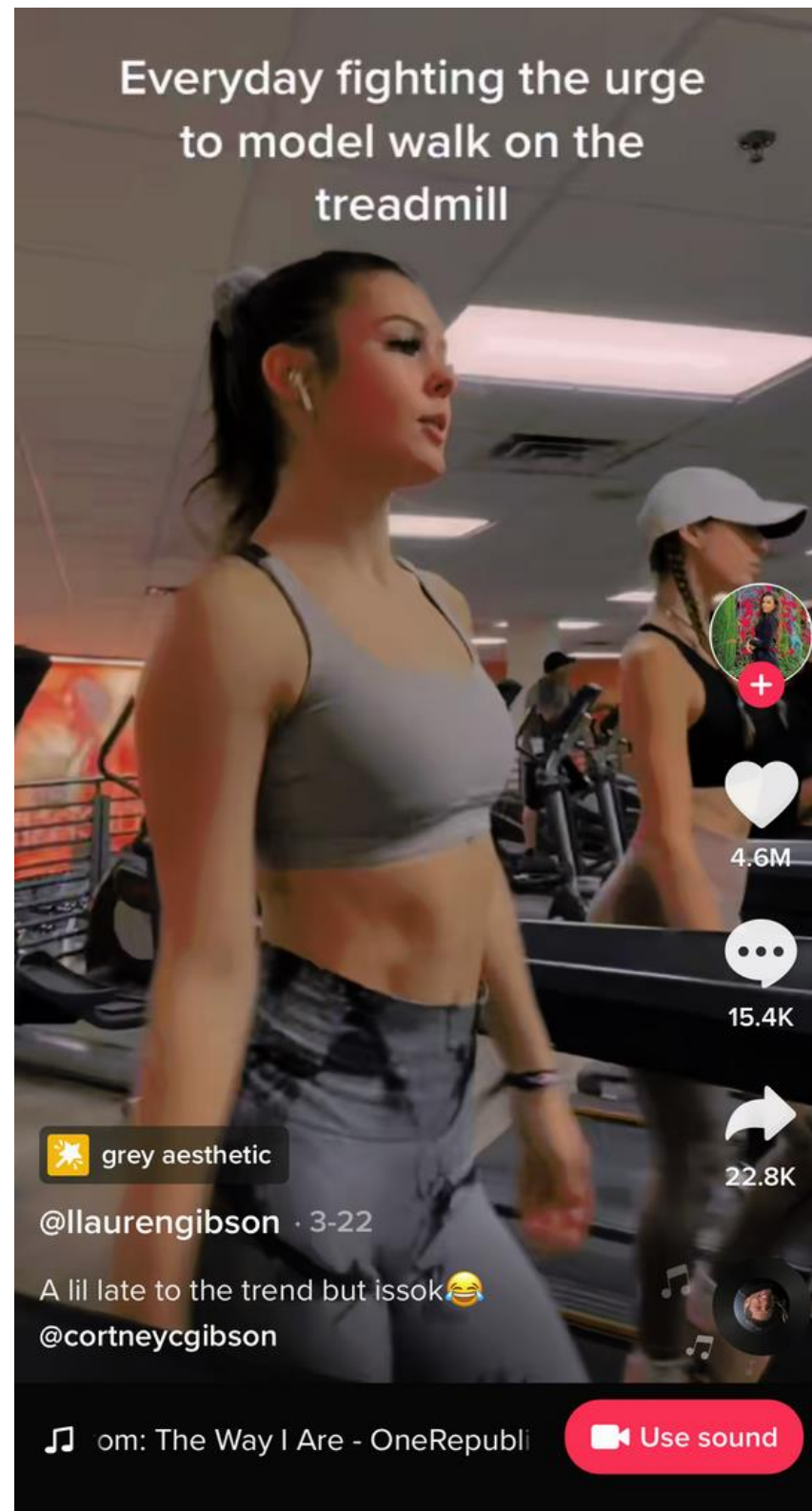
Yikes, imposter syndrome kicking in!

- 8 years hospitality experience
- 3 year at Rudding Park
- 491% increase in Instagram followers
- 647% increase in revenue from Social Media
- Now... Embracing TikTok



Strategy/Objective

We have incorporated TikTok into our marketing strategy, primarily to support our recruitment campaign.



Get on trend!

Identifying trending videos and sounds will help engagement...

They may not initially appear to be relevant so you may need to think outside the box.

The Good...



Key stats

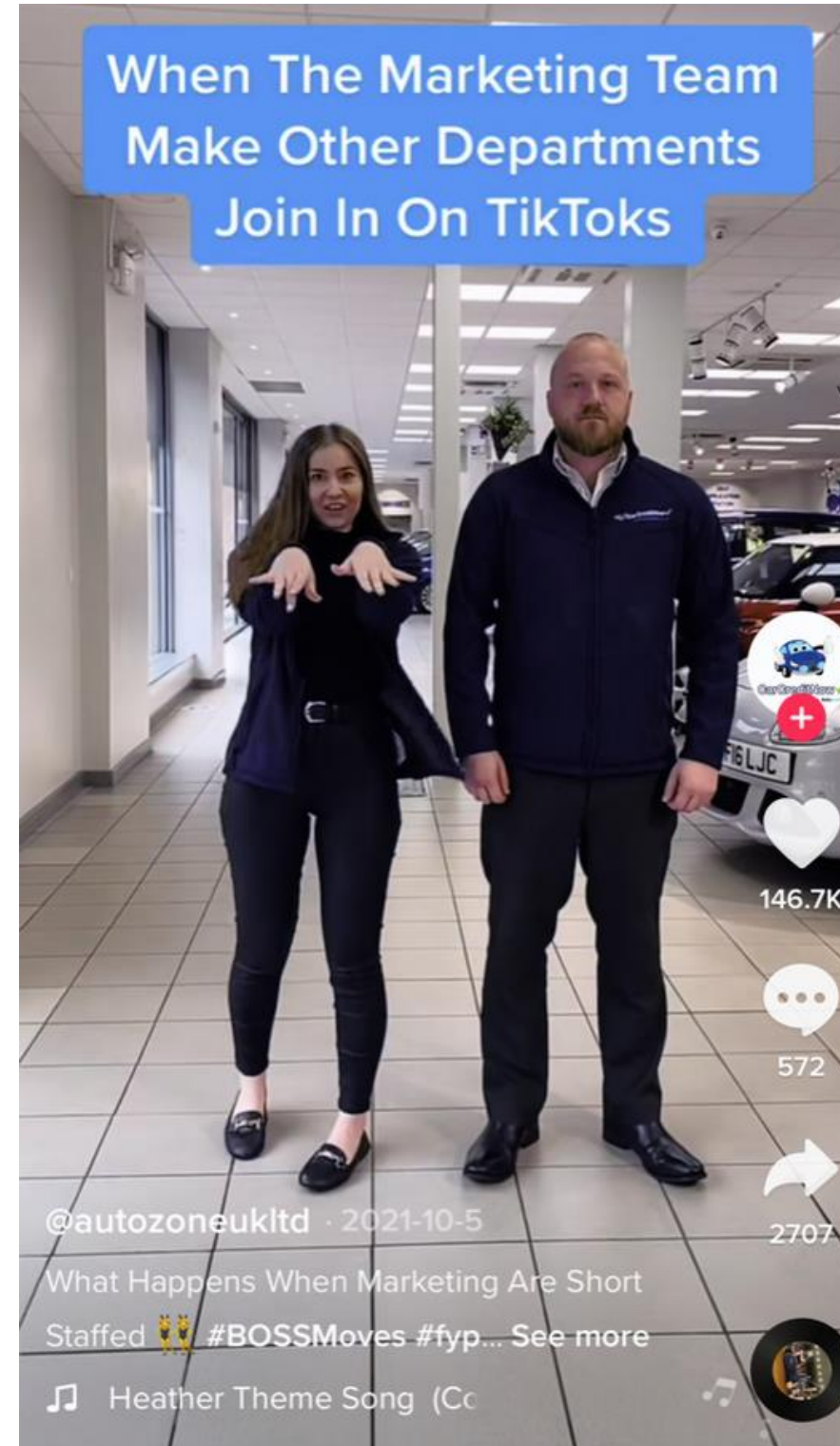
- 1.1m views
- 43.5k likes
- 449 comments
- 295 shares
- 99% of views from For You Page
- 11.3s average watch time



Key stats

- 185.4k views
- 3,147 likes
- 36 comments
- 122 shares
- 98% of views from For You Page
- 5.9s average watch time

The Bad...



It's not always easy!

Getting the team engaged and willing to get involved can be tricky!

To overcome 'objections' we introduced:

- Tiktok Ambassadors
- Social media style guide
- Workshops

The Ugly...






Rudding Park - TikTok Case Study

Rudding Park Hotel
Published by Instagram · October 7, 2021 · Instagram · 🌐

It's a good job Peter's dance moves aren't a reflection of his management skills 🤖🤖
#daddancing #hotellier



406 Likes 96 Comments 11 Shares

Like Comment Share

Most relevant ▾

Comment as Rudding P... 🗨️ 📷 🎵 🤖

Anna Banks

80332 People reached

593 Likes, comments & shares


4516 Post clicks

675 Clicks to play	8 Link clicks	3833 Other clicks
------------------------------	-------------------------	-----------------------------

Video performance

20.8K 3-Second Video Views	0 1-minute video views	0:07 Average minutes viewed
--------------------------------------	----------------------------------	---------------------------------------

Audience retention
Most of your audience dropped off at the 0:18 mark.



*Only including views over 15 seconds

[View more video details](#)

Negative feedback

5 Hide all posts	2 Hide post
0 Report as spam	0 Unlike Page

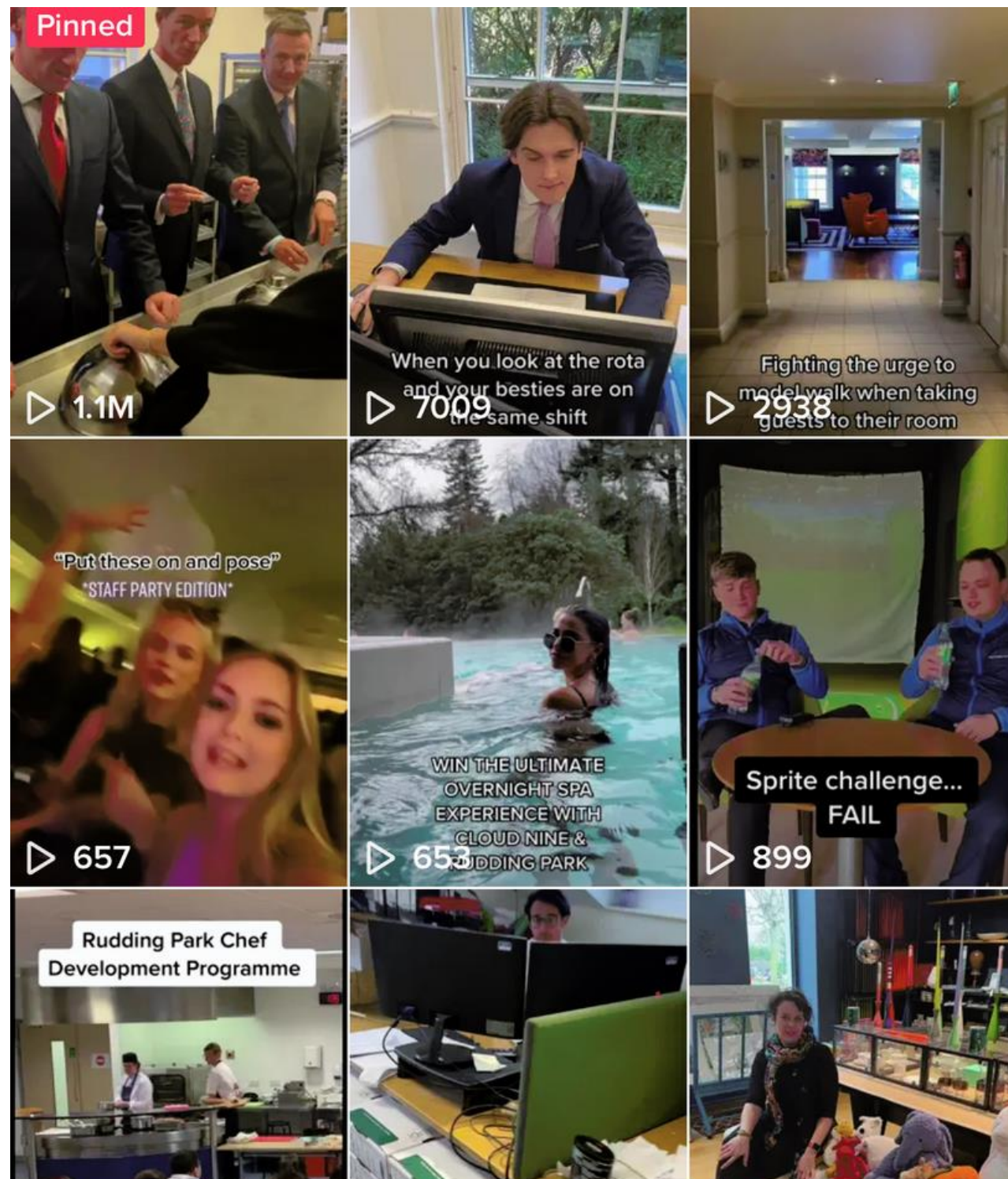
593 Likes, comments & shares

Branded content distribution [View breakdown](#)

80332 Total reach	80332 Organic reach	0 Paid reach
82715 Total impressions	82715 Organic impressions	0 Paid impressions

Cross Posting

Maximise content by sharing with appropriate audiences



The results?

It's early days but...

- We've found a new FREE route to Generation Z!
- Applicants are quoting TikTok when asked how they heard of Rudding Park
- Positive feedback about a refreshing approach
- Boosted team morale
- Wider purpose - it's supported our social engagement



Takeaways

- Be agile!
- Identify the people who WANT to be involved
- Make the content relevant
- Don't be worried about not having a 'plan'

Thank You!



Follow us: @ruddingpark