

scoop it!



APRIL'23
Digital Roadmap

TOP NEW
Features & updates

TRENDING
Social Media

NEWS &
Updates & More

WHAT'S IN

- New updates on social media
- Important dates & events of the month
- Monthly promotional ideas
- Trending topics
- Updates on Hospitality sector



Fullscoop is India's premier 360 degree digital marketing agency, working with 200+ hospitality brands globally as advertising partner.



Crafted by: Harshal Saraf
(National Creative Head, Fullscoop)



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Apr'23

Digital Roadmap

Social Media Calendar **April'23**

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 Mahavir Jayanti	5	6	7 -Good Friday -National Beer Day	8
9 -Easter -National Gin and Tonic Day	10 Siblings Day	11 National Pet Day	12	13	14 -Baisakhi	15 -Tamil Nadu New Year -Vishu -Bihu -Poila Baisakh
16	17	18 World Heritage Day	19	20	21	22 -World Earth Day/ -Akshay Tritiya
23 -Eid Ul Fitr -National Picnic Day	24	25	26	27	28	29
30						

ROADMAP

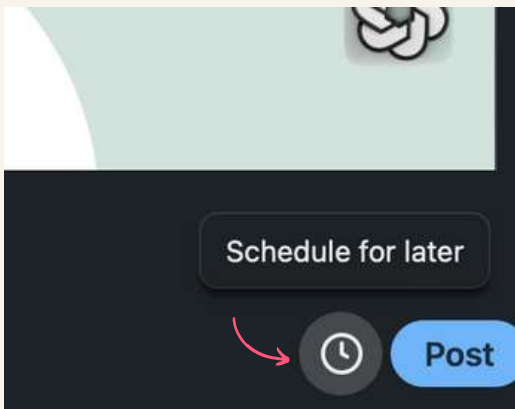
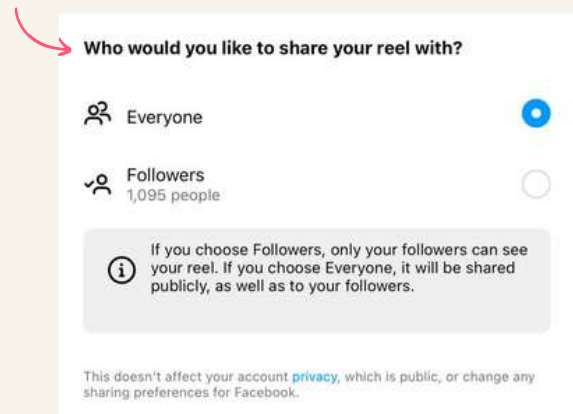
(click here to view)

TOP NEW Features

Our newsletter features fun tips, important trends, and the latest news happening in Fullscoop.

Instagram Updates

- Now we can share the reel with specific audience.

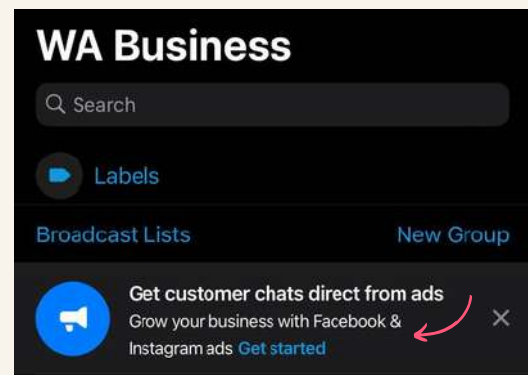


LinkedIn Updates

- We can schedule the post on linkedIn max up to 3 months.

WA Business

- Can put for ads on WhatsApp directly.

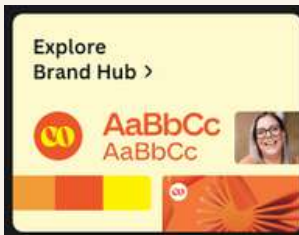


TOP NEW Features

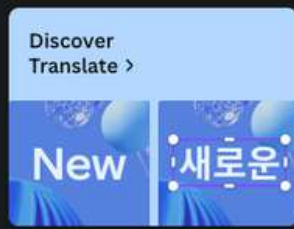
Our newsletter features fun tips, important trends, and the latest news happening in Fullscoop.



Canva Updates



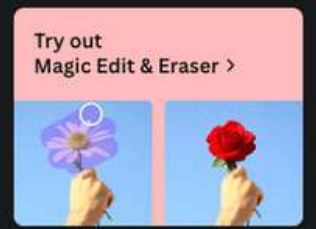
Brand standards design



Now easily translate into many languages



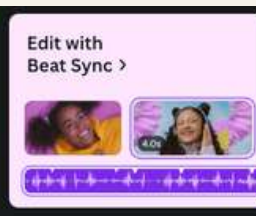
Now AI to improve your content



Remove & replace image with AI



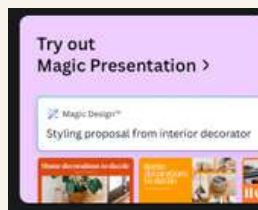
Customised animation for all elements



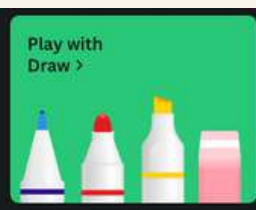
Sync your images & videos according to beats



Write your image & get desired AI images



Create awesome presentations with AI



Explain/ doodle your imagination



Let AI design for your product

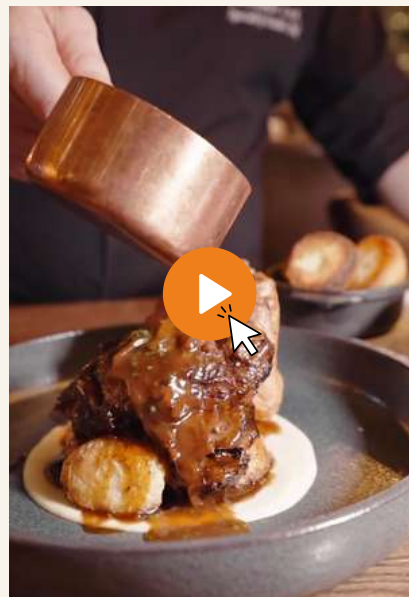
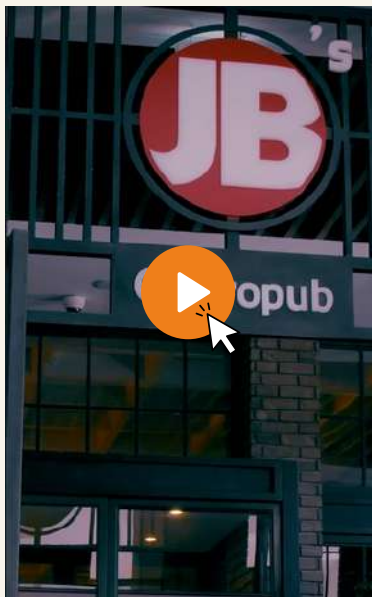
Trending

On Social Media

New and trending reel ideation & music on Instagram.

Reel Marketing

Reel marketing is becoming increasingly popular on platforms like Instagram and youtube, as it allows businesses to create engaging and visually appealing content that resonates with their audience.



(reel music)



(reel music)

Trending

On Social Media

Rising trend in influencer marketing



Influencer Marketing

Influencer marketing has been on the rise in recent years and it shows no signs of slowing down. Influencer marketing is becoming increasingly popular in the hotel and resort industry. Here are some of the rising trends of influencer marketing in hotels and resorts,

- **Destination-specific content:** Influencers are creating content that showcases specific destinations, such as a hotel or resort.
- **User-generated content:** Hotels and resorts are encouraging guests to share their experiences on social media, and are then sharing that content on their own channels.
- **Influencer packages:** Hotels and resorts are now offering influencer packages that include complimentary stays, meals, and activities in exchange for social media posts.

Trending

On Social Media

Rising trend in Food Photography specialist



Food Photographer

Food photographer specialists are adapting to changing consumer preferences and behaviors, utilizing new technologies and platforms to create engaging content that showcases the beauty and artistry of food

- **Authenticity:** Food photographer specialists are focusing on creating images that are more authentic and less staged.
- **Mobile Photography:** Many are using smartphones to capture images that are high-quality and visually appealing.
- **Video content:** Video content is becoming increasingly popular in the food industry, and food photographer specialists are creating video content that showcases the preparation and cooking process.

Trending

On Social Media

Why? Ads are important in social media for hotels & resorts.



Social Media Ads

Social media advertising is becoming increasingly important in the hotel and resort industry as more and more travelers use social media to research and book their vacations.

- **Increased visibility**
- **Cost-effective**
- **Targeted advertising**
- **Brand awareness**

Effective strategies

for social media advertising.

- **Showcase your property**
- **Retarget website visitors**
- **Promote special offers**
- **Use video ads**

News & Updates

Stay Up-to-Date with the Latest News and Updates in the Hospitality Sector.

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Sayaji Hotels Ltd plans to expand with opening of 10 New hotels. ...see more



"We are thrilled to announce the opening of 10 of our new distinct hotels across key regions of India. We will continue to strengthen our presence by delivering signature hospitality to our patrons and partners"

Raof Dhanani
MD, Sayaji Hotels

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Sayaji Hotels plans to expand with opening of 10 new hotels
bwhotelier.businessworld.in · 1 min read

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Lemon Tree Hotels signs new property in Whitefield, Bengaluru.

Read More: <https://lnkd.in/dWWx649R>

Bhuvanesh Khanna Ajith Kumar LR Saurabh Tankha
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#HotelFood #Staycation



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JW Marriott today announced the opening of JW Marriott Masai Mara Lodge, marking the company's highly anticipated debut in the luxury safari. ...see more




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Amartya Chakraborty will be responsible for planning and implementing the hotel's sales and marketing strategy, maximizing revenues, exploring new business opportunities, setting annual budget and putting together strategies amongst other duties.

Read more - <https://zcu.io/A3oe>

Follow us on Instagram for regular updates - <https://zcu.io/9MS1>

#hotel #hotels #hotelier #hospitality #hospitalitynews
#hospitalityindustry #hotelnews #hoteloperations
#hotelmanagement #hospitalityprofessionals #newappointments
#sales #marketing





Thank You For Your Time

Looking forward to see you next month with more new & exciting updates.

Hey

Give a thumps up if you found this letter useful. Our team of experts is dedicated to delivering customized and effective solutions to boost your online presence, drive digital experience into profitable solution, Via different means like Instagram, Facebook, LinkedIn & Youtube.

Feel free to get connect us at: info@fullscoop.in

Happy chatting!



Manish Vaswani

Chief Creative Officer

