

scoop it!

MAY'23

Digital Roadmap

LATEST

DIGITAL TRENDS

CAMPAIGN

BUZZ

NEWS &

More



WHAT'S IN

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

AI Genz'

Top 05 Ai prompts

Fullscoop
FULLSCOOP DIGITAL PVT. LTD.



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



Editor-In-Chief: Harshal Saraf
(National Creative Head, Fullscoop)



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May'23

Digital Roadmap

Social Media Calendar **May'23**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 -Maharashtra Day -Gujarat Day	2	3	4 -Intr. Firefighter Day	5 -Buddha Purnima	6
7 -Laughter Day	8	9	10	11 -National Technology Day	12 -Intr. Nurses Day	13
14 -Mother's Day -Bird Migratory Day	15 -Intr. Day of Family	16	17	18	19 -Intr. Hummus Day	20
21 -Intr. Tea Day	22 -Maharana Pratap Jayanti	23 -World Turtle Day	24	25 -Nati. Wine Day	26	27
28	29	30	31			



May'23

Digital Roadmap

Promotional Ideas For The Month



Looking for fresh ideas to promote your hotel & resort?

Look no further. We've got you covered with a range of monthly promotional ideas, including in-house activities, guest experiences, and social media engagement.

ROADMAP

[\(click here to view\)](#)



LATEST DIGITAL TRENDS

Exciting Additions and Enhancements



LinkedIn Algorithm In 2023 **IMPORTANT**

It's difficult to predict with certainty what the LinkedIn algorithm will look like in 2023, but there are a few trends that we can anticipate based on current developments. Here are a few possibilities

LinkedIn decides if your post is spam or genuine content, It will sort your content into one of three categories: spam, low-quality or high-quality.

- **Spam:**
 - You might get flagged as being spam if you use bad grammar or include multiple links in your post.
 - Avoid posting too frequently (more than every three hours), and don't tag too many people (more than five).
 - Hashtags like #comment, #like, or #follow can flag the system, too.
- **Low-quality:** These posts aren't spam. If you can't make your post engaging, the algorithm considers it low quality.
- **High-quality:** These are posts that follow all LinkedIn content recommendations:
 - The post is easy to read
 - Encourages responses with a question,
 - Uses three or fewer hashtags,
 - Incorporates strong keywords
 - Only tags people who are likely to actually respond.

TRENDING REELS

Social Media

Here Are Few Hot Reel Ideas & Their Ideations.



Top 05 Reel Content Idea!

For Hotels & Resorts

By showcasing different aspects of the hotel or resort, these reels can help potential guests get a better sense of what they can expect from their stay and create excitement around the property.

1. **Property Tour:** Create a reel showcasing the best features and amenities of the hotel or resort. This can include from the rooms and pool to the restaurants and spa.
2. **Guest Experience:** Share a reel that highlights the guest experience at the hotel or resort. This could include footage of guests enjoying activities like snorkeling, paddleboarding, or sunset dinners on the beach.
3. **Local Attractions:** Create a reel showcasing the local attractions and activities near the hotel or resort. This can include footage of nearby beaches, hiking trails, or cultural landmarks.
4. **Behind-the-Scenes:** Share a behind-the-scenes look at the hotel or resort. This could include footage of the kitchen, housekeeping, or maintenance staff, giving viewers a glimpse into what goes on behind the scenes to make their stay enjoyable.
5. **Seasonal Activities:** Create a reel showcasing the seasonal activities available at the hotel or resort. This could include footage of holiday events, winter sports, or summer beach activities.

TRENDING REELS

Social Media

Here Are Few Hot Reel Ideas & Their Ideations.

Top 05 Reel Content Idea!

For Hotels & Resorts



click to play

Few Hot
Reel Audios



Click to play



Click to play



click to play



click to play



Click to play



Click to play



click to play

RAW PHOTOS ARE IMPORTANT, WHY?

Top trending topics on social media



1. **Authenticity:** Raw photos give a more authentic and real feel to the hotel or resort. They show the actual colors, lighting, and environment in a more realistic way, which can make potential guests feel more connected to the property.
2. **Differentiation:** Raw photos can help hotels and resorts stand out from the crowd on social media. Many hotels and resorts use professional stock, edited photos that all look very similar. By using raw photos, a property can show a different side of itself and make potential guests take notice.
3. **Personalization:** Raw photos can also help hotels and resorts personalize their social media presence. By showcasing real-life moments, such as guests enjoying a meal or relaxing by the pool, a property can create a more personal connection with potential guests.
4. **Transparency:** By using raw photos, hotels and resorts can be more transparent about what their property actually looks like. This can help build trust with potential guests, who may be skeptical of overly-polished photos.

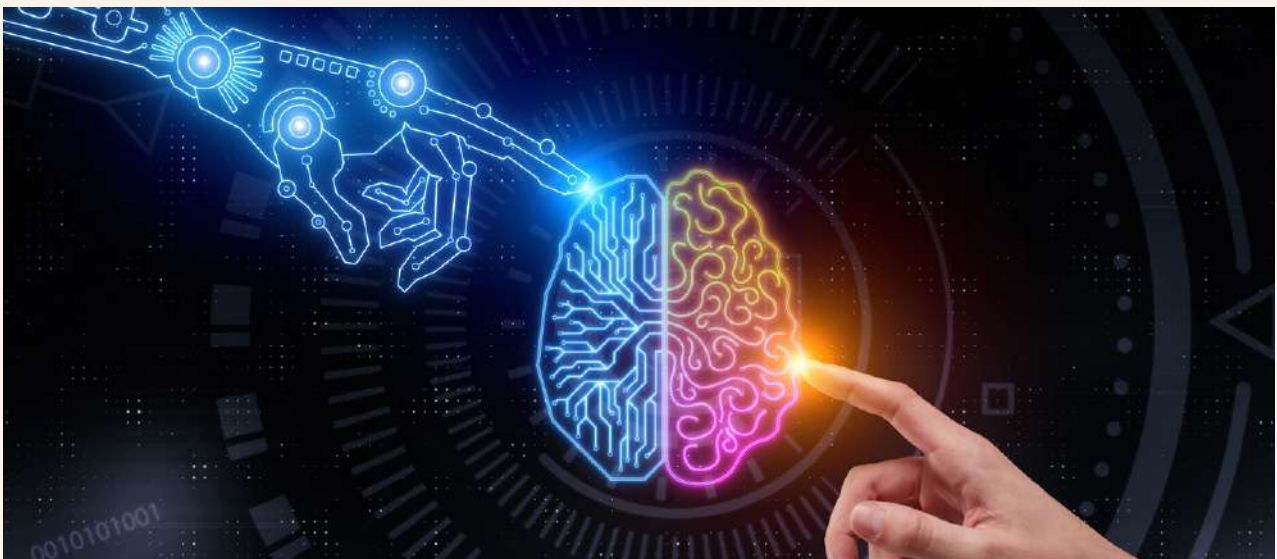
TOP 5 PROMPTS

TO RAISE SOCIAL MEDIA GAME FOR HOTELS & RESORTS

Top trending topics on social media



1. "Write a social media strategy for Instagram better engagement"
2. "Write a social media strategy for paid Instagram marketing"
3. "Social media strategy to utilize influencer marketing"
4. "Write few campaign idea for hotels and resorts"
5. "How to run Social media contest on Instagram"



CAMPAIGN BUZZ

Case Study: Novotel, Lucknow | Anniversary Promotion

6th Anniversary Campaign: Novotel, Lucknow Gomti Nagar

Crafting an Exceptional Hotel Anniversary Campaign,

- Planning a successful hotel anniversary campaign can be challenging. At Fullscoop Digital, our team of creative professionals is committed to delivering exceptional results for your event.
 - Developing a social media strategy
 - Creating creative & engaging content
 - Utilizing paid advertising
 - Leveraging user-generated content
 - Adjusting the strategy and more.

A social media agency can help create a successful anniversary campaign for Novotel, Lucknow by using their expertise in social media marketing to create engaging content, reach a wider audience, and drive business results.

We also created a voice-over video at Fullscoop Studio for the Women's Day reel at Novotel Lucknow to improve engagement and ensure clear communication.

[Reel](#)



CAMPAIGN BUZZZ

Case Study: Novotel, Lucknow | Anniversary Glimpses

6th Anniversary Campaign: Novotel, Lucknow Gomti Nagar



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News & Updates

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

BW HOTELIER
11,580 followers
4d

Fairmont Hotels & Resorts to open a new property in Agra
The luxury brand adds another iconic property to its portfolio, set to open in 2025

Read More: <https://lnkd.in/d/bg-NCGQ>

"Fairmont Agra will be situated in one of the most awe-inspiring destinations in the world, and I am confident that its strategic location, architecture, and breathtaking views will make it one of our top iconic properties. With the brand's exceptional standards, Fairmont Agra is set to offer an unforgettable experience to its guests"

Mark Willis,
CEO, Fairmont Hotels & Resorts



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RHG's luxury brand Radisson Collection arrives in India with its first signing in Hyderabad

Read More: <https://lnkd.in/d-MqVW3S>

BW HOTELIER **RADISSON** COLLECTION

"We are proud to introduce our luxury lifestyle brand Radisson Collection in India."

Zubin Saxena
MD & Area Sr Vice President,
South Asia, Radisson Hotel Group



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BW HOTELIER
11,580 followers
6d

Sayaji Hotels Ltd announces second property Effotel in Bhopal.

Read More: <https://lnkd.in/g/Z4vCmeE>

Bhuvanesh Khanna Ajith Kumar IR Saurabh Tankha

"We are looking to add more hotels to our existing portfolio in Madhya Pradesh which will further cater to the needs of business and leisure travelers"

Raof Dhanani
MD, Sayaji Hotels



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TODAY'S Traveller

"We are thrilled to open these two resorts in high-demand markets of Mussoorie and Chail"

Espire Hospitality Group launches 'Country Inn' resorts in Chail and Mussoorie
<https://www.todaystraveller.net>



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'My career has been extremely rewarding yet challenging'

Rajneesh Kumar, General Manager, Courtyard by Marriott Aravali Resort has completed 15 years with Marriott International

Read More: <https://lnkd.in/d/gfqyK7G>

"I believe hospitality is the only profession that allows you to truly follow that. It is an absolute privilege to be in the travel and hospitality sector. There is nothing more satisfactory for me than meeting each and every guest expectation and to continue to deliver outstanding experiences through each and every day"

Rajneesh Kumar, General Manager, Courtyard by Marriott Aravali Resort



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Rahul Panwar
General Manager at Accor
1mo

2 Awards in 2 Days 🏆

Very happy & proud of Grand Mercure Gandhinagar GIFT City, an Accor Hotel being recognised for Excellence in Sustainability Practices by Outlook Traveller and Semaroh Restaurant as Best Regional Premium Dining Restaurant in Ahmedabad & Gandhinagar by Times Food & Nightlife Guide 🏆

#sustainability #food #restaurant #awards #accorliveinlimitless



click to read more

Sources: Today's Traveller, BW Hotelier, LinkedIn

INFLUENCERS

Activities for Generating Social Media Content

The Fern, Goregaon: Influencers Visit

The Fern, Goregaon collaboration with influencers that has resulted in a viral engagement, amassing over 31.7+k views and 2.5+k likes on the content.

This level of engagement highlights the success of Fern's influencer campaign in Goregaon. By partnering with local influencers, Fern was able to tap into their follower base and reach a wider audience.

This not only resulted in an increase in brand awareness but also generated a significant amount of interest and buzz around Fern's hospitality. The high number of views and likes on the content is a testament to the effectiveness of influencer marketing in driving engagement and sales.

[Click Here To View](#)



PHOTOSHOOT

Activities for Generating Social Media Content

Marriott Executive Apartments, Hyderabad: Photoshoot

Fullscoop Digital recently conducted a photoshoot to create content for Marriott Executive Apartments, Hyderabad.



PHOTOSHOOT

Activities for Generating Social Media Content

Marasa Sarovar Portico, Rajkot: Photoshoot

Fullscoop Digital recently conducted a photoshoot to create content for Marasa Sarovar Portico Rajkot.





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: business@fullscoop.in

Happy chatting!



Manish Vaswani

Chief Creative Officer

