

# Scoop it!

**JUN'23**

Digital Roadmap

**LATEST**

DIGITAL TRENDS

**HACKS & TIPS**

FOR REELS MUSIC

**NEWS &**

Updates

## WHAT'S IN

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



**Komal Narang**  
Head Of Marketing, Fullscoop Digital

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# Jun'23

Digital Roadmap

## Social Media Calendar **Jun'23**

1st June, Thu  
**World Milk Day**

14th June, Wed  
**World Blood Donor Day**


2nd June, Fri  
**Telangana Formation Day**


 18th June, Sun  
**Father's Day**

3rd June, Sat  
**World Bicycle Day**


18th June, Sun  
**International Picnic Day**

 5th June, Mon  
**World Environment Day**

 18th June, Sun  
**International Sushi Day**

 7th June, Wed  
**World Food Safety Day**

 21st June, Wed  
**International Yoga Day**

 7th June, Wed  
**National Chocolate Ice-Cream Day**

 21st June, Wed  
**World Music Day**

8th June, Wed  
**World Ocean Day**

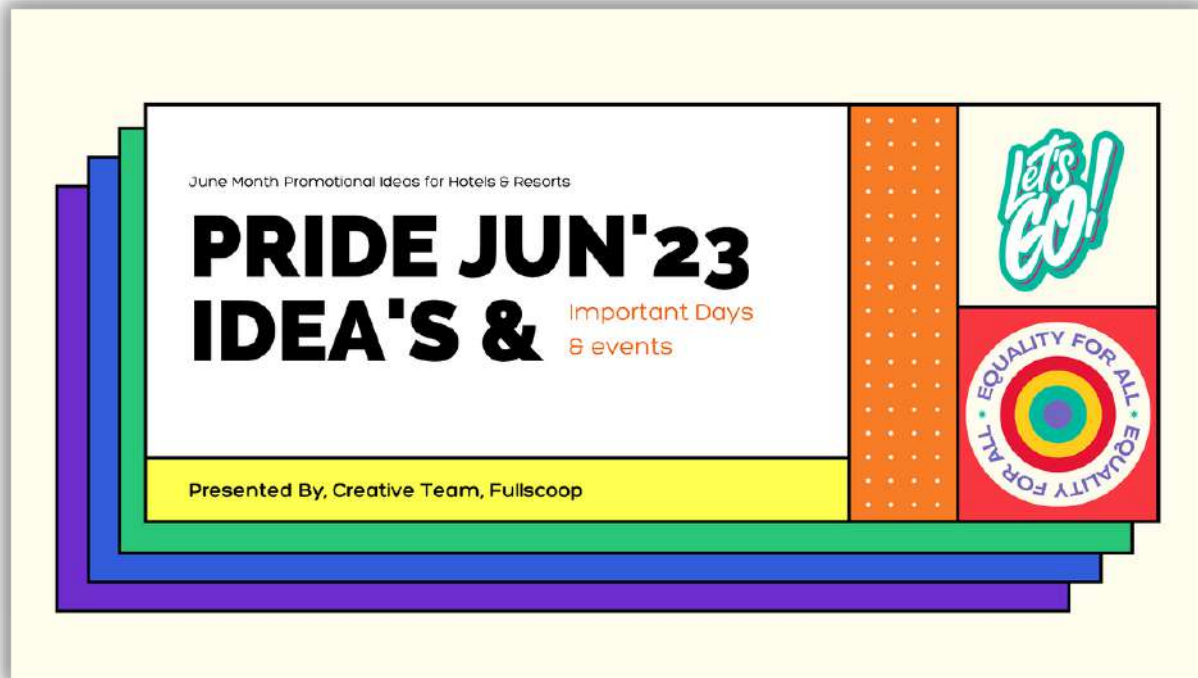
 30th June, Fri  
**Social Media Day**



# Jun'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



## New **Instagram** Updates **2023**

Now You Can Link Upto **05** Links In Your Bio.

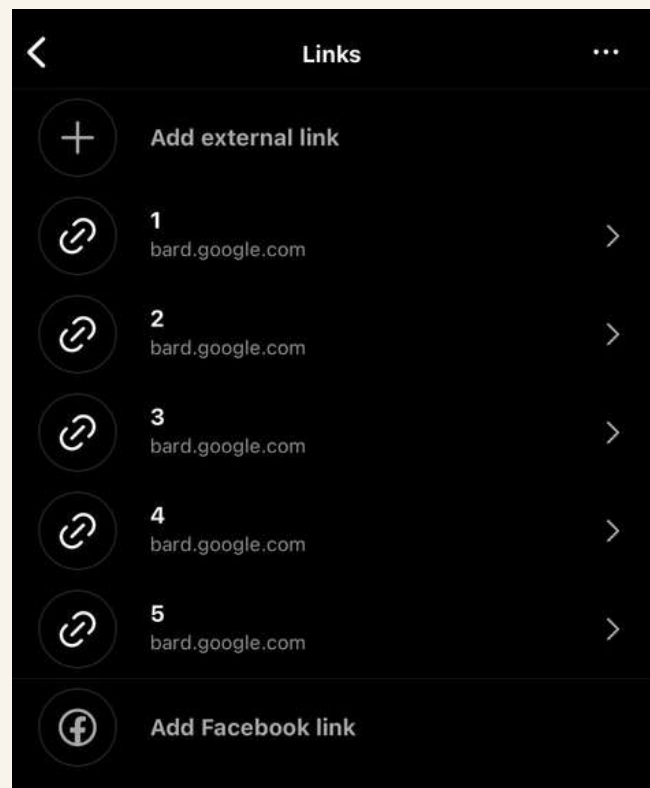
### **STEP:1**

Tap on *edit profile* button, on profile

### **STEP:2**

Click on *links*

### **Step:3**



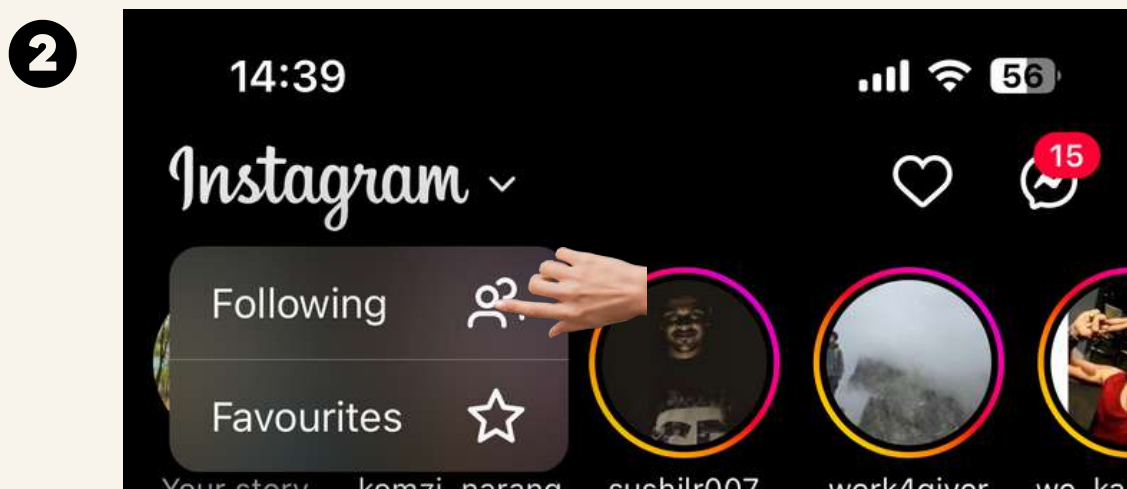
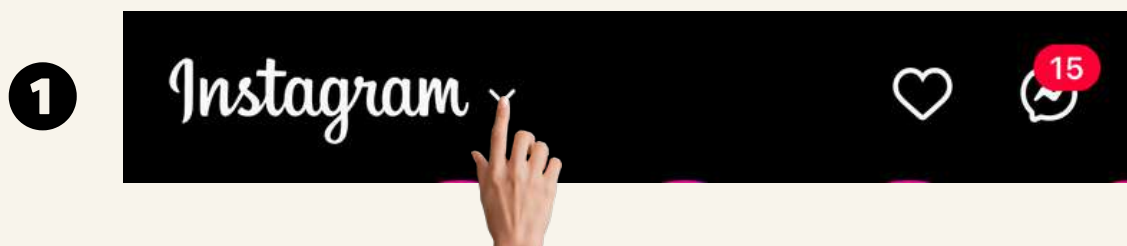
# LATEST DIGITAL TRENDS

Exciting Additions and Enhancements



## New **Instagram** Updates **2023**

Now Avoid All Unwanted/ Sponsored Posts On Instagram





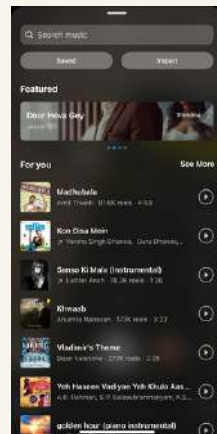
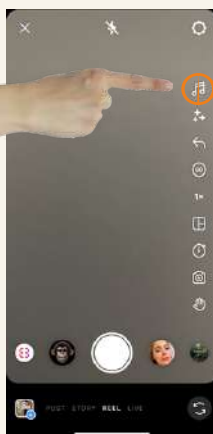
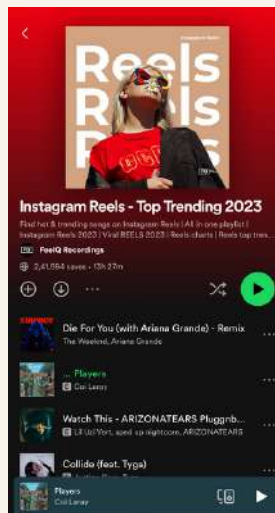
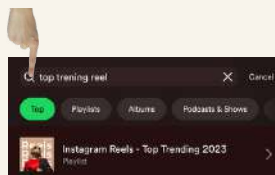
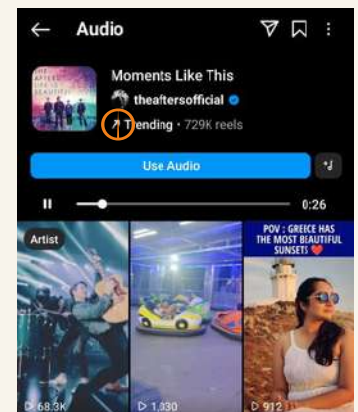
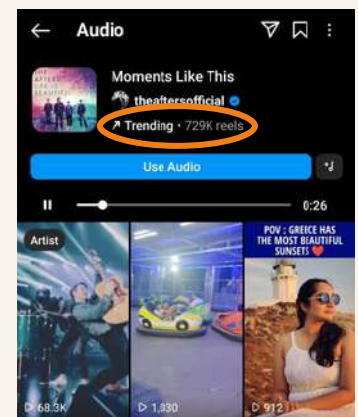
# LATEST DIGITAL TRENDS

Exciting Additions and Enhancements



## How To Find Trending Sounds on Instagram.

1. Look for an arrow next to a song.
2. Check the suggestions when creating a Reel.
3. Scroll through Reels and look for repetition.
4. Check the numbers.
5. Look at Spotify playlists.



# INSTAGRAM ADS

Digital Ads

Here Are Few Ads Updates For Instagram

## Trending **04** Types Of Instagram Ads

For Hotels & Resorts

Instagram evolves with new features, including updates to its ads. These additions provide businesses and advertisers with more options to create captivating and successful ad campaigns.

### 1.Reels Ads:

Reels is a newer feature on Instagram that allows users to create and share short, engaging video clips.



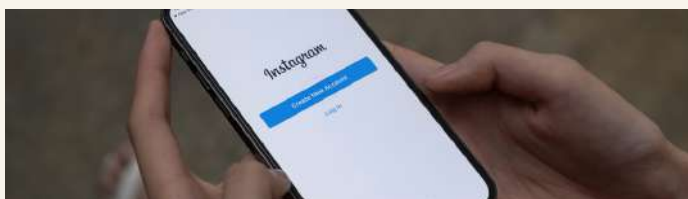
### 2.Branded Content Ads:

Branded content is when an influencer or creator creates content that promotes a product or service, with the brand's approval.



### 3.Dynamic Ads:

The ads are automatically generated based on user behavior, such as products they have viewed or added to their cart.



### 4. Instagram Live Ads:

Instagram Live is a popular feature for creators and businesses to connect with their audience in real-time.

Overall, these new features for Instagram ads offer more options for businesses to create engaging and effective ads.



By: Ayushi Chopra



# TOP 03 WAYS CONNECT

Digital Ads

Here Are Few Ads Updates For Instagram

## Top 03 Ways to connect with your guests via. social media.

For Hotels & Resorts

### 1. Use testimonial videos & ask them to share one too:

Testimonial videos are a powerful way to showcase the positive experiences that guests have had at your hotel.

You can create your own testimonial videos by filming satisfied guests and asking them to talk about their stay.



### 2. Use Social Media Poll:

You can use social media polls, surveys, and comment sections to ask for opinions and feedback. Once you have gathered feedback

it is important to implement changes based on the feedback you receive, which will help you to improve the guest experience.

### 3. Showcase real-time content on Social Media:

To showcase real-time content on social media, hotels can use features such as Instagram Stories and Facebook Live to share live updates and behind-the-scenes glimpses of the hotel's offerings



You can share photos and videos of the hotel's amenities, events, and other activities, and respond to guest comments and queries in real time, creating a more personalized and engaging experience.



By: Batul Mohammed

# DIGITAL TRAINING WORKSHOP

Social Media

How Fullscoop Can Help In Improving Your Digital Presence

## Digital Training Workshop:

### Namah Jim Corbett, a Member of Radisson Individuals

Fullscoop recently conducted a digital training workshop at Namah Jim Corbett, a member of Radisson Individuals. The workshop focused on HOD trainings, live content generation, and other relevant topics, providing valuable insights for the hotel industry.

## How To Highlight The USP's,

Unveil the essence of hotels and resorts in 30 words by showcasing their standout USPs: **stunning vistas**, opulent **amenities**, exceptional service, **delectable cuisine**, rejuvenating **spa**, and prime location, ensuring an extraordinary and unforgettable experience.

## What Should Be The Best Camera Setting,

Go to Video settings and change the default video to, **4k/ 60fps or 4k/ 30fps or 1080p/60 fps or 1080p/30 fps**. not less than this.

## New Updates & Latest Digital Trends,

**WeTransfer/ SendGB** for seamless data transfer, Instagram hacks for enhanced engagement, quick video editing tools, and more to elevate your online presence.

## Content Generation,

Conducted live content generation to showcase the unique selling points (USPs) and **exceptional experiences** of the resort, ensuring captivating and engaging content that captures the **essence of the property**.

Reel



Reel



# News & Updates

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



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**MarCom: The women-dominated role in male-dominated industry**

[click to read more](#)



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Sources: Today's Traveller, BW Hotelier, LinkedIn

# INFLUENCERS

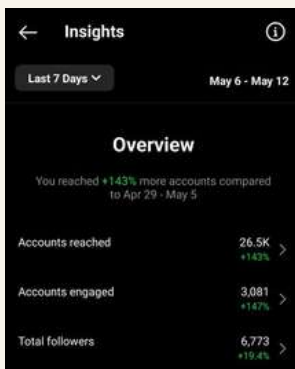
Activities for Generating Social Media Content

## Fairfield Mumbai International Airport: Influencer Visit

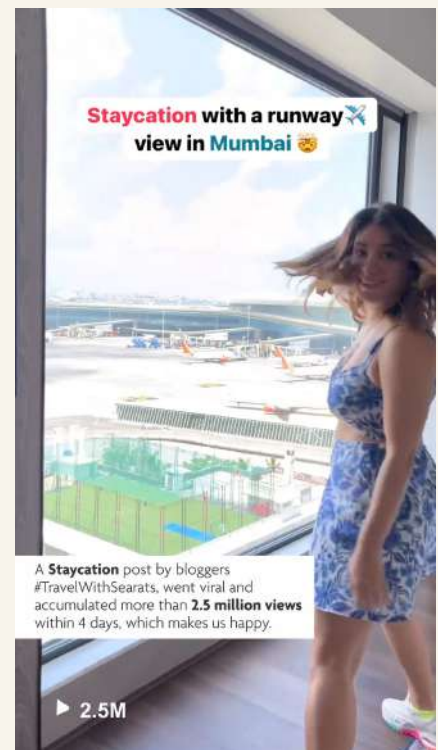
Fairfield by Marriott Mumbai International Airport **collaboration** with influencers that has resulted in a viral engagement, amassing over **23.8K** views and **857** likes on the content.

This level of engagement highlights the success of Fairfield Mumbai's **influencer campaign** in Mumbai. By partnering with influencers, Fairfield Mumbai was able to tap into their follower base and reach a wider audience and reach the targeted followers.

This not only resulted in an increase in brand awareness but also generated a significant amount of **interest and buzz** around Fairfield Mumbai. 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

## DoubleTree By Hilton, Gurgaon: Photoshoot

Fullscoop Digital recently conducted a photoshoot to create content for DoubleTree By Hilton, Gurgaon.







## 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](mailto:business@fullscoop.in)

Happy chatting!



**Manish Vaswani**

*Chief Creative Officer*

Fullscoop



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