

# Scoop it!

**JUL'23**  
Digital Roadmap

**LATEST**  
DIGITAL TRENDS

**NEW**  
**BRAND**  
LAUNCH

**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



Yash Vasani | Client Service Manager



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



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# Jul'23

## Important Days

Clean Beaches Week	1 - 7 Jul
<b>Doctor's Day (National)   International Joke Day   GST Day   CA Day</b>	<b>1 Jul, Sat</b>
<b>Thank You Day</b>	<b>2 Jul, Sun</b>
National Disco Day	2 Jul, Sun
July Jackfruit Day	4 Jul, Tue
National Caesar Salad Day	4 Jul, Tue
<b>World Chocolate Day</b>	<b>7 Jul, Fri</b>
National Sugar Cookie Day	9 Jul, Sun
<b>National Pina Colada Day</b>	<b>10Jul, Mon</b>
World Population Day	11Jul, Tue
<b>National Mojito Day</b>	<b>11Jul, Tue</b>
World Paper Bag Day	12 Jul, Wed



# Jul'23

## Important Days

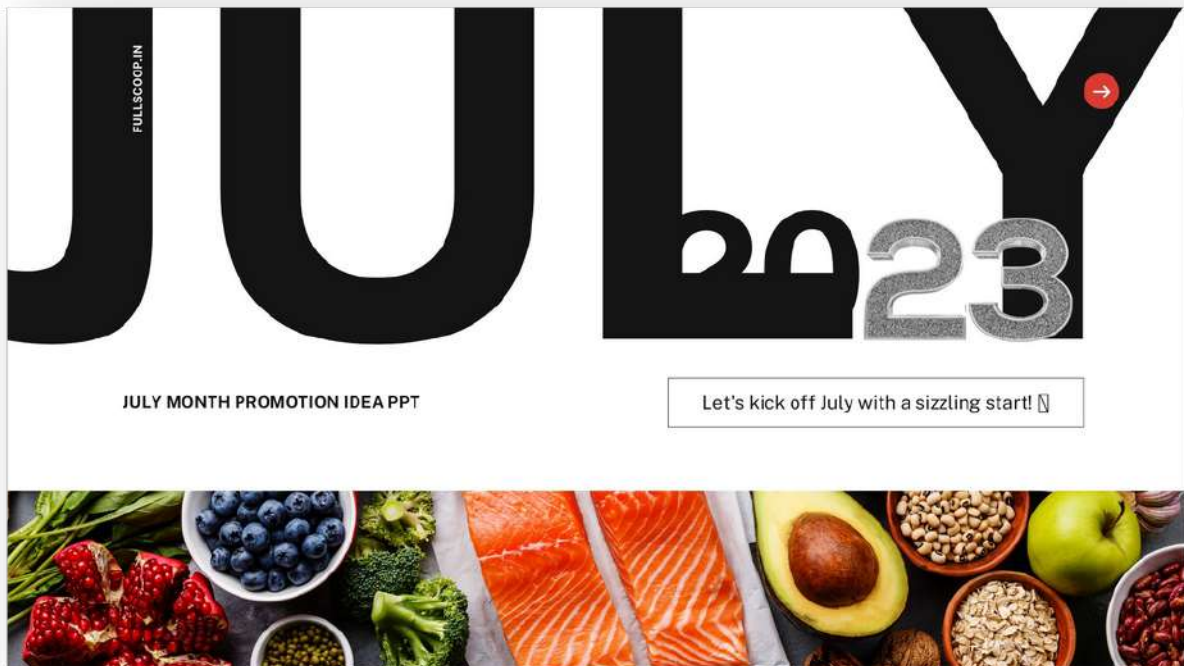
<b>National French fries Day</b>	<b>13 Jul, Thu</b>
<b>World Kebab Day</b>	<b>14 Jul, Fri</b>
AI Appreciation Day	16 Jul, Sun
Guru Purnima	16 Jul, Sun
<b>World Emoji Day</b>	<b>17 Jul, Mon</b>
World Chess Day	20 Jul, Thu
<b>National Parents Day</b>	<b>23 Jul, Sun</b>
One Voice Day	26 Jul, Wed
<b>Kargil Vijay Diwas</b>	<b>26 Jul, Wed</b>
World Nature Conservation Day	28 Jul, Fri
<b>International Tiger Day</b>	<b>29 Jul, Sat</b>
International Day of Friendship	30 Jul, Sun



# Jul'23

Digital Roadmap

## Promotional Ideas

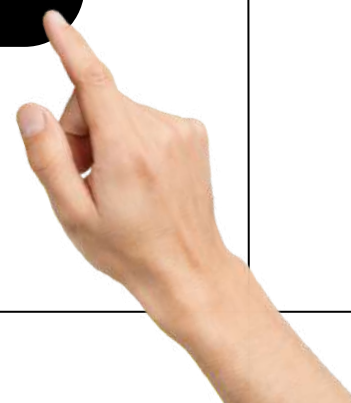


## Looking for fresh ideas to promote your hotel & resort?

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

## Instagram **Algorithm** Update ↗



**Exciting news**, folks! **Instagram** has just rolled out a marvelous update to their algorithm, aimed at bringing you closer to the posts you truly love. But have you ever wondered how this incredible machine actually works? And more **importantly**, how can you be a shining star and make your content shine brighter than ever? Let me take you on a delightful journey to explore these questions!

### **Instagram Ranks Content After Update**

- Relevance
- Engagement
- Newness
- Timing
- Location

### **How Creators Need to Update**

- Use of vertical videos
- More Meaningful Comments
- More Influencers Collaboration
- Use of more In-built features

# Social Media Presence

and its Importance!



In today's digital age, establishing a strong social media presence is Way too **important** for any other business brand across industries, and the **hospitality sector** is no exception. Hotel brands have recognized the immense potential of social media platforms in reaching and **engaging** with their **target audience**, driving **brand awareness**, and ultimately, **increasing bookings**. Let us further explore the importance and positive impacts of social media presence.

## To engage potential audience

Social media provides a direct line of communication between brands and their potential audience. Engaging them through some online contests, various offers and quizzes that create a nice brand image for any business.



## Competitor analysis

In today's time, social media reflects the brand image in the market. To know about your competitors and their position in the market you can easily get their insights from social media and plan your online presence that stands stronger.

## Helps in Generating ROI

Post-COVID, it has become difficult for hotels to expect ROI but with a strong digital platform & proper utilization of tools, it is easy to generate new revenue and expect stronger returns from Social Media.



Tools like Google Analytics and Google Search Console, you can get deeper insights of both organic and paid promotion you have been doing on social media.



By: Mehak Kalra

# BENEFITS OF BLUE TICK



## Embark on an extraordinary INSTAGRAM adventure

Prepare to embark on an extraordinary Instagram adventure with the mystical Blue Tick by your side! Here are the enchanting benefits that await you:

**Verification Badge:** Unleash your uniqueness upon the digital realm, standing out as a beacon of authenticity and credibility.

**Extra Account Security:** Shield yourself from the shadow of impostors and sleep soundly knowing that your account is fortified against ill-intentioned interlopers.

**Direct Support:** Journey alongside a dedicated team of Instagram experts, guiding you through the intricate pathways of the platform, offering insights and assistance.

☆☆ **More Unique Stickers:** Enter a whimsical world where stickers come alive, adding a touch of magic and creativity to your stories that will leave your followers spellbound.

Unleash your true potential on Instagram, where your Blue Tick bestows upon you a realm of opportunities and unlocks the secrets to captivating your audience. Step into the realm of the Blue Tick and let your digital presence shimmer with unmatched allure!





# SNAPCHAT UPDATE- ADS

# SNAP THAT CHAT



**Grow** your business with Snapchat. **Reach new audiences** and connect with customers using creative ad formats and engaging content.

- Snapchat Ads are for every business, big or small. Use Snapchat's **full-screen, immersive ads** to engage your audience in an impactful way.
- Connect with a younger **demographic** If your business wants to **connect** with people under the age of 35, Snapchat is the place to be. Start Snapping and create campaigns! Now that you've got a Snapchat Business Account, you're ready to start advertising. Creating Snapchat **advertising campaigns** can help you reach your target audience and start designing fun, quirky content that fits your business tone, helps you know your audience and track Snapchat metrics.

## **New features:**

- Snapchat is available on the web & can help users to let go of their phones and switch to their laptop browsers to continue conversations.
- You can **see** how many friends **rewatch Snaps** that you post to My Story, private Stories or shared Stories (as long as the Story has more than one view).



By: Komal Narang



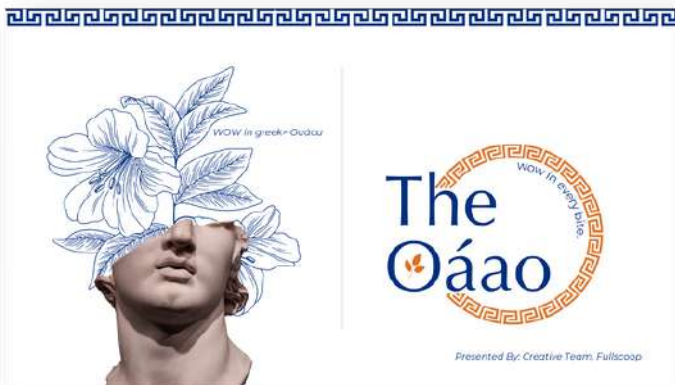
# NEW RESTAURANT BRANDING & LAUNCH

Case Study

## CRAFTING AN ARTISTIC TAPESTRY

### Unveiling "The Oáao" - A Culinary Odyssey

Prepare to embark on a tantalizing journey as we reveal "The Oáao," a Greek-themed restaurant nestled within the enchanting confines of **Country Inn, Manipal**. Fullscoop Digital takes pride in orchestrating this mesmerizing branding project, where we transformed a mere concept into a captivating culinary odyssey.



(Click To View)

As branding alchemists, we kindled the flame of identity, breathing life into "The Oáao" through a captivating logo, a Serene-like tagline, and visual elements that included Greek charm. Each stroke of our creative brush brought forth an identity that would tantalize taste buds and ignite the spirit of exploration.

### Greek Essence

Through a symphony of creativity, Fullscoop Digital meticulously curated the visual and verbal elements that would bring "The Oáao" to life. We conjured a mesmerizing logo, an enchanting tagline, and a harmonious fusion of colors, fonts, and imagery, ensuring that every touchpoint reflected the essence of Greek hospitality.



### Digital Platform

With our digital brush in hand, we crafted a symphony of social media enchantment, designed to captivate and engage. Our branding vocabulary danced across platforms, weaving together tantalizing content, visually stunning imagery, and strategic messaging, casting a spell of irresistible allure.

IG Handle [CLICK HERE](#)

# NEWS & UPDATES

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



Lemon Tree celebrates recognition by Great Place To Work India among India's Best Com...

hotelierindia.com • 2 min read

[click to read more](#)



"This is our 5th hotel in Himachal Pradesh and with it, we reiterate Fortune Hotels' dedication to delivering memorable experiences and impeccable service across our 49th location in India"

**Samir MC**  
MD, Fortune Park Hotels

**BW HOTELIER**  
BWHOTELIER.COM

Fortune Hotels opens pristine property in Khajjia  
bwhotelier.businessworld.in • 2 min read

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Clarks expands to Ahmedabad with the launch of The Cube-Clarks Collection - Hotelier India

hotelierindia.com • 2 min read

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Delhi-NCR welcomes its first Hilton hotel - Hotelier India

hotelierindia.com • 2 min read

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Breaking Boundaries: How Novotel Guwahati GS Road champions inclusivity in hospitalit...

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Sources: Today's Traveller, BW Hotelier, LinkedIn

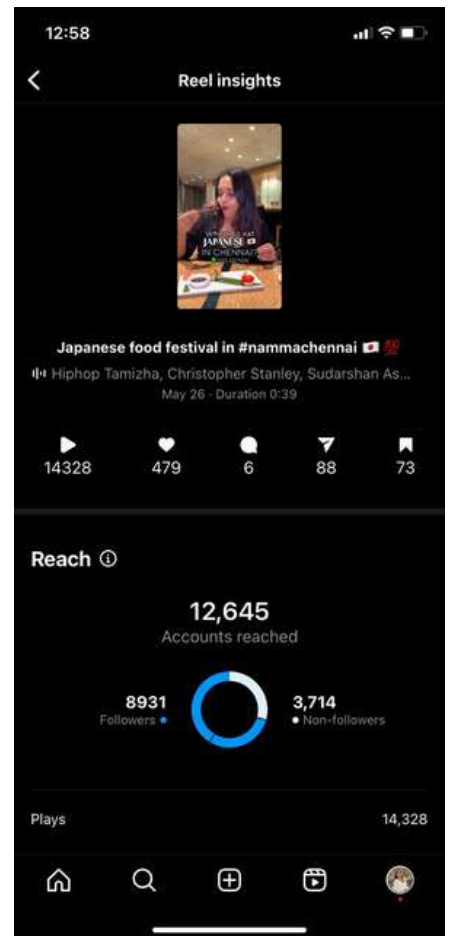
# CREATING MEMORIES

One Post at a Time: Influencers Conquer Hotels!

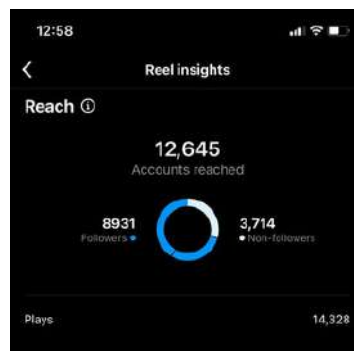
## Six 'O' One- The Park Chennai: Influencer Visit

Six 'O' One- The Park Chennai collaboration with influencers that has resulted in a viral engagement, amassing over 14.5K views and 470+ likes on the content.

This level of engagement highlights the success of Six-'O'-One, of The Park Chennai influencer campaign in Chennai. By partnering with influencers, The Park Chennai was able to tap into their follower base and reach a wider audience and reach the targeted followers.



click to Play



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

# LENS & LUXURY

Capturing the Essence of Hotels for Social Media Delight!

## Hilton Mumbai: Photoshoot

Fullscoop Digital recently conducted a photoshoot to create content for Hilton Mumbai.



# SOME ADDITIONAL TIPS & TRICKS

## Best Video Setting

- For **iOS** Users
  - 4k/ 1080p x 30/ 60 fps

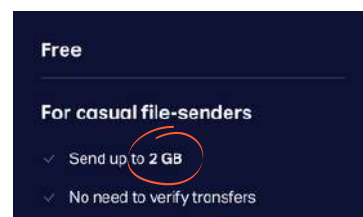


- For **Android** Users
  - Open the Camera app.
  - Tap on the Settings icon (three dots in the top right corner).
  - Tap on Video resolution.
  - Select the desired resolution.
  - Tap on Done.

## How To Transfer High Quality Photo/ Video To Agency.



Send GB



We Transfer



# 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 deliver 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*

FullscOp



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