

MARKETING GAMECHANGERS

HOW UK HOSPITALITY CAN LEVERAGE SOCIAL
AHEAD OF REOPENING TO THE PUBLIC



RESOURCE GUIDE

As a result of the pandemic, new consumer behaviors and travel trends have emerged. Our comprehensive resource guide shares how leaders in the hospitality space can take advantage of this insight.

4 KEY INSIGHTS



SOCIAL MEDIA IS THE NEW GO-TO

Build valuable consumer trust and long-term loyalty by employing a more comprehensive social media marketing strategy

CONSUMER TRUST CONTINUES TO BE KEY

Remain true to your messaging and voice while disseminating important updates and information, as authenticity and value-driven content remains vital.

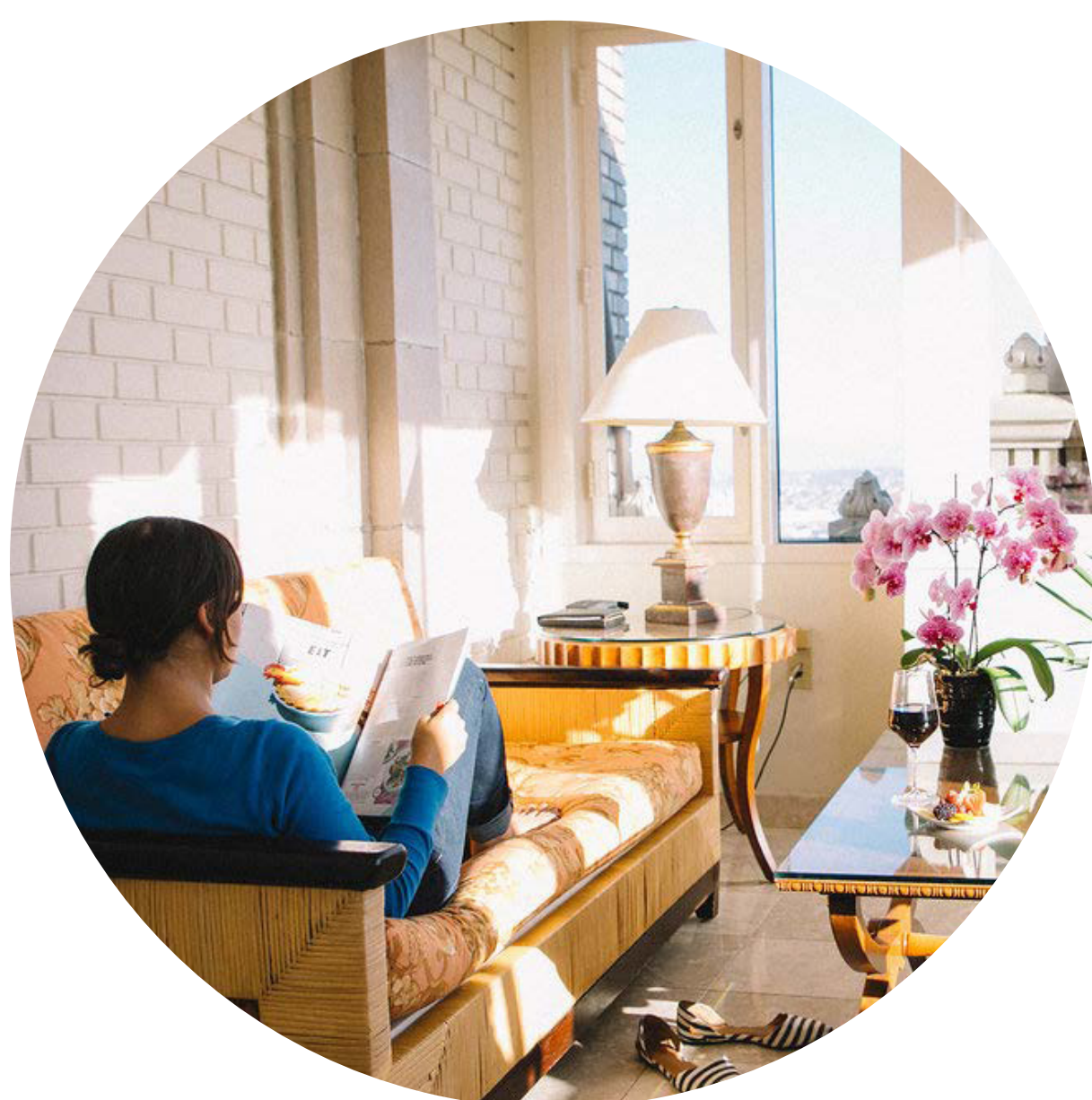


UNDERSTANDING EVOLVING BEHAVIORS OF TARGET AUDIENCES IS VITAL

Reevaluating your target audiences and what their new travel preferences are will provide key insight for paid and organic social marketing efforts

DOMESTIC TRAVEL WILL DOMINATE THROUGH SPRING

Data shows most UK travelers showed a preference towards road trips and staycations as opposed to traveling to foreign countries.



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