Facebook
Hotel
Playbook

FACEBOOK

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01. Landscape and Our Recommended Approach

The COVID-19 outbreak has affected businesses around the world. Employee health, work patterns, production and consumer habits have all been affected.

The travel industry has been hit especially hard with an estimated $2.1T loss to the industry globally.[1]

And the hospitality industry has similarly been impacted as consumers change their habits. In fact, across major chains, occupancy was down to <15% in April 2020 and only slowly started to recover in Q3 2020.[2]

Among people surveyed globally, 94% have changed their behavior due to the COVID-19 outbreak.[3]

And with 70% of people surveyed globally saying they are "now spending more time on their smartphones," hoteliers must continue to adopt mobile-first strategies.[3]

With this continued shift of consumer behavior comes an opportunity to redefine media strategies and focus on driving new demand for hotels, regaining consumer trust and fortifying customer loyalty.

With scale, targeting, impactful creative and people-based measurement, Facebook apps and technologies help hoteliers like you connect with potential travelers where they are—on mobile and across the entire journey.

Source: [1]Grillot, P., & Franken, P. (2020, April 05). "How hard will the coronavirus hit the travel industry?"
[2]Bernstein Tourism/Hotel Report, May 2020
[3]Facebook IQ source: GlobalWebIndex, survey of people in AU, BR, CN, DE, ES, FR, GB, IT, JP, PH, SG, US, ZA, Mar 16–20, 2020

02. Travel and Hotel Insights

Travel can be stressful, but accommodations and finding a great place to stay shouldn't be.

Digital is influencing each and every stage of the consumer's hospitality journey. They are inspired to travel, seek out online reviews and recommendations, demand fast and easy responses and increasingly desire authenticity in all experiences. Providing positive digital experiences, especially on mobile, is a must.

Facebook apps provide a variety of ways for you to authentically connect with customers across the entire customer journey. Our tools help to facilitate discovery and inspiration, as well as demand generation and demand capture.

During the average planning period, travelers spend 5x more time on Facebook than on travel-related apps, sites and searches.[4]
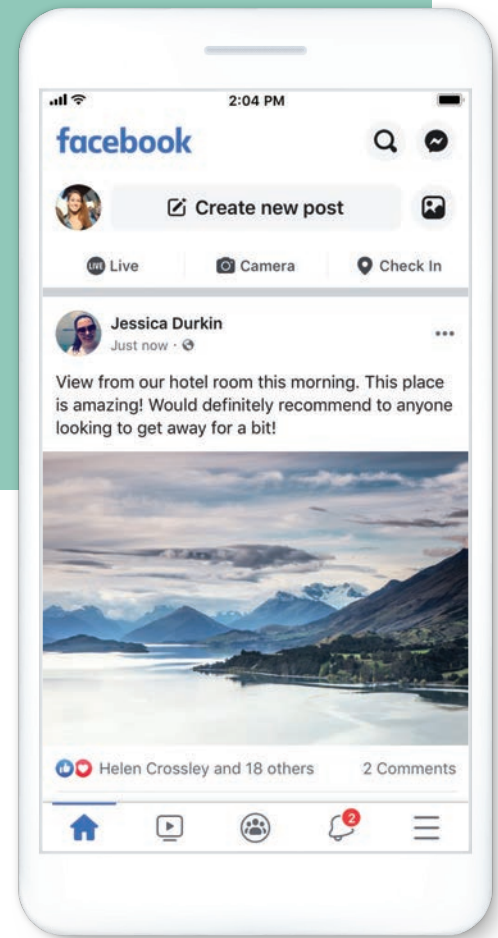
70% | of travelers use Facebook every week[5]
64% | of travelers use Instagram every week[5]

76% of people on Facebook in the US say they use it for travel-related purposes like sharing travel experiences, seeking out travel advice and checking into places while traveling.[6]

Source: [4]Facebook IQ Source: "Passive Digital Travel Research Journey" by GfK (Facebook-commissioned passive observation of digital browsing, search and app behavior of 97 people in the US ages 18–64 during the three-month period before they booked a trip), Nov 2015–May 2016
[5]"Travel Loyalty Study by Accenture (Facebook-commissioned online study of X respondents ages 18+), US, Dec 2018–Feb 2019."
[6]Facebook VIP: Travel (USA) Insights Report Travel Consumer Journey Study by Accenture - Facebook-commissioned online study of 1,054 respondents ages 18+, US, July 2018
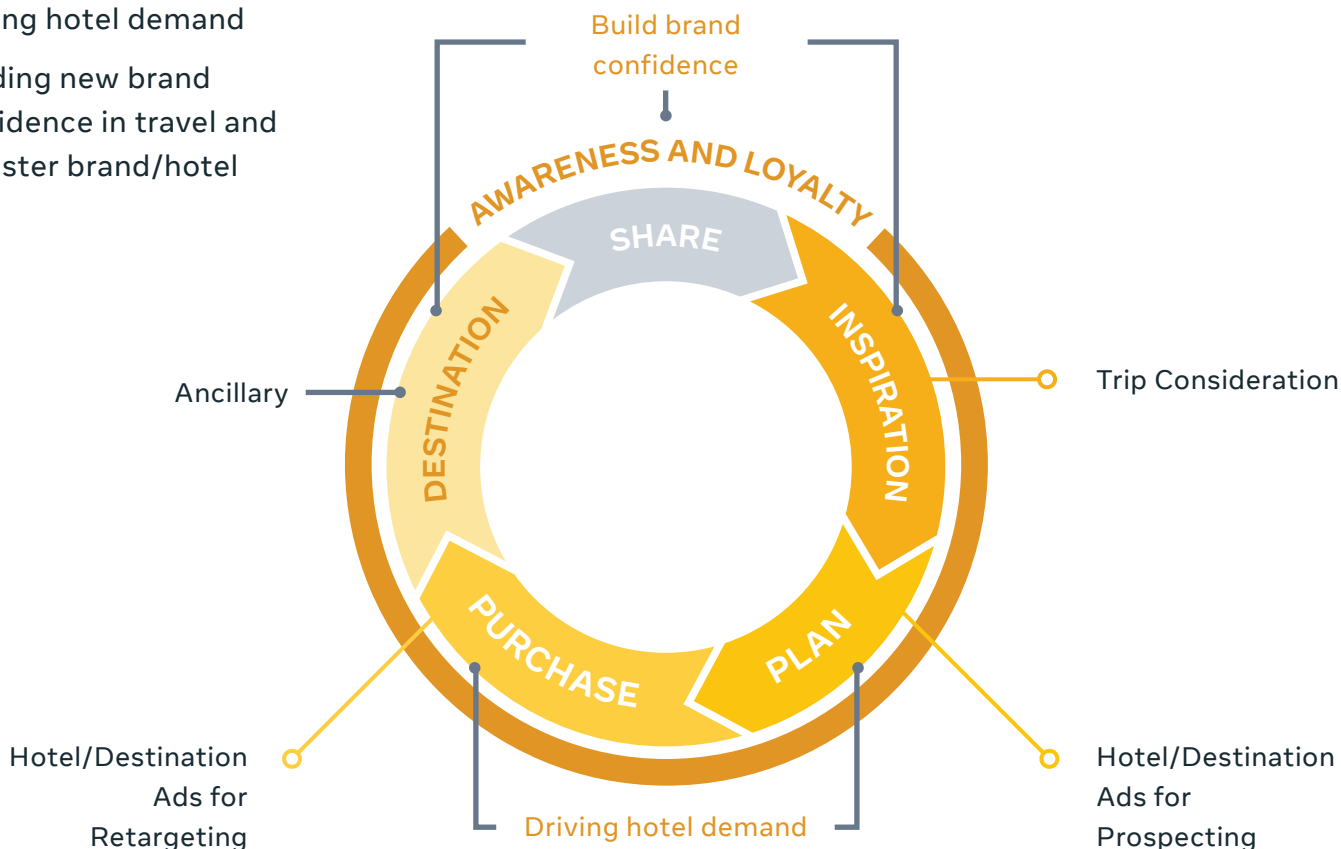
03. Hotel Strategy on Facebook

This document highlights strategic media opportunities, creative best practices, measurement solutions and nimble testing recommendations to help hoteliers achieve success on Facebook by:

1. Driving hotel demand

2. Building new brand confidence in travel and a master brand/hotel

While corporate marketing groups may be most focused on the latter, driving demand will be top of mind for hotels worldwide, from individual property/franchise owners to corporate loyalty teams.

Build brand confidence

AWARENESS AND LOYALTY

SHARE

INSPIRATION

DESTINATION

Ancillary

Trip Consideration

PURCHASE

PLAN

Hotel/Destination Ads for Retargeting

Hotel/Destination Ads for Prospecting

Driving hotel demand

04. Drive Hotel Demand
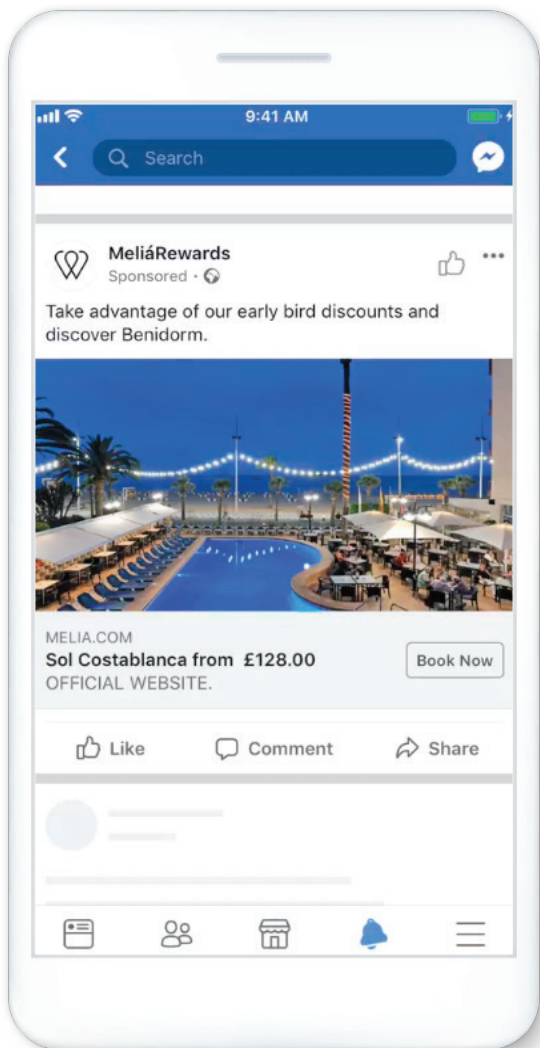
Helping to drive demand for hotels will be a critical first step to a successful recovery. Facebook's dynamic travel ad products can be leveraged to acquire new customers and drive demand from travelers who are already considering your brand. When driving demand, the need for frictionless and cultivated experiences is imperative.

These strategies are a recommended approach to start, but may not reflect optimal setup as a hotelier tests into different optimizations and creative.

60%

of hotel guests book on mobile due to convenience— so it's important to make the experience seamless[7]

Hotel media strategies for Retargeting:

	DYNAMIC RETARGETING	STANDARD RETARGETING
MEDIA GOAL	**Invigorate recent site visitors to book.** Acquire, convert and continue to retain guests who have shown interest in your brand.	
PLANNING	Use site visitor sizing for guidance on budget and reach/frequency.	
OBJECTIVE	Hotel ads for retargeting, leveraging a hotel feed.	Conversion (Search, ViewContent, InitiateCheckout)
TARGETING	Retarget ads to people with dynamic content from your feed to reach those who have visited your website within the past 30 days. Exclude recent bookers.	Retarget ads to people with static assets to reach those who have visited your website within the past 30 days. Exclude recent bookers.
OPTIMIZE	Purchase event or ROAS from pixel.	
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.	
MEASUREMENT	Run conversion lift studies to measure the incremental impact of your campaign on bookings and ROAS; ideally include online bookings via the Facebook pixel, mobile app bookings via the SDK or an MMP and offline bookings via the Offline Conversions API. Leverage split testing to race variables and determine winning ads. Custom conversions can be set up to understand individual hotel-level bookings.	
CREATIVE TYPE	Hotel feed with each hotel containing one image asset in 16:9 spec size (Note: Hotel ads don't yet allow video). Ensure high-quality hotel feed image.	Mix of video and static assets with strong CTAs, ideally each in multiple spec sizes (1:1, 4:5, 9:16) to swiftly opt into multiple placements.
CREATIVE MESSAGING	Why should potential travelers book with your brand for their upcoming trip?	
CREATIVE EXAMPLES	Highlight cancelation policies, flexible booking options, early bird/last-minute rates, reassure visitors by calming their safety concerns (all driving immediate CTA). Show discount/promotion. Ideally add overlays (price, dates, city, property name) to capture attention.	

Hotel media strategies for Prospecting:

DYNAMIC PROSPECTING

MEDIA GOAL	**Dynamically inspire and drive intent from prospective travelers**. Discover untapped prospects by reaching people who have travel intent to a particular destination, leveraging information on people's online browsing activity, behavior, interests and travel history.
PLANNING	Use travel insights for guidance on recommended budget and reach/frequency for certain hotels.
OBJECTIVE	Hotel ads for prospecting, leveraging a hotel feed. Destinations ads for prospecting, leveraging a destination feed for more upper-funnel prospecting.
TARGETING	Use broad audiences with dynamic content from your feed to reach people who are in-market to travel with a destination in mind but who haven't visited your website. Exclude recent bookers. Can target the entire feed or build hotel sets to target a subset of hotels (i.e., need markets).
OPTIMIZE	Search or Purchase event from pixel.
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.
MEASUREMENT	Run conversion lift studies to measure the incremental impact of your campaign on bookings and ROAS; ideally include online bookings via the Facebook pixel, mobile app bookings via the SDK or an MMP and offline bookings via the Offline Conversions API. Leverage split testing to test variables and determine winning ads. Custom conversions can be set up to understand individual hotel-level bookings.
CREATIVE TYPE	Hotel feed with each hotel containing one image asset in 16:9 spec size (Note: Hotel ads don't yet allow video). Ensure high-quality hotel feed image.
CREATIVE MESSAGING	Why should potential travelers book with your brand for their upcoming trip? Re-inspire travelers.
CREATIVE EXAMPLES	Re-ignite travel inspiration with beautiful destination content of local/domestic properties. Highlight confidence messaging via loyalty program changes and flexible cancelation policies. Test overlays (destination) to capture attention.

DRIVING DEMAND WITH BOOST PROGRAMS

Some loyalty programs offer individual hotels the ability to amplify direct booking efforts as top-ups to broader corporate/enterprise campaigns. These amplification efforts use Dynamic Hotel Ads, leveraging a master hotel feed of image assets, and are available in certain regions.

Reach out to your corporate marketing team to find out if your brand offers these boosting efforts in your region.

Stewart Hotel[8]

The New York City hotel ran Facebook hotel ads to drive more direct bookings, and saw a 50X increase in return on ad spend compared to standard retargeting campaigns.
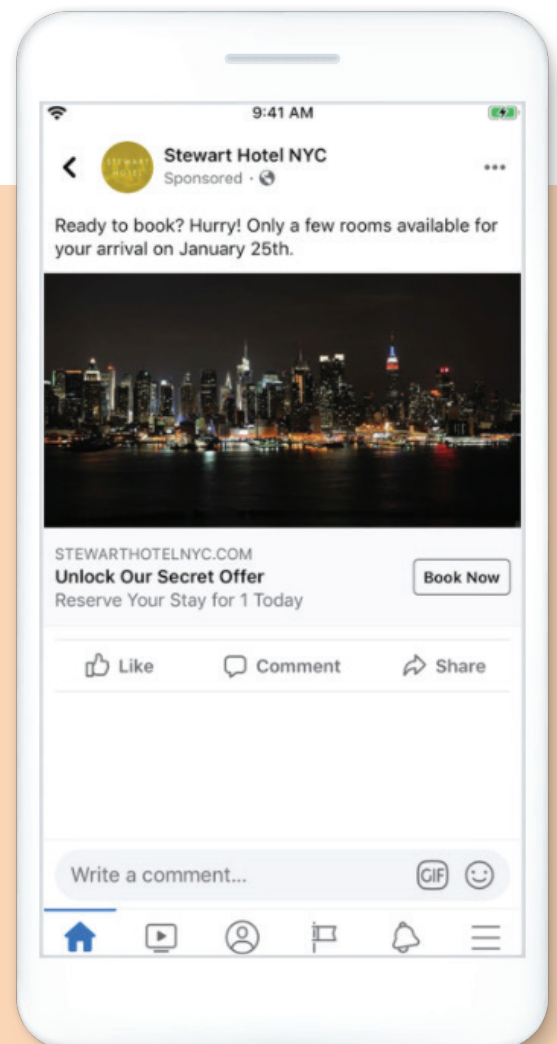
4.2X
increase in return on ad spend with hotel ads

5X
increase in revenue, compared to not using hotel ads

82%
decrease in cost per transaction with hotel ads

05. Build Brand Confidence

In order to re-emerge as strong as possible, take advantage of the entire Facebook funnel to:

- Build top-of-mind **awareness** and regain consumer confidence and trust
- Drive **inspiration** and consideration for hotels with high intent and frequent travelers
- Connect with your most **loyal** members
- Highlight unique property identities and **ancillary** site experiences

Hotel media strategies for Awareness:

|	
MEDIA GOAL	**Encourage wanderlust with your hotel at the forefront.** Drive awareness of travel overall with a focus on your brand's competitive advantage.
PLANNING	Use travel insights to guide the campaign at each stage of the funnel.
OBJECTIVE	Video Views, Brand Awareness, Reach
TARGETING	Broad audiences such as Interest, Lookalike and CRM audiences.
OPTIMIZE	3s Video Views, Ad Recall, Reach
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.
MEASUREMENT	Run brand lift studies to measure the impact of your campaign on brand perception. Ensure your questions align with campaign goals and creative messaging.
CREATIVE MESSAGING	Why should people travel again? How can your brand differentiate itself from competitors?
CREATIVE EXAMPLES	Address customer safety concerns, acknowledge current climate (ex. recession), highlight what makes your brand unique. Re-ignite inspiration to travel with content of beautiful destinations around the world.

Hotel media strategies for Inspiration:

We recommend going beyond simple visual impact and creating truly immersive, powerful experiences. If a picture is worth a thousand words, imagine the story you can tell with a truly immersive video.

MEDIA GOAL	**Capture all in-market intent.** Reach people who have travel intent and inspire consideration of your brand for their next trip, leveraging information on people's online browsing activity, behavior, interests and travel history.
PLANNING	Use travel insights to provide guidance on when clients should launch at different stages of the funnel.
OBJECTIVE	Conversion
TARGETING	Use Trip Consideration optimization to reach people in-market to travel.
OPTIMIZE	Landing Page Views, ViewContent, Search, Purchases
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.
MEASUREMENT	Run brand lift studies to measure the impact of your campaign on brand perception. Ensure your questions align with campaign goals and creative messaging.
CREATIVE MESSAGING	Why should potential travelers book with your brand for their upcoming trip?
CREATIVE EXAMPLES	Highlight cancelation policies, flexible booking options, safety concerns, promote domestic destinations.

59%

say watching an online video can inspire them to visit a new place[9]
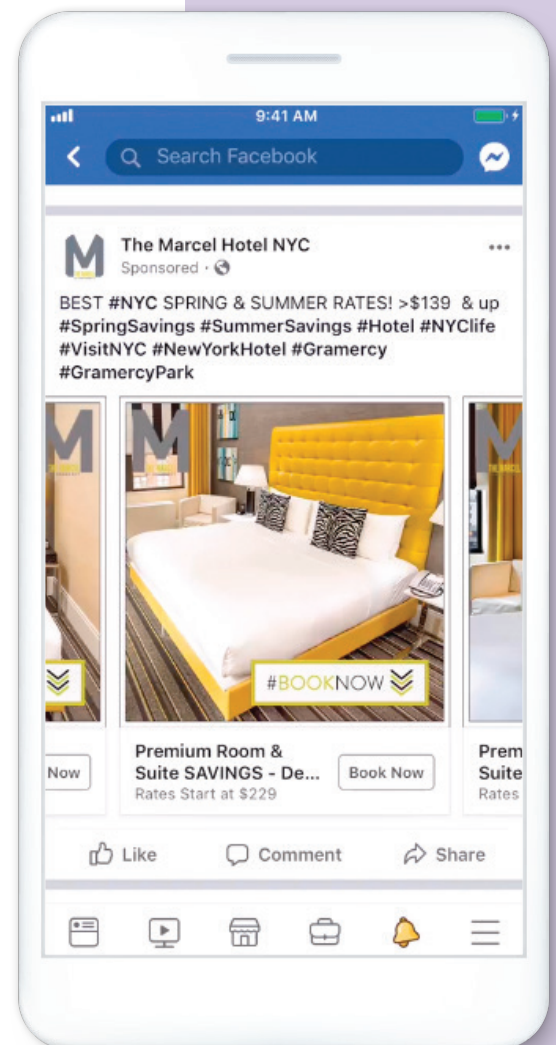
78% | of "travel members value a program that recognizes them as a member[10]

## Hotel Media Strategies for Loyalty Acquisition and Retention:

	LOYALTY ACQUISITION	LOYALTY RETENTION
MEDIA GOAL	**Inspire why your loyalty program is the best in class.** Acquire new members for your loyalty program and drive them to download your app, where the highest-value engagements occur.	**Communicate with members who have high LTV.** Retain and re-engage your most loyal customers by reaching them with customized messaging and offers specific to their loyalty tier.
PLANNING	Use travel insights to provide guidance on when clients should launch at different stages of the funnel.	
OBJECTIVE	App Installs, Lead Generation	Conversions
TARGETING	Lookalike of current members and past bookers who are not members.	Loyalty members. Run campaigns for member-specific promotions and points redemption.
OPTIMIZE	App Installs, Leads	App Engagement
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.	
MEASUREMENT	Measure cost-per-app install and incremental installs.	Measure actions across the funnel, incrementality and consider tracking loyalty status with the pixel. Run brand lift to understand sentiment within loyal members.
CREATIVE MESSAGING	What are the benefits of becoming a member?	What are the benefits of points and obtaining higher status?
CREATIVE EXAMPLES	Communicate long-term benefits of loyalty.	Communicate loyalty program changes and benefits of being a member during this time.

People crave unique and authentic experiences. Brands that can deliver on this desire are sure to reap the benefits.

70%
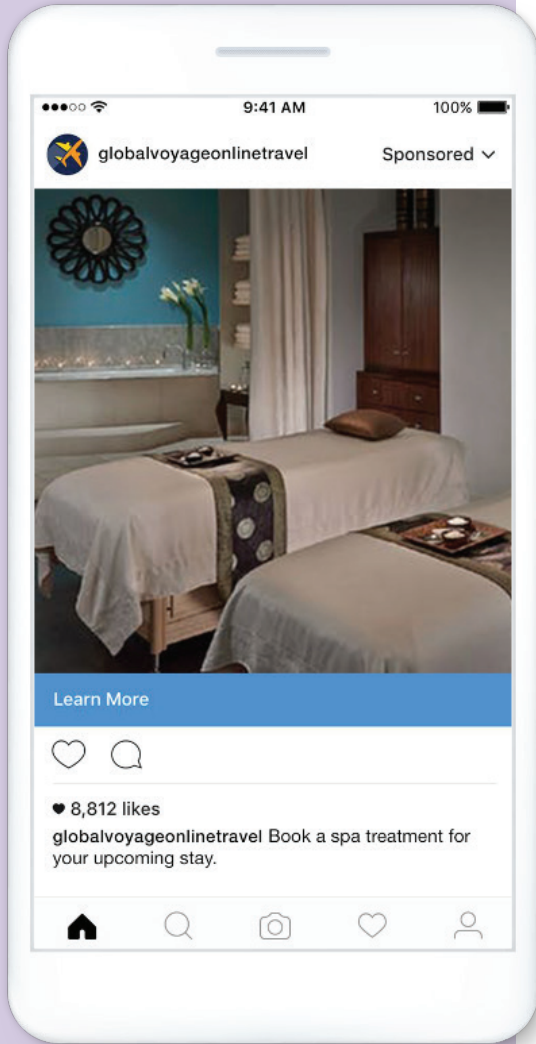
of younger travelers care most about the activities they'll be doing on the trip[11]

Hotel media strategies for Ancillary:
(if your hotel has a unique property identity to highlight or a site experience to upsell)

MEDIA GOAL	**Highlight your unique property identity.** Maximize traveler value by promoting onsite experiences.
OBJECTIVE	Conversion, Store Visits, Local Ads*

TARGETING

1. Reach potential bookers: Drive site visitors to different landing pages on your site to explore restaurants, bars, spas, tours and experiences.

2. Reach people with upcoming trips: Create a catalog of onsite/ancillary experiences and retarget people who have purchased with a booking window within 30 days.

3. Store Visit Objective can be leveraged for driving F&B visits, requiring Facebook Pages to be set up for each restaurant/bar.

4. Local ads* can be used to dynamically showcase the hotel's F&B outlets to people who are in or planning to be in locations closeby.

|	
OPTIMIZE	Landing Page Views, ViewContent, Store Visits
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.
MEASUREMENT	Measure site traffic, incremental site traffic and store visits for F&B.
CREATIVE MESSAGING	Why should people make purchases on property? What makes the ancillary product your hotel is upselling unique?
CREATIVE EXAMPLES	Consider enhancing people's experience and role in broader community good by highlighting efforts to support local vendors in hotel menus. Raise awareness of onsite experiences happening at hotel restaurants/bars.

06. Media Buying Efficiencies

Facebook Stories
9:16
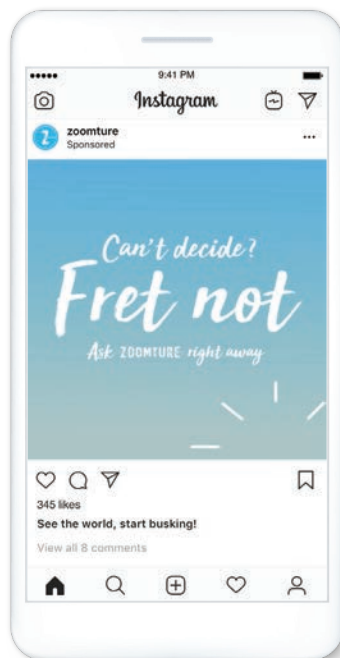
Instagram feed
1:1
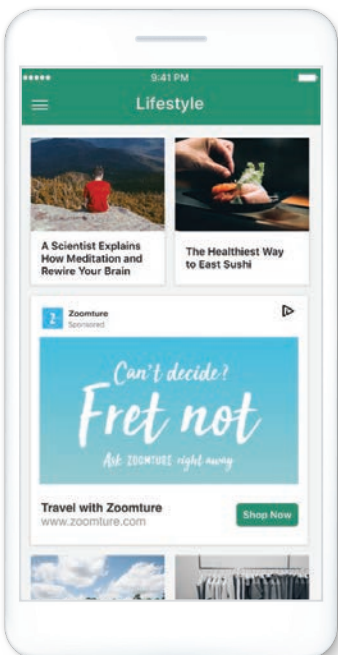
Audience Network
16:9

Machine Learning

There are four areas where machine learning can help improve efficiency, giving advertisers time back:

1. **Campaign Budget Optimization** distributes and optimizes campaign-level budgets across ad sets based on the lowest cost per result at a given point of time in the auction.

2. **Automatic Placements** places your ads on all placements available for your settings on Facebook, Instagram, Audience Network and Messenger. Our targeting works the same across all available placements, so including more placements will help you find a larger audience and more cost-efficient results.

3. **Dynamic Ads**, see pages 7-8.

4. **Broad Audience Targeting,** via Dynamic Travel Ads.

Dynamic Travel Ads
HOTEL ADS BEST PRACTICES

Check for errors in your Facebook pixel and product feed. If your pixel and product feed aren't set up correctly, your ads may not show relevant product recommendations.

Use a catalog with as many hotels as possible. The larger your hotel set is, the more Facebook can do to pick the best among them for your audience.

Optimize to a purchase. Hotel recommendations are optimized based on the goal you've specified. You may see better results when you optimize on lower-funnel events, such as Purchase, rather than Search or View Content.

HELPFUL RESOURCES

"Facebook Pixel Helper" Chrome extension

"Test Events" tool in Events Manager

Issues/Diagnostics page for Catalog Manager

TravelClick[12]

The travel campaign provider used Facebook's hotel ads for retargeting to increase bookings for the US-based Welk Resorts, resulting in a 1.7X higher return on ad spend compared to a manual retargeting campaign.

49%
lower cost per booking (compared to manual retargeting campaign)

1.7X
higher return on ad spend (compared to manual retargeting campaign)

11%
lower cost per reach (compared to manual retargeting campaign)
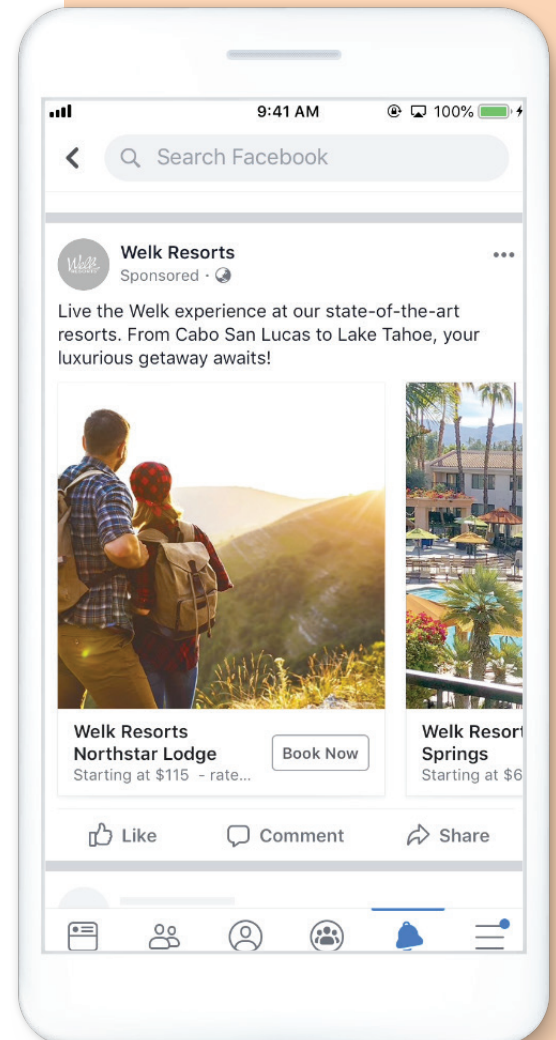
Source: [12]Facebook Success Story, September 2019

07. Key Hotel Considerations

Consider the following factors when assessing the best media strategy for your hotel:

1. Urban vs. Rural
2. Drive vs. Non-Drive market
3. Business vs. Leisure, including Resorts
4. Source market: Domestic vs. International
5. Chain scale: Luxury vs. Upscale vs. Midscale vs. Economy
6. Hotel geo-distribution and impact due to pandemic
7. Budget ownership: Enterprise Corporate vs. Individual Property
8. Media mix: Types of channel activations

08. Global Hotel Insights and Considerations

When looking into media strategies, there are important regional considerations that will impact the products selected, like languages spoken and currencies used in countries being targeted by the media. In order to reach consumers in multiple countries, cross-border products will enhance the overall media efficiency. They exist for both dynamic campaigns that leverage a catalog and non-dynamic campaigns.

Dynamic Language Optimization (DLO)

For ads that do not leverage a catalog, DLO allows advertisers to run one ad with copy and creative in more than one language. The final creative shown is decided at impression time, based on their user interface settings, and Facebook determines the best language to display. This means advertisers can advertise to multi-lingual populations without needing to split their audience and budget between multiple ad sets.

Multi-Language Multi-Country Dynamic Ads (MMDA)

For ads that do leverage a catalog, MMDA allows dynamic ads to be created for multiple languages and countries based on your original catalog with secondary data feed files. When people see your ad, the information in your secondary data feed files overrides your default language or country, so that people see the right information for their language or country. You can also leverage varied pricing—for example, $ for people in the US and £ for people in the UK. Doing this within the same ad set versus setting up different campaigns means businesses get better liquidity and therefore better outcomes.

Multi-Country Lookalike Audiences

Find potential travelers in new markets that look like customers in existing markets. For example, you can take a "seed" audience of past bookers from Brazil and find people that look like them in Argentina and Colombia.

09. Creative Tips for Recovery

Capture current intent/demand

Ensure high-quality hotel catalog images and relevant text to improve dynamic hotel ads performance. Add overlays to capture attention.

Highlight local/domestic destinations

These can replace some of the international trips people are missing out on. There is also potential to work with creators/talent to feature great local places.

Leverage immersive formats

Tell an empathetic, relevant story with formats like Instant Experience, Stories and In-stream video. Highlight the current environment while driving consideration of your brand for future travel.

Building brand, re-inspire wonder of travel

Rather than highlighting specific brands or properties, help people re-imagine travel not only physically, but virtually.

Highlight confidence messaging

Showcase new cleaning protocols, loyalty program changes to help people maintain status, flexible cancelation/refund policies, customer service assurance.

Building social good

Highlight the great work your hotel may be taking part in to help alleviate the impact of COVID-19 on communities.

10. Creative Best Practices and Dynamic Creative

56%
of a brand's sales can be attributed to high-quality creative[13]

2X
in ad recall if branding occurs within the first three seconds[14]

122
average minutes per day spent on smartphone[15]

98%
of the time people hold their phone vertically[16]

Consider how to build creative for someone ready to book compared to someone considering your brand. Recommend leveraging these best practices for all creative:

• Brand is shown within the first 3 seconds of video

• Frame for mobile, including multiple spec sizes (1:1, 4:5, 9:16) for News Feed, Stories and other placements

• Build mixed assets (video and image) for all tactics (excluding Dynamic Ads)

• Video length less than 15 seconds

• Design for sound off by using text overlays or graphics to narrate the story

• Communicate the message clearly by putting the most captivating moment—the hook—upfront

• Utilize mixed ad formats to break through and connect deeper

    Instant Experience: Allow your customer to feel like they are in the city/country they are planning to visit.

    Collection format: Showcase your brand and the many destinations people can stay in with your brand.

    Carousel format: Showcase your brand and the different hotel options available.

    Polling units: Experiment with unique additions like polling.

- Adding dynamic pricing may lead to higher click-through rates. If you're using dynamic prices in your ads, you can show prices that are specific to the dates that people have already searched for.

- Experiment with other overlays, like adding hotel name, brand, city on top of the asset

- Deep linking to specific inventory in your app may lead to higher conversion rates

DYNAMIC CREATIVE

Dynamic creative can also be leveraged for strategies referenced in "Building Brand Confidence"—i.e., any objective that doesn't use a feed. Dynamic creative helps advertisers determine which creative assets perform best for their audiences.

Dynamic creative accepts the basic components of a Facebook ad (image, video, text, headline/description, CTA, etc.) and automatically creates a series of ad variants based on these components.

These ads are then served across placements to explore the performance of each creative element within the given audience. Instead of spending time and effort creating full ads manually, advertisers can provide Facebook with a creative asset feed and allow dynamic creative to find the best creative combinations.
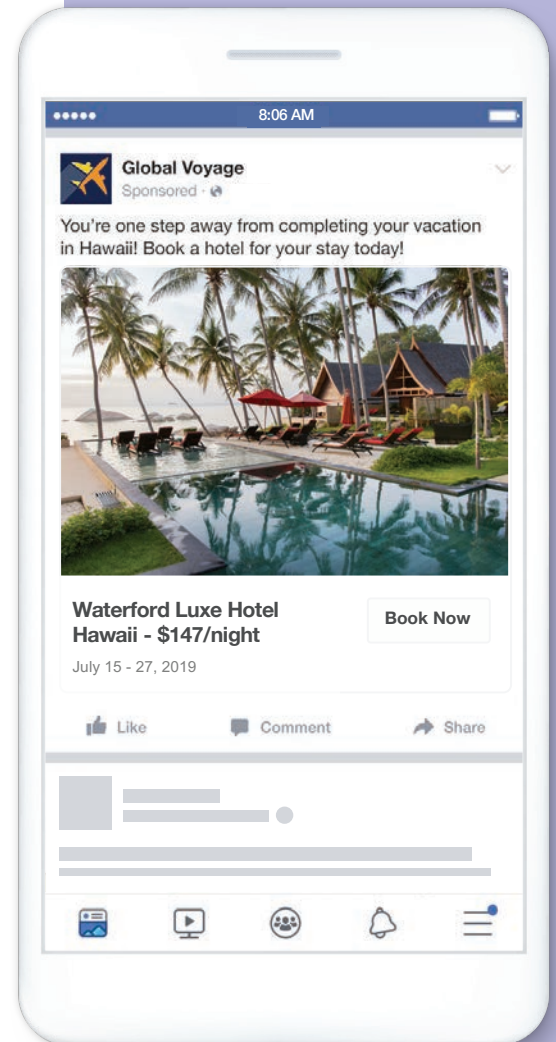
11. General Measurement Guidance

Measurement is a critical function for advertisers to understand the impact marketing activities have on their business. Generally speaking, measurement broadly serves two purposes:

1. **Measuring campaign effectiveness.** We recommend maintaining this in all circumstances. Keep in mind results are from a specific point in time and may not reflect the norm, especially post-pandemic.

2. **Optimizing between competing strategies.** The benefits and interpretation of split test optimizations should be carefully considered given the likelihood that results are not generalizable. Tests that are designed to understand winning strategies for the current environment are advisable, such as garnering quick learnings for recovery planning like creative. Any winners should be re-evaluated once the environment normalizes.

CAREFUL COVID-19 CONSIDERATIONS

Tests designed to make statements about future performance or inform long-term strategy should be carefully considered and potentially deprioritized. It's important to keep in mind that business-as-usual performance, past baseline conversion rates, and former incremental lift results likely will not be replicated during this climate.

Hotels should carefully consider signals that deem a market ready for advertising, and ensure the markets can opt out given potential regional flare-ups deeming these destinations unsafe.

Ensure the period of measurement is inclusive of an entire booking window from intent to purchase—ideally 1-2 months for hotels. Good measurement starts with understanding the value driven by your ads, also known as incremental lift.

CONTINUE LEVERAGING MEASUREMENT STUDY BEST PRACTICES

Brand Lift

- Self-Service Brand Lifts are available in Test and Learn to measure how your brand resonates with your audience

- Choose the questions that align most closely to your objective and messaging

- Use clear language that consumers understand

- Be consistent—leverage similar language for questions and answers

- Frequency is important; estimate delivery to ensure media has the highest chance for statistically significant results

Conversion Lift

- QA pixel and/or SDK setup to ensure signals are correctly being passed

- Include all appropriate events including standard and custom conversions

- Build all campaigns and ad sets before setting up the conversion lift test

- Use power calculation estimates to make sure audience sizes and budgets are appropriate for the goals of the study

Lift measurement can improve spend efficiency by 20-40% and performance by up to 10%.[17]

Source: [17]Boston Consulting Group, Survey of 100 US Senior Marketing Execs, 2019

12. Nimble Testing Ideas

Small-scale split tests can be run to determine data-driven best practices for your brand. These A/B split tests can share insights around the best creative strategy, buying objective, audience, optimization, placements, etc., and will allow a brand to continually improve its strategy.

Facebook split tests are:

Easy to set up: Setting up a test is just like setting up a campaign in Ads Manager.

Low investment: You can run split tests with small investments and then scale the winner with larger budgets.

Quick: You can determine results in just a few days.

No added fees: There are no additional costs to running a test.

Split tests can be used to determine a recovery strategy. For each, use the guidance in Ads Manager to ensure the budget is aligned to gain statistically significant results. Apart from the variable differences outlined below, ensure there are no other differences between the cells. Budget should be divided evenly between each cell.

Tests to conduct to understand what drives maximum recovery:

MONETARY MESSAGE TEST

Are consumers more receptive to messages of value or price?

Message of value (best destinations, top-notch customer service, etc.)	Message of price (lowest rates, economical deals)
CELL 1	CELL 2

DRIVING CONFIDENCE THROUGH PEOPLE

Which audience should speak to consumers?

Message from CEO/leadership	Message from hotel staff	Message from customers
CELL 1	CELL 2	CELL 3

Other potential tests focused on business outcomes:

CREATIVE ASSET TEST

Should we run video ads, image ads or both during recovery?

| Video ads only	Image ads only	Video and image ads
CELL 1	CELL 2	CELL 3

CREATIVE MESSAGING TEST

Should the creative message focus on motivations to book or barriers to book?

Include motivations to book in assets (such as "Look forward to this beautiful beach property this fall!")	Include barriers to book in assets (such as "Free cancelations for the perfect beach getaway!")
CELL 1	CELL 2

MEDIA DISTRIBUTION TEST

What is an ideal media distribution for the recovery plan?

20% Consideration 80% Retargeting	50% Consideration 50% Retargeting	80% Consideration 20% Retargeting
CELL 1	CELL 2	CELL 3
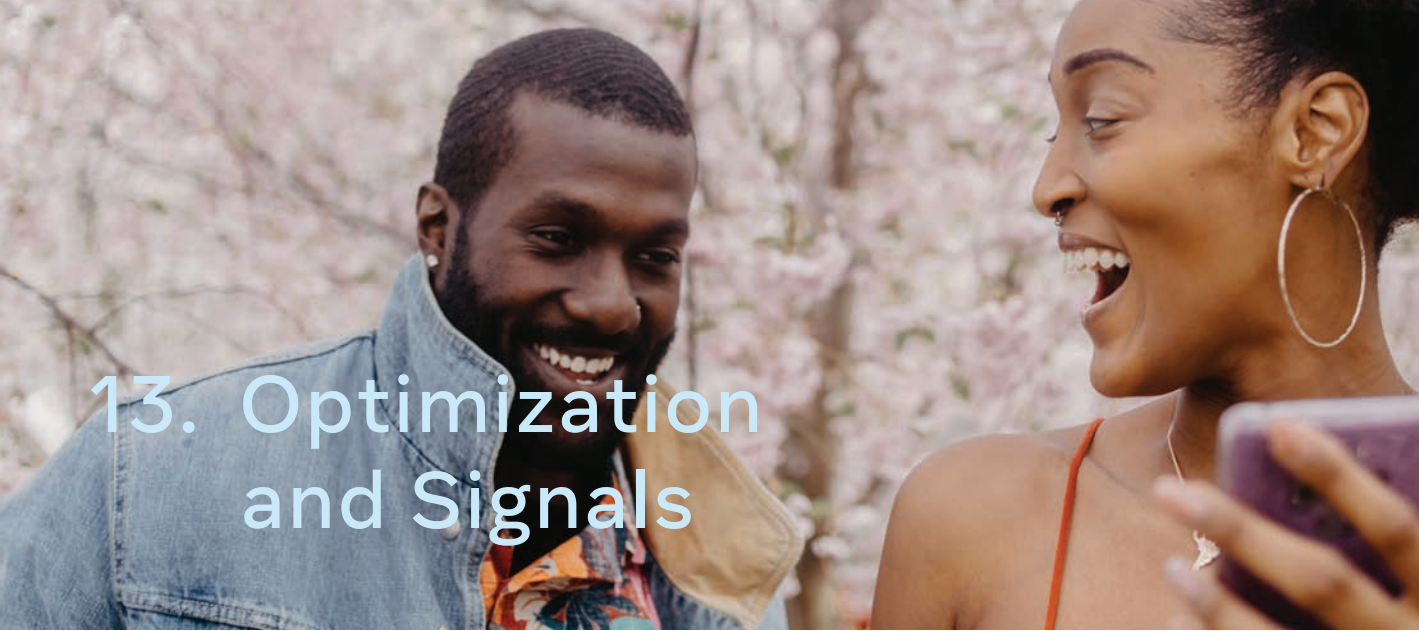
13. Optimization and Signals

In order to ensure a frictionless and holistic experience for consumers on mobile, and generate the highest ROI, hoteliers should focus on optimizing the customer experience and provide the right signals to Facebook's algorithm.

55%

of travelers said they have abandoned an online purchase because of the hassle of inputting payment information[18]

HOTEL'S FRICTIONLESS SETUP

Once a consumer is ready to explore a brand, it's important for the experience to be mobile optimized. This includes the website, mobile app and checkout flow. Not only should the landing page contain full context connected to the ad that was clicked, the checkout flow should be easy and require as few steps as possible.

SIGNALS

Signals are the connecting tissue between information and desired outcomes—they are very important. They're used to identify and learn from patterns, enabling hoteliers to match the right content to the right people and measure it correctly. The more Facebook understands about people's online behaviors and when people take actions hoteliers care about, the better the algorithm can find people most likely to respond to each campaign. As powerful as algorithms are, however, they require advertiser signals. The more signals advertisers share with Facebook, the more likely Facebook can maximize the outcomes that drive their business. Additionally, signals unlock seamless, technological experiences like deep linking to an app or desired page in a browser containing the right property and travel dates.

Optimizing the full customer experience on mobile and sending the correct signals to allow for the algorithm to thrive create efficiencies and help maximize performance.

14. Signals for Enhanced Measurement

For holistic measurement, it's important to incorporate all bookings for your hotel and build an ecosystem with multiple sources, including:

ONLINE BOOKINGS VIA THE FACEBOOK WEBSITE PIXEL

This communicates which actions are being taken by users on the website. These signals are usually the primary source of information for custom audiences, conversions and optimizations. It's important to go beyond a single installation and leverage Facebook's Standard Events:

- Pageview - Base event

- Search - Search pages

- ViewContent - Hotel pages

- Initiate Checkout - Ideally first step in booking process

- Purchase - Confirmation page

MOBILE APP BOOKINGS VIA AN SDK OR MMP

People spend a lot of their time on mobile apps, whether it's perusing destinations, editing their personal information, booking a hotel or adding choices to a reservation. This data is valuable to improve targeting, campaign performance and run-app install campaigns.

- SDK: Use a Facebook or third-party SDK to connect the app and start passing back valuable information. This data should use Standard Events that map back to similar events found on the site through the pixel implementation.

- MMP: Use Mobile Measurement Partners to track mobile app behavior.

Additional sources for consideration:

OFFLINE BOOKINGS VIA THE SERVER-SIDE API

Bookings that happen through a call center, business center, OTA or walk-in can be shared with Facebook via the server-side API, which lets an advertiser share key web and offline events, or customer actions, directly from your servers to ours.

ADVANCED MATCHING

With Advanced Matching, advertisers can capture hashed customer data, like email addresses, that Facebook collects from the website during a booking, account sign-in or registration, which helps more confidently match them to a real person on Facebook. There are generally two ways to do this:

1. Automatic is a quick and easy implementation where Facebook automatically scans pages for customer-provided data. Admins can choose which information is sent.

2. Manual provides more flexibility and control over the data that is passed back to Facebook, but requires advertisers to manually send customer-provided data through the pixel. In both cases, the data is hashed before being sent to Facebook.

15. Other Considerations

INFLUENCER-BRANDED CONTENT MARKETING[19]

Influencing potential travelers through trusted sources can accelerate the travel industry.

81%
of consumers purchase based on influencer posts

61%
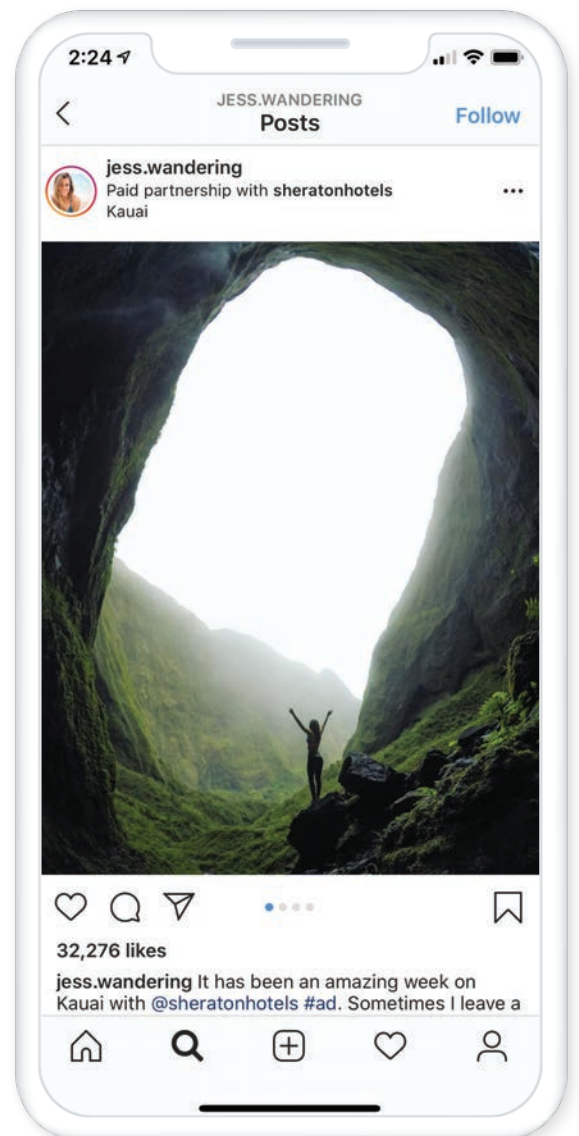of 18-34 year olds are swayed by influencers

You can give unused rooms to influencers or help them create itineraries that focus on your properties and onsite experiences.

Influencer marketing on Facebook is called Branded Content. Branded Content Ads are the process of putting paid media behind the posts to ensure you amplify reach within your target audience (instead of only the influencer's followers) and measure the incremental brand perception and purchases.

Creative considerations:

• Be authentic and choose a partner who believes in your brand

• Build engaging content

• Mobile-first—design for sound off and grab attention

MESSENGER

Equip your customer service team with guidelines and resources on how to best handle queries about bookings and reservations. Template responses can be used across email newsletters, Facebook Messenger, Instagram Direct, and other communication channels where your business has a presence. Being responsive and providing customers with visibility and transparency will help ensure a smooth recovery, and allow teams to handle a high volume of inquiries in a timely and accurate manner.

Depending on the complexity of the design, the process to develop an automated experience in Messenger could be as quick as one day for a simple, template-based flow. Custom solutions require more time to develop. Organizations may continue using free messaging tools while creating experiences with developer partners.

Messenger partners can help streamline efforts from a customer care perspective. As there is an influx of customer care requests on platforms currently, our partners can create an automated workflow for the below:

- Frequently asked questions

- Timely updates on policy changes, orders, cancelations, etc.

- Streamline workflow customer pass-offs to a live agent

64%

of people say that they would choose messaging over picking up the phone or sending an email[20]

45%

of people say they spend more time messaging since COVID-19 started[21]

Marina Bay Sands[22]

The integrated luxury resort used a bot for Messenger to offer personalized travel itineraries and increase discovery and engagement, which increased new Messenger conversations by 8.3X and boosted views for shopping and dining website content by 38X.

8.3X | increase in new Messenger conversations

26X | increase in daily active users for the bot

38X | increase in views for Shop and Dine website content
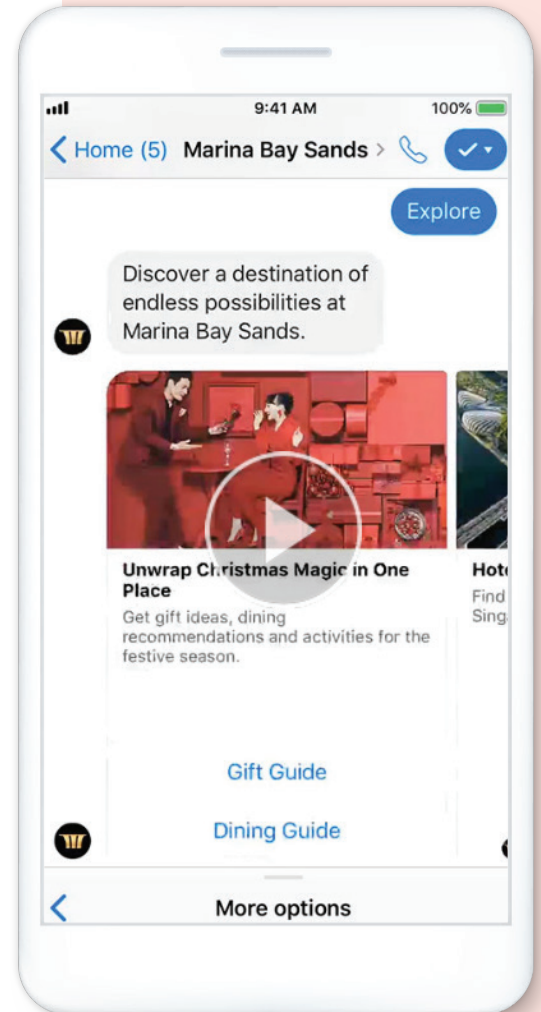
FACEBOOK MARKETING PARTNERS CAN HELP

Facebook Marketing Partners have technology and services to address business challenges, including:

- Creative Partners (Develop Net-New Creative Assets, Optimize Post-Production Assets, Source and Produce Influencer/Branded Content, Creative Tools and Tech to improve productivity and efficiency)

- AdTech and MarTech Partners (Signal-based Implementation and Campaign Management)

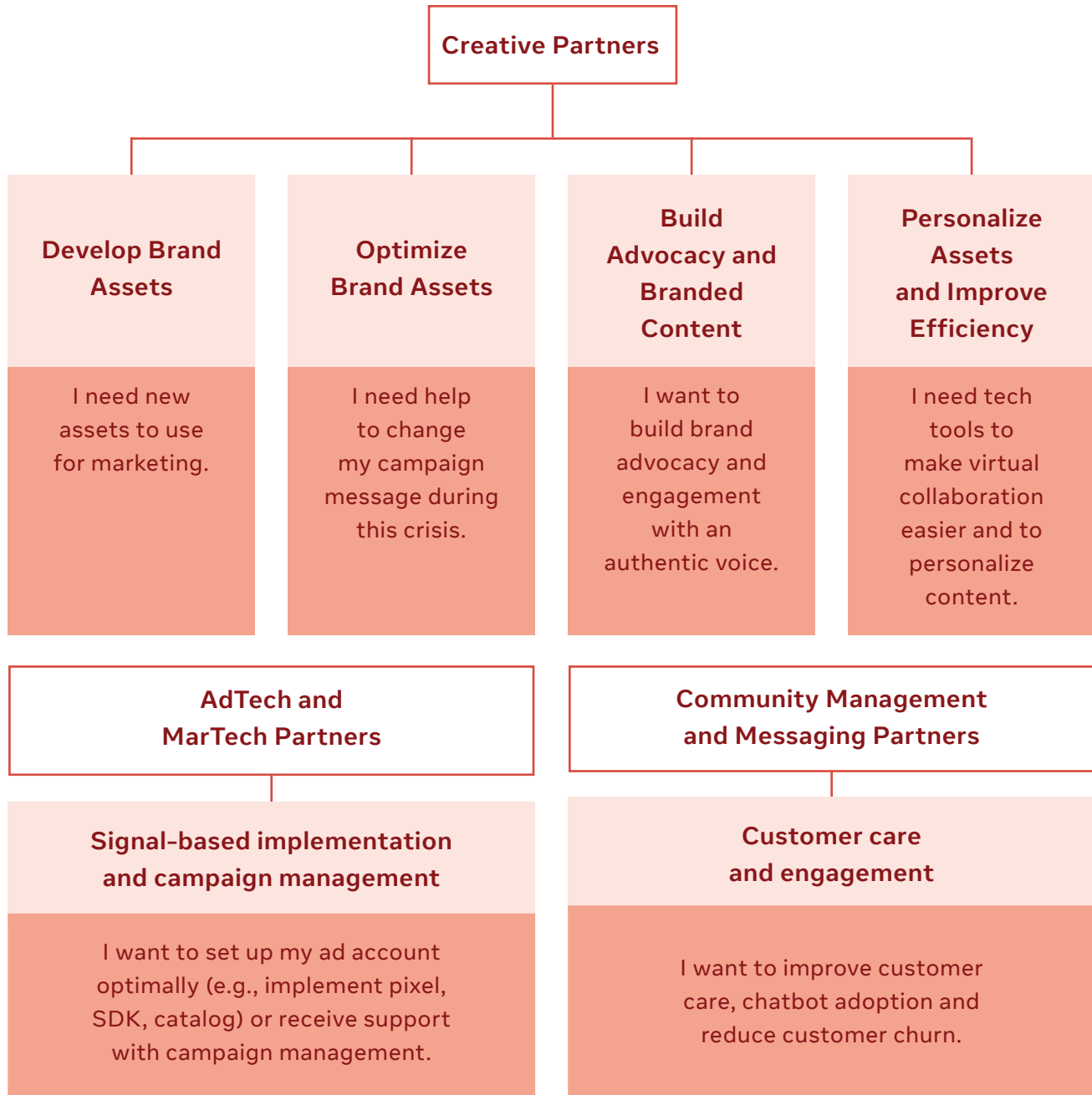- Community Management and Messaging Partners (Customer Care and Engagement)

Source: [22]Facebook Success Story

How Facebook Marketing Partners can support your clients:

Creative Partners

Develop Brand Assets	Optimize Brand Assets	Build Advocacy and Branded Content	Personalize Assets and Improve Efficiency
I need new assets to use for marketing.	I need help to change my campaign message during this crisis.	I want to build brand advocacy and engagement with an authentic voice.	I need tech tools to make virtual collaboration easier and to personalize content.

AdTech and MarTech Partners

Signal–based implementation and campaign management

I want to set up my ad account optimally (e.g., implement pixel, SDK, catalog) or receive support with campaign management.

Community Management and Messaging Partners

Customer care and engagement

I want to improve customer care, chatbot adoption and reduce customer churn.

16. Additional Resources

FACEBOOK TRAVEL

DYNAMIC TRAVEL ADS

Types of Dynamic Travel Ads:

- Trip Consideration
- Prospecting
- Retargeting

TRAVEL ADS APIS

CREATIVE

- Ads Guide
- Creative Hub
- Inspiration

MEASUREMENT

- General
- Brand Lift
- Conversion Lift
- Partners

SUCCESS STORIES

LEARNING PATHS

FACEBOOK MARKETING PARTNERS

KEEPING PEOPLE SAFE AND INFORMED ABOUT COVID-19

Thank you

FACEBOOK

17. Food and Beverage Playbook for Hotels

CONTENTS

17a. Landscape of Food and Beverage for Hotels

The food and beverage industry has continued to show growth. Total spending by consumers within hotels totaled $48.7 billion in 2017. From 2011 to 2018, there has been an annual growth rate of 5.5 percent in overall consumer spending on hotel food and beverage.[1]

This demonstrates a growing, multi-billion dollar opportunity for hotels to better cater to guests through their onsite food and beverage options. Guests want customized experiences—both in-person and through reward and loyalty programs. 36% of guests are more likely to book with one hotel across multiple cities if their loyalty program made it easier to earn rewards outside of hotel room nights, including from food and drink at onsite venues.[2]

With scale, targeting, impactful creative and people-based measurement, Facebook apps and technologies help hoteliers connect with potential food and beverage guests where they are—on mobile and across the entire journey. Hotels can maximize traveler value by highlighting their unique Food and Beverage offering to a consumer at the right time, from inspiring future visitation to drawing immediate traffic.

72%

of millennials would prefer to spend money on experiences than on material objects[3]

70%

of younger travelers care most about the activities they'll be doing on the trip[4]

Source: [1] Technomic 2018 Food and Beverage Report
[2] SevenRooms, Checking In for F&B, 2019
[3] Fast Company, "Can Pop-Up Hotels Become A Permanent Fixture With Travelers", April 2017
[4] Travel Loyalty Study by Accenture (Facebook-commissioned online study of X respondents ages 18+), US, Dec 2018–Feb 2019

17b. Food and Beverage Strategy on Facebook

This document highlights strategic media opportunities, creative best practices, measurement solutions and nimble testing recommendations to help hoteliers drive food and beverage sales on Facebook.

Ways to build brand awareness:

MEDIA GOAL	Raise awareness of restaurant/bar.
OBJECTIVE	Brand Awareness, Video Views, Reach
TARGETING	Reach people on mass scale to raise awareness of your hotel's restaurant/bar.
OPTIMIZE	Ad Recall, ThruPlays, Reach
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.
MEASUREMENT	Measure ad recall, video views and ad incremental brand lift.
CREATIVE TYPE	Mix of video and static assets with strong CTAs—ideally have each creative in multiple spec sizes (1:1, 4:5, 9:16) to swiftly opt into multiple placements.
CREATIVE MESSAGING	What makes the ancillary product your hotel is upselling unique?
CREATIVE EXAMPLES	Consider enhancing people's experience and role in broader community good by highlighting efforts to support local vendors in hotel menus. Raise awareness of future onsite experiences happening at hotel restaurants/bars.

On The Border Mexican Grill and Cantina[5]

The Mexican restaurant company used the reach ad objective to promote its $5 combo and target video ads to Mexican food lovers who were living near one of its US locations, driving a 5.8% increase in store traffic compared to the same period the previous year.

5.8% | increase in store traffic during campaign

28% | increase in website traffic during campaign

5% | increase in revenue during campaign

Ways to drive short- and long-term visits:

MEDIA GOAL	Drive immediate restaurant/bar visits based on proximity—if property is standalone.	Drive short- and long-term restaurant/bar visits.	Drive short- and long-term restaurant/bar visits.
OBJECTIVE	Store Traffic	Conversion	Dynamic/Local Ads*
TARGETING	Reach people within a set radius (adjustable) of your hotel/restaurant/bar to drive them inside based on location targeting. Global page structure for each hotel/restaurant/bar is required for setup.	Drive site visitors to different landing pages on your site to explore restaurants and bars. Retarget restaurant/bar site visitors. Retarget recent hotel bookers before, during and after a stay to raise excitement of restaurant/bar.	Reach people with upcoming trips: Create a catalog of onsite/ancillary experiences and retarget people who have purchased with a booking window within 30 days. Local ads* can be used to dynamically showcase the hotel's F&B outlets to people who are in or planning to be in locations closeby.
OPTIMIZE	Store Visits	Landing Page View, Restaurant Booking	Landing Page View, Restaurant Booking
EFFICIENCIES	Run on all placements and use a campaign-level budget for the most cost-efficient results.		
MEASUREMENT	Measure store visits and incremental lift in store visits.	Measure site traffic and incremental site traffic.	Measure site traffic and incremental site traffic.
CREATIVE TYPE	Mix of video and static assets with strong CTAs—ideally have each creative in multiple spec sizes (1:1, 4:5, 9:16) to swiftly opt into multiple placements.		
CREATIVE MESSAGING	Why should people make purchases on property in the very near future? What makes the ancillary product your hotel is upselling unique compared to other nearby offerings?		
CREATIVE EXAMPLES	Showcase an explicit food or beverage pairing that is unique to the property restaurant/bar. Highlight a current offer that people can come in today to redeem.		

* For Managed clients only

Checkers and Rally's[6]

Appealing creative, a strong call-to-action and Facebook's store visits objective helped the burger chain encourage people to visit its nearby restaurants, increasing one-day sales by 10%.
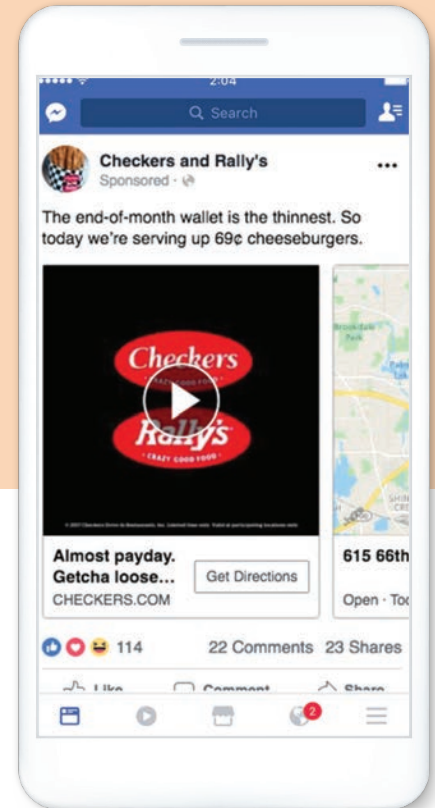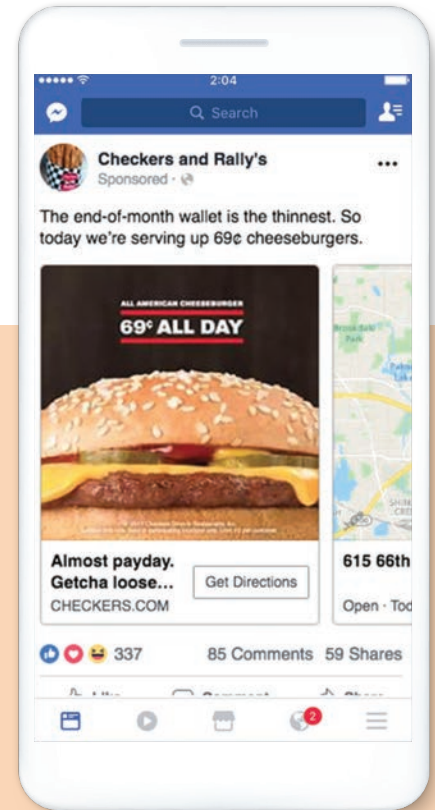
63%

lower cost per impression than a typical Checkers and Rally's promotional campaign

10%

increase in sales compared to the same day the previous year

3.3X

higher engagement rate compared to any other geo-targeted campaign of 2017

17c. Creative Considerations

Consider building creative for someone who is interested in your restaurant or someone who plans to stay at your property and needs dining recommendations.

56%

of a brand's sales can be attributed to high-quality creative[7]

We recommend leveraging these best practices for all creative:

- Brand is shown within the first 3 seconds of video
- Frame for mobile, including multiple spec sizes (1:1, 4:5, 9:16) for feed, Stories, and other placements
  - On average, a person spends 122 minutes per day on their smartphone[8]
  - 98% of the time people hold their phone vertically[9]

- Build mixed assets (video and image) for all tactics (excluding Dynamic Ads)
- Video length less than 15 seconds
- Design for sound off by using text overlays or graphics to narrate the story
- Communicate the message clearly by putting the most captivating moment—the hook—upfront
- Utilize mixed ad formats to break through and connect deeper:
  - **Instant Experience:** Allow your customer to feel like they are in your restaurant and their meal has just arrived.
  - **Collection format:** Showcase your signature dishes and the many offerings a guest can experience in your restaurants/bars. Seamlessly move customers from discovery to booking.
  - **Carousel:** Showcase your brand and up to 10 different restaurant/bar options available.
  - **Polling units:** Experiment with unique additions like polling to gain insights into your valued and potential customers.

- Consider testing a Directions CTA to increase store visits or the Call Now CTA to drive a higher rate of reservations

- Experiment with other overlays, like pricing, promotions or limited-time offers

- Dynamic creative can be leveraged for any objective that doesn't use a feed. Dynamic creative helps advertisers determine which creative assets perform best for their audiences by accepting the basic components of a Facebook ad (image, video, text, headline/description, CTA, etc.) and automatically creating a series of ad variants based on these components. These ads are then served across placements to explore the performance of each creative element within the given audience. Instead of spending time and effort creating full ads manually, advertisers can provide Facebook with multiple assets and allow dynamic creative to find the best creative combinations. Ideal for testing multiple creative options such as food, drink, restaurant or ambience.

17d. Nimble Testing Ideas

Small-scale split tests can be run to determine data-driven best practices for your brand. These A/B split tests can share insights around the best creative strategy, buying objective, audience, optimization, placements, etc., and will allow a brand to continually improve its strategy. The tests are easy to set up, quick and don't require a high investment.

Split tests can be used to test variables. Here are some recommended tests for food and beverage. Apart from the variable differences outlined below, ensure there are no other differences between the cells. Budget should be divided evenly between each cell.

Test ideas:

TEST	QUESTION	CELL 1	CELL 2	CELL 3
Objective Test	What type of objectives drives the best bookings/ reservations?	Store Traffic	Conversion	Dynamic Local Ads*
Creative Type Test	What type of (or mix of) creative ad types resonate and provide the most efficiency?	Videos	Carousels	Videos Carousels

* For Managed clients only

Test ideas:

TEST	QUESTION	CELL 1	CELL 2	CELL 3
Segmentation vs. No Segmentation	What drives the most action: Segmenting or combining food/beverage/ entertainment?	Separate campaigns for each	Combine all into 1 campaign with multiple ad sets/ads	N/A
Creative Asset Components	What type of images resonate best? (Food/Drinks/ People/Ambience)	Creative component A	Creative component B	Creative component C
Call-to-Action ("CTA")	Which CTA drives the most action? (Ex: Bookings, reservations, store visits)	CTA 1 (ex. Directions)	CTA 2 (ex. Call Now)	CTA 3 (ex. Learn More)

17e. Additional Resources

FOOD AND BEVERAGE OBJECTIVES

- Awareness
- Store Traffic
- Conversion
- Dynamic Travel Ads

CREATIVE

- Ads Guide
- Creative Hub
- Inspiration

MEASUREMENT

SUCCESS STORIES

FACEBOOK MARKETING PARTNER

LEARNING PATHS

Thank you

FACEBOOK