



A1 AMERICAN
QUALITY SERVICE VALUE
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Volume 2

GROW YOUR BUSINESS WITH SOCIAL MEDIA AND MARKETING STRATEGIES

MARKET YOUR PRODUCTS AND SERVICES IN THE RIGHT WAY,
TO THE RIGHT AUDIENCE TO INCREASE YOUR REVENUE



Have you ever wondered how marketing helps businesses grow? Why are brands spending major bucks to get marketing tips and information on how to showcase their products? Does it really make that big of a difference? The answer is yes.

Marketing is one of the most important things you can do to keep your brand or property always on your customers' radars while growing. If you market your products and services in the right way, to the right audience, you can increase your revenue.



SOCIAL MEDIA:

Most of the major brands, properties, and businesses are on social media. Oftentimes, this is underestimated by brands who think that their products or services aren't very "social media friendly", which is a wrong approach and never the case. The modern world has gravitated towards social media, and the internet, and is heavily focused on having a brand presence. A big part of your brand identity now, is what your customers can find about you on your social media pages.

Your brand or property has a specific theme or foundation. Whether it is products or services you are marketing, or an industry, like hospitality, health care, commercial laundries, and more, you have to apply your brand's theme to your audience. By doing this, you will keep customers engaged and interested.

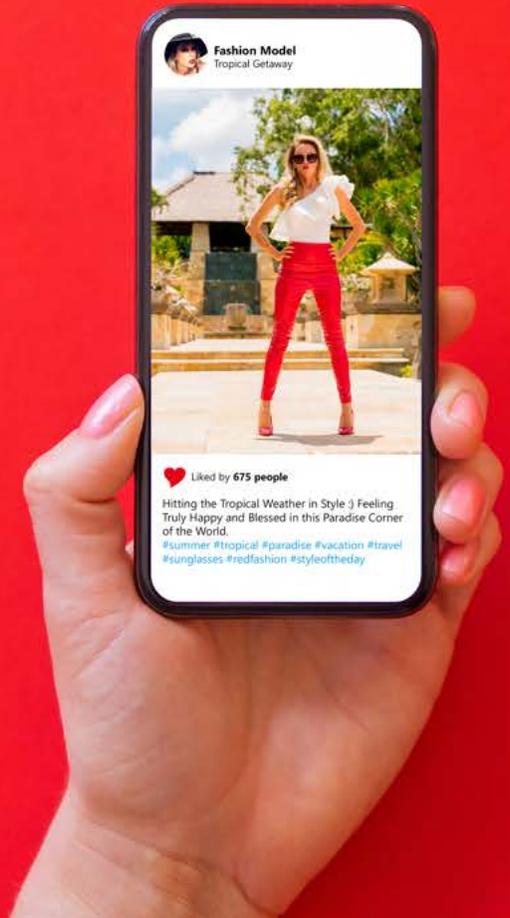


Different social media platforms are used for different purposes. Some social media is used more for picture and video sharing, while others include messaging or even shopping directly. Choosing the right platform can be challenging if you don't know who your audience is, so first be sure to know who your brand is speaking to, or trying to reach.

Here are three main types of social media that you should use:

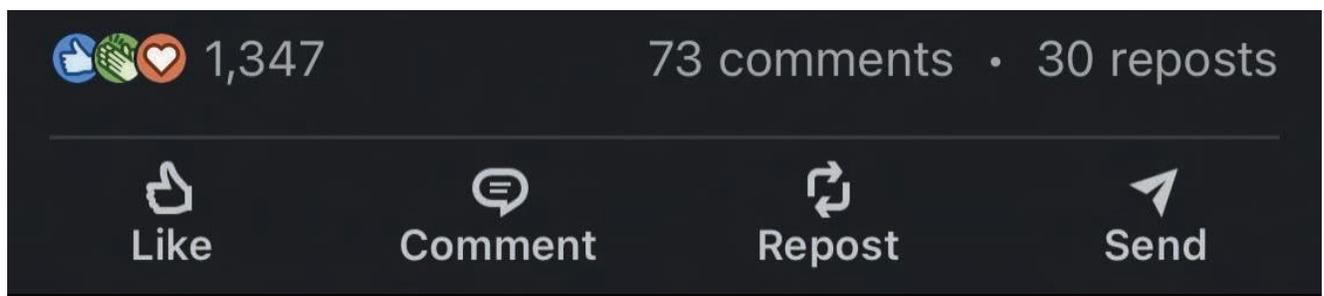
INSTAGRAM

A very visual and popular social media platform where users can share, view, comment on, and exchange images or videos of interest with their audience. Your brand can definitely benefit from the right tools and ways to leverage Instagram and its large network of people to better reach your audience. Lifestyle videos and pictures of products in action speak louder than words. So why wouldn't your brand post the newest addition to inventory, or the newest look to your property décor? Audiences love a good story, especially about the things that interest them, like your brand or property.



FACEBOOK

A very mainstream social media networking site that gives users the opportunity to connect with friends, family, and co-workers, and includes the chance to be exposed to groups of people who share similar interests, articles, and opinions on trends. Your brand can continue to gain a lot of traction by posting relevant and exciting content daily, from people all around the world who are interested in being exposed to the products and services that you offer. Facebook gives brands and users a platform to bridge together connections and turn connections into sales. Networking your brand qualities can be very rewarding.



LINKEDIN

A social media platform that offers many new chances to connect, make revenue, and grow. LinkedIn is a professional networking website primarily focused on maintaining and linking with friends, colleagues, and other potential industry relevant professionals. Why is it so important to maintain activity on LinkedIn for your brand? Many companies recruit and search for potential employees based off the hashtags and information from their pages. Customers use it by selecting their trusted brands by sorting through professional reputations. If your brand, property, or hotel wants to stay ahead of the curve, dedicate time to building and keeping a LinkedIn profile. Consumers are always online and come across new topics, places, products, and brands of interest. By leveraging LinkedIn and posting relevant content like industry news, blogs, and even articles of interest, you will be attracting new customers to your page, and keeping existing ones interested.

SEO

Finally, if your brand or property isn't already utilizing SEO, you should start. **For example, research shows us that a whopping 75% of travelers begin their entire booking experience by first using a search engine to find a place to stay.**

So what would this mean for your property? Well, using popular key terms or phrases is an important part of organic optimization. Search engine results are heavily monetized, which means people will see ads first. Do you know how sometimes you will come across a page where the whole screen, or even half the screen is taken up by an advertisement? Social platforms like Facebook, Instagram, Trip Advisor, Kayak, and Hotel Ads are popular places that spotlight ads. Your brand or property should be doing the same so that customers can come across you first.



If you are looking to upgrade your brand or property, A1 American can help you get started. A1 American is a single source for a hotel's sustainable amenities needs.

They offer a step-by-step guide on their website or you can call their toll-free number at 833-205-2200 ex 1 to speak with an experienced sales representative.