

Sin City Platforms: A Comparative Analysis on the
Social Media Practices of Select Hotels on the Las Vegas Strip

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ABSTRACT

SIN CITY PLATFORMS: A COMPARATIVE ANALYSIS ON THE SOCIAL MEDIA PRACTICES OF SELECT HOTELS ON THE LAS VEGAS STRIP

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Social media has become a popular form of communication in recent years due to the prevalence of mobile devices. This has prompted companies to implement platforms such as Facebook, Instagram and Twitter into their marketing strategies to better reach customers. The purpose of this study was to compare and contrast the social media marketing strategies of select hotels on the Las Vegas strip. The Cosmopolitan and The Venetian hotels were selected for this study. The study strategically analyzed the Facebook, Instagram, and Twitter pages for both hotels utilizing a comparative analysis guide developed by the researcher. It was concluded that both hotels lack the ability to engage their followers. Recommendations to combat this issue include integrating more promotions into Twitter posts and creating more entertaining content that will identify with a larger portion of the target audience.

Keywords: marketing, social media marketing, hotels, tourism, Las Vegas.

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

Social media platforms are gaining popularity and becoming ubiquitous in day-to-day life due to the prevalence of mobile devices. This has created a shift in the evolution of marketing. Newspaper, magazine, television, and radio advertisements, although still beneficial today, have become secondary to the fast-paced and real-time interactions that social media offers companies. According to Quach (2017), “At the end of 2016, there were 4.8 billion unique mobile subscribers—65% of the world’s population” (p. 1). If a company desires to reach its customers, social media marketing is an essential tool to use. This is why nearly every company today has social media, and the most successful ones have solid strategies implemented into their marketing campaigns.

In recent years, companies have started to leverage the power of platforms such as Facebook, Snapchat, Instagram and Twitter to their advantage. According to Shen & Bissell (2013), a prominent presence on social networks is important for building strong brand relationships because companies can communicate with customers through their preferred channels. Social media provides companies a means to not only engage with customers, but also influence them to make decisions with the right content.

Social media has a big influence on the hospitality industry and how travelers choose hotel accommodations. When a hotel pops up on an individual’s social media feed, that individual is being exposed to the brand. This exposure will ultimately have an influence when they are deciding which hotel to book. Thus, it is vital for hotels to have a

social media presence to promote their brand and generate business. If marketed correctly, hotels can reach their target demographic and convert them into loyal customers. The purpose of the study was to compare and contrast the social media marketing strategies of select hotels on the Las Vegas strip.

Review of Literature

Research for this review of literature was conducted at Robert E. Kennedy Library on the campus of California Polytechnic State University, San Luis Obispo. In addition to books and other resources, the following online databases were utilized: ProQuest, EBSCO Host, Phocuswright & ScienceDirect. This review of literature includes the following subsections: social media marketing and social media and hotels.

Social media marketing is a popular method companies use to reach consumers. Among the different platforms, Facebook, Instagram, and Twitter are the most common. As a result of their prevalence in marketing tactics, companies that lack the utilization of social media as part of their marketing strategy are missing a considerable opportunity to reach consumers. According to Kim and Eunju (2012), “With a significant percentage of people passing along information to others through social media, the value of one customer is worth far more than what he or she initially spends” (p. 1481). Companies can use social media as an outlet to convert one- time customers into life- long customers who are loyal to their brand. This idea is referred to as brand loyalty — the tendency of consumers to continuously give business to one brand over another. This is because consumers have the inclination to buy products from companies they have a trusting relationship with.

Social media creates a real connection between consumers and companies. That connection can then create brand awareness, purchase intention, and brand resonance. Tatar and Eren-Erdoğan (2016) stated, “This ongoing connection and relationship with customers could eventually turn the customers into brand advocates. These brand advocates are customers who talk highly about the company and pass on positive word-of-mouth (WOM) messages about the company to other people” (p. 252). Brand advocates can generate buzz about a company in a variety of ways. Malthouse, Haenlein, Skiera, Wege, and Zhang (2013) mention that although clicking a “like” button seems like a low form of customer engagement, this small gesture can have a big impact. A customer’s “like” might then be observed by their whole circle of followers and encourage their followers to engage with the brand as well. Other forms of engaging with a brand could include sharing the brand’s posts on social media, commenting on posts, or posting pictures interacting with the brand’s products. With the rise of social media platforms, the customer is no longer limited to a passive role in his or her relationship with a company.

Some platforms may be better than others when considering brand loyalty. Research conducted by Jin, Kim, and Phua (2016), found that individuals who frequently use Twitter to follow brands are more likely to regularly visit brand pages they follow, become brand followers, create user-generated content (UGC), and spread electronic word of mouth (eWoM). The study also found that “individuals who most frequently used Instagram for following brands reported highest brand community engagement, followed by those who most frequently used Twitter, Facebook or Snapchat for following brands” (p. 422). These findings suggest that Twitter and Instagram could be the most

ideal platforms for consumer engagement because followers will be more engaged with the brands they are following, ultimately making them more inclined to buy from the brand.

In addition, individuals who are actively following brands on Twitter and Instagram are more likely to participate in brand-related activities and remain loyal to the brands they follow over a longer time period. A study by Tatar and Eren-Erdoğmuş (2016) shows that social media marketing of a hotel has a direct influence on trust and loyalty consumers feel towards the brand. Results of their study confirmed that “online and social media experience is an important driver of brand trust especially for accommodation services” (p. 258). This means the longer a brand has been active on social media and the more followers it has, the more likely followers are to trust the brand because of its credibility.

Social media marketing also helps to build solid relationships between the company and the consumers. As a result, social media is changing the way companies create marketing strategies. In order to foster a strong relationship with consumers, marketers need to uncrack their target demographic. They need to find out who they are, what motivates them, and what their values, ideals, and beliefs are. When brands and marketers can connect directly to their consumers, and the more the consumer uses social media, the stronger the connection between brands and consumers (Carlson & Lee, 2015). The best way to do this is by identifying the company’s brand persona, also known as a set of human characteristics that are attributed to a brand. Once there is a clear grasp on this, marketers can use a combination of quantitative research in the form of surveys and demographics and qualitative research in the form of ethnography to get

an in- depth look into who their target demographic really is. Rooney (2011) explains that it is important for a company to generate content that aligns with the interests of its customers rather than overwhelm them with too many messages that may not relate to their interests and desires.

Not only is it important to consider who the consumer is, but it is also essential to consider what the consumer is looking for. Carlson and Lee (2015) argue that, “Direct marketing in social media is used to send people to the digital community to be informed, entertained and heard” (p. 84). Good social media marketing sparks an interest in users and a value high enough to encourage them to participate. In addition, in order to thrive, marketers must identify what their consumers want to achieve when engaging with brands on social networking sites. They need insights into how to satisfy and interest consumers so they will continue following and interacting with their company. Kwon, Kim, Sung, and Yoo (2014) reveal that the number one motivator for following brands on Twitter is incentive seeking: loyalty incentives for continued, reward for continued participation, receive incentives (e.g., coupons, discounts, etc.). In other words, consumers want rewards for following brands on social media. They do not want to follow them just for information or entertainment, but for something that is more beneficial to them. Juman (2012) points out, “More than three fourths of travelers turn to social networks to find some type of shopping-related deal, and 30% specifically seek out travel-related deals” (p. 1). Marketers can use this information to create posts more aligned to what consumers are looking for. This is one of many key factors to consider when marketing to consumers in addition to building a relationship and entertaining them.

Creating brand presence on social networking sites is also considered a critical activity to marketers today. Research conducted by Kwon et al. (2014) indicates marketers are best able to create a human persona for their brand using Twitter. This ability for their brand to acquire human characteristics and to create a voice can therefore build a stronger identification with consumers — something consumers can relate to. In order to market effectively to consumers, this among many other factors must be considered.

The use of social media to search for travel information, specifically hotel accommodations, is becoming the norm. On social media platforms, hotels post on their story and feed as the primary medium of advertising or storytelling. Thus, to understand the marketing effectiveness of social media, it is very important to explore these messages not just as posts, but as hotel advertisements. Leung, Bai, and Erdem (2017) point out the different Facebook message strategies depending on the scale level of the hotel:

Luxury hotels frequently used brand messages in picture format. Upper upscale hotels preferred Web link format without any message content preference. Upscale hotels posted more promotion messages in video format. Upper midscale hotels preferred involvement messages. Midscale hotels used more reward messages in word format. Economy hotels used the word format more. (p. 251)

Depending on the scale level of the hotel, there is an ideal message format that identifies strongly with the target demographic. Four-star hotels might opt for promotion messages in video format to showcase their beautiful hotel and what it has to offer. This level hotel is attainable enough and not totally elite. Economy hotels might use word format more

because they know their target demographic does not care about what the hotel looks like or the amenities, but simple details that can be attained through a small paragraph of words.

Social media has taken tourism to a new level because it allows visitors to communicate with not only the destinations, but also with visitors who have recently experienced the destination they are considering visiting. Using social media, visitors can gather information first-hand from other visitors and make decisions about the destination or the experience (Kirářová & Pavlířeka 2015). A key component marketers must consider when posting is how consumers who have interacted with the brand before will react and comment, as this can affect how new consumers view the brand as well. Rautio (2012) explains, “Successful social media marketing means reaching objectives. The use and channels of social media are determined by the pre-defined objectives, and naturally differ from client to client” (p. 98). In order for a company to be successful in social media marketing, it is essential to do necessary research and use that research to outline clear objectives that all social media posts should follow.

Purpose of the Study

The purpose of this study was to compare and contrast the social media marketing strategies of select hotels on the Las Vegas strip.

Research Questions

This study attempted to answer the following research questions:

1. What type of content is being posted on the social media platforms of the hotels?
2. What amenities and experiences are being marketed on the social media platforms?
3. How effective is the content at engaging followers?
4. How effective is the content at relaying to consumers what amenities the hotels have to offer?

Chapter 2

METHODS

The purpose of this study was to compare and contrast the social media marketing strategies of select hotels on the Las Vegas strip. This chapter includes the following sections: description of organizations, description of instrument, and description of procedures.

Description of Organizations

A comparative analysis was conducted on The Cosmopolitan of Las Vegas and The Venetian Resort Las Vegas. The Cosmopolitan of Las Vegas (2020) is a luxury resort and casino located on the Las Vegas Strip in Paradise, Nevada. The resort was opened on December 15, 2010 and features 3,027 rooms as well as a 110,000 square foot casino. The Cosmopolitan is also home to 27 restaurants, seven bars and lounges, and three entertainment venues including Marquee Nightclub. This modern and unique hotel integrates hundreds of contemporary art pieces from all over the world into every experience including its restaurants and distinct entertainment venues. The Blackstone Group is the current owner of the Cosmopolitan (The Cosmopolitan of Las Vegas).

The Venetian Resort Las Vegas (2020) is a luxury hotel and resort that opened on May 3, 1999 on the Las Vegas Strip in Paradise, Nevada. The hotel takes inspiration for the design and architecture from Venice, Italy and features various Venetian landmarks throughout the resort. The resort features 4,049 rooms, 3,068 suites and a 120,000 square foot casino. Other notable amenities are the Venetian's 38 restaurants, six bars and

lounges, and five nightlife venues including TAO Nightclub. The Venetian is currently affiliated with Intercontinental Hotels Group and is owned and operated by Las Vegas Sands (The Venetian Resort Las Vegas).

Description of Instrument

The instrument utilized in this study was a comparative analysis guide developed by the researcher (see Appendix A). It was designed to analyze the strategies being implemented to market two luxury hotels on the Las Vegas Strip: The Cosmopolitan of Las Vegas and The Venetian Resort Las Vegas. The instrument consisted of six questions targeted towards both hotel's social media platforms: Facebook, Instagram, and Twitter. The first two questions of the instrument focused on the social media followers and how engaged they were with the hotels. The last four questions were aimed at the hotels and how they chose to market on their social media platforms as well as how they engaged with their followers.

A pilot study was conducted using the social media accounts of Caesars Palace Las Vegas to determine the effectiveness of the instrument. Following the pilot, the instrument questions were modified to better answer the research questions. Since question four and five generated similar results during the pilot, question five was altered to address the time frame of posts. This allowed the researcher to gain a better understanding of social media practices each hotel uses when posting.

Description of Procedures

A comparative analysis was conducted on The Cosmopolitan of Las Vegas and The Venetian Resort Las Vegas. The instrument utilized in this study was a comparative analysis guide developed by the researcher. The researcher collected data through the access of both hotel's social media accounts including Facebook, Instagram, and Twitter.

The procedure first involved accessing the hotel's homepage on each social media platform and recording the number of followers. To address the next question, the researcher counted the number of posts in each month during the course of the year and performed a calculation to find the average number of posts per month. The following question required the researcher to go through the last five posts on each platform and record the number of likes, shares and comments for Facebook, likes/ views and comments for Instagram, and likes, comments and retweets for Twitter. To answer the next question, the researcher recorded the timestamps on each of the five posts from the three different platforms and attempted to find a pattern based on the time of day of the posts.

The last two questions of the instrument focused on qualitative data. Of the last two questions, the first one required the researcher to take a screenshot of the last five posts on each of the three platforms and analyze the content. This included content in the picture, the caption, and the utilization of hashtags and tagging. To answer the last question, the researcher went through the comments of the last five posts and recorded how many comments the company responded to and the reasoning behind only replying to those specific comments.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of the study was to compare and contrast the social media marketing strategies of select hotels on the Las Vegas strip. A comparative analysis was utilized to examine The Cosmopolitan of Las Vegas and The Venetian Resort Las Vegas. This chapter includes the following sections: social media activity and marketing tactics.

Social Media Activity

The Cosmopolitan and The Venetian are both utilizing Facebook, Instagram and Twitter to market to consumers. Of the different social media platforms, The Cosmopolitan boasts 555,000 Facebook followers, 169,000 Instagram followers and 418,500 Twitter followers for a total of 1,142,500 followers. The Venetian has 610,000 Facebook followers, 205,000 Instagram followers and 174,000 Twitter followers for a total of 989,000 followers.

Overall, The Venetian is more active on its social media platforms with an average of 36.5 posts per month on all three platforms compared to The Cosmopolitan's average of 23.25 posts per month. Both hotels post the least amount of content on Instagram. Consequently, The Cosmopolitan has the smallest number of followers on their Instagram while The Venetian has the second smallest number of followers on their Instagram. However, even though both hotels market the least on their Instagram, those posts receive the most engagement out of the three social media platforms.

Looking at the content featured on The Cosmopolitan's social media platforms, the posts are almost identical across all three of its pages. They are also posted at the exact same time and are always in the morning. The Venetian, however, posts similar content on Facebook and Instagram but somewhat different content on Twitter. The time of posts also vary between 10am and 4pm. After analyzing the last five posts on both hotel's social media pages it is evident that both hotels received the most engagement on Instagram, followed by Facebook and then Twitter. The hotels also lack in consistency of replying to comments on their posts. For the Cosmopolitan, it is evident the marketing team is only replying to the first few comments on posts. On the other hand, The Venetian replies to more comments, and the comments tend to be scattered rather than just the first few comments. Most of the responses are made because the comments warrant a reply.

Marketing Tactics

Of the last five posts analyzed from The Cosmopolitan, its marketers posted the five exact same pictures and captions to all three accounts, aside from one post on Instagram. Their first post is promoting a restaurant located in the hotel while also taking advantage of National Drink Wine Day. The post boasts the restaurant's 370 fine wine offerings and deems the restaurant as the destination to celebrate the holiday. The caption uses the hashtag #NationalDrinkWineDay in addition to tagging the restaurant. The picture associated with the post features a plate of lobster and pasta, a glass of red wine on the side, a woman's hands decorated with large, expensive jewelry, and a designer

handbag and sunglasses laying on the table. This post performed the best on Facebook and Instagram.

The second post is a man relaxing on a reclining chair in the shallow part of the pool. This post is marketing the Boulevard pool located at The Cosmopolitan, and the caption includes the hours of operation. The third post features a slideshow of pictures from a Dierks Bentley concert held at the Chelsea, a venue located inside of The Cosmopolitan. It tags Dierks Bentley as well as the venue in the caption. This Dierks Bentley post performed the best out of the five posts on Twitter. The fourth post is promoting a restaurant inside of The Cosmopolitan, Momofuku, which is tagged in the caption. The picture is a shot of an empty dining room area with tables elegantly set. The last post was posted on Galentines Day and uses the hashtag #HappyGalentinesDay. The picture features two ecstatic women bouncing on a bed in their robes. In this post the marketers are taking advantage of the holiday to market how much fun a group of girls could have if they book a stay at the Cosmopolitan.

The last post which was only on Instagram is promoting movies at the pool. The caption explains this event happens every Monday night starting in May. The picture shows a man and woman laying on a bed by the pool and watching a movie on a giant screen. Overall, in the span of only five posts, The Cosmopolitan used their social media pages to market a wide range of different amenities including events, concerts, dining, and experiences.

The Venetian has a different approach to marketing than The Cosmopolitan, as videos are heavily utilized, and content is different depending on the platform. The first post by The Venetian is a video featuring a different cocktail for each zodiac sign. The

caption states that all these cocktails can be found exclusively at three of The Venetian's cocktail lounges. The Facebook caption embeds a hyperlink to each of the lounge's websites, the Instagram caption includes six different hashtags, and the Twitter caption includes two hashtags. The second post has a call to action and is advertising a special deal that if guests book now, they will receive 25% off and two free gondola tickets. The post features a slideshow of pictures of different rooms as well as the gondola ride.

The next two posts are only on the hotel's Facebook and Instagram pages as The Venetian's Twitter page has much different content. One of the posts is another video of cocktails, and the caption is promoting Electra Las Vegas, a cocktail club at The Venetian. The Facebook version simply includes a hyperlink to the club's website, and the Instagram version uses four hashtags and tags the club in the caption. The next post is also a video featuring cocktails, specifically a special rose cocktail for Valentine's Day that is only available at Mott 32, a restaurant at the Venetian. The restaurant is hyperlinked on Facebook and is tagged on Instagram. The hashtag #ValentinesDay is also used on Instagram.

The last post on the two sites are different. The Facebook post is advertising Moon Palace, a restaurant inside the hotel and features a link to an article written on it by Vegas Eater. The Instagram post is advertising BlackTap, another restaurant located in The Venetian. The picture shows a woman enjoying a Valentine's Day themed milkshake and uses the hashtag #ValentinesDay along with three other hashtags. What sets The Venetian apart from The Cosmopolitan is the different captions based on the social media platform being used. On Facebook the marketers use hyperlinks to draw foot traffic to different websites, and on Instagram they utilize several hashtags and tags.

The four posts on Twitter that were different from Facebook and Instagram are a series of advertisements for #WeddingWednesday. All four posts feature pictures of a room decorated for a honeymoon including rose petals and candles leading to a bed, a white bed decorated with rose petals and a teddy bear sitting on top, and two glasses of champagne and a white cake sitting on a table.

It is evident The Venetian's marketing focus is geared towards food and beverage as all five posts on Facebook and Instagram are about restaurants and cocktail lounges. Both hotels have different marketing approaches and post unique content related to the amenities and experiences offered.

Chapter 4

DISCUSSION AND CONCLUSIONS

Social media platforms are gaining popularity, making social media marketing an excellent way for companies to reach consumers. This concluding chapter includes the following: a discussion of the findings, limitations of the research, conclusions based on research questions, and recommendations for the future.

Discussion

The Cosmopolitan's social media engagement on Twitter is lacking considering the number of followers it has. According to Kwon, et al. (2014), consumers follow brands on Twitter because they are seeking incentives, whether that be loyalty incentives or rewards such as coupons and discounts. Although The Cosmopolitan has done a good job at creating posts with quality photos and content, the hotel should also focus on generating posts based on consumer wants. Based on the research, consumers want incentives and rewards. To optimize consumer engagement with posts, The Cosmopolitan should focus on integrating its current promotions into its Twitter posts. Whatever deals the hotel is currently promoting should be advertised on Twitter, as that is the type of content its followers want to see in their feed. The Cosmopolitan needs to take advantage of the fact that out of Facebook, Instagram and Twitter, a substantial amount of its overall followers from the three platforms comes from Twitter.

The Cosmopolitan and The Venetian also need to improve on the content of their Instagram pages. The number of likes on each post compared to the number of followers

is considerably low. Jin et al. (2016) found that individuals who most frequently used Instagram for following brands reported highest brand community engagement. If this is the case, The Cosmopolitan and The Venetian are severely lacking. Carlson and Lee (2015) argue that people use social media because they are looking to be informed, entertained and heard. To help improve on the number of likes received on Instagram posts, both hotels should make sure to create content that will keep followers interested and entertained. This could include eye catching photography, videos and influencer posts. Also, by replying to comments left by followers, consumers will feel like the hotels care about their customers and will be more likely to engage positively with the hotels' social media posts. With both of these strategies implemented, followers will feel more inclined to engage with the Instagram posts.

One thing The Cosmopolitan does well at is giving consumers an inside look into the variety of amenities and experiences it has to offer. According to Királ'ová & Pavlíčka (2015), consumers will make decisions about a destination based on their experience using social media. This suggests that in order for a hotel to do well at marketing to consumers, it is a good idea to show an assortment of different amenities and experiences the hotel has to offer. Based on the five posts analyzed during the study, The Cosmopolitan is doing a good job at posting a variety of amenities and experiences on its social media pages and should continue to do so. By giving followers an inside look into all the hotel has to offer, followers will have a better idea of what experiences they can have. This will also allow followers to see activities they might want to do or restaurants they might want to go to and encourage them to book a stay at the hotel.

The Venetian should also work on promoting a variety of its amenities instead of solely focusing on food and beverage. Rooney (2011) explains that it is important for a company to generate content that aligns with the interests of its customers and not to overwhelm the customers with too many messages. Looking at The Venetian's social media pages, it is evident that most of its posts are related to the restaurants offered at the hotel and does not have a lot of variety. Although food and beverage is a big aspect of The Venetian, it should also focus on other amenities such as its shows, pools, and attractions. By focusing just on the restaurants, The Venetian is doing itself a disfavor by not showing its followers all it has to offer. The Venetian is also only focusing on the target audience that is interested in cuisine and forgetting about other target audiences whose interests may align more with entertainment, hotel amenities or special offers.

Several limitations may have impacted the results of the study. Due to the time frame allotted to conduct research, only five posts from each of the three platforms were analyzed for each hotel. The five posts are not necessarily congruent with the content each hotel posts on a normal basis. Additionally, the sole use of social media to collect data limits the findings. Finally, the researcher's background in social media marketing has given them experience as to what the best practices are for social media marketing as well as best channels and type of posts to use. The researcher acknowledges the potential of these biases. Despite these limitations, they did everything in their power to prevent them from occurring.

Social media is an effective tool to market to consumers in a unique and interactive way. By understanding how to market to consumers through social media, companies can expand their customer base and gain loyal, lifelong customers. In this

instance particularly, it also provides hotels a way to identify target demographics and their motivations to engage with the hotels on social media.

Conclusions

Based on the findings of this study, the following conclusions are drawn:

1. The Cosmopolitan and The Venetian are posting a variety of different content on their social media platforms including videos, pictures, and holiday advertisements.
2. The Cosmopolitan markets its restaurants, pools, entertainment spaces and rooms whereas The Venetian's main marketing focus is its restaurants and cocktail lounges.
3. Based on the number of followers each hotel has and the number of likes each post receives, both hotels lack the ability to produce content that is engaging followers.
4. Although The Cosmopolitan does a good job at marketing a variety of different amenities offered, The Venetian does not give its followers a good idea of all the amenities provided with its marketing focused mainly on food and beverage.

Recommendations

Based on the conclusions of this study, the following recommendations are made:

1. Social media should be the main form of marketing in the hotel industry as it is an easy and effective way to reach consumers.

2. The Cosmopolitan should focus on integrating its current promotions into its Twitter posts to better serve the wants of its followers.
3. The Cosmopolitan should create content that will keep followers interested, entertained and heard by including eye catching photography, videos and influencer posts as well as by replying to comments made by followers.
4. The Cosmopolitan should continue to post a variety of amenities and experiences on its social media pages as it gives followers an inside look into all the hotel has to offer.
5. The Venetian should include other amenities in its posts such as its shows, pools and attractions to identify with a larger target audience.
6. The Venetian should create content that will keep followers interested, entertained and heard by including eye catching photography, videos and influencer posts as well as by replying to comments made by followers.
7. Future research should examine a larger number of social media posts for both hotels to gain a better idea of both the content of posts as well as the engagement.

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APPENDIXES

Appendix A

| | Facebook | Instagram | Twitter |
|--|-----------------|------------------|----------------|
| 1. Number of followers to date | | | |
| The Cosmopolitan of Las Vegas | | | |
| The Venetian Resort Las Vegas | | | |
| 2. Average number of posts per month | | | |
| The Cosmopolitan of Las Vegas | | | |
| The Venetian Resort Las Vegas | | | |
| 3. Engagement with the last 5 posts (likes/ comments/ shares/ retweets) | | | |
| The Cosmopolitan of Las Vegas | | | |
| The Venetian Resort Las Vegas | | | |
| 4. Content of the last 5 posts | | | |
| The Cosmopolitan of Las Vegas | | | |
| The Venetian Resort Las Vegas | | | |
| 5. Time of day on the last 5 posts? | | | |
| The Cosmopolitan of Las Vegas | | | |
| The Venetian Resort Las Vegas | | | |
| 6. Does the company respond to comments on the last 5 posts? | | | |
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