

## PLAYA DEL CARMEN RESORT

### SITUATION

A major hotel company was preparing to open a new resort in the Mexican village of Playa del Carmen. Most hotels in this area are all-inclusive and it was a market where this hotel brand had never operated and thus had limited brand awareness.

### TASK

Based on our recent success at their resort in Costa Rica, the customer approached us to develop a Social Campaign to augment their marketing and PR efforts.

### ACTION

Beginning six months prior to the hotel actually opening, we developed a social advertising budget, then claimed and built out their Facebook, Twitter and TripAdvisor pages. We built a content calendar and began to work with the team on site to slowly build their community.

### RESULT

We started this engagement in October of 2014, when the hotel opened on June 22, 2015 they had 34,850 likes on facebook (now 97.4k - 11/1/16) and 1,378 on Twitter (now 2,792 - 11/1/16) from which to launch the hotel.

