



Social Media Marketing Project

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Phase 1: Research & Analysis

Competitor Research (Hotels & Resorts)

Key Competitors Identified:

- | | | | | | | | |
|----------|-----------------------------|-----------|-------------------------------|----------|------------------------------|----------|--------------------------|
| 1 | Raffles Jaipur, Amer | 2 | The Oberoi Amarvilas, Agra | 3 | Taj Nadesar Palace, Varanasi | 4 | The Leela Palace Udaipur |
| 5 | Taj Lake Palace, Udaipur | 6 | The Oberoi Udaivilas, Udaipur | 7 | The Imperial New Delhi | 8 | The Oberoi, Mumbai |
| 9 | The Leela Palace, New Delhi | 10 | The Oberoi, New Delhi | | | | |

Research Focus:

- | | | | |
|----------|-----------------------------|----------|-------------------------------|
| 1 | Social media presence | 2 | Content strategy |
| 3 | Engagement patterns | 4 | Visual branding & positioning |
| 5 | Unique selling propositions | | |

Keyword Research (SEO & Content Planning)

Top Performing Keywords:

Hotels near me

Cheap hotels near me

Best hotels in [City Name]

Places to stay near me

Luxury hotels in [City Name]

Pet friendly hotels near me

Resorts near me

Book hotel online

Last minute hotel deals

Hotel reservation [City Name]

[City Name] hotel prices

Cheap hotel booking

Hotel room availability

Hotels with swimming pool

Family friendly hotels in [City Name]

Hotels with free breakfast

Couple friendly hotels in [City Name]

Business hotels in [City Name]

5 star hotels in [City Name]

Extended stay hotels



Phase 2: Social Media Optimization (SMO)

Profile Optimization (Facebook & Instagram)

Optimization Tasks:

Update Bio with
SEO keywords

Upload high-
quality Profile
Picture (Logo)

Create
professional
Cover Photo

Write optimized
Description with
CTAs

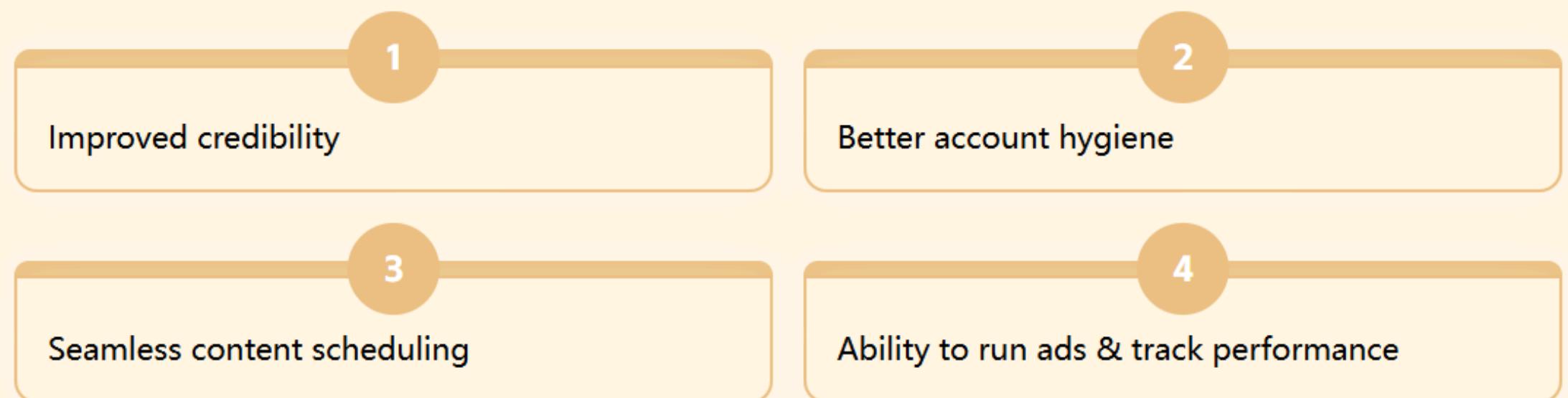
Highlight
services, awards
& amenities

Business Setup & Integrations

Actions Completed:



Outcome:



Phase 3: Social Media Content Planning

Social Media Calendar Creation

Deliverables:

Monthly content calendar

Content pillars: Luxury, Rooms, Amenities, Offers, Reviews

Post formats: Reels, stories, carousels, static posts

Copywriting + hashtags

Posting dates & schedule

Visual theme selection

Goal:

Maintain consistency

Boost engagement

Build brand identity

Drive bookings & inquiries



Conclusion

Your Social Media Success Begins Here:

1

Strong research foundation

2

Optimized brand presence

3

Strategic content calendar

4

Scalable marketing plan

Next Steps:

Phase 3 – Content Creation + Ads Strategy



A large, fluffy white cloud against a blue sky. In the bottom right corner, there is a branch with several green leaves.

Thank You