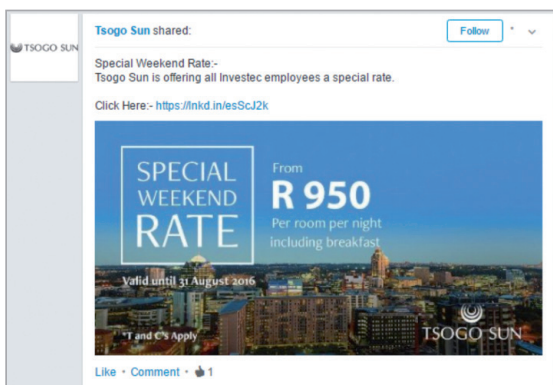




Tsogo Sun turns vacant rooms into brand-building opportunities

An innovative approach to increasing weekend occupancies has driven brand awareness and customer engagement for the award-winning hotel operator

When award-winning hotel and casino operator Tsogo Sun detected an opportunity in weekend occupancy for a number of hotels in the Johannesburg, it turned to LinkedIn. A personalised approach to promoting special weekend rates turned empty rooms into a powerful customer engagement opportunity.



The Challenge:

- Deliver promotional offers to employees of key Tsogo Sun partners and clients
- Leverage the availability of weekend rooms as a brand-building opportunity
- Drive engagement and loyalty amongst the target audiences
- Generate leads to increase occupancy at weekends

The Solution:

- Personalised landing pages for employees of specific organisations like Standard Bank, Nedbank and certain government departments
- Sponsored Content, promoting weekend rates, and tailored to each organisation
- Additional support through Display Advertising

Why LinkedIn?

- Accuracy of profile information versus other social media platforms
- Ability to target specific companies with tailored creative
- Unique access to professional audience in a relevant context

The Results:

- The campaign generated click-through and engagement rates that were three times those typically generated by the travel and tourism sector on LinkedIn
- Tsogo Sun's weekend occupancy rate increased during the campaign
- The campaign added 400 new followers for Tsogo Sun on LinkedIn, providing an on-going lead generation opportunity
- Tsogo Sun is now exploring the potential of LinkedIn across other areas of its business

Making the promotional personal

Tsogo Sun knew that the most effective way to increase occupancy rates at weekends would be to reach out to its existing corporate clients. Using Sponsored Content to target specific companies – and emphasise the exclusivity of its offers – maximised the engagement and loyalty that this approach delivered. In only its first month, the campaign delivered click-through rates and engagement rates more than three times the LinkedIn industry benchmarks. The campaign also added 400 new followers for Tsogo Sun, representing an on-going lead generation opportunity. “We’ve seen strong levels of on-going engagement both with our Sponsored Content and with the personalised landing pages that were created for businesses like Standard Bank and Nedbank,” says Tsogo Sun’s Marketing Manager Central Northern Region Hotels, Deirdre Caine Van Staden.

Leveraging further value from LinkedIn

Besides increased engagement, the campaign has also generated valuable learnings for Tsogo Sun when it comes to leveraging the potential of LinkedIn for its business. “Our initial promotion had a very short lead time,” explains Deirdre. “However, based on the results, we can see the value in giving our audience a longer booking window in the future – and driving even more revenue on LinkedIn.”

Deirdre and the team also recognise a wider opportunity for Tsogo Sun on LinkedIn. “We operate a number of conference venues across South Africa,” she adds, “and being able to identify and target the people in businesses who make conference bookings could be really valuable.”

“We’ve been very impressed by the engagement rates that targeting professional audiences on LinkedIn can deliver. It’s definitely a strategy that we’ll be looking at to help achieve our objectives in the near future.”



Deirdre Caine Van Staden
Marketing Manager
Tsogo Sun

This is a screenshot of a LinkedIn sponsored content post. At the top, it says "Tsogo Sun shared:" with a "Follow" button and "7m" indicating the post's age. The main text reads "Special Weekend Rate" and "Tsogo Sun is offering all Old Mutual employees a special rate." Below this is a link: "Click Here:- <https://lnkd.in/e/YNROq>". The central image is a promotional graphic with a cityscape background. It features the text "SPECIAL WEEKEND RATE" in a white box, "From R 950 Per room per night including breakfast", and "Valid until 31 August 2016". The Tsogo Sun logo is in the bottom right corner. At the bottom of the post, there are "Like" and "Comment" buttons.

This is a screenshot of the Tsogo Sun website's landing page for a "Standard Bank Special Weekend Offer". The page has a navigation bar with "TSOGO SUN" and links for "DESTINATIONS", "HOTELS", "CASINOS", and "MEETINGS & EVENTS". Below the navigation is a search bar with fields for "Your Destination:", "Travel Dates:", "Rooms:", and "Have a Promo Code?". The main heading is "Standard Bank Special Weekend Offer". The text below reads: "To thank you for your support as a valued Standard Bank client, Tsogo Sun is offering all employees a preferred weekend rate at the below listed hotels valid until 31 August 2016." It also includes a note: "To book please contact the respective hotel and quote the company name and relevant block number." There is a sub-heading "Garden Court Morningside Sandton" and a price tag "From R 950 including breakfast". A "Block Number: 250711" is also visible. A "CHECK AVAILABILITY" button is present in the top right.

This is a screenshot of a LinkedIn sponsored content post. At the top, it says "Tsogo Sun shared:" with a "Follow" button and "30m" indicating the post's age. The main text reads "Special Weekend Rate:-" and "Tsogo Sun is offering all FirstRand employees a special rate." Below this is a link: "Click Here:- <https://lnkd.in/e/P6Sr-8>". The central image is a promotional graphic with a cityscape background. It features the text "SPECIAL WEEKEND RATE" in a white box, "From R 950 Per room per night including breakfast", and "Valid until 31 August 2016". The Tsogo Sun logo is in the bottom right corner. At the bottom of the post, there are "Like" and "Comment" buttons.