

Chelsea Hotel

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Content

Promotion Plan





Hotel Chelsea X Family Day

We want to promote the emotion of being with our "FAMILY" and feeling loved.

3- *Ideas*

03

Social Initiative (Good
cause)

02

Influencer Campaign

01

Social Media
Campaign

Social Media Campaign

Instagram Filter

Idea

We create an Instagram filter with the Chelsea Branding on it, that says "Happy Family Day". The filter will require all the members to pose in a certain way to complete the picture.

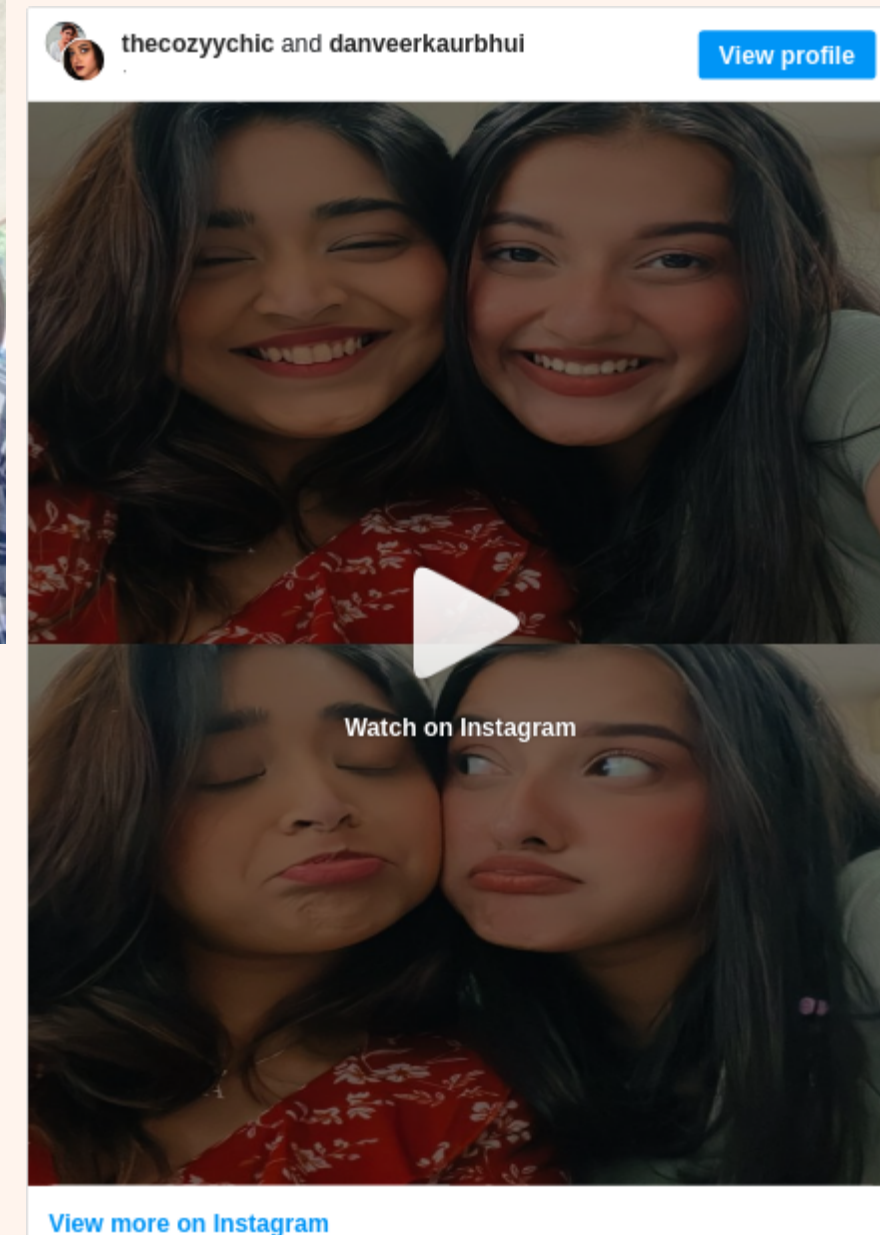
Execution

This will be a promotion run on Instagram and Facebook together, and every user needs to post the picture on their gram with the hashtag **#chelseafamilyforever** to receive a **30% off** on their booking on Family day.

Tracking

This hashtag will act as our analytics tool to verify the engagement of the campaign. We would promote this activity all over the hotel as well to receive more pictures from our existing customers too.

Ref Video



Influencer Campaign

Travel Influencers

Idea

We have many influencers/students/people travelling to Toronto for study/work or travel. They are the ones who really miss their family and cannot always travel back to their home countries to meet them. This is where Chelsea hotel will provide them with the warmth they need.

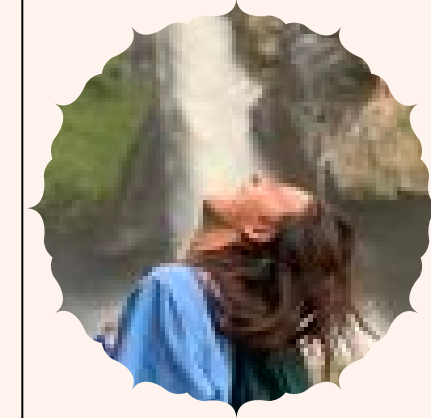
Execution

We will run a **30% off** on their booking for all these **solo travellers, students, etc** and arrange a **special event** only for them. This event would be an interactive event with games & fun activities where they could spend time with similar people who miss their families too.

Tracking

This campaign will be launched by the **top 10 Paid Influencers** all over their social media with the hashtag **#chelseafamilyforever**. We would then do a barter exchange (**care package**) with at least **50 influencers** to keep this campaign ongoing. Lastly, we would spread the word to all the colleges to post flyers to promote it.

Influencers



footluce

43K



muradosmann

3.5 M



haram_khor

707 K



Social Initiative (Good cause)

Home to the homelessness

Idea

This will be a social initiative run by Chelsea hotel as a way of giving back to society. Hotel Chelsea would create a **small care package** with necessary items like **food, clothing, toiletries**, etc and distribute them shelters, adoption centers and the streets.

Execution

This would be a physical activity for those people who cannot be with their families and who do not have a home to go back to. We would cover this activity live on Instagram, Facebook and Tiktok and spread the message using the hashtag **#chelseafamilyforever**

Tracking

This would be a secondary event, where we also cross-promote our filter and post pictures for them. This initiative will be pre-announced on various PR channels and websites to increase its visibility.





Thank you

Open to Questions :)