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HARNESSING AI TO ELEVATE YOUR SOCIAL MEDIA STRATEGY



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Associate Dir. & SocMed Head
eMarketingEye

BANGKOK POWER-UP

EDUCATION & NETWORKING

For Commercial Hoteliers





Harnessing the Power of AI

To Elevate Your
Social Media Strategy

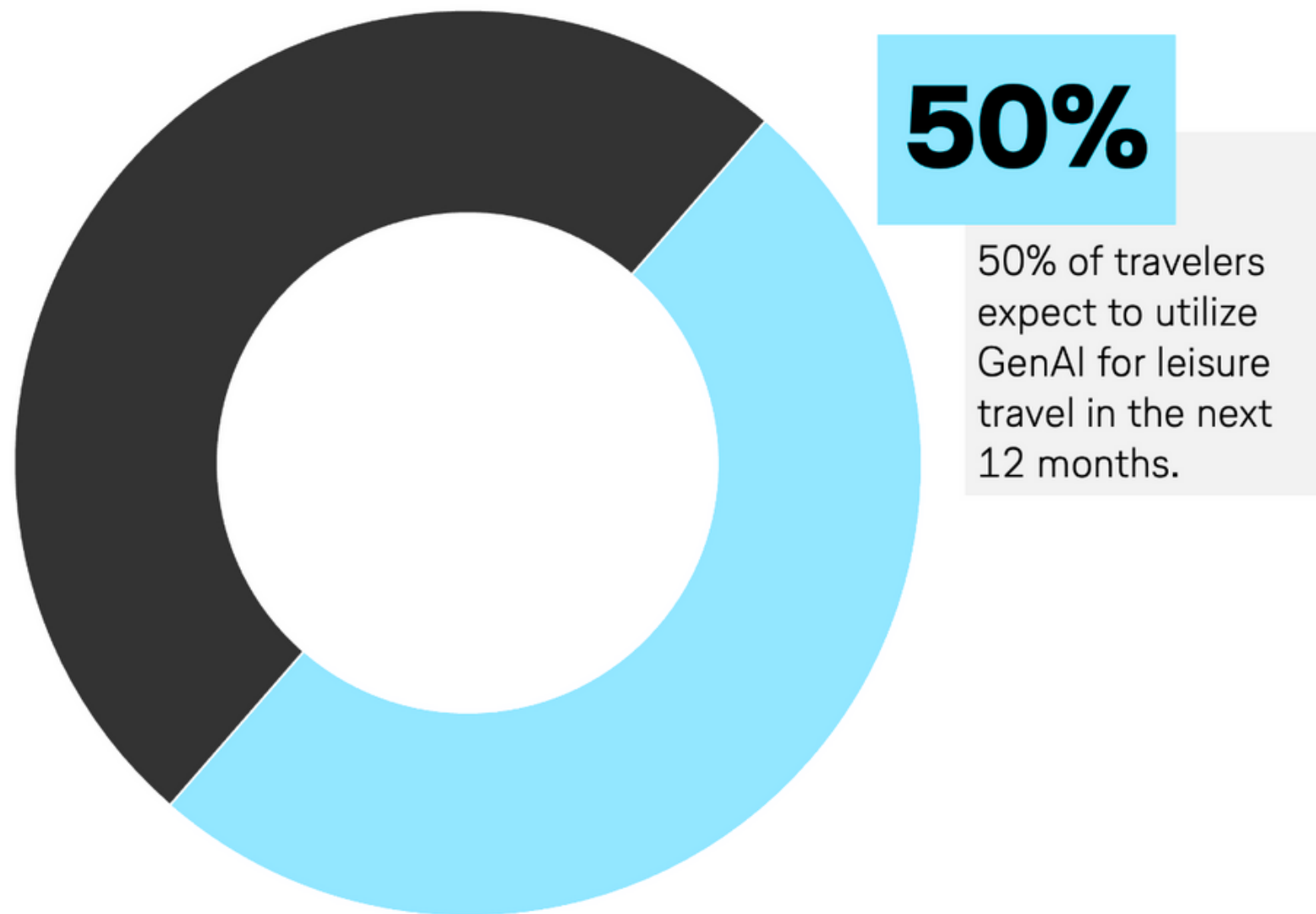
SECTION 1

Trends Shaping the **Hospitality** Industry in 2025



2025: The Year of Travel and AI?

GenAI adoption in the travel industry



Source: Phocuswright

Since the public launch of ChatGPT in late 2022, the buzz around Generative AI has been relentless.

- For the travel industry, AI has been hailed as a transformative force, promising to redefine how we search, plan, and book trips.
- In fact, many even declared AI the defining trend for travel in 2024.

While we've seen an emergence of AI-powered travel startups, OTAs experimenting with AI-enhanced search functionalities, and even airlines integrating [GenAI into customer chatbots](#), the tangible impact has been limited.

Personalization is integral to relevance, hence essential to demonstrate **value and build trust**

90%

travellers **expect or appreciate personalisation** from travel companies in exchange for their data

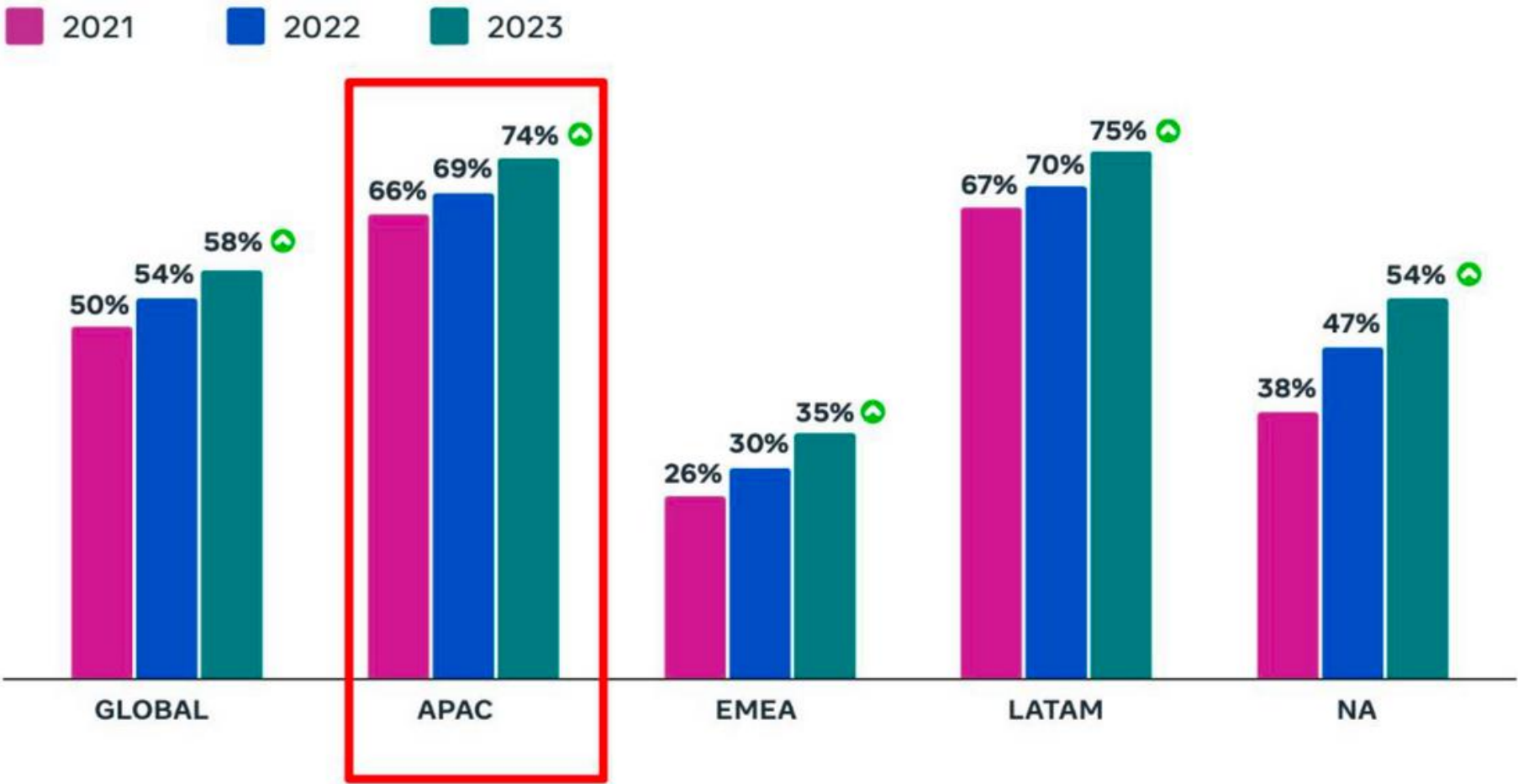
67%

travellers agree that if 'I give consent to share my data, I am **less tolerant of irrelevant information**'

Source: Google/Kantar, APAC Travel 2024, AU, JP, IN, ID, TH, CN, KR, n=7,000 adults age 18-64 who have taken, researched or booked a domestic or international trip for leisure purpose in the past 6-12 months, August 2024.
Base: All Travellers n=3,497

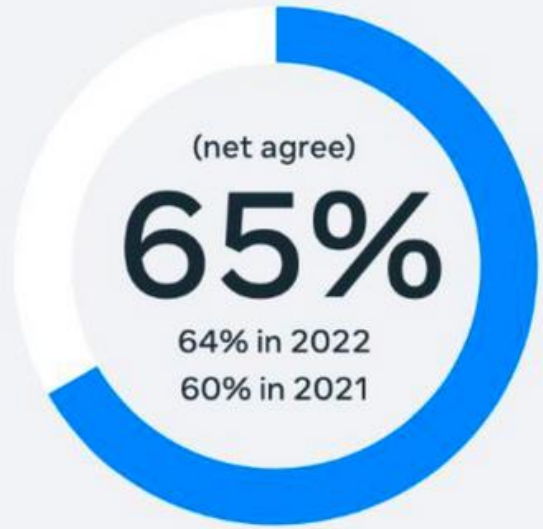
Consumers are increasingly making purchases through **personalized ads** on social media

EVER BOUGHT A PRODUCT DISCOVERED VIA PERSONALIZED ADS ON SOCIAL MEDIA



AGREE/DISAGREE STATEMENT

'I enjoy discovering items relevant to me that I wasn't actively looking for.'



Net agree	2021	2022	2023
APAC	66%	70%	71%
EMEA	49%	53%	56% ↑
LATAM	67%	69%	66% ↓
NA	60%	65%	70% ↑

Base: All holiday shoppers 2023 (17,906)
Q_PerAd1. Thinking more broadly about personalized ads you see on social media, have you ever purchased a product you discovered via personalized ads on social media? / Q110a. How much do you agree or disagree with each of the following statements about holiday shopping?

↑ ↓ Significantly higher/lower than previous wave at 95% confidence level

A woman with dark hair, wearing a tan jacket, is looking down at a smartphone in her hands. She is standing in a city at night, with a blurred background of lights and buildings. The text "89% of Travellers turn to Social Media for Travel Inspiration" is overlaid in white.

89% of Travellers turn to Social Media for Travel Inspiration

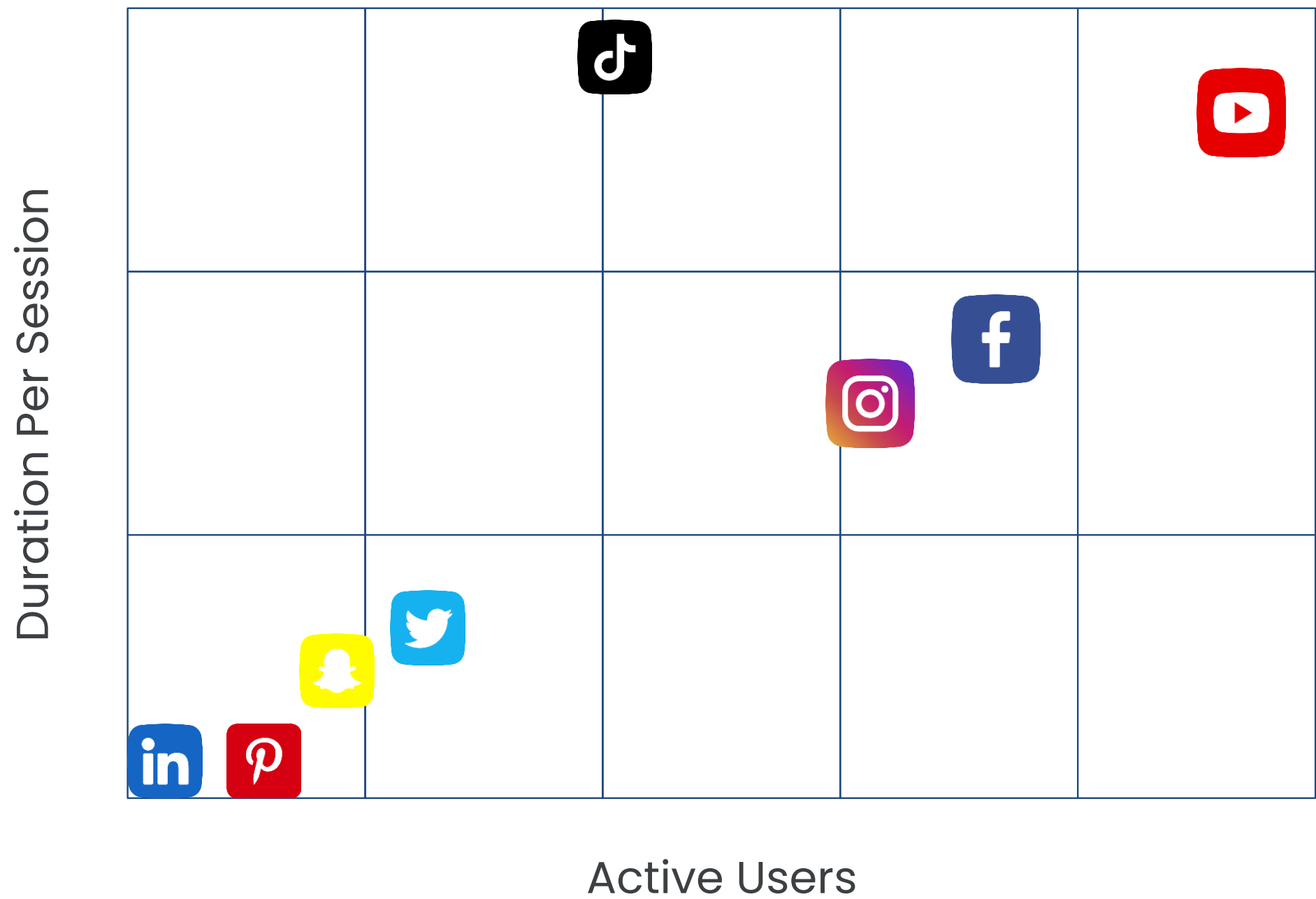
Source : Phocuswright's Scroll, Heart, Fly: Social Media's Impact on Travel 2024

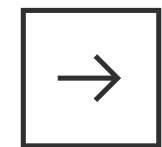
Travellers draw inspiration from a multitude of sources

Online Video is the **#1 source** of travel inspiration

Think with Google

YouTube & Meta has the strongest combination of user reach and engagement.





Social is the New Search —

TikTok & IG are Digital Menus

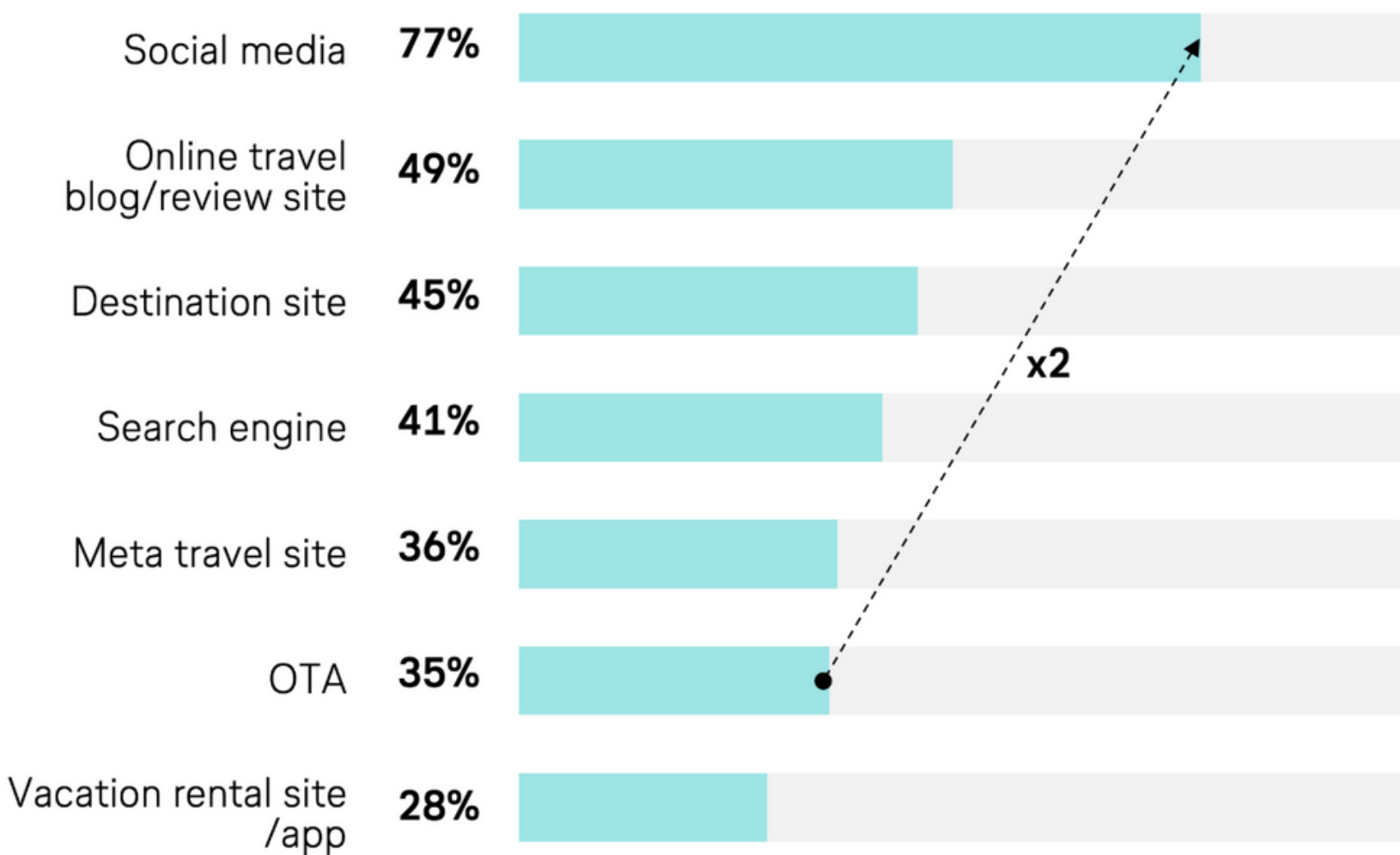
Google itself has acknowledged this shift. Prabhakar Raghavan, a Google Senior VP, revealed that “nearly 40% of young people prefer TikTok or Instagram over Google” when looking for places to eat lunch.

- For many users, your Instagram feed is your menu, and your TikTok is your vibe check.
- Platforms reward visually rich, narrative-driven content, which is exactly what the F&B world thrives on — from sizzling street food to luxury tasting menus.
- This trend also ties into the rise of “imageability” — designing dishes and spaces that are intended to be shared online

2025 will mark the year markets catch up –and when social media cements its place as the next frontier for travel bookings.

Social media has become the #1 travel inspiration choice

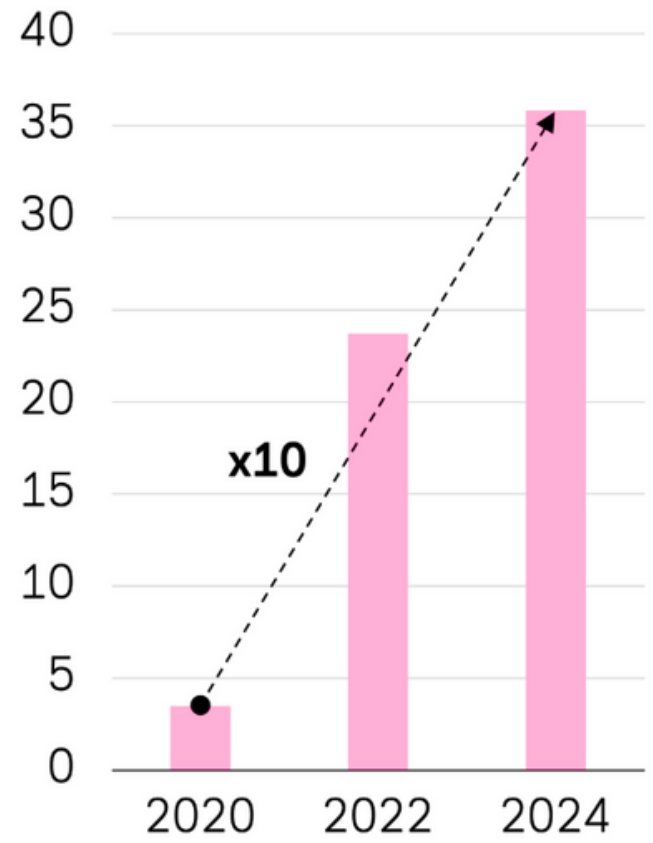
Share of travelers (in %) and their choices of channels for initial travel inspiration



Source: Expedia, Beautiful Destinations

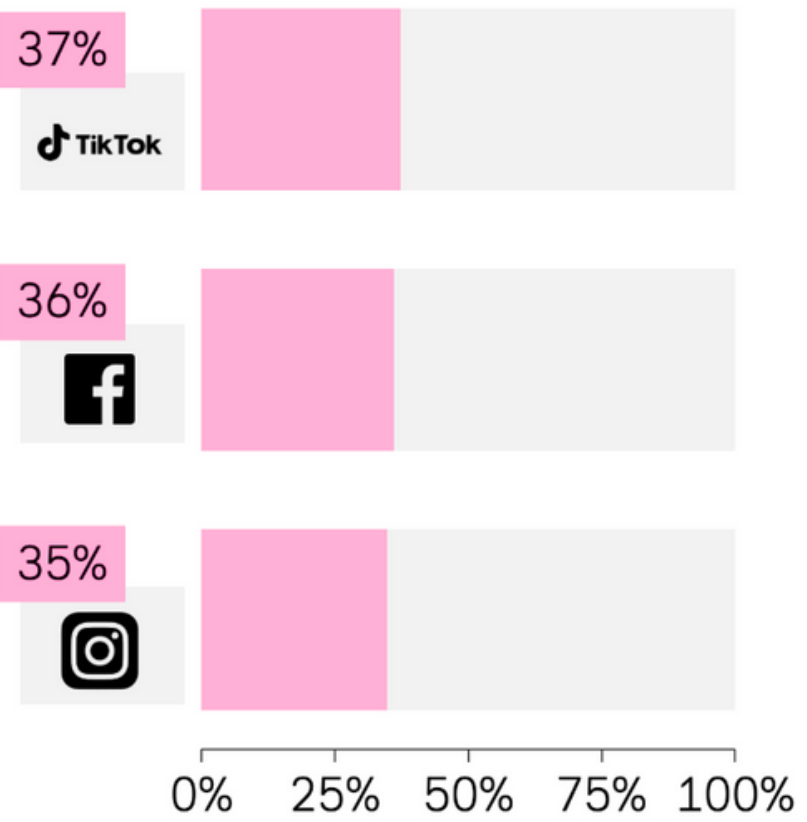
The social commerce era is in full swing and will soon target travel

Number of TikTok social buyers (in million) in the U.S.



Source: eMarketer, Beautiful Destinations

Share of users buying on each social media platform in 2023



Hotel Restaurant Renaissance

When choosing hotels, travellers aren't just booking rooms. They're booking tables. Hotel restaurants are significantly contributing to hotel revenues**, so hotels are stepping up their dining experiences and travellers are paying attention. Positive reviews about hotel restaurants, chefs and bars increased by 40% YoY on Hotels.com.***

Nearly a third of travellers say that room service from a famous restaurant in the hotel would make them more likely to book, while 31% say that restaurant tables reserved exclusively for guests would be their top reason.*

Smith Travel Research—'The resurgence of the hotel restaurant', Forbes. *Based on hotel review data on Hotels.com between 1 Jan. 2024–4 July 2024 vs 1 Jan–4 July 2023.



SECTION 2

Behaviour Shaping the **Digital Landscape**





Marketers have long focused on channel roles across a linear journey ...



... but channels don't shape a journey, the shopper does.



The State of the Digital Marketing Funnel

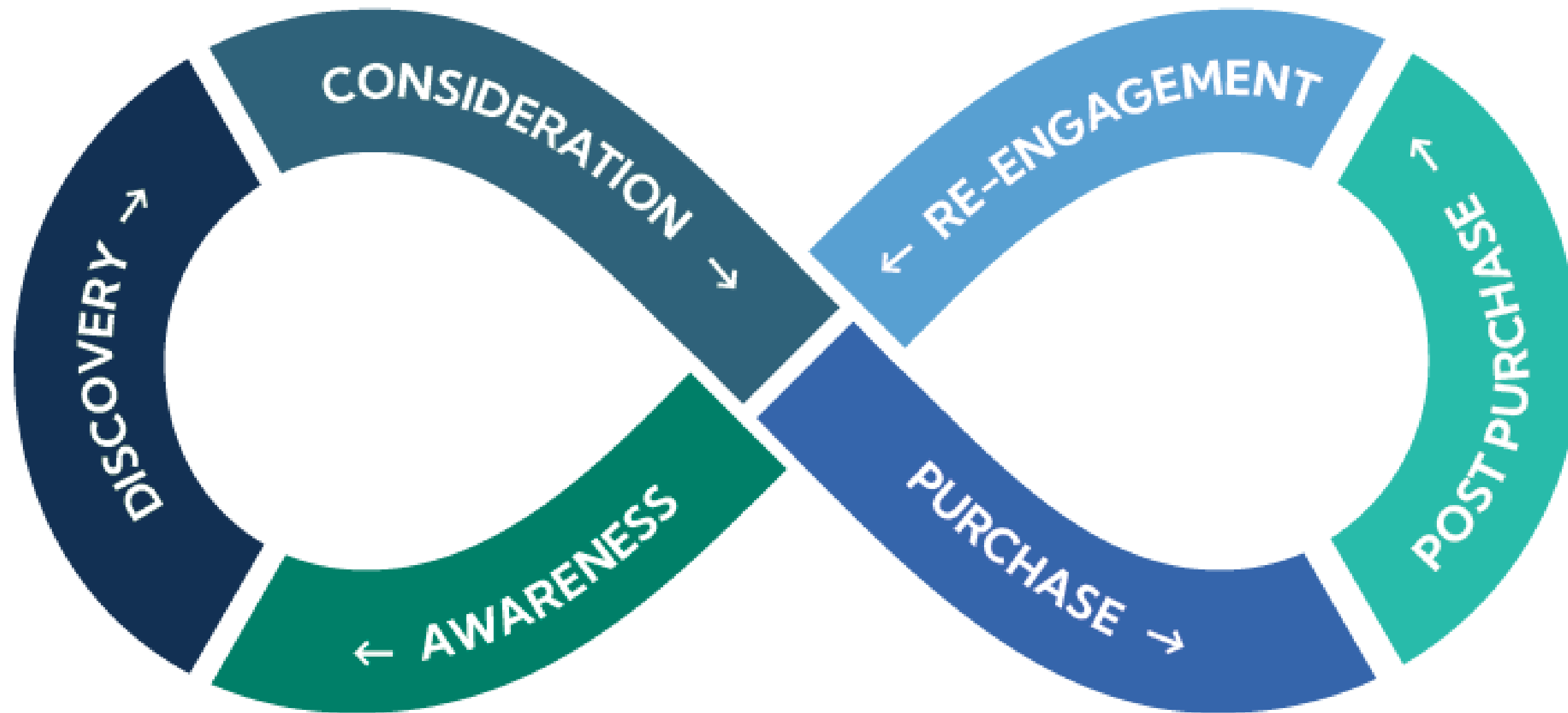
What to Expect in 2025

In 2025, successful marketers will focus on creating integrated, omnichannel strategies that provide a consistent experience at every touchpoint. This means that the **funnel will need to be flexible enough to accommodate multiple entry and exit points**, allowing customers to move through stages in a non-linear fashion.



The New Consumer Journey

What to Expect in 2025



People interact with brands in a deeply connected and non-cyclical, non-linear ecosystem of content.

Marketers must execute against this new reality.

SECTION 3

Full Funnel Social Media Strategy



Scroll-Stopping Awareness

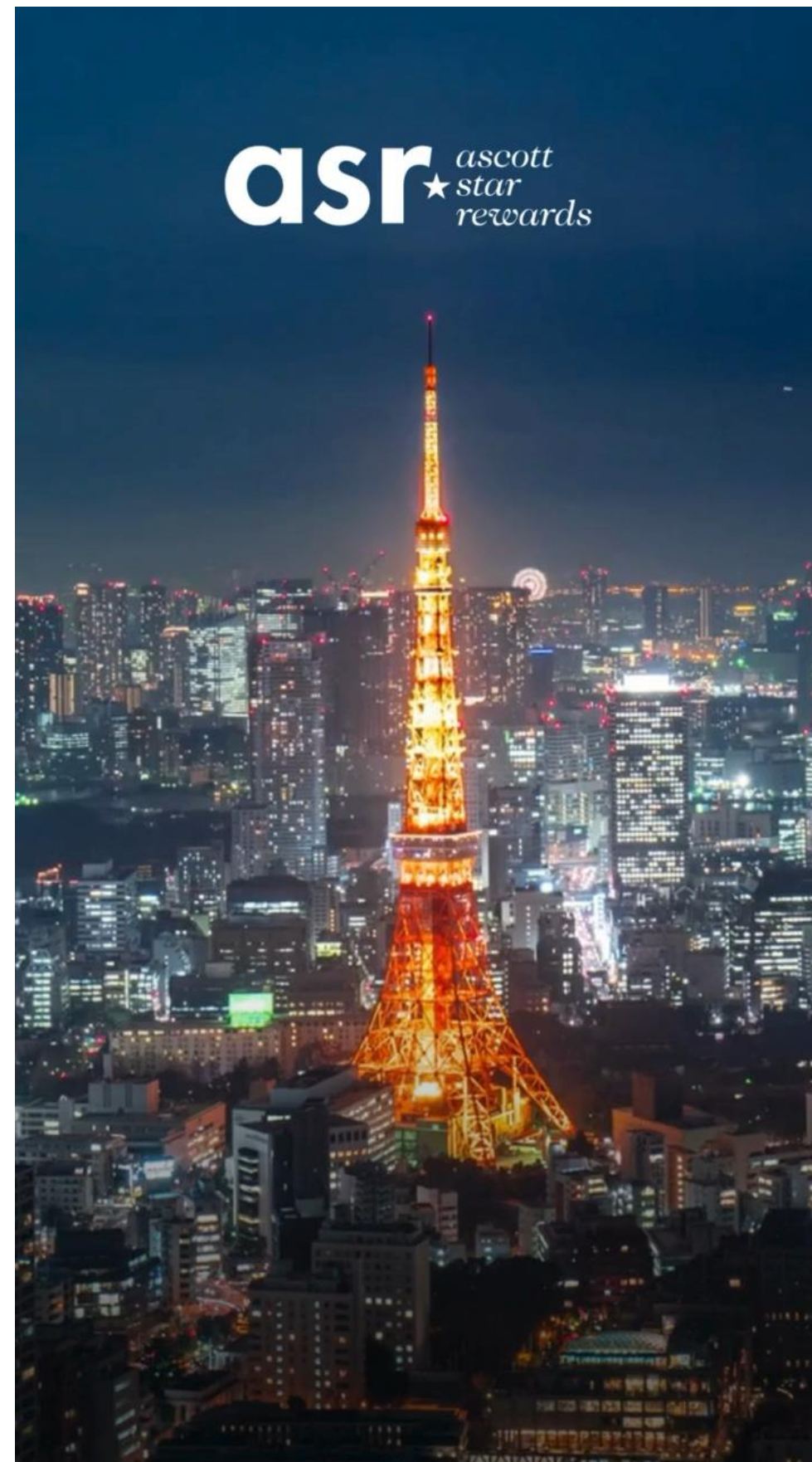
How to Win at the Top of the Funnel



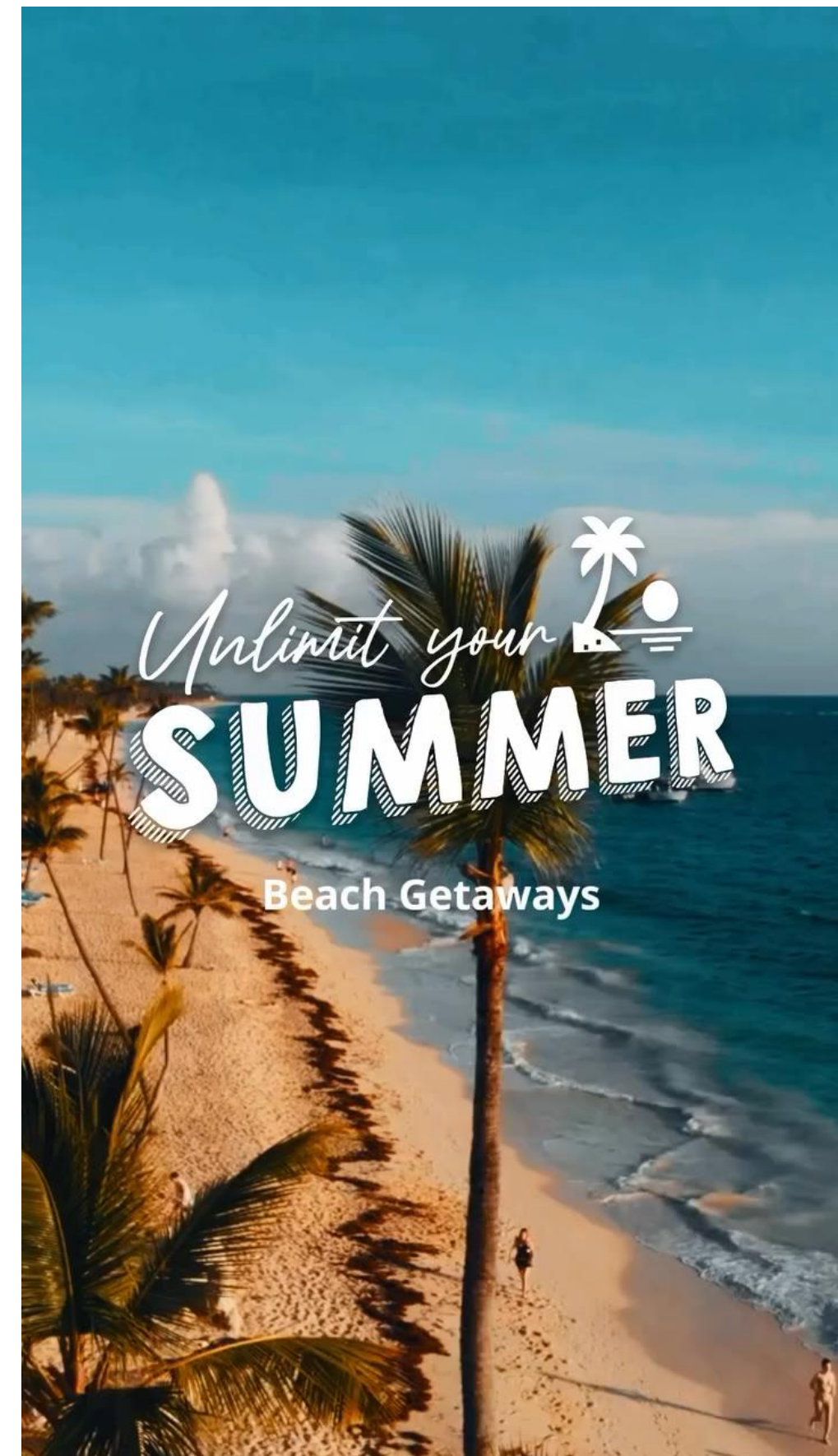
Driving Awareness Leveraging Customized Videos



BRAND



DESTINATION



TRAVELLER

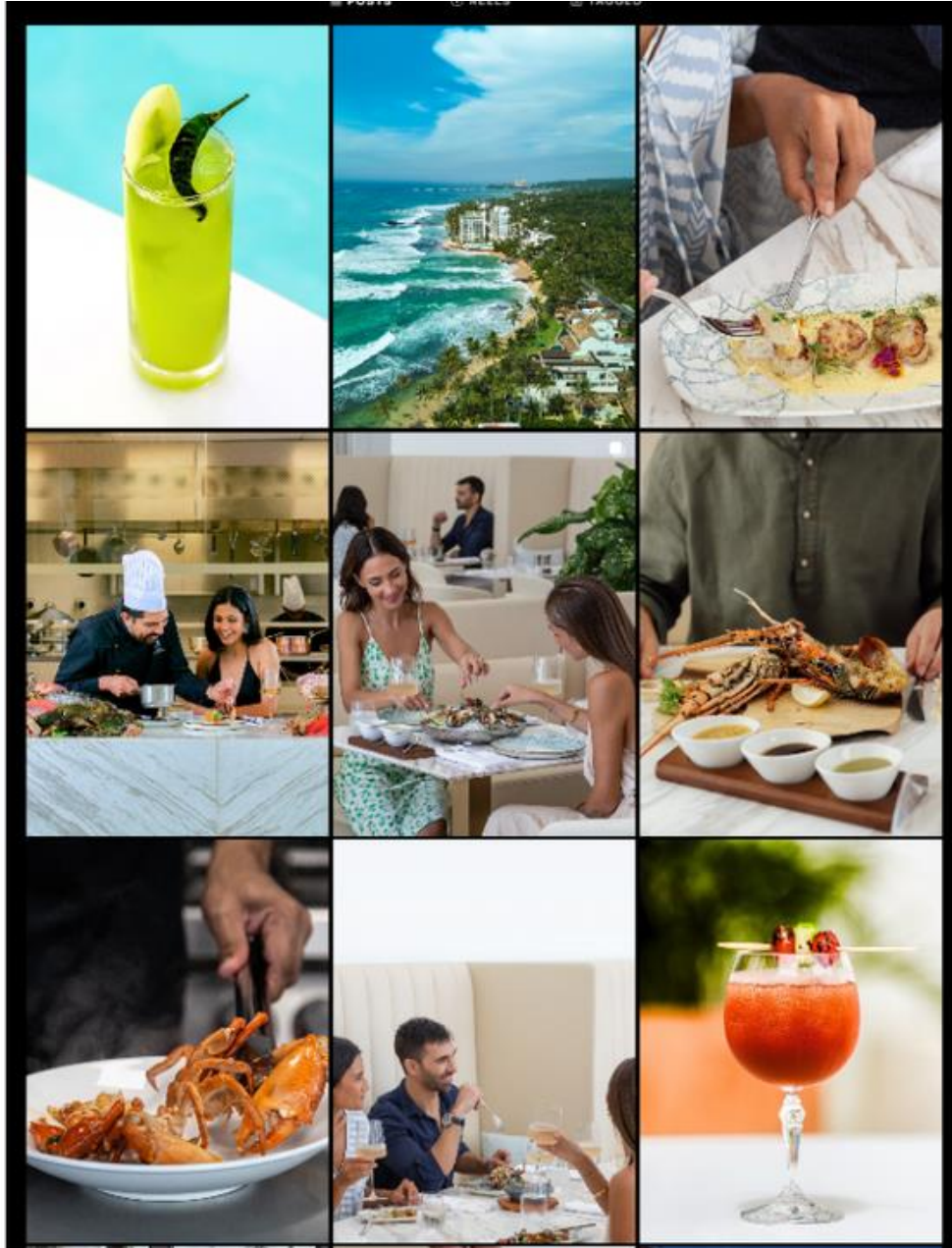
Upper Funnel Social Media Video Content



Leveraging Vertical Digital Real Estate



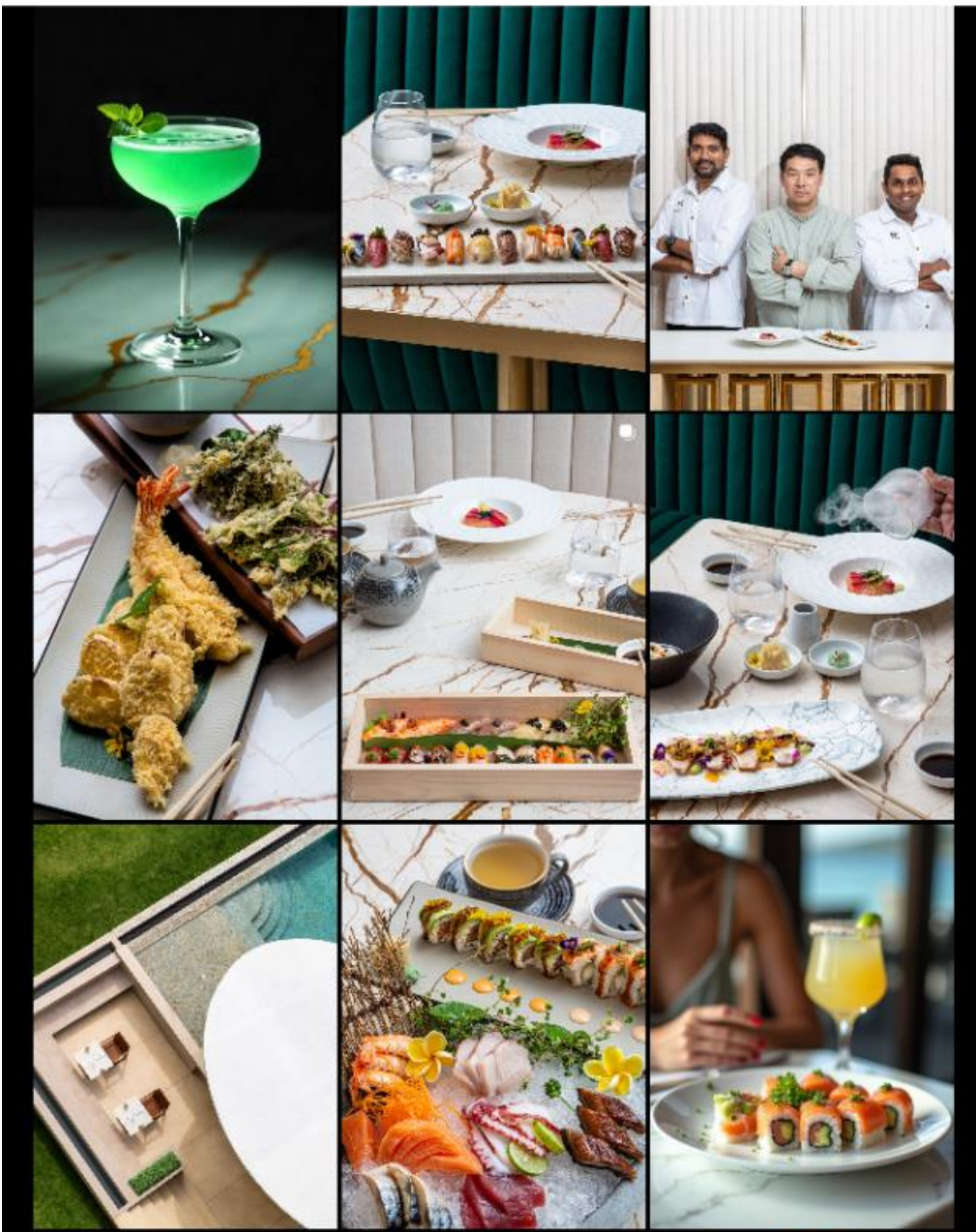
Upper Funnel Social Media Content



A

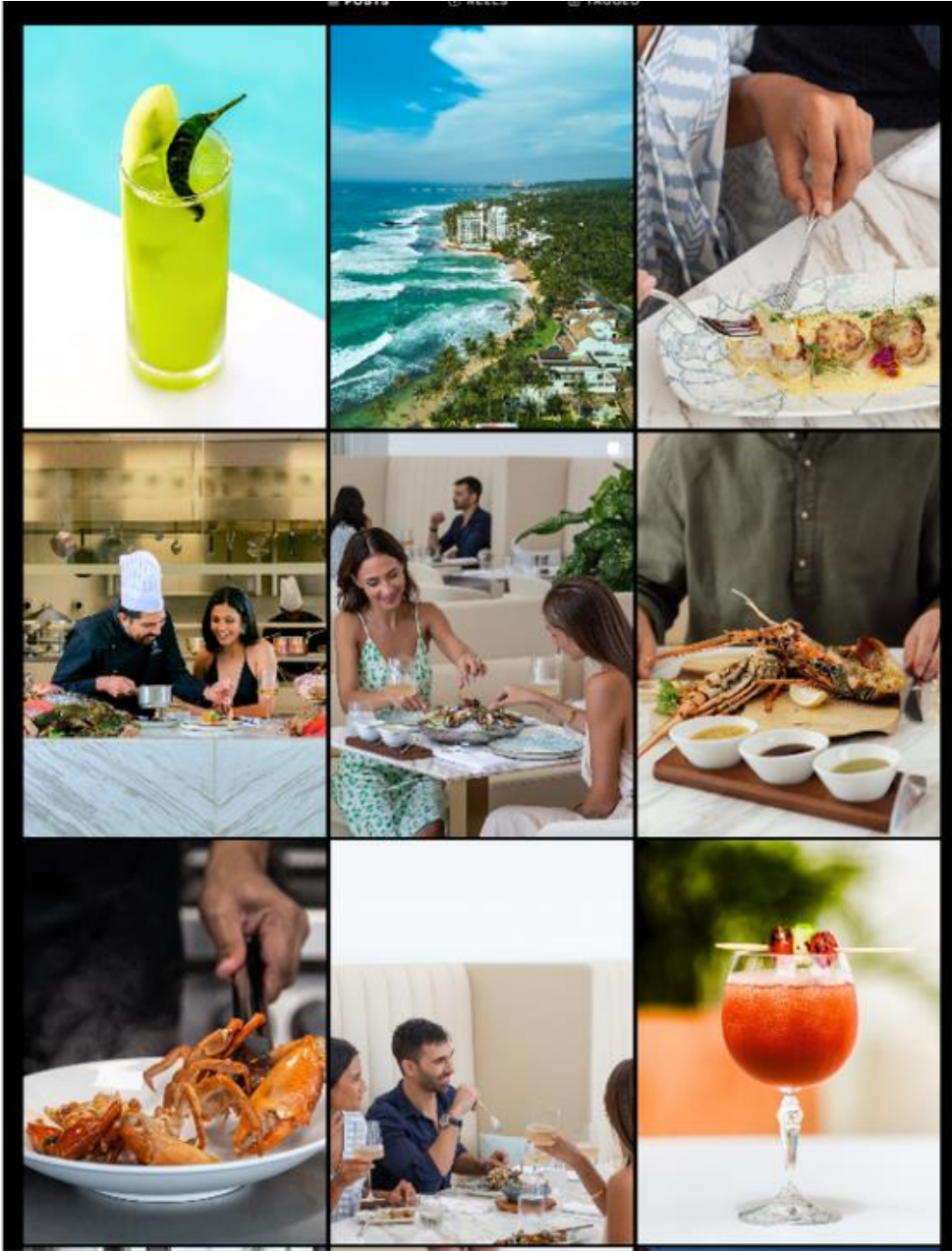


B



C

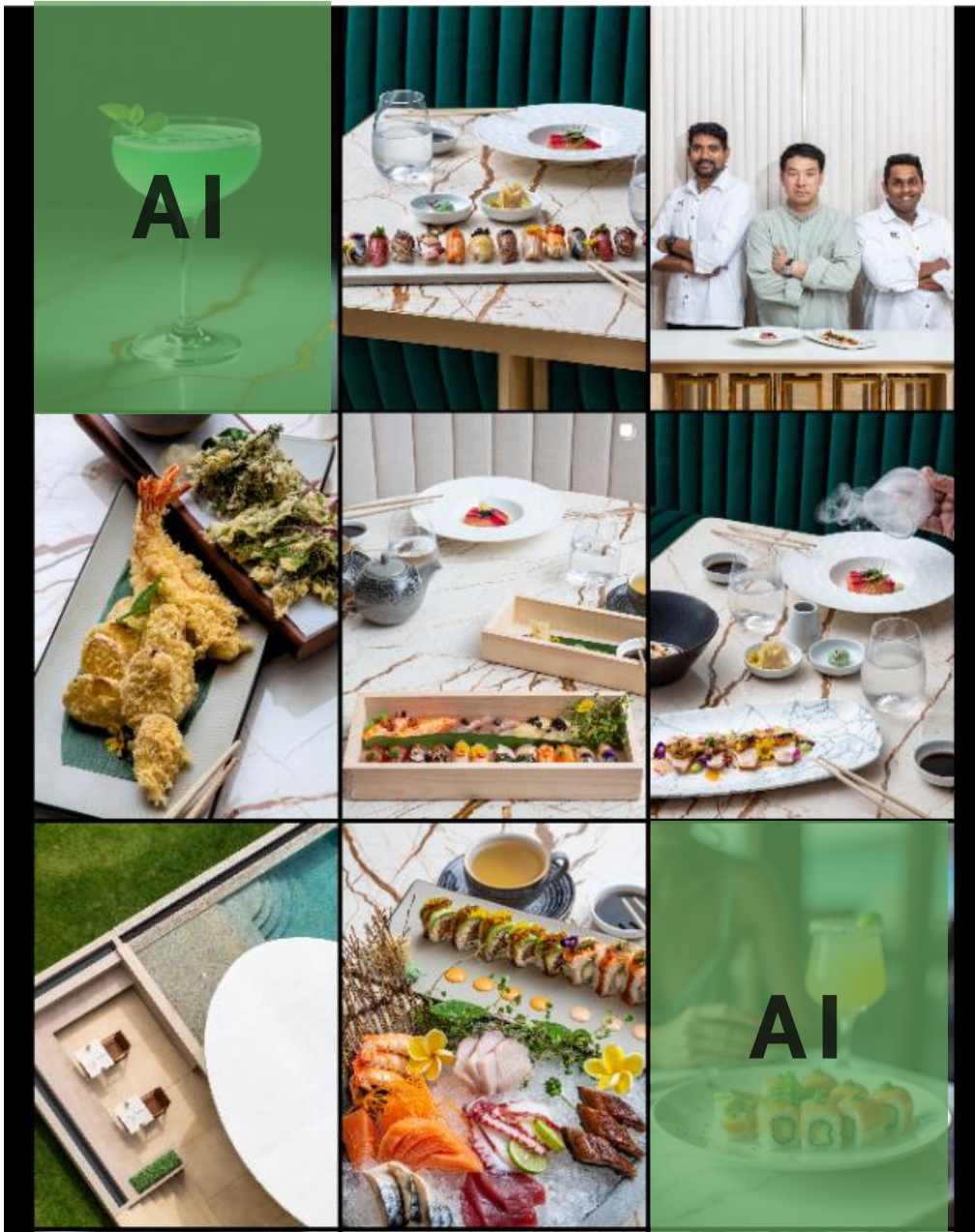
Upper Funnel Social Media Content



A



B



C

Social Media Organic Content : Generative AI



Social Media Organic Content : Generative AI

GENERATIVE AI



SHOOT IMAGE



Feed the Craving to Escape

Mid-Funnel Strategies That Build Intent



Driving Consideration & Audience Growth



Consideration Driven
Campaign Objectives

Video Views

Video Remarketing

Follower Growth

Social Media Followers

Post Boosting


Social Media Post
Engagement

Traffic

Instant Experience Remarketing
Website Remarketing
IBE Drop Off


Target
Audiences at
Conversion
Stage

Driving Consideration Through Social Media


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A Luxury Beachfront Retreat [Learn more](#)

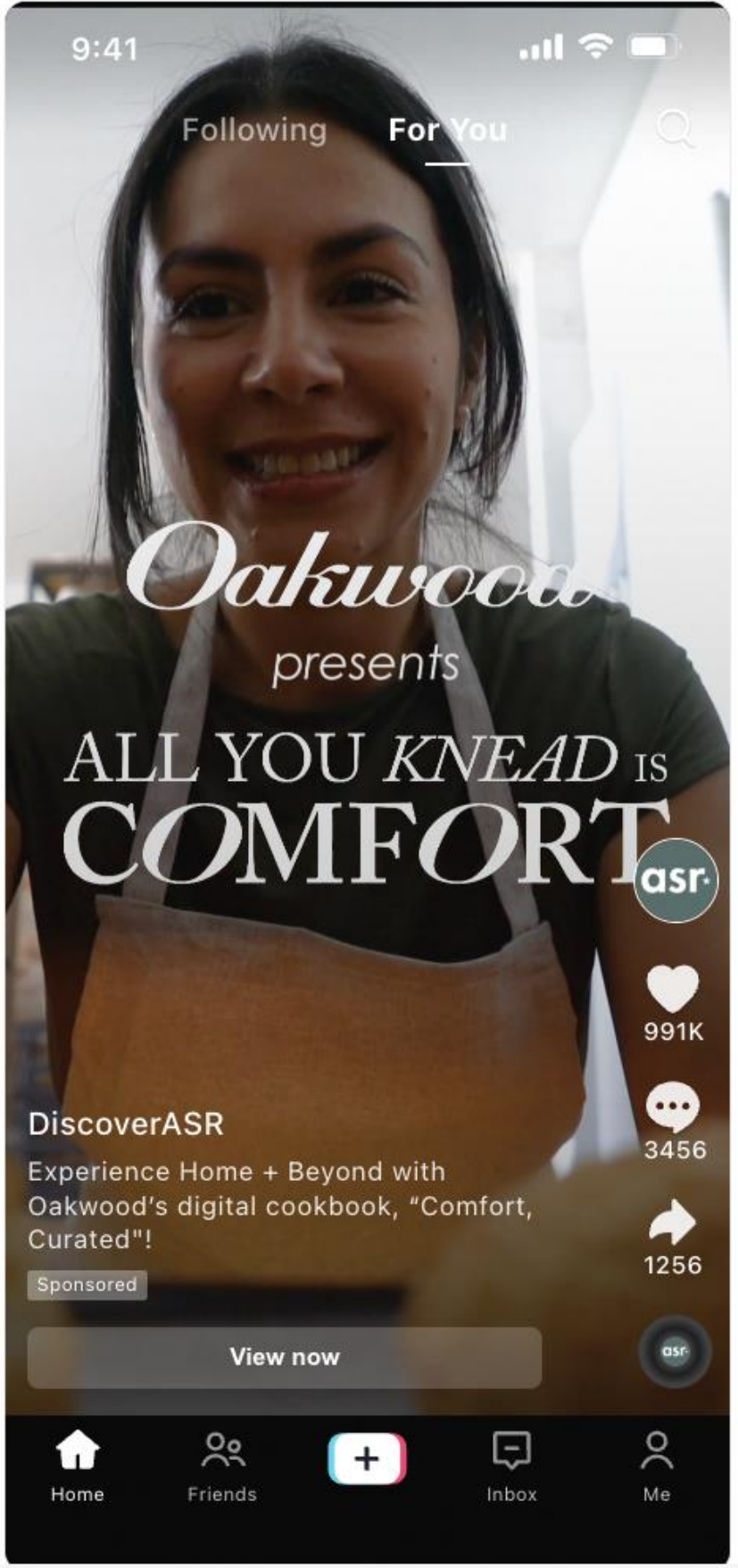


Amidst Natural Mangroves [Learn more](#)

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ALL YOU *KNEAD* IS COMFORT

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Experience Home + Beyond with Oakwood's digital cookbook, "Comfort, Curated"!

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


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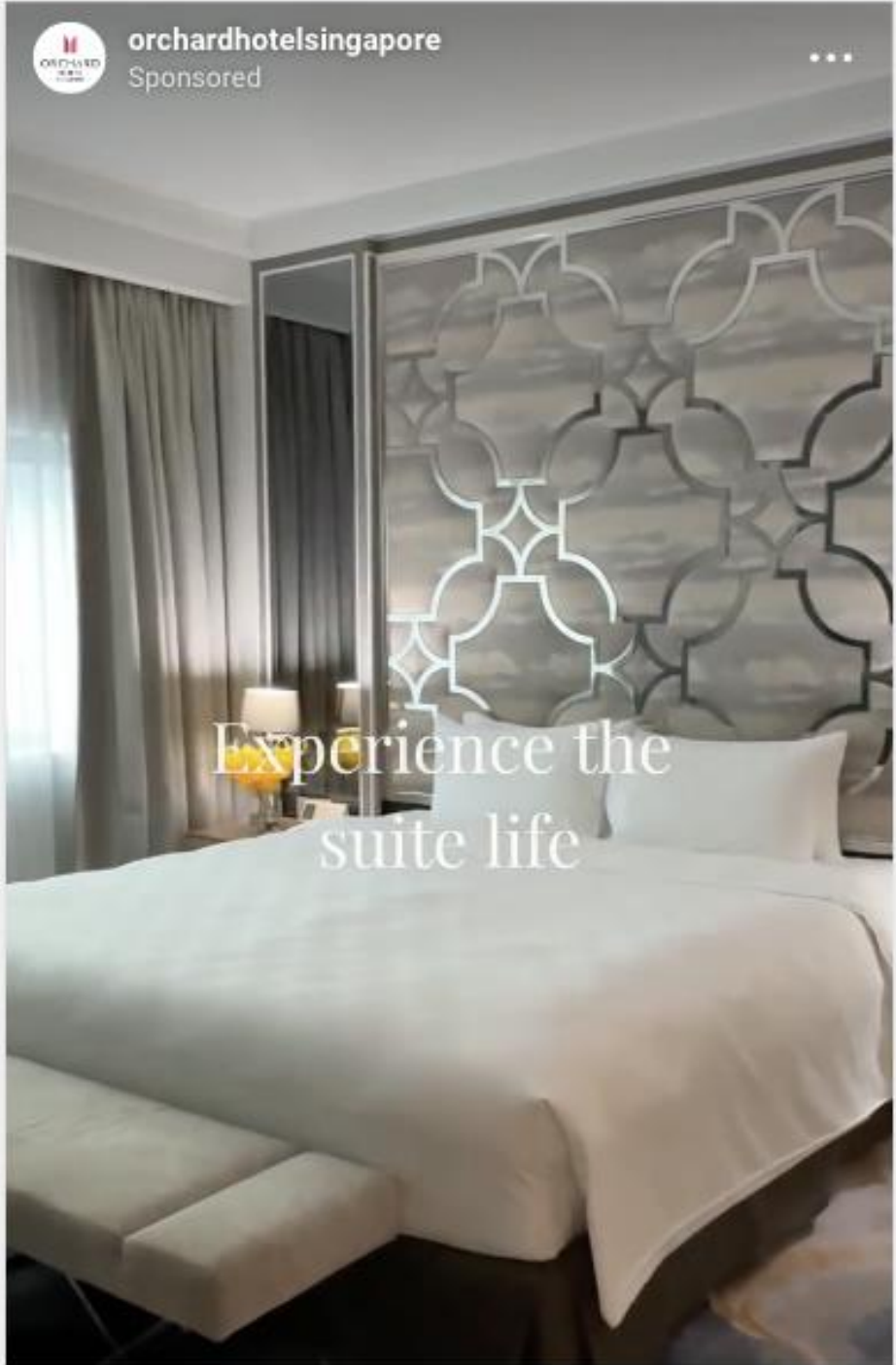
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 Home  Friends  +  Inbox  Me





Instagram

 **orchardhotelsingapore**
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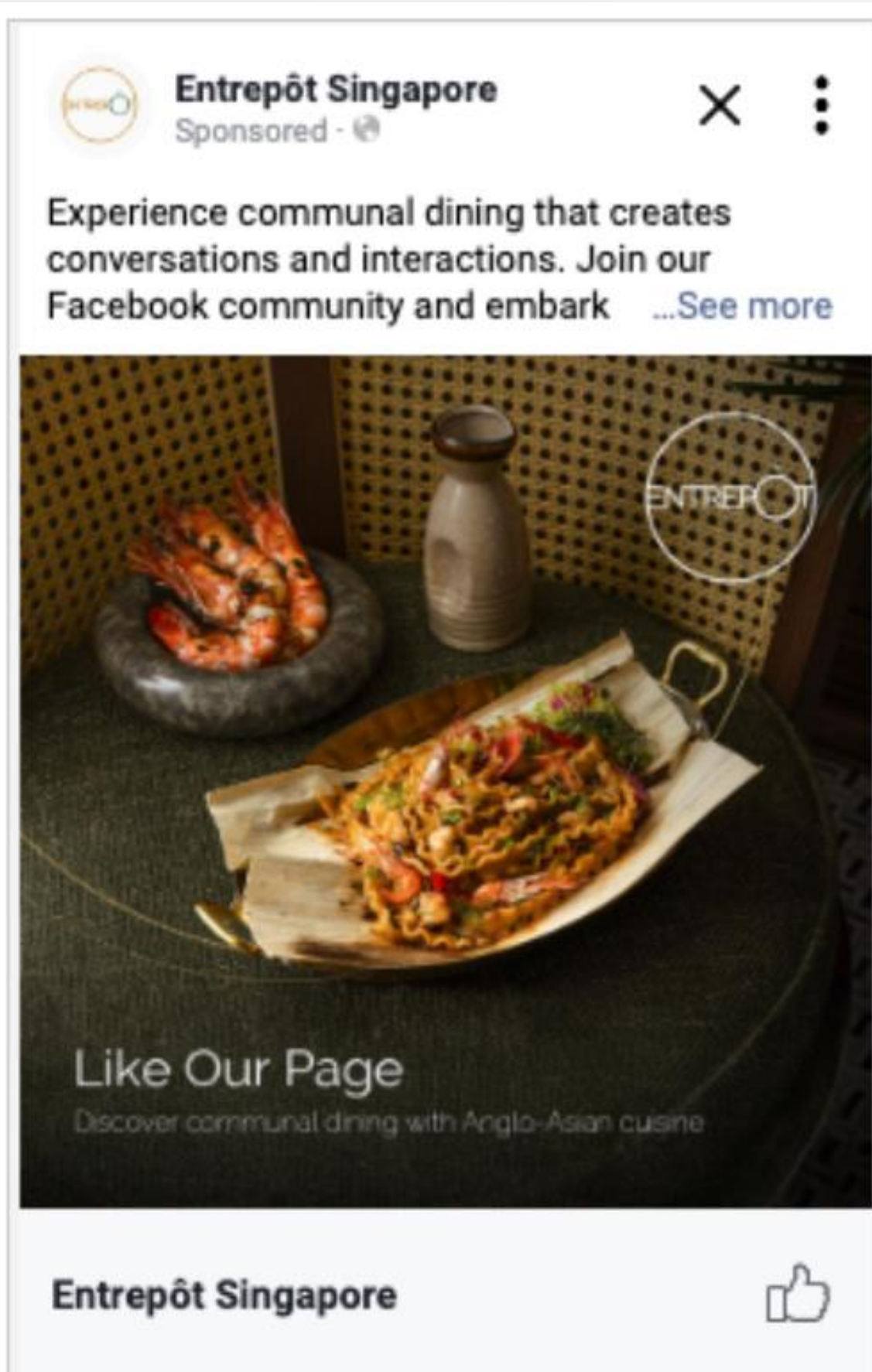


Experience the suite life

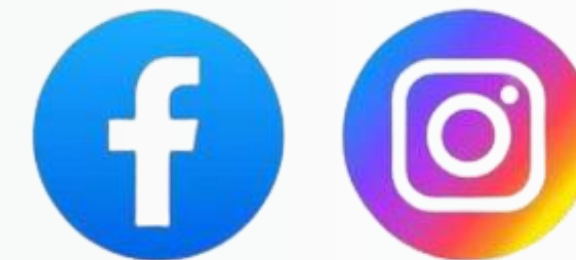
[Learn more](#)

Mid Funnel Consideration : Follower Growth



- **Parallel Audience with Intent:** Follower growth campaigns create a dedicated audience genuinely interested in your brand, often with high purchase intent.
- **Diversify Audience Base:** These campaigns diversify your audience beyond traditional targeting, reducing dependency on interest-based or remarketing segments.
- **Community and Organic Reach:** They foster community engagement, encourage user-generated content, and boost organic reach, amplifying brand visibility.



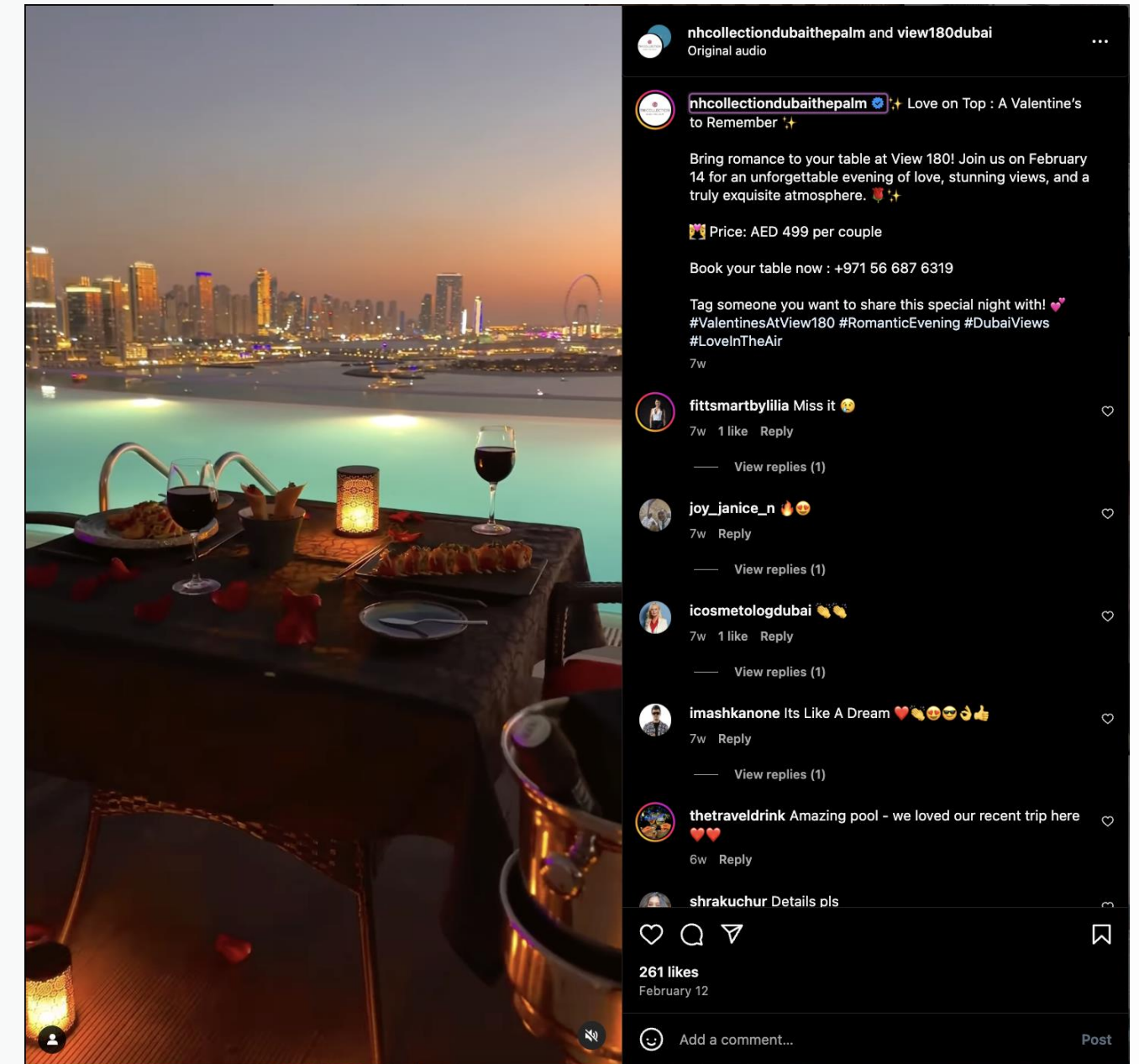
Mid Funnel Consideration : Social Engagement

BOOST THIS POST!

Top 3 Moments to Hit 'Boost' on Your Restaurant's Content

-  **HIGH-PERFORMING POSTS**
1 Already getting strong likes, saves, or shares? Boost it to reach even more hungry eyes!
-  **INFLUENCER OR UGC LOVE**
2 A foodie or happy guest tagged you? Ask for permission + boost it for instant credibility.
-  **LIMITED-TIME PROMOS & EVENTS**
3 New brunch menu? Chef's table night? Boost locally to fill those seats faster.

Pro Tip: Boosting = fast reach, low cost, and social proof. Run 1-2 at all times for an 'always-on' presence.





56% of Consumers
believe that companies should adapt their marketing strategies
to local cultures and custom

Source: Journal - Perspective Chapter: Culture in Marketing Communication



Leveraging Generative AI for User Customisation & Localisation

Leveraging generative AI for user customization and localization empowers us to create highly personalized and culturally relevant content at scale, enhancing engagement and driving more meaningful connections on Social platforms.

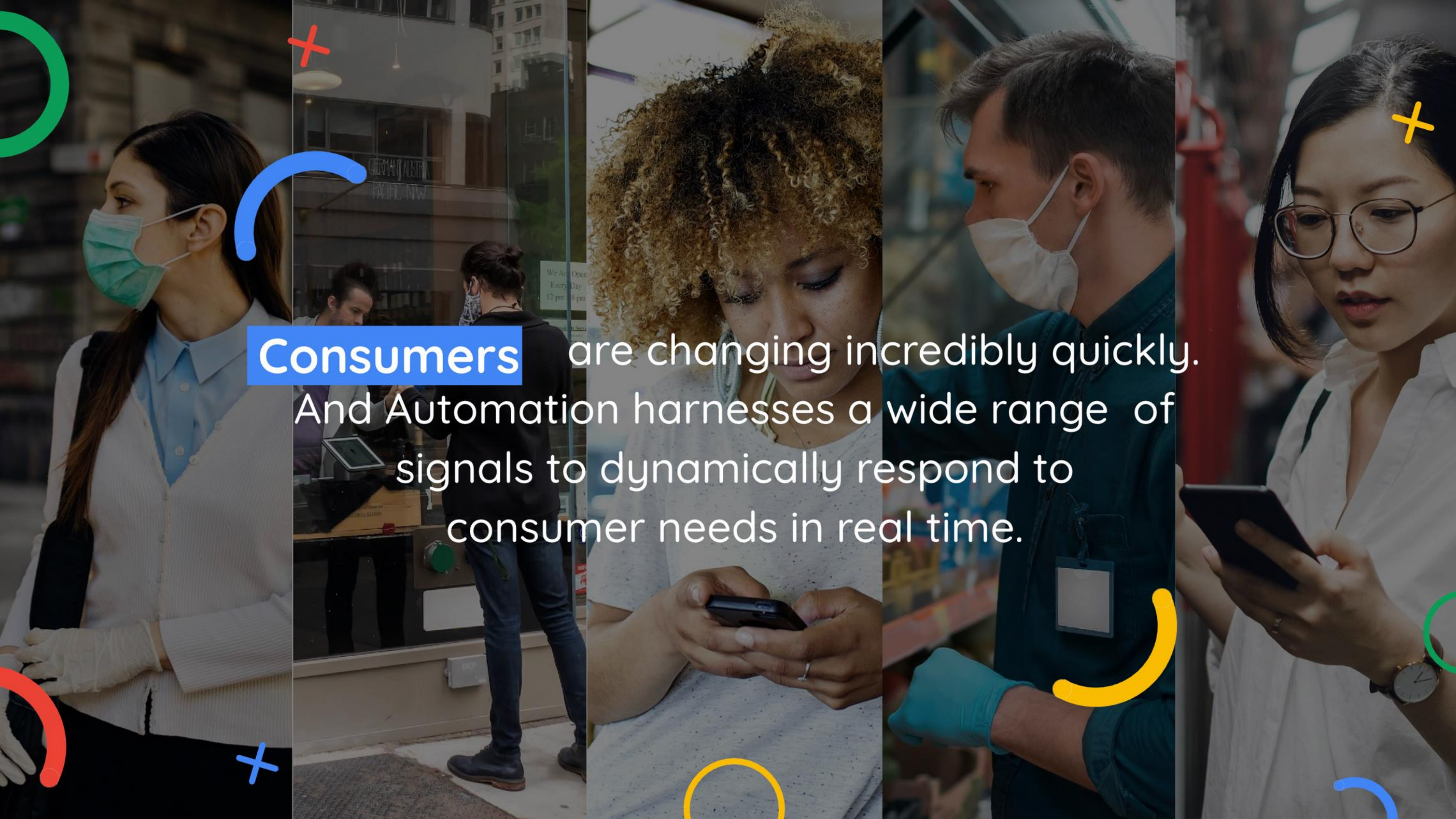


A wide-angle photograph of a city skyline at sunset. The sky is a mix of deep blue and orange, with scattered clouds. The city's skyscrapers are silhouetted against the bright horizon. The water in the foreground is calm, reflecting the colors of the sky and the shapes of the buildings. A small boat is visible on the water to the right. The overall mood is serene and professional.

From Tap to Check-In

Lower-Funnel Tactics That Drive Action

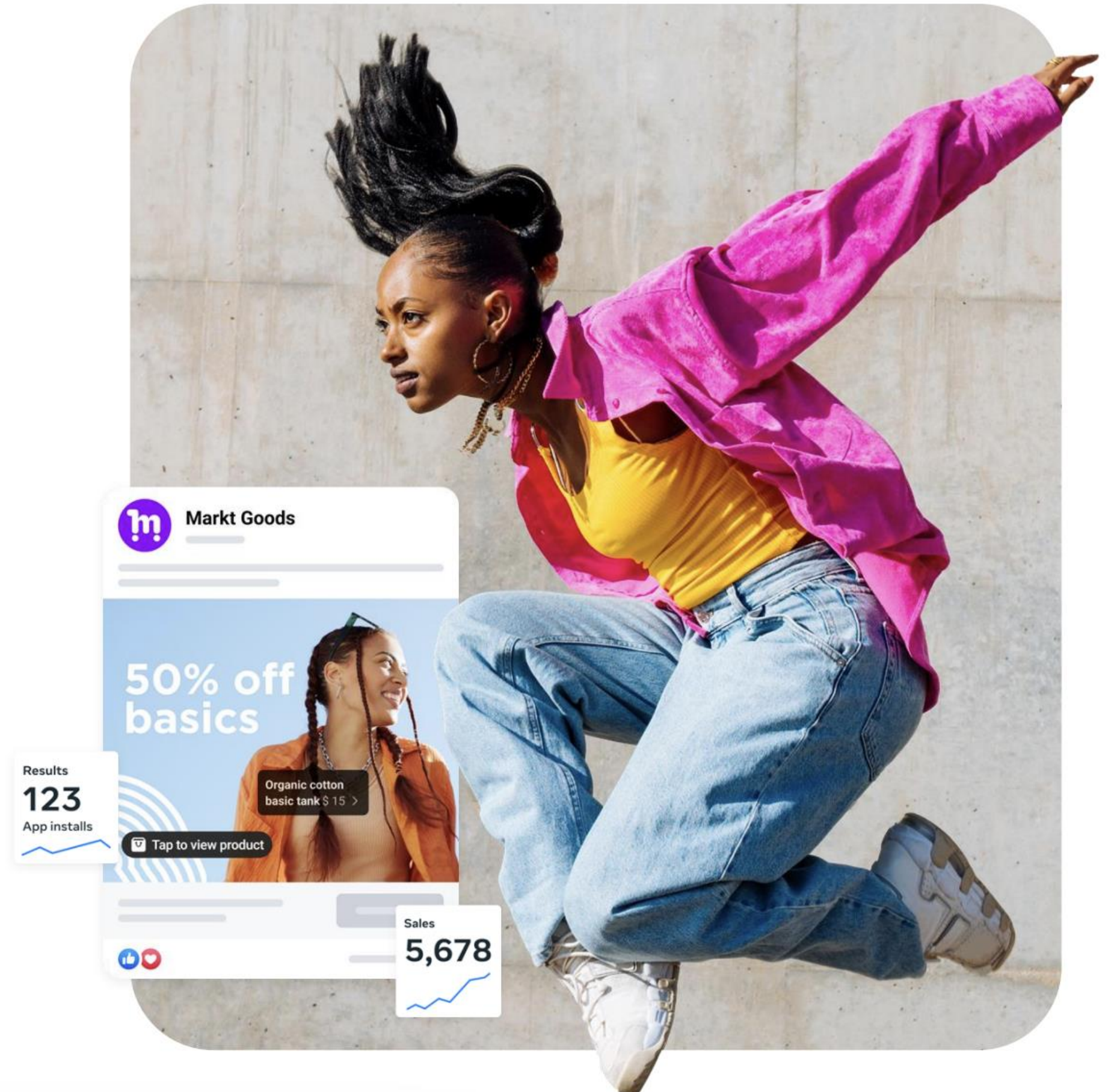




Consumers are changing incredibly quickly.
And Automation harnesses a wide range of
signals to dynamically respond to
consumer needs in real time.

Meta Advantage+

Maximize performance with AI



Meta Advantage+

A suite of products that helps you maximize performance by using AI to optimize campaigns in real-time and match ads to the people most likely to take action.



Meta Advantage+ allows businesses to automate some or all of their campaign

End-to-end solutions

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales, app and leads campaigns.



Advantage+ sales campaigns*



Advantage+ app campaigns



Advantage+ leads campaigns

NEW

Single-step solutions

Select individual automation levers to address specific needs.

Available for all campaign objectives.



Audience automation

Advantage+ audience

Advantage custom audience

Advantage lookalike

Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative

Advantage+ catalog ads



Destination automation

Advantage+ destination

*Formerly known as Advantage+ shopping campaigns.

This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.



Advantage+ creative tools to help you diversify your creative



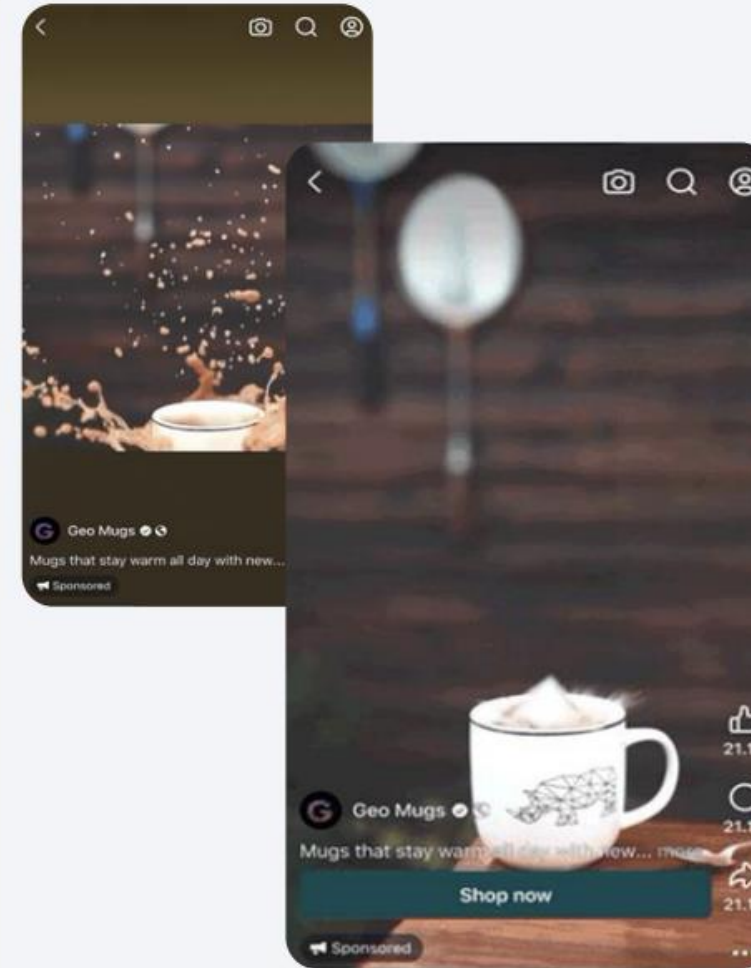
Full Image Generation

Create new variations of images inspired by original creative and refine output using text prompts.



Image Animation

Generate video creative from your single static image.



Video Expansion



Visual Enhancement

Improving brightness or contrast, or cropping or expanding to fit a given placement.

Creative diversification drives results.

Ad sets that included at least an image (1:1 or 4:5 aspect ratio), a video (1:1 or 4:5 aspect ratio), and a vertical video with audio (9:16 aspect ratio) had a **7.3% lower CPA¹** than ad sets that did not include one or more of those creative assets.

*Enhanced by generative AI

Source: 1. Causal inference modeling (Double Machine Learning) of a sample of 2M+ Direct Response ad sets from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ad sets ran April and May 2024, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g., region, vertical). All variables were defined by one or more ads in the ad set having the feature.

Leveraging AI-driven campaigns like A+SC for Conversion

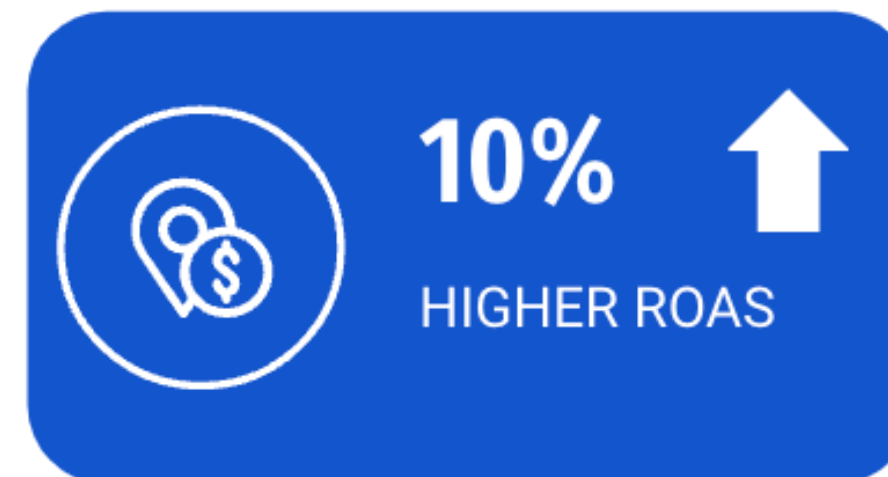
A/B TEST RESULTS

A+SC outperformed BAU with **35% lower cost per purchase** and **10% higher ROAS**; A+SC also reached 56% more users vs. BAU

Upon concluding the Conversion Lift Study it was identified that A+SC outperformed BAU on every metrics :



 Meta



Influencing Conversions Through Social Media

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Plan ahead
& save

BOOK NOW

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M Social Phuket

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IZAKAYA & BAR

Where Japanese tradition meets modern vibes

Phuket Japanese Restaurant | Bincho I...

Step into Bincho Izakaya at M Social Hotel Phuket, where Japanese ... See more

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discoverasr.com

Key Takeaways

Actionable insights shaping the future of social media strategy in hospitality

1. AI is Reshaping the Social Funnel

From awareness to conversion, AI is enabling hospitality brands to deliver highly personalized, culturally relevant content at scale — and in real time.

2. The Funnel is No Longer Linear

Consumers move fluidly between touchpoints. Success comes from designing flexible, full-funnel strategies that adapt to how guests browse, engage, and book

3. From Scroll to Stay — Social Drives Real Revenue

Hotel restaurants, experiences, and even room bookings are increasingly influenced by social media. Strategic use of content, creators, and AI tools can turn engagement into occupancy.



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