



# Summer Boost Blueprint: Leveraging Facebook for Advanced Booking Campaigns!

Hosted by: Cass Tooke

# AGENDA

- About the Speaker
- About rezStream
- Summer Boost Blueprint: Leveraging Facebook for Advanced Booking Campaigns!**
- How We Do It
- Session Recap
- Special Offer



# ABOUT THE SPEAKER

CASS TOOKE | SOCIAL MEDIA SPECIALIST

## A little bit about myself:

- I live and breathe movies.
- H-town till' I drown- till I moved to Denver.
- Proud mother of two (cats), Murmur and Winslow.
- Graduated from the University of Houston with a BA in Public Relations and Marketing.
- Been working with social media since 2016.





# ABOUT REZSTREAM

TEAM | CARE | KNOWLEDGE | PASSION | TRUST

## Suite of Lodging Solutions

- Software, booking engine, marketing, and website design.

## Superior Customer Service

## Ease of Use

## Great Value



Anela R.

February 21, 2023



### Easy is Better

It is the most easiest PMS I have ever used. I have been in this industry for 40 years and have gone from DOS systems to Cloud. Being in the cloud made working from home easier especially during non operations days, during renovation and during the pandemic.

👍 · The ease of contacts, the ability to merge, the system picks up when they happen.



Joshua S.

June 22, 2023



### Cannot run my business without rezStream

Beyond the platform itself, the customer service is unmatched from any other. They respond super quickly and their support is almost always right on point.

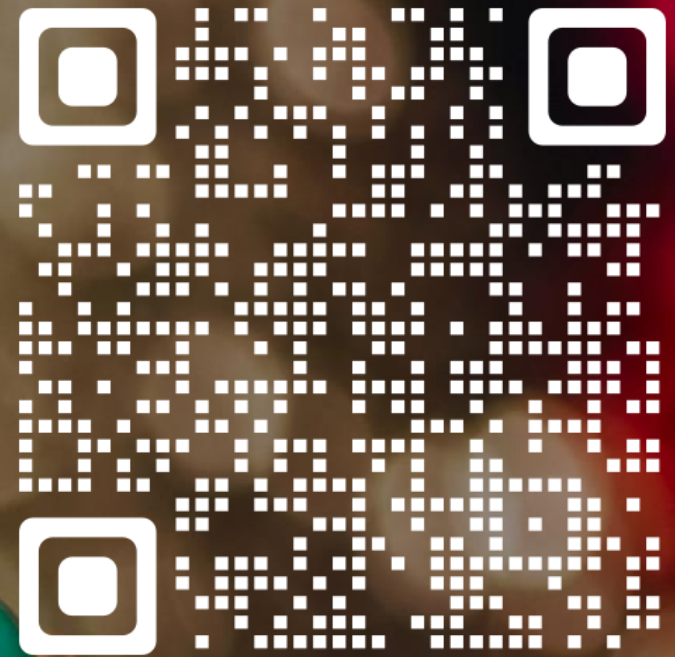
👍 · The system is intuitive and user friendly. My entire business from bookings to revenue management to collecting critical guest communications runs off this platform.



**rezStream**<sup>™</sup>  
Better Lodging Simplified

Are you a member of  
rezStream Rewards?

[www.rezStream.com/rewards](http://www.rezStream.com/rewards)



# *LEVERAGING FACEBOOK*

For Advanced Booking Campaigns

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## IMPORTANCE OF FACEBOOK FOR BOOKING CAMPAIGNS

- Massive User Base
- Cost-Effective Advertising
- High Engagement Rates
- Visual and Interactive Content



# FUN FACTS

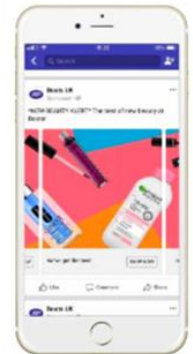
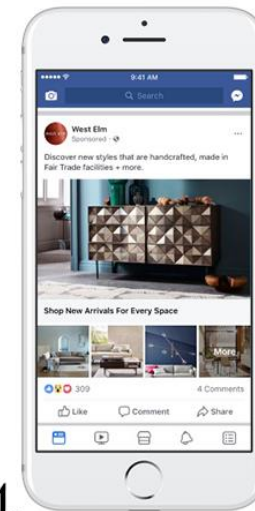
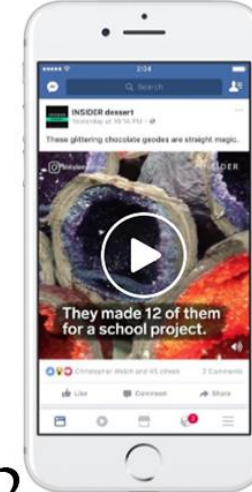
- Users spend an average of 30 minutes per day on Facebook, increasing the likelihood of ad exposure and engagement.
- On average, Facebook users click on 11 ads per month, demonstrating high engagement levels with advertised content.
- Facebook Ad impressions increased by 31% last year.

# *UNDERSTANDING FACEBOOK ADVERTISING*



# TYPES OF FACEBOOK ADS

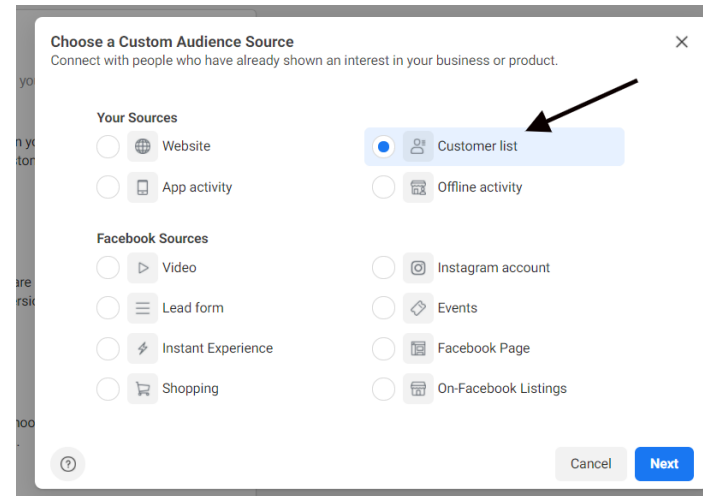
1. Image Ads
2. Video Ads
3. Carousel Ads
4. Collection Ads
5. Slideshow Ads



5.

# TARGETING OPTIONS

- Custom Audiences
- Lookalike Audiences
- Interest Targeting
- Behavior Targeting



Behaviors	
Search behaviors	Browse
▼ Travel	
All travelers	+
Business travelers	+
Business travelers (International)	+
Business travelers (US)	+
Casino vacations	+
Commuters	+

## Reach the [People Who Matter to You](#)

Create and save audiences to reach the [people](#) who matter to your business. [Learn More](#)

### Custom Audiences

Connect with the [people](#) who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

### Lookalike Audiences

Reach new [people](#) who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

### Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

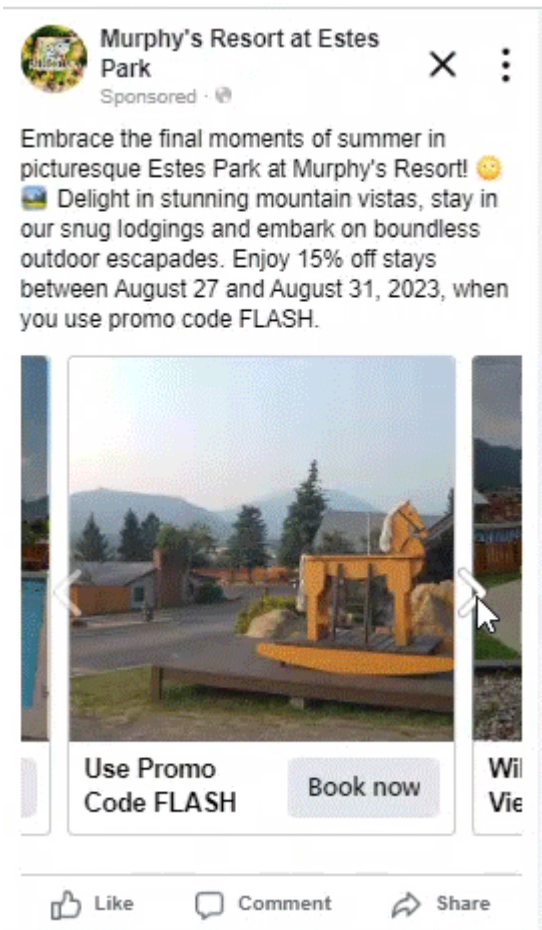
Detailed Targeting [?](#) INCLUDE people who match at least ONE of the following [?](#)

Add demographics, interests or behavi...		Suggestions	Browse
▼ Interests			<a href="#">?</a>
▶ Business and industry			<input type="checkbox"/>
▶ Entertainment			<input type="checkbox"/>
▶ Family and relationships			<input type="checkbox"/>
▶ Fitness and wellness			<input type="checkbox"/>
▶ Food and drink			<input type="checkbox"/>
▶ Hobbies and activities			<input type="checkbox"/>
▶ Shopping and fashion			<input type="checkbox"/>
▶ Sports and outdoors			<input type="checkbox"/>

## *AD PLACEMENT AND BUDGETING*

- Ads will appear on feeds, stories, Facebook Marketplace, the right column, and Instagram.
- Most small businesses run Facebook Ads for \$5 a day.
- 30 days is the optimal amount of time to run an ad.

## CREATING EFFECTIVE FACEBOOK ADS



The screenshot shows a Facebook ad for Murphy's Resort at Estes Park. The ad features a profile picture of the resort, a close button (X), and a menu icon (three dots). The text of the ad reads: "Embrace the final moments of summer in picturesque Estes Park at Murphy's Resort! 😊 🏞️ Delight in stunning mountain vistas, stay in our snug lodgings and embark on boundless outdoor escapades. Enjoy 15% off stays between August 27 and August 31, 2023, when you use promo code FLASH." Below the text is a large image of a wooden horse sculpture in a park setting. At the bottom of the ad, there is a "Use Promo Code FLASH" button, a "Book now" button, and a "Will View" button. Below the ad, there are icons for "Like", "Comment", and "Share".

Murphy's Resort at Estes Park  
Sponsored · 🌐

Embrace the final moments of summer in picturesque Estes Park at Murphy's Resort! 😊  
🏞️ Delight in stunning mountain vistas, stay in our snug lodgings and embark on boundless outdoor escapades. Enjoy 15% off stays between August 27 and August 31, 2023, when you use promo code FLASH.

Use Promo Code FLASH   Book now   Will View

Like   Comment   Share

### Ad Copy Best Practices

- Clear and Concise Messaging
- Compelling Headlines
- Strong Call-to-Action (CTA)
- Personalization

### Creative Best Practices

- High-Quality Visuals
- Consistent Branding
- Engaging Content
- Mobile Optimization

***DO YOU KNOW  
THE DIFFERENCE  
BETWEEN ADS  
AND BOOSTED  
POSTS?***



# ADS VS BOOSTED POSTS

## Facebook Ads:

- Created through ad manager
- More time and expertise
- Multi-faceted objectives & Targeting
- Different types of ad formats
- Comprehensive data to gather

## Boosted Posts:

- Regular FB posts used as an ad
- Simple to develop
- More eyes on promotion content
- Interest, location, and demographic targeting
- Less data to gather

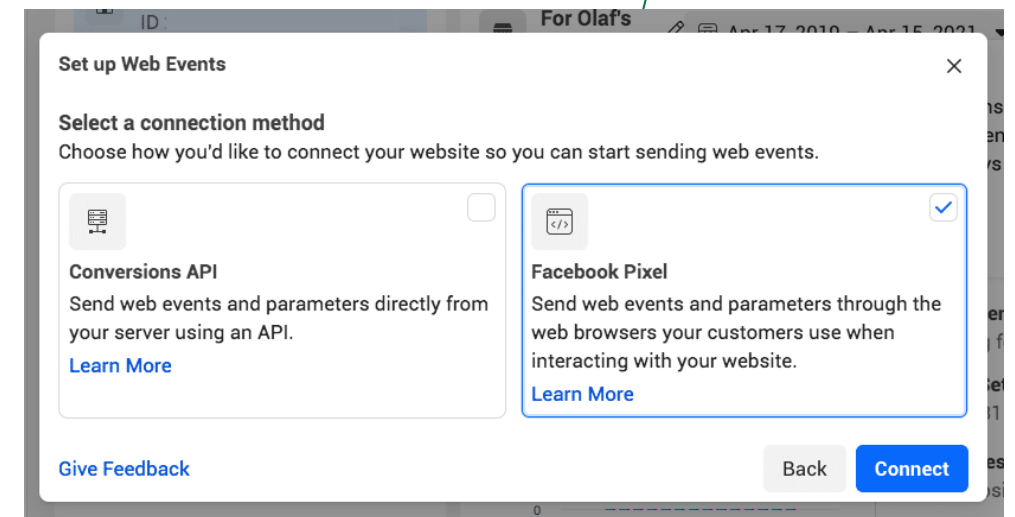
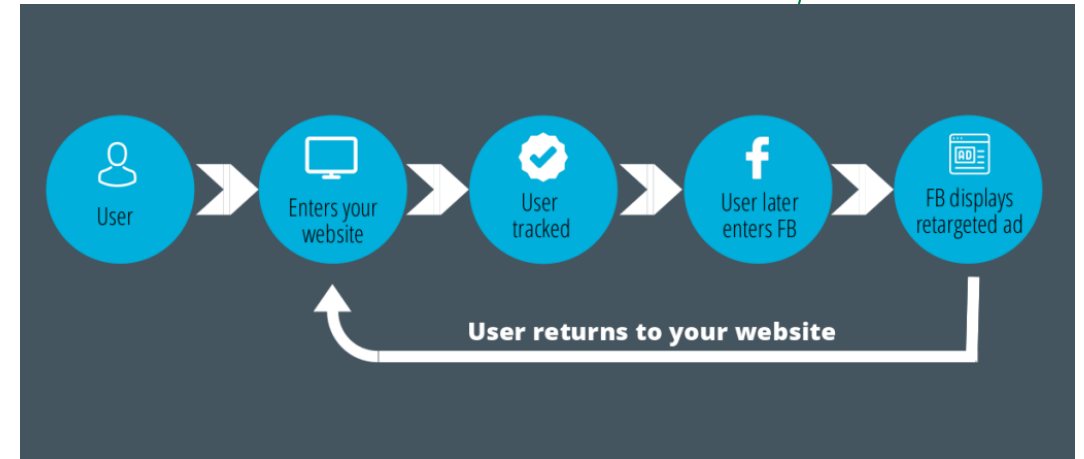


***MORE ADVANCED  
STRATEGIES FOR  
BOOKING  
CAMPAIGNS***



# RETARGETING ADS

- Re-engage Interested Visitors
- Personalized Ads
- Increase Conversions
- Using the Meta Pixel



## SEASONAL AND EVENT-BASED CAMPAIGNS

- Capitalize on Key Dates
- Special Promotions and Offers
- Enhanced Engagement



Embrace winter with a Rocky Mountain getaway! ❄️ Book 2 nights at Murphys Resort and score your 3rd night FREE this February! 🏠 Don't miss this chance to cozy up in the mountains- use code 3FREE when booking. \*blackout dates apply for Valentine's weekend.



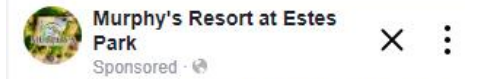
Book Two Nights- 3rd

Book now



Use co 3FREE

Like Comment Share



Join us in Estes Park for the Rocky Mountain Craft Spirits Festival on October 21, 2023! Book a minimum 2-night stay and snag TWO FREE tickets to the festival! 🍷🌟 Hurry, limited availability! Use promo code RMCSF when booking.

\*Subject to ticket availability. Cannot be combined with other promotions. New reservations only. Book your Rocky Mountain adventure today!



Two Free Tickets

Book now



Use Co RMCSF

Like Comment Share

***ANALYZING AND  
OPTIMIZING  
CAMPAIGN  
PERFORMANCE***

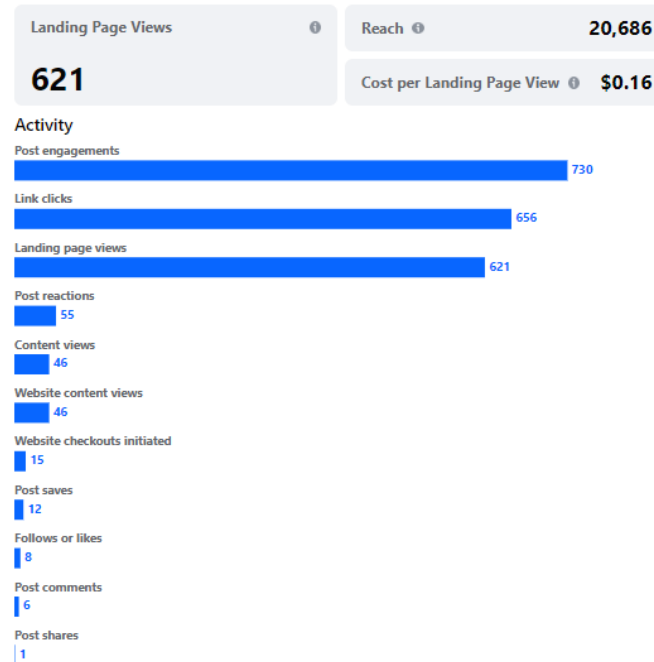


# KEY METRICS TO TRACK

- Impressions and Reach
- Likes, comments, and shares
- Click-Through Rate (CTR)
- Conversion Rate
- Cost Per Click (CPC)

Dive deeper:

- Use UTM Parameters
- Leverage Google Analytics



## Campaign URL Builder

WEB PLAY

This tool allows you to easily add campaign parameters to URLs so you can measure [Custom Campaigns](#) in Google Analytics.

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (\*), and the campaign URL will be generated for you.

website URL \*

The full website URL (e.g. <https://www.example.com>)

campaign ID  
boostedposts

The ads campaign id.  
campaign source \*  
facebook

The referrer (e.g. google, newsletter)  
campaign medium \*  
boostedposts

Marketing medium (e.g. cpc, banner, email)  
campaign name \*  
july4thweekend

Product, promo code, or slogan (e.g. spring\_sale) One of campaign name or campaign id are required.

campaign term

Identify the paid keywords

campaign content

	First user source / medium	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Key events
		↓					All events	All events
		1,077 8.99% of total	1,106 7.16% of total	97.96% Avg +2.69%	1.13 Avg -19.34%	5s Avg -87.04%	5,324 5.33% of total	5,233.00 5.55% of total
1	facebook / boostedposts	1,077	1,106	97.96%	1.13	5s	5,324	5,233.00

# USING FACEBOOK ANALYTICS TOOLS

## -Utilizing Facebook Ads Manager

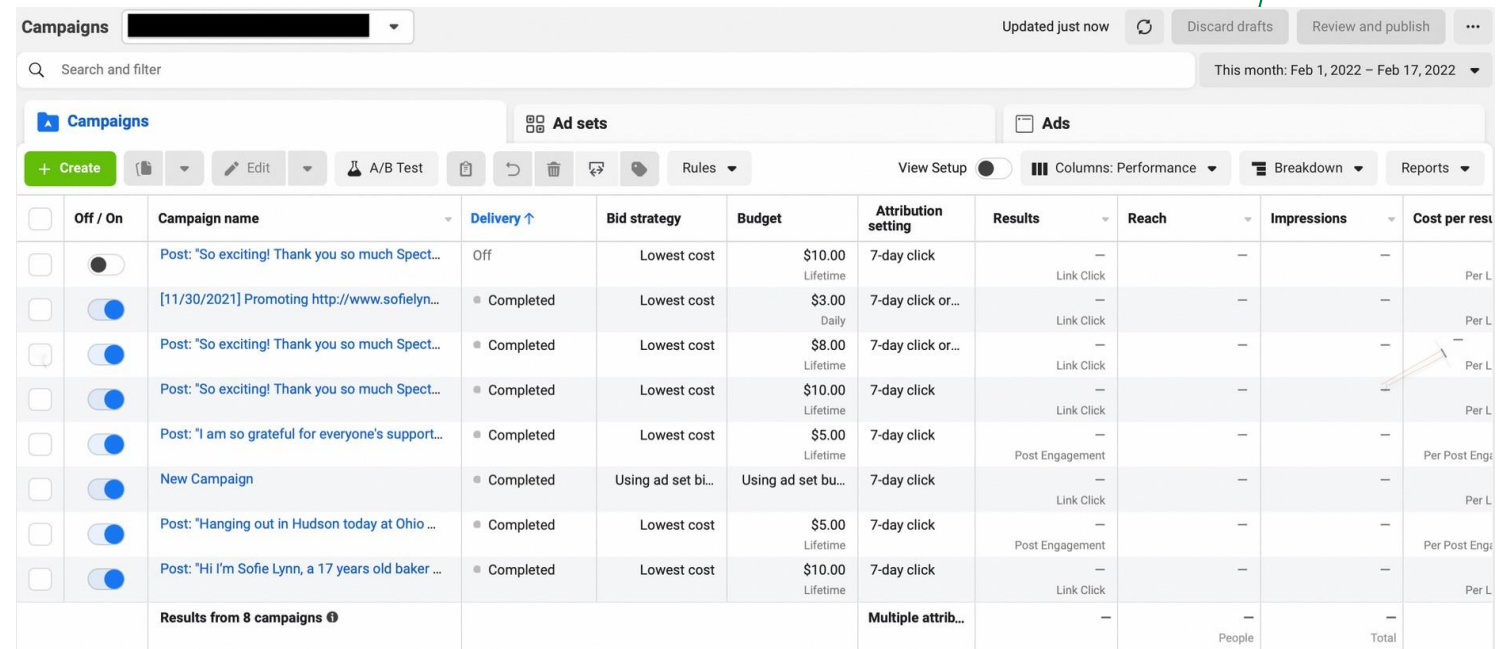
- Examine Campaign Performance
- Explore Breakdown Options
- Do A/B Testing

## -Audience Insights

- Demographics
- Behavior
- Custom Audience Creation

## -Facebook Pixel

- Conversion Tracking
- Retargeting
- Optimization



The screenshot displays the Facebook Ads Manager interface. At the top, there's a 'Campaigns' dropdown menu, a search bar, and buttons for 'Updated just now', 'Discard drafts', and 'Review and publish'. Below this is a navigation bar with 'Campaigns', 'Ad sets', and 'Ads' tabs. A toolbar includes '+ Create', 'Edit', 'A/B Test', and other icons. The main area is a table with the following columns: Off / On, Campaign name, Delivery, Bid strategy, Budget, Attribution setting, Results, Reach, Impressions, and Cost per result. The table lists several campaigns, including one for 'So exciting! Thank you so much Spect...' and another for 'Hanging out in Hudson today at Ohio...'. A summary row at the bottom shows 'Results from 8 campaigns' and 'Multiple attrib...'. A green line from the top right points to the 'Audience Insights' section.

<input type="checkbox"/>	Off / On	Campaign name	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input type="checkbox"/>	<input type="checkbox"/>	Post: "So exciting! Thank you so much Spect...	Off	Lowest cost	\$10.00 Lifetime	7-day click	Link Click	—	—	Per L
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[11/30/2021] Promoting http://www.sofielyn...	Completed	Lowest cost	\$3.00 Daily	7-day click or...	Link Click	—	—	Per L
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "So exciting! Thank you so much Spect...	Completed	Lowest cost	\$8.00 Lifetime	7-day click or...	Link Click	—	—	Per L
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "So exciting! Thank you so much Spect...	Completed	Lowest cost	\$10.00 Lifetime	7-day click	Link Click	—	—	Per L
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "I am so grateful for everyone's support..."	Completed	Lowest cost	\$5.00 Lifetime	7-day click	Post Engagement	—	—	Per Post Eng
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Campaign	Completed	Using ad set bi...	Using ad set bu...	7-day click	Link Click	—	—	Per L
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Hanging out in Hudson today at Ohio ..."	Completed	Lowest cost	\$5.00 Lifetime	7-day click	Post Engagement	—	—	Per Post Eng
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Hi I'm Sofie Lynn, a 17 years old baker ..."	Completed	Lowest cost	\$10.00 Lifetime	7-day click	Link Click	—	—	Per L
Results from 8 campaigns						Multiple attrib...	—	—	—	—



# HOW WE DO IT

A Step-by-Step Guide to Developing A Strategic  
Facebook Ad & Boosted Post

# SESSION RECAP

## MAJOR TAKEAWAYS

### REACH 2.8 BILLION USERS

- Extensive reach with 2.8 billion users.
- Cost-effective with flexible budgeting.
- Diverse ad formats for engaging campaigns.

### GET CREATIVE

- Use images, video, and so much more.
- Experiment with targeting
- Strategize budgets.

### BE EFFECTIVE

- Use Clear Messaging
- Use Boosted Posts and Ad Campaigns
- Optimize
- Analyze Performance



# WEBINAR SPECIALS

SUMMER MARKETING / GUEST TARGETING - SPECIAL OFFER

Offers End July 31, 2024

FOR A LIMITED TIME, ENJOY THE **FIRST MONTH OF SERVICES FOR FREE—SAVING YOU UP TO \$1500.** THIS EXCLUSIVE OFFER ENDS SOON, SO DON'T MISS OUT!

## What can you get with this special offer?

- **Facebook Ads + Boosted Posts** - Connect With Guests and Build Brand Reputation
- **Email Marketing** - Keep Past and Future Guests Engaged
- **Booking Abandonment** - Use Personalized Emails to Recover Lost Bookings
- **Google Ads Management** - Display Targeted Ads to Drive Website Traffic
- **SEO Services** - Increase Online Visibility and Find More Guests Online

**THANKS FOR ATTENDING**  
JOIN US AGAIN NEXT TIME!

Please forward all questions regarding this webinars to:

- [Sales@rezStream.com](mailto:Sales@rezStream.com)
- (303) 872-0220

[Schedule a Demo](#)

