

From: **Swayy** hello@swayy.me
Subject: The Power of Instagram
Date:
To:

S

Industry updates, Instagram facts and more...

[View this email in your browser](#)

SW@YY™

Hi Rachael,
Welcome to your update on social media trends for hotels!

7 Reasons Instagram is Hotels' Holy Grail...





"1 in 4 consumers use social media to make purchasing decisions."

—McKinsey

Whether you're a Snapchatting whizz or more booking.com begrudged, there's no denying that these days, social media is essential when it comes to Hotel Marketing. Ignoring the power of social is simply not an option.

So let's talk about [Instagram](#). Whether you use it for business, pleasure, or not at all - the chances are that you *will* have heard of it. Owned by Facebook, the audience potential on Instagram is huge:

- Instagram is the **fastest growing social media platform ever**
- There are 700 million monthly active users
- 70.7% of U.S companies already use Instagram for marketing
- **3 in 4 millennials (aged 18-37)** use it to help plan a trip somewhere - yes, that's right - **3 in 4**.

And it's the gift that keeps on giving and growing; specifically at a rate of 100m every six months (as of December 2016). Instagram is wildly popular with mobile users too, with **1 in 5 mobile minutes** spent on either Instagram or Facebook.

Considering that mobile platforms are set to account for **40% of all online travel sales** by 2020, this makes any powerful presence for hotels through Instagram a very **attractive prospect**.

When an [Influential Instagram User](#) posts photos showcasing your brand, not only will they increase awareness - they will also help **increase direct sales**, ultimately reducing dependency on OTAs. ††

Visit Our Instagram Page Today

Industry updates, just for you.

Here at Swayy, we take pride in being filled to the brim with insider knowledge, and we want to share it with you!

Our aim is to help you better understand the delicate world of Influencer Marketing and how it will benefit your business.



We will be sending out newsletters that offer insight and education on various topics, as well as Influencer Profiles and Success Stories.

[What exactly is an Influencer](#), you may ask? Don't worry, we'll have that covered in our next Newsletter...

Things to say? Let us know.

Swayy is 100% committed to improving the way you and your team do [Influencer Marketing](#), so we always want to hear from loyal customers and new customers alike.

Feel free to follow us or chat using the social links below. Your feedback rocks!

Thanks for reading,

Jack

Chief Education Officer

SWAYY™





Swayy.me



Send us a message



Swayy on Instagram

†† Statistics taken from McKinsey and InterContinental Hotel Group.

Copyright © 2017 Swayy, All rights reserved.

You are receiving this email because you opted in when we came in to visit your property in person.

Awesome Influencer Marketing knowledge for leisure businesses not really your thing? We'll be sorry to see you leave our email list, but you can [unsubscribe here](#).

Alternatively, you can stay informed and [update your preferences](#) instead.

This email was sent to rachaelhalliwell@icloud.com
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
Swayy · 33 Charlwood Street · London, London SW1V 2DU · United Kingdom

MailChimp