

## **FAIRMONT HOT SPRINGS RESORT**

Fairmont Hot Springs Resort is an independent full-service resort in southwest Montana. As an independent property, Fairmont conducts 100% of its marketing internally. Historically, Fairmont has relied on a mix of traditional marketing media; such as TV, Radio and print.

During 2014 Fairmont Hot Springs Resort executed a year-long experimental social media campaign employing a full-spectrum of social media platforms; including Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google-Plus, and YouTube as its primary marketing media; while decreasing expenditures on traditional marketing media. Fairmont employed these social media platforms relying primarily on organic reach, and utilizing \$10,000 in paid reach.

During a December test-case, Fairmont decreased traditional media expenditures in support of holiday gift certificate sales and increased social media expenditures dollar-for-dollar. As a result, Fairmont realized an increase in sales of \$24,046 (+44%) over December 2013 sales.

Fairmont employed social media as the primary platform to communicate with guests regarding upcoming specials, special functions and to announce past and upcoming renovations. Additionally, Fairmont utilized social media to promote the natural wonders of Montana through high quality photography and a Montana Photo Gallery on Facebook. Paid posts were directed into Washington state markets.

## **RESULTS**

During 2014, Fairmont's Facebook page alone had a total reach of 1,716,929 people. Total Facebook likes increased from 11,674 on January 1 to 24,014 on December 31, 2014; a 105% increase. Fairmont set a company occupancy record in 2014, occupying over 31,000 room nights (+5.2%), while decreasing total marketing expenditures 3%.

## **LINKS TO SOCIAL MEDIA PLATFORMS**

Facebook: <https://www.facebook.com/pages/Fairmont-Hot-Springs-Resort/166313850050>

Twitter: <https://twitter.com/FairmontMontana>

YouTube: <https://www.youtube.com/user/FairmontMontana>

Google Plus: <https://plus.google.com/+FairmontHotSpringsResortAnaconda/posts>

Instagram: <https://instagram.com/fairmonthotspringsmontana/>

Pinterest: <https://www.pinterest.com/fairmontmt/>

Linked In: <https://www.linkedin.com/company/fairmont-hot-springs-resort>

**SUPPORTING MATERIAL**

**Fairmont Facebook Page**

Page Messages Notifications Insights Posts Settings Help

**Fairmont Hot Springs Resort**  
Resort · Hotel

25,609 Likes  
15,899 Visits

**Facebook Post:**  
Fairmont Hot Springs Resort added 3 new photos.  
Montana schools will hit full spring break stride next week and run though Easter. We have a very exciting Spring Break special to mirror that school break calendar. ... 3rd night FREE!  
<http://www.fairmontmontana.com/Spring%20Break%20Special>  
Stay two nights and receive your 2nd night 50% off, OR stay 2 nights at the regular rate and receive your 3rd NIGHT FREE!! Offer is valid for stays between Sunday and Thursday nights only through the end of April 2015!!! ... See More

11,548 people reached  
145 Likes

**FAIRMONT**  
HOT SPRINGS RESORT

**Facebook Measurable Results**

	<u>2014</u>
Total Like Jan. 1	11,674
Total Like Dec. 31	24,014
Total Reach	1,716,929
Total Impressions	3,750,005





**Sample Facebook Posts**

**Fairmont Hot Springs Resort** added 10 new photos  
 Posted by Steve Luebeck [?] · November 24, 2014 · Edited ·

Did you know that we've spent the last 5-years renovating the resort? We've spent over \$5 million to make improvements and upgrades. All of our guestrooms in the hotel are now 100% renovated. We have also made major improvements in the hot springs facility, golf course, public areas, landscaping; we've even added a new outside pavilion for private parties and luxurious outdoor Montana weddings, and much, much more. All of this was done to stand behind our claim that we are Montana's "premier" Hot Springs Resort.

Here are just some of our new luxurious guestrooms, suites and upgraded facilities that await you at Fairmont Hot Springs Resort.




54,816 people reached Boost Post

Like · Comment · Share · 2,050 129 328

**Fairmont Hot Springs Resort** added 3 new photos.  
 December 3, 2014 ·

Give the gift of time...you decide how much to spend and they decide when to spend the time. Fairmont makes a great holiday gift giving idea. Call 800.332.3272.

Gift cards are available for any amount! Be a family hero this Christmas!

#MONTANA




49,216 people reached See Results

Like · Comment · Share · 553 14 30

**Fairmont Hot Springs Resort** added 7 new photos to the album: Fairmont in July  
 June 27, 2014 ·

So much to do, so little time.

There is no better time to come to Fairmont Hot Springs Resort than the month of July, because there are so many things to do. Fourth of July Fireworks in Butte and Anaconda. Outdoor activities like fishing and hiking are prime-time. There are festivals in the local community of Butte, like the Montana Folk Festival and Evel Knievel Days. You can golf at the resort or at nearby Old Works Golf Course. Of course, you can always soak up the sun... See More




48,304 people reached See Results

Unlike · Comment · Share · 377 26 42

**Fairmont Hot Springs Resort**  
 Posted by Steve Luebeck [?] · February 3 · Edited ·

If you are only "considering" a trip to Montana, you should see this video before you go somewhere else. Fairmont Hot Springs Resort lies right in the middle of it all. [www.fairmontmontana.com/](http://www.fairmontmontana.com/)  
[https://www.youtube.com/watch?v=9\\_x-pZw-NC0](https://www.youtube.com/watch?v=9_x-pZw-NC0)



**Montana from Above - 3 Breathtaking Minutes Montage (HD)**  
 Get inspired by this jaw-dropping scenery from Montana, USA. HD aerial montage video...  
 YOUTUBE.COM

34,640 people reached See Results

Like · Comment · Share · 357 33 205

**Fairmont Hot Springs Resort** shared Montana's video.  
 Posted by JR Luebeck [?] · February 3 ·

Need we say more???



445,166 Views  
 Montana  
 Is Montana on your bucket list? It should be.

6,182 people reached Boost Post

Like · Comment · Share · 102 3

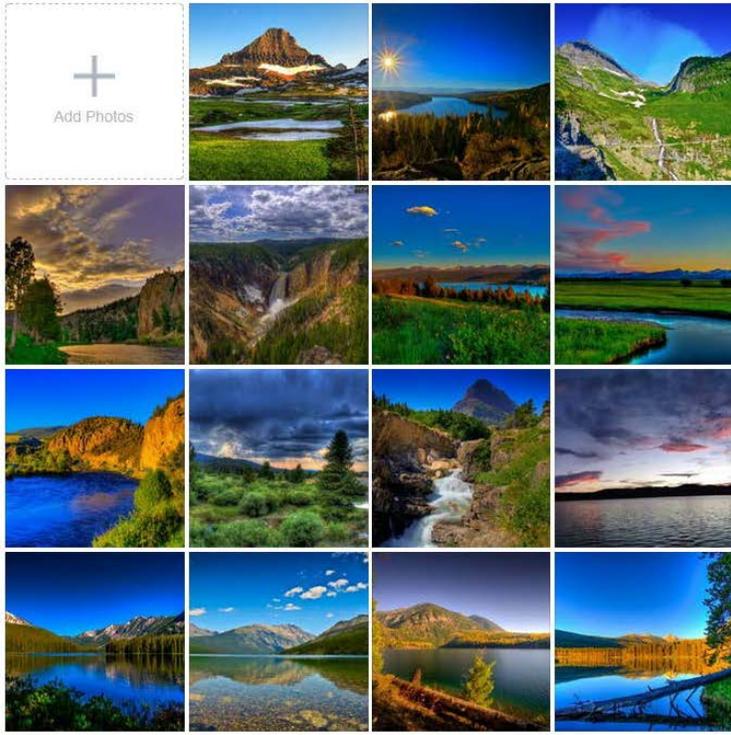
## Fairmont's Facebook Montana Gallery

Fairmont Hot Springs Resort Photos + Create Album

### Montana Gallery

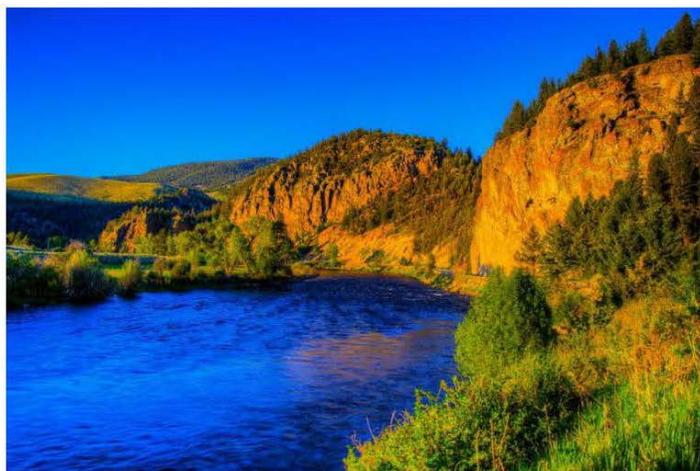
Updated on Monday · Taken at Montana

Here are just a very few of the beautiful scenes you will see when you visit our beautiful state: MONTANA. All within easy striking distance of Fairmont Hot Springs Resort.



Like · Comment · Share

## Typical Montana Gallery Post



Fairmont Hot Springs Resort  
Posted by Steve Luebeck [?]  
Page Liked · June 30, 2014 · Edited · [?]

This week we add a photo of the Big Hole River, which is only 30 minutes from Fairmont Hot Springs Resort. This shot was taken near Thompson's Corner. The Big Hole River is one of Montana's Blue Ribbon Trout Rivers and we are so lucky to have it so close by.

Endless Montana Summer and trout fishing. Its what we dream about!

#Montana... See More

Tag Photo · Add Location · Edit

Like · Comment · Share

Lisa Thornton, Zina Castro, Kim Grunhoyd and 64 others like this.

15 shares

Write a comment...

Suggested Groups See All

Serini Strong  
Francoise Archibald and 4 other friends joined

Join