



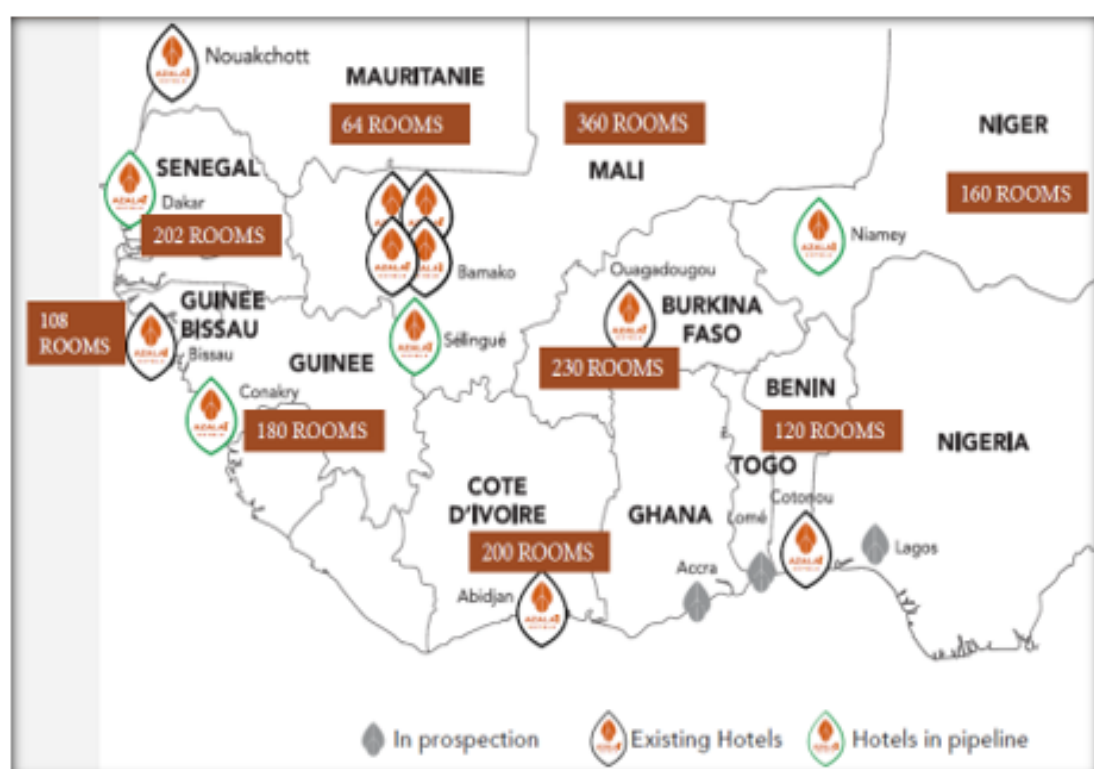
## G-LAB 2018

### Azalai Hotels, Abidjan, Ivory Coast

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#### Company Overview

Azalai on a map



Azalai in numbers

- Currently**
- 9 hotels in 6 West African countries
  - 1,000+ rooms already available
- In the pipeline**
- 4 hotels in the pipeline
  - 500+ rooms soon available
  - 3 more hotels in prospect

#### Our goals

##### Primary goal

How can Azalai increase revenue from direct digital channels (Website, Social Media)?

##### Secondary goals

2a

Increase brand awareness



2b

Increase ancillary revenues

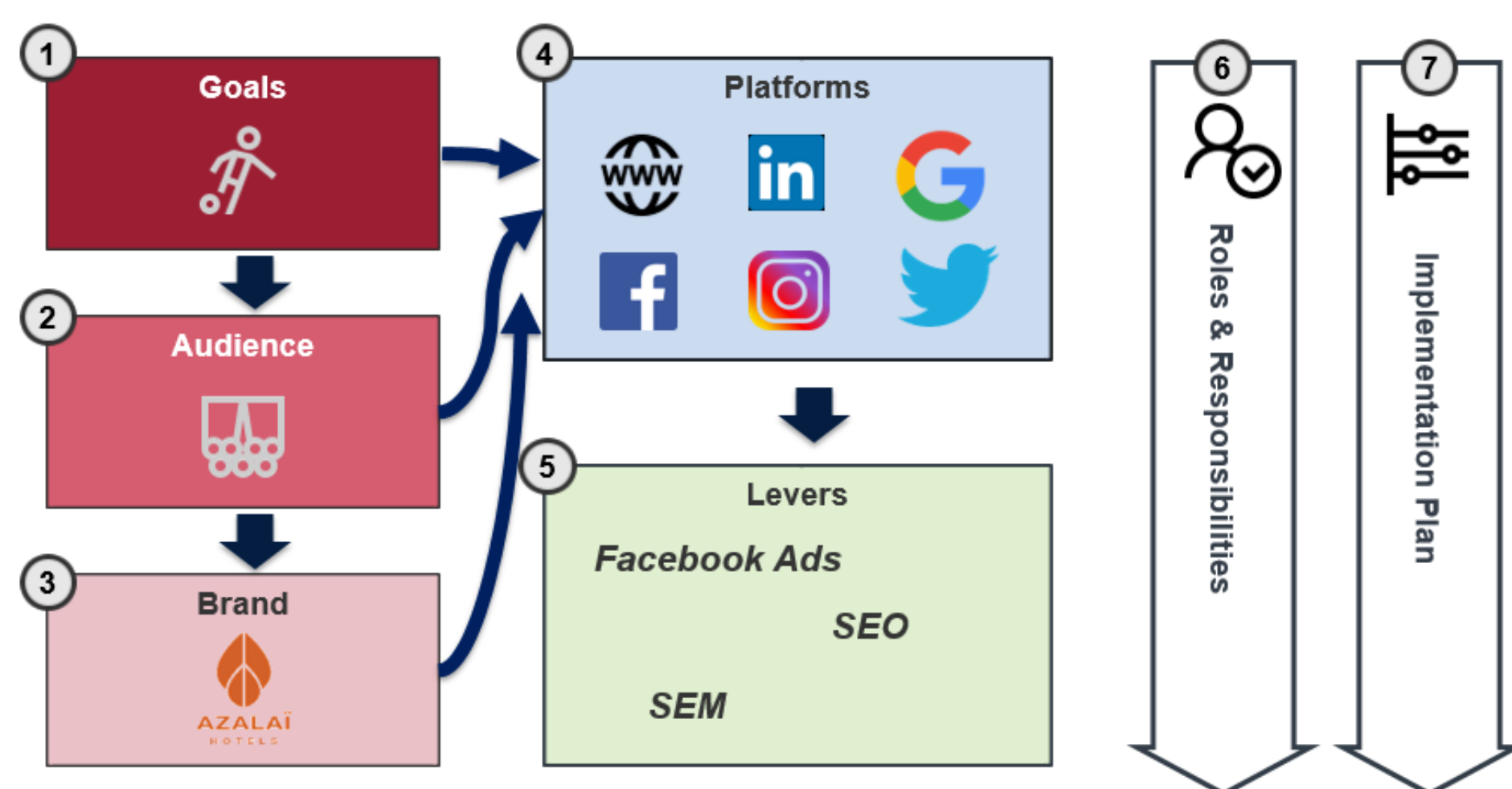


2c

Improve DM capabilities and practices



#### Our framework



#### The Pilot we ran

##### Results

**50\$** Dollars spent    **4** Days    **70K** People reached    **16%** Engagement    **+40%** Op. Improvement

##### Lessons learned & next steps

TARGET	CONTENT	TIME & COST
<ul style="list-style-type: none"> <li>Prioritize focusing on Ivory Coast / Abidjan Area only</li> <li>Harness Facebook capabilities to further segment the audience and create pre-defined profiles</li> </ul>	<ul style="list-style-type: none"> <li>Repost pictures of the event after it occurred</li> <li>Consider a Live Feed</li> <li>Align images with target</li> </ul>	<ul style="list-style-type: none"> <li>Allocate monthly budget to paid campaigns (e.g. 200\$), harnessing the cheaper cost of ads in West Africa</li> <li>Promote consistently for extended time (e.g. every weekend for 3 months)</li> </ul>

#### Our key recommendations

<b>Target audiences</b>	<ul style="list-style-type: none"> <li>Digital campaigns will primarily target individuals making their own bookings for both business and leisure purposes, first from each hotel's area until the sub-region and secondarily from the rest of the world</li> </ul>	<b>Running Successful Campaigns</b>	<ul style="list-style-type: none"> <li>With Facebook paid ads, it is possible to reach more than 1,000 customers for each dollar spent</li> <li>Actively engaging with customers allows for a greater conversion of reach into sales</li> <li>Better targeting the audience will increase conversion</li> <li>Although our Pilot produced operational improvements close to ~40% as compared to past weekends, further pilots need to be performed in the upcoming weeks</li> </ul>
<b>Brand</b>	<ul style="list-style-type: none"> <li>Azalai brand relies on 2 pillars: African identity and international standards</li> <li>Employees tend to emphasize more African identity, whereas customers largely choose Azalai because of its location and comfort</li> <li>DM should keep stressing African identity while emphasizing more location and comfort</li> </ul>	<b>Roles and Resp.</b>	<ul style="list-style-type: none"> <li>A detailed split of roles and responsibilities has been discussed between the director of S&amp;M, each hotel S&amp;M manager, departments heads and the digital marketing agency</li> <li>The digital marketing agency will have to provide monthly reporting of the digital marketing performance</li> <li>The digital marketing strategy will be tracked through defined KPIs and review meetings</li> </ul>
<b>Platforms Overall</b>	<ul style="list-style-type: none"> <li>The DM's priority will be first Azalai's website and Facebook pages</li> <li>Azalai will also have to refresh its global Instagram and LinkedIn pages</li> <li>Specific Instagram's pages per location and other platforms can be developed later</li> <li>Azalai's management should track monthly KPIs to ensure efficiency of digital environment and campaigns</li> </ul>	<b>Additional insights on yield mgt.</b>	<ul style="list-style-type: none"> <li>Although the industry is driven mainly by demand, more flexible pricing allows for a smaller occupancy decline</li> <li>However, lowering prices below competitors' levels can impact brand perception</li> <li>Azalai should keep monitoring competitors pricing and internal data, consolidating information in a database</li> <li>A new CRM system and a more dynamic pricing strategy could help optimize yield, while paying attention also on competitive pricings</li> </ul>
<b>Platforms Website</b>	<ul style="list-style-type: none"> <li>Implementation of key website features must be closely tracked by Azalai's team and quickly implemented</li> <li>SEO/SEM strategy should start as soon as website is online and stabilized</li> </ul>		
<b>Platforms Facebook</b>	<ul style="list-style-type: none"> <li>A global Facebook page including a standard page per location must be developed</li> <li>Each page should target 20 posts per month with a mix of content of customer experience and promotional offers</li> <li>Each page should run 4 campaigns per month with a monthly budget of \$100-\$200 per location which could reach 150k people per page per month</li> </ul>		