

SEVENROOMS

HOW TO CREATE A  
SOCIAL MEDIA PLAN  
FOR **YOUR NIGHTCLUB**



## WHEN WORKING TO PROMOTE YOUR NIGHTCLUB, **SOCIAL MEDIA MARKETING SHOULD BE AT THE TOP OF THE LIST.**

In fact, a robust social media marketing strategy can be the difference between a line down the block and an empty room.

In a recent **marketing** study conducted by SevenRooms, we found that **92% of hospitality businesses** have an **Instagram** presence, and **82% have a Facebook page**. To be successful in 2019, you must do more with your marketing than just sending out an email blast with weekly events. In fact, social media should be a crucial part of any robust marketing plan for your nightclub.





# 6 KEYS TO SOCIAL MEDIA SUCCESS

Here are **six key things** you should be thinking about as you begin to build out your social media strategy:

1. **Visual Identity**
2. **Voice**
3. **Audience**
4. **Competitors**
5. **Content**
6. **Engagement**

In this guide, we'll run through some of the basics of setting up your various social media accounts. The first step is to create Instagram and Facebook accounts for your nightclub or bar.



# FACEBOOK

As a nightclub, you should ensure you have **all your contact information** across your page, including:

- Phone Number
- Email Address
- Address
- Other social pages

Most importantly, you must link your reservation widget to your profile via the **Book Now** button underneath your Cover Image. This will give guests to your Facebook page an easy way to instantly book a table or purchase tickets to an event while they are thinking about your venue.

The screenshot shows the Facebook profile for E11EVEN MIAMI. The top navigation bar includes the Facebook logo, the page name 'E11EVEN MIAMI', a search icon, and user profile information for 'Molly'. The main content area features a large cover image for 'E11EVEN MIAMI MUSIC WEEK' from March 26 to April 01, with the website '11MIAMI.COM / MMW' displayed below. Underneath the cover image are buttons for 'Like', 'Follow', 'Share', and 'Book Now', along with a 'Send Message' button. The 'Create Post' section is visible, showing a 'Write a post...' prompt and options for 'Photo/Video', 'Tag Friends', and 'Check in'. Below this is a 'Photos' section with a large image of a DJ performing at a nightclub. The right sidebar displays a 4.6 star rating from 2,336 people, a 'Community' section with 221,375 likes and 221,747 followers, and an 'About' section with a map, address (29 NE 11th St, Miami, Florida 33132), phone number (305) 829-2911, and website www.11miami.com.



# INSTAGRAM

When setting up your Instagram account, make sure **all your profile information** is filled out, including your:

- Nightclub Name
- Website
- Bio
- Address

**Once you have completed this,** click **Edit Profile > Contact Options**. The most crucial button to add to your profile is a **Reserve** button, allowing you to take reservations directly through Instagram.

Click your preferred reservation platform, like SevenRooms, and copy and paste your widget link into the URL bar.

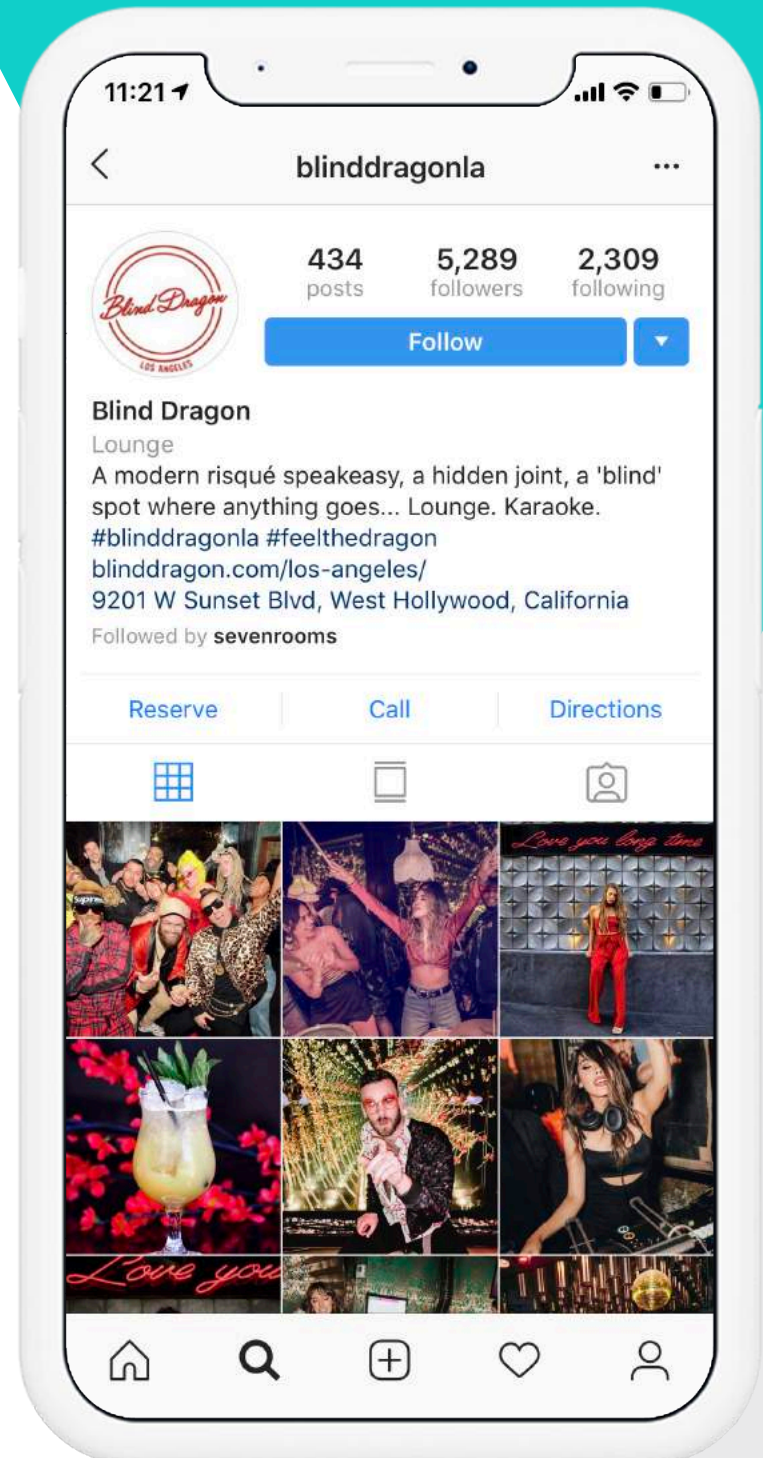
## VOILA!

You're now **ready to take reservations** from Instagram and Facebook. Now, let's move on to the fun part!



### PRO TIP

By using SevenRooms as your preferred platform, you'll have access to a trove of data on guests that book through your social media channel. This data will help you build robust guest profiles that will allow you to personalize service and marketing for your guests.



# 1. DETERMINE THE VISUAL IDENTITY OF YOUR NIGHTCLUB

Is your nightclub known for its rotation of hip hop heavy-hitters or A-list electro artists? Does it have the best Sunday day party in town? What about inventive guest presentations? All of these aspects can, and should, **feed into your visual identity** on your social channels. Here are questions you should ask yourself as you determine the online visual identity of your social media:

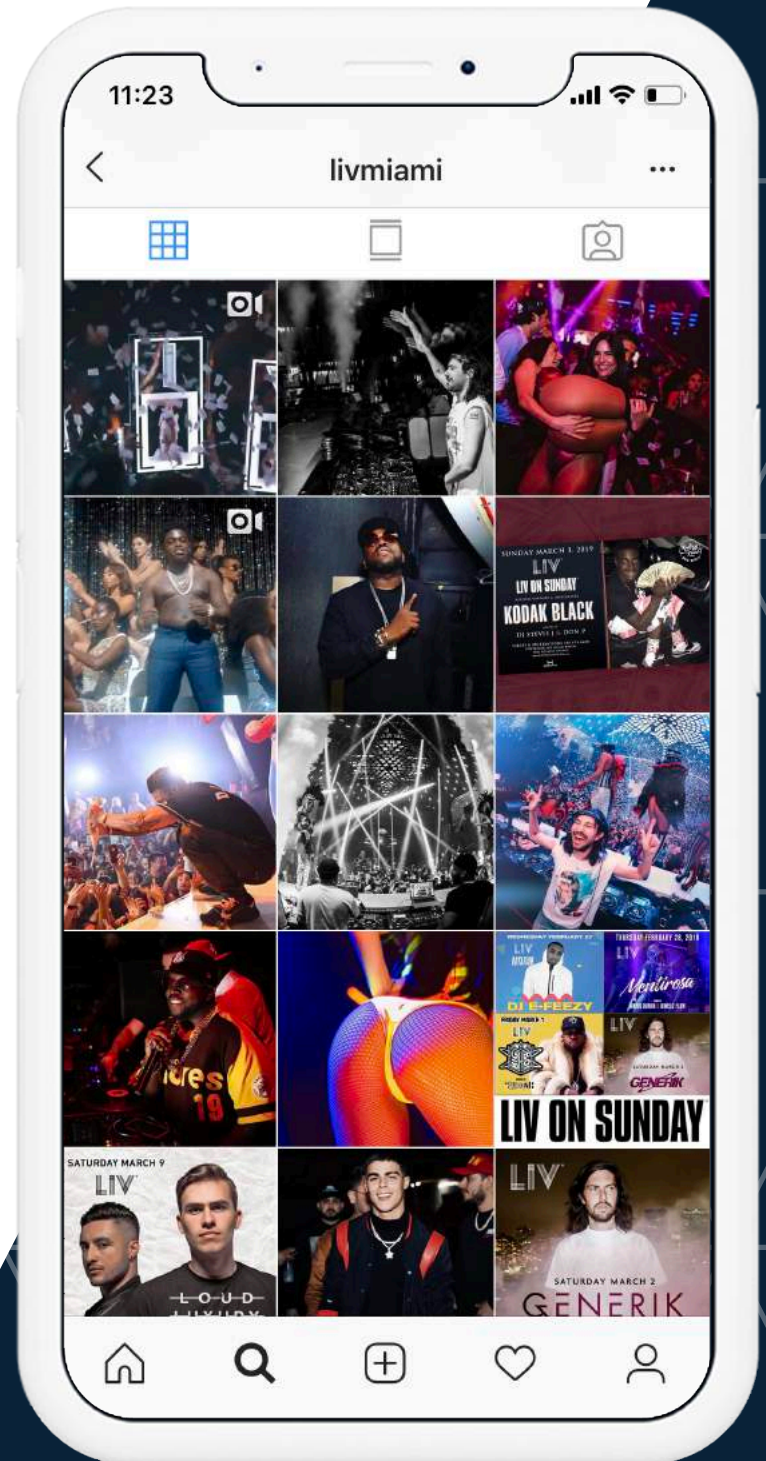
- Do I want the focus to be on my artists, venue or something else?
- Do I want a consistent color or theme across each post?
- What will help me stand out from other nightclubs in my market?
- What will showcase my nightclub brand the best?

Once you've determined the answer to these questions, you can start building out your content. This includes hiring a photographer to take photos of your venue, top artists and staff, as well as thinking about the visual layout of your content.



## PRO TIP

When you hire a photographer or designer, make sure you look carefully at their portfolios to see if their style matches your aesthetic. You don't want to run into issues down the line when their vision deviates from what you had in mind!



## 2. FIND YOUR VOICE & MESSAGE

Now that you have a visual identity, it's time to find your voice and **get your message heard**. Is your brand sassy and snarky, or cool and sophisticated? Is it relatable or aspirational? These are all questions you should be asking yourself as you **build out the tone** for every message you post. Whatever you decide, you should ensure you have:

- A consistent voice across your channels for continuity
- Key phrases and hashtags outlined for your team so they know the key tone and messages for each post
- An understanding of who you're creating the content for, and what messages resonate with that audience
- Someone who can manage your voice and messaging as your brand evolves

Your voice and message are important in reaching your guests with the right information, at the right time. Getting the right mix, and tweaking it as your build up bigger audiences, will be crucial to your success.



### PRO TIP

**When first outlining your brand voice, get all key stakeholders in the room. It's crucial for everyone to agree on voice and messaging, and to write it down as part of your social media guidelines. This will help prevent disagreements in the future if someone wants to post a message that does not align with your voice and style.**





# 3.WHO ARE YOU TRYING TO REACH?

Determining your audience and reaching the right demographic of guests is extremely important when developing your social media marketing program. Does your brand skew more male or female, is it a 21+ nightclub or an 18 and over venue? The answer to these questions will play a large role in determining who your content should be reaching.

The good news? All social media platforms, from Instagram and Facebook to LinkedIn and Twitter, **give you visitor demographics**. Each platform shares them in different ways, but all of them give you the tools to understand who is engaging with your content. And, the results may surprise you.

As with any program, you want to have a system in place to measure the success of your social media campaigns. Make sure you're keeping tabs on the **best performing**

**content**, as this will help you tailor your messages to your audience. This will not only help you build brand loyalty for your nightclub, but it will also help you get higher engagement across your channels.



## PRO TIP

With SevenRooms, you can track which social media channels your reservations are coming through.

## MILLENNIALS

Millennials use social media far more than any other age group. In fact, compared to Americans 55 and older, Millennials are:

2X

2X more likely to order a specific dish because they saw an influencer post about it on social media



5X

Over 5X more likely to follow social media accounts in the food space to find new restaurants

FOLLOW



# 4. UNDERSTAND YOUR COMPETITORS

When starting to ramp up your nightclub's social media efforts, a crucial step in the process is **auditing the channels of your competitors**. Whether they are located down the street or have the same rotation of DJs, you want to understand what type of content they are posting, and how you can **create content that is unique** and helps you stand out.

Here are **key considerations** when looking at your competitor's social media presence:

- What type of content are they posting?
- What content is getting the highest engagement (e.g. likes, comments, tags)?
- How many followers do they have?
- Do they post at a regular cadence, or is it only a couple times per month?
- Who do they follow? And do they engage with influencers in your market and share their content?

These questions can be used as a benchmark to understand what success will look like for your nightclub and, ultimately, help you shape content that differentiates you entirely.



## PRO TIP

Click **'follow'** on your competitor's followers! Chances are they will be interested in your nightclub if you have a similar offering, plus, it's a great way to start building an audience if you're just starting out in your market.

# 5. WHAT SHOULD I POST?

When creating a content calendar for your social media channels, you should abide by the **rule of thirds**:

## Types of Posts

- 1/3 Sales Posts
- 1/3 User-Generated Posts
- 1/3 Brand Posts

Are you selling event tickets? A special experience? Trying to drive more table reservations? These are sales posts. These posts should be created to **drive more business** for your nightclub and get more people through your front door.

Sharing is caring, and by sharing user-generated content (e.g. a guest having fun celebrating their birthday at your nightclub), you will **continue to build loyalty** with your guests. By sharing guest posts, you'll be able to highlight the authentic experiences with followers that make your nightclub stand out.

Brand posts fall into the last third of content you should be sharing on your channels, and are posts that are unique to your nightclub and brand. These can be anything from behind-the-scenes nightclub or employee shots, to posts that continue to drive awareness of your business -- like showcasing your margarita offerings for #NationalMargaritaDay.



### PRO TIP

Click this link for an [Instagram template for hospitality businesses](#) that will help you keep your posts on track.



# 6. ENGAGE WITH YOUR AUDIENCE

By now, you've created your channels, found your voice, and are reaching your target audience with the right messages. So, what's next? It's time to **proactively engage with your audience.**

From responding to questions about an event, to liking a post of your nightclub on a guest's profile, **engagement is the name of the game** in staying top of mind, and relevant to your audience. The more you engage with your followers, the more you are building trust across your network and channels.

Set aside **30 minutes every day** to run through your channels, like and comment on posts, and respond to any queries you might get through your social media.

It helps to **set up a schedule** so it turns into a daily habit vs. on the fly.



## PRO TIP

Emojis are a quick, and easy way to engage with your audience! A simple smiley face or thumbs up emoji can go a long way in conveying a friendly message to your followers.





FOR MORE INFORMATION **LET'S TALK.**

Discover more information on how to turn these strategies into a reality for your nightlife, check out SevenRooms. Reach out to [request a demo](#) today.

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