StayBillety

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Social Media Analytics Report

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Executive Summary

StayBillety, "Shared Interests. Shared Roof.", is an organization that offers online accommodation services (*StayBillety Home,* n.d.). StayBillety's purpose is to help people find safe accommodations, primarily for events and activities, by connecting hosts and guests who share and support each other's interests (*StayBillety Business and Background,* 2019). StayBillety's business goal is to increase the awareness of its services among potential guests and hosts for Syracuse University's May 2019 Commencement Weekend in the hopes that these audiences will consider using StayBillety's services for this event (May 10 – 12, 2019). Despite having a clear intention and unique service-model, StayBillety faces multiple communication challenges. The company struggles with website and social media engagement, unable to create and post content that attracts its target audiences. In addition, the messages displayed throughout StayBillety's online presence are inconsistent from one platform to the next, preventing the company from presenting a unified brand. The analyses conducted for this report include a SWOT Analysis, Situation Analysis, Target Audience Analysis, and Engagement Analysis. Excluding the SWOT Analysis, the analyses were based on data collected from September 21, 2018 to March 21, 2019.

Background

StayBillety is an internet-based accommodation service that brings together like-minded guests and hosts. The company was founded by Barbara Jones in March 2016 and currently operates out of Kingston, Ontario and Syracuse N.Y. (StayBillety , 2019). StayBillety's online platform pairs hosts and guests with similar interests. Guests can search for accommodation based on events, interests, activities and StayBillety's affiliate partners. The organization emphasizes the importance of community through charitable donations and its business model. "StayBillety attracts members who would never open their homes to 'strangers' and would never stay in the home of a 'stranger'. Common interests create community. Travelers will find their 'tribe'," (*StayBillety Intro-Sheet,* 2019).

SWOT Analysis

Strengths

- The age and gender demographics of StayBillety's website users demonstrate the company's ability to reach its primary target audience—men and women ages 18-49 (*Demographics Overview,* 2019; *StayBillety Business and Background,*2019).
- StayBillety has 17 domestic and international affiliate partners (Jones, 2019).
- Over the past 60 days, the total number of StayBillety's Instagram, Facebook and Twitter engagements increased by 396 percent (*Mixed Overview,* 2019).
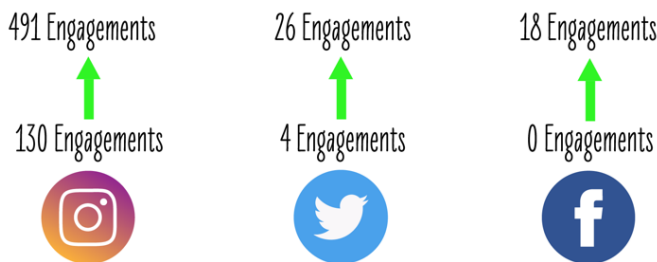
STAYBILLETY.
Website Users Feb. 18-Mar. 19, 2019

Age
% of users

Gender

41% of users

59% of users
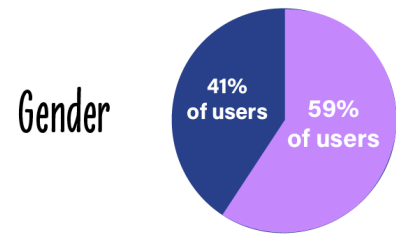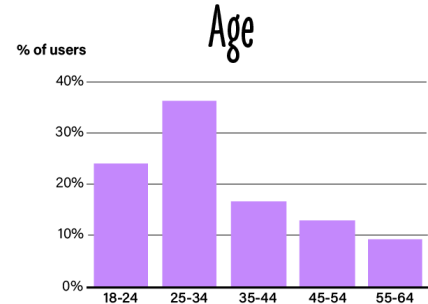
References: *(Demographics Overview,* 2019; *StayBillety Business and Background,* 2019).

STAYBILLETY. Social Media

Over the past 60 days...

491 Engagements   26 Engagements   18 Engagements

130 Engagements   4 Engagements   0 Engagements
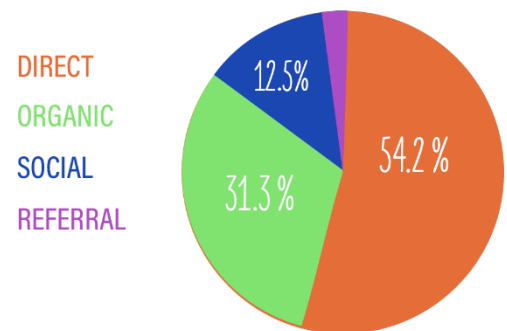
References: (*Mixed Overview,* 2019)

Weaknesses

- StayBillety does not achieve the social media objectives, post frequencies outlined by its editorial calendar ("Social Media Editorial Calendar," 2019).
- StayBillety's YouTube account has 14 subscribers and a 23 of its 25 videos have zero engagements (StayBillety Inc, 2019).
- Only 12.5 percent of StayBillety's website traffic derives from social networks and social media platforms, indicating a lack of audience engagement with StayBillety's social media content (*Acquisition Overview,* 2019).

STAYBILLETY. Website Traffic

DIRECT
ORGANIC
SOCIAL
REFERRAL

12.5%
54.2%
31.3%

References: (*Aquisition Overview,* 2019)

Opportunities

- In 2019, there will be an increase in demand for accommodation services that are easy to use and compatible with spur-of-the-moment travelers (Sarkar 2018).
- A joint study conducted by ASAE, CEIR, MPI and PCMA concluded that one out of three groups choose not to book hotel rooms for lodging, indicating a need in the lodging market for alternative group accommodations (Budimir, n.d.).
- By 2022, over 50 percent of short-term rental bookings are projected to be made online ("Global Online Accommodation Booking Market 2018-2022," 2018).

Threats

- Approximately 38 percent of millennials—a segment of StayBillety's target audience—use a travel agent when planning a trip who are not likely to use sharing services to book accommodations for the client (D'Ambrosio, 2019).
- In 2019, hotels are expected to add alternative accommodations in an effort to satisfy guests' desire for privacy, signifying an increase in future competition for guests (JWU COE, 2019).
- New York, San Francisco and other major U.S. cities are in the process of passing a new regulation that requires Airbnb, and similar services, to register certain properties as traditional hotels under threat of fines and lawsuits (Budimir, n.d.).

MODERN

matriarchs

The Modern Matriarch is a 48-year-old white female living with her family in the suburbs of Atlanta, G.A. (Florida, 2019).

Family
She has two children—one in high school and one just starting college—and her husband works full-time as a financial advisor in Atlanta (Ward, 2017; Employment Characteristics of Families 2017, 2018).

Education: High-School Diploma (Hamilton & Mathews, 2019)

Personal Income: $18,000 per year (CareerBuilder, 2017)
Household Income: About $100,000 per year

Purchasing Habits
As a family they go to local theater productions and sporting events, (Nichols, 2019). She and her husband often try new restaurants and go on weekend trips.

Activities
She spends most of her week keeping things clean and tidy around the house (Bialik & Fry, 2019). As a means of extra income, she works part-time as a community health worker (CareerBuilder, 2017; News Release: Employment Characteristics of Families 2017, 2018).

Values
What's most important to her is being an involved parent, a devoted Christian and a hard worker (Bialik & Livingston, 2018; Religious Landscape Study, 2019).

Digital Habits
She uses Facebook to chat with family and friends, LinkedIn for business and likes to browse Pinterest. She also stays updated on current events with local newspapers and websites (Anderson & Smith, 2018; Shearer, 2018).

younger bolder
HOUSEHOLDERS

The Younger, Bolder, Householder is a 35-year-old white male who recently purchased a home with his wife in the outskirts of Austin, T.X. (Bialik & Fry, 2019; O'Brien, 2018).

Education: Bachelor's Degree (Bialik & Fry, 2019).

Personal Income: $80,000 per year (Bialik & Fry, 2019).
Household Income: About $140,000 per year (Elkins, 2019).
Occupation: Works full-time as a software developer (Most Common Occupation by Age, 2018)

Purchasing Habits
A large majority of their combined disposable income goes to paying off their mortgage and student debt (Elkins, 2019). As a millennial couple, they keep their household modern with the latest entertainment and digital technology ("Fun Facts About Millenials," 2018).

Activities
In his spare time, he likes to exercise, watch a little TV after work, and read about the latest current events. As a couple, he and his wife love meeting up with friends on the weekends in the city for lunch or dinner (American Time Use Survey Summary, 2018).

Values
He considers himself religious (Religious Landscape Study, 2019). He is always clued into social issues and political developments, valuing the importance of education and diversity (Bialik & Fry, 2019).

Digital Habits
He uses Facebook, Instagram and LinkedIn for business. He stays up to date on current events with Twitter, but he regularly checks news websites as well (Anderson & Smith, 2018; Shearer, 2018).

STAYBILLETY
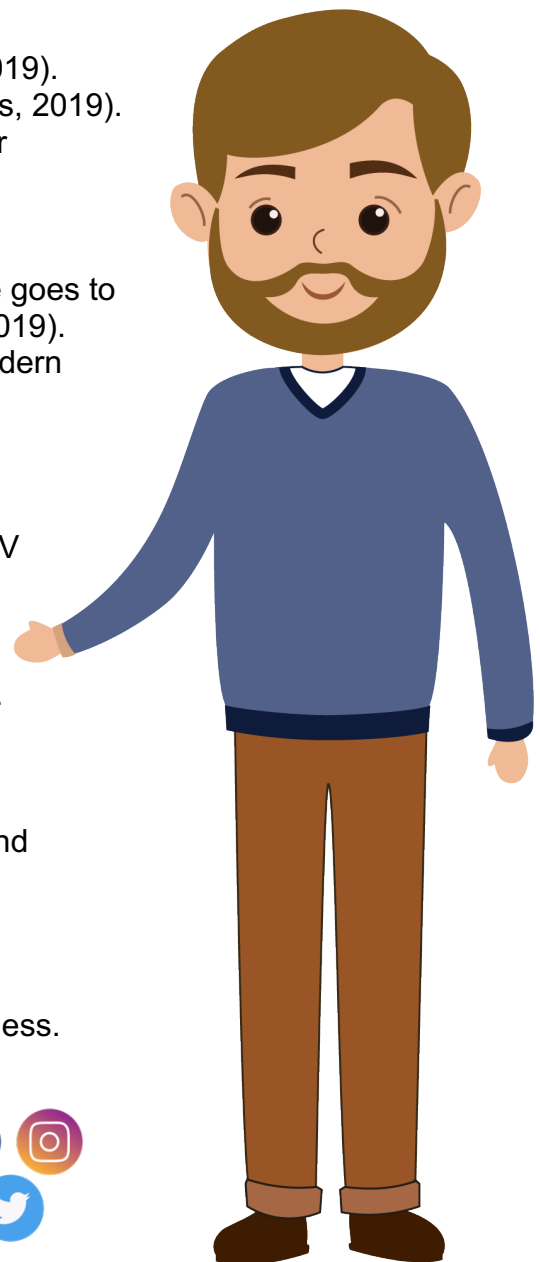
Competitors

Air BnB

AirBnB holds 94 percent of the home-sharing market in the Syracuse Area (AirDNA 2019). AirBnB options in Syracuse are relatively inexpensive — around 25 dollars per night — and many listings include free cancellation ("Top 20 Places to Stay in Syracuse," 2019)

Syracuse Hotels

The Sheraton University Hotel and Conference Center is on campus. Hotel Skyler is in close proximity to campus — under a ten-minute walk — and offers a shuttle to and from campus. The Genesee Grand Hotel is 0.4 miles from campus and has a four-star rating on TripAdvisor ("THE 10 CLOSEST Hotels to Syracuse University," 2019).

Influencers

StayBillety can use influencers like Kees and Eric to engage users outside of StayBillety's social media community. Influencers like these often belong to societies, organizations and business networks that could not only be potential partners for StayBillety, but also yield engagement from the target audience due to increased brand exposure (Eric Alper Facebook page, 2019; Kees denHardigh Twitter account, 2019).

Potential Influencers

STAYBILLETY.

(Sept. 21, 2018 - Mar. 21 2019)

Eric Alper
22.4K Reach
March 5, 2019
21:30

👍 0   💬 0   ↪ 0

User
▪ Male, 30s-40s, single, has a daughter
▪ Run's his own Music PR company
▪ Cares about childrens causes
▪ Active on all major SM
▪ Passionate about music, work and inspiring others

Content
"The Unison Benevolent Fund community is #StayingAlike! The national support organization for music professionals has partnered with online accommodation service StayBillety.com to assist the music community with housing when travelling. wp.me/p26Qb8-rnl

THATERICALPER.COM
Unison Benevolent Fund partners with StayBillety - That Eric Alper

(Eric Alper, 2019).

Kees denHartigh
5.53 K Reach
March 5, 2019
16 : 30

💬 0   🔁 0   ♡ 0

User
▪ Male, 65+, married, three daughters
▪ Is a Social Media Director
▪ From Alberta, Canada
▪ College Educated
▪ Twitter/LinkedIn /Instagram/Facebook
▪ Environmentally concious
▪ Loves music
▪ Politcally savvy

Content
"The latest Entertainment @Canada! https://paper.li/keesdenhartigh ... Thanks to **@lizzieviolet13 @StayBillety @CalgaryPhil** #yeg #yegarts

Meet the Musician: Assistant Principal Bass Kyle Sanborn | Calgary Philharm...
calgaryphil.com Kyle Sanborn, the Calgary Philharmonic Orchestra's (CPO) new Assistant Principal Bass, may have started playing the double bass at age 12, but ...
paper.li

(Kees denHartigh, 2019).

Social Media Platforms

StayBillety uses the following five platforms: Instagram, Twitter, Facebook, LinkedIn and YouTube (*StayBillety Business and Background,* 2019). StayBillety posts the most content on Twitter, Facebook and Instagram, although its Instagram account spurs the most engagement (*Mixed Overview,* 2019). StayBillety uses its LinkedIn and YouTube accounts sporadically, resulting in poor engagement. The following is an analysis of the number of posts and followers gained on each platform from September 21, 2018 to March 21, 2019.

Social Media Platforms
Sept. 21-Mar. 21, 2019

🏠 **STAYBILLETY.**

132 Followers	**586** Followers	**351** Fans
319 Posts	**398** Tweets	**96** Posts

References: (*Mixed Overview*, 2019).

Social Media Engagement

Engagement: By Post
(Sept. 21, 2018 - Mar. 21 2019)

STAYBILLETY.

f September 26, 2018
16 : 14

Content
"**Blackstone LaunchPad at Syracuse University** Thanks for the #GrindSpaceXL **Queen's University** shout out http://launchpad.syr.edu/staybille-ty-grindspacexl/..."

👍 14   💬 2   ↪ 1
        ♥ 4

LAUNCHPAD.SYR.EDU
Barbara Jones, founder and CEO of StayBillety, accepted into GrindSpaceXL - Blackstone LaunchPad

(StayBillety , 2019).

Twitter November 15, 2018
14:01

Content
"Congrats to **@StayBillety** Tech Advisor **@JHRubin** and his team... #JeffRubin leads **@SIDEARMSports** to the top of college sports and expands to downtown Syracuse"

💬 0   ⟲ 2   ♡ 5

Jeff Rubin leads Sidearm Sports to the top of college sports and expands to ...
In adversity, sometimes people can't run away fast enough. True leaders step up to support you, to think of all the good you've done.
syracuse.com

(StayBillety, 2019).

Instagram March 14, 2019
2:08

Content
"And a 1, and a 2, and a ... joining is FREE. However you tap your toes, support #CanadianMusicians and earn extra $ List your extra space http://StayBille-ty.com/Unison #StayingAlike #music #musiclovers #musicfans #musician #musicians #musicianlife #musicislife #tour #touring #band #guitarist #drummer #singer #concert #charity #staybillety #homesharing #livemusic"

♡ 52   💬 2

(StayBillety, 2019).

Recommendations

(5 topics, and qualitative/quantitative ways to measure)

- Engagement Recommendations
    - The StayBillety "Guest" target audience engage most with charity, lifestyle, travel, educational and iconic home-good brands. "Guests" value reliability, good communication and stability as qualities in their brands.
    - The StayBillety "Host" target audience engages with retail, technology, media, philanthropic and digital-service brands. "Hosts" value transparency, innovation, and relatability as qualities in their brands.
    - To effectively engage the "Guest" target audience, StayBillety should emphasize its commitment to partnering with educational institutions and charities. "Guests" for Syracuse University 2019 Commencement Weekend are mothers, and they are motivated by the health and wellness of their children.
    - To effectively engage the "Host" target audience, StayBillety should post a greater amount of diverse content, joining the conversations of which digitally savvy householders are a part and connecting with brands they follow. For example, utilizing Instagram stories and Facebook live connects with "Hosts" on their preferred platforms and presents an authentic brand.
- Editorial Calendar Recommendations
    - The company should set more realistic objectives for each platform until it is able to stick to the planned content frequency (Social Media Editorial Calendar, 2019). The optimal post frequency for Instagram is once daily, and for Facebook, two to three times per week.
    - When posts are planned, StayBillety should not only use Hootsuite for execution, but should also check if it matches what was scheduled in its Editorial Calendar. If not, the appropriate edits should be made (Social Media Editorial Calendar, 2019).
- Appearance Recommendations
    - StayBillety uses different hashtags, company descriptions, and background info on each of its social media platforms, this should be made consistent.
- Optimization Recommendations
    - StayBillety should post on Facebook at least once a day between 1 and 4pm (Hartshorne, 2019).
    - Utilize Instagram stories to be able to post new content everyday (Hartshorne, 2019).

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