Company Overview

Our goals

Primary goal

How can Azalaï 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

Our key recommendations

Platforms

Website

• Implementation of key website features must be closely tracked by Azalaï’s team and quickly implemented
• SEO/SEM strategy should start as soon as website is online and stabilized

Platforms

Facebook

• A global Facebook page including a standard page per location must be developed
• Each page should target 20 posts per month with a mix of content of customer experience and promotional offers
• 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

Platforms

Social Media

• 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
• Azalaï hotels need to set a clear identity on a platform within African identity and international standards
• Employees tend to emphasize more African identity whereas customers largely choose Azalaï because of its location and comfort
• DM should keep stressing African identity while emphasizing more location and comfort

Target audiences

Company Overview

Azalaï Hotels, Abidjan, Ivory Coast
Aviva Moses, Ishai Shoham, Jon Baravir, Mattia Ambrosini

Azalaï 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

Azalaï hotels are located in some of the most vibrant cities in West Africa, each one offering a unique cultural experience. Azalaï has a strong foothold in the region, with a total of 9 hotels across 6 countries, providing 1,000+ rooms to accommodate guests in style. The company is poised to expand further, with 4 hotels scheduled to open soon and plans for 3 more hotels in the pipeline.

Azalaï on a map

Aviva Moses, Ishai Shoham, Jon Baravir, Mattia Ambrosini