



A walk-through  
the digital journey of a  
royal heritage property

The name Rambagh incites the memories of life in a royal palace, accompanied with the requisite hospitality, grandeur & the larger-than-life charm of the bygone era of the regal inhabitants of the property. However, just the name itself wasn't enough to draw attention to the unmatched experience & the foibles of rich history Rambagh has to enunciate. And their marketing heads quickly realized the odd disconnect too. consequences, or one who avoids a pain that produces no resultant pleasure?

# WHEN THE ROYALS SHOOK HANDS WITH DIGITAL CONNOISSEURS

## Old world charm meets new age technology

Rambagh officials approached us to infuse new digital dynamics into the life of the palace, & subsequently get the digital populace curious about the tales of royalty hidden beneath the palace's ornate walls.

The first step that we took towards ensuring Rambagh gets its deserved digital presence, was to define clear goals & strategies for how our profile is supposed to look like, & those included setting a definite tone for the whole page & defining proper layouts for any future content.





## How it all went down!

The execution towards making Rambagh a digital dynamo began with a series of campaigns, all sketched, designed & implemented a certain way

Here's a systematic breakdown:

- **A Day At Rambagh**

An integrated campaign that introduced audience to the idea of spending a day at Rambagh & showcasing the experience through a series of posts, walk-around videos, training sessions, & guest feedback videos

- **Experience videos**

Guest interactions were recorded & shared on social platforms as part of an all-inclusive strategy for cross promotion & generating interest of the digital generation in the ways of the royalty.

## The few focus points that we kept in mind were:

- The profile would be designed with the look & feel of an audience community interested in history, architecture, royal traditions, etc. & would not be treated as a yet another good looking page of some royal property.
- Building a loyal fan base of Rambagh stans who appreciate & are responsive towards live posts on the page
- Making Rambagh a formidable force in the digital lobby with turn-of-the-century ideas.



## ● On-site social media

To give the profile a different purview & a touch of genuine authenticity, we began on-site social media deployment that included live video content, event coverages, connoisseur bytes, real-time guest experiences, etc.

## ● Community Buildup strategies

The most important part of any profile is its audience community, & considering the chic splendour of the regal property, it was imperative to get relevant users for our content right from the go, & we deployed all our efforts & energy towards finding the right pedigree of audience for our strategized content.

## And the results are....

The social strategy worked wonders as our community hit the milestone mark of 10,000 followers from scratch within a very short while.

The large number of audience on our profile also led to an increased outreach of our content & enhanced viewership, which in turn led to an overall surge in their digital ROI.

The live social media strategies also led to a heightened interest in the property & we began entertaining high-profile requests from travel & history enthusiasts from around the world, to experience a rich-in-honey dipped-history & high-on-coveted-luxury stay at Ram-bagh.

## So, how do you use UGC for your marketing?

Well, now when you have realized the scope of these social posts about your brand, you need to figure out how you put it to use to benefit your brand. Simple enough! Ask the concerned party if you can use their content and then display it on your screens, be it an event or on your website home screen. Show what a great time visitors had at your event preparing a potential audience base for your next event too. But how do you collect social media posts concerning your brand in the first place? How do you filter out what to show and what not to show? How do you get permission to display it from the users? Because the pool of user generated content is almost infinite.

