



SERVICE

Social media + content, run like an operating system.

Built for hospitality: calendar + publishing, inbox automation rules, and a monthly performance readout so your profile stays on-standard without constant internal chasing.

01

REALITY

Hospitality teams don't get uninterrupted time.

Front desk, floor, kitchen, guests. Social becomes “later”. Later turns into gaps, rushed posts, and inconsistent responses.

02

BRAND

Your profile sets expectations before anyone arrives.

If the feed looks off-brand or the tone shifts week to week, it reads as inconsistency. In hospitality, that shows up as hesitation to book.

03

SYSTEM

The job is the loop: plan, publish, route, review.

A calendar is not the point. Execution is. You need a repeatable loop that keeps the channel moving.

04

MODEL

Content isn't the bottleneck. Operating the channel is.

We bring rhythm, editorial judgment, and execution: calendar + publishing, messaging rules, and a monthly close with results.

05

WHAT'S INCLUDED

Social Media Management & Content Creation

Strategy + calendar. Publishing across up to three channels. Inbox automation rules. Reels, carousels and posts on a fixed volume. Brand-aligned copy. Monthly performance readout.



ACCOUNT MANAGEMENT

Calendar and publishing across up to three channels, with clear guidelines that protect the brand standard.



REELS, CAROUSELS AND POSTS

Short-form video, carousels and static posts built around experience, service, and what makes the property worth the stay.



CREATIVE + COPY

Creative direction and copy per post, written to match the property's voice and guest expectations.



RESULTS

A monthly readout: what's working, what isn't, and what we change next.

06

WHO RUNS IT

Led by a travel content creator, with hospitality operator context.

A creator's eye for what plays on camera, plus an operator's sense of what matters on-property. Meta/Google ads and on-property UGC are also available.



TRAVEL CONTENT



ON-PROPERTY UGC



META ADS



GOOGLE ADS

07

IMPACT

More control. Less scrambling.

An on-standard presence, routing rules for inquiries, and a monthly close with results. You stop guessing, and you stop doing social at the end of the day.

CALENDAR

UP TO 3 CHANNELS

ROUTING RULES

READOUT

08

INPUTS

We just need clean access and a fast approval lane.

Account access, brand guidelines, and one point of contact. That keeps the calendar moving and avoids rework.

09

PRICING

A monthly retainer with defined scope.

Predictable budget and clear deliverables. No surprise line items, no per-tweak quoting.

10

FIT

For hospitality brands where social influences booking.

When inquiries come in and there's no consistent way to route to booking or action. When social is spread across the team and never truly owned.



HOTELS



RESTAURANTS & BARS



TOURS & EXPERIENCES

NEXT STEP

Let's talk

If this made sense for your hotel or restaurant, let's align on scope, working cadence, and whether this service fits your operation.

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