



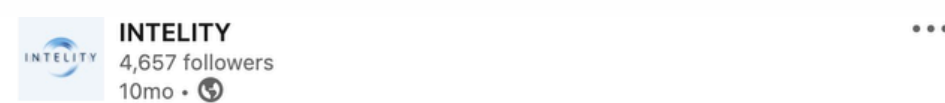
BUILDING A SOCIAL AUDIENCE

FEBRUARY 2019 - DECEMBER 2019

OVERVIEW

As the demand generation manager at INTELITY, I increased the company's social audience by over 27% in under a year and built an engaged LinkedIn audience of 3,500+ followers. I nurtured this audience by strategically leveraging content aimed at establishing INTELITY as a leader in the hospitality technology space and showcasing how our platform solved common challenges hoteliers faced in front-and back-of-house operations. I also used relevant industry articles to showcase the consumer demand for a streamlined guest experience and highlighted functions of INTELITY's platform that met these demands.

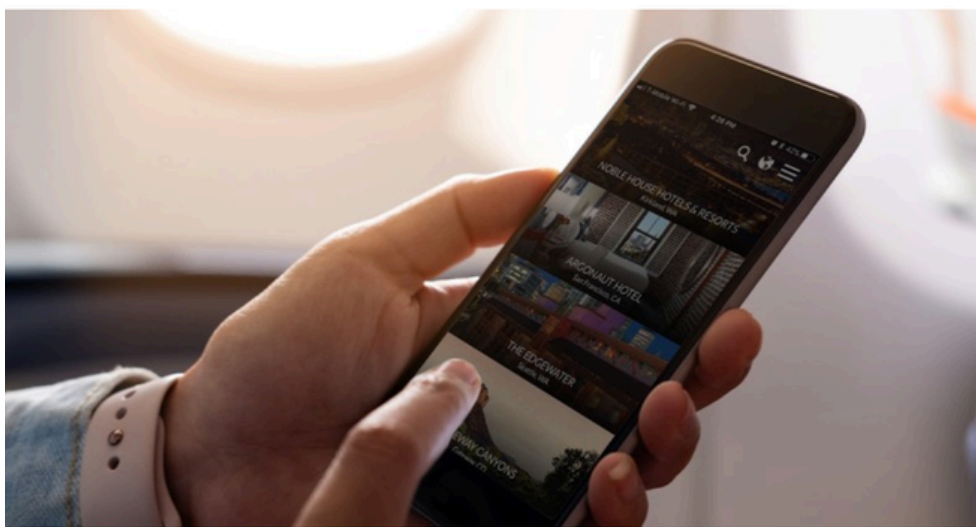
POST EXAMPLES



A recent study by the [Travel Leaders Group](#) showed that 78% of consumers would like to see self-service technology more widely available for check-in. Guests are becoming more accustomed to using self-service technology across all industries and expect this same tech to be offered during their travels, which is why mobile check-in is a top hotel tech trend for 2020.

Here are 4 more technologies hoteliers should invest in: <http://bit.ly/2QBfnRd>

[#hospitalitytech](#) [#mobiletechnology](#) [#hoteltechnology](#)

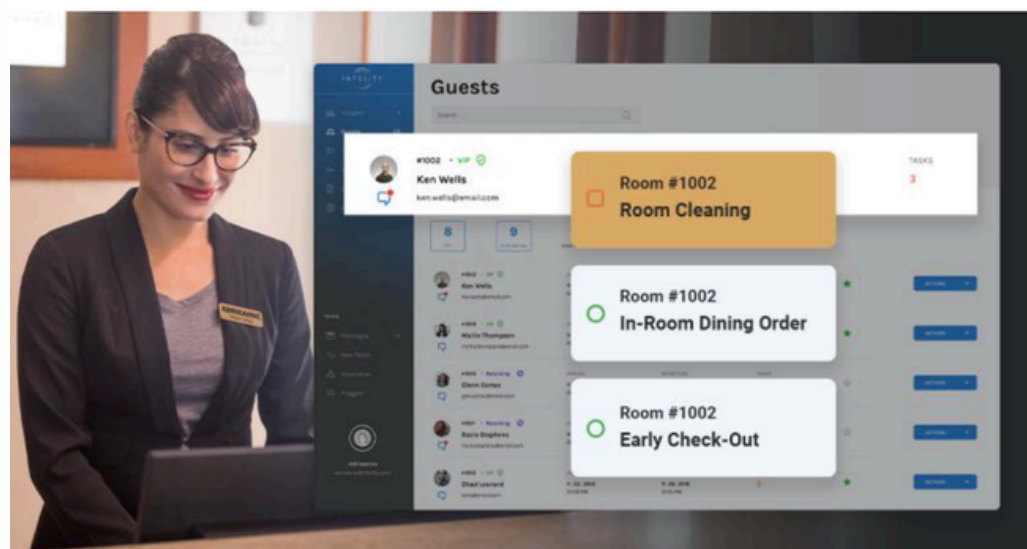


5 Technologies Hotels Should Be Investing Into For 2020 | By Andrew Metcalfe



Technology can assist in resolving many of the common pain points hoteliers experience in their daily operations. By solving these problems, hotels are exponentially closer to delivering on a truly exceptional guest experience.

Find out how a smart digital strategy can help you overcome common pitfalls: <http://bit.ly/2MkfOwL>

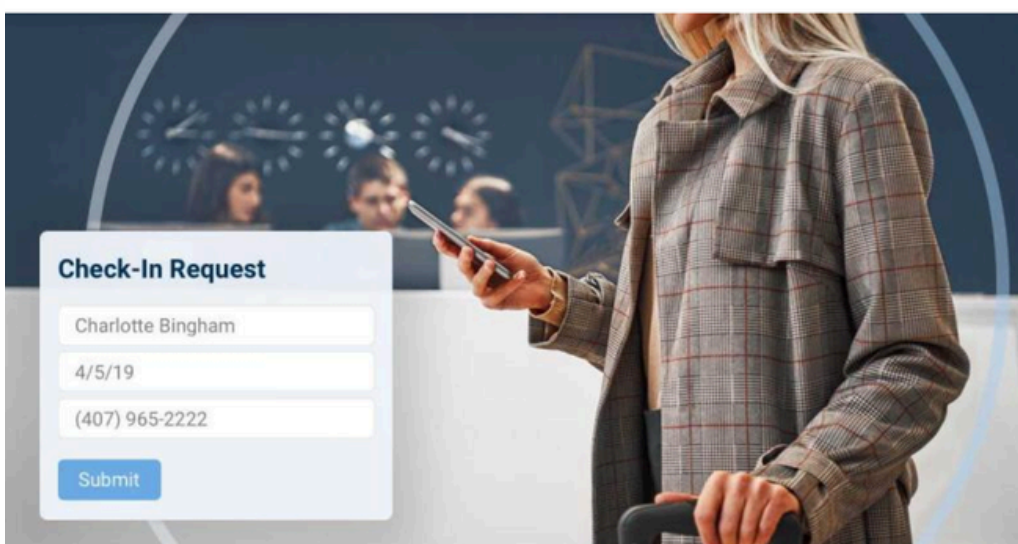


6 Digital Pain Points Impacting the Hospitality Industry | INTELITY
intility.com



It's no secret that expectations surrounding the digital guest experience have changed. With more than 96 percent of modern hotel guests carrying smart devices, the obvious next step is ensuring that you provide your guests with a smart experience.

Find out how to craft a smart guest experience with tech: <http://bit.ly/36Z68zi>

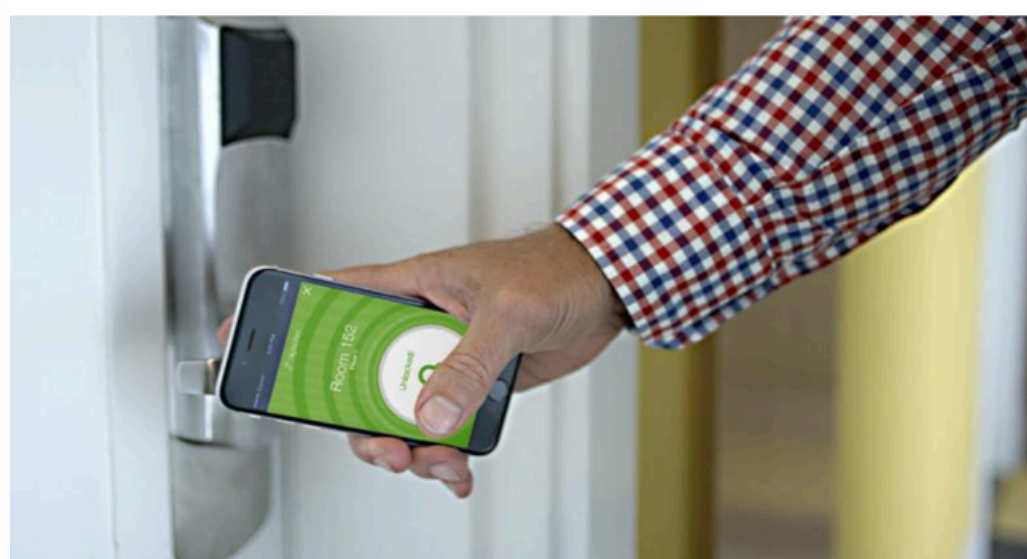


Crafting a Smart Guest Experience with Hospitality Technology | INTELITY



Mobile key is gaining traction across the industry as guests continue to look for streamlined check-in flows and friction-free experiences. Brands like Marriott and Hilton are moving towards making mobile room keys a standard across their portfolios.

Find out what [The New York Times](#) has to say about the future of mobile keys: <https://nyti.ms/2PiiW81>



Everybody Hates the Key Card. Will Your Phone Replace It?