Social Media Success Cases

Luxury Apartments Stockholm

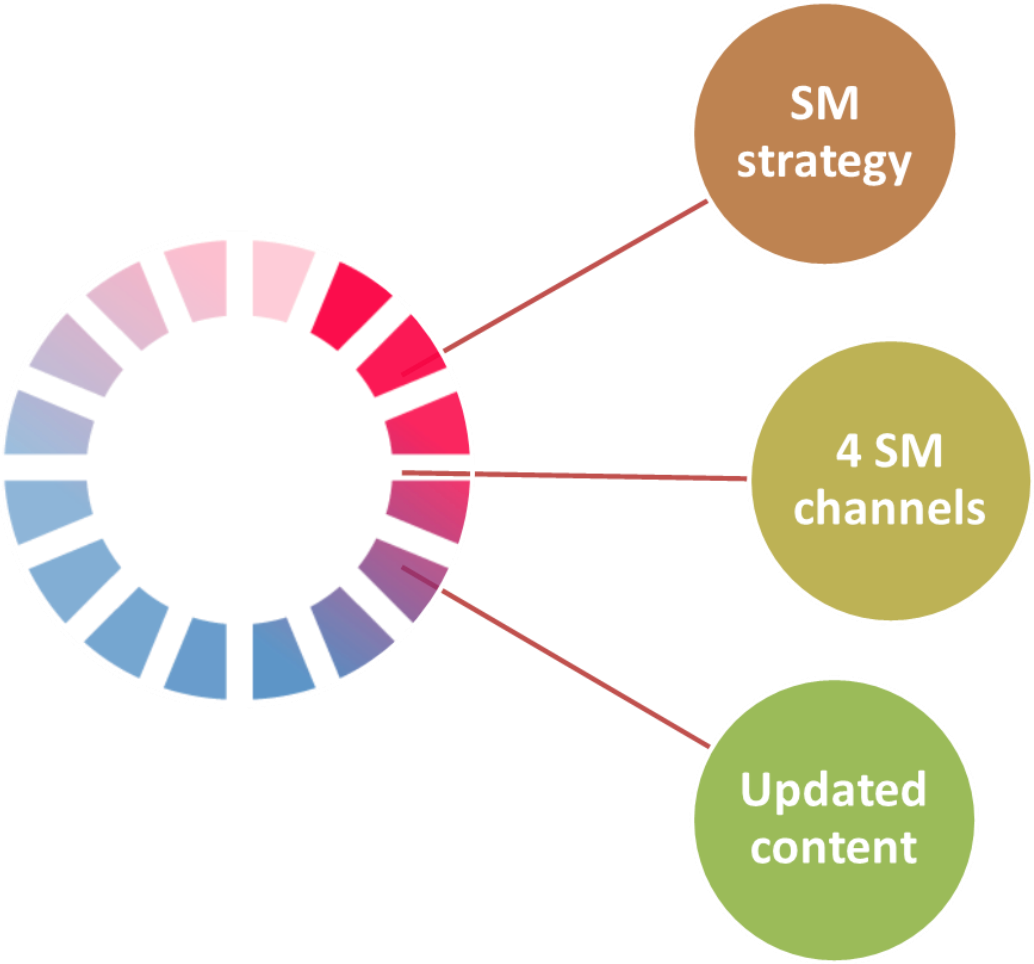
kigo

Why is SM important?

Why SM with Kigo?

- ☑ Specialized on vacation rentals
- ☑ We are open to changes
- ☑ We manage crisis situations

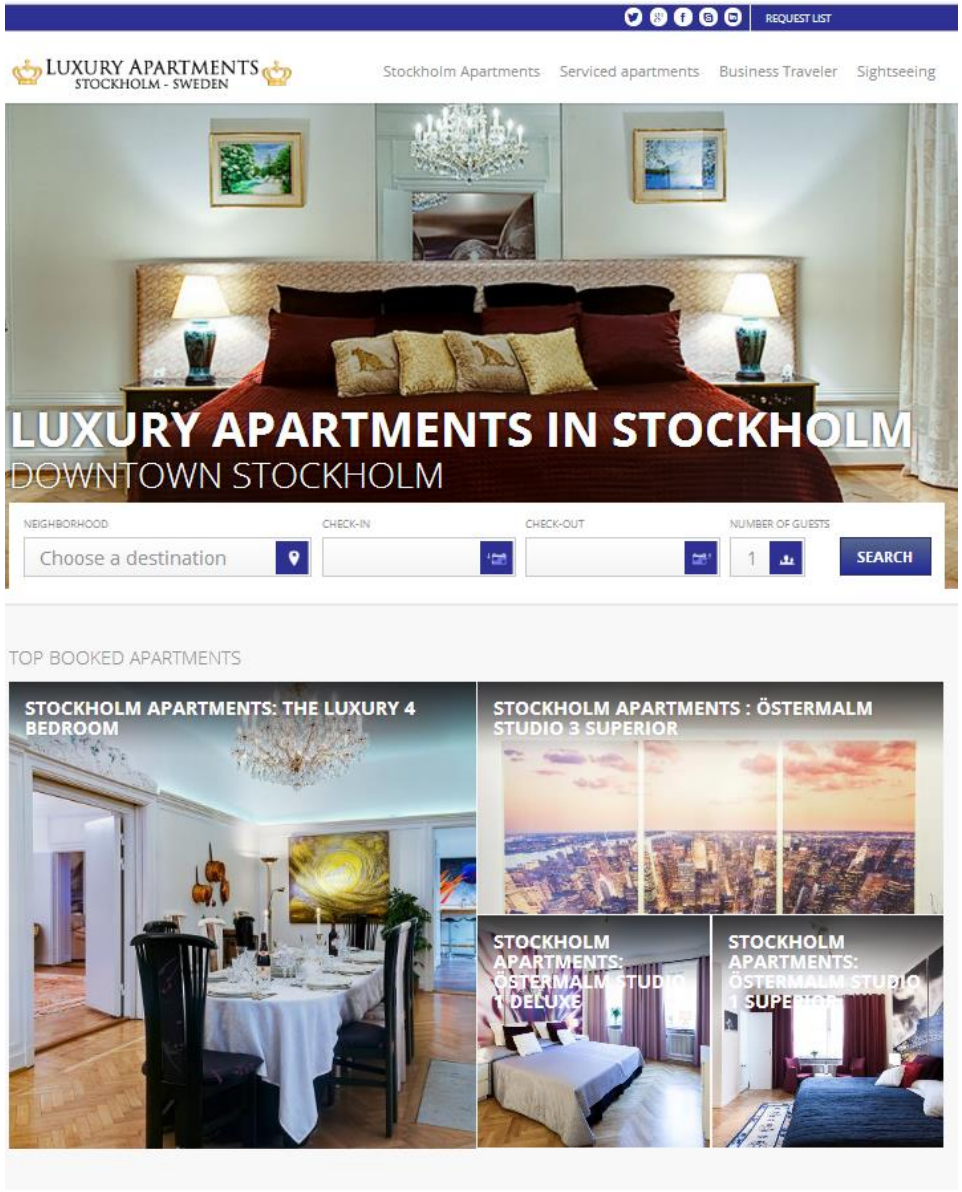
Social Media in Kigo



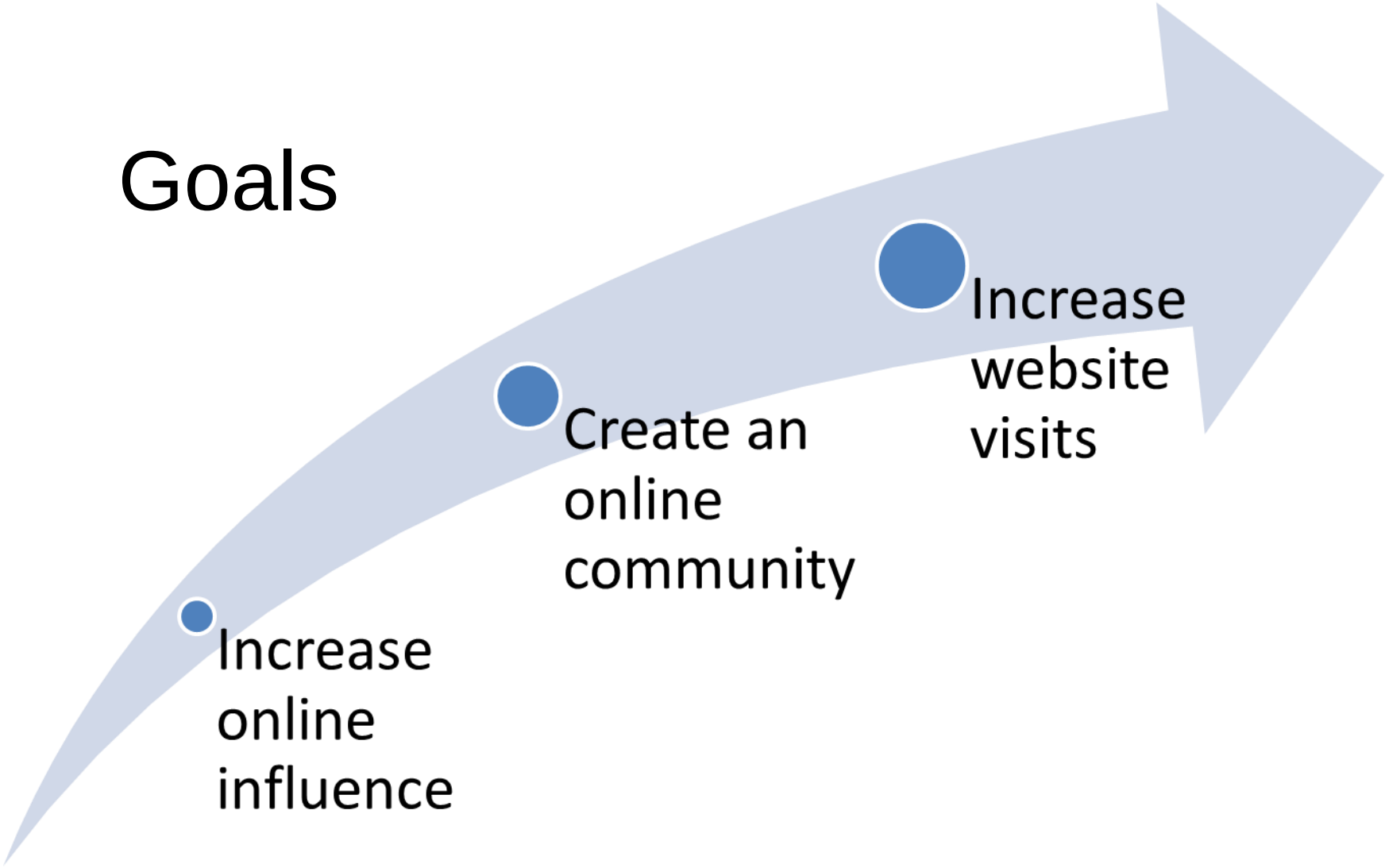
Social Media Luxury Apartments SE

luxury apartments
in Stockholm

5 accommodations

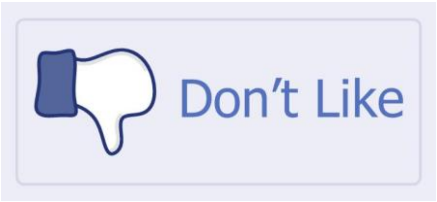


Goals

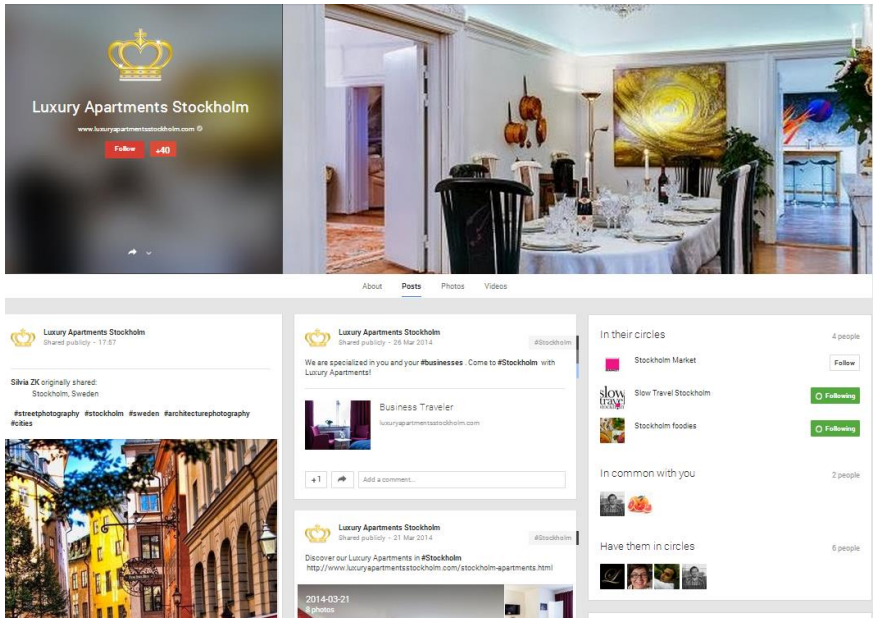

Increase online influence
Create an online community
Increase website visits

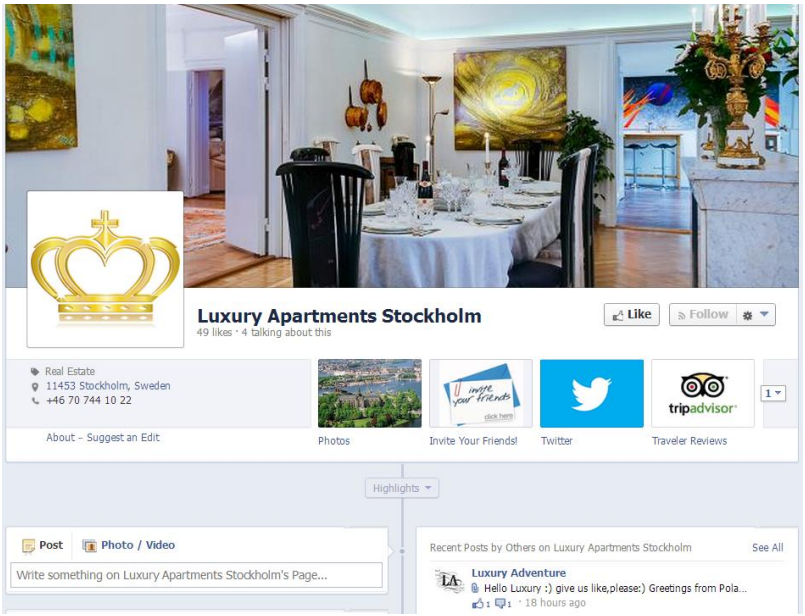
- No FB account
- No Twitter account
- No G+ account

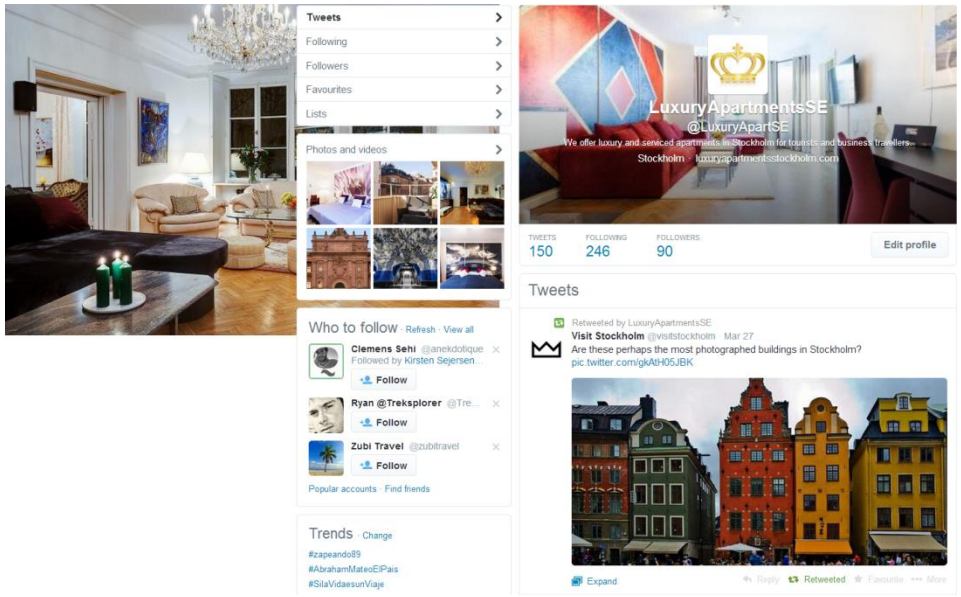
Before



Social Media Luxury Apartments SE







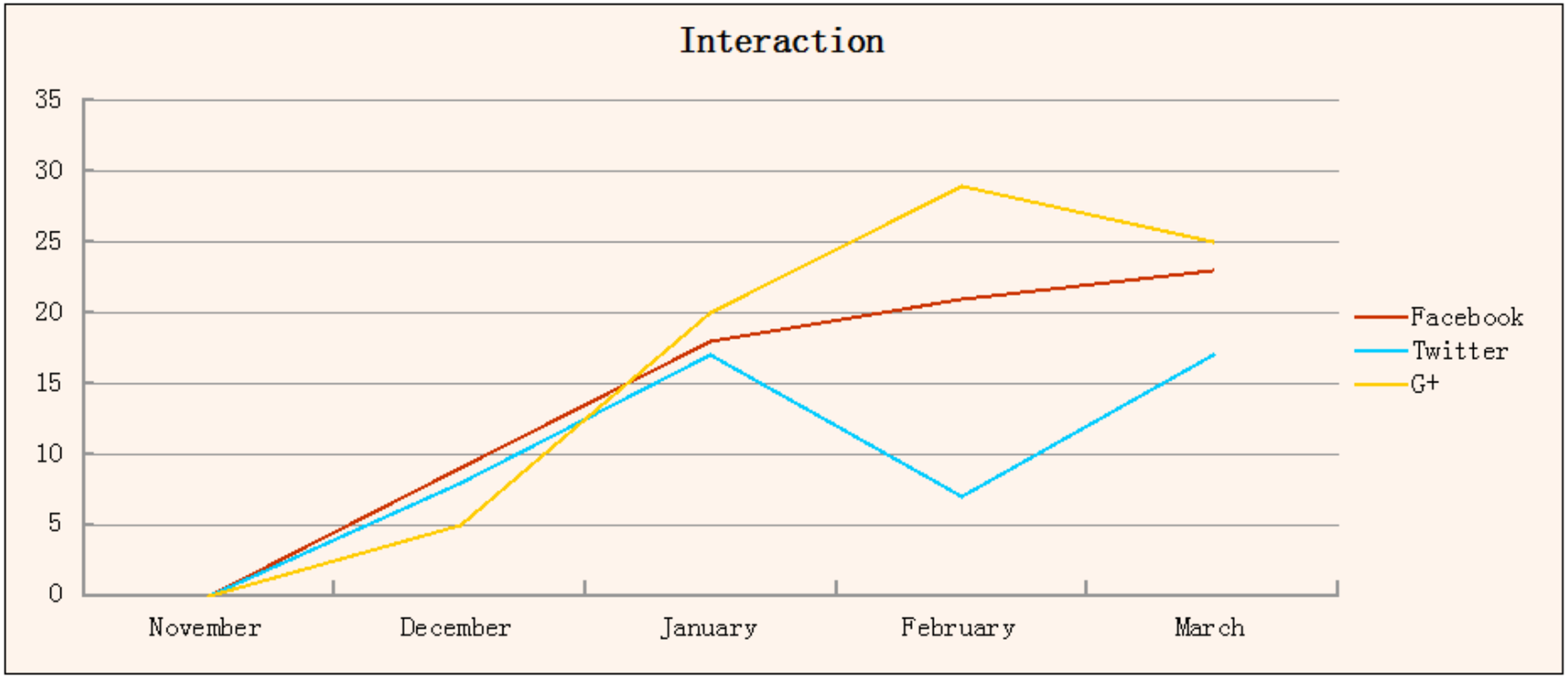
Now

Our KPIs are transparent

Social Media We know "when" to post

We study your market
and your customers

Social Media We interact with people



	November	December	January	February	March
Facebook	0	9	18	21	23
Twitter	0	8	17	7	17
G+	0	5	20	29	25

From December 2013 to March 2014

»FB + 23 %

»TW + 17 %

»G+ + 25%

Social Media

We interact with people

Search

Interactions

All / People you follow

Timo Kiviluoma ✈ @Kiviluoma52 · Mar 27
@LuxuryApartSE Thanks. Let's see if we could have some co-operation.
View conversation Reply Retweet Favourited More

Timo Kiviluoma ✈ favourited your Tweets — Mar 27
Mar 27: @Kiviluoma52 Thank you for following us and all your RTs and favourites!! :-) Have a nice day!
2 other favourites

Timo Kiviluoma ✈ retweeted your Retweets — Mar 27
Mar 19: Let's go ballooning over #Stockholm this summer!
Photo: mediabank.visitstockholm.com pic.twitter.com/u8jadNNP6l
2 other retweets

Timo Kiviluoma ✈ favourited your Retweet — Mar 27
Mar 22: Vasa Museum, Sweden. Largest shipwreck in the world. Raised in 1961. Sank to the bottom of Stockholm Harbor in 1628. pic.twitter.com/H7wDl6FOzl

Timo Kiviluoma ✈ added you to list **Kiviluoma52/travel-scandinavia** — Mar 27

Timo Kiviluoma ✈ and **Travel Approved** followed you — Mar 27

Brosef favourited your Retweet — Mar 27
Mar 27: A beautiful morning in #Stockholm. Can't help but smile :) pic.twitter.com/rAqlTPHl6n

Marqurite Milton favourited your Tweets — Mar 26
Mar 26: Do you know the Gallerian shopping mall in #Stockholm? gallerian.se/in-english/
4 other favourites

Marqurite Milton @MarquritMilton · Mar 24
"@LuxuryApartSE: @MarquritMilton You are very welcome to visit us whenever you want to! :-)"Thank You! In Stockholm It would be Great :)
Expand Reply Retweet Favourite More

Marqurite Milton retweeted you — Mar 24
Mar 24: @MarquritMilton You are very welcome to visit us whenever you want to! :-)
1 other retweet

Decor Interieur followed you — Mar 22

Marqurite Milton @MarquritMilton · Mar 21
"@LuxuryApartSE: @MarquritMilton Thank you for following us! Kind regards from #Stockholm! :-)"You are Welcome ! Amazing Luxury apartment :)
Expand Reply Retweet Favourited More

Marqurite Milton favourited your Tweets — Mar 21
Jan 14: Discover the History of the Gustav III's Museum of Antiquities in #Stockholm kungahuset.se/royalcourt/roy...
10 other favourites

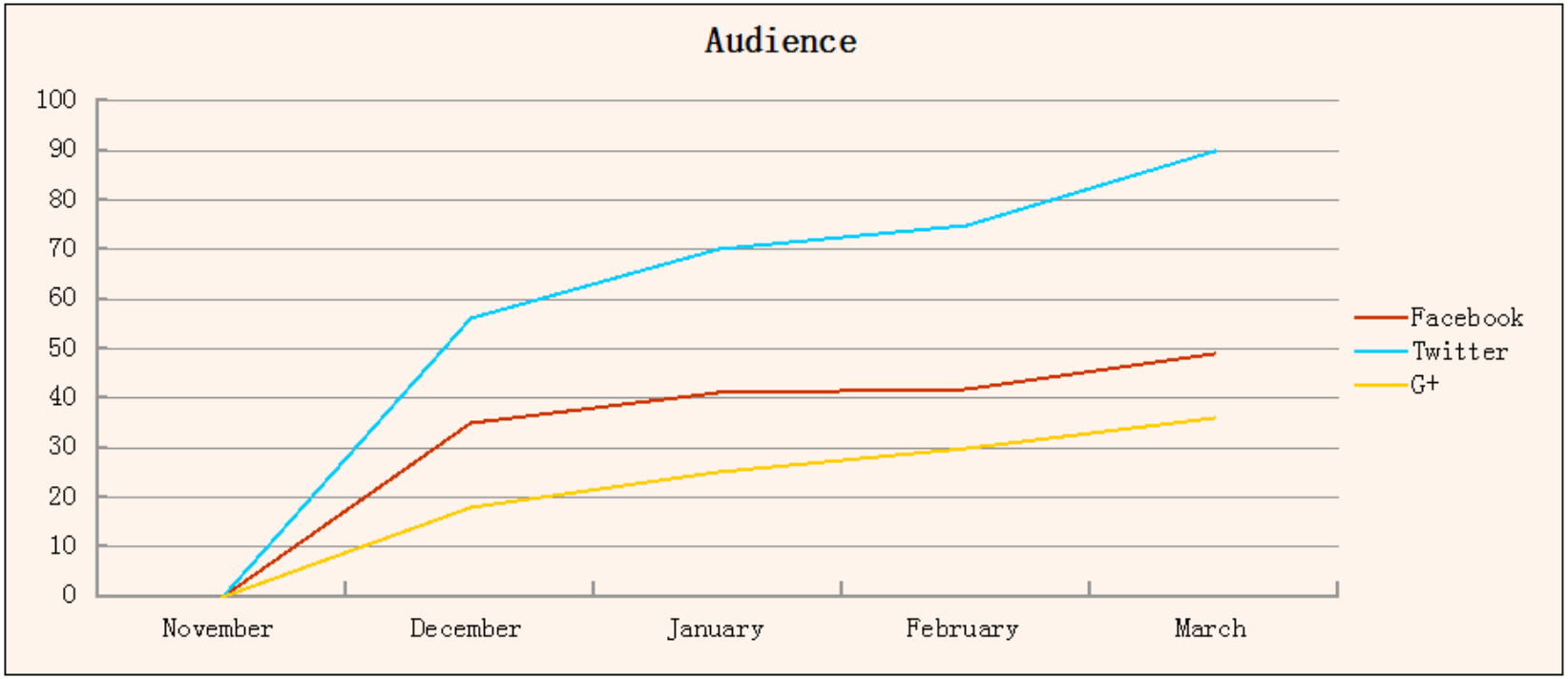
Marqurite Milton and **Hotel Managers Group** followed you — Mar 21

Thewotme.com-alfonso and 6 others followed you — Mar 20

LiveTravelCity retweeted you — Mar 17
Mar 17: Discover Stockholm´s top attractions in our "Sightseeing Stockholm" page. #DiscoverStockholm #VisitSweden qoo.ly/e98q

Social Media

We improve results



	November	December	January	February	March
Facebook	0	35	41	42	49
Twitter	0	56	70	75	90
G+	0	18	25	30	36

From December 2013 to March 2014

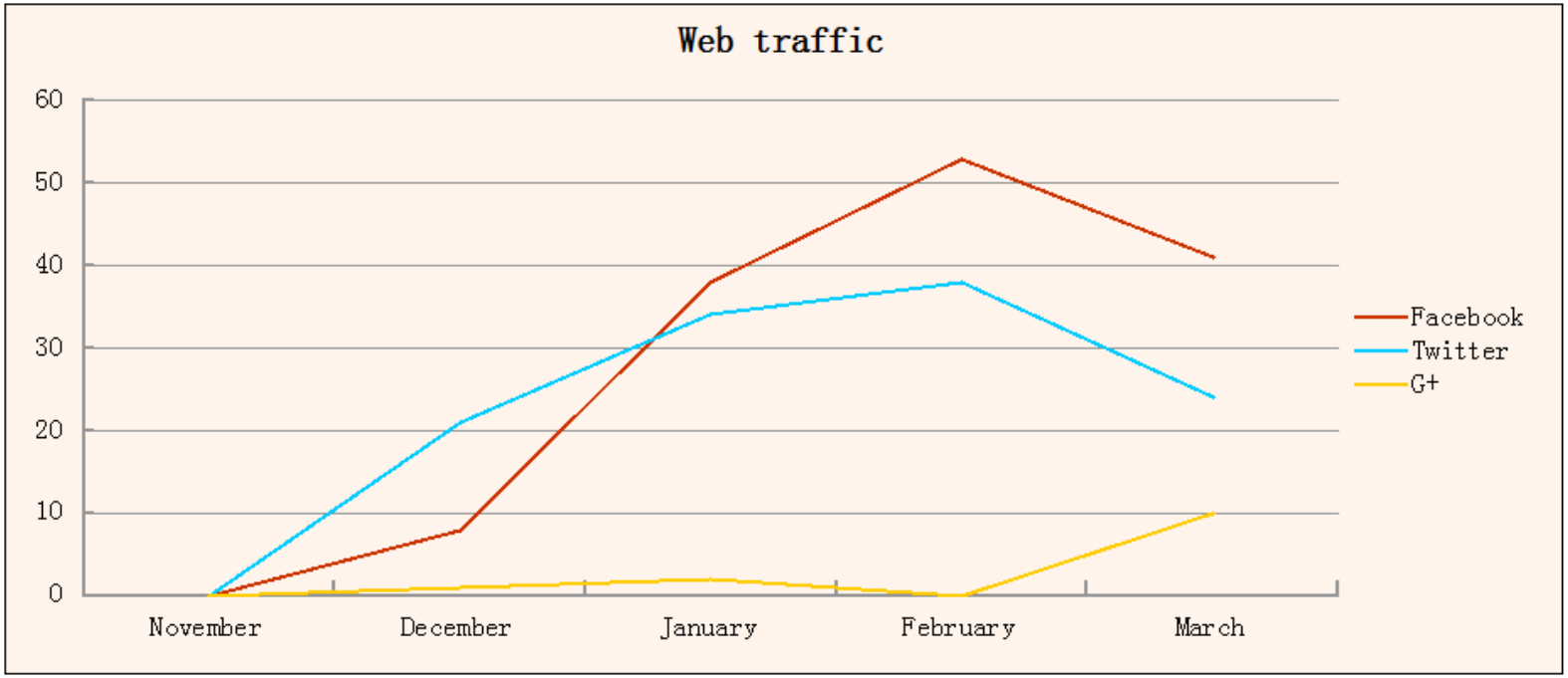
»FB + 49 %

»TW + 90 %

»G+ + 36%

Social Media

We increase web traffic



	November	December	January	February	March
Facebook	0	8	38	53	41
Twitter	0	21	34	38	24
G+	0	1	2	0	10

We increase web traffic

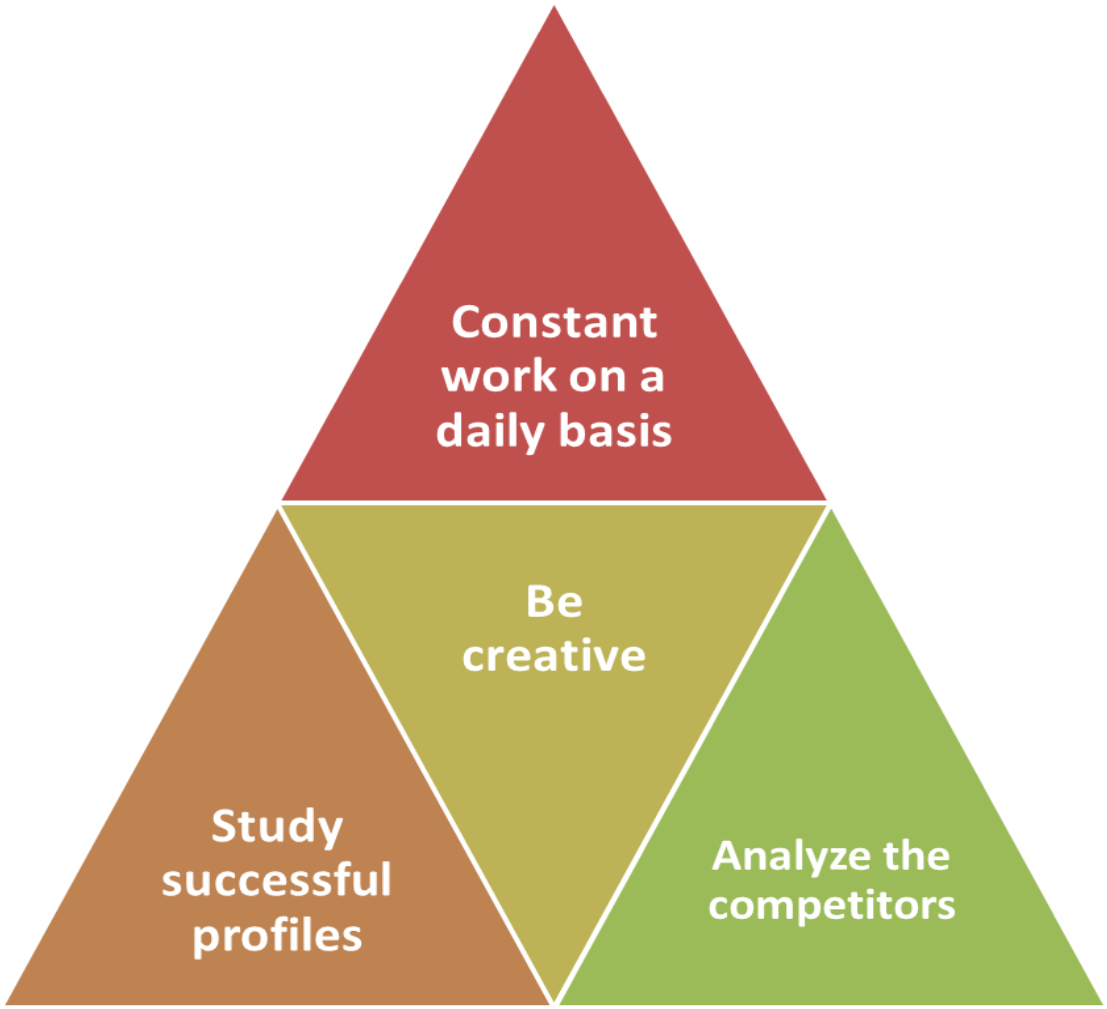
From December 2013 to March 2014

»FB + 41 %

»TW + 24 %

»G+ +10 %

How we do that



Kigo at a Glance

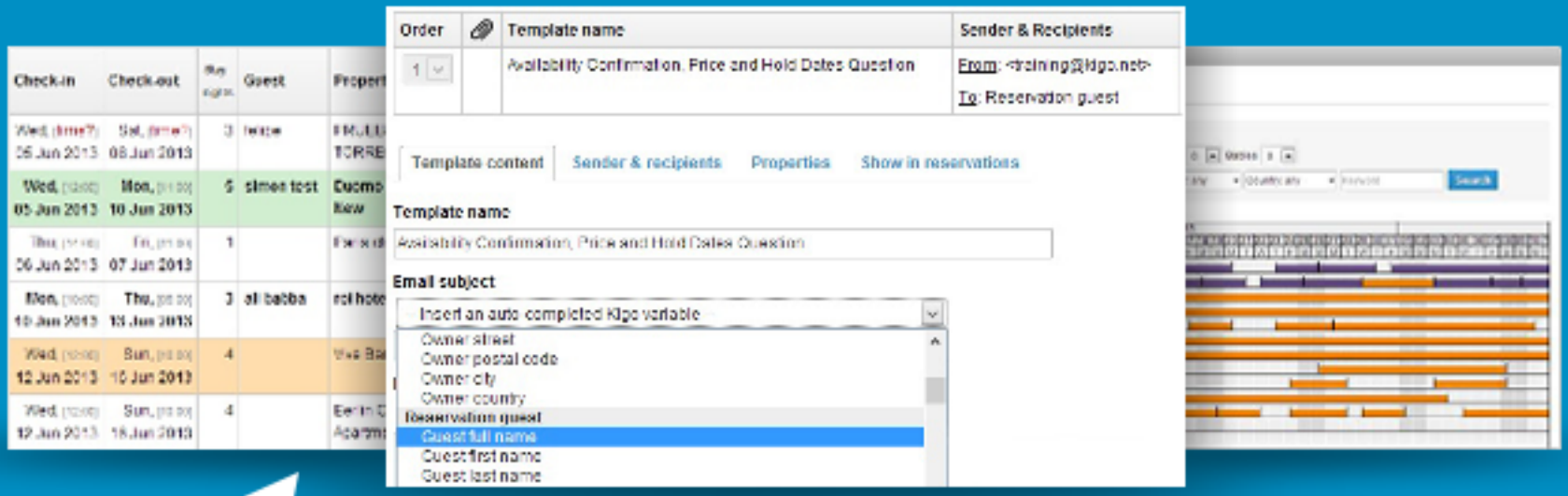
Founded in 2008 by fellow vacation rental manager Shawn, Kigo has come a long way over the last 5 years, now sitting firmly as one of the leading providers of vacation rental software.

Based in the heart of Barcelona with offices in Philadelphia and Bangkok, our 50+ vacation rental specialists are proud to have helped over 800 property managers welcome in total more than 67,000 bookings per month.

Reservation System

Full Online Automation

Automate every aspect of your vacation rental business;
from availability calendars to dynamic pricing and auto-filled emails.



Our booking calendar and reservation manager will organize reservations easily so that you never miss a booking.

Channel Manager

Get connected, get booked!

Take your vacation rental advertising to the next level; connect with over 35 of Kigo's portal partners, Booking.com, FlipKey, HomeAway, to name a few.

BOOST BOOKING POTENTIAL AND NEVER WORRY ABOUT ENCOUNTERING A COSTLY DOUBLE-BOOKING.

Mobile Ready Websites

Fully Integrated with the Kigo System

Choose between an easily customizable website template or a personalized design that complements your brand.

And, go that extra mile with our **SEO & Social Media packages**