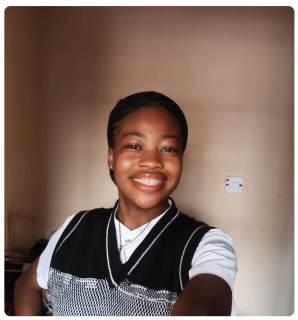
B2B CASE STUDY • HOTELS, SHORTLETS & HOSPITALITY

Turning Local Views Into Hospitality Inquiries & Direct Bookings

This is a campaign tested on one of Yaba's restaurant and hospitality brands through profile conversion optimization, proven for hospitality properties across Lagos — scaling reach to 94.6% non-followers and driving profile visits from **₦59.60 per visit**.



Stephenie Nnaji
CONTENT STRATEGIST & HOSPITALITY SOCIAL MEDIA MANAGER

BREAKDOWN:

499,120
30-DAY ACCOUNT VIEWS
94.6% non-followers reached across 180,140 unique viewers (4 Aug – 1 Sep).

₦59.60
COST PER PROFILE VISIT
2,016 profile visits & 134 new follows from a single Yaba Hotel Reel ad.

9,014
@LUSTRO_HOMES FOLLOWERS
Scaled from 2,521 (+257.6% growth) & 452.6K 30-day views.

5,488
@YANKEE.BY.LUSTRO
Scaled from 1,793 (+206.1% growth) & 366.2K 30-day views.

95K REELS VIEWERS (PEAK)

18K STORIES VIEWERS

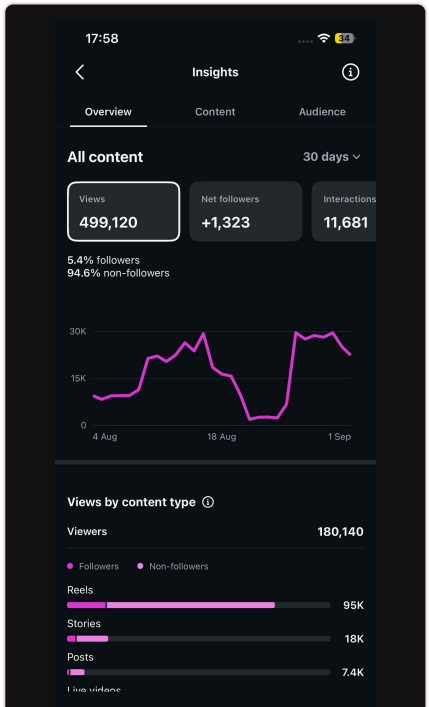
11,681 30-DAY INTERACTIONS

WHY MOST LAGOS HOTELS LOSE BOOKINGS ONLINE

Most hotels, lounges, and shortlets across Lagos already have clean interiors — yet their Instagram pages post random room flyers without local search cues, transparent pricing hooks, or a direct WhatsApp path. Paid budget gets wasted because visitors leave within 5 seconds.

OUR 3-PART HOSPITALITY GROWTH SYSTEM

- **Hook-First Room Walkthrough Reels:** Replacing silent static flyers with aspirational lifestyle POV hooks anchored to neighborhood proof and transparent nightly rates.
- **Searchable Bio & Highlight Funnel:** Structuring Instagram profiles with instant location cues, curated room highlights, and a 1-tap WhatsApp action button.
- **High-Intent Meta Ads:** Promoting top-retaining organic Reels directly to local staycation audiences for profile visits and DM inquiries.



VERIFIED 30-DAY OVERVIEW · 499,120 VIEWS
+1,323 NET FOLLOWERS · 94.6% NON-FOLLOWERS

META ADS MANAGER BREAKDOWN • BUDGET: ₦15,000 / DAY

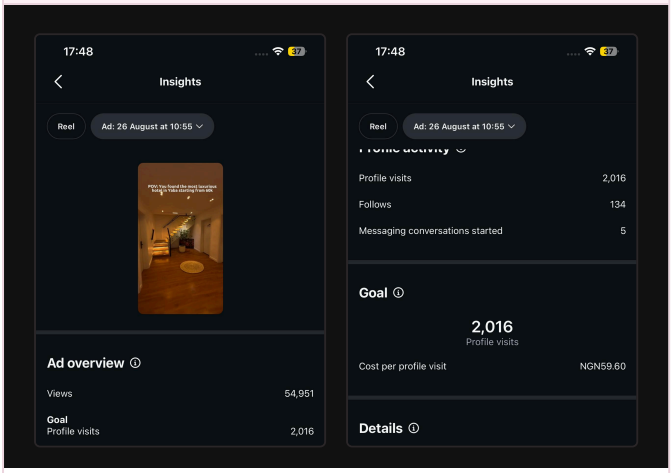
How Creative Hooks Cut Acquisition Cost

Both ad campaigns below promoted rooms in Yaba on a **₦15,000.00 daily budget** targeting profile visits. Notice how adding a strong lifestyle + price anchor lifted saves, shares, and follower conversions dramatically.

CAMPAIGN A • TOP PERFORMER

Luxury Hotel POV + Rate Anchor

Hook: "POV: You found the most luxurious hotel in Yaba starting from 60k"

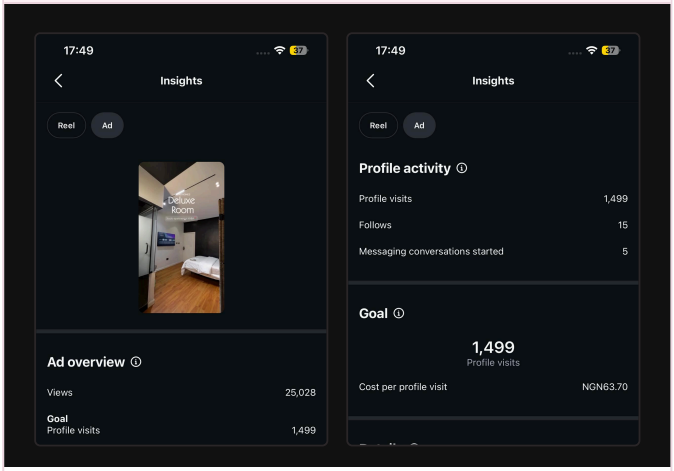


Ad Views / Unique Reach	**54,951 / 40,064**
3-Second Plays (Hook Retention)	**21,335 (38.8%)**
Likes & Reactions / Comments	**892 / 2**
High-Intent Saves & Shares	**466 Saves • 355 Shares**
Profile Visits Generated	**2,016**
Net New Follows / DM Chats	**134 Follows • 5 Chats**
Cost Per Profile Visit	**₦59.60**
Total Ad Spend (16-Day Schedule)	**₦120,157.80**

CAMPAIGN B • STUDIO ROOM TOUR

Lustro Homes Deluxe Studio Tour

Hook: "LUSTRO HOMES — Deluxe Room — Studio apartment in YABA"



Ad Views / Unique Reach	**25,028 / 17,143**
3-Second Plays (Hook Retention)	**5,951 (23.8%)**
Likes & Reactions	**242**
High-Intent Saves & Shares	**59 Saves • 41 Shares**
Profile Visits Generated	**1,499**
Net New Follows / DM Chats	**15 Follows • 5 Chats**
Cost Per Profile Visit	**₦63.70**
Total Ad Spend (Continuous)	**₦95,485.91**

8.9×

MORE FOLLOWS FROM HOOK CREATIVE

KEY HOSPITALITY MEDIA BUYING INSIGHT

Both Reels generated 5 direct messaging inquiries and roughly ₦60–64 visits. However, Campaign A's aspirational opener (*"most luxurious hotel in Yaba starting from 60k"*) sparked **7.9× more saves (466 vs 59)** and **8.7× more shares (355 vs 41)** as weekend guests bookmarked the property and shared it with friends.

BEFORE & AFTER PORTFOLIO RESULTS

Turning Ad Traffic Into Direct Bookings

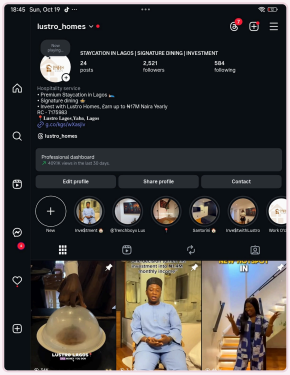
Paid traffic only converts into room reservations if a prospect trusts the Instagram profile the moment they land. Across two Yaba hospitality accounts, profile restructuring plus viral Reel hooks multiplied audience size and 30-day reach.

PROPERTY 01 • YABA, LAGOS

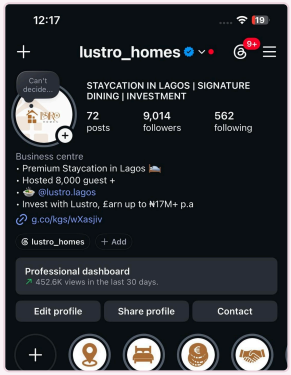
@lustro_homes (Lustro Homes)

2,521 → 9,014	409.1K → 452.6K
FOLLOWERS (+257.6%)	30-DAY VIEWS

- Replaced cluttered bio text with crisp bullets + **“Hosted 8,000 guest +”** authority proof and linked dining handle `@lustro.lagos`.
- Built cohesive branded highlight icons (*At Lustro*, *Rooms*, *Investment*) and expanded feed consistency from 24 to 72 posts.
- Pinned objection-busting Reels addressing Yaba mainland shortlet quality directly on the top row.



BEFORE • 2,521 FOLLOWERS



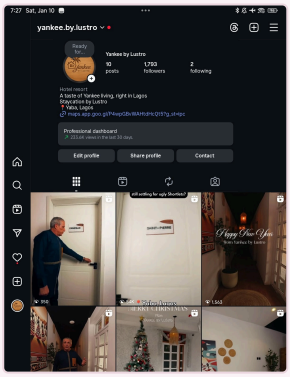
AFTER • 9,014 FOLLOWERS

PROPERTY 02 • YABA, LAGOS

@yankee.by.lustro (Yankee by Lustro)

1,793 → 5,488	233.6K → 366.2K
FOLLOWERS (+206.1%)	30-DAY VIEWS

- Replaced passive Contact links with a **1-Tap WhatsApp Button** directly beneath the profile bio to capture ready-to-book staycation guests.
- Positioned signature host walkthroughs & location-tagged Reels on the pinned grid, achieving **174K, 127K, and 104K organic views**.
- Scaled library consistently from 10 to 44 strategic reels and room showcases.



BEFORE • 1,793 FOLLOWERS



AFTER • 5,488 FOLLOWERS

01

1-Tap WhatsApp CTA: Remove booking friction between profile visits and reservations.

02

Guest Social Proof: Surface guest count, location pin, and ratings in the first 3 bio lines.

03

Visual Highlights: Organize room tiers, dining menus, and FAQs cleanly above the fold.

04

3 Pinned Hero Reels: Lock highest-converting walkthroughs atop the grid for paid traffic.

HOSPITALITY RETAINER ROADMAP

How We Scale Your Property in 30 Days

Whether you manage a boutique hotel, shortlet portfolio, lounge, or restaurant in Lagos or across Nigeria, this structured 4-week workflow turns your social media into an always-on booking channel.

WEEK 01 • FOUNDATION

Social Media Audit & Booking Funnel Setup

Complete bio rewrite, category & location SEO setup, branded highlight covers, and 1-tap WhatsApp routing so ad clicks convert instead of bouncing.

WEEK 02 • PRODUCTION

Content Calendar & High-Retention Scripting

Notion-tracked monthly calendar mapping room tour POVs, transparent starting-rate hooks, guest dining moments, and objection-handling Reels.

WEEK 03 • MOMENTUM

Reels Editing, Publishing & Grid Refresh

Fast-paced vertical editing engineered for 3-second retention, local Yaba/Lagos discoverability cues, and strategic pinned post sequencing.

WEEK 04 • SCALE

Targeted Meta Ads & Weekly ROI Reporting

Boosting winning organic Reels to target geo-audiences, optimizing cost-per-visit under benchmark targets, and scaling inquiries with clear weekly metrics.

READY TO GROW OCCUPANCY & DINING FOOTFALL?

Book a Free 10-Minute Hospitality Page Audit

Send your hotel or restaurant's Instagram handle on WhatsApp. I'll review your current grid, bio funnel, and Reel hooks and share 3 practical fixes you can implement right away — with zero obligation.

MESSAGE ON WHATSAPP →

EMAIL STEPHENIE

Fast reply during WAT business hours

DIRECT PHONE & WHATSAPP
+234 708 469 3097

EMAIL ADDRESS
stephaniexalexus@gmail.com