



---

# ALOFT ASHEVILLE MARKETING RECAP

OCT 2020-JAN 2021

---

CAREFULLY CURATED BY BILL KAELIN MARKETING

# THE STRATEGY DURING COVID

When the world stopped, the Bill Kaelin Marketing team got creative with Aloft Asheville. Due to the severity of restrictions in Asheville, North Carolina, (ex: 50% capacity, early closing times, and 2 person limits on party sizes) we had to think out of the box for concepts that created a sense of safety while still building brand awareness through strategic partnerships that get both tourists and locals excited.

Our team applies in-depth cultural awareness, innovative marketing techniques, and unmatched experience to drive buzz and action back to the property, which ultimately has positioned Aloft Asheville to be a destination in the city.





# WXYZ / THE LEDGE

- Increase activation both indoors at WXYZ and outside at The Ledge during the warmer months
- Promote the open-air nature of the space to ensure comfort and safety for guests during COVID times
- Build brand awareness for locals alongside tourists to show that WXYZ and The Ledge is a spot to come hang out
- Bring awareness to the space by activating The Ledge with DJs that can be heard from the street to draw foot traffic into both spaces



# RECORD-BREAKING SALES AT WXYZ

**HISTORICAL DATA SHOWN THAT THE DAYTIME SATURDAY PROGRAMMING AT WXYZ LED TO RECORD-BREAKING SALES**

# COVID FRIENDLY EVENTS



## HOWL-O-WEEN - OCT 2020

Upstairs at Splash was the doggy Howl-O-Ween party of the century! Hosted by Aloft and Charlie's Angels Animal Rescue, The BKM got local pet-centric vendors such as Woofgang Bakery, Down Dog Yoga, to judge the costume contest and sponsor the event. We activated the pool deck bar for an increase of sales and awareness that the space can be used for event.



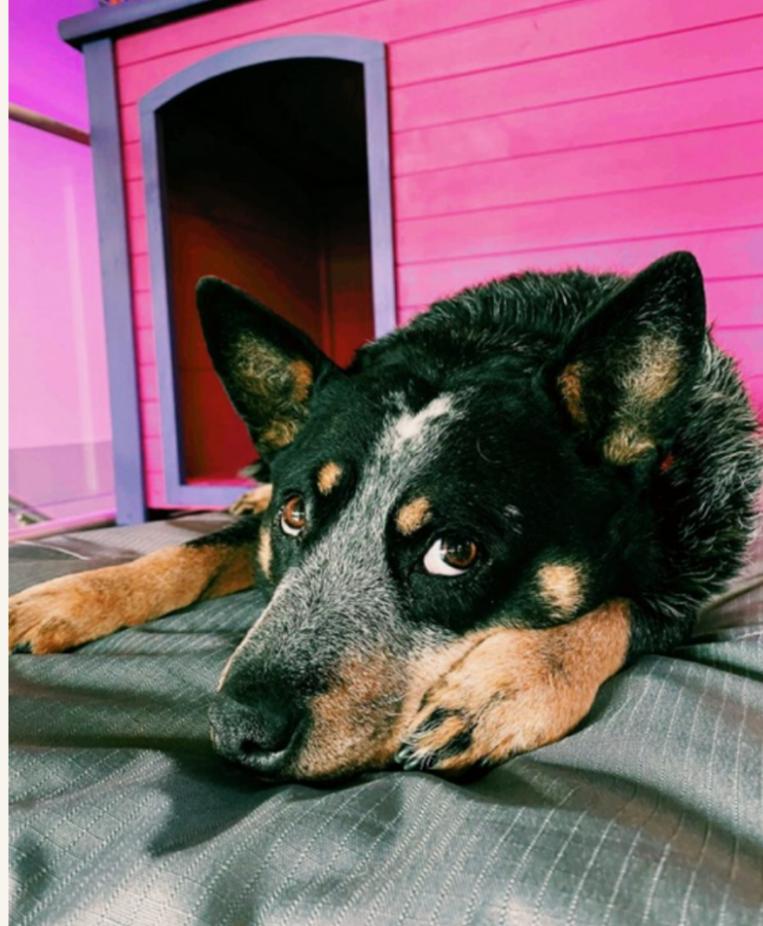
## FRIENDSGIVING - NOV 2020

In partnership with Asheville Sports & Social Club and George Dickel, the BKM team planned a Friendsgiving Sunday celebration that highlighted Brandon's new WXYZ menu to a group of 40 locals to put the chef-driven offering on their radar to return. While watching the Carolina Panthers game, the crew got to experience WXYZ as a local hang out spot.



## S'MORES & SWEATERS - DEC 2020

The BKM team organized a holiday celebration with George Dickel and Asheville Sports & Social Club that promoted our bar offering. The celebration had a Bad Santa, DIY "ugly mask" station, and indoor s'mores. The winner of the Ugliest Sweater and Mask competition received a credit to return.



# DOGGY PROGRAM RE-LAUNCH

After the incredible interior renovation at Aloft, the dog program needed its moment to shine in the new space! The Bill Kaelin Marketing team utilized strategic partnerships to make the Dog Adoption Program with Charlie's Angels Animal Rescue re-launch a huge impact in the local Asheville community.

## The BKM team completed the following:

- Secured partnership with Serta Pet Beds to make a \$1000 donation to cover the cost of the house and pen for the adoptable pups
- Organized the donation of 80 Serta Pet Beds for the dog house as well as hotel guests
- Secured a sponsorship with Woof Gang Bakery to donate decor and toys to make the dog house feel like a dog home
- Announced the re-launch on all social channels to generate the excitement of the first dog in 2021 program



# LOCAL PARTNERSHIPS



## ALOFT AVL ORNAMENTS

The BKM reached out to local woodworker Robert Locke to create a custom Aloft Asheville ornament. The proceeds from each sale of the ornament went to the River Arts District.



## HORSE & HERO ART WALL

The BKM team partnered with local print shop Horse & Hero who supports local artists in the community by selling their pieces. We arranged a partnership with them to display some pieces of their art in the hotel lobby.



## CITIZEN VINYL IN-ROOM

We partnered with Citizen Vinyl to offer our guests a unique Aloft experience in their suites. Each room comes with a vinyl player with a carefully curated selection of records from Citizen Vinyl.

All strategic partners shared information about Aloft and WXYZ on their social media channels as well.



# SOCIAL MEDIA

In the 3-month span of our time working together, the Bill Kaelin Marketing team created a curated feed for both Instagram and Facebook that represented the artistic, colorful, and adventure-filled experience that Aloft Asheville has to offer.

The following strategies were created and implemented:

- Created a cohesive feed that screams Aloft Asheville at first glance on Instagram
- Connected with local businesses to exchange posts and mentions of things to do, places to eat/visit during visitors' time in Asheville
- Kept our audience up to date with happenings, events and promotions that were occurring on-site
- Live coverage of major events like Howl-O-Ween and S'mores and Sweaters that displayed the COVID precautions that the property is taking

520K+

TOTAL IMPRESSIONS ON  
INSTAGRAM

487

INCREASE OF FOLLOWERS BETWEEN  
INSTAGRAM AND FACEBOOK



# INFLUENCER COLLABORATIONS

Over the course that the Bill Kaelin Marketing team was in Asheville, we had a very strong influencer collaboration with **@chelseapatricia**. The BKM team offered her a weekend stay in Asheville in exchange for coverage of her stay with us.

## Chelsea detailed the following aspects of her stay:

- COVID precautions that Aloft is taking to keep the guests safe during their stay on the property
- WXYZ experience including the featured cocktails and new menu items
- Her experience at the gym - including signing up to use it at the front desk, the safety protocols, and the interior/experience of the gym itself
- The close proximity to fun and COVID-friendly activities in Asheville
- The helpfulness of the front desk and the entire team

82.3K

TOTAL FOLLOWERS WHO GOT TO SEE CHELSEA'S EXPERIENCE AT ALOFT ASHEVILLE

600,000+

IMPRESSIONS/VIEWS OF ALL OF THE 100+ STORIES SHE MADE DURING HER STAY WITH US

**WE LOOK FORWARD TO WORKING  
WITH YOU AGAIN SOON!**

**BILL KAELIN**

MARKETING.EVENTS.CONSULTING