

# How can Epic Hospitality uses social media marketing to grow the business?



The new Bachelor of Applied Business Management @WELTEC



## Epic Hospitality Wellington

Host issue(s) How to grow their social media marketing and reach more people.

The main reason for this research is to study how Epic Hospitality uses their social media pages currently to attract customers, and market their product and the business.

15 peer reviewed article focusing on topic such as Competitive analysis marketing, Effects of colour use in marketing ads, promoting food and beverage through social media, Understanding the target market, The case of regulating alcohol marketing in the digital age

## Methodology

Primary collating specific Quantitative research of data on this topic and I was the main person collating this data. Creating survey by using google forms posing it on social media.

## Significant findings

- 63.2% of the participant have not heard of Epic Hospitality business social media.
  - 33.3% of the participant go to bars every 1-2 times a week
    - 86.8% of the participant use Facebook every day
- Out of 114 participants 45 would use social media 10-20 times a day

## Significant recommendations :

It is recommended for Epic Hospitality in the short term to focus on building their Facebook and Instagram platforms. They could hire a professional photographer and social media manager. In the long term, Epic Hospitality could take this advantage by investing in a Search Engine Optimization program