

# HOW HILTON HHONORS USED CROWDLY TO SURFACE AND FOSTER THEIR MOST PASSIONATE FACEBOOK ADVOCATES



HILTON  
HHONORS

“Crowdly allows us to get to know who we are interacting with more and be aware of their history with us as we engage with them. Overall, it has allowed us to become familiar with our strongest advocates as well as our most negative community members.”

- Meghan Chamberlin, Edelman

# CREATING A STRONGER CONNECTION WITH BRAND ADVOCATES

## THE CHALLENGE

Hilton HHonors knew the key to a more valuable and loyal Facebook fanbase was a strong core of superfans, but they didn't have a way to surface and foster those advocates amongst their 800K+ fans.

## THE SOLUTION

Crowdly automatically finds and ranks Hilton's most influential fans, and enables them to interact with those superfans in an authentic and effective way, directly from the Crowdly platform.

## THE RESULTS

Leveraging Crowdly was an integral part of Hilton's forward-thinking strategy to create enduring and valuable relationships with their superfans—increasing loyalty and net promotion while increasing organic reach on Facebook.

**In just 3 months their community yielded...**

**550**

**BRAND-TO-FAN INTERACTIONS**



**33,918**

**FAN NEWSFEED STORIES RESULTING FROM POSTS**



**2,924,723**

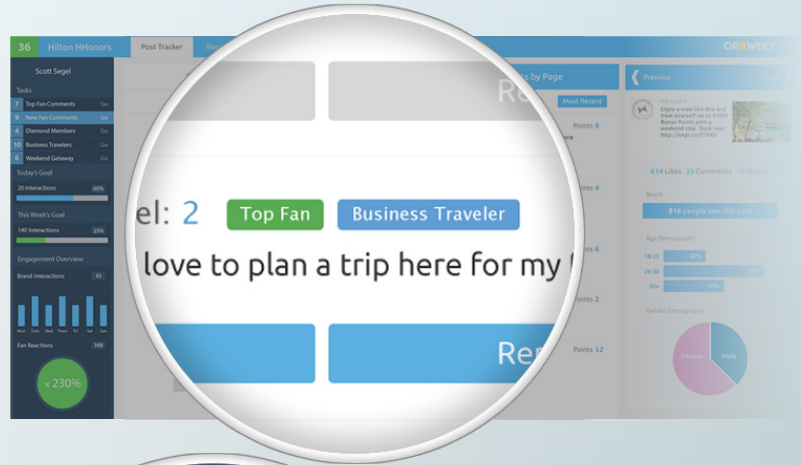
**POST REACH BY FANS OF THE HHONORS PAGE**



# HOW CROWDLY HELPED

## COMMUNITY SEGMENTS

"Crowdly allows you to label community members based on their interactions with the page. We currently have community members labeled if they are Diamond members and also label those who frequently engage with us in a positive manner as "VIPs". This capability allows us to get to know who we are interacting with more and be aware of their history with us as we engage with them."



## ENGAGEMENT PERFORMANCE

"We engage with our community through Crowdly, liking comments on our posts through the tool. This allows us to track how often we are engaging with the community and also helps us ensure we are engaging with our VIP and Diamond community members."



## Tasks

7	Top Fan Comments	Go
9	New Fan Comments	Go
4	Diamond Members	Go
10	Business Travelers	Go
6	Weekend Getaway	Go

## Today's Goal

