

CASE STUDY:

ORLANDO MARRIOTT LAKE MARY

1501 Kitchen & Bar Branding and Social Media



Situated just minutes from Orlando's world-famous attractions and renowned sports complexes, Orlando Marriott Lake Mary offers a perfect blend of convenience and charm. As a gateway for both leisure and business travelers, Orlando Marriott Lake Mary provides a serene retreat with proximity to vibrant dining, entertainment, and event opportunities. The following case study highlights the success of Orlando Marriott Lake Mary's organic social media efforts in promoting its rebranded onsite dining experience, 1501 Kitchen & Bar, and positioning the hotel as a go-to destination in Central Florida.

ideas.

The Orlando Marriott Lake Mary approached our team with two key goals: to promote the rebrand of their onsite dining establishment as 1501 Kitchen & Bar, emphasizing its unique dining experience and signature offerings, and to position the hotel as a premier destination for travelers seeking accommodations close to Orlando's top attractions, sports complexes, and event venues. These objectives required a strategic blend of creative content, targeted messaging, and consistent audience engagement to achieve impactful results.



Logo Design

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work.

OMLM’s organic social media strategy focused on a multi-faceted approach to increase engagement, attract new followers, and drive traffic to its digital properties. This approach included engaging content creation that highlighted the hotel’s unique features, such as its charming ambiance, proximity to attractions, and exceptional dining at 1501 Kitchen & Bar. Visually appealing imagery and video content emphasized signature dishes, events, and behind-the-scenes glimpses, while hashtags like #OrlandoFoodie and #MarriottLakeMary increased post visibility. Community engagement efforts encouraged user-generated content through branded hashtags and active participation in online conversations, with prompt responses to comments, reviews, and messages building rapport and trust.

Audience insights played a pivotal role in crafting tailored messaging. Demographic data revealed that OMLM’s primary audiences included business travelers aged 35–45 with mid-to-high household incomes, sports families with children participating in tournaments, and corporate event planners seeking versatile meeting spaces. These groups prioritized convenience, amenities, and unique experiences tailored to their needs. In addressing these preferences, our team was able to deliver resonant messaging that strengthened OMLM’s appeal and relevance.



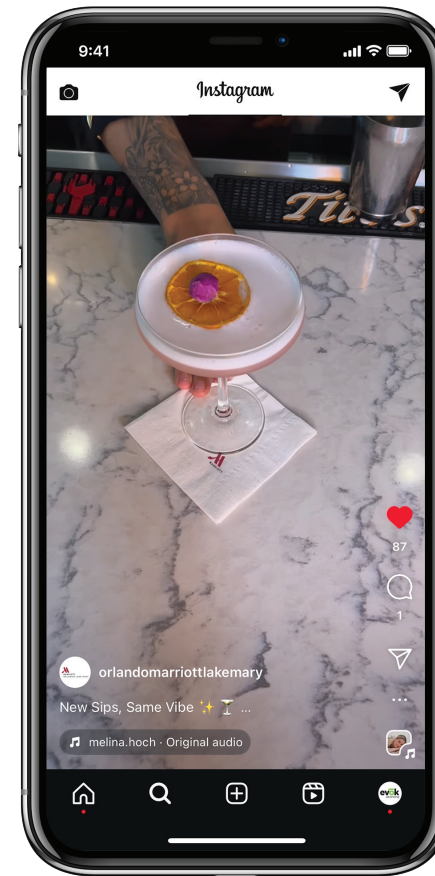
Menu Design

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Our team also incorporated industry trends and psychographic insights to fine-tune messaging and ensure relevance. By monitoring evolving audience needs and preferences, we helped OMLM stay ahead in a competitive market, leveraging data to adjust strategies and deliver impactful results. Posts were strategically timed during peak engagement periods, and analytics were consistently monitored to refine content and optimize reach. While organic social media efforts cannot directly attribute hotel bookings or reservations, key performance indicators such as reach, content interactions, and link clicks contribute to increased awareness and lead generation.



Social Post



Instagram Reel

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results.

Performance Between 4/1/2023-11/30/2024

Facebook

Reach

640.7K +494.4%

Content Interactions

31.1K +3.1M%

Post Link Clicks

2.8K +30.7K%

Follows

2.8K +30.7K%

Instagram

Reach

192K +685.5K%

Content Interactions

5.8K +100%

Profile Visits

2.4K +2.1K%

Link Clicks

198 +100%