

THE
MADISON
CONCOURSE
HOTEL
AND GOVERNOR'S CLUB

PAGE 01

CONCOURSE HOTEL

RFP: SOCIAL MEDIA FOR
THE CONCOURSE HOTEL

BY THE EVOKE
AGENCY

THE
evoke
AGENCY

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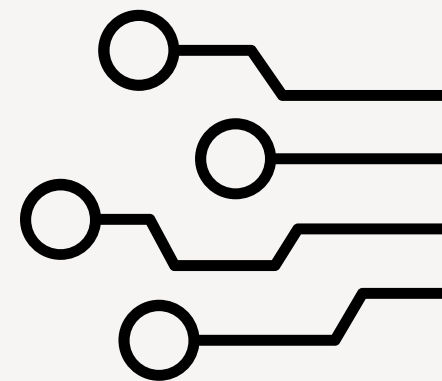
SOCIAL MEDIA OPPORTUNITY

(LET'S CHECK THE STATS)



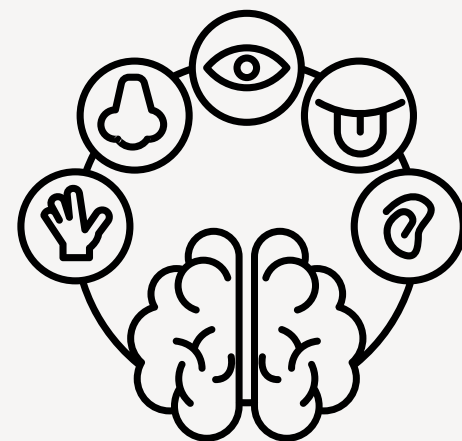
TRAVEL/EXPERIENCE BOOM:

Consumers (especially wealthier individuals) prioritizing travel and experiences in 2025 according to Q1 reports ([CNBC, 2025](#))



DIGITAL INFLUENCE:

70% of consumers are more likely to book a hotel after seeing a strong social media presence ([hospitalitynet, 2025](#))



SONIC BRANDING TREND:

Brands are leaning into multi-sensory marketing, with 63% of consumers wanting more immersive, sensory-rich experiences. 84% of people buy from brands they feel connected to ([The Branding Journal, 2025](#))

SOCIAL MEDIA OPPORTUNITY

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(BRAINSTORM)

STORYTELLING - UGC

- UGC - Storytelling connects consumers to brand
 - Repost guest photos/videos from the Governor's Club — rooftop views, wine service, or breakfast lounges
 - Microinfluencers

SENSORY EXPERIENCE

- “Your Stay in Sounds” series
 - ASMR-style videos of a suite door opening, coffee brewing, room service tray rolling in — engaging the sensory trend

REELS SERIES

- “Behind The Doors” series
 - A series of short, high-quality reels that offer a peek into what makes The Madison Concourse unique
 - Room Reveal
 - Governor's Club Lounge Access
 - Fitness Center Tour
 - Local Taste

UVP - GOVERNORS CLUB



TIMELINE

Q2 25: HERE

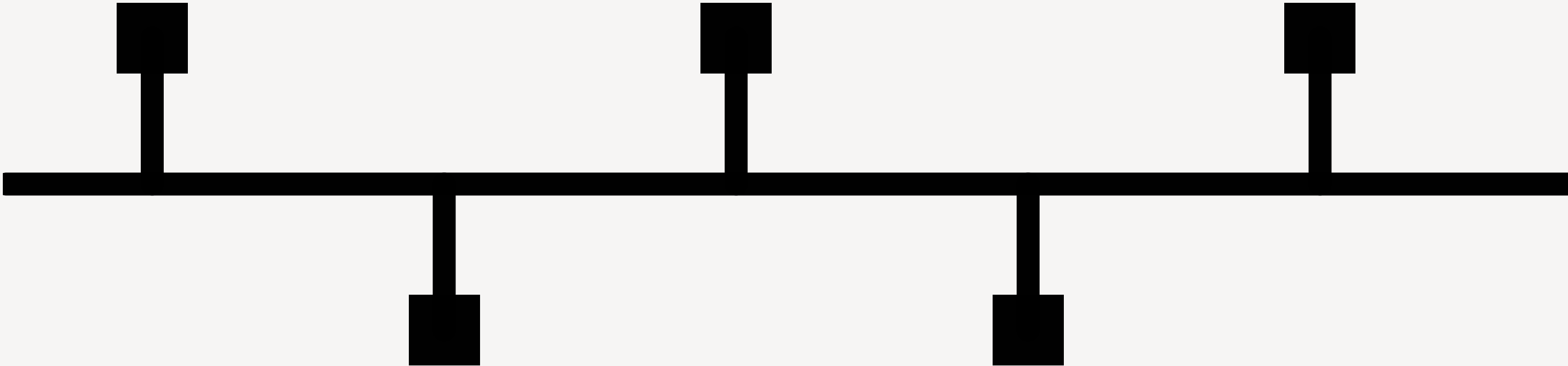
Evoke presents capabilities to The Concourse Hotel.

Q2-3 25: Launch Social

Evoke implements the plan on social. Content and partnerships are planned monthly and executed daily.

Q4 25: 2026 Planning

Evoke analyzes Q3 content trends for optimization and prepares channel & tactical plan to move forward



Q2 25: Strategic Plan

Evoke collaborates to create a comprehensive strategic plan.

Q2-3 25: Optimize Social

Evoke analyzes Q2-3 content trends (+ monthly reports) for optimization across Q3 and Q4.