



MAY 2025 - MAY 2026

DOCKSIDE *APARTHOTEL*

SOCIAL MEDIA CASE STUDY

OUR YEAR IN *NUMBERS*

900K CONTENT VIEWS

30K CONTENT INTERACTIONS

10K ENGAGED FOLLOWERS

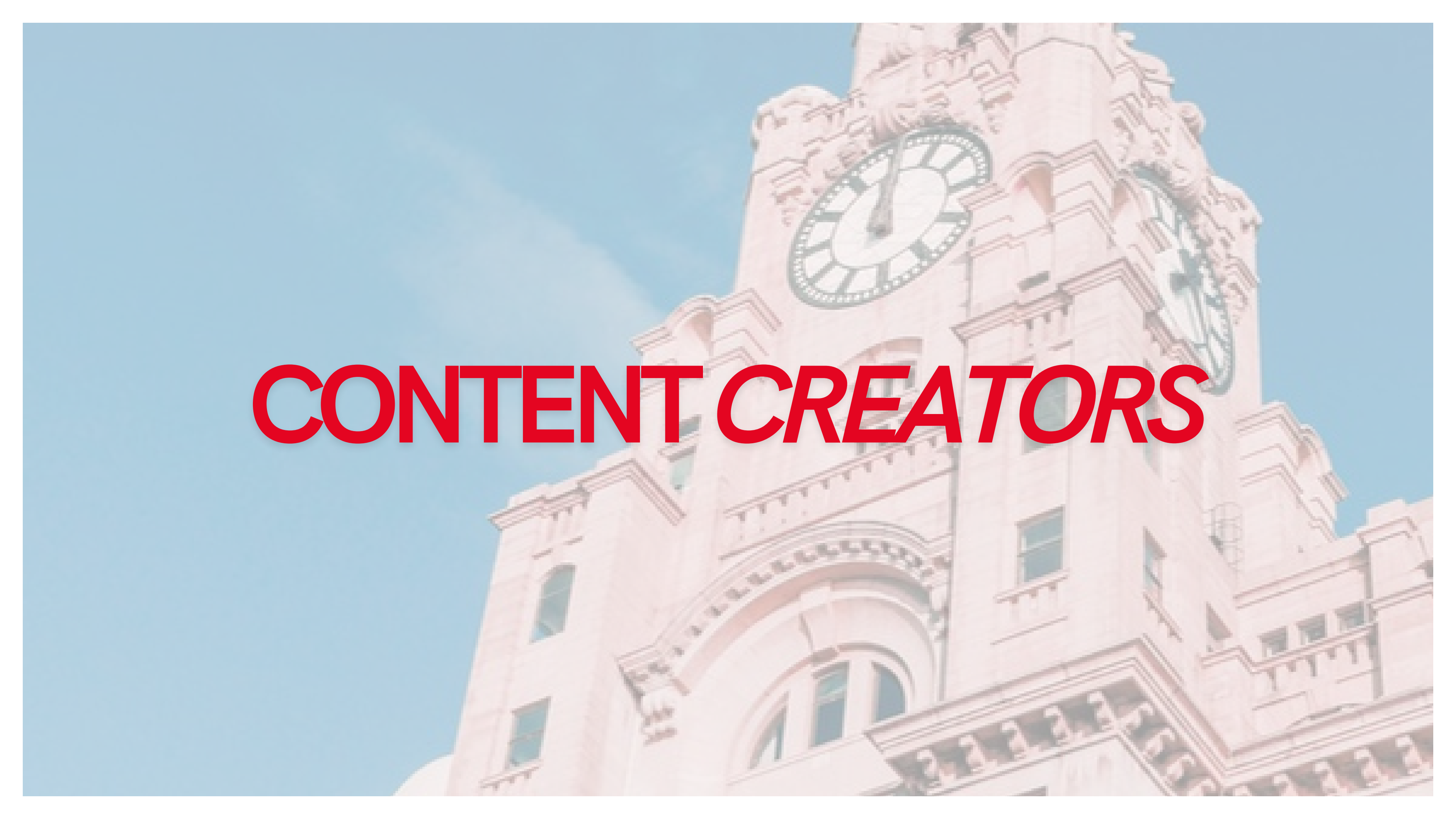
2K LINK CLICKS

20 CONTENT CREATOR COLLABORATIONS

4 VIRAL COMPETITIONS

OUR *BRIEF*

BUILD A SOCIAL MEDIA PRESENCE FROM SCRATCH
PROVIDE ENGAGING CONTENT TO ATTRACT GROWTH
DELIVER VALUE TO NEW FOLLOWERS
BECOME RECOGNISED AS A WELL LOCATED APARTHOTEL
INCREASE DIRECT BOOKINGS ORGANICALLY

A low-angle, upward-looking shot of a tall, ornate building, likely a clock tower or a grand skyscraper, against a clear blue sky. The building features intricate architectural details, including arched windows and decorative moldings. A large clock face is visible on the upper part of the tower. The overall tone is bright and professional.

CONTENT *CREATORS*

 **the.scousefoodie** 



The Scouse Foodie

324 posts **36.2K** followers **251** following

Food and drink

-  Based in Liverpool
-  Foodie adventures worldwide
-  DM or Email for inquiries

 www.tiktok.com/@the.scouse.foodie?_t=8...



 4.3K

 49

 --

 51

 2.2K

Overview ⓘ

Views	174,330
Watch time	24d 21h 24m 1s
Interactions	--
Profile activity	--

Views ⓘ

174,330
Views

THE CREATOR

THE CONTENT

THE RESULTS

<

mark__waldron



Mark Waldron

2,172 posts

35K followers

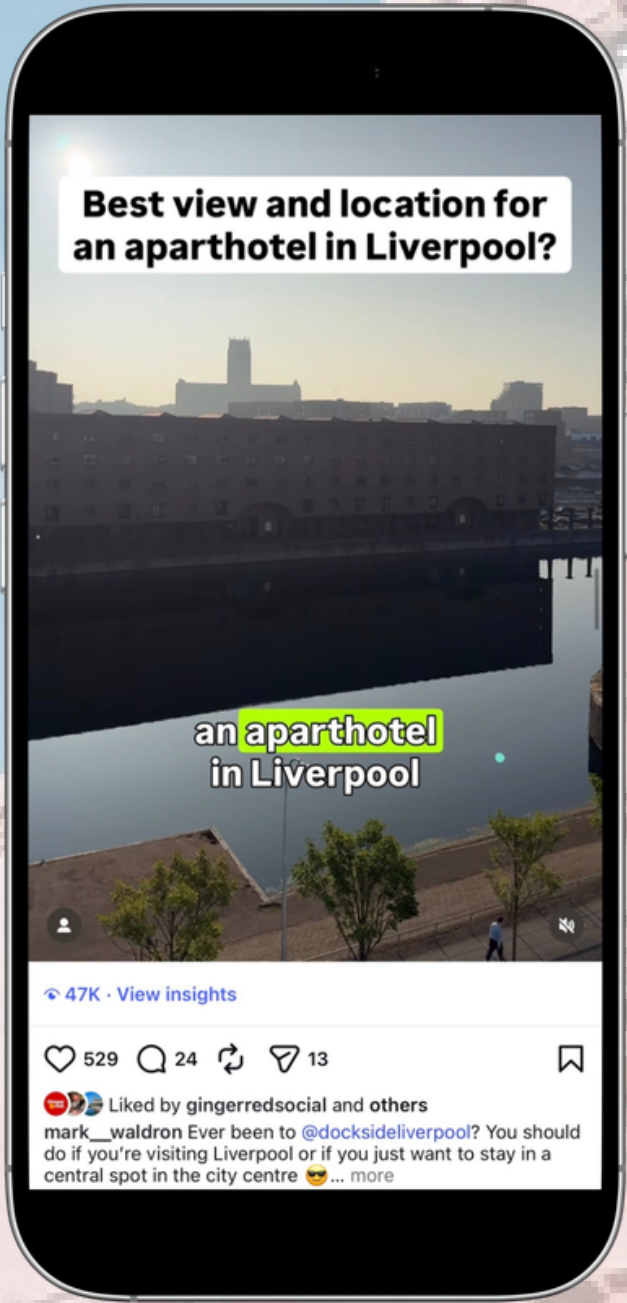
2,857 following

Leadership & Business Coach/Mentor

MOVE Netwalking - Weekly Walk & Talk Events

MOVE Virtual Boardroom - Business Mentor Meetings

Find out more 



 529

 24

 --

 0

 12

Overview ⓘ

Views

Instagram 8,240

Facebook 38,844

Watch time

1d 8h 37m 7s

Interactions

--

Profile activity

--

Views ⓘ

47,084

Views

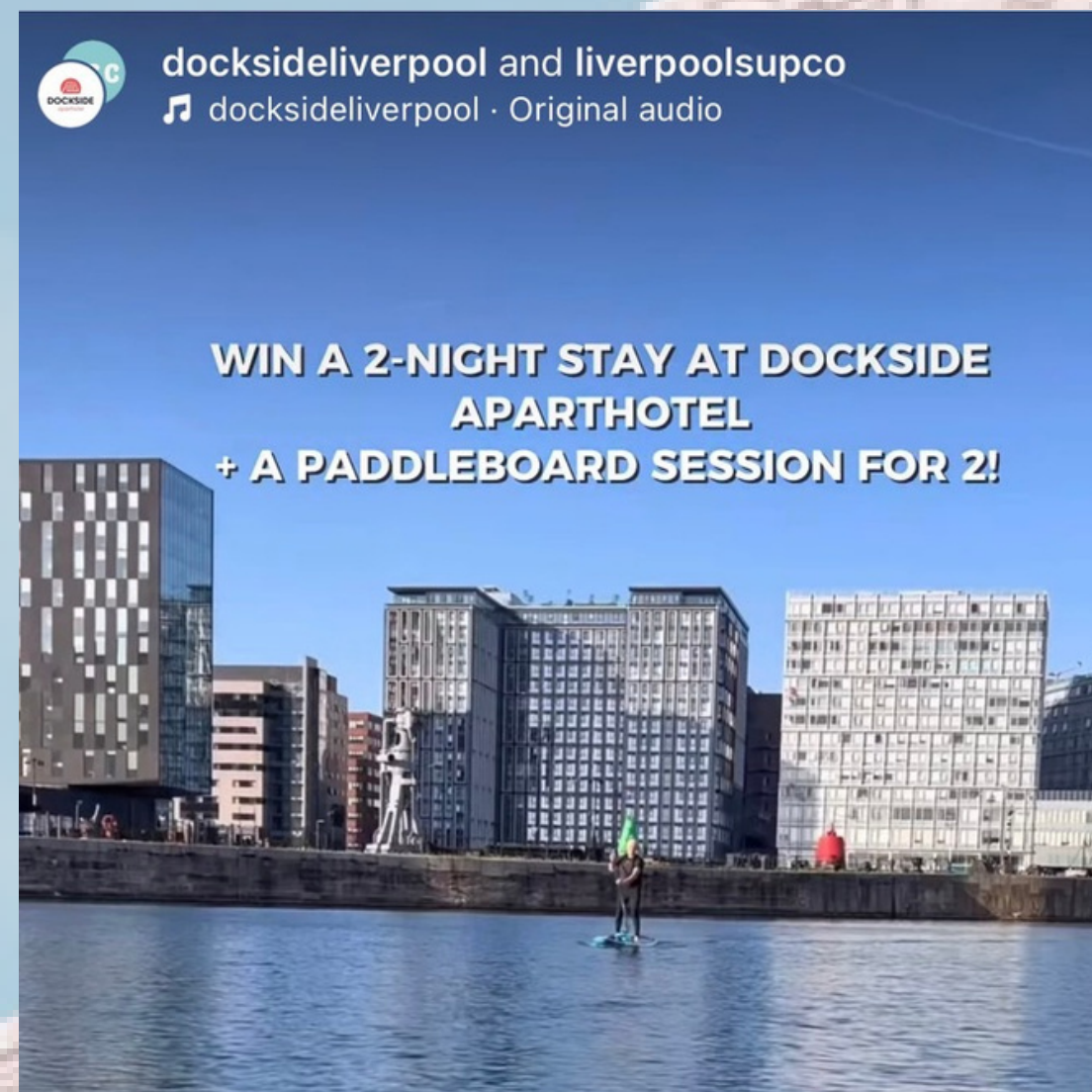
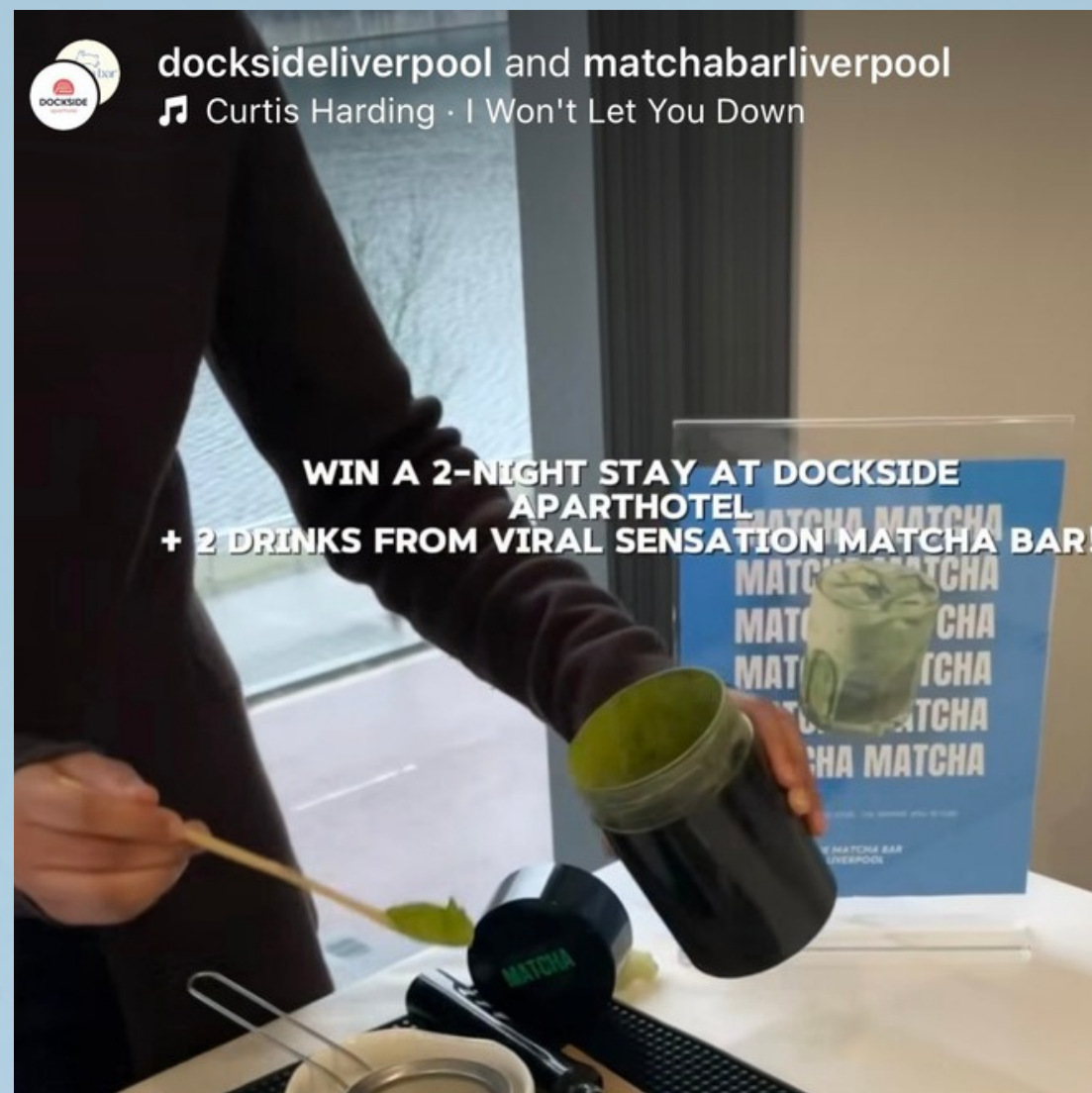
THE CREATOR

THE CONTENT

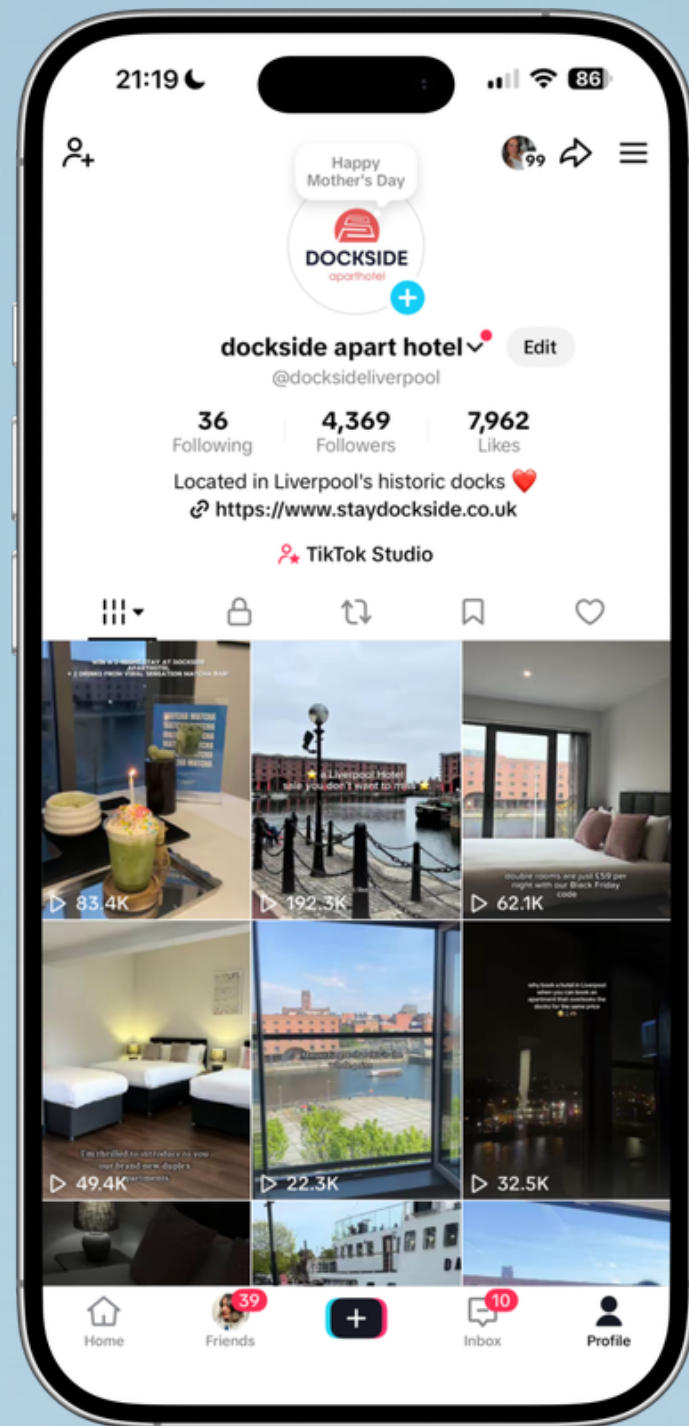
THE RESULTS



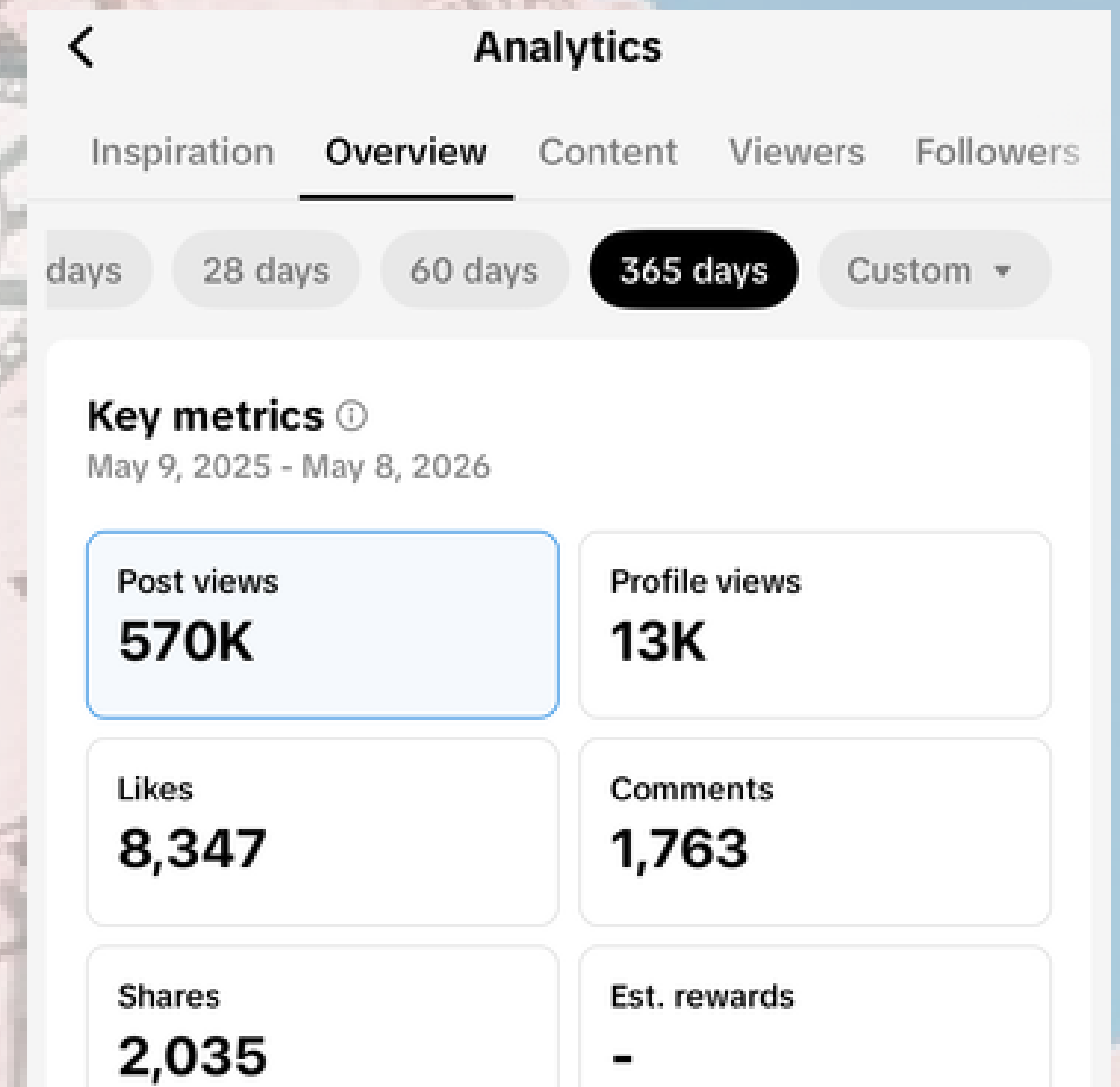
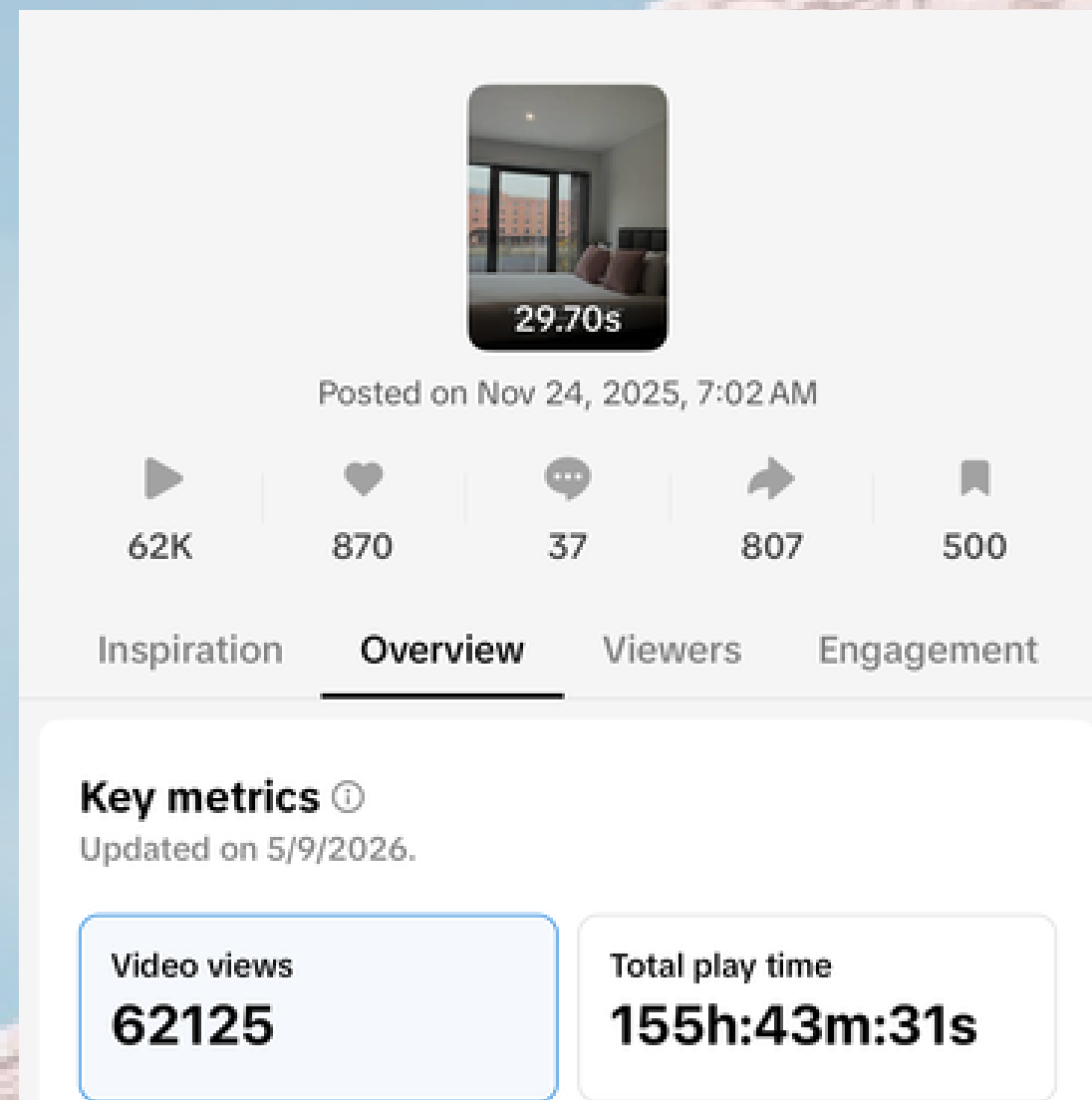
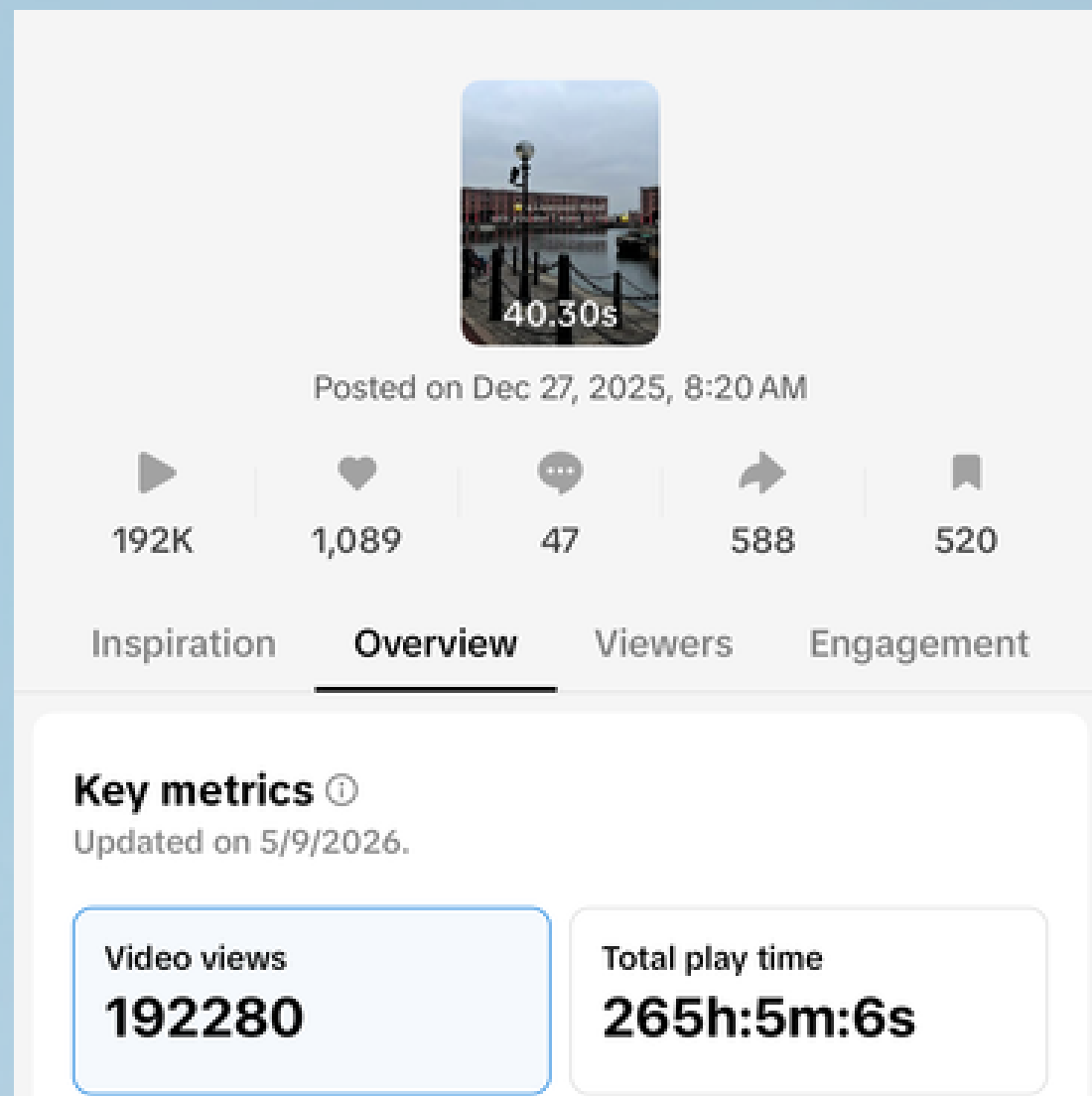
COLLABORATIVE ***COMPETITIONS***



COLLABORATED WITH RELEVANT LOCAL BUSINESSES
ORGANISED HIGH VALUE COMPETITIONS
GAINED THOUSANDS OF ORGANIC FOLLOWERS
RAISED DOCKSIDE APARTHOTELS PROFILE



VIRAL TIKTOKS



- **192K+** VIEWS ON A SINGLE TIKTOK WITH **265+** HOURS TOTAL PLAY TIME
- **570K** POST VIEWS, **8,347** LIKES & **1,763** COMMENTS ACROSS 365 DAYS

FUTURE PLANS

DOCKSIDE APARTHOTEL | NEXT 12 MONTHS

- GROW TO 2M+ CONTENT VIEWS & 20K + ENGAGED FOLLOWERS**
- SCALE CONTENT CREATOR COLLABORATIONS TO 40+ PARTNERSHIPS**
- LAUNCH VIRAL TIKTOK CAMPAIGNS WITH COMPETITIONS & LOCAL BUSINESS COLLABS**
- INCREASE DIRECT BOOKINGS THROUGH ORGANIC SOCIAL & PAID AD STRATEGY**
- STRENGTHEN BRAND RECOGNITION AS LIVERPOOL'S GO-TO APARTHOTEL**
- DEVELOP A CONSISTENT PAID ADS FUNNEL TO CONVERT FOLLOWERS INTO GUESTS**



THANK YOU!

ONWARDS AND UPWARDS