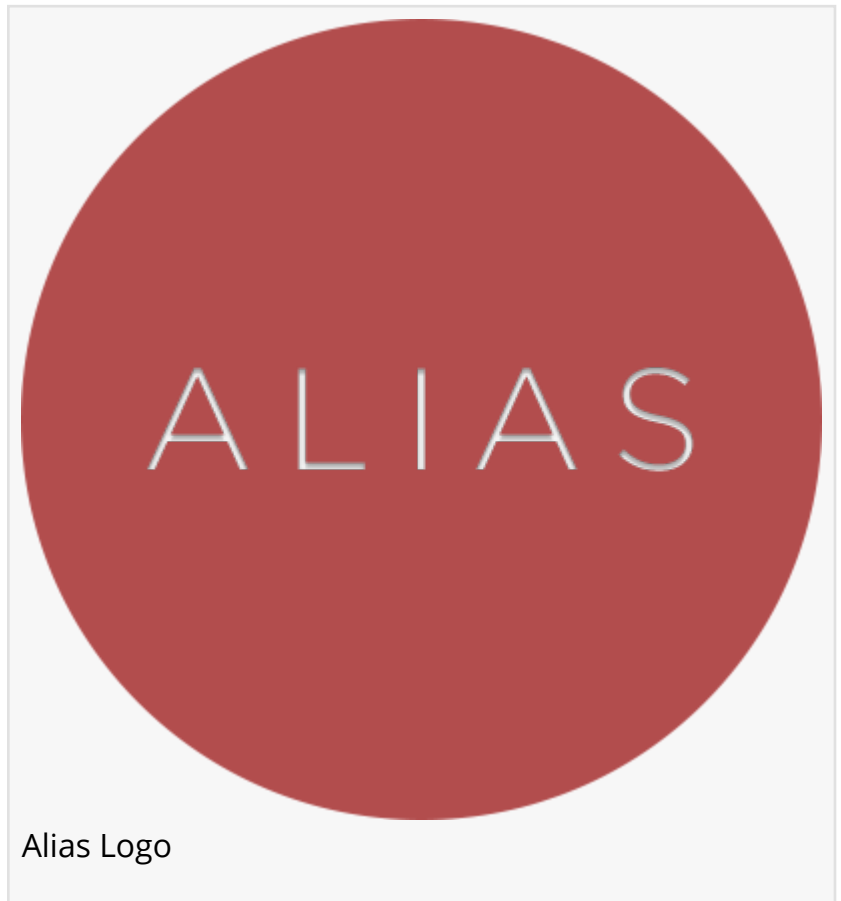


From Rooftop to Reels: Alias Reimagines Social Media for theWit Hotel

Reengineering the Playbook for Hotel Social Media Marketing

CHICAGO , IL, UNITED STATES, May 23, 2025 /EINPresswire.com/ -- Known for its brand fluency and strategic edge, Alias has been tapped to head up [social media marketing for theWit Hotel](#), an iconic destination where luxury hospitality meets avant-garde energy in the heart of downtown Chicago.

With rooftop views, immersive dining, and vibrant events, theWit needed more than just a content calendar and routine posts—it needed dynamic strategies, stories, and campaigns that could match its immersive guest experience.



Enter Alias, a creative [social media marketing](#) and consulting agency trusted by world-class hospitality brands to merge storytelling with scalable growth.

Through this new partnership, Alias brings its signature blend of aesthetic expertise and an analytics-backed approach to craft content that turns scrollers into guests and loyal brand enthusiasts.

HOW ALIAS APPROACHED SOCIAL MEDIA FOR theWit

TheWit's digital presence wasn't treated as a one-size-fits-all project—Alias developed a tailored plan from the ground up. To create a social strategy as distinctive as the hotel itself, the Alias team considered the full guest journey—from discovery to post-stay loyalty—while anchoring

campaigns in both brand storytelling and performance metrics.

Bringing it all to life, Alias focused on several key components, including (but not limited to):

>> Audience-First Brand Positioning

Using psychographic segmentation, guest review analysis, and other data, Alias built audience personas geared to theWit's core guests—urban explorers, chic jet-setters, C-suite commuters, event-goers, and others—crafting content that directly speaks to what each persona craves. Those cravings typically center on a combination of visual intrigue, insider access, first-class comfort, and experiential delight.

>> Social Architecture for Multi-Channel Cohesion

Each platform received customized strategies to reflect its specific strengths and typical users. In particular, Alias zeroed in on Instagram for visual storytelling, TikTok for viral behind-the-scenes moments, LinkedIn for B2B positioning, and Meta for targeted conversion funnels.

>> Experience-Driven Content Mapping

Alias mapped theWit's core amenities, like ROOF, State and Lake, and spa offerings, against seasonal demand curves to create content themes that drive real-time bookings and social buzz.

>> Brand Voice Alignment & Refinement

With a tone that's stylish and witty (pun intended), Alias fine-tuned the hotel's digital voice to reflect its vibrant in-person experience, cultivating both brand love and increased engagement.



theWit Hotel Engages Alias for Social Media Management



Reimagining Social Media for theWit Hotel in Chicago

>> Data-Minded Creative Optimization

Performance metrics informed creative iteration cycles, allowing for real-time testing of post formats, call-to-actions, and hashtags to ensure every piece of content worked harder.

HOW ALIAS CURATED SOCIAL CONTENT FOR theWit

To showcase theWit on today's most popular platforms, Alias curated a robust, evergreen-yet-adaptable social content library spanning aesthetics, storytelling, and guest engagement. With that, posts and campaigns were composed and polished to reflect theWit's energy, covering various "themes," including (but not exclusive to) the following.

>> Room Reveal Reels

These visually rich, short-form videos put different suites, design details, and more in the spotlight, inviting prospective guests to "check in" before they book.

>> Behind-the-Scenes from ROOF

High-energy, insider footage from Chicago's most iconic rooftop venue captures the exclusivity and vibrancy of nightlife at theWit, making it perfect for driving FOMO and foot traffic.

>> In-Stay Guest Takeovers

Strategic collaborations with micro-influencers and loyal guests create authentic, story-led content that expands the hotel's reach and builds trust.

>> Staff Features & Day-in-the-Life Series

Humanizing the brand through mini-profiles of hospitality heroes, like concierges, masseurs, and chefs, builds an emotional connection while highlighting the special touches happening in the background.

>> Seasonal & Local Insider Guides

Curated posts offering tips for exploring Chicago, tied into theWit's own experiences, position the hotel as both host and local tastemaker.

HOW ALIAS DELIVERS UNIQUE VALUE IN HOTEL SOCIAL MEDIA MARKETING

Unlike agencies that treat hotel content as interchangeable, Alias builds property-specific frameworks that integrate brand identity, audience behavior, and revenue goals.

Beyond that, Alias adds depth and distinction to [hotel social media strategy](#), with:

1. Cross-functional alignment between social content and hotel marketing, sales, and event teams, ensuring messaging supports real business priorities.

2. Original content production (photo/video/UGC) with in-house creative direction, minimizing reliance on stock visuals or generic messaging.
3. Data-informed iteration, based on weekly engagement and performance reporting—not just monthly recaps.
4. Hospitality-specific expertise in booking behavior, event marketing, and guest service communication, positioning posts for better traction at every stage of the guest journey.
5. Platform fluency to ensure posts are designed for the mechanics and algorithms of each major channel, not simply reposted content.

This approach results in social strategies that are not only creative but also operationally useful, supporting direct bookings, visibility, and better alignment with guest expectations.

ABOUT ALIAS' HOTEL SOCIAL MEDIA MARKETING DIVISION

Alias' Hotel Social Media Marketing Division was built for lifestyle, luxury, and boutique properties ready to punch above their weight in the digital space. With a focus on conversion-optimized creativity, the Alias team delivers:

- Full-scale content strategy & social branding
- Reels, stories, UGC & other content creation
- Channel-specific growth strategies
- Community management & reputation response
- Reposts from events & guests
- Digital asset management & more

From iconic rooftops to serene spas and beyond, Alias turns hotel assets into scroll-stopping social moments that can move the needle on awareness, occupancy, and ROI.

ABOUT ALIAS

Alias is a strategic creative agency that devises, oversees, and preserves brand-driven projects, concepts, and campaigns. At Alias, our mission is simple—we are driven to deliver consistency and better ROIs across the board.

From hotel social media marketing to lifestyle marketing, restaurant consulting, videography, and beyond, Alias leverages an intimate understanding of brand voice and vision to define, refine, and redefine brand positioning, strategic growth, client perceptions, industry partners,

and so much more.

With vast expertise, resources, and networks, Alias can accelerate visibility, streamline operations, and pave the way to next-level success for emerging, growing, and well-established brands.

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