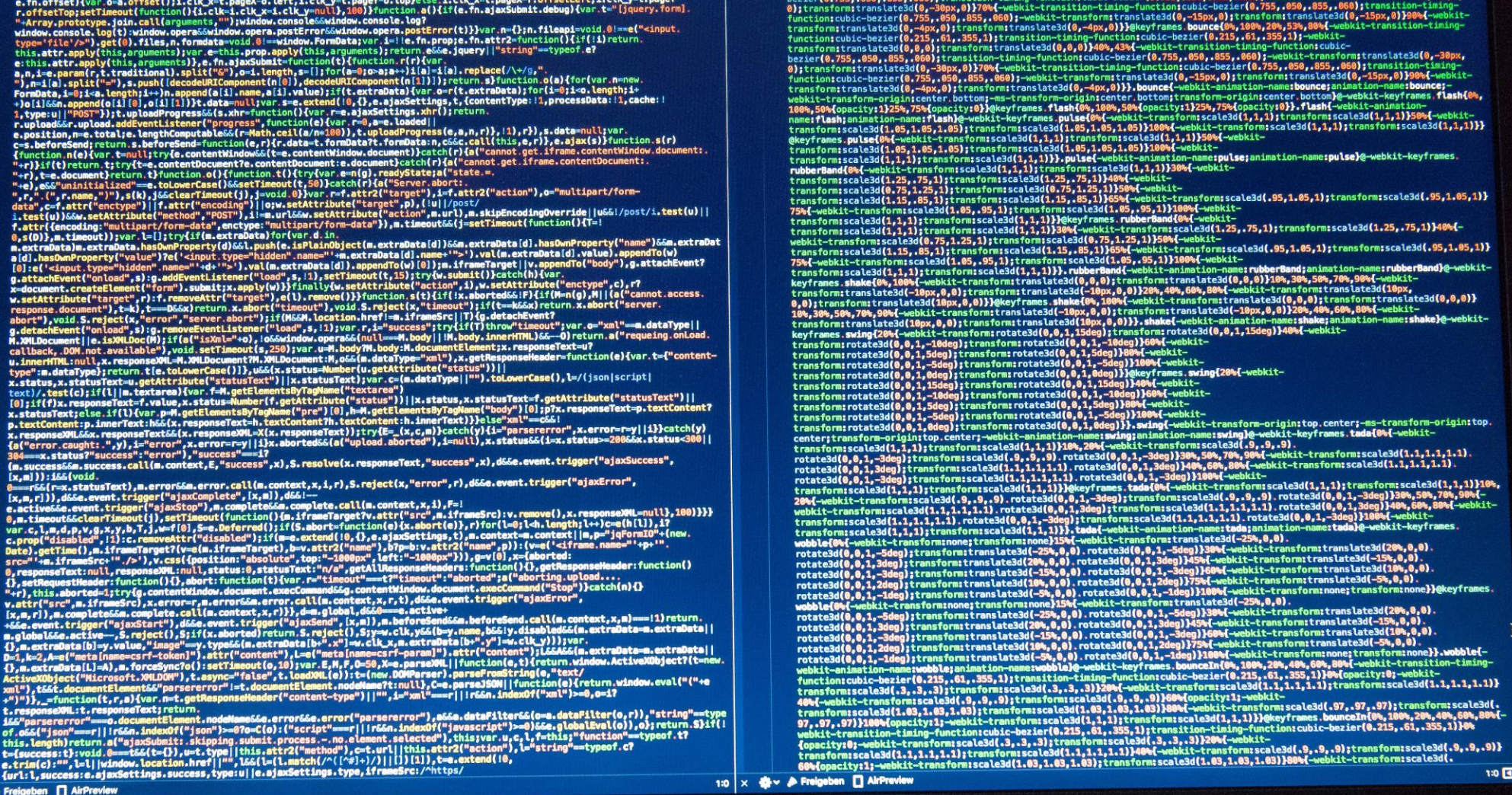




Stephanie Sparks Smith

Non-Technical Tips & Tricks for Sales
and Ops Teams to Impact your
Digital Marketing Presence Today



Turn this...

A close-up, low-angle shot of a person's hands typing on a vintage typewriter. The typewriter is dark-colored with a prominent keyboard featuring many keys with light-colored, possibly brass or gold, lettering. The person's hands are positioned over the keyboard, with fingers pressing down on the keys. The background is dark and out of focus, featuring a lit candle in a silver-colored holder, which provides a warm, ambient light. A sheet of paper is visible emerging from the typewriter's carriage. The overall mood is nostalgic and focused.

Into this...



Typical Seattle Winter Day...

Meet "Holly"

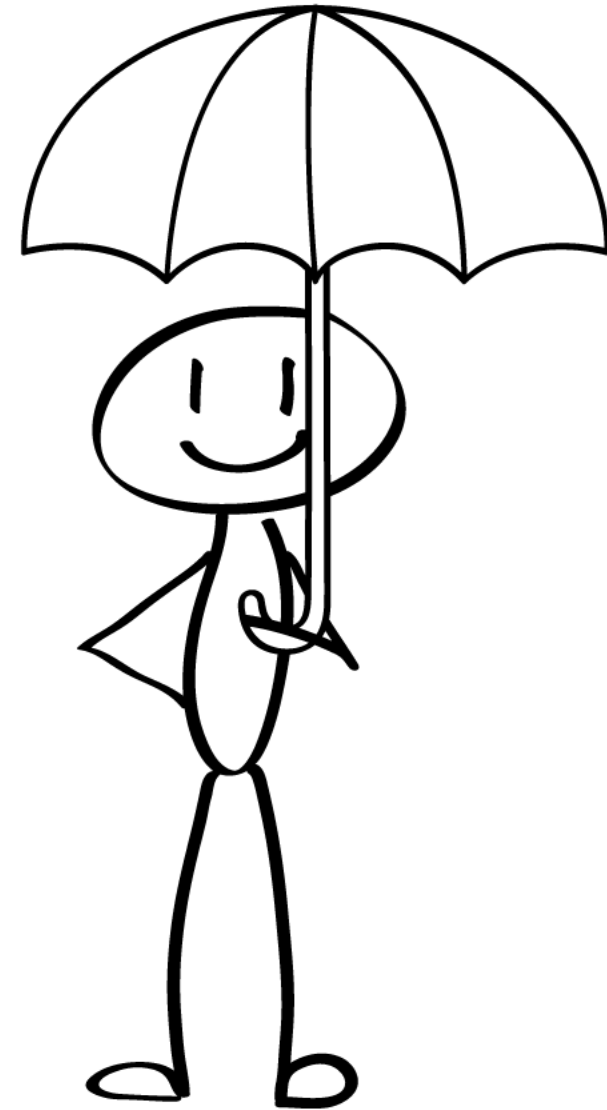
Holly has No Plan for the Seattle Rain







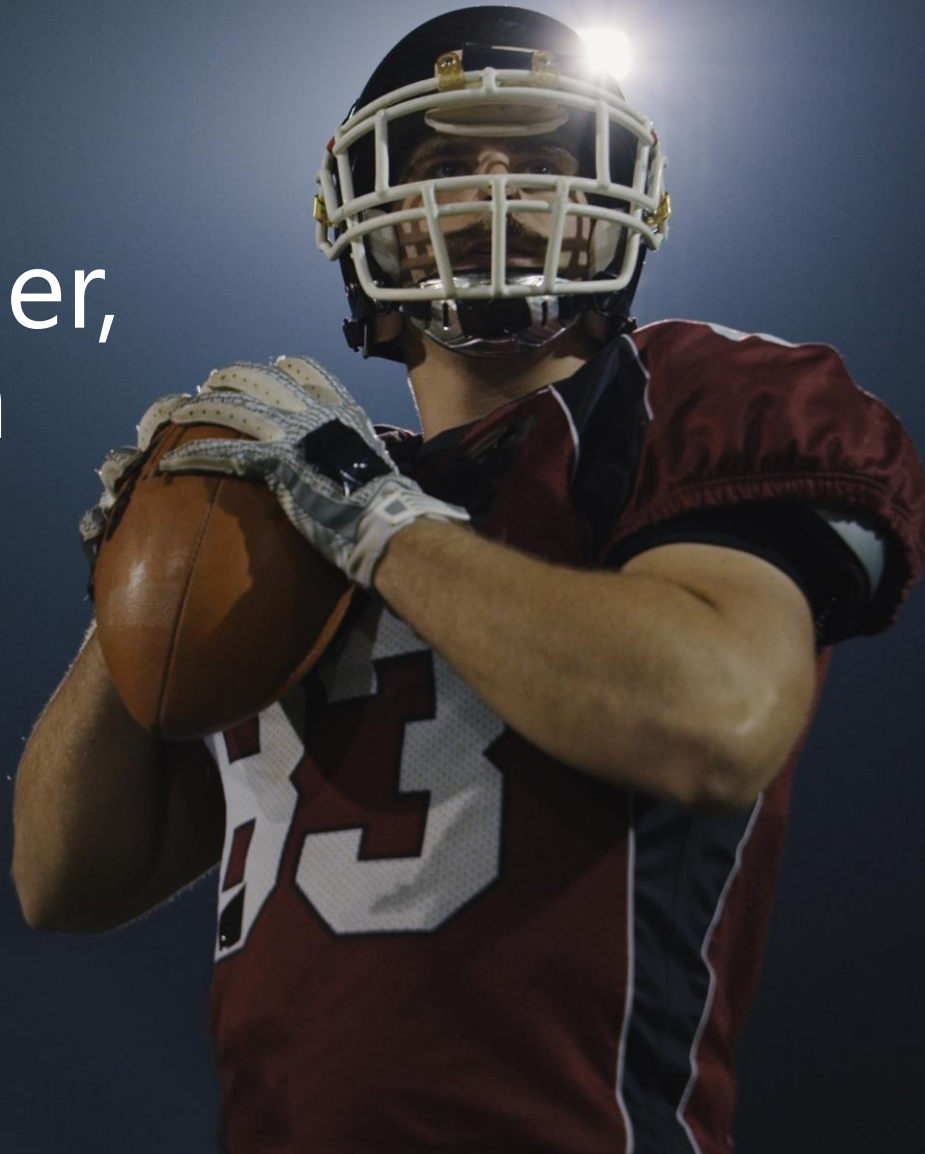
Umbrella =
Communication





A Quarterback Works with Owner, Coach and Team

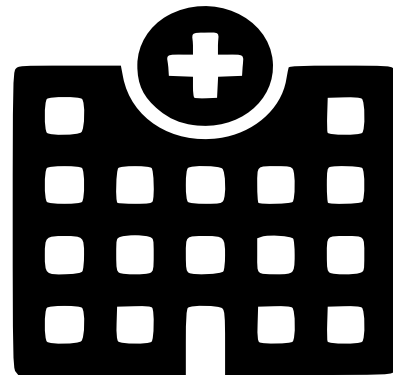
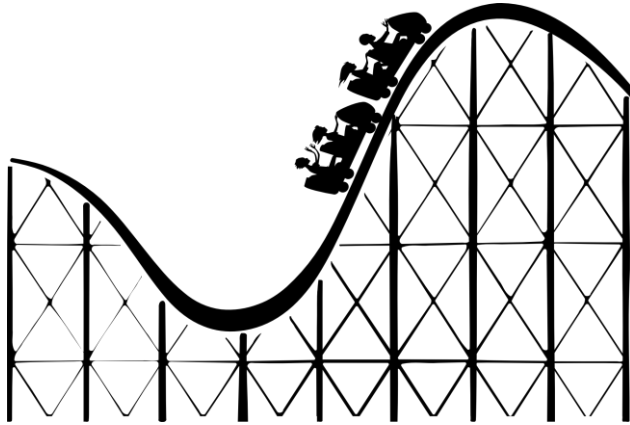
- To Communicate
and Execute a Plan



WHAT to Communicate

- Target Market
- Sales (and Marketing) Plan
- Events
- Need dates
- Goals
- Shared KPIs
- *See Cogwheel Marketing Blog for details...*





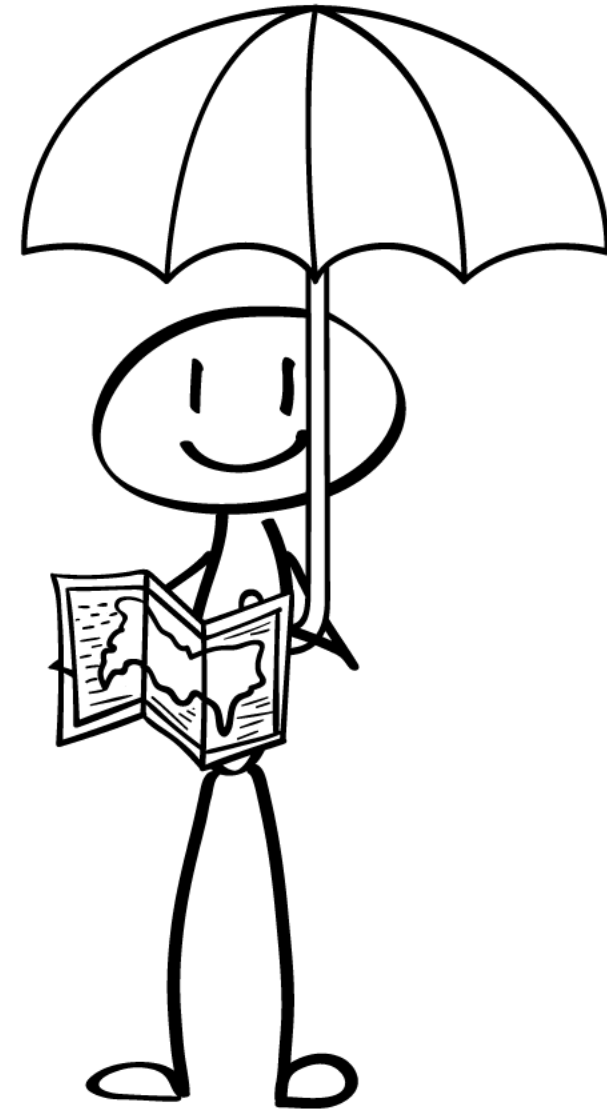
Know your Demand Generators



Converge with the Sales Team: Understand the Competition



Map = Goals



Define Goals and KPIs as a Team



Marketing Needs to Know Hotel Goals

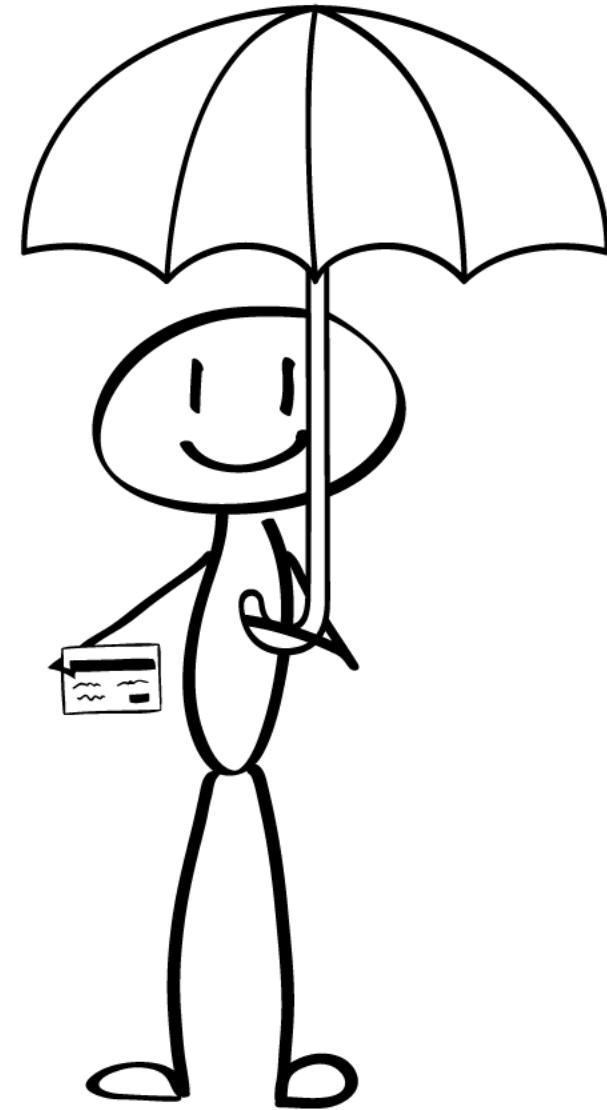
- Want more Group/Corporate/Transient
 - So they can align paid campaigns
- Need to Focus on Occupancy on Weekdays/Weekends
- Typical Trends in Year over Year Seasonality
 - If you are always slow in Q4, make a plan NOW
- Focus on ADR
 - More about positioning and strategic alignment
- Expecting New Competitor in Market to Steal Share

Channel Mix is Like Layering a Cake

- Website
 - OTAs
 - Sales
 - GDS
 - Phone
-
- Is there balance?



ORCA/Metro Card =
Read your website



A silhouette of a hand reaching upwards, palm facing forward, against a soft, blurred background of a sunset or sunrise sky with warm orange and pink hues. Thin blades of grass are visible in the foreground, some in focus and some blurred.

When was the last time you read all the pages on your site?

Then Read your
Competition's Website...



Then Shop your Hotel on the OTAs...





What Makes
You Unique

Accuracy

Ease to
Check Rates

Room
Types



🔍 Search Google or type a URL



Raincoat =
Search Engine
Optimization (SEO)



SEO?

This is supposed to
be a Non-Technical
Presentation...

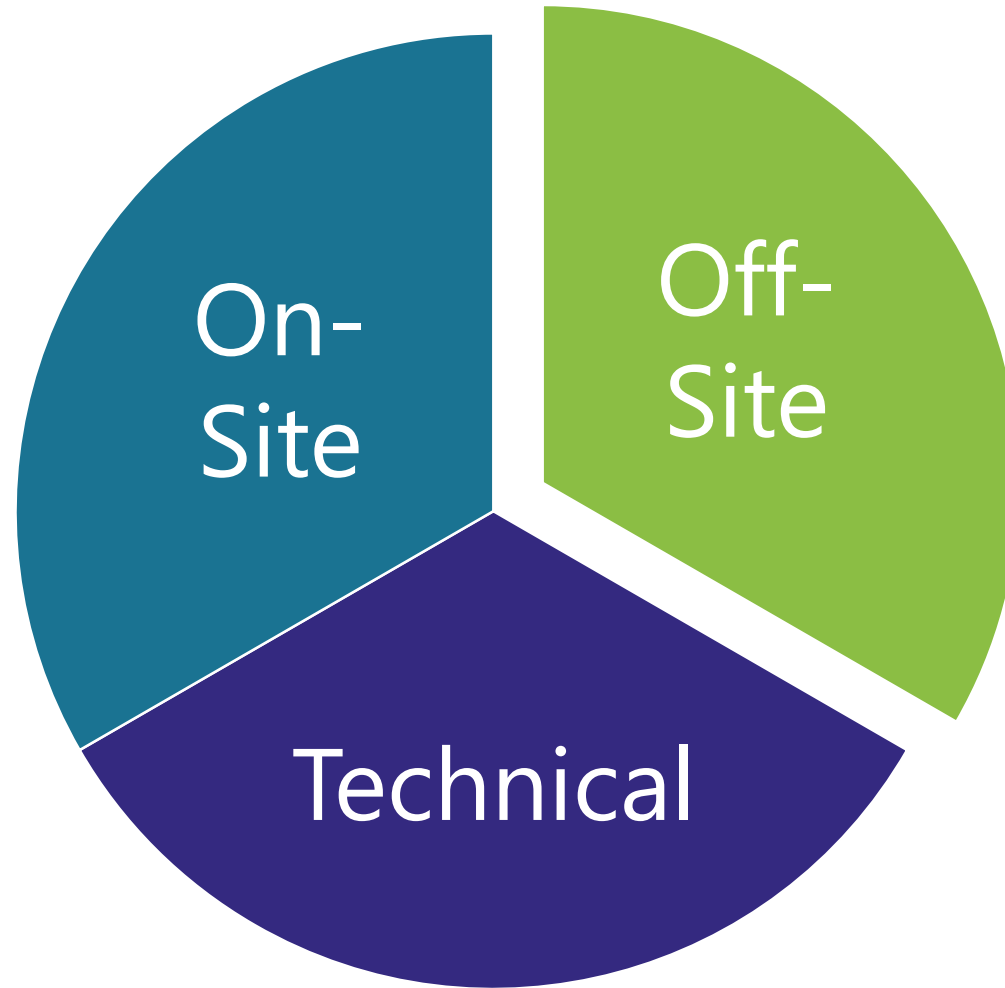




“Google only loves you
when everyone else loves
you first.”

Wendy Piersall,
writer & blogger

Search Engine Optimization Components





Reviews

Leverage
Who You
Know





"Reviews account for 15.44% of how
Google ranks a local business"

Joy Hawkins,
[Sterling Sky](#)/Search Engine Land



"Backlinks"

An Analogy for You...



“Don’t build links. Build relationships.”

- Rand Fishkin, Founder of Moz

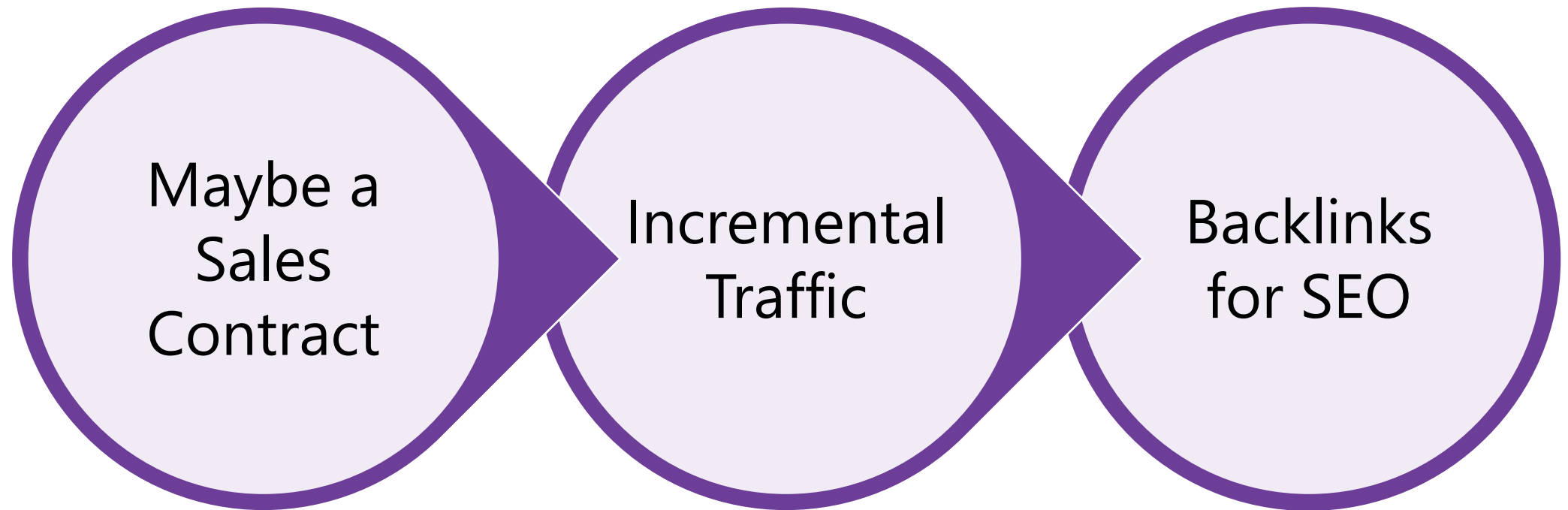
Image credit <https://sparktoro.com/team/rand>



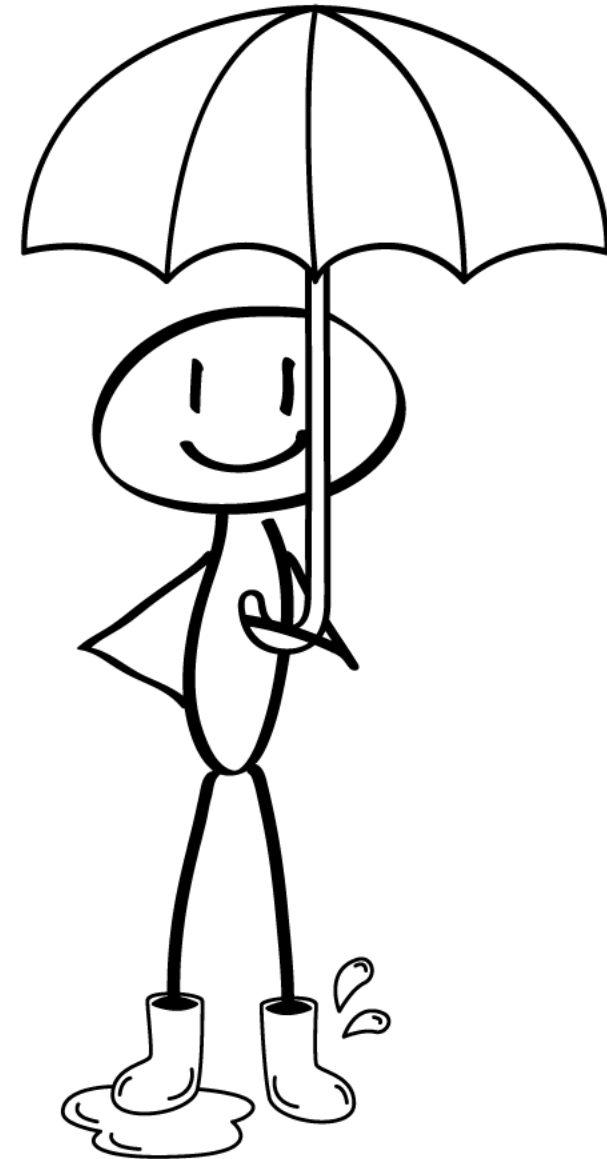
“Extend your existing relationships into the online space.”

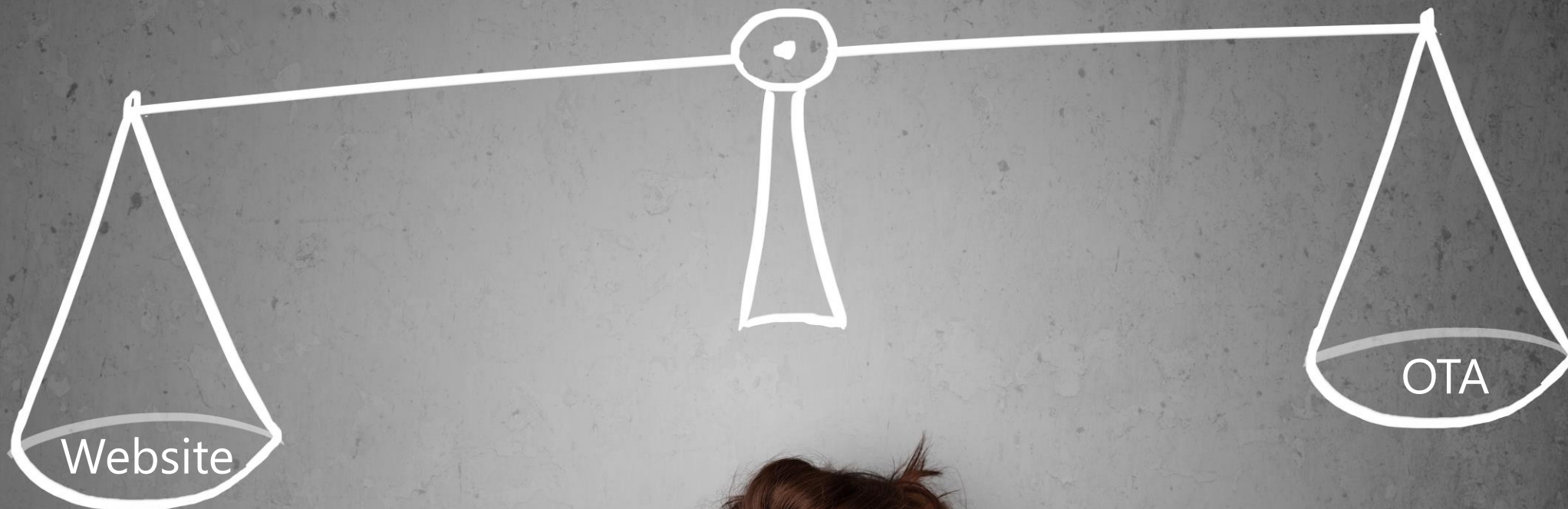
- Me, Founder Cogwheel Marketing

Why Should Sales Care?



Rain Boots =
OTA (Online Travel
Agency)





You need the best online presence, no matter the channel the guest chooses...









Increase Content
Score to 100%

Load/Tag/
Assign Images

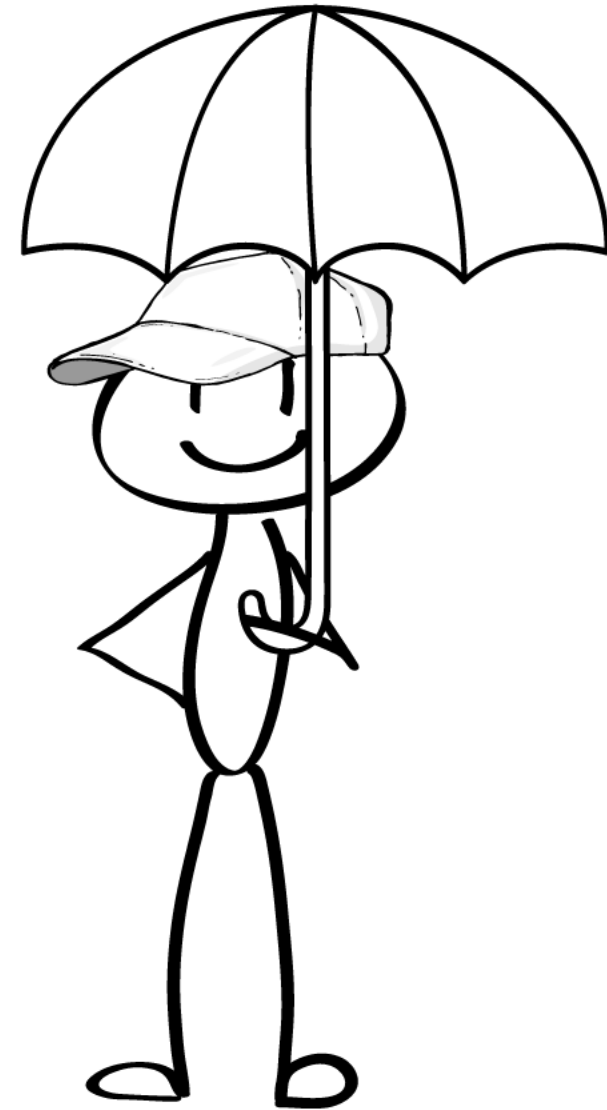
Respond to
Reviews

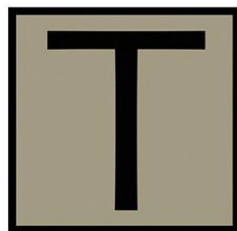
Guest
Experience
(Don't walk their
OTA Guests)

Manage
Contacts

OR, Pay to Play

Headgear = Photo Shoots





TRAVEL INDUSTRY
P H O T O S



**PLEASE
IRON!**



Photography Audit
and Improvement
Project discovered a
**16% increase average
customer value**
by having better range
and quality of images
(2014)

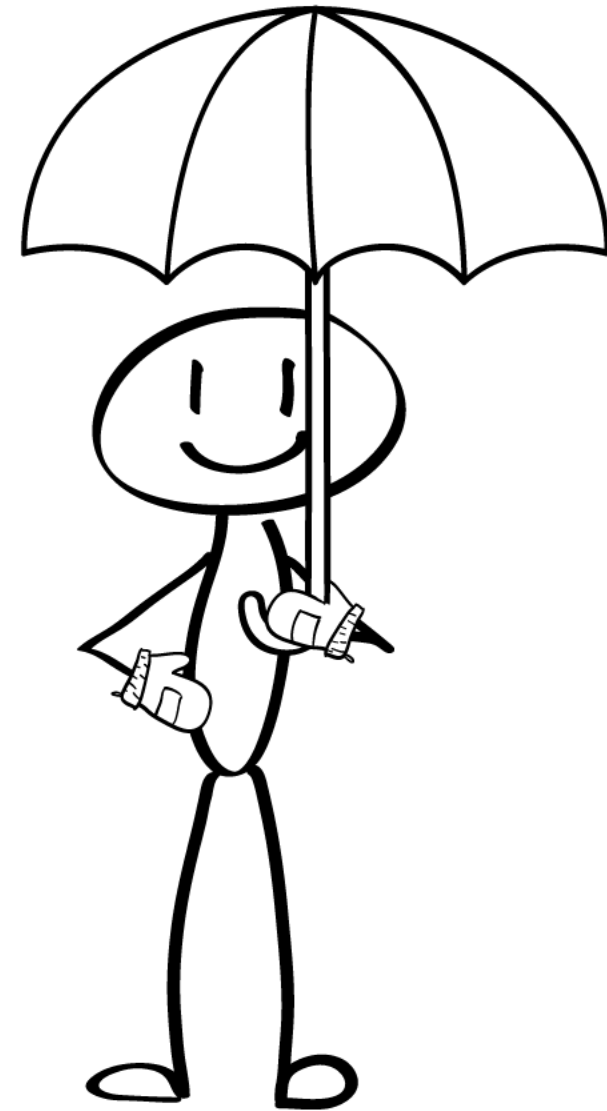


Things to Know

- Architectural Photographer
- Prep & On-Site
- Know the OTA Standards (4 Images per Room Type)
- Lighting, Lighting, Lighting
- Image Rights
- Timing
- Post Shoot
- *See Cogwheel Marketing Blog for details...*



Gloves = Packages



Not Magically Going to Make Budget



Some are an
Operational Pain
in the...



Bundle Packages
with Value Adds /
Marketing should
not be asking for
Discounts



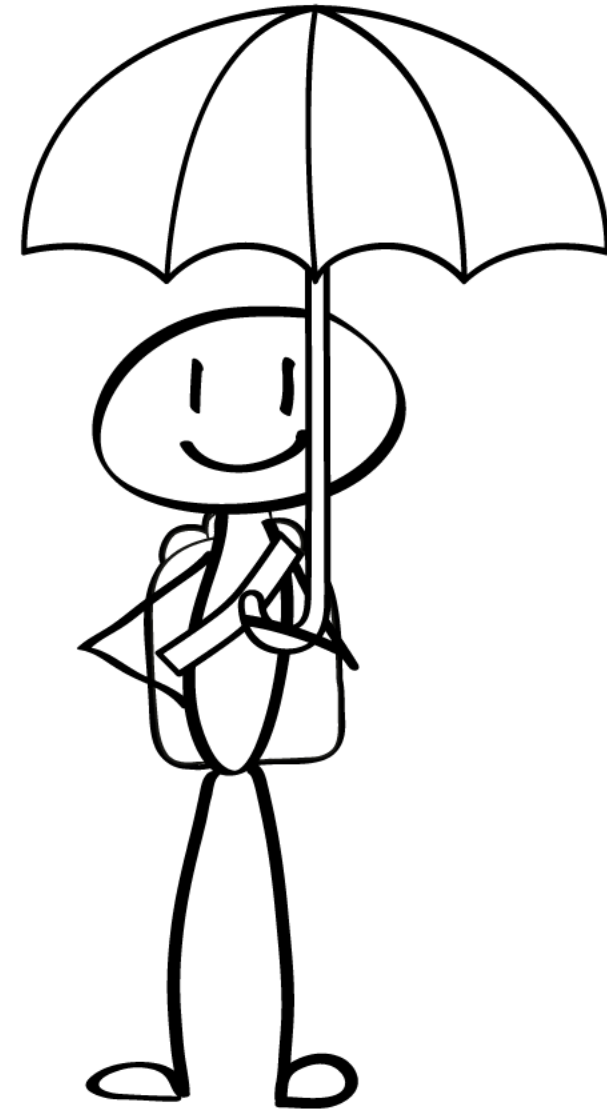


How Marketing Can Leverage Packages

***Sometimes we
need visibility to
get into the
consideration
set!***

- Align with Target Audience
- Convention Visitors Bureau
- State Tourism Website
- TripAdvisor
- Google Adwords
- Social Media (Organic and Paid)
- Search Engine Optimization
- Leverage Audience of Partnership
- *See Cogwheel Marketing blog for details...*

Backpack = Phone Training



You lost me again...

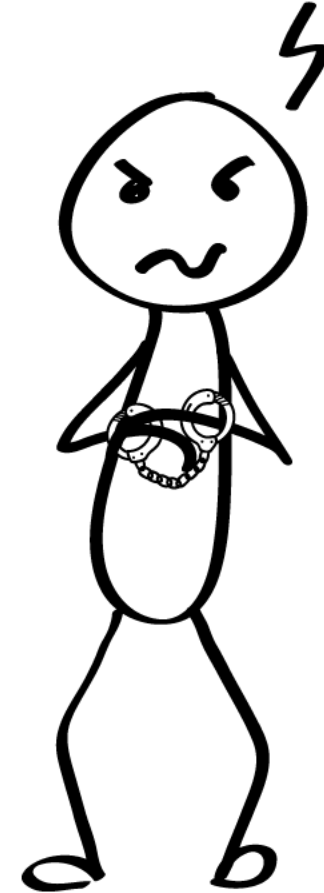
Aren't we talking about Digital Marketing?



Reviewing Phone Calls for...

- How many rings until the front desk answers?
- Are they answering at all?
- Is Sales returning calls?
- Are there friction points to the guest booking online?
- Do you have parity problems?
- Is there incorrect information on a website?
- If transferring calls to a reservations line, are they knowledgeable about your property?

Don't let Lack of Communication be your Handcuffs





Only Tourists
Use Umbrellas
in Seattle...

A photograph of a library with tall wooden bookshelves filled with books. Warm, glowing light bulbs hang from the ceiling, creating a cozy atmosphere. A dark red rectangular box is overlaid on the right side of the image, containing the text "#AlwaysBeLearning" in a white, elegant script font.

#AlwaysBeLearning



bit.ly/HotelRevenueCo

cogwheelmarketing.com – Sign up for Newsletter
Connect with Stephanie Sparks Smith on LinkedIn