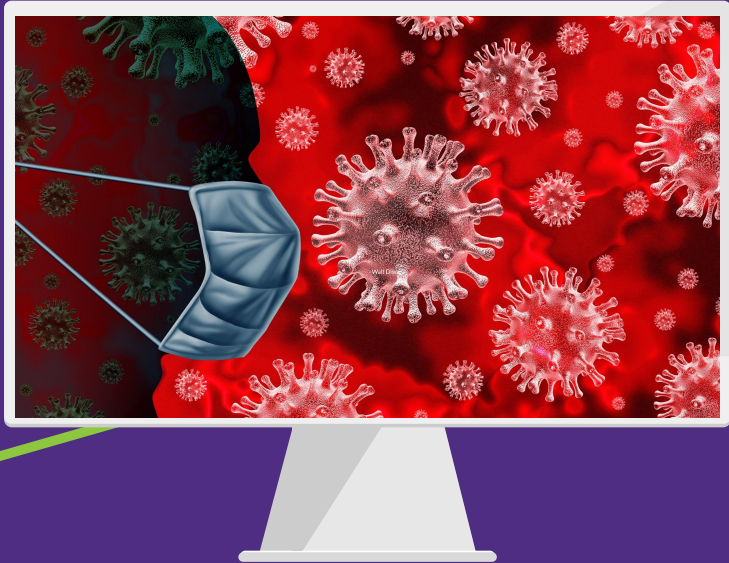


Digital Marketing Strategies: How to Pivot

Prepared By:
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Recovery Best Practices



Accurately communicate status of amenities & services on all websites

Update content and images to appeal to leisure audiences

Communicate cleanliness standards

Lean into community involvement and human interest stories on social media

Update Covid19 Attributes on 3rd Party Websites



Assuming you have something on
your own website....

TripAdvisor

Google My Business

Facebook

Bing

Booking.com, Expedia, Priceline

Get details at

<http://bit.ly/covid-attributes>

Lean Into OTAs



Shop yourself and see where you rank

Take advantage of Expedia Travel Ads funds matching or Revive & Relief Program

Leverage Pre and Post Stay communication via Expedia and Booking.com

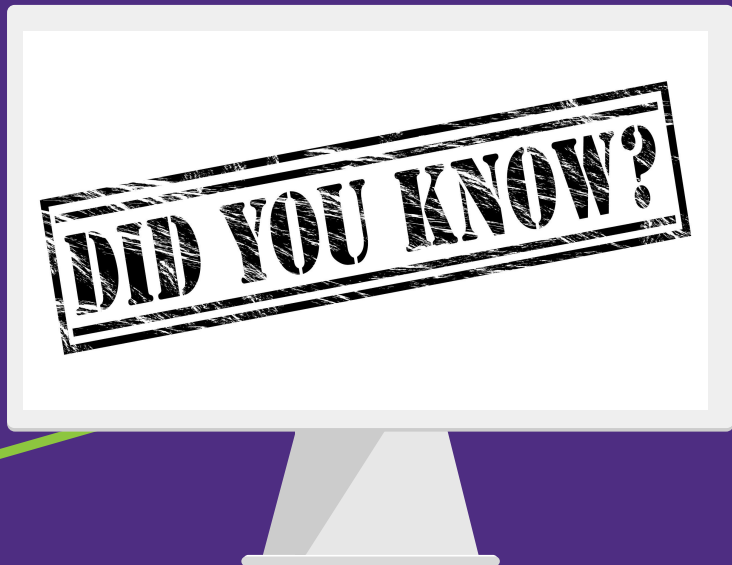
Strategically run Promotions that do not erode Book Direct

Where to Spend your (Limited) Budget



1. Expedia Travel Ads (Unless you have premium organic placement)
2. Social Media
3. Email Marketing - Sales Teams are Reduced
4. Targeted Search and Display Campaigns
5. MetaSearch - Yes, I put this LAST - Get details [HERE](#)

Keep Up Your Skills



Podcasts

- Hospitality Digital Marketing
- Fuel Travel

Newsletters

- Cogwheel Marketing - <https://www.cogwheelmarketing.com/blog2/>
- Rock Cheetah - <http://bit.ly/rockcheetah>

Coming Soon....

- hospitalitymarketing.club

Time for Q&A

www.cogwheelmarketing.com

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