



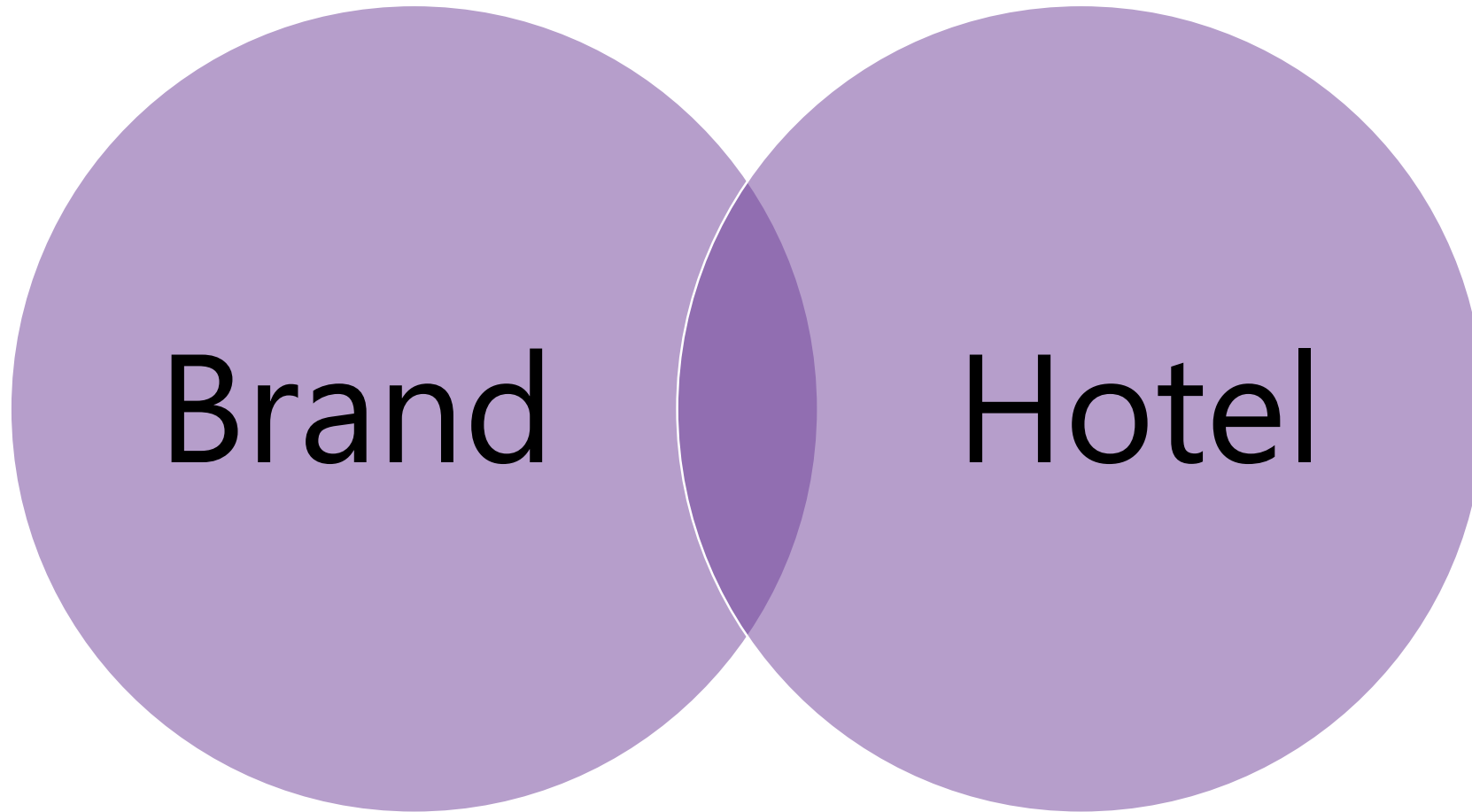
Digital Marketing for BRANDED Hotels: What the Brand Doesn't Do

Stephanie Sparks Smith
Cogwheel Marketing

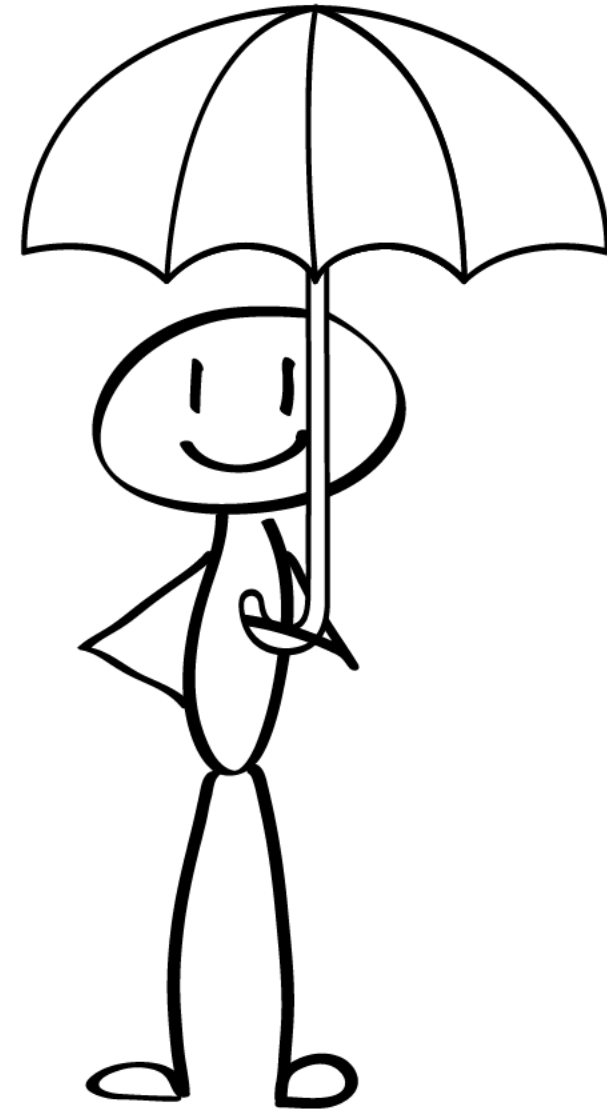
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Know What the Brands Do



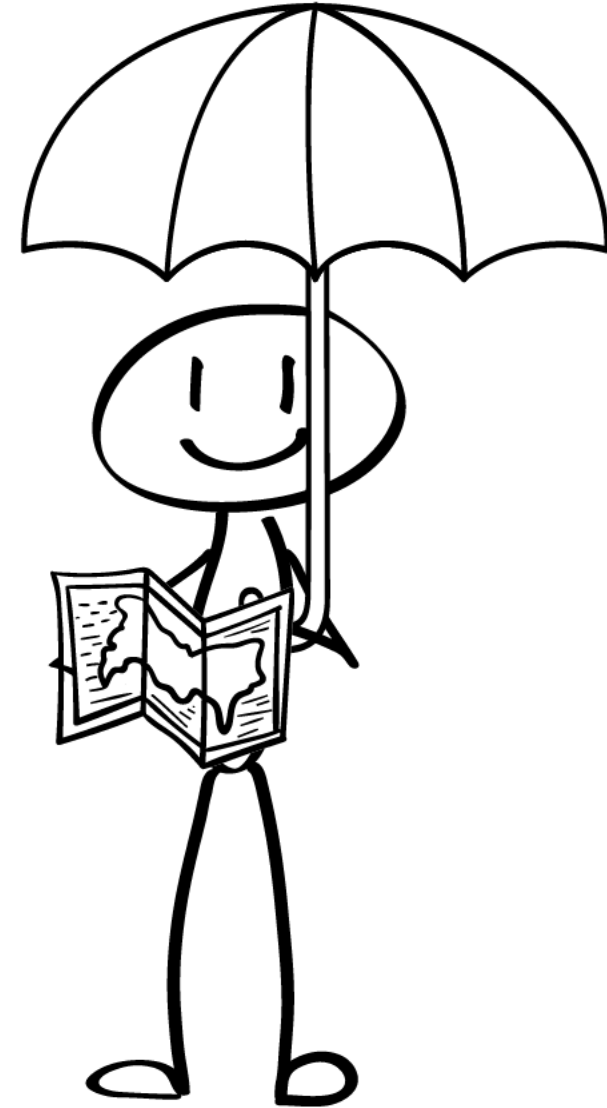
Meet "Brandy"



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Map = Unique
Selling Propositions



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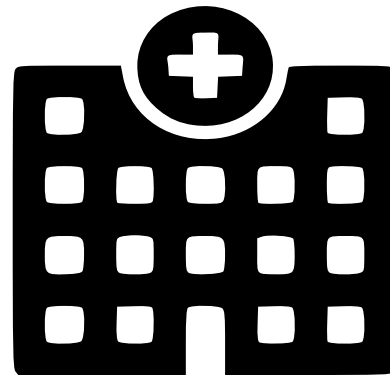
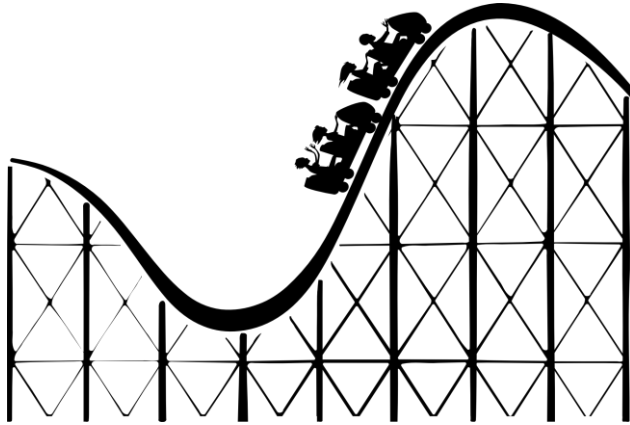
A close-up photograph of a hand pressing three buttons arranged vertically. Each button is circular with a power symbol in the center. The top button has a green glow and is labeled 'CUSTOMER LOYALTY'. The middle button has an orange glow and is labeled 'BUILD CUSTOMER TRUST'. The bottom button has a red glow and is labeled 'ATTRACT CUSTOMERS'. The background is dark and out of focus.

CUSTOMER
LOYALTY

BUILD
CUSTOMER
TRUST

ATTRACT
CUSTOMERS





Know your Demand Generators



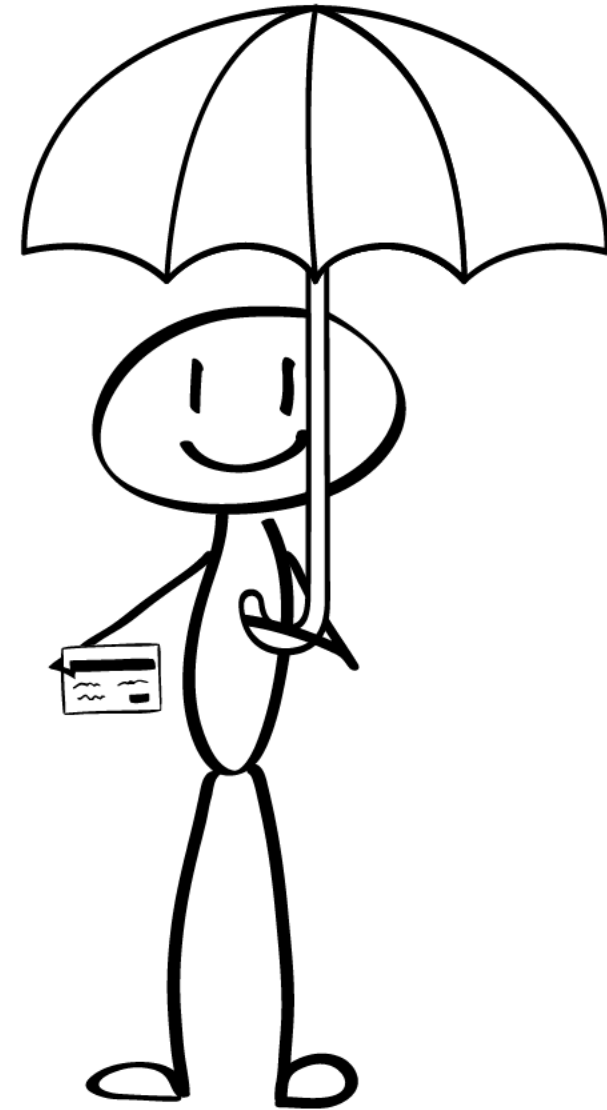
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Converge with the
Sales Team:
Understand the
Competition



ORCA/Metro Card
= Content
& Imagery



Communicate **Unique Selling Propositions**
into your **Content & Imagery**





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

Content and Imagery per Brand

MARRIOTT

- EPIC Sales Messages
- Reservation confirmation messages
- Property specific messaging per page
- MarRFP Room Amenities
- Assistance with MDS

HILTON

- Thank you for writing "some" content, ie 3 sentences on OHW
- Images – 3 to 4 images per Room Type + Unique Image per Category
- Image Spreadsheet in Content Gateway

IHG

- All Marketing Text in Concerto
- 3 - Limited Time Features!!!
- Announcements
- Highlights
- Photo Management & Image Descriptions



Raincoat =
Search Engine
Optimization

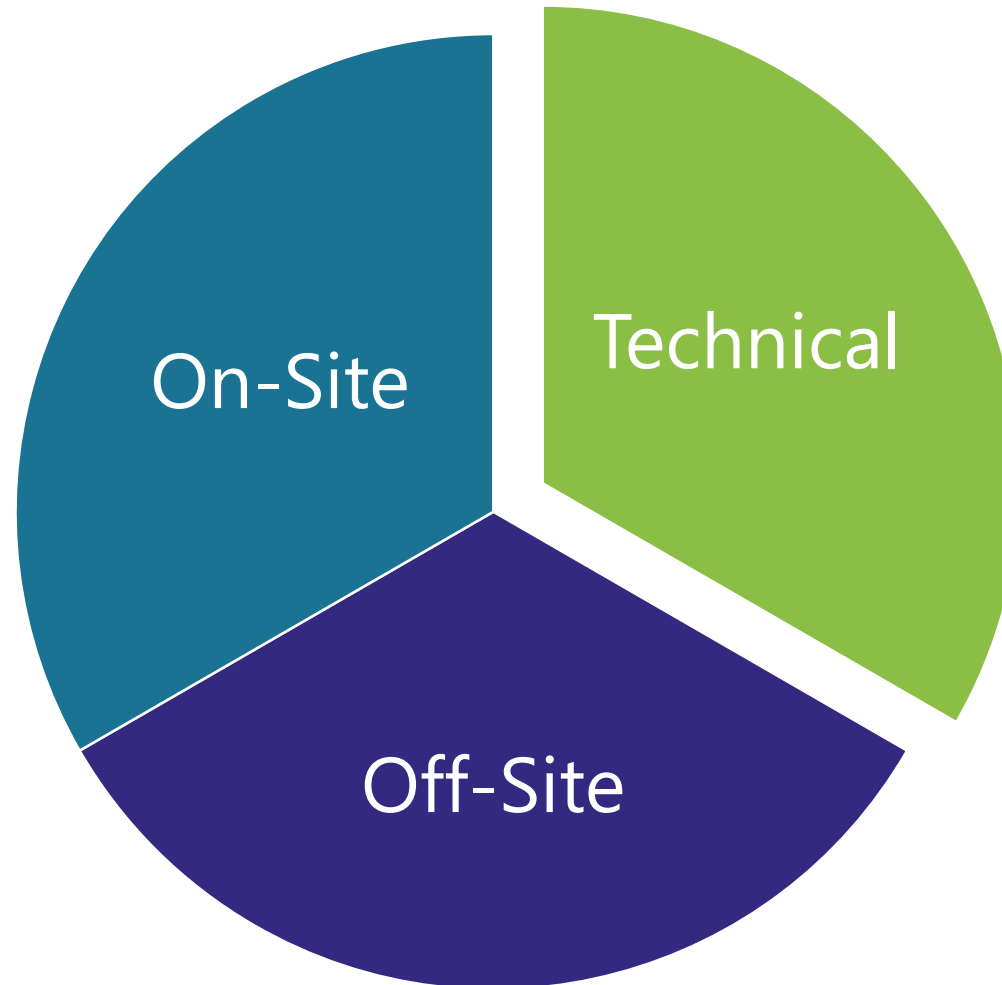




“Google only loves you
when everyone else loves
you first.”

Wendy Piersall,
writer & blogger

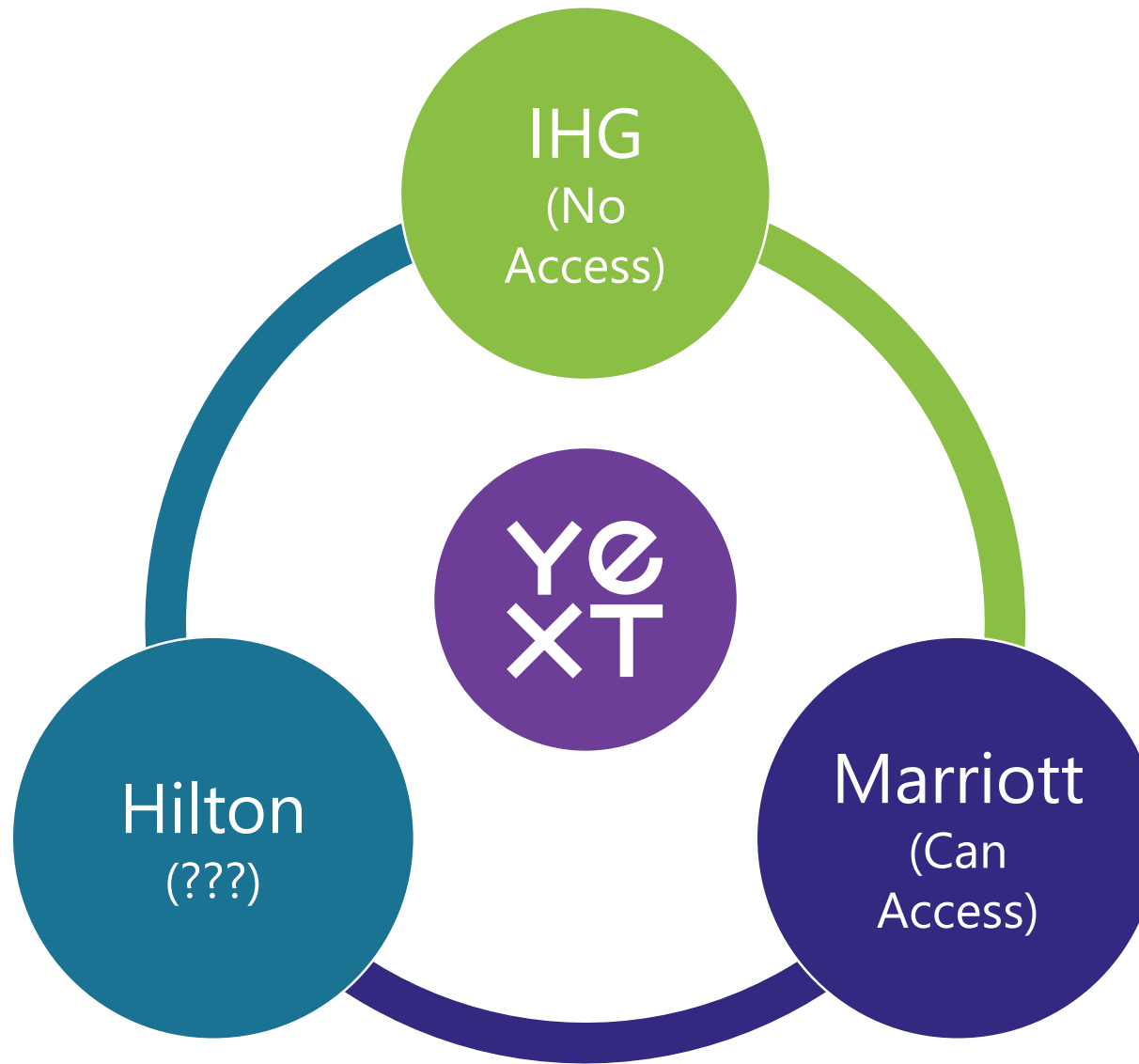
Search Engine Optimization Components



Technical SEO / Website Attributes by Brand

Initiative	Marriott	Hilton	IHG
<input type="checkbox"/> DOMAIN AUTHORITY	<input type="checkbox"/> 93 / 100 (Per Moz)	<input type="checkbox"/> 89 / 100 (Per Moz)	<input type="checkbox"/> 83 / 100 (Per Moz)
<input type="checkbox"/> LINKING DOMAINS	<input type="checkbox"/> 313.7K (Per Moz)	<input type="checkbox"/> 199.9K (Per Moz)	<input type="checkbox"/> 118.4K (Per Moz)
<input type="checkbox"/> RESPONSIVENESS	<input type="checkbox"/> All Pages are	<input type="checkbox"/> OHW is/ Global Web is not	<input type="checkbox"/> All Pages are
<input type="checkbox"/> SCHEMA / STRUCTURED DATA	<input type="checkbox"/> WebPage, Org, Breadcrumb, Hotel, Meeting Rooms (Modules Accelerated)	<input type="checkbox"/> COULD NOT RUN	<input type="checkbox"/> Brand, Breadcrumb, Hotel





BRAND:

- Maintains ownership
- Distributes Content and Images via Yext

YOU:

- Request access from the brand
- Audit Content & Images
- Respond to Reviews
- New Hotels: Can be live prior to opening and add date
- Ask/Answer your own questions



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

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



On-Site Search Engine Optimization per Brand

MARRIOTT

- Customize Title & Meta and Interlink in eFast
- H2s: Home, Rooms and Local Area
- H3s: Property Message Titles, Custom Package Names, On-Site Dining, Pool, Airport Names

HILTON

- **ONE** Page on OHW for Title and Meta – Brand First Strategy
- **ONE** H2 – Above limited content on OHW
- New URL Structure

IHG

- **No** Title & Meta Customization
 - AND No Vanity Sites
- ALT Tags (Captions)
- Add HTML code in Welcome Message
 - H3
 - Bold
 - Paragraph
- 3 - Limited Time Features!!!



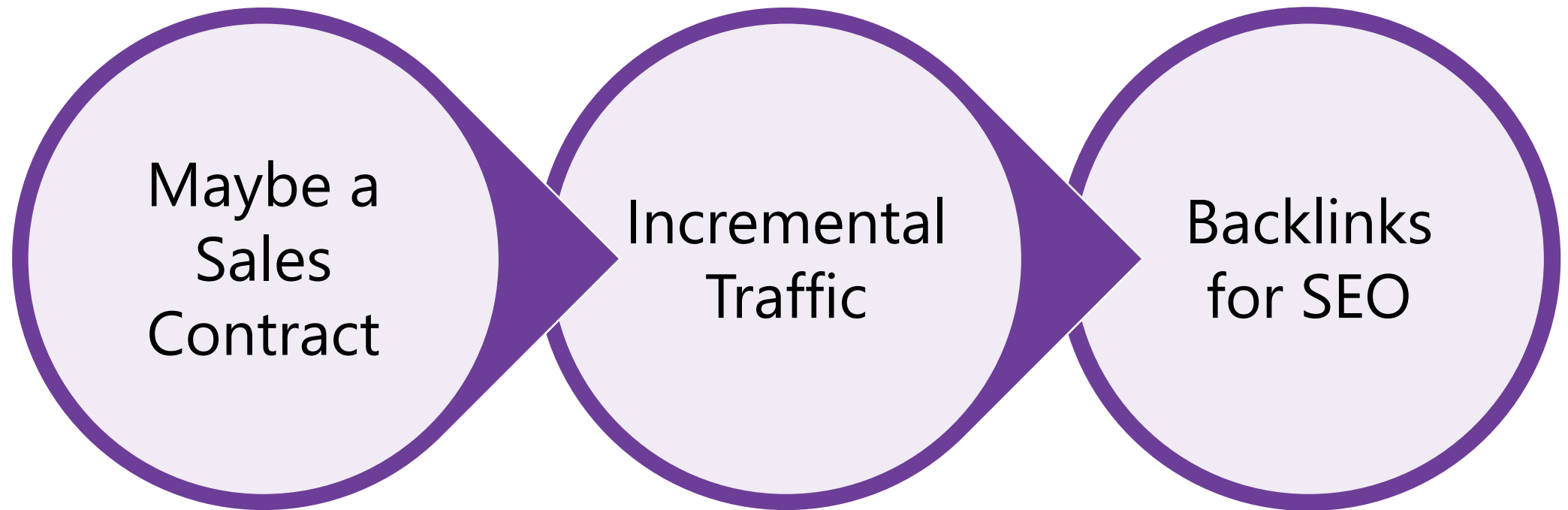
Off-Page Search Engine Optimization



Complete Backlink Competitor Audit

Give to Sales for Prospecting

Why Should Sales Care?





“Don’t build links. Build relationships.”

- Rand Fishkin, Founder of Moz

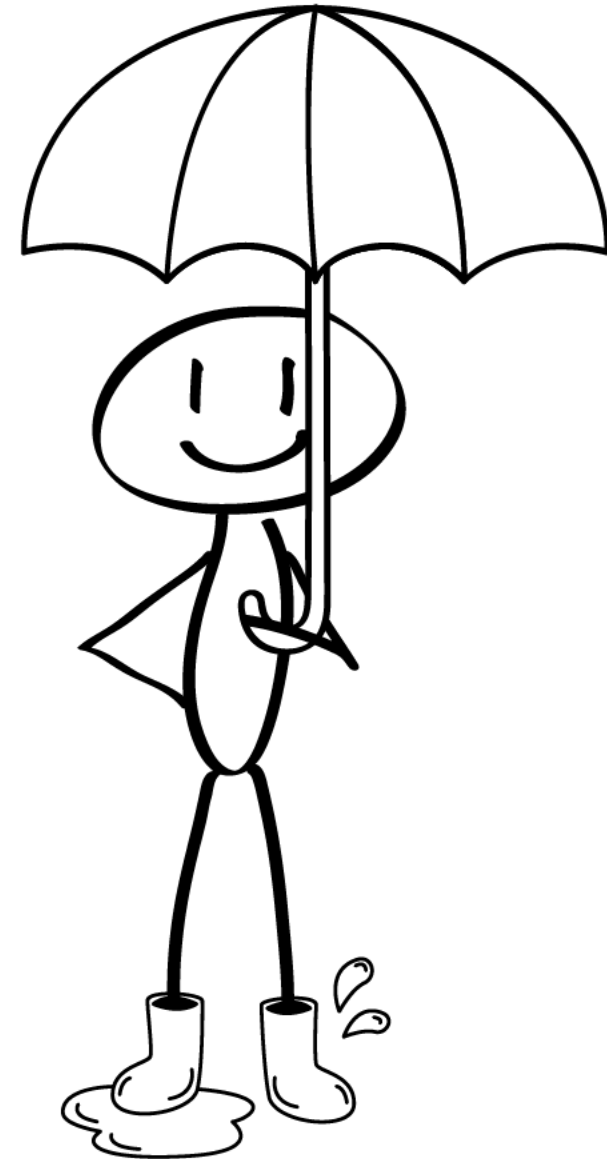


“Extend your existing relationships into the online space.”

- Me, Founder Cogwheel Marketing

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

Rain Boots =
OTA (Online Travel
Agency)







BRANDS:

Feed Content and Imagery +
Negotiate Contracts



BRANDS: Map Rooms and Rates





Increase Content Score to 100%

Assign Images Per Room Type (Expedia)
Load/Tag Images (Booking.com)

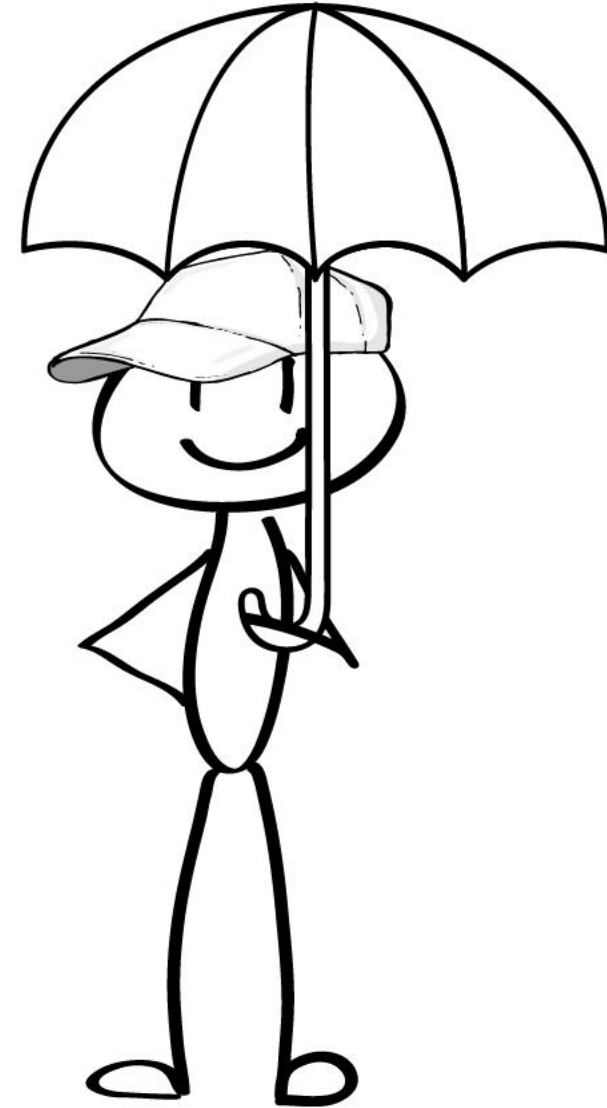
Respond to Reviews

Guest Experience
(Don't walk their OTA Guests)

Manage Contacts

OR, Pay to Play

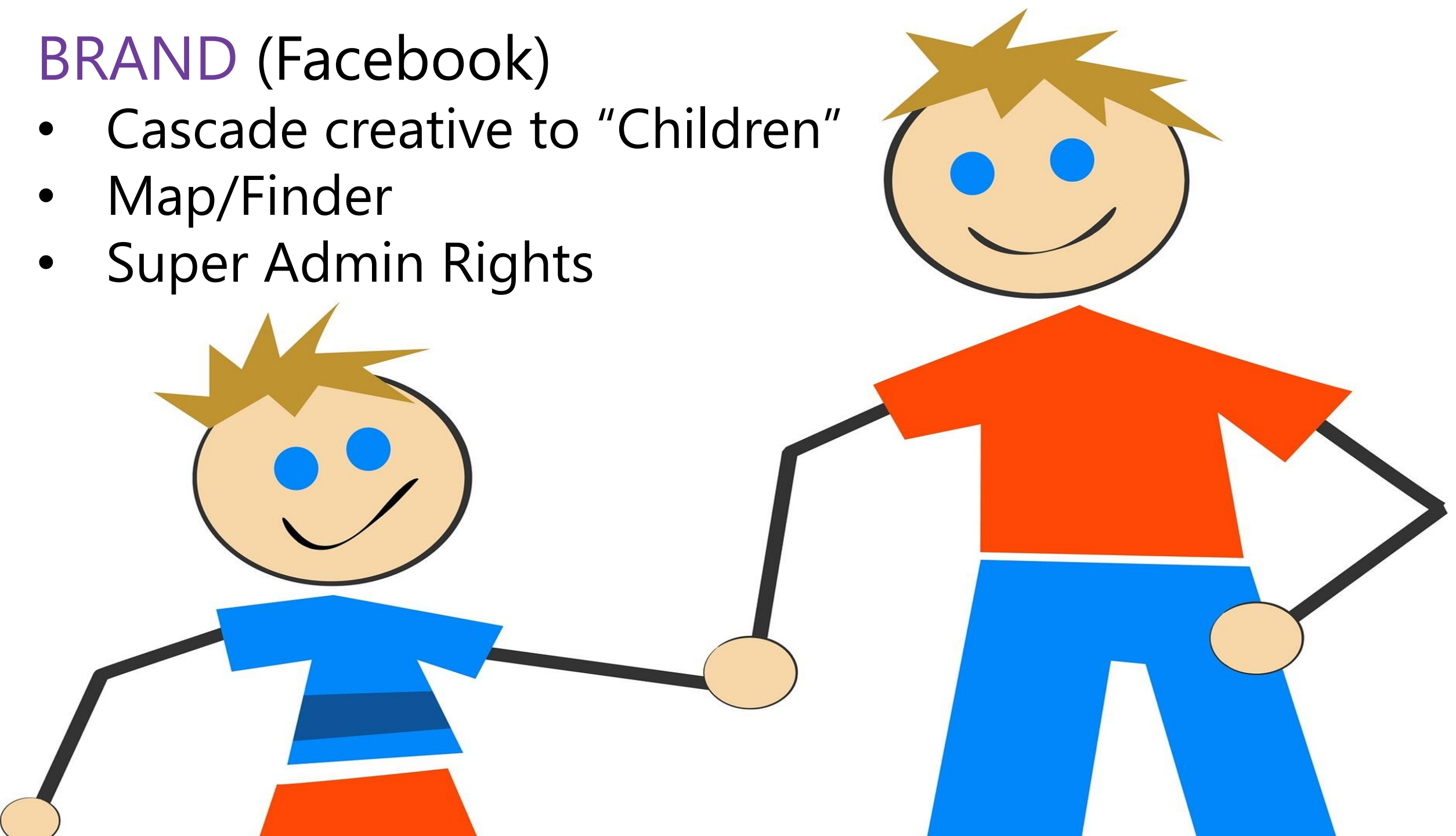
Headgear =
Social Media



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BRAND (Facebook)

- Cascade creative to "Children"
- Map/Finder
- Super Admin Rights



You still need to...

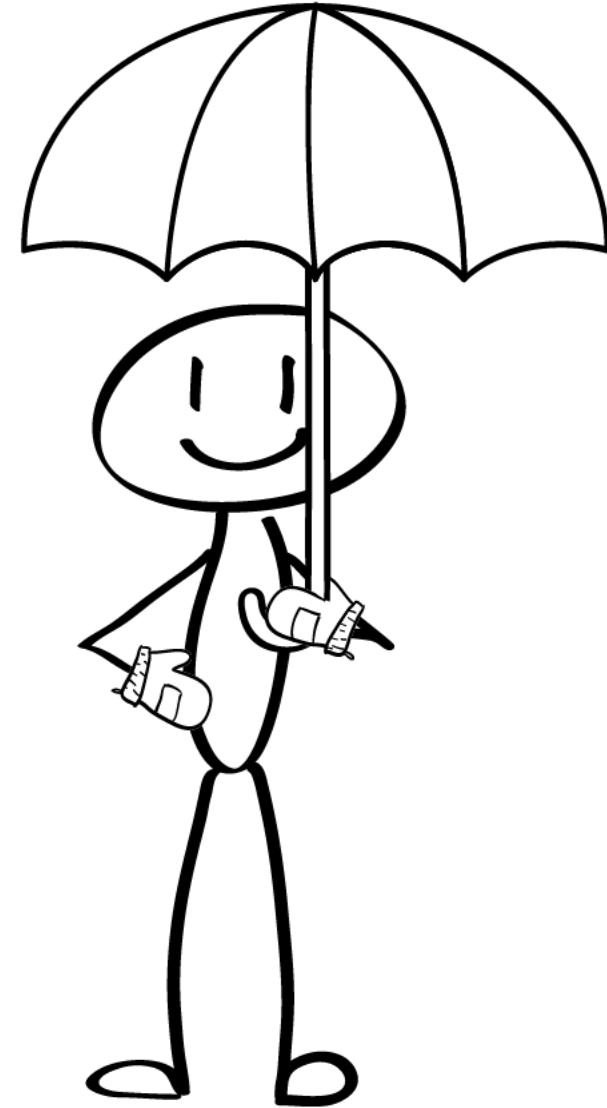
- Track down “rogue” pages
- Create pages for new hotels
- Fill in all the ‘About’ and free form content

You still should...

- Publish your own content** (unless you like cascading posts)
- Run your own targeted Facebook ads

**Check with your brand and sub-brand for specific requirements, especially life style brands

Gloves =
Email Marketing



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Email Marketing per Brand

MARRIOTT

- METT (Marriott eMail Template Tool) – \$250/ campaign plus \$5.85 CPM
- Limited slots for franchise hotels (30/mo)
- Template based with custom message/image
- Download calendar on MGS for multiple deadlines
- LCB (Local Campaign Builder) for Outlets

HILTON

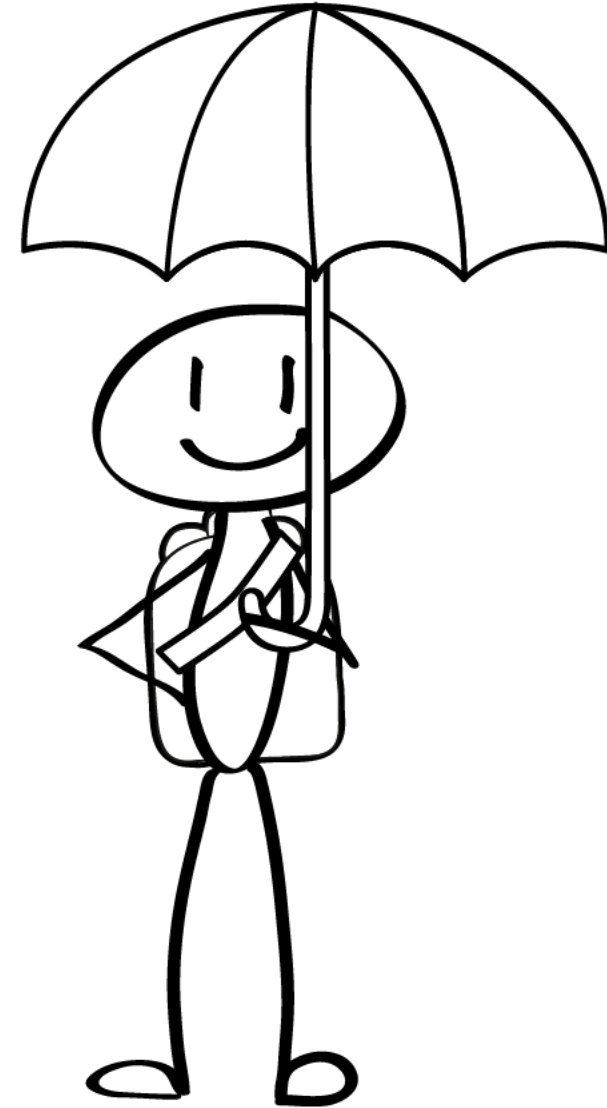
- Clairvoyix - \$8K+ / yr investment
- Minimum 4 Campaigns per year
- They maintain database from PMS
- Segmentation available
- Best support of the 3
- Not a good fit for smaller/select service hotels due to database size

IHG

- Only offer SNAIL Mail to Rewards Members - \$100 Flat Fee + \$0.01 per name + Print/Mail/Postage (Min \$1.25 each)
- Template postcard they mail for you
- www.myccorp.net/ihg/
- OR Revinate Email Marketing – If you have Opera



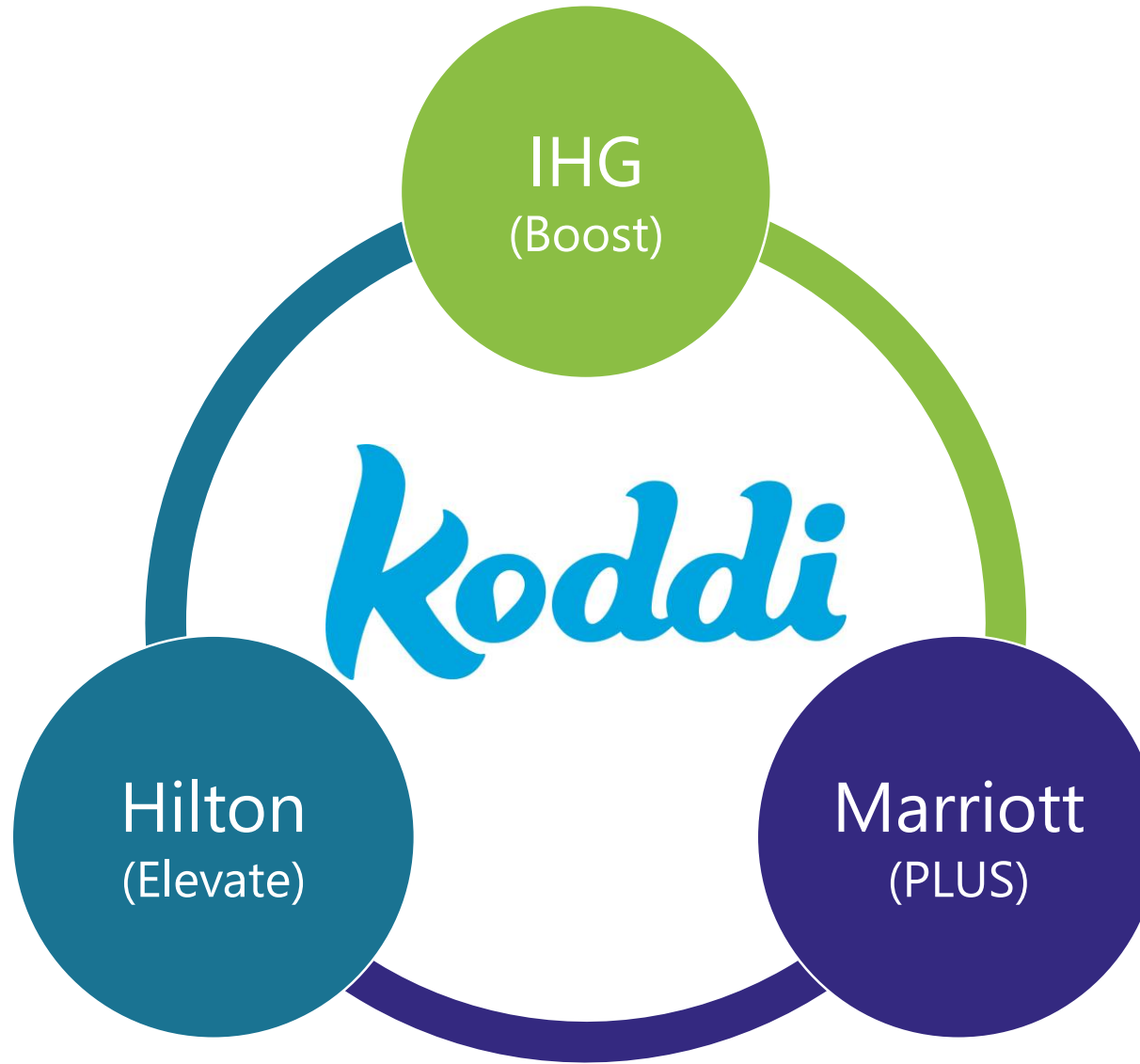
Backpack =
Paid Marketing



Brand Paid Media

- TripAdvisor Business Advantage Listing
- Destination Campaigns (Select brands in select markets)
- Transaction Based Paid Media
- Google Adwords
- MetaSearch
- Retargeting





Paid Marketing – Any Brand

- Expedia Travel Ads (and Expedia Accelerator)
- Facebook/Instagram Ads
- Waze
- GDS via TravelClick or Sabre
- TripAdvisor Sponsored Placement (No Direct option)
- Sojern/Adara – Display retargeting or to in-market travelers
- Yelp
- FedRooms

Paid Marketing per Brand

MARRIOTT

- GDS Messaging (Free)
- Marriott Digital Services / Elevated Sites
- Use SCID for Campaign Tracking
- eFast Paid Search Form

HILTON

- Destination Marketing (Included if applicable)
- AAA, AARP and Costco
- In-Language Sites
- Amplify (Paid Search + Display) – Minimums Apply
- Nor1
- Use MCID links for tracking
- Search "Digital Media Menu" in Lobby

IHG

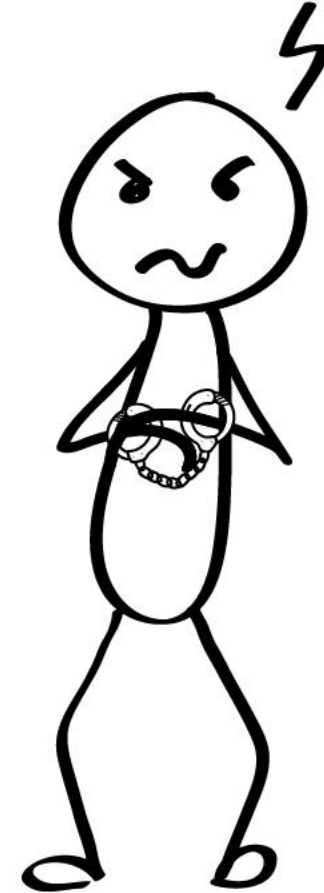
- Nor1
- GuestConnect (Free)
- TravelClick partnership for "360" series discounts



Data = Handcuffs

“Marketing without data
is like driving with your
eyes closed.”

Dan Zarrella, Social Media
Scientist





Only Tourists
Use Umbrellas
in Seattle...

A photograph of a library interior. On the left, tall wooden bookshelves are filled with books. The right side of the image is dominated by a large, dark red rectangular overlay. Within this overlay, the text "#AlwaysBeLearning" is written in a white, elegant script font. In the background, several warm-toned light bulbs hang from the ceiling, creating a soft, bokeh effect.

#AlwaysBeLearning

http://bit.ly/cogwheel_hsmmai



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