

# New Development/ Flag Change



## GPS

Get your hotel found. Once opened, submission to GPS sources to ensure the address and building can be located and assist in fixing directional challenges

## UNAP (URL, Name, Address, Phone)

Online consistency is key across all online channels. Get listed on over 160 major websites and OTAs, Service and reporting continues once rest of the opening package has concluded. This is essential if any other business resided at the address previously, as in a rebrand or flag change.

## Press Release

Writing and distribution of press release on a national scale and does not overlap with brand press releases. Includes submission to TripAdvisor for flag changes to update name.

## Photo Shoot

Give guidance on photographers, shot list and photographer contract. Includes submission of images to all major sources and plan for stock or brand imagery in pre-sell prior to opening.

## Paid Marketing

Ramp up during first 90 days is generally difficult while sales gains accounts. Includes 2 paid Facebook ads to target hotel's demand generators and plan for additional spend to align with hotel goals (Google Adwords, MetaSearch, Travel Ads, CVB, Email Marketing and other identified local opportunities)

## Link all the Cogs

We work with the hotel team throughout opening to gain exposure faster and to ensure smooth opening digitally. The process starts with submitting content prior to website launch and ends when photos have been distributed to all channels.



cogwheelmarketing.com



cogwheelmarketing.com

**Content** - Start by telling a consistent story that defines your unique selling propositions. Strong, accurate content highlighting what makes your hotel and location unique is the foundation. Includes package review and writing and updating of your website.

**Search Engine Optimization** - Research keywords best for your hotel and market for on-site SEO. Incorporate keyword strategy into the title tags and header tags (if applicable). Meta descriptions will be written to achieve a higher click through rate by highlighting your unique selling propositions. Insert keywords into content as needed.

**Local** - Optimize and audit the primary local listings manually. Includes Google My Business, Apple, Bing, Tripadvisor and Yext, if applicable.

**Social** - Optimize your Facebook page and merge of any duplicate pages. Includes creating a parent/child relationship with the brand, if applicable, and scheduling out 4 posts.

**Images** - Ensure imagery meets brand standards and there are multiple images displayed per room type. Continue consistent storytelling via images on Expedia, Booking.com and local and supplemental channels. Research where rogue images are pulling from on maps channels.

**OTA** - The majority of OTAs feed from the Expedia and Booking.com platform. Includes getting content score to 90% or higher and cross checking hotel and room amenities.

**Collateral** - Tell the same story offline by choosing (2) of the following: custom fact sheet, rack card, review solicitation cards or diagram of meeting space.

**Reputation Management** - Suggest ways to increase reviews on low volume channels to further assist exposure and SEO. Complete sentiment analysis to get General Manager log ins to all channels.

**Competitive Audit** - Review top 3 competitors from an online standpoint against your hotel. Include backlink and domain analysis to identify opportunities for sales team. This helps drive referrals but also help increase off-site SEO.

**Reports** - Analyze reports and identify irregularities. Includes website traffic trends, channel mix analysis, referring domains and usage of group/LNR booking tools, as applicable.

**Brand.com** - Review of marketing opportunities that are brand specific to maximize brand contribution.

**Link All the Cogs** - Find opportunities to direct as much traffic and revenue to your lowest cost of sales, your website.