# Hotel Digital Marketing Flywheel with Impact Points and KPIs



cogwheelmarketing.com



Paid Media
Online Competitive Analysis
Maps Listings
Local Partnerships
Search Engine Optimization
Social Media
Content Marketing
Online Travel Agencies

right time will increase hotel profit

#### **ANALYSIS**

Website Analytics: Traffic, Bookings, LOS, ADR, Revenue Year over Year Comparison Channel Mix Referring Domains

# Continuous Continuous Navigation

Continuous

improvement on each stage of the booking cycle with a focus on the right guest at the

#### RETENTION

Review Response Management eNewsletter / eMail Marketing Loyalty Platforms

# CONVERSION

Reviews
Ease of Booking
Social Media
Call to Actions
Package Strategy

On Site Operations

Revenue Management

#### **EXPOSURE**

How Digital Page / Domain Authority
Marketing Return on Ad Spend
Engagement Impressions
Backlinks

## CONSIDERATION

Traffic and Click Through Rates Propensity to Check Rates Site Flow Time on Site Heat Mapping

# CONVERSION

Conversion Percentage Rate Parity / Shops Phone Conversion

#### **RETENTION**

Loyalty Sign Ups Followers via Social Open & Click Through Rates Reputation Management Repeat Guests

## **ANALYSIS**

Work with Sales and Revenue Management to Analyze and Improve