

Hotel Digital Marketing Flywheel with Impact Points and KPIs



cogwheelmarketing.com



	EXPOSURE	CONSIDERATION	CONVERSION	RETENTION	ANALYSIS
How Digital Marketing can be Measured	<ul style="list-style-type: none"> Page / Domain Authority Return on Ad Spend Engagement Impressions Backlinks 	<ul style="list-style-type: none"> Traffic and Click Through Rates Propensity to Check Rates Site Flow Time on Site Heat Mapping 	<ul style="list-style-type: none"> Conversion Percentage Rate Parity / Shops Phone Conversion 	<ul style="list-style-type: none"> Loyalty Sign Ups Followers via Social Open & Click Through Rates Reputation Management Repeat Guests 	<ul style="list-style-type: none"> Work with Sales and Revenue Management to Analyze and Improve