## The Cogwheel Process

## SELECT SERVICE HOTEL CLEAN UP AUDIT

## **SECTION 1 SECTION 2 SECTION 3 SECTION 4 SECTION 5** (OPTIONAL) Discovery & Build **Maximize Future** Ongoing: **Identify Gaps Foundation** Opportunity Plan Paid & Tell and Increase Marketing **A** Consistent **Exposure** Management Story Expedia Travel Unique Selling Competitive Audit Proposition Brand.com MetaSearch • Reporting Analysis Social Media Ads • Expedia & Email Marketing Positioning Booking.com And More! Define • Search Engine Competitors Optimization Rewrite Content Paid Marketing • Images on all Strategy Channels Collateral Local Listings Reputation Facebook Management GWHEEL MARKETING

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