

DIRECT BOOKINGS CHEATSHEET #6

THE 10 POINT CHECKLIST FOR A SUCCESSFUL DIGITAL MARKETING CAMPAIGN

1 Set S.M.A.R.T. Campaign Goals

Are your goals:

- Specific?
- Measurable?
- Achievable?
- Relevant?
- Time-sensitive?

2 Decide on Campaign Concept

- What offer will you promote?
- At what price point?
- Over what time period?

Research competitors' prices and offers to make sure your offer is unique and priced competitively.

3 Define Target Audience

This has two parts:

- Users who already engage: Who stays with you? How old are they? Where are they from? Why do they stay?
- New Audience: Do research online, asking the same questions as above. Narrower targeting will result in a higher conversion rate!

4 Choose timing

- What is the average lead time for your target demographic?

If the campaign is short, send a teaser message before it begins to build anticipation. If your guests are price-conscious, set the campaign to coincide with payday.

5 Create Your USP

- Your Unique Selling Proposition should have a strong headline, bullet-pointed information to hold attention, and information presented as benefits, not features.

6 Budget Agreement

- Is your budget roughly 5-10% of your campaign's potential revenue?

What factors could influence the level of investment needed? If your campaign exceeds its goals, do you have surplus to keep the momentum going?

7 Marketing Platforms

Get creative. With your budget, offer & target audience in mind, assess:

- Paid Social Media: Facebook, Instagram, Twitter
- Paid Search & Display: Google Remarketing & Display Marketing
- Email Marketing: Simplicity is key here.
- Your Website : This is your most important channel. Make it visible on your homepage and create landing pages.

8 Design Work

- Make a note of all platforms you need designs for
- Make sure all design work is tested on mobile - some hotels have almost 60% of traffic from mobile

9 Launch Campaign

- Proofread everything
- Test everything

Do a test booking! Is all the relevant tracking set up? Does everything look and work the way it should?

10 Report and Measure Success

- Check daily performance: Are you meeting key KPIs?
- Keep notes on what's working best. Give it time - Rome wasn't built in a day!
- When the campaign ends, report on each platform's performance to help with future campaigns.

EXPERTISE TO GROW YOUR HOTEL'S DIRECT BOOKINGS