



# SMART GUIDE TO ONLINE MARKETING IN HOTEL INDUSTRY



**BRAND24**

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# Intro

In the last two years, global marketing has undergone more changes than in the last 50 years altogether. Every single marketer says “my industry is very specific”. And probably every one of them is right. Your industry, the hotel industry, also has its very specific features. And it is important to know them to be able to navigate within it. This is not an easy task when trends change so swiftly - the environment changes, the consumers change and their requirements do as well.

Most probably, your business has been functioning without any digital marketing for decades. Or maybe you are just about to introduce it to your business. One thing is certain, your recipients are online. Maybe not every single one of them, but definitely the vast majority. According to research, 57% of the world population is already using the internet, and in the US it is over 90%.

When you are online, you have the chance to reach your audience. When you use the right tools and act carefully, you will reach them for sure.

It's easy to get lost in all the tools, tips and tricks. Therefore, we focused on one tool that you definitely need to pay attention to in 2020. Firstly, because properly managed it is extremely effective. Secondly, it allows you to reach recipients you didn't know about or those who were looking for your business without even knowing it. Thirdly, it gives you access to valuable data at a low cost. Fourthly... you will see for yourself how much benefit online media monitoring brings for businesses in the hotel industry.

I wish you a pleasant read and many returning guests for your business!





LOCATOR MAP

Map symbols  
Major cities  
State boundaries  
National boundaries  
Water bodies  
Map scale  
1 inch = 100 miles  
1 centimeter = 100 kilometers  
© RAND McNALLY  
2018

# Online marketing for business travel: definition and principles



## What is hotel marketing?

Hotel marketing encompasses all the offline and online activities and strategies aimed at promoting given facilities, attracting the attention of customers, and finally attracting the customers themselves. It is about invoking curiosity, increasing attractiveness and confidence in the facilities so as to strengthen their image and attract the largest number of guests and bookings.



## What are the principles

Marketing is undergoing a huge transformation. Classic marketing activities still have a definite effectiveness, but today they must be combined with online activities. Depending on the country, the number of people using the internet daily reaches 50 or even 80% of the population. In order to reach customers, present your offer and convince the recipients, it is crucial to know and observe some basic hotel marketing principles.

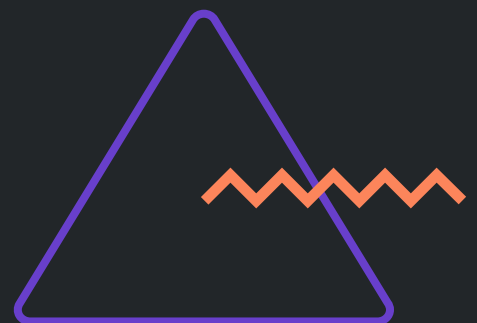


# What the principles are

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- **Be where your current and potential guests are, especially in an online environment.**
- **Track and respond to opinions about your brand.**
- **Facilitate contact as much as possible: ensure the company address and telephone is easy to find and the booking is hassle-free.**
- **Be present on forums and social media where people are looking for what you offer.**
- **Monitor and analyze traffic data on your own sites and external sources.**



Ask an expert:

# Biggest challenge in the hotel marketing industry and how to win here



Paul Skah

**Brand strategist (clients include HBO, SONY, Orange), consumer psychology expert, startup advisor (Brand24, LiveChat) sharing the information on what is the biggest challenge for all marketers in HORECA industry and how to turn them into Advantages.**

If you're running a hotel, the biggest challenge I can see right now is the fight for the place in your consumers' minds. Platforms such as Booking or TripAdvisor rule the brand awareness indexes, and for good reasons. For one thing, they offer more choices - hence they appear more useful to potential seekers. On top of that, they have huge marketing budgets at their disposal, often exceeding not only the budgets of independent hoteliers but the budget of hotel chains as well.





## How to win here? I would offer a couple of ways to approach this battle:

**Find your focus.** Your customers have visited the marketplaces I mentioned above, and ... they chose you. Do you know why? What do you have that others do not? And equally important: who are the people who chose you? What do they have in common? If you can find it, you can scale it - you can market directly to those people with the precise message that brought the ones like them to you.

**Automate everything.** Becoming the top-of-the-mind brand for your consumers requires that you are present in their lives as often as possible. Which means writing them follow-up emails, reminding them once in a while that your doors are open, nudging them with an ad here and there. There are tools that will help you with that. Email funnels, targeted ads - if you find a good combination that actually works, scale the hell out of it.

**Master your data.** Everything can be measured these days. The lack of data is no longer a problem, us drowning in irrelevant data is. Ignore the meaningless marketing buzzwords such as engagement, likes, page visits. Your key metrics is "heads in beds" - if you measure something, know exactly how a change in this metric influences your heads in beds. Set up goals in your analytics software and plot relationships between meaningful goals (how many visits to your reservation page ends up with an actual reservation? How can you improve this?).

**Be more human.** Automation and relying on data do not mean your messaging has to be deprived of emotions. Emotions sell. Make sure you implement them in your follow-up emails, in your on-site communication, everywhere. Because emotions help us remember. And this is the ultimate goal of the game you're playing right now: be more remembered than the big guns out there.





# Why online marketing is a must-have for the hotel industry today



This question is best answered with those two arguments: facilities access and communication noise. What exactly does this mean for you? Your customers are online, looking for information about your property on the web. They might not be looking for specifically your business, but a pleasant accommodation in the city or region in which your business operates.

**About 83% of activity and tour companies still work with traditional methods for their daily management; this means that digital users are not able to encounter the products in an online channel.**

The interest and attention of recipients is massively transferred to the internet. The game for a guest is won and will be won by those brands that have quickly understood the power of transferring marketing, image, promotion and online sales. A strategy is important but not less than the selection of appropriate tools for implementing subsequent activities.

Remember, your competition is already there. And how about you? Do you give 100% of you? If you are reading this document, you are on a great way to increase the strength of your activities.

# How to find and nurture leads with online media monitoring.



Automate as much as you can. Let the tools work for you.

Easy to say, right? Well, it can also be easy to do. Use an online media monitoring tool that will support you to grow your business. It sounds unfamiliar to you. But don't worry, we will lead you with this process step by step. In a few minutes, you will know how to find and take care of leads that we all need as business strategists.



## What is online media monitoring

Online media monitoring is the process of capturing, observing, analyzing and responding to publications appearing on the internet - on blogs, forums, information services, and social media platforms - regarding a specific keyword. A comprehensive approach to online media monitoring, enhanced with a thorough analysis of the collected data, is called social listening.

The keyword can be your own brand name, your competitor's name, the last name, the flagship product or service. It can be anything that is related to your business, whether closely or loosely.

Here comes the quote of a man in whose days the internet did not exist as it does today, but it may well relate to online media monitoring.



## How to start using online media monitoring in the hotel industry

It will take you a couple of minutes and might change your marketing activities forever.

**LOG IN FOR FREE**

## STEP 1

Your account is created, now it's time for your first project. Enter the name of your brand, your product or the name of your competition. You can pretty much type in anything you want the tool to collect data on.

### Enter Keywords

Enter brand, competitor or topic to monitor

× Marriott

Phrase can contain many keywords separated with space

Unusual monitoring project? Try our [Advanced Settings](#)

Next

19%

## STEP 2

To make your results even more complete and accurate, add your website, and if the brand you care for works in the HORECA industry, go ahead and add your TripAdvisor, Yelp or Booking account.

### Project settings **hotel**

Project configuration (created: 2019-10-16)

Keywords

Sources

Notifications


Reports

Additional sources


#### Additional sources option

Collect even more mentions about you and your competitors from review sites. To gather reviews and comments about a business, paste below the link to its profile on a review site. Your mentions will show up in the Forum category.


**TripAdvisor**

 Paste your TripAdvisor link here

**Yelp**

 Paste your Yelp link here

**Booking**

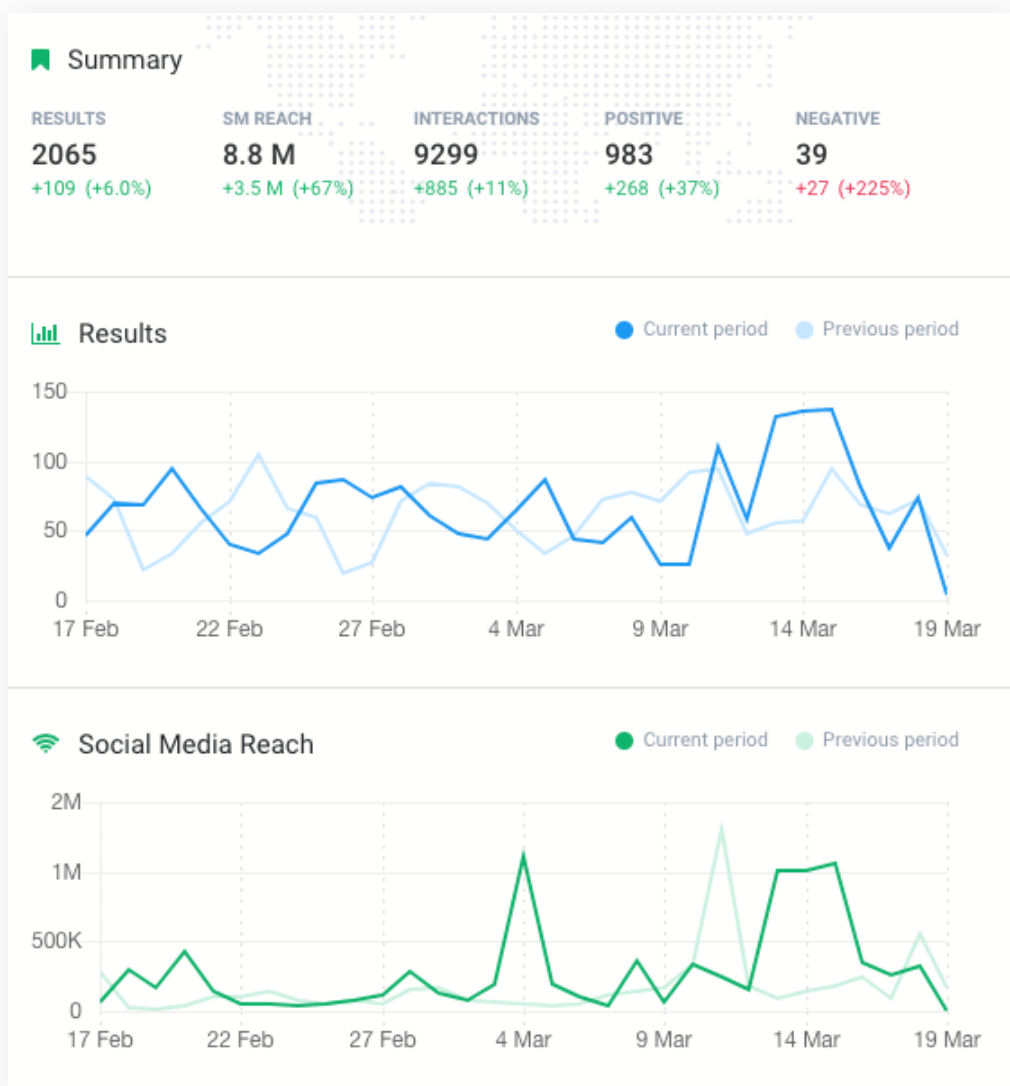
 Paste your Booking link here

56%



## STEP 3

The tool has now been working for a while. Brand24 is scouring the Internet 24 hours a day, 7 days a week to find all the available mentions across the web containing the keyword you chose for the project. All of the data gathered will be clearly visible to you in the Brand24 dashboard.



# Hotel brand reputation - management and measurement



Market research is necessary, lengthy and expensive. And what if you cleverly eliminate the last three? Here is a solution that is not only needed in today's world, but it's a must-have for anyone who conducts activities in the field of facility promotion.

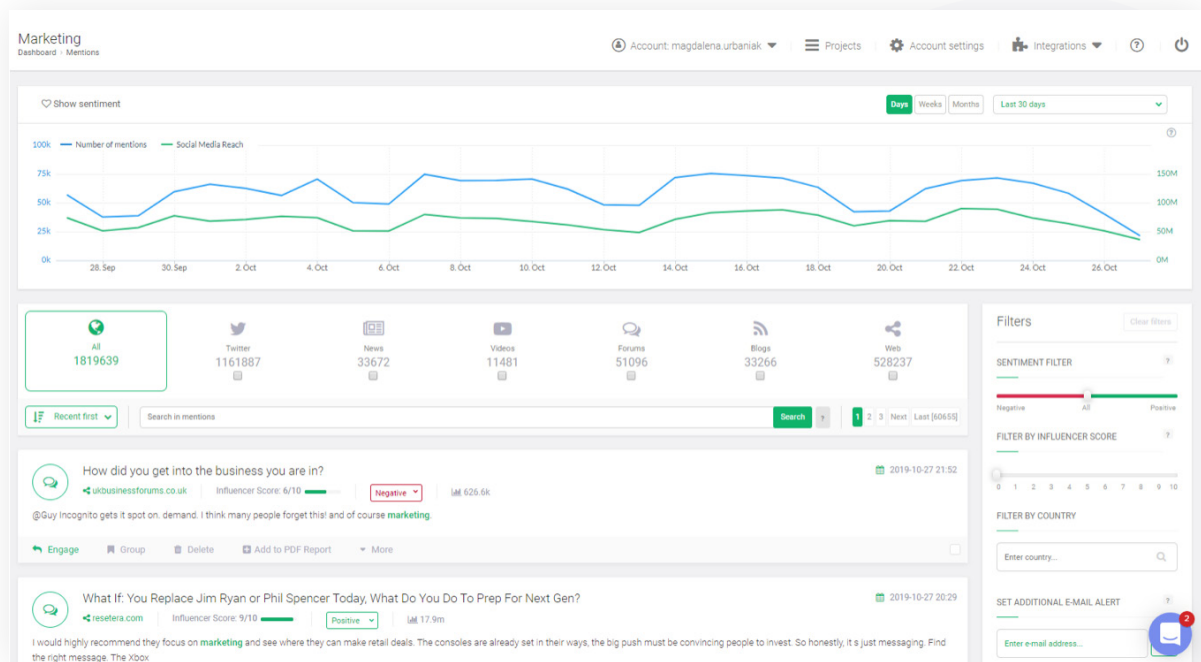
**Using network monitoring tools, you collect quantitative and qualitative data, which is of great value not only for marketing, but also for sales and public relations departments, and even for the company's management.**

So how do you manage brand reputation and measure the effects of your work?

We will show you what you'll get by automating the process.

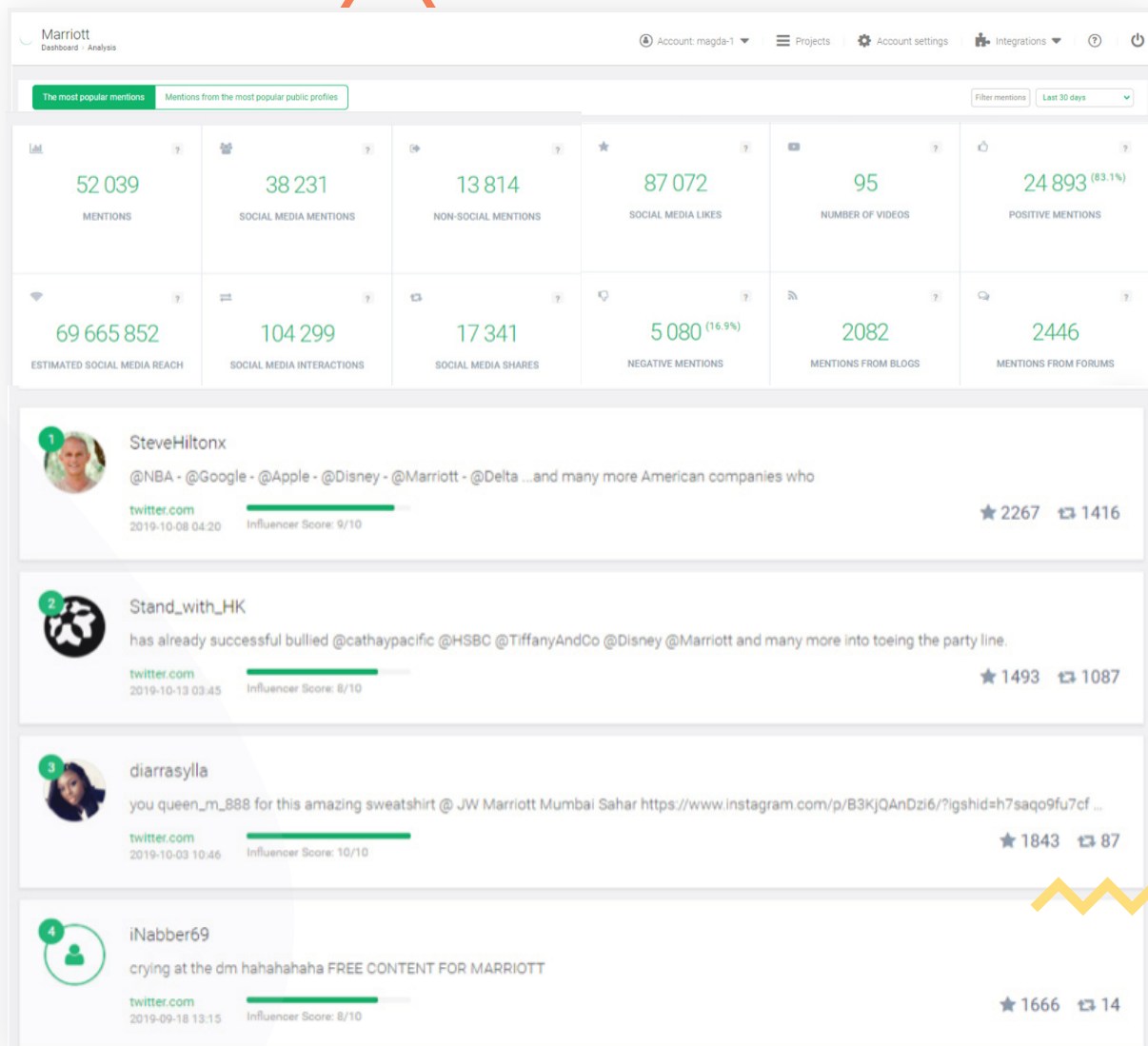
# Qualitative data

Firstly, the dashboard. Here you will see a graph showing the number of mentions and reach, i.e. the number of people these mentions reached. Below the chart, you can see specific mentions and all the details that are relevant from the marketing point of view: content, source, influence score, etc. The tool allows you to directly relocate to the place where the mention appeared and react to it.



# Quantitative data

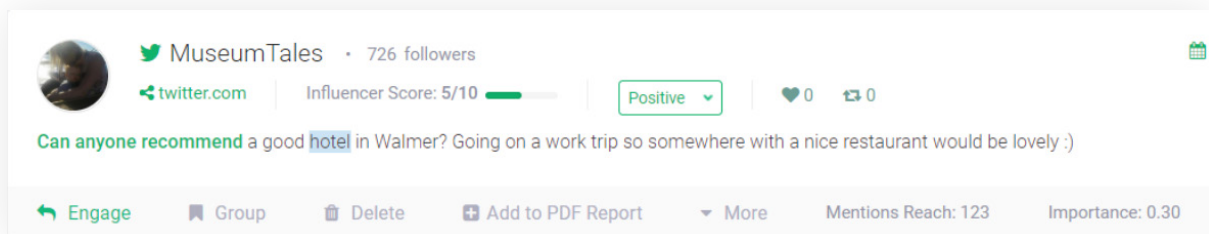
You already know how to collect and check qualitative data. The great feature of online monitoring tools is that you have free access to quantitative data. See this the analysis tab:



# Nurture leads

Earlier, we talked about the fact that people treat the internet like their good friend, with whom they share everything and look for answers. Do you realize the potential that lies in it for you?

**Look at this example:**








This is a direct lead. A person who explicitly and publicly declares their desire to book accommodation in a specific place. Do you know that no company responded to this query? All hotels in the area just lost the chance to get another guest. This example is just one of many.

**About 40,000 mentions of the word hotel appear in the network monthly. Check for yourself how many of them relate to your object.**










**A similar case we can see here:**

 **hagos\_eden** • 437 followers  
[twitter.com](#) | Influencer Score: 4/10  | Positive  |  1  0

cant wait **can you recommend** me a good **hotel** and restaurant plus the park where we can see elephant?

 Engage  Group  Delete  Add to PDF Report  More | Mentions Reach: 74

Please note that it is very easy to answer it yourself by using the Engage button in the bottom left corner.

Remember, you need to know and respond when someone talks about you. This can have a positive impact on sales. Sometimes, however, you need to react (even more and faster than in the case of positive feedback) in a less comfortable situation, as in this example, which was tracked thanks to Brand24 monitoring. Notice how powerful this mention is:



As you can see, people are eager to share both positive and negative feedback online. They are looking for recommendations and opinions. By using online monitoring tools you have access to data on when, where and who is talking about you, your competition or looking for a facility like yours.

Get those leads!

**TRY IT FOR FREE**









# Tools for every hotel marketer



Fortunately, most of these activities can be automated with the following tools:

## Google Analytics

Collect all information regarding who visits your website, what do they need and how long they stay.

## Brand24

Monitor all mentions of your brand, see where exactly they appear, what is the tone of it compared to the overall quantitative data. Additional function: collect information from such websites as Booking, TripAdvisor and Yelp.

## Get statistics from Facebook, Instagram, YouTube, Twitter, etc.

If you run social media activities, you have access to a lot of valuable information about how your profile visitors behave and react.



## Canva

Create graphics adapted to both your website and social media profiles. Mostly free or very inexpensive library.

## Pipedrive

Make customer management easier with a tool created to help you do just that! It helps a lot in automating the sales process.


## FreshMail

Automate guests' messages. Seasonal promotions, the best offer for Christmas and New Year's Eve, opening the SPA department - send a newsletter to all your recipients and inform them.





# How to start to run solid online marketing right away



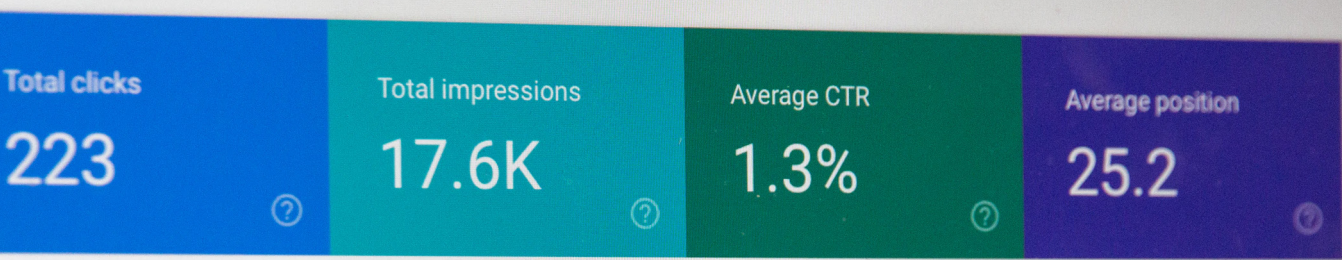
You already know how important efficient and consistent digital marketing activities are. You learned how you can grow your business using online monitoring in your business. The market situation shows that companies that already conduct online customer-oriented activities get better results than those that do not.

- Check your site's position in the Google search engine and plan actions to improve your ranking.
- Verify how strong the SEO is on your website and plan activities that will improve it. Remember you have great potential to build quality content on your hotel, apartment or guest house website.that will attract many recipients.
- Use online media monitoring. Follow mentions about your brand, competition, and general market atmosphere. Engage in discussions that concern you directly and indirectly. Collect qualitative and quantitative data. Their analysis will help you plan your next sales and image activities.





- Analyze your content quality and traffic on your social media profiles. Answer this question: Are you easy to find? Does your content correspond to what can be seen and experienced in your facilities? Does it arouse the interest and engagement of recipients? If so, scale the actions. If not, you need to revise why. You can do it yourself or get the support of social media specialists who will help you prepare and implement the strategy.
- Manage your profiles on platforms such as Yelp, TripAdvisor and booking.com. Consumer declarations and traffic on these pages indicate that they are a powerful tip, where to go, whom to trust, where to invite family, friends or organize a business meeting. Take care not only of the good quality of photos and ratings but above all, monitor opinions, respond to them (to both the positive and negative ones). Remember that you can automate this process using tools such as Brand24 which have a dedicated section for this.



**76% of TripAdvisor users agree traveler-submitted photos influence the decisions regarding booking**

Source: TripAdvisor

- Make contacting your facilities as easy as possible. On your own pages and external sources.
- Think about brand ambassadors. They can be your regular guests, hotel employees or influencers employed for this purpose.

# Summary



How to boost the interest of recipients, their loyalty and finally the number of bookings? First of all, focus on what your current and potential guests are saying. What their impressions and needs are. What they like and what they complain about. You get a lot of information about the needs of your current and potential customers by automating the process of collecting information that they provide online.

**More than 78% of business travelers use a smartphone during the trip planning process and 67% of people do online research before making any decision relating to travel.**

Source: digitalvidya.com

The information we provided is a set of tips that have been checked by marketing hotel industry specialists as well as overall marketing. The way we look for places to stay is changing, the way we share opinions and how we are looking for them is changing too. Your customers love the online world. They also like clear and personalized messages.

By using the tips we have provided above, your chances of reaching customers, increasing their trust, loyalty and the number of bookings at your facility will increase significantly.

Good luck!



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