

POWERI TECHNOLOGIES, INC AN INTERACTIVE MARKETING AGENCY

Marketing the Caribbean in the Digital Age

Summary



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2008 Online Marketing Highlights

In 2008 approximately 40% of all hotel bookings will be generated from the Internet (one-third in 2007, 29% in 2006).

At least another third of all hotel bookings will be influenced by the Internet, but done offline (call center, walk-ins, group bookings, etc).

By the end of 2010, over 45% of all hotel bookings will be completed online.



Holistic View of the Hotel Online Environment

Focus on marketing key aspects of your hotel's product to key market segments in your feeder markets – each customer segment requires a differentiated approach, information and offering.

GOAL: Position your hotel website at all "points of contact" with potential Internet travel bookers as well as new media formats such as Web 2.0 and social media (blogs, RSS, widgets, etc.).



Holistic View of the Hotel Online Environment

Ensure that your hotel budget includes all Internet marketing “fundamental” formats :

- *eCRM*
- *website re-designs and optimizations*
- *organic and paid search marketing*
- *email marketing*
- *strategic linking*
- *display advertising*
- *online sponsorships*
- *seasonal promotions*
- *Other direct-response driven campaigns*
- *Special landing and private web pages*



Holistic View of the Hotel Online Environment

Adopt a Multi-Channel Marketing Model and communicate a single brand message across all channels, both online and offline.

The shift from more expensive to less expensive distribution channels has become the norm in hospitality.

Lessening your hotel's dependence on higher cost channels and driving more revenues through your hotel's website should become the main objective of your marketing budget.



Website Analytics and Campaign Tracking Functionality

Track real time ROIs from website and Internet marketing campaigns to determine what works and what does not.

Do Not Accept - Basic or “free” analytical tools that do not provide you with the full picture of traffic-conversions-pathing behavior, or analytical tools that do not tell you how and why people find your website and book, as well as origins and demographics of visitors and bookers.

Know and understand exactly which Internet marketing campaigns—search marketing, email marketing, display advertising, strategic linking, etc., produce bookings and revenues and at what ROI.



Unique Value Proposition

Create unique hotel offers based on unique product attributes and STOP competing on price only.

FACT: You will never be able to attract and retain more sophisticated travel shoppers and more affluent customers if you compete on price alone. Third-party online intermediaries have been responsible to a great extent for the commoditization of the hotel product and services.

Identify unique aspects of your hotel's product and destination, and develop a differentiated approach to reach key customer segments by creating unique specials and packages, event-related getaways, and seasonal promotions.

Launch one-to-one marketing initiatives to provide unique value and personalization.



Electronic Customer Relationship Management (e-CRM)

Develop programs and action steps to address all main e-CRM aspects:

- *Knowing your customer*
- *Customer service in this interactive age*
- *Personalization*
- *One-to-one eMarketing*
- *Building customer loyalty*

“Own” the customer throughout the travel planning and decision making cycle and not allow the third-party online intermediaries to own your customers.



Electronic Customer Relationship Management (e-CRM)

Focus on building customer loyalty via reward programs and other eCRM initiatives, via product differentiation (offering unique value proposition; de-commoditization of the hotel product), and via customer differentiation (know your customer, personalization, reward programs).

Build mutually beneficial interactive relationships with my customers in order to increase repeat business, boost revenues, and retain loyalty.



Web 2.0/Social Media Strategy

Listen to what your customers are saying.

Gain unfiltered insights into the customer experience.

Monitor sites that contain reviews and comments about your property to help you to immediately address any issues and act appropriately.

Establish interactive relationships with your customers via corporate-sponsored Web 2.0/Social Media initiatives, such as blogs and consumer experience and photo sharing.

Utilize the various types and formats of social media to promote your hotel's products and services.



Summary Thoughts

Generate Robust Internet Marketing ROIs

Become ROI-centric - focus on online marketing formats that generate the highest ROIs.

Measure – Measure – Measure: implement state-of-the-art website analytical and campaign tracking tools.

Study industry best practices.



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The WEB is a BIG Place....

but small BRANDS can play!!!

You have to have a presence, it is expected by your guests...

***Getting Started with these techniques
will ensure that you will be positioned for success!!!***



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Q & A...

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