SOJERN

The Hotel Marketer's Playbook: A Guide to Navigating the Marketing Funnel



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Introduction

The hospitality industry is gearing up for a transformative phase where innovation is crucial to maximizing operational efficiency, developing integrated marketing strategies, and attaining lasting profitability. With the rise of artificial intelligence (AI), sustainability, work-from-home culture, labor shortages, high costs of living, and more, you're left trying to grasp these profound shifts, forcing you to adapt to new paradigms.

When a consumer's buying experience is highly personalized, they are 40%[1] more likely to exceed their planned spending. By delivering personalized digital experiences across all touchpoints, you put the traveler front and center.
But even as the pandemic drove significant technological investments in the travel industry, the traveler's buyer journey remains fragmented. There are instances where you may overlook signals of intent to visit, the purpose of travel, or opportunities for personalization.

You need a strategy capable of finding different segments of travelers and sharing a compelling message throughout their journey. Whether these travelers are working from anywhere, aligning their spending with their values, or traveling at the drop of a hat, you can make data-driven decisions to begin capturing that demand.

In *The Hotel Marketer's Playbook: A Guide to Navigating the Marketing Funnel*, you will learn how to:

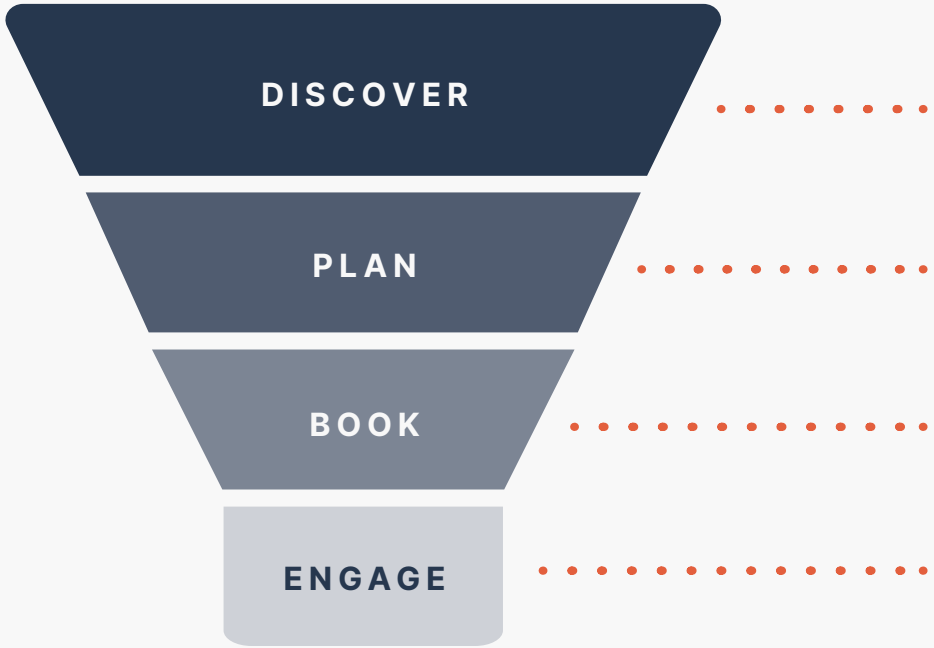
- Leverage a full-funnel marketing approach and create a unified strategy
- Use data to gain visibility around your traveler audiences and their behaviors
- Understand how different channels and messaging can attract your ideal travelers and ultimately build loyalty



[1]**Source:** Google/BCG, U.S., Business Impact of Personalization in Retail study, customer survey, n=3144, 2019.

A Trip Through the Funnel: **Simplifying the Buyer's Journey**

The hotel marketing funnel is a conceptual framework that represents the stages of a potential guest, from finding inspiration to travel to becoming aware of your hotel to making a booking. We outline the customer journey in four phases—the Discover, Plan, Book, and Engage Phases—and help you understand how you can engage and convert potential guests effectively. Although the concept of a comprehensive marketing funnel has existed for a long time, the unpredictability of today's travelers makes it difficult to respond to the changing way consumers research and book travel without a thoughtful strategy. In the complex landscape of consumer interactions with your hotel brand, how can you piece together the full picture? There are a variety of channels and tactics within this framework that capture attention and position your hotel in a way that elevates your brand and drives value for your properties.



Before consumers start planning the first details of their trip, they fantasize about their dream vacation.

Once consumers decide to make their dreams a reality, they start researching ideal travel destinations.

After consumers have decided the details of their travel itinerary, they are ready to make reservations.

Once guests have arrived, deliver exceptional service to encourage them to return to your hotel.

Success Starts With the **Right Data**

Data is your greatest asset as a hotel marketer. With the impending deprecation of third-party cookies, 59% of hotel marketers implemented a first-party data strategy in preparation, and 75% of those without one want to build one.

When you build out a data framework, you are empowering a digital transformation for your brand—leading the way for your personalization initiatives and compliance efforts. Here are 10 ways to effectively collect, activate, and enrich your data to set your campaigns up for success:

1 Data Collection

Gather relevant data from website analytics, booking platforms, customer surveys, social media metrics, and more. This data provides insights into guest behaviors, preferences, and demographics. Regularly analyze your data to identify trends, successes, and areas for improvement.

2 Segmentation

Divide your audience into meaningful segments based on common characteristics such as demographics, booking behavior, and interests. This allows you to tailor your messages and strategies to each group's unique needs.

3 Persona Development

Create detailed traveler personas based on your segments. These personas represent ideal guests and help you understand their motivations, pain points, and decision-making processes.

4 Mapping Customer Journey

Map out the stages of the buyer journey. Identify touchpoints where guests interact with your brand, both online and offline. Understand what information they seek at each stage.

5 Content Strategy

Develop content that aligns with each stage of the buyer journey and addresses your personas' needs through informative blog posts, engaging videos, and visually appealing social media content.

6 Personalization

Use data-driven insights to personalize your marketing messages and offers. Recommend specific room types, amenities, or experiences based on guest preferences and past behavior.

7 Automation

Implement marketing automation tools to streamline communication. Send personalized emails, follow-up messages, and offers based on guest interactions and behaviors.

8 A/B Testing

Experiment with different variations of ads, emails, and landing pages to see what resonates best with your audience. Use A/B testing to refine your marketing strategies.

9 Predictive Analytics

Leverage predictive analytics to anticipate guest behavior. For example, identify patterns that suggest a guest might be interested in a specific package and proactively offer it.

10 Data Privacy

Ensure compliance with data privacy regulations like GDPR or CCPA. Protect guest data and be transparent about how you use it.

By effectively using data, you will create a more targeted, personalized, and efficient marketing funnel that resonates with guests at every stage of their journey.



CHAPTER ONE

Discover



When Consumers **Seek Inspiration** for Travel & Exploration

In the world of travel, the journey begins long before boarding a plane or checking into a hotel. It begins in the Discover phase, where the desire to travel takes hold, and consumers start their digital search. They are looking for inspiration about where they would like to travel and what they would like to do.

People today are making spontaneous decisions when traveling. Perhaps they're traveling for business but are tempted to extend their trips for leisure. Maybe they're deciding to take a luxury trip for the first time. No matter what the case is, your goal at this stage is to create a positive and memorable first impression to capture their attention online.

Finding and engaging these travelers starts with identifying your ideal audiences. But, gone are the ways of traditional segmentation. To understand traveler wants and needs, you must have visibility into their past and current behavior. Using behavior data that combines searches and other insights, you can create traveler personas. Do you want to target travelers looking for a luxury vacation or business travelers? Do you want travelers interested in booking a family-friendly trip or a solo adventure focused on sustainability? When you emphasize data to understand your ideal travelers, you can uncover why some travelers complete a booking and others don't.

"First-party data provides the foundation of everything else we're going to do. Really understanding our customers is the starting point for all hotel marketing. This also creates the opportunity when the guest gets to the property to recognize them properly and anticipate their needs."

Anthony Green
VP of Minor Hotels

MINOR HOTELS

Discover Phase Timeline

April 21



User taps on an Instagram ad twice

April 22



User clicks a display ad on a popular new site on mobile

User searches for popular vacation destinations

April 29



User clicks on your display ad while searching for sustainable destinations

May 1



User watches your video ad on their TV, narrows down search to ski destinations

May 2



User narrows down searches to your destination and lands on your hotel's website three times

As Travelers Discover, Maximize the Perfect Channels

You have access to a variety of channels, from social media and email campaigns to SEO and paid advertising, to captivate and convert travelers dreaming of taking a trip. Take advantage of these channels to inspire users before they make important travel decisions.





Display Advertising Prospecting

Display advertising prospecting engages potential hotel guests through compelling ads on websites and apps—boosting brand awareness and capturing attention for your brand.



Unbranded Search Engine Marketing (SEM)

Unbranded SEM targets generic keywords, not tied to your hotel brand, to engage early-stage researchers, harnessing their initial interest in accommodations, amenities, and destinations.



Video Advertising

Video advertising communicates brand messages with captivating visuals and sound. Digital videos create dynamic, interactive narratives, that resonate with viewers on websites, social media, YouTube, and more.



Facebook and Instagram Advertising

Facebook and Instagram offer diverse ad formats, such as images, videos, and slideshows, to engage vast user bases, enhancing brand visibility, traffic, engagement, and marketing goals with compelling visuals.



Connected TV (CTV)

Unlike cable TV, CTV supports precise ad targeting using viewer data, similar to digital ads. Deliver relevant ads to your audiences on streaming services, enhancing the effectiveness of your hotel marketing campaigns.

Travel Insights Are Your **Window Into Demand**

Travel insights give crucial data to help you maximize campaign impact. During peak seasons, such as in Colorado and Sedona, travelers exhibit very different planning behaviors. For Colorado, people prioritize booking hotels significantly earlier than flights, likely driven by the desire to secure ski lifts and accommodations. In Sedona, the trend reverses, with flight bookings taking precedence, reflecting a more flexible itinerary.

The observation that booking lead time exceeds search lead time hints at a segment of highly committed early planners, possibly influenced by the demands of peak seasons. Exploring these patterns opens avenues for strategic marketing and helps you tailor your campaigns to the nuanced planning behaviors of distinct audiences. This gives you a competitive advantage, ensuring campaigns resonate with the diverse preferences of travelers.

Average Search & Booking Lead Time

Colorado Ski Resorts – Peak Season Jan to March

Search Type	Average Lead Time
Dining (Booking)	30 days
Dining (Search)	34 days
Car (Booking)	40 days
Car (Search)	58 days
Vacation Packages (Search)	58 days
Air (Search)	97 days
Air (Booking)	117 days
Lodging (Search)	124 days
Lodging (Booking)	151 days

Sedona, AZ – Peak Season March to May

Search Type	Average Lead Time
Dining (Search)	29 days
Car (Booking)	39 days
Dining (Booking)	45 days
Car (Search)	50 days
Lodging (Search)	52 days
Vacation Packages (Search)	57 days
Lodging (Booking)	66 days
Air (Search)	90 days
Air (Booking)	111 days

Finding Success in the Discover Phase

1. Implement a First-Part Data Strategy That's Second-to-None

Data Collection and Management

Invest in robust data collection and management systems to gather valuable first-party data directly from your website visitors and guests. This includes browsing behavior, booking history, preferences, and demographics. Ensure strict data privacy compliance to build trust with users.

Customer Relationship Management

Implement a Customer Relationship Management (CRM) system to analyze and centralize your first-party data effectively. This allows you to get a complete picture of your guests, track guest interactions, and nurture relationships. Send personalized communications, offers, and surveys to enhance guest engagement and loyalty.

Personalized Marketing

Utilize first-party data to create highly personalized marketing campaigns. Craft tailored recommendations, messages, and offers based on guest profiles and behavior. You can deliver relevant content through email marketing, website personalization, and targeted advertising without relying on third-party cookies.



2. Stand Out in the Market With Better Brand Storytelling

Focus on Authenticity

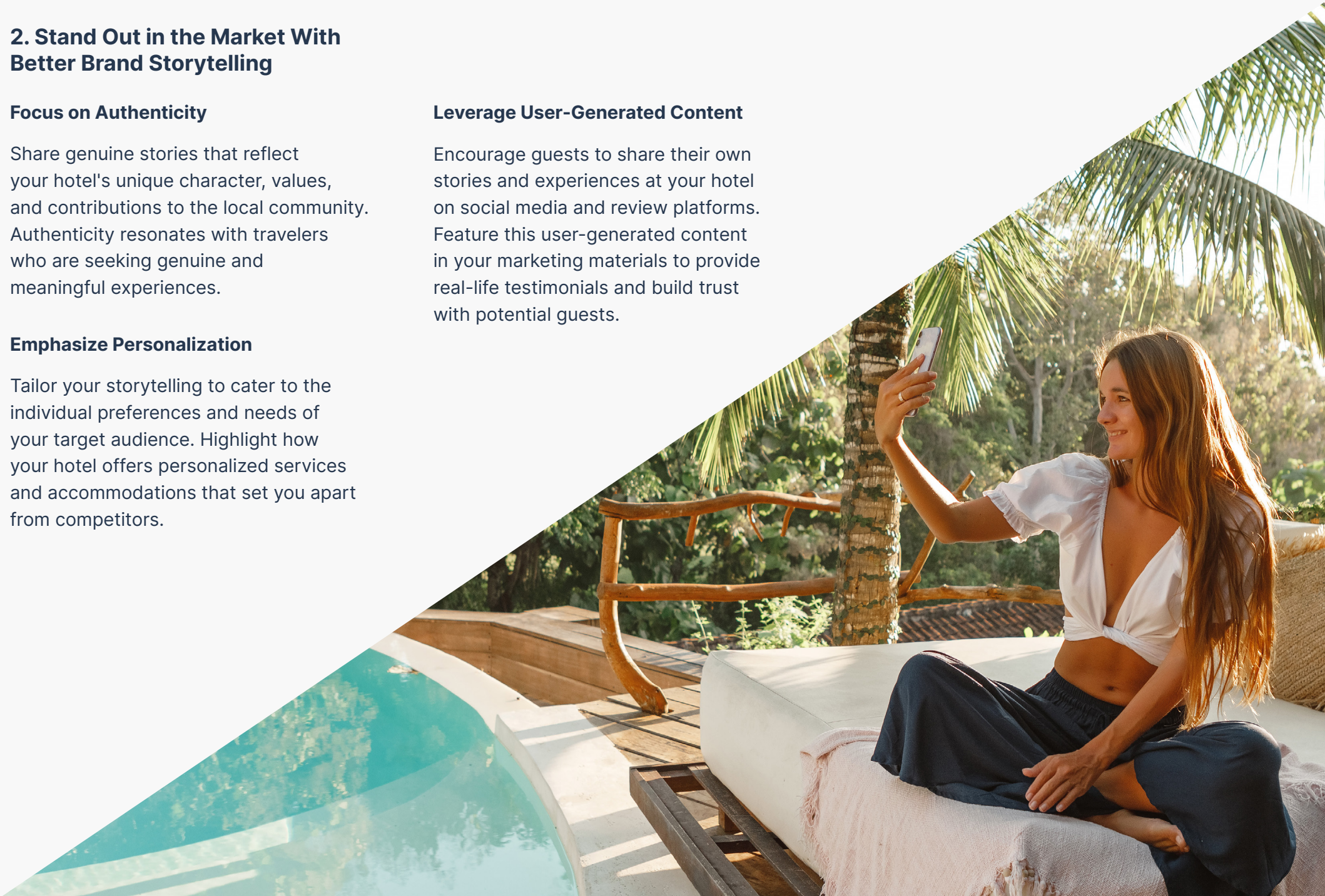
Share genuine stories that reflect your hotel's unique character, values, and contributions to the local community. Authenticity resonates with travelers who are seeking genuine and meaningful experiences.

Emphasize Personalization

Tailor your storytelling to cater to the individual preferences and needs of your target audience. Highlight how your hotel offers personalized services and accommodations that set you apart from competitors.

Leverage User-Generated Content

Encourage guests to share their own stories and experiences at your hotel on social media and review platforms. Feature this user-generated content in your marketing materials to provide real-life testimonials and build trust with potential guests.



3. Increase Your Addressable Audience Size By Reaching New Travelers

Optimized Website and SEO

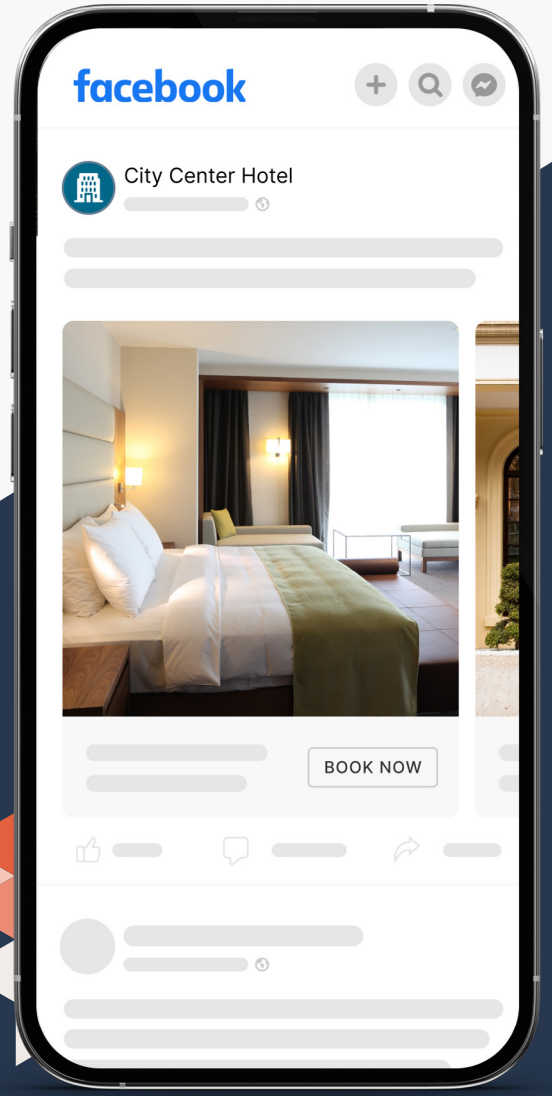
Make sure your hotel's website is well-optimized for search engines. When you align your content with potential guests' search queries, including local attractions, events, and amenities, you can improve your website's visibility.

Precision Targeting with Paid Social Media Ads

Paid social media advertising platforms such as Facebook and Instagram can help you precisely target potential guests based on demographics, interests, and online behavior. By creating visually compelling ads, you can build awareness with travelers interested in taking a trip.

Strategic Display Advertising and Prospecting

Display advertising campaigns and display prospecting can help you reach users who are likely already interested in travel and hospitality. When your advertising design and messaging emphasize what makes your hotel special, you can get in front of a larger and more diverse audience.



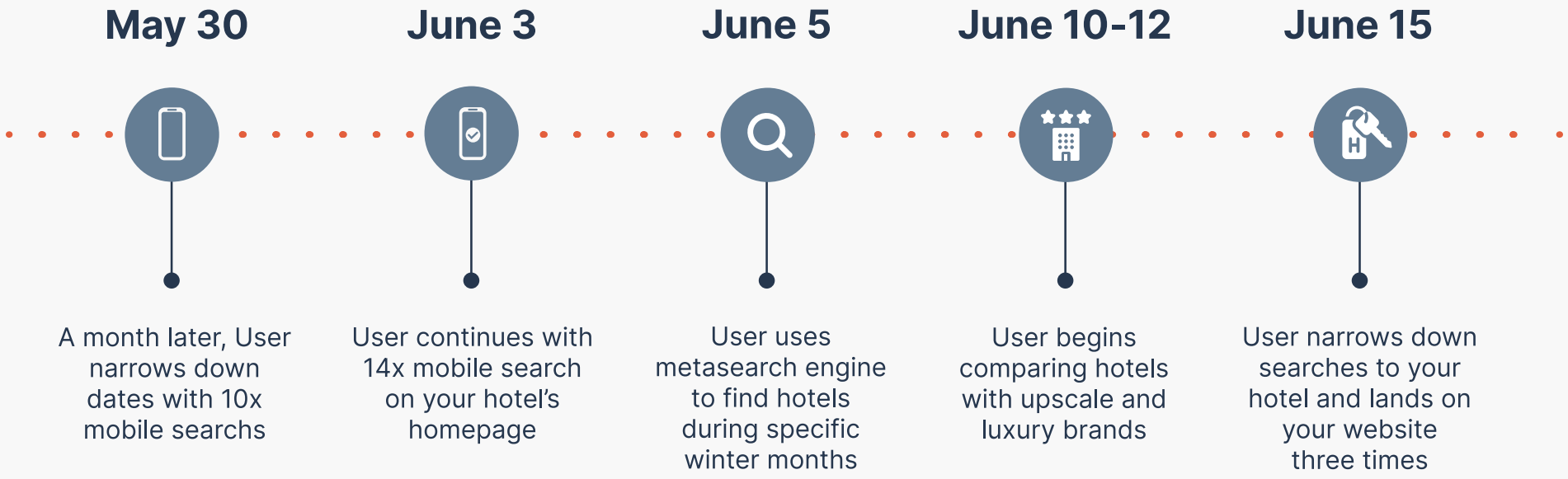
CHAPTER TWO

Plan



When Consumers Decide to **Make Their Travel Dreams a Reality**

When a traveler's vision takes shape, and they're ready to translate their aspirations into concrete plans, it's time to capture their direct booking. In the Plan phase, travelers create itineraries, decide between accommodations, schedule activities, and more. They're meticulously charting out their daily schedules, identifying must-see attractions, and dining and cultural experiences. Using the data you collected during the Discover phase, you can understand a potential traveler's intent and deliver the right message—targeting high-value travelers. AI-powered tools and strategic partnerships help you segment and score existing customers based on the likelihood of booking. This way, you can identify a customer who has stayed multiple times in recent months as more valuable than one who stayed once a few years ago, which helps you know where to invest in the planning stage. Once you know what a traveler is looking for, you can deliver an enticing offer.



As Travelers Plan, **Align Your Channels** Accordingly

The following digital marketing channels serve as invaluable tools for you during the planning phase. Your strategies can captivate travelers in the early stages of trip planning, steering them towards choosing your hotel as their preferred accommodation option.





Metasearch

Leverage metasearch in the planning phase by ensuring your properties are well-represented, with appealing content and competitive pricing, to attract travelers' initial interest and consideration.



Native Advertising

Incorporate native advertising by integrating helpful, informative content into travel-related websites, guiding users toward destination research and booking decisions.



Display Prospecting and Retargeting

Use display prospecting to attract potential travelers with enticing ads, and retargeting to re-engage and convert those who've shown interest.



Branded and Unbranded SEM

Make the most of branded SEM to engage users already aware of your brand and unbranded SEM to target those searching for destination and accommodation exploration.



Video Advertising

Utilize video advertising to inspire and inform potential travelers, showcasing highlights, accommodations, and experiences through engaging visual narratives.

Understanding Traveler Personas Makes For **Smarter Marketing**

Diving into the diverse behaviors of different traveler personas is important for optimizing your campaigns, particularly in the Plan phase.



The Indecisive Explorer

BEHAVIOR

A meticulous planner for a ski trip, consistently searching various destinations and fluctuating on dates.

INSIGHT

Use targeted ads showcasing flexibility, emphasizing options in Vail, Avon, Aspen, Breckenridge, and Beaver Creek. Implement personalized messaging on date changes, emphasizing dynamic booking options.



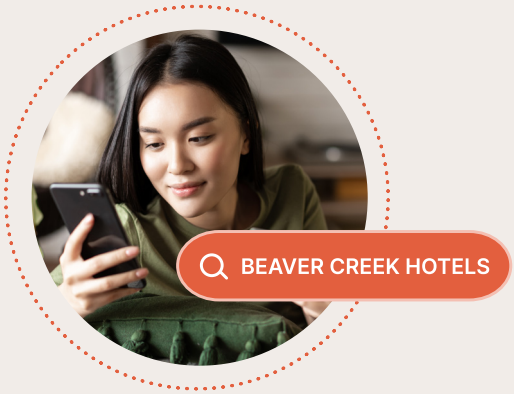
The Aspen Enthusiast

BEHAVIOR

Focused on Aspen for a Presidents Day trip, consistently checking United Airlines and St. Regis.

INSIGHT

Craft campaigns specifically for Aspen, leveraging retargeting strategies. Explore personalized offers for preferred St. Regis hotel. Consider targeted email campaigns or website bookmarking features to enhance engagement.



The Strategic Comparison Shopper

BEHAVIOR

Initially choosing Marriott in Beaver Creek but exploring other Hyatt options even after booking.

INSIGHT

Implement retargeting ads emphasizing the benefits of Marriott in Beaver Creek. Consider personalized promotions to retain the booking. Utilize strategic messaging highlighting the unique offerings and advantages over other considered options.

Exceed Expectations As Travelers Plan

1. Make Your Customer Data Platform (CDP) Investment Worth Every Penny

Improved Personalization

Showcase to stakeholders how your CDP enhances your ability to create highly personalized marketing campaigns. Highlight examples of increased engagement, conversion rates, and revenue through tailored messaging and offers based on enriched customer data.

Enhanced Customer Insights

Emphasize the depth of customer insights and segmentation capabilities provided by your digital marketing partners. Demonstrate how these insights lead to better-targeted campaigns, improved customer satisfaction, and more informed decision-making across the organization.

Attribution and ROI

Present concrete evidence on how your data has contributed to better attribution models and ROI measurement. Show the impact of data-driven strategies on reducing marketing costs, increasing customer lifetime value, and driving revenue growth.



2. Turn Former Guests Into Loyal Customers

Personalized Communication

Send tailored emails or messages with exclusive offers, discounts, or loyalty program rewards to entice past guests to return. Acknowledge special occasions like birthdays and anniversaries to show your appreciation.

Loyalty Programs

Implement a robust loyalty program that rewards guests for repeat stays. Offer perks such as room upgrades, late check-outs, or exclusive access to events and amenities. Encourage members to accumulate points for future discounts or free stays.

Remarketing and Retargeting

Implement remarketing and retargeting strategies to stay top-of-mind with past guests. Display targeted ads on social media and other platforms to remind them of your hotel and any upcoming promotions or events.

3. Go Toe-to-Toe With Online Travel Agencies

Content Marketing and SEO

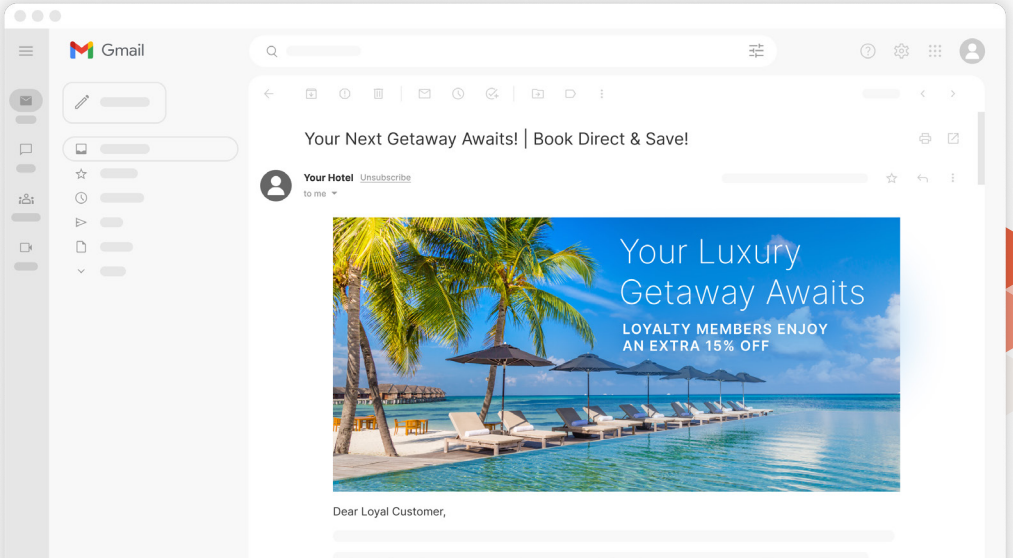
Create informative and engaging content around popular destination keywords, travel tips, and local attractions. Optimize your website for search engines to rank higher in organic search results. This strategy helps you attract travelers actively researching their trips, reducing reliance on OTAs.

Direct Booking Incentives

Offer incentives for guests who book directly through your website, such as lower rates, complimentary upgrades, or exclusive packages. Promote these perks prominently on your website and in marketing materials to encourage travelers to book directly with your hotel.

Email Marketing and Retention

Build a strong email marketing strategy to nurture relationships with past guests. Regularly communicate exclusive offers, promotions, and updates to encourage direct bookings. Additionally, use segmented email lists to target different traveler segments effectively.



CHAPTER THREE

Book



When Consumers Are Ready to **Make a Reservation**

Getting travelers to convert is the ultimate goal for every hotel marketer—but how you woo travelers is different now that we are transitioning into a cookieless world. If you activate and enrich your first-party data, you can understand your potential guests well enough to give them exactly what they need, helping you secure direct bookings.

The great thing about first-party data is that it's owned by you and helps you to increase accuracy and control over who receives your messaging. First-party data from your website combined with hashed emails and historical booking data help paint a full picture of a traveler's profile, helping you find new travelers and bring back past guests.

Many travelers gravitate toward destinations, hotels, or attractions that they've already visited because new places pose a greater risk as they don't know what to expect. Use this opportunity to target and engage those who have visited the website or stayed before.

"I've definitely seen increased bookings. In fact, January through March is usually a quiet period for us, but this year, leisure bookings are double what we normally see, and this is due to Sojern. As a small hotel, I really value the relationship we've built with the Sojern team. You can tell when someone is genuine and willing to work with you, and I feel that with Sojern."

Kamila Bean,
Director of Rooms, Newstead Belmont Hills Golf Resort and Spa

Newstead Belmont Hills
golf resort & spa

As Travelers Book, **Make the Most of Your Channels**

With the right mix of channels, you can capture travelers' attention, inspire their choices, and ultimately drive direct bookings, increasing revenue and proving the impact of your campaigns in the booking phase.





Metasearch

Optimize metasearch by ensuring accurate pricing and availability information, encouraging direct bookings, and managing your online reputation effectively.



Native Advertising

Use native advertising by integrating persuasive content on travel-related platforms, guiding potential guests to finalize their reservations with your hotel brand.



Display Retargeting

You can employ display retargeting to re-engage potential guests who've shown interest, encouraging them to complete their reservations.



Branded SEM

With branded SEM, capture travelers seeking your specific hotel brand, facilitating direct bookings and maximizing your conversions.



Facebook and Instagram Advertising

Facebook and Instagram advertising helps you reach potential guests through the final moments of their decision-making through strong calls-to-action and streamlined digital experiences.

Flexible Travelers Mean Evolving Dynamics:

Lengths of Stay Are Now in Flux

A noticeable transformation is underway as the boundaries between business and leisure travel blur. This shift is redefining the way travelers plan and extend their stays, marking a departure from rigid itineraries. With the once-clear line between business and leisure fading, travelers now find themselves with increased flexibility to prolong their stays. Travelers are extending their stays, with a prevalent trend indicating stays lasting between 4 to 7 days. This allows them to seamlessly blend work commitments with exploration. This influences not only the duration of trips but also the way accommodations and businesses cater to the changing preferences of travelers. You can encourage travelers to extend their trips during the booking phase through strategic incentives and personalized offerings.

Average Length of Stay – 2019 vs 2023

Length of Stay	Chicago, IL		Corpus Christi, TX		Eugene, OR		Las Vegas, NV		Tampa, FL	
	2019	2023	2019	2023	2019	2023	2019	2023	2019	2023
0–3 days	46%	40%	47%	44%	37%	34%	56%	53%	27%	25%
4–7 days	40%	44%	35%	39%	45%	49%	37%	40%	51%	53%
8+ days	15%	17%	17%	18%	18%	17%	7%	7%	23%	22%

Boost Your Business in the Booking Phase

1. Understand the Complex Landscape of Digital Marketing

Continuous Learning and Adaptation

Stay on top of new digital marketing trends, tools, and technologies. Invest in employee training and encourage a culture of continuous learning within your marketing team as the digital landscape evolves.

Data-Driven Decision-Making

Use data analytics and tracking tools to gain insights into your digital marketing campaigns. Monitor key performance indicators (KPIs), analyze customer behavior, and use data-driven insights to optimize your marketing efforts.

Strategic Partnerships

Collaborate with digital marketing agencies or experts specializing in hospitality. These partnerships can provide valuable expertise, access to cutting-edge technologies, and insights into industry best practices.

2. Don't Go Into A Need Period With Any Question Marks

Targeted Marketing Campaigns

Launch targeted marketing campaigns specifically designed for need periods. Use email marketing, social media advertising, and search engine marketing to reach past guests and potential visitors. Highlight special offers, exclusive experiences, or unique packages that make staying at your hotel during low-demand times particularly appealing.

Dynamic Pricing Strategies

Implement dynamic pricing models that adjust room rates in real time based on demand fluctuations. Use historical data, competitor rates, and market conditions to set optimal prices. Offer promotions, discounts, and packages during off-peak periods to incentivize bookings.

Enhanced Guest Experience

Focus on delivering exceptional guest experiences to attract and retain customers during need periods. Offer complimentary amenities, upgrades, or personalized services to enhance their stay. Encourage guest feedback and reviews to build trust and reputation, which can drive bookings even during off-peak times.



2. Turn Former Guests Into Loyal Customers

Data Compliance Framework

Develop a comprehensive data compliance framework that aligns with local and international privacy regulations such as GDPR and CCPA. Ensure all data collection, storage, and processing practices adhere to these regulations, including obtaining proper consent from guests for data usage.

Data Security Measures

Invest in robust data security measures to safeguard guest information. Implement encryption, access controls, and regular security audits to protect guest data from breaches. Stay updated on the latest cybersecurity threats and mitigation strategies.

Transparency and Education

Maintain transparency with guests regarding data usage and privacy policies. Provide clear and easily accessible privacy notices on your website and during the booking process. Educate your staff about privacy regulations to ensure compliance in daily operations.



CHAPTER FOUR

Engage

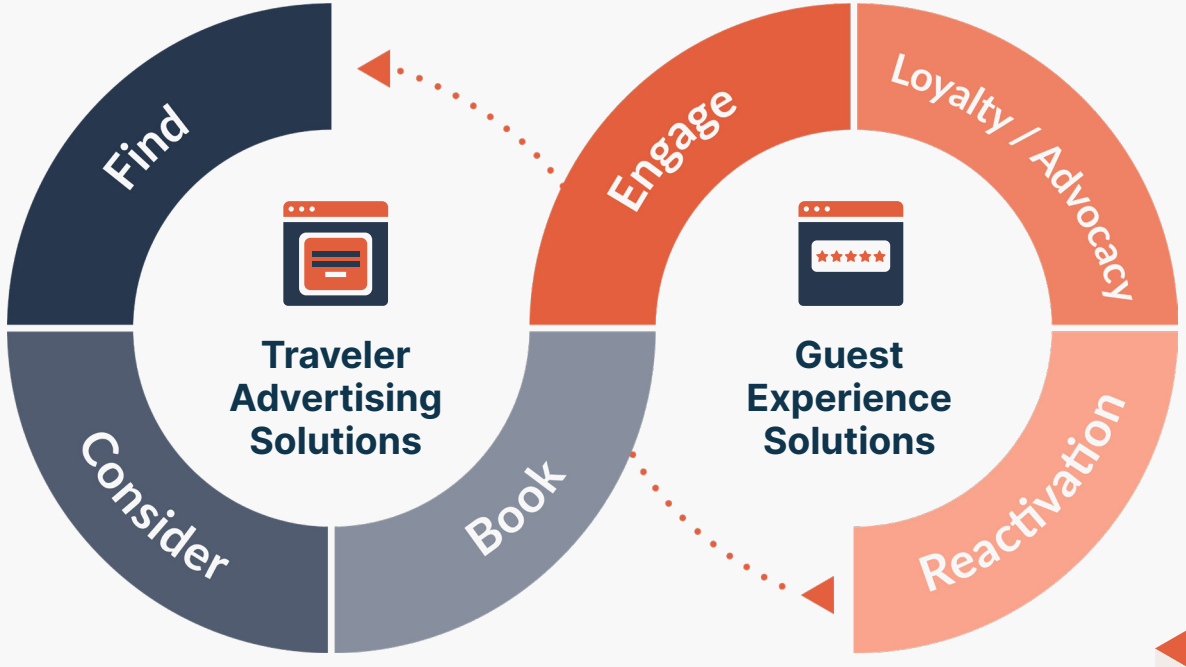


Engage & Delight Your Guests Post-Booking

You've finally secured that coveted direct booking, and now is the time to help guests make the most of their experience. Foster lasting engagement with these travelers after they've booked by orchestrating a range of personalized experiences. This journey starts with pre-arrival communication, where you can share a warm welcome and any helpful details for their stay. During their visit, customized amenities and attentive concierge services ensure guests feel genuinely cared for.

Ongoing communication helps you maintain a connection with your guests, with feedback collection systems and loyalty program invitations reinforcing your commitment to guest satisfaction. Post-stay surprises and remembering special occasions create memorable touchpoints, extending the guest experience beyond their departure. Engaging with guests on social media and through newsletters keeps them connected to the hotel's brand, while referral programs incentivize them to share their positive experiences, contributing to a loyal and engaged guest community. Ongoing communication not only helps you maintain a connection with your guests but also strengthens it. Systems for collecting feedback and invitations to loyalty programs underscore your dedication to guest satisfaction.

Beyond their departure, post-stay surprises and thoughtful recognition of special occasions create lasting impressions that encourage them to filter back into the top of the marketing funnel—helping you build a loyal and engaged guest community.



To Engage Your Guests, Choose the **Right Channels**

Use technology and communication channels to offer personalized recommendations, amenities information, and local insights during a guest's stay. This enhances the guest experience, encourages spending, and fosters customer loyalty, leading to positive reviews, increased ancillary revenue, and the foundations for long-term relationships.





AI Concierge

Use an AI Concierge to streamline guest interactions and handle common queries and routine requests in real time—freeing up your staff to upsell mid-stay and improve the quality of service.



Real-Time Chat

Real-time chat allows guests to inquire about amenities, make special requests, and receive quick assistance. Leverage this channel to offer mid-stay upsells and inform guests about the diverse range of options at their disposal.



Reputation Manager

Monitor online reviews, respond to feedback, and implement improvements to enhance guest satisfaction, trust, and the overall hotel experience. Improving your reputation will also have an impact on your insurance premiums, saving your property money in the long-run.



Social Media

Share daily local highlights, exclusive discounts, and interactive challenges to foster community engagement and enjoyment throughout their stay.



Email and SMS

Email and SMS empower your upselling, cross-selling, audience segmentation, and dynamic messaging.

Exceed Expectations in the Guest Experience Phase

1. Happier Guests Help Build Brand Loyalty

Personalized Service

Use guest data to provide personalized amenities, room customization, and special surprises like welcome gifts or notes. The more guests feel valued and understood, the stronger their loyalty.

Enhanced Communication

Implement digital tools like mobile apps or in-room tablets that allow guests to easily request services, get information, or communicate with hotel staff. Quick response times to guest inquiries or requests demonstrate attentiveness and care.

Exceptional Experiences

Organize unique events, activities, or local tours for guests. Whether it's a cooking class, a guided city tour, or a spa day, these experiences set your hotel apart and leave a lasting impression.

2. Limited Labor Resources Shouldn't Limit Your Efficiency

Automation and Self-Service

Implement technology solutions that automate routine tasks and provide self-service options for guests. This can include self-check-in kiosks, mobile check-in/out, and digital concierge services. Automation reduces the workload on staff, allowing them to focus on high-priority guest interactions.

Cross-Training

Cross-train your existing staff to perform multiple roles effectively. This flexibility enables you to redistribute resources as needed based on guest demands.

Outsourcing and Partnerships

Consider outsourcing certain functions or forming partnerships with external service providers for tasks like housekeeping, laundry, or maintenance. This approach allows you to maintain service quality while reducing the direct labor burden on your hotel.



3. Develop Incremental Revenue and Total Revenue Per Available Room (TRevPAR)

Upselling and Cross-Selling

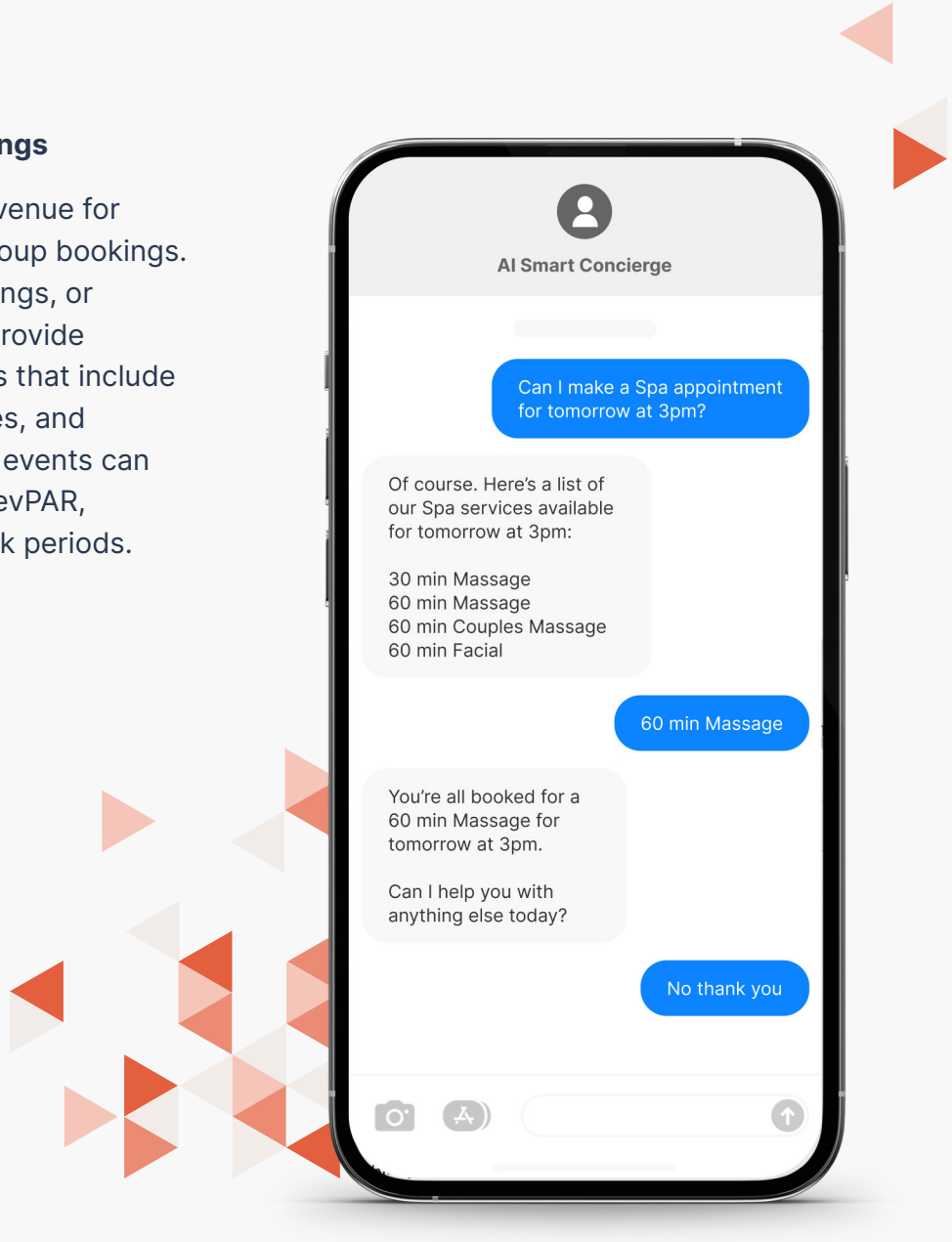
Unlock opportunities to enhance guest satisfaction by offering enticing upsells and cross-sells during their stay. You can offer extended stay packages, room upgrades, or complimentary services mid-stay to make the occasion memorable. Equip your staff with the skills to recognize these opportunities using surveys, digital platforms, mobile apps, in-room tablets, and more, and encourage them to make proactive suggestions for more upgrades.

In-Room Services

Offer a range of in-room services that guests can easily access through digital platforms. In-room dining, spa services, or premium entertainment options are becoming an expectation for guests. You can also gather feedback during the stay to understand guest preferences and tailor upsell suggestions.

Events and Group Bookings

Promote your hotel as a venue for events, meetings, and group bookings. Host conferences, weddings, or corporate retreats, and provide comprehensive packages that include catering, meeting facilities, and accommodations. These events can significantly increase TRevPAR, especially during off-peak periods.



Full-Funnel Campaigns Are the Key to **Loyalty & Revenue**

Full-funnel marketing strategies are not just a strategic choice, but a catalyst for building guest loyalty and driving incremental revenue. You need to understand and address the traveler's journey at every stage, from initial awareness to post-stay engagement.

At the awareness stage, you lay the foundation for trust. Thoughtfully curated content, captivating visuals, and targeted campaigns introduce potential guests to the unique offerings of your hotel and destination. This initial connection sets the stage for building a relationship based on genuine interest.

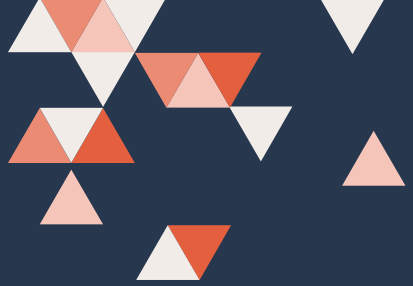
As travelers progress through the consideration and decision-making stages, personalization becomes a key driver. When armed with data-driven insights, you can tailor your messaging to cater to individual preferences. This personal touch enhances the overall experience, making guests feel valued and understood, which is integral to fostering loyalty and driving repeat bookings.

Your marketing strategies must go beyond the traditional funnel, encompassing the entire guest lifecycle from awareness to advocacy. It's not a one-way street; it's a continuous loop. Beyond securing bookings, the full-funnel approach involves post-booking engagement.



Using digital marketing tools, you can maintain guest connections through post-stay communications, exclusive offers, and loyalty programs. This ongoing engagement not only brings these travelers back into the funnel for repeat bookings but it also transforms satisfied guests into vocal advocates, amplifying positive word-of-mouth marketing for your hotel.

A well-crafted full-funnel strategy goes beyond mere guest acquisition; it maximizes revenue opportunities at each touchpoint. In essence, a full-funnel experience is a commitment to understanding, anticipating, and exceeding guest expectations at every stage of their journey. By doing so, you not only secure loyalty from existing guests but also create a magnetic pull for new ones. You're establishing a foundation for sustained success and growth in the competitive landscape of the hospitality industry.



SOJERN

Born for travel from day one, Sojern gives hotel marketers the tools to reach, engage, and retain high-value travelers throughout their planning and booking journey.Providing an unparalleled view into global travel, Sojern's Travel Marketing Platform develops, activates, and optimizes audiences across digital media channels to deliver full-funnel marketing goals, drive production efficiently, and enrich first-party data. 10,000 hotels, attractions, tourism boards, and travel marketers rely on Sojern annually to engage and convert travelers around the world.

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