

# Innovations in Direct Marketing

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Chief Executive – DHM

# A quick intro...

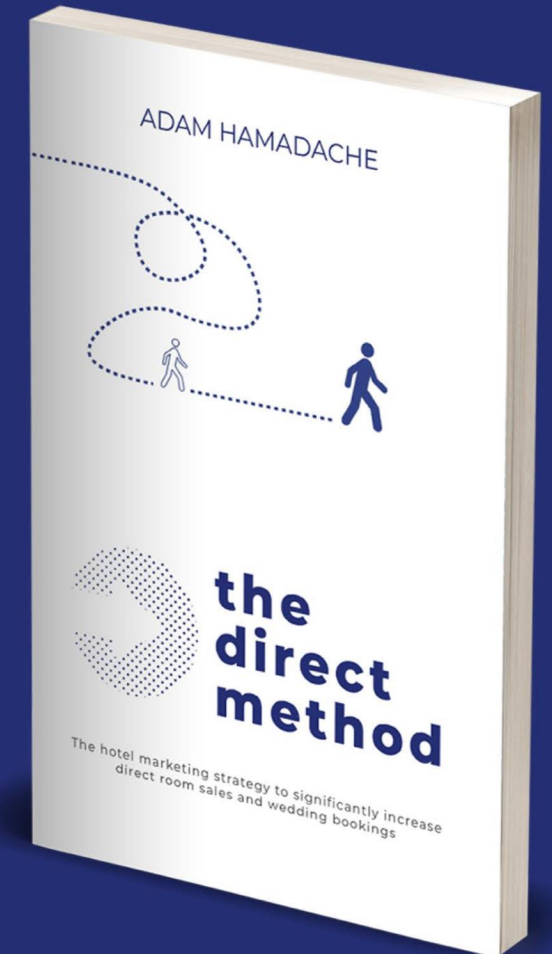


# A quick intro...



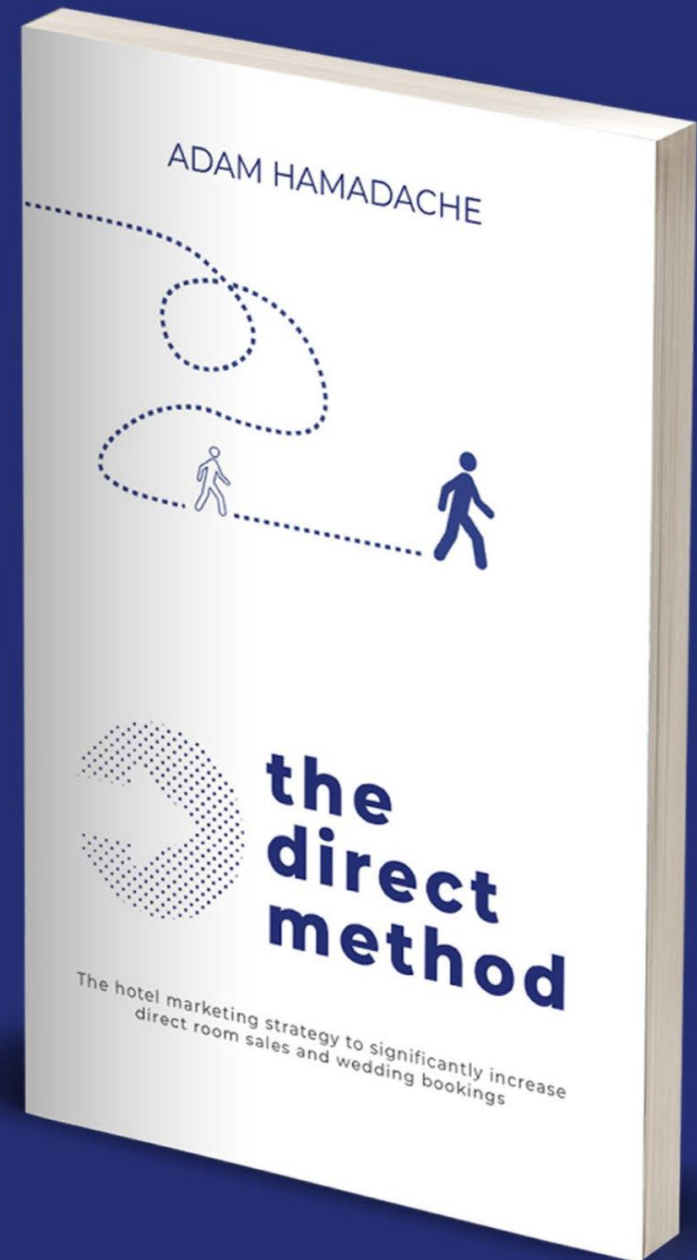
## BEST WEDDING MARKETING AWARD!

**hma**wards  
hotel marketing  
association



Email me for a free copy:

[adam@dhm.agency](mailto:adam@dhm.agency)



# Where should you start?



Google  
Analytics

# Your website is never done.

**Plugging the holes in your  
website**

**Conversion Rate Optimisation**

**Most websites convert at  
about 1%**



# Establish Benchmarks

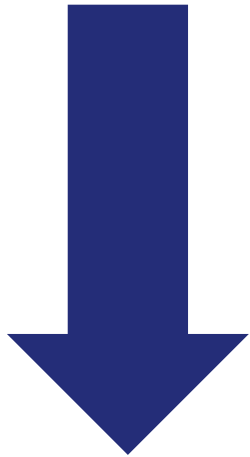
Monthly unique users

No. web transactions

Telephone tracking number in  
place



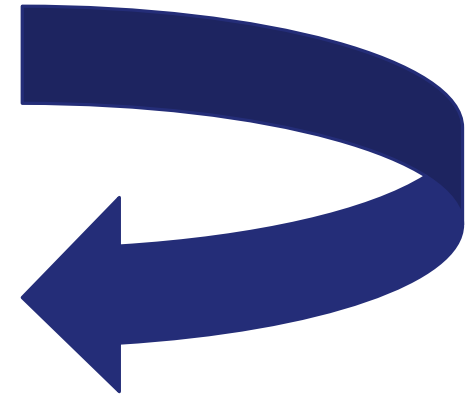
## 3 Steps To Better Conversion



**Bounce**



**Dwell**



**Return & Book**



# A. Reducing Bounce Rate

# Bounce: Website Speed

60% of traffic tends to be mobile

Continuously changing images?

Web users get bored and leave

12s



Loading time on 3G: **poor**

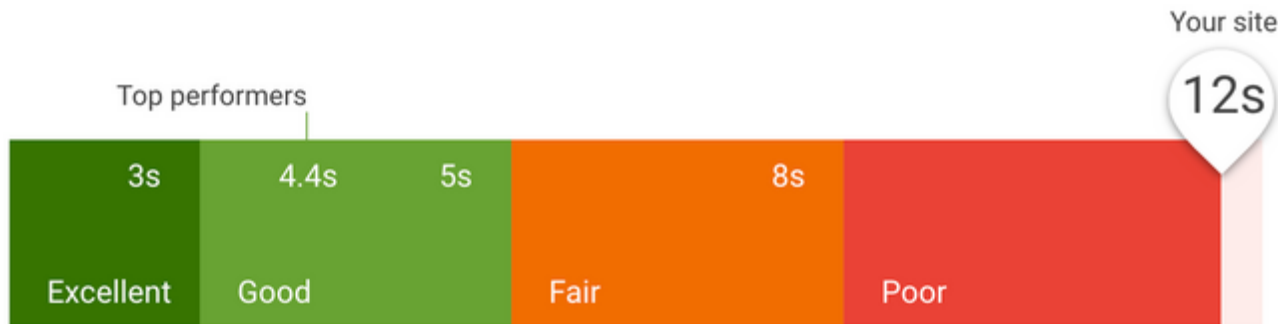
31%

Est. Visitor loss  
(Due to loading time)

Find out how to speed up your site to keep more visitors.

# Bounce: Website Speed

## Industry comparison



## Common Fixes:

**Serving images in next generation format**

**Delete unnecessary CSS**

**Upgrade to faster, UK-based server**

# Bounce: Relevance

Split-test  
homepage

Geo-targeting landing  
pages

Design should be  
secondary to conversion

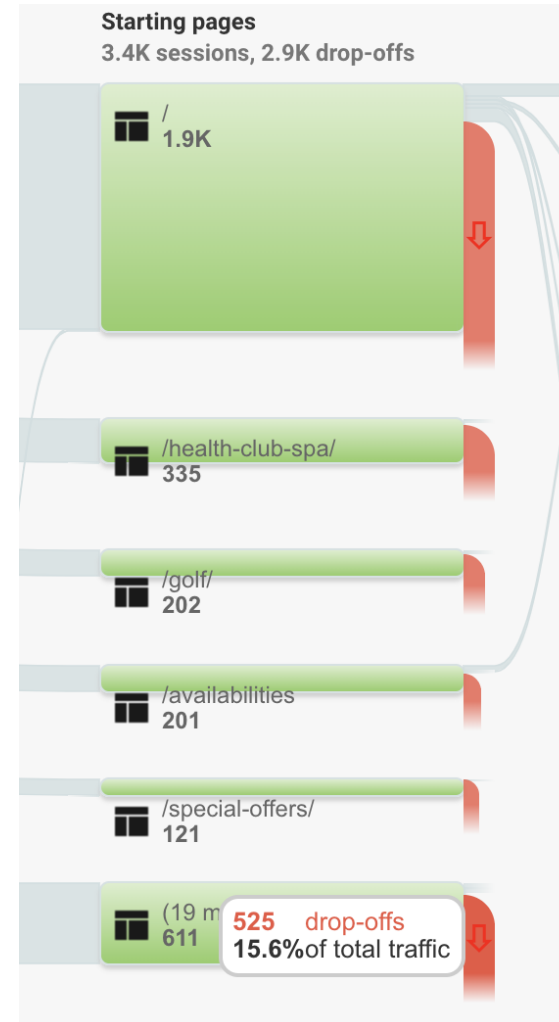


## B. Increasing Dwell Time

# Dwell: Exit Page 'Plugging'

View 'Exit Pages' in  
Analytics

Image-Gallery can often  
be slow-loading



# Dwell: Video

Increases dwell time by

**88%**

**72 Hours**

Uploaded to YouTube every 60-seconds

**2 Minutes**

is the sweet spot for website videos

**90%**

of affluent travelers use video to facilitate their  
booking decision

# Dwell: Social Icons

Social media should be a  
one-way street

Always **TO** your website,  
never the other way around





You can't compete with this, so don't try.



# C. Encourage Users to Return & Book

# Return & Book: Remarketing

Max budget:  
30p per click

Over 50,000 FREE impressions  
every month

Remind, remind, remind



# Return & Book: Remarketing

5-7 Hours over 3-4 weeks

Less than 1% of hotels use  
this

Booking.com does it!

Privacy Policy | Feedback | Like 15.7M

Thursday, Feb 28th 2019 5-Day Forecast

## MailOnline

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GENTLEMEN OF THE ROAD PRESENTS

### MUMFORD & SONS

## DERMOT KENNEDY

WILD YOUTH • AURORA

FRIDAY, 14TH JUNE 2019

ON SALE THIS FRIDAY AT 9am



Doctors carried out an emergency caesarean on a 48-year-old woman with a 'protruding' stomach as she lay dying after a car crash - only to discover she WASN'T pregnant, inquest hears



BAENHAM BROOM

## MOTHER'S DAY AFTERNOON TEA

BOOK NOW



# Measuring Success

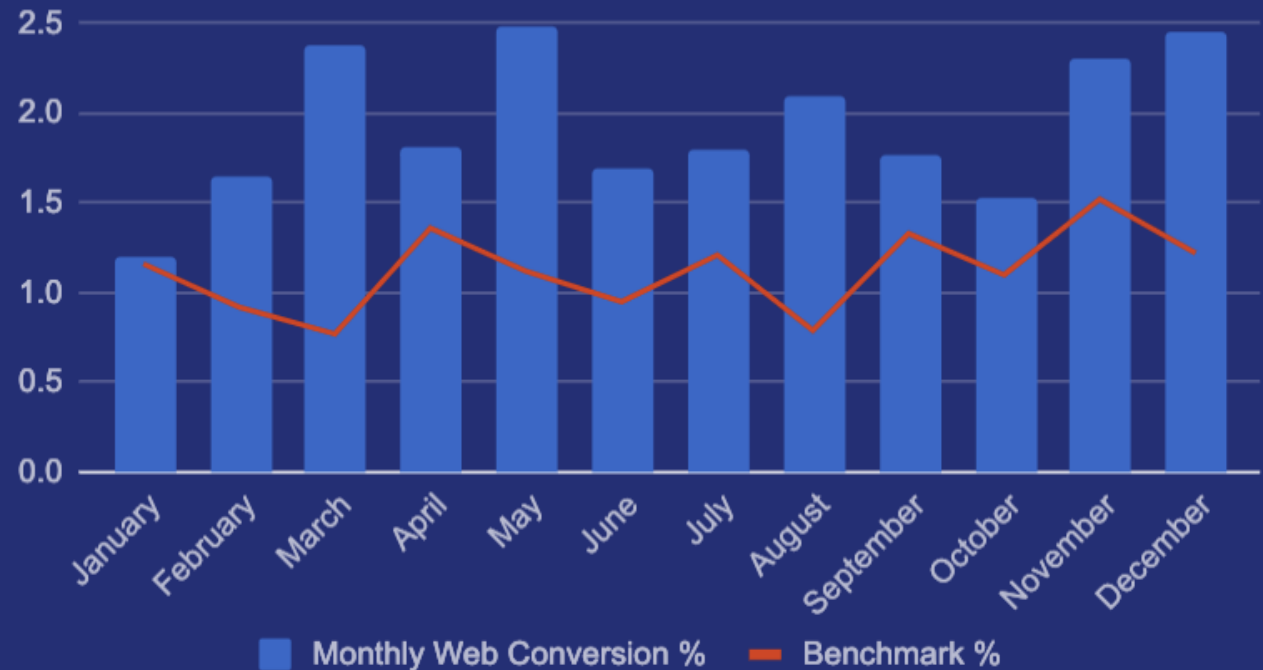
Year-on-year stats for:

Website Conversion

Bounce Rate

Dwell Time

Telephone Conversion



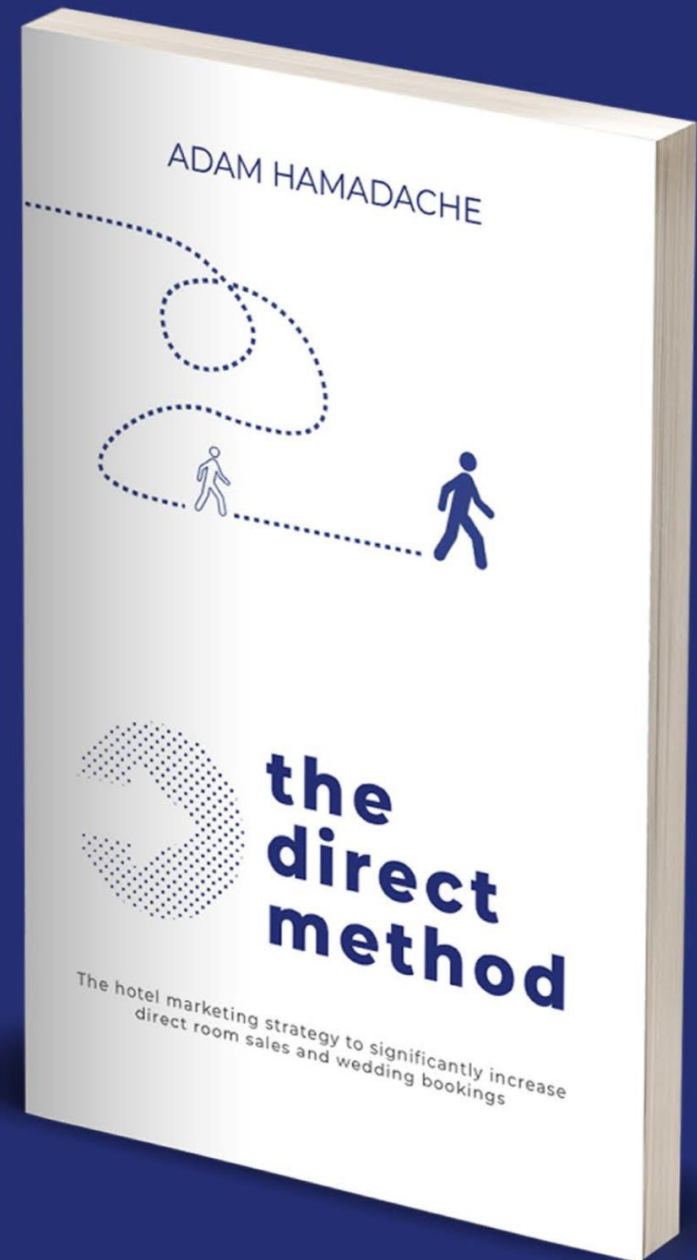
# Useful Resources:

[thinkwithgoogle.com](https://thinkwithgoogle.com) – ‘Tools’  
[seoptimer.com](https://seoptimer.com)



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# Thank you