



## Low-Cost & No-Cost Marketing ideas for hotels

Tracey Stapleton, MD, The Spa PR Company

- Create one strong USP which generates word of mouth - For Hilton Double Tree it was their welcome cookies.
- Include LinkedIn in your outreach – you’ll be surprised how many of your contacts love a busman’s holiday.
- Send more frequent emails – research reveals that Gen Z and Millennials are happy to receive more than 1 a week.
- Collaborate with B2B suppliers – our client Manor House Alsager benefited from movie style video content by teaming up with Trybe software for their testimonial. All at no cost.
- Offer a gift with purchase – this works well with spa breaks but can easily be extended to other segments of the hotel.



## Tracey Stapleton (cond)


- Speak up – you have a host of experts who are your number 1 brand ambassadors so put them in the spotlight for interviews across media, social and your own content channels.
- Go for screen time – TV production companies are often looking for new locations and other programmes for holiday prizes.
- Don't miss out on the easy wins – make sure your guests can book 24/7, easily access a response to their enquiries.
- Befriend Ai – the most exciting development since the internet. Think of it as your smart, very efficient marketing assistance.
- Be human - research has shown that a high quality hand written note (can be photocopied) increases future customer spending by over 100%. Just don't offer anything else with it.



## Low-Cost & No-Cost Marketing ideas for hotels Elliott Wakefield, Group Marketing Director, Alexander Hotels

- Live The Brand – LinkedIn presence, networking, etc.
- Google is (sometimes) your friend – Business Profile, Merchant Centre, Data
- We all do it – EDMs/e-mailers – but how well? Doesn't have to be expensive (skills mix of team)
- Get Friendly – Don't be afraid to team up with other hospitality brands – our 'Queen & Country Package' from 2020 – 2022 with St James's Club & Hotel
- Ideate – Bring in the brands, have a vision – Utopia Retreat / Silent Pool Gin Garden





# Elliott Wakefield (cond)

- Influencer Partnerships – We all know, and most of us use them – but are they real partnerships? Getting the most value
- Location, Location, Location – Don't be afraid to send people off site, build location partnerships / recommendations
- Skill Up! – The more you can do, the better (and cheaper)
- Community – Build your location partnerships and build your community – schools etc – postcode incentives, social media groups (when possible), thriving local support builds WOM
- Communicate – Getting stakeholder buy in (by having depth and breadth knowledge of hotel, finances etc) and making things happen is the most important and often most underrated aspect of marketing. It costs nothing, and without it, nothing happens. + 10b – Prioritise! Don't get