



Marketing Seminar

NHMC 2023

Hello

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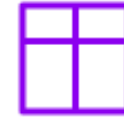
About Net Affinity



Booking Engine



Digital Marketing



Gift Vouchers



Meta Search



Bespoke Design



Website Builder



Using a **multi-channel**
marketing approach to help you
find the **right** customer





Why?

Make a profit!



Image: freepik



Target the **right** customers

- Your **product** meets their needs
- Your **price** point appeals to them
- **Demand** is sufficient
- **Seasonality** factors
- **Competitors!!**





Build your customer personas



Image: unsplash



Map out the customer journey

For each of your personas

- Landing Page experience – generic / specific
- Relevant Content + FAQ's
- Images + Video content
- Availability of offers/ packages
- Relatable upgrades / extras

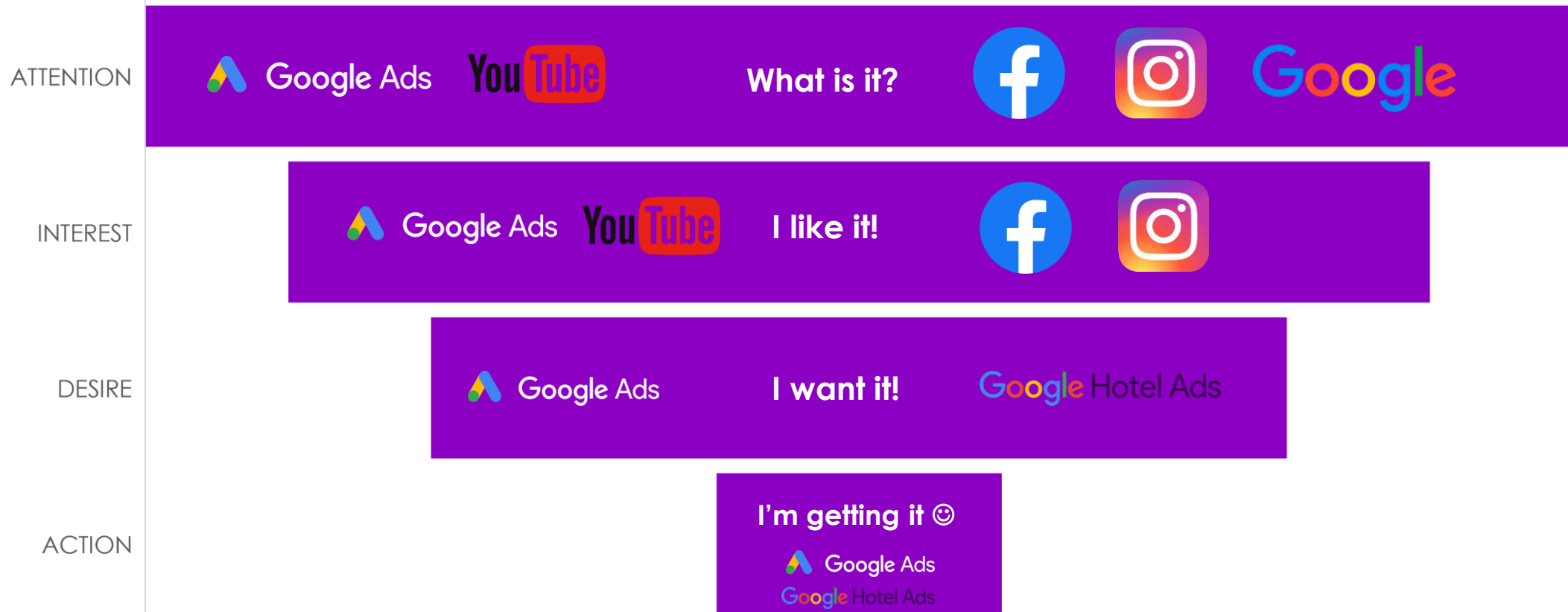
Important

- Website UX + Mobile Journey
- Ecommerce experience
- Trust?





AIDA Digital Marketing Funnel



5



AIDA Digital Marketing Funnel



5



Patience is key

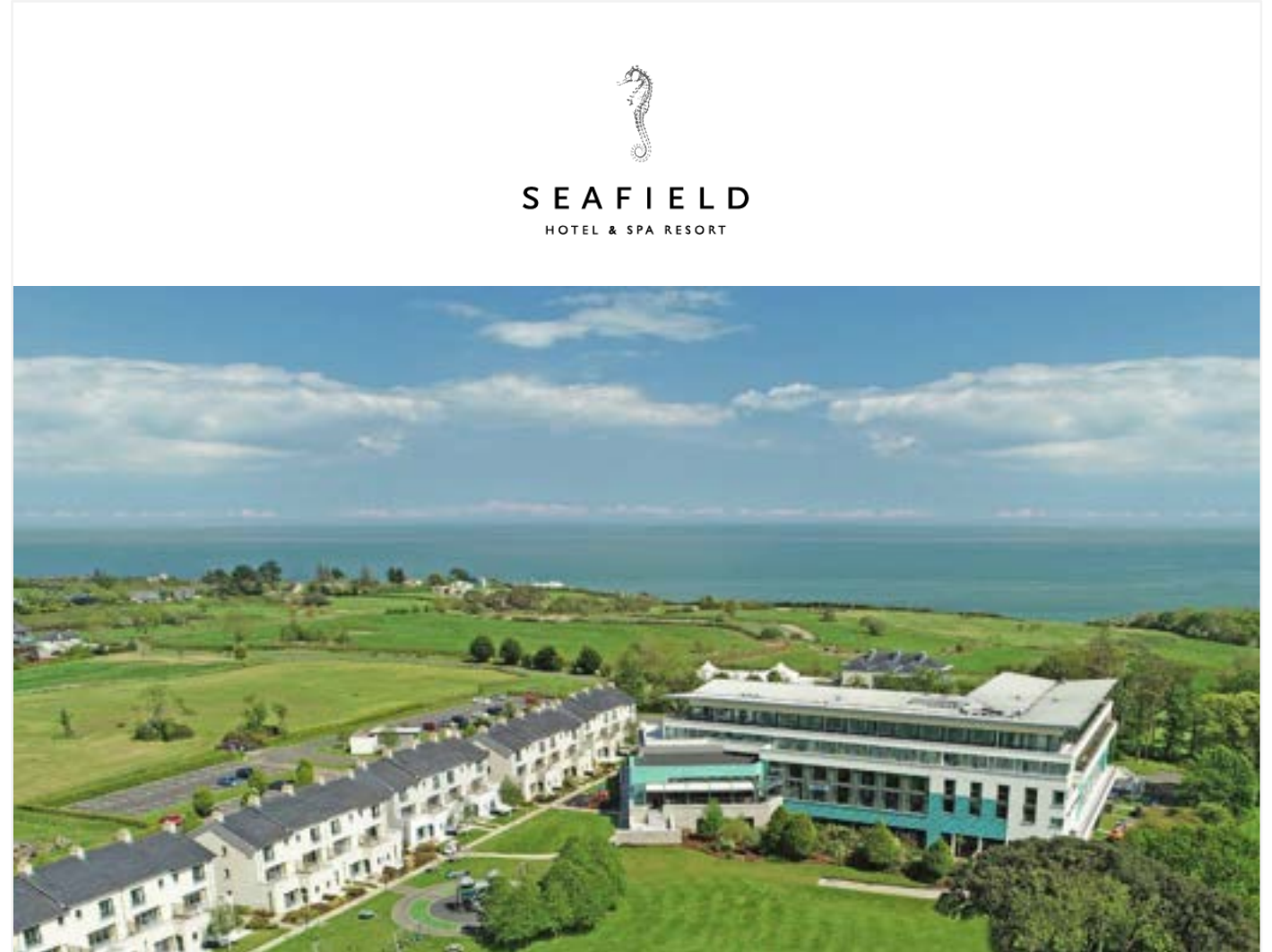


Image: unsplash



Case Study

Target audience review
wins Seafield Hotel a **69%**
increase in revenue





Audience Review

- Defined 4 x audiences using data and knowledge
- Developed their marketing strategy at each stage of the funnel and customer journey
 - Used sequential messaging / imagery
 - Significant focus on images and video content to create emotion and 'storytelling'
- Increased marketing investment
- Applied to the same principles to other activity : CRM / Email Marketing / offline

Digital Activity (FOCUS)

- Google Ads Reach and frequency
- You Tube
- Discovery campaign (Volume)
- Sequential ads – Storytelling













Results

- ✓ 69% uplift in revenue
- ✓ Engaged audiences
- ✓ Growth in each persona category
- ✓ Trust internally
- ✓ Focus and a clear strategy
- ✓ 3+ months to see strong impact



Jennifer McKenna



About me



- Sales & Marketing Specialist
- 20 years in the hotel industry
- International Brands & Independent Irish Hotels
- Experience with large & small Hotel ownerships / management



Synergy + relationship between the hotel & Net Affinity

- Relationship between hotel team and agency
- Marketing Budgets
- Hotel Team, including Operations
- Fulfilling the promise of the 'persona' and 'product'
- Full service – from getting the booking, to servicing the customer
- Operations – key for repeat / loyal business





Reputation Management

- The importance of the review – and how we respond to it!
- Conversion rate at the lower end of the funnel
- Cancellation rate
- Multiple review channels to manage
- Growth in google reviews
- Who manages these reviews? Who responds? How are they dealt with?
- The answers to these questions will bring back the 'personas' that we want!
- What rating would you book?
- So what happens if our own hotel scores below this?



Tripadvisor



Thank you

Q&A