



analytics + imagination = results

How to build market share – Top 10 Strategies:

- 1) Reallocate marketing budgets from branding into direct, target marketing for a higher return on investment.
- 2) Know your customer. Build a marketing database designed to gain insights into customer value, vulnerability and potential.
- 3) Get smart about your customer data. Hotels should profile their best customers on highest value and target customers that “look like” those best customers. Hotels attracting conventions or meetings need to prioritize prospects into A-B-C lists and provide value-added incentives for “A” list prospects, focusing the majority of the budget on those individuals.
- 4) Leverage new customer insights on customer value, vulnerability and potential into campaigns that maximize ROI.
- 5) Test creative and offers to measure and redeploy what works best.
- 6) Track and report on campaign response and conversion effectiveness.
- 7) Grow relationships with current customers. Use social media and electronic communications to increase loyalty and reasons to communicate with them.
- 8) Update Web site analytics – Focus on “visitor engagement:” Examples include signing up for e-newsletter, view value added content and videos from your golf pro, spa director, or chef, that require sign up to view. Data capture should occur on the site as much as possible and should include: name, address, e-mail and phone number – be visible to where and when customers want you. Analytics can track Web site traffic and site utilization which can assist in website improvements that drive customers to sections of most interest to them. Communicating incentives to book a stay once they arrive in their area of interest will drive business when you need it most. In addition, great data can be gleaned on where customers are coming from and who is ultimately converting. This intelligence can drive future partnerships and online linking strategies that increase site traffic and conversion.
- 9) Launch programs that allow existing customers to consolidate doing business with you that give existing and new customers the chance and benefit for one-stop shopping.
- 10) Focus on market trends such as marketing to Baby Boomers. Make Websites attractive to Baby Boomers without being condescending. This is one of the most influential groups today as they have the most buying power. The day of ignoring the 40+ market is gone. In fact, women over 40 spend more than one trillion dollars a year.