

Hotel Marketing

6 (Digital) Marketing
Trends to grow your
Hotel Brand

Marvia



About

Video content marketing, social media, email marketing, websites, and meta-search engines. Enough is happening in the hotel sector.

But which trends can help you in scaling your hotel branding, and which tool can be utilised for what purpose?

In this guide, we are going to help you with taking the first steps.

In this white paper we will discuss:

- What webdesign elements should be on your website
- The importance of meta-search
- The ins and outs of organic and paid social media
- Benefits of video content
- Email campaigns you should be sending

Content

1. Website
2. Meta-search
3. Social Media
4. Video
5. Email
6. Brand Coherence



1. Work on your website

Building a strong hotel brand starts with a strong website. Within marketing, your website remains the most important platform.

Website visitors are potential guests; this is why your website should arouse interest and, above all, be convincing. The potential guest must be able to see at a glance what your hotel has to offer. It's an essential part of your direct conversion funnel.

Direct bookings are the most beneficial because you don't have to pay a commission to other parties such as Booking.com or travel agencies.

Examples of well-designed, inspiring hotel websites can be found in Trivago's blog: [Hotel websites that are inspiring guest to book.](#)

Content that should be on your website:

- **Hotel Information;** facilities, organised activities, to-do's in the area for your guests.
- **Visual material;** make sure that all room types and facilities are visible. One picture says more than a thousand words. Make sure your photography matches your brand.
- **Contact and location data;** international phone numbers, Google Maps plugin or live chat to answer questions from potential guest right away.
- **Prices;** seems like a no-brainer, but your potential guests want to know if your accommodation meets their budget requirements.

- **Direct booking;** make sure your visitors can convert. Add a direct booking promotion on your homepage to seduce your visitors even more.

Don't forget Mobile

Most of internet traffic takes place on mobile devices nowadays. Therefore, when designing your website, it is crucial that you think carefully about what it will look like on a small (mobile) screen. Mobile traffic is so important nowadays, that the quality of your mobile website has more influence on how your position in Google's search results is than desktop traffic. To test how well your website works for mobile users, use a [Mobile Friendliness Test](#) or a [Mobile Site Speed](#) tool that tests the speed of your website. Just so you know, [53%](#) of mobile users leave a website when the loading takes longer than 3 seconds.

Create Content

Content Marketing is an important part of the overall marketing strategy for your hotel. Content marketing is all about creating and stimulating the interest of your potential guests. Think social media, video's, and blogs, among other things. The content must be relevant to your guests and, in principle does not have to promote your hotel brand directly. Create an image of what your potential guests would like to read or see - for example, a blog or video about what they can do in the area.



Don't
forget mobile

2. Meta Search Engines

Your website plays a vital role in building your hotel brand. However, so-called “meta-search engines” must undoubtedly be taken into account. This includes sites that display results on their own website through other search engines. This concerns sites such as Trivago, Booking.com, and TripAdvisor.

Google Hotel Ads is undoubtedly the most important meta-search engine. In 2019, Google took 67% of all investments in meta. Google has always been a giant in the search world, but they have taken over the metasearch arena for hotels and travel.

A study by [Phocuswright](#) and [Trivago](#) shows that the use of meta-search engines is currently responsible for 12% of hotels’ direct online bookings. As a hotel, you can miss out on some direct online reservations if you do not use meta-search engines.



3. Social Media

Social media plays a major role nowadays, so it can be used effectively to work on your hotel brand. The goal certainly does not have to be a presence on every possible social media channel. It is more important to be well present on one or a few channels. Every platform has the ability to unlock the booking potential of your hotel, with the right engagement strategy.

Social media can be an excellent channel to ensure interaction with existing and potential guests. The threshold is very low, the lines of communication are short, and you can respond to messages quickly. Also, social media is a good way to collect online feedback.

When starting with organic posting, there are some things you need to take into account to make sure you will benefit.





User-generated content is a powerful tool to engage with your audience in a credible way

Tips for organic social media posting:

- **Post frequently about your hotel and do it consistently;** you need to be appearing in people's feed quite often so they can become familiar with your brand and get to know you. Make sure you are consistent with your brand presentation. You don't want to harm your carefully constructed brand.
- **Encourage conversation;** comments generate much stronger traffic and awareness than simply racking up the likes.
- **Quality is key;** put thought and effort into the images and videos you post of your hotel. Be wealthy in your content, think staff, local area, meals, amenities and share photos taken by your guests (user-generated content).

Social Media Advertising

In addition to coming into contact with (potential) guests and sharing content, social media can also be used to advertise. If your venue is willing to allocate a portion of the marketing budget, you can reach targetable and distinct mass audiences that you never had access to before.

As with organic posting, each type of social media platform has its unique reach. Pinterest is a great platform to reach wedding planners, and Instagram and Snapchat are the best channels for millennial engagement. Start with defining your audience, create beautiful ads and measure the results of your campaigns. Consider hiring a digital marketing agency to maximise your results.



4. Video

The use of video in marketing is growing enormously. Research by [Hubspot](#) shows that no less than 87% of consumers want to see more video content from brands. This certainly applies to hotel brands. Potential guests can get a good understanding of what to expect and experience through the combination of visual and audio elements.

Videos are especially popular on social media channels. Take into account that [research](#) shows that 72% of millennials do not rotate their phones to watch a video. This means that for certain channels vertically filmed videos are likely to transfer information better than horizontal ones.

Examples of video content

- Promotional highlights of the hotel
- Live streams of hotel activities
- Guest interviews
- Discovery area tours



5. Email marketing

Email marketing is a great tool to build and maintain a bond with your guests. You can easily promote your other channels, such as your website and social media.

Email can have a lot of impact on the overall experience of your guests and involves more than sending an occasional newsletter.

With a solid understanding of email marketing as an advertising channel, you can develop a hotel email marketing strategy that will increase bookings and allow you to leverage opportunities at every step of the guest's journey.

4 Emails you should be sending

1. Thank you for booking
2. Your upcoming stay
3. Post -stay
4. Loyalty



Thank you for booking

The first step in building a relationship with your guest. Thank your guest for choosing to stay with you, confirm their booking information and get them excited for their upcoming stay. In addition you can collect guest information and preferences which can be used to target them with special offers later on.

Your upcoming stay

A great way to upsell your hotel's offerings. Highlight things that make their arrival more comfortable and provide them with useful information. Think hotel amenities, a local weather forecast , events and a guide to the area. Maybe they are interested in your airport transfer service or spa facilities and would jump if you offer them a 10% discount.



Post-stay

Show that you care about your guests experience and build a relationship. Also post-stay emails are a great way to collect feedback. Thank your guest for their stay and express how happy you are that they chose your hotel. Encourage them to leave a review or let them fill out a survey in exchange for a small reward.

Loyalty

Foster loyalty from your customers and encourage return bookings. These emails should be highly personalized. You can tie the content to a specific detail based on a previous stay or personal preference. Loyalty emails are a great way to send limited offers for reduced rates to encourage direct bookings. Keep in mind that you don't have to spam your guests, just send enough emails to stay on their minds.



6. Brand Coherence

Coherence within your hotel brand is especially crucial for hotels with multiple hotels or hotel chains. The brand must go beyond the marketing and communications department.

To present your brand in a coherent way, not every message has to be formatted the same. It is, however, important that all messages feel the same and convey the same core message.

A good subject to consider when creating coherence and brand expressions, are the use of colours. Colours can affect the emotional response that guests have towards your brand. According to research by Are Morch on [colour psychology in](#)

[generating hotel website conversions](#), 60% of consumers would reject or accept a product based on the emotional response they get from colour.

Also, the same research shows that 80% of consumers recognize brands in their colours. Therefore, colours can have a lot of effect on the emotions of your website visitors and guests. To find out more than 40 facts about the impact of colours on your website within your brand, view this [infographic](#).

Conclusion

While hotel marketing definitely has its challenges, the yields, when done correctly, are enormous. Keep in mind that adapting to the latest technologies and trends can get you ahead of the competition, as long as you stay on-brand.

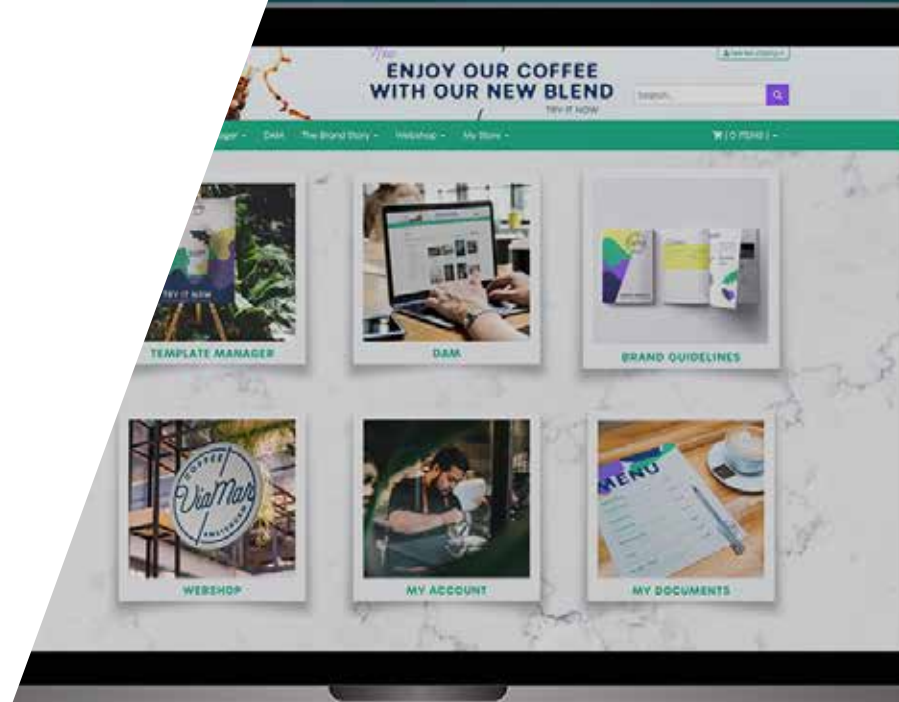


About Marvia

At Marvia we can help you make your hotel brand as coherent as possible. Our All-in-1 **Brand Portal** will give you all the tools you need to control the brand appearance of your hotel.

Manage your marketing material centrally and have it edited and published on a local level. Personalized and yet within the brand identity. This way, we ensure that hotels get more out of their brands.

We work for various hotel brands all over the world such as **Hi Canada** and **Stayokay**. Do you want to know how you can grow your brand with our tools? We are here for you!





Contact

We make brands more succesful by providing tools to leverage their local marketing potential.

Maximise productivity and brand consistency through centralisation with our brand solutions.

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