

4 Digital Marketing Tips That Will Set Your Hotel Apart



The hospitality industry is one of the most competitive industries yet amongst the most lucrative. When you are careful with the decisions you make, you stand a high chance of attracting customers regardless of the competition. A hotel is not just about food but also about making travel experiences great for all customers. When you are able to offer exceptional service, you will have an easy time making repeat customers who will actually also help you spread the word to others.

However, to start making a difference as a hotelier, you must think about hotel marketing. A hotel marketing strategy that gets well executed can go a long way in creating a reputable name for your business. The good thing about marketing is that you can get a marketing consultant to handle the marketing bits so you can concentrate on other important areas of the business. But it is still very important that you play a role in making your marketing strategy work and a few digital marketing tips will help you set your hotel apart from the competition.

1. Make a presence in all relevant channels - Hotels are structured differently and this means that there are some channels that will prove to be more beneficial than others for your kind of hotel. Find out what the relevant specialized

channels are and ensure that your hotel is present in all the relevant distribution channels; it makes it easier for you to be found.

2. Develop a professional website - The website should reflect the unique characteristics and features of the hotel so your visitors know exactly what you have for them. You should actually consider hotel SEO when putting together the website so that the hotel appears on relevant search engine results. It is actually best that you make it possible for customers to make reservations online. The content you choose for the site should be relevant and you can always hire an SEO expert who understands the hotel industry to offer needed support to develop and maintain a valuable site.

3. Differentiate your booking packages - One of the best ways of making your hotel versatile is to create booking packages depending on what you have to offer in the different rooms. Innovate as much as you can with room types and make them your product offers so you can leverage booking. People are moved when they know what they stand to enjoy and the packages will also show that you care for all customers regardless of their financial limits. You can also include nearby facilities like spas and work in conjunction with them to make the packages more attractive.

4. Don't forget social media - Online presence in popular social platforms is always a valuable addition to your marketing strategy. It does not only improve online presence, but also works as a communication channel connecting you to your customers. The platforms offer informal communication channels so that you have friendlier relations with your customers.

Company Description

Scott writes about digital content marketing and SaaS scaling platforms for entrepreneurs and small business, in addition to managing enterprise software (Search/AI/ML) accounts in the finserve sector. As a content marketer and search engine expert, his book on social media 'The Blog Ahead' was published in 2006. He previously co-founded a search engine firm powering multimedia insight results for Fortune 500 companies including Disney, the NYTimes Digital and IAC.

Contact Details

Scott Hall

Address: 60 West 23rd St. Suite 638 New York, NY 10010

Website: <https://scotthall.co/>

Google Site: <https://sites.google.com/view/scotthalldotcom>

Google Folder: https://drive.google.com/drive/folders/1AV_cTy_pWanZy_AdopJjWexCXsSP4ZBI?usp=drive_open

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