



# The 2021 Digital Marketing Playbook For The Hotel Industry



Since the hotel and hospitality industry has been decimated by Covid-19 and lock-down restrictions around the world, coupled with the rapid growth of technology to level the playing field, hotels, small-boutiques and resorts are scrambling to fill rooms and cut their vacancy rates as much as possible.

**We've built a digital marketing strategy playbook for the hotel industry to give you the tools and techniques to launch your brand, grow your userbase and become a huge success.**

## — THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

# 01

## Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

# 02

## Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

# 03

## Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

# 04

## Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

## 01

## Brand Identity + Creative

Memorable, captivating and cohesive branding in the hotel industry is necessary especially when trying to build a loyal base of guests that will book, and engage online while facing rising challenges from companies like Airbnb. To do this effectively, your digital footprint must emulate the ambiance, concept and experience equally as it does when someone walks through your doors and stays in your rooms. Of course there's no experience quite like staying in a well designed room and being treated to world-class amenities, but it starts online and continues through every point of engagement.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Naming](#)
- ☐ [Customer Journey Design](#)
- ☐ [Brand Strategy](#)

## 02

## Web Design + Development

Hotel web design not only has to be beautiful, but it also needs to be functional, inviting and effective. Many factors play into the design of a hotel website, including how easily you can extend your physical experience to your digital presence, how accessible do your rooms and amenities appear to be, how easily it is for a customer to book a stay online, what other services are available at the hotel, and of course, can they discover the immediate area around your hotel. Color, easy to read content, and the ability to capture online bookings quickly and easily are just a few crucial items that cannot be overlooked when focusing on hotel web design.

Click on an item for a full definition page with tools and helpful links.

- |   |  |
|---|--|
| <input type="checkbox"/> <a href="#">Website Development</a>          | <input type="checkbox"/> <a href="#">CRM Integration</a>           |
| <input type="checkbox"/> <a href="#">eCommerce Development</a>        | <input type="checkbox"/> <a href="#">Martech Integration</a>       |
| <input type="checkbox"/> <a href="#">Online Bookings</a>              | <input type="checkbox"/> <a href="#">Schema Markup Development</a> |
| <input type="checkbox"/> <a href="#">Landing Pages</a>                | <input type="checkbox"/> <a href="#">301 Redirect Mapping</a>      |
| <input type="checkbox"/> <a href="#">ADA Accessibility Compliance</a> | <input type="checkbox"/> <a href="#">Technical SEO</a>             |
| <input type="checkbox"/> <a href="#">Virtual Tour/Experiences</a>     | <input type="checkbox"/> <a href="#">Performance Optimization</a>  |
| <input type="checkbox"/> <a href="#">Mobile App Development</a>       |  |

## 03

## Digital Marketing

Whether you're a small boutique hotel in the Florida keys, or a well known global hotel brand, digital marketing is essential to your growth, staying power, and critical to fend-ing off competition from the likes of Airbnb. Reaching guests and travelers via email, maxing out your visibility in search engines and niche travel booking sites, and connect-ing with potential new customers on various social channels are just a small sampling of tactics hotels should be considering to continuously develop and expand on their revenue and operations. Digital marketing ensures engagement with guests and cap-turing new customers.

Click on an item for a full definition page with tools and helpful links.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <a href="#">Organic SEO</a>             | <input type="checkbox"/> <a href="#">Influencer Marketing</a>        | <input type="checkbox"/> <a href="#">Blogging</a> |
| <input type="checkbox"/> <a href="#">Social Media Management</a> | <input type="checkbox"/> <a href="#">Integrated Marketing Stacks</a> |   |
| <input type="checkbox"/> <a href="#">Email Marketing</a>         | <input type="checkbox"/> <a href="#">Google Tag Manager</a>          |   |
| <input type="checkbox"/> <a href="#">Paid Social</a>             | <input type="checkbox"/> <a href="#">Retargeting</a>                 |   |
| <input type="checkbox"/> <a href="#">Demand Generation</a>       | <input type="checkbox"/> <a href="#">Lookalike Audiences</a>         |   |
| <input type="checkbox"/> <a href="#">PPC / Display Ads</a>       | <input type="checkbox"/> <a href="#">Channel Development</a>         |   |

## 04

## Strategy + Analytics

The ability to process every data point related to your hotel's marketing efforts is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your Kayak listing, all the way to the moment they book a stay online, through to when they've checked in, stayed, left, reviewed online and booked again? POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how travelers are interacting with your hotel, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- |  |   |
|--|---|
| <input type="checkbox"/> <a href="#"><u>Strategy Development</u></a>   | <input type="checkbox"/> <a href="#"><u>Capabilities Assessment</u></a>   |
| <input type="checkbox"/> <a href="#"><u>Analytics + Tracking</u></a>   | <input type="checkbox"/> <a href="#"><u>ROI Tracking + Reporting</u></a>  |
| <input type="checkbox"/> <a href="#"><u>Martech Stack Auditing</u></a> | <input type="checkbox"/> <a href="#"><u>Webmaster Tools</u></a>           |
| <input type="checkbox"/> <a href="#"><u>Customer Profiling</u></a>     | <input type="checkbox"/> <a href="#"><u>Data Studios + Dashboards</u></a> |
| <input type="checkbox"/> <a href="#"><u>Competitive Research</u></a>   |   |



— SO HOW'S IT GOING?

# Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)



## — SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

**Brand Identity + Creative**

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

**Web Design + Development**

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

**Digital Marketing + Advertising**

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

**Strategy + Analytics**

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)