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Fraser's Hospitality

BUSINESS CASE 2018

– GROW OUR BRAND BUSINESS 2019

- Four properties in Australia
 - FIT represents a large portion of the business into our properties
 - Frasers Hospitality Brand website business is not as high as we would like it to be!
-
- How do we increase our brand.com business?
 - AND how do we match the results from big OTA's

BUSINESS CASE 2018

– GROW OUR BRAND BUSINESS 2019

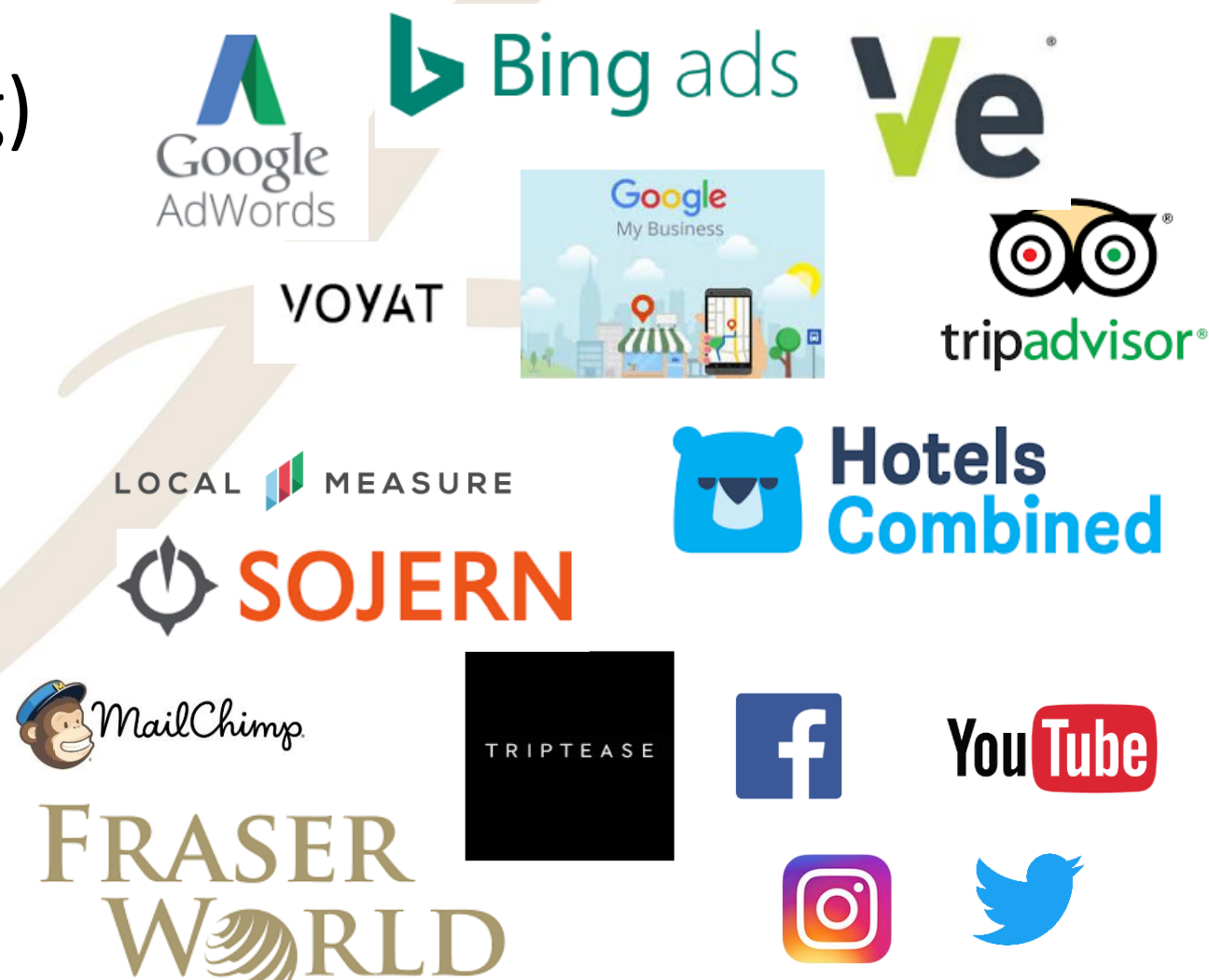
- What had we been doing to date throughout 2018?

Book Direct
frasershospitality.com



- What had we been doing to date throughout 2018?
- Facebook Re-targeting
- EDM's
- PPC (pay-per-click advertising)

Book Direct
frasershospitality.com



BUSINESS CASE 2018

– GROW OUR BRAND BUSINESS 2019

- Where were the challenges we faced in building brand?
- OTA Impact!
- OTA's continuing to dominate and eat into our own brand business
- Membership and loyalty programs
- Discount programs on OTA and we couldn't compete
- Data capture through partnerships – i.e. World Cup / Soccer
- International POS discounts (threat to us)
 - undercut commissions
 - rate parity issues across the hotels

BUSINESS CASE 2018

– GROW OUR BRAND BUSINESS 2019

- Where were the challenges we faced in building brand?

BRAND AWARENESS

- Four hotels in Australia – brand awareness not strong

CORPORATE OFFICE

- Manages big picture strategy only – not specifics / local area
- Local dynamics for the Australian market requires local knowledge

BOOKING ENGINE

- Was not compatible to view the rate for loyalty on brand site

BUDGETS

- Limited budgets across this space, due to company size



SOLUTION – GROW OUR BRAND BUSINESS 2019

Implement an overarching Digital Strategy, by further developing current strategy and introducing enhanced SEO optimisation and Meta strategy.

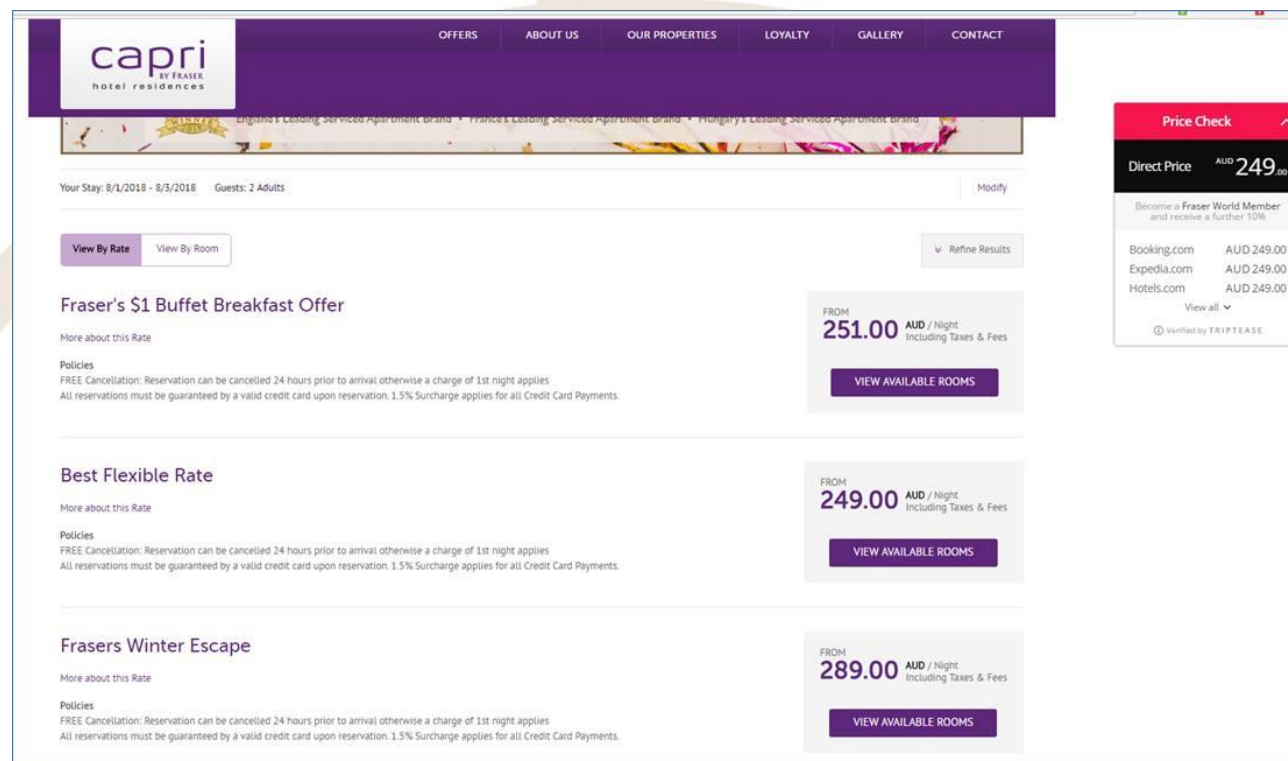


STRATEGY – GROW OUR BRAND BUSINESS 2019

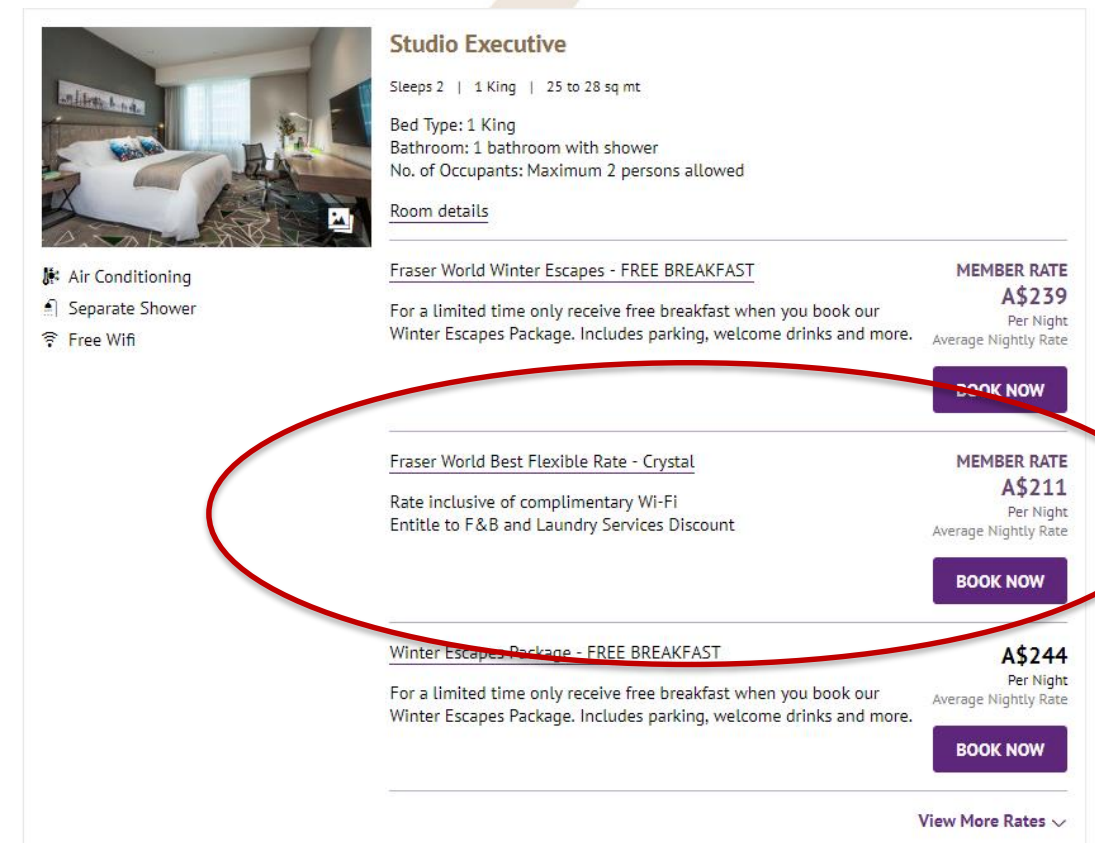
BOOKING ENGINE

- Upgraded Booking Engine to display Member Rate

2018

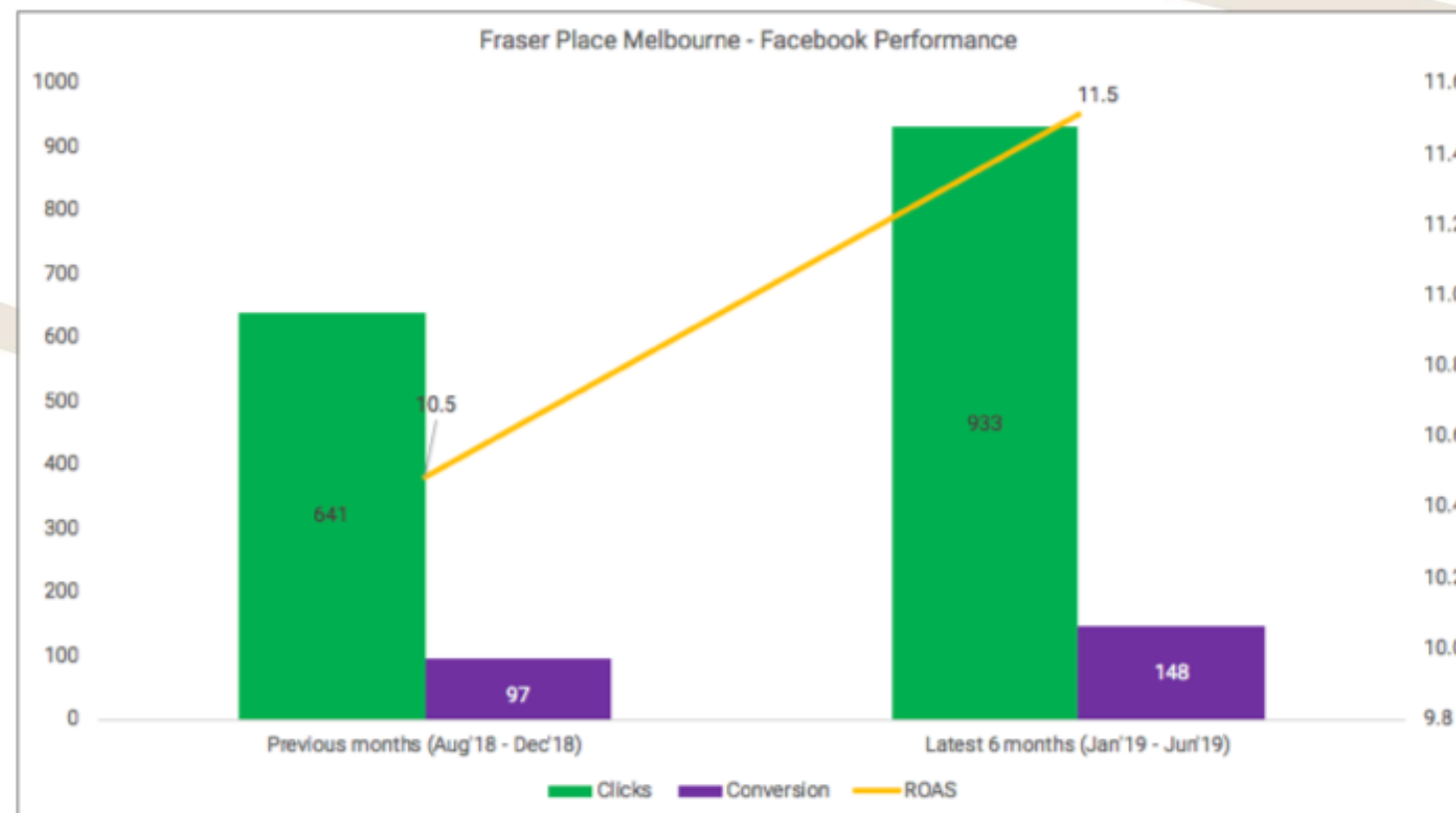


2019



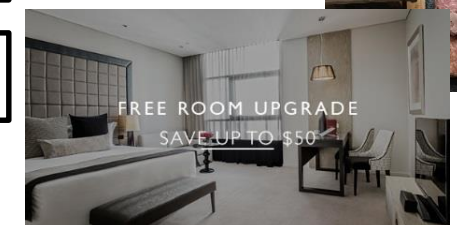
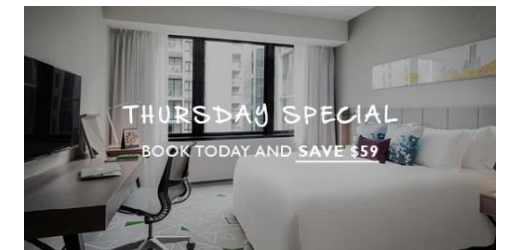
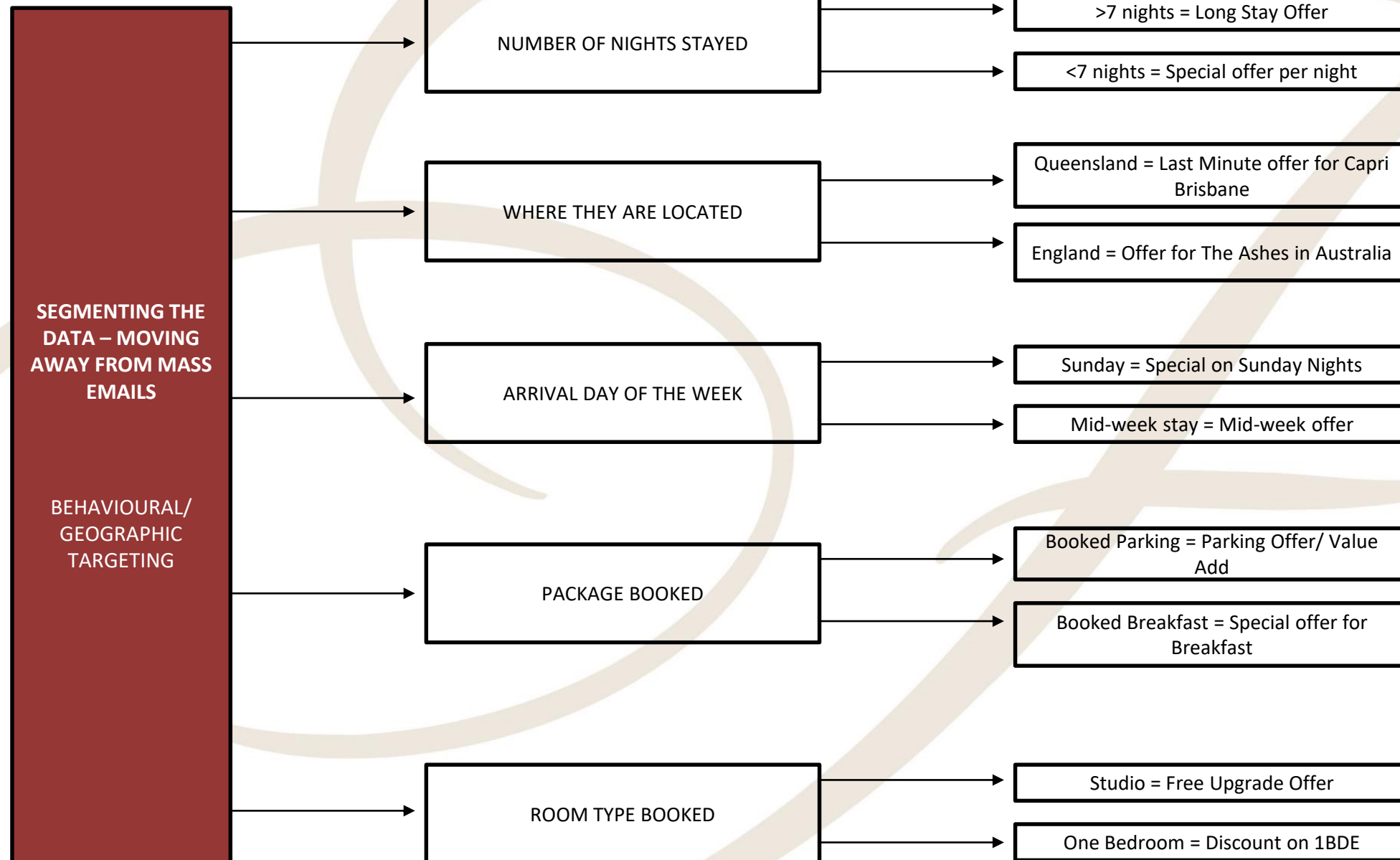
FACEBOOK RETARGETING

- Direct to brand.com bookings
- Low cost of acquisition
- High conversions / returns
- Next step – Facebook dynamic ads



EMAIL MARKETING – BEHAVIOURAL TARGETING

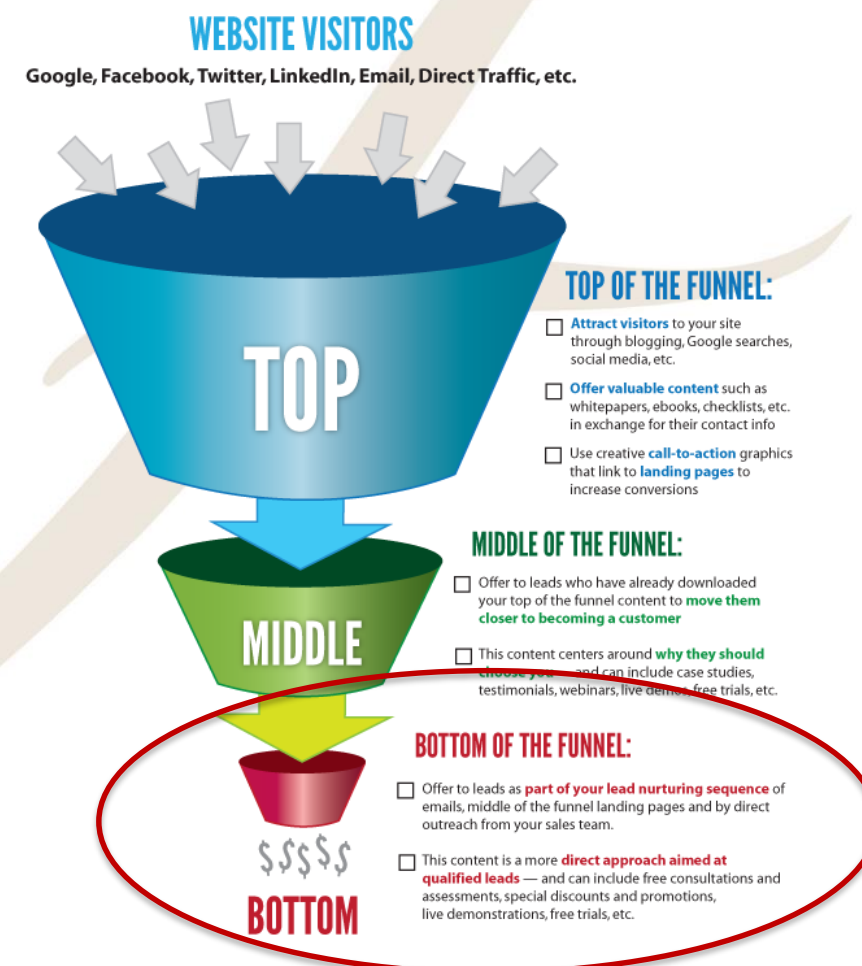
EDM'S



STRATEGY – GROW OUR BRAND BUSINESS 2019

PPC

- Focus on branded keywords (bottom-of-the-funnel) – Frasers etc.
- Transfer efforts for the top-of-the –funnel to the new SEO initiative (generic keywords prove too costly to bid with little results)



STRATEGY – GROW OUR BRAND BUSINESS 2019

PPC

- branded keywords v's organic (generic) keywords

Campaign	Ad groups/strategies	Ad Spend	Impression	Engagement	ER	Clicks	CTR	Conversion	Revenue	ROAS	CPA
AU	Branded Keywords	AUD 748	4,171	-	-	267	6.40%	11	AUD 5,107	6.82	AUD 68.04
	Generic Keywords	AUD 201	2,277	-	-	58	2.55%	-	-	-	AUD -

Fraser Suites Sydney Official | Fraser Website Deals

[Ad](https://sydney.frasershospitality.com/) sydney.frasershospitality.com/ ▼ (02) 8823 8888

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- Branded keywords results – competing with the OTA's

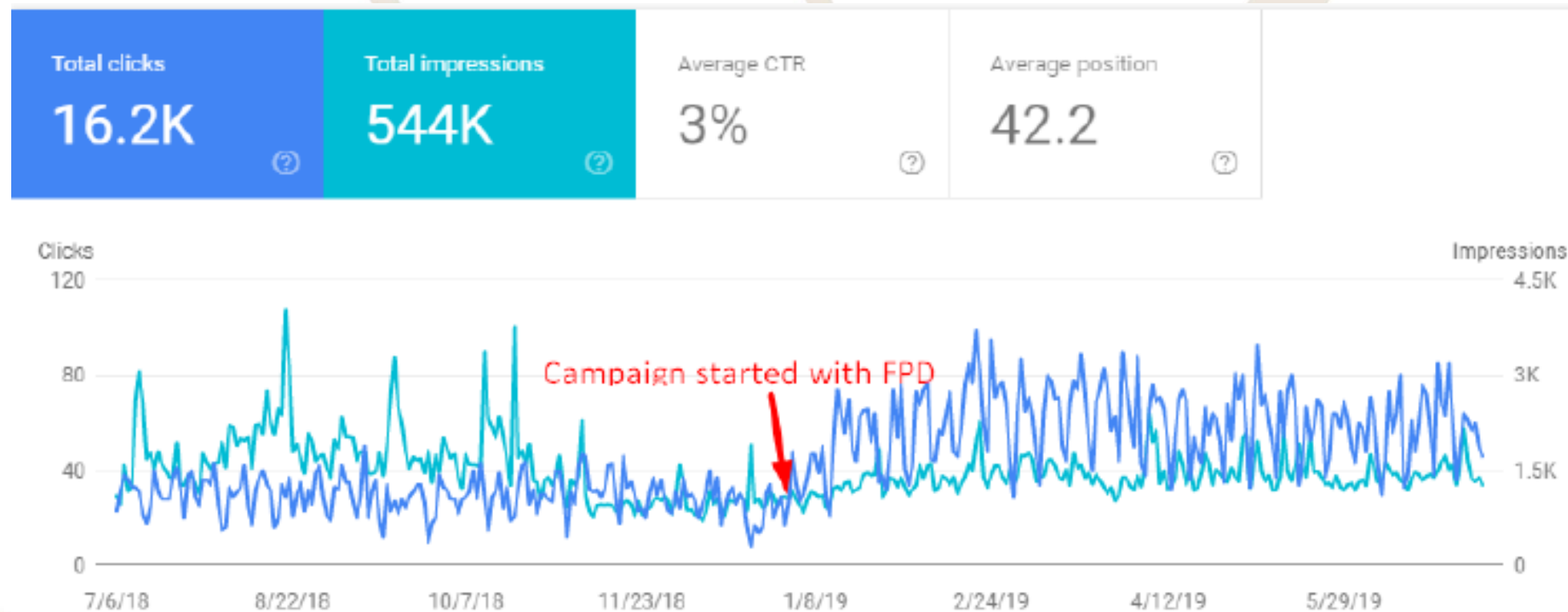
SEO FOCUS

- Manage SEO to gain more organic traffic on the website (important connections to the website) using local agency
- Focus shift from targeting generic keywords through PPC, to SEO
- Keyword optimisation on the back end – using rich content
- Active blogging using evergreen stories and seasonal interest topics
- Examples of generic keywords targeting through SEO
 - luxury apartments sydney*
 - luxury serviced apartments sydney*
 - penthouse suite sydney*
 - studio apartment sydney*
 - two bedroom apartments Sydney*
 - suites sydney*

SEO RESULTS

- All properties received significant increase in website traffic
- Increase in organic clicks across the hotels
- Lower impressions for better clicks
- Bounce rate decreased to about 10% (down from between 40-70%)

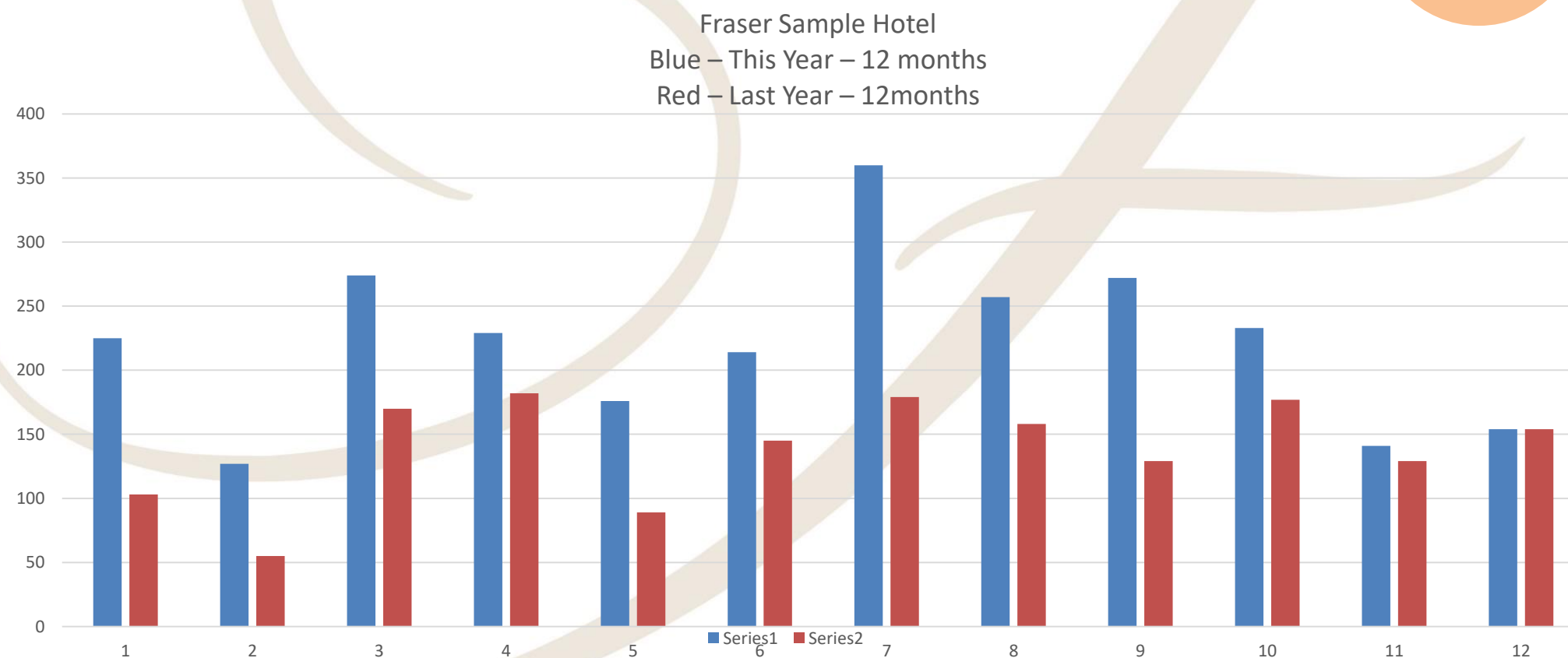
Property	Click through Jul-Dec 18	Click through Jan- Jul 19
Fraser Suites Sydney	26,000	40,000
Fraser Place Melbourne	12,000	20,000
Fraser Suites Perth	11,000	20,000
Capri by Fraser Brisbane	14,000	21,000



BRAND.COM RESULTS EXAMPLE

- Results of increase in brand.com bookings
- Between 50-80% increase across the properties in the first six months
- Continues to increase with these simple steps

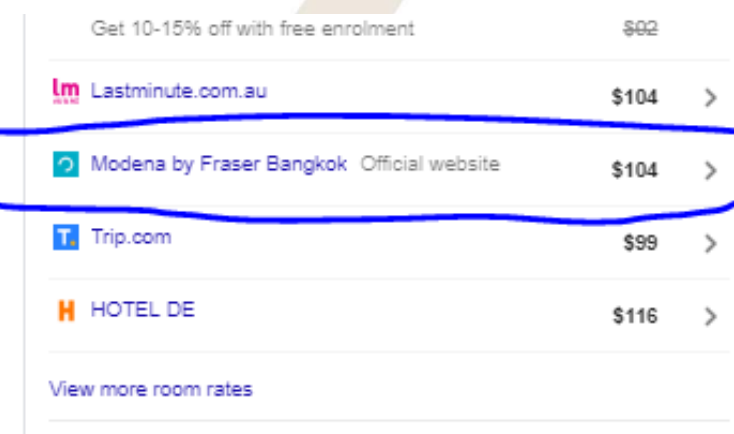
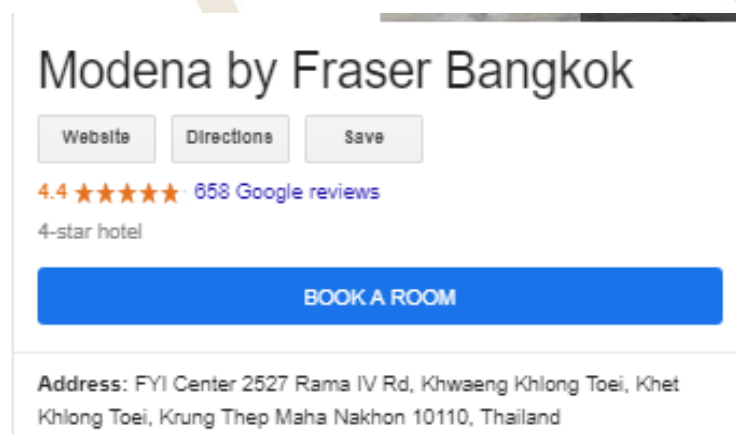
79%↑



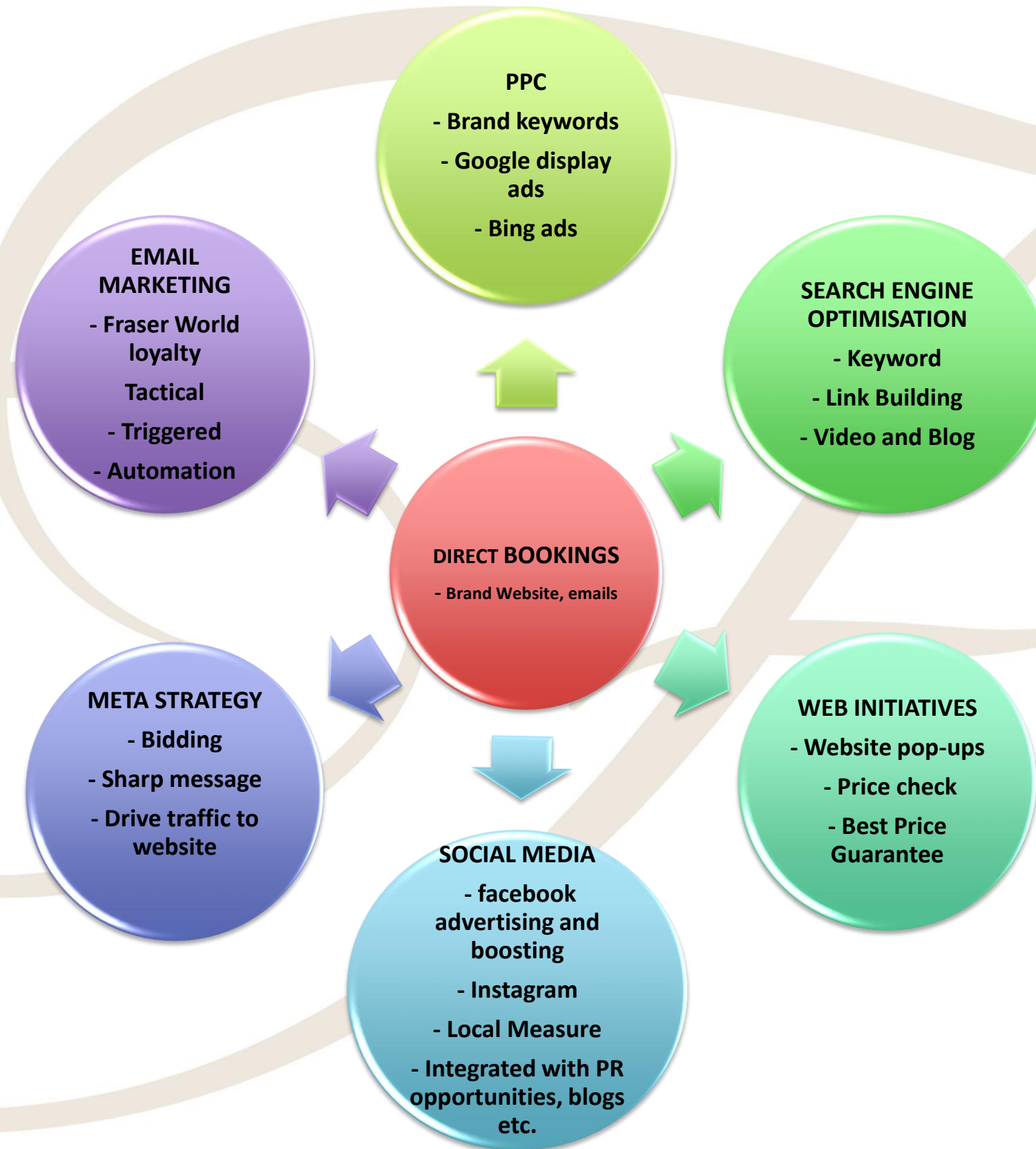
STRATEGY – GROW OUR BRAND BUSINESS 2019

META STRATEGY

- Increase visibility to brand website including on OTA sites, allowing potential conversion to brand via price point advantage and offers.



BOOK DIRECT DIGITAL INITIATIVES 2019



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THANK YOU