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DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event

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HOTELS
ASSOCIATION

M SOCIAL HOTEL PHUKET 10 October 2024

A high-angle photograph of a large blue airplane on a tarmac. The aircraft's cargo door is open, and a conveyor belt loader is extended from the fuselage to a blue cargo container. Two ground crew members, one in a yellow safety vest and another in an orange safety vest, are visible near the cargo container. The tarmac has yellow and white painted lines. The text "Brand Marketing Trends for Revenue Growth" is overlaid in white, bold font across the center of the image.

Brand Marketing Trends for Revenue Growth

with Rachel Lai

Powerful Trends in Brand Marketing for Revenue Growth



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Rachel Lai
Co-Founder and Marketing Comms. Lead
Wavemakers.co

PHUKET 10 October 2024

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Build a strategy around audience intent

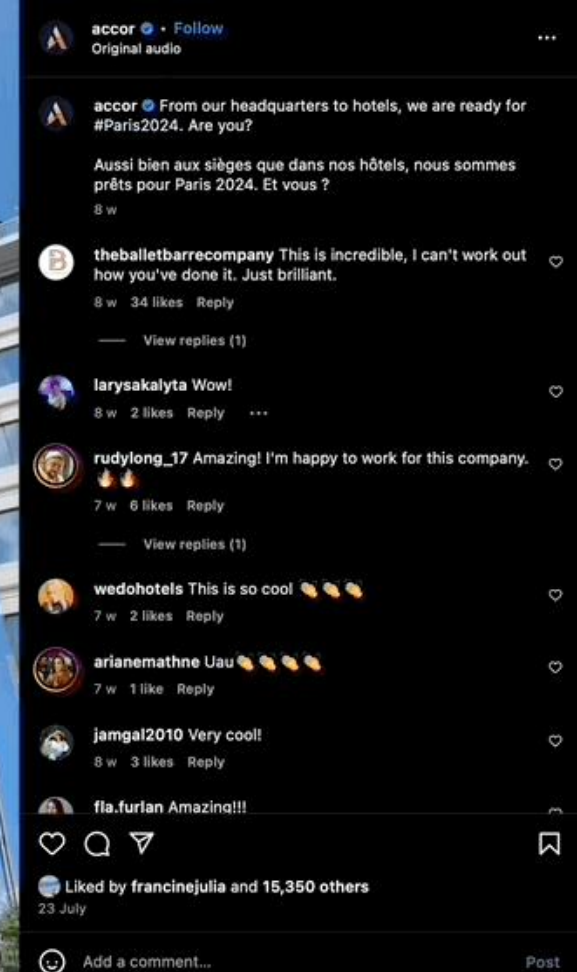
BUDGET	CALENDAR	SUCCESS METRIC	BRAND OUTCOME	MARKETING OUTCOME	SALES OUTCOME
60%	<p>INTENT: INFORMATIONAL</p> <p>CADENCE: ALWAYS ON</p> <p>CONTENT PURPOSE: INSPIRE, EDUCATE, INFORM</p>	<p>PLATFORM ENGAGEMENT (CLICKS, ENGAGEMENT, COMMENTS)</p>	<p>BRAND SENTIMENT</p> <p>BRAND AWARENESS</p> <p>TOPIC OWNERSHIP</p> <p>THOUGHT LEADERSHIP</p>	<p>FOLLOWERS</p> <p>SUBSCRIBERS</p> <p>MEMBERSHIPS</p>	<p>MONETIZED GUEST</p>
40%	<p>INTENT: TRANSACTIONAL</p> <p>CADENCE: ALWAYS ON</p> <p>CONTENT PURPOSE: CALL TO ACTION</p>	<p>FORM COMPLETION</p> <p>CLICK THROUGH RATES</p> <p>DIRECT BOOKINGS</p>	<p>BRAND MENTION</p> <p>BRAND PRESENCE</p>	<p># OF MARKETING QUALIFIED LEADS (MQLS)</p> <p>COST PER LEAD</p>	<p>ROI</p> <p>TRANSACTION</p> <p>CUSTOMER LIFETIME VALUE (CLV)</p>
	Q1	Q2	Q3	Q4	

Reality is,
Trends are just “information”,
without the support and
means to execute big ideas.

Accor reports 11% revenue growth in H1 2024. Their success was driven by a 22% increase in the luxury and lifestyle division.

The revenue growth is because of increase in luxury and lifestyle, and premium, midscale, and economy divisions.

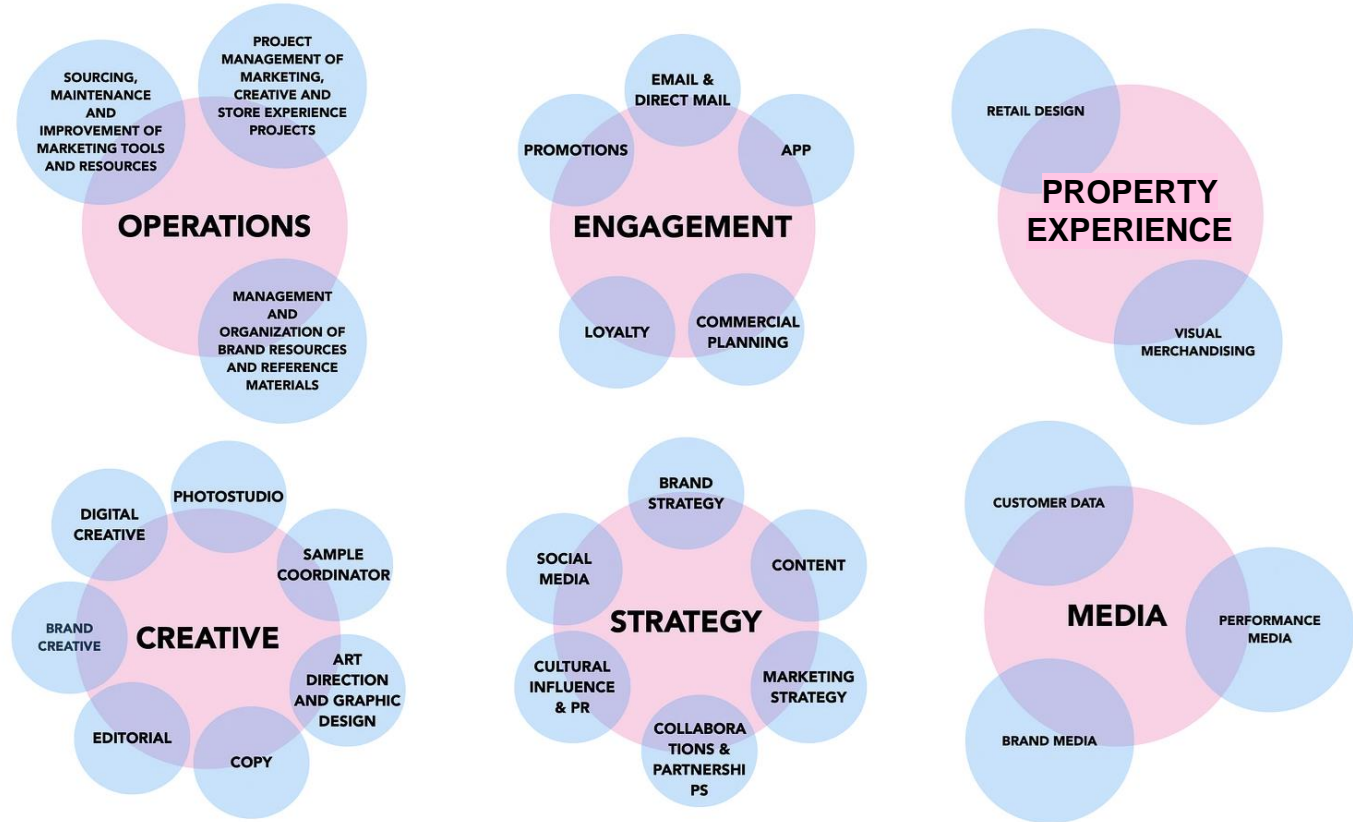
Source: Hotel Management Network



Short-term versus long-term
thinking in brand-building:
Process is more important
than structure.

Brand marketing is the strategy of cultural influence

HOTEL BRAND MANAGEMENT



Source: Ana Andjelic

Case study: Collaborations

Hotel brand: Marriott

11 million Cathay members globally will be connected with an unparalleled portfolio of nearly 8,800 hotels and resorts globally, which span over 30 leading brands from Marriott Bonvoy.

MARRIOTT
BONVOY®

PLATINUM

TITANIUM

AMBASSADOR

STATUS
MATCH

CATHAY

SILVER

ACCELERATOR

GOLD

PLATINUM+

Status Points to earn in 12 months to become Cathay Silver

150 Status Points

-

Status Points to earn in 12 months to become Cathay Gold

-

300 Status Points

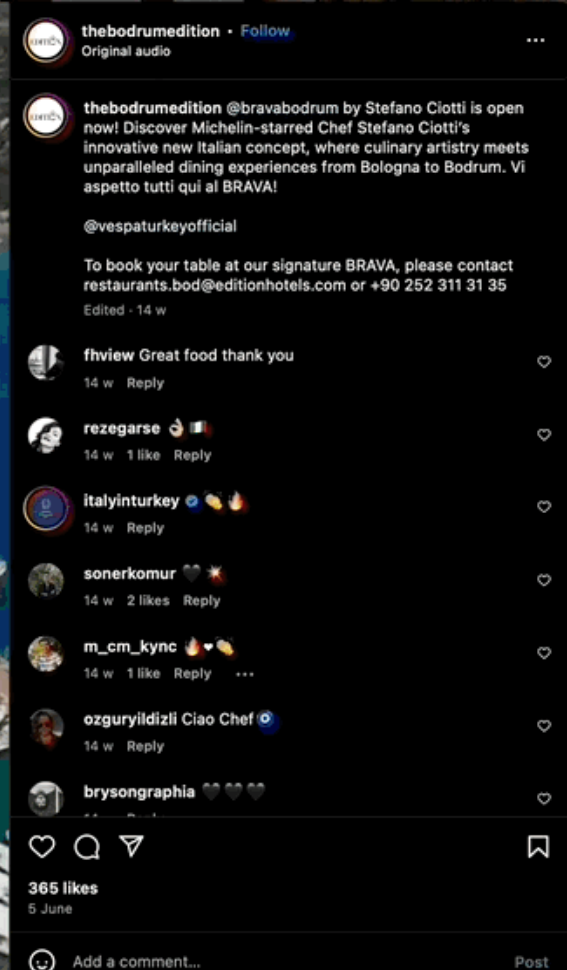
*Status Points will be reset upon successful registration

Opportunities exist in rebranding and repositioning, particularly in the full-service segment, as guests seek differentiating experiences and concepts

Case study: Strategy

Hotel brand: The Bodrum EDITION

Campaign: Luxury accommodations and a vibrant culinary scene on the Turkish Riviera. Unparalleled dining experiences from Bologna to Bodrum, bringing Michelin-starred Chef Stefano Ciotti's innovative new Italian concept



Take advantage of these practical hacks to make brand marketing trends work for your hotel.

Tuning into Guests: Social Listening

Social Media Monitoring

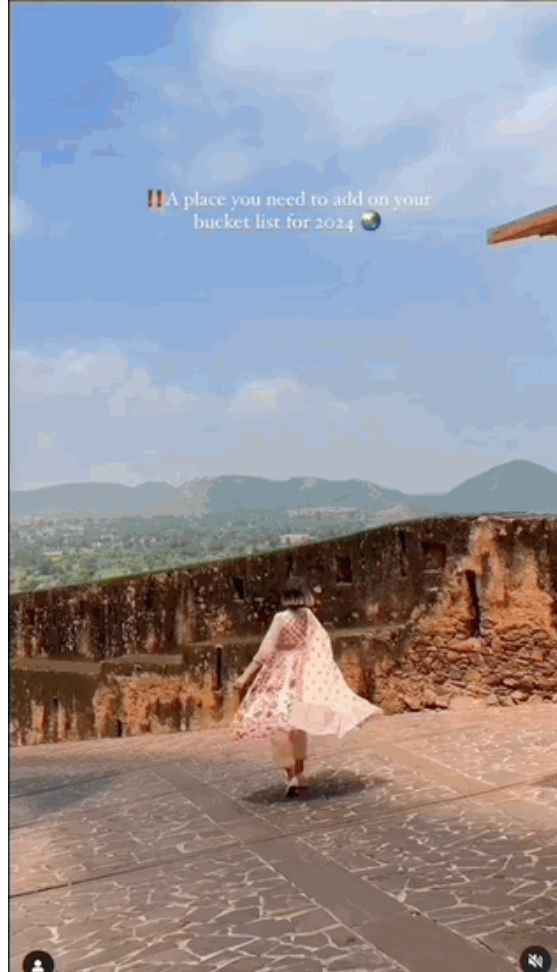
Hotels can leverage social listening tools to track online conversations, identify guest sentiments, and understand rising trends.

Sentiment Analysis

Analyzing guest feedback on social media allows hotels to identify areas for improvement, address concerns, and enhance guest experiences.

Targeted Strategies

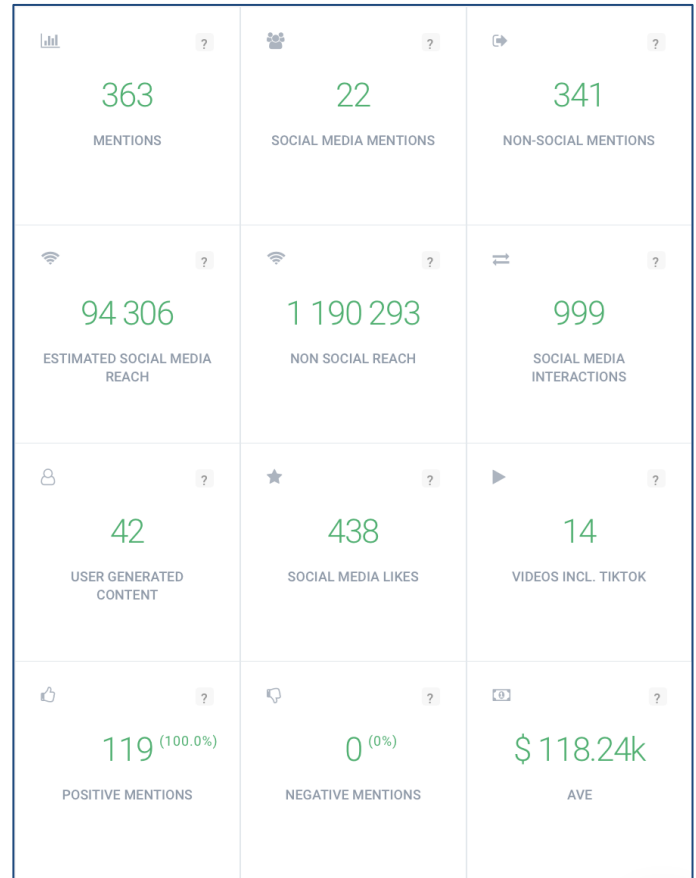
Social listening insights help hotels tailor their marketing strategies and promotions to maximize ROI.



Tool: Brand 24

Topic Name	Description	Mentions	Reach	Share of Voice	Sentiment share	
Luxury Resort Experiences	Discussions about high-end resorts and hotels, focusing on amenities, ratings, and guest experiences.	49	183K	28.3%		More stats Delete topic
Michelin Hotel Awards	Information about Michelin Guide's new hotel rating system using keys, similar to their restaurant star ratings.	57	164K	25.38%		More stats Delete topic
MICHELIN Key Awards Thailand	Information about the MICHELIN Key awards for outstanding hotels and accommodations in Thailand.	26	162K	25.09%		More stats Delete topic

Data on most important topics per industry based on hotel brand keyword



Data on #BanyanTreeGroup compiled based on 30 days

WHAT ARE PEOPLE (REALLY) SEARCHING FOR?

Keyword Overview: bali hotel with private pool

Indonesia Desktop Sep 25, 2024 USD

Overview Bulk Analysis

AI-powered

7/250



How would you rate the domain-based keyword research? ☆☆☆☆

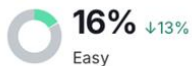


Volume
1.3K

Global Volume
6.3K

IN	<div style="width: 33%;"></div>	1.9K
ID	<div style="width: 33%;"></div>	1.3K
SG	<div style="width: 33%;"></div>	590
AU	<div style="width: 33%;"></div>	480
MY	<div style="width: 33%;"></div>	390
Other	<div style="width: 33%;"></div>	1.7K

Personal Keyword Difficulty



We use AI to indicate the Topical Authority of the domain's content to the analyzed keyword.

[View high-potential keywords](#)

Topical Authority

Moderate

Your potential position on SERP

Top 10

[Analyze competitors](#)

Current position

11

Intent

Transactional

CPC

\$0.22

Com. Density

0.53

Trend



Understanding intent helps you create more relevant content and more realistic performance expectations.

Transactional Intent recommended metrics



Commonly used metrics

- Number of Leads
- Cost Per Conversion
- Cost Per Lead

Recommended metrics

- Cost per QUALIFIED Lead
- Lead Scoring Model
- ROI calculator
- Average deal size / Average time to close
- Customer Lifetime Value

Informational Intent recommended metrics



Commonly used metrics

- Impressions / Reach
- Likes
- Shares
- Comments
- Follows
- Traffic
- ToS
- Bounce Rate

Recommended metrics

- Brand Awareness
- Topic Ownership
- Thought Leadership
- Sentiment

Afterthought:

Beyond revenue, shift your perspective to ask: ***why would a guest choose to invest in your hotel experience?*** Think of your brand as an evolving human—constantly adapting, growing, and staying connected with its community to provide value in exchange.



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