

Monthly Retainers White Paper

WHY SHOULD HOTELS INVEST IN ONGOING MARKETING SERVICES?

Retainer marketing services are a vital asset for hotels seeking to establish and maintain a robust presence. These services offer hotels the opportunity to continuously engage their audience, enhance brand visibility, and ultimately drive revenue. In addition to creating a distinctive digital footprint, there is also support for collateral and creative development – all of which dovetail into a strong marketing strategy for the hotel.

Investing in ongoing marketing services can lead to increased online visibility, customer engagement, and revenue growth. Neglecting to invest in effective marketing may result in missed opportunities and a less competitive edge.

HOW TO CHOOSE THE RIGHT LEVEL OF SUPPORT

Different hotels require different levels of support – and that can change depending on the current needs of the hotel. Selecting the appropriate level of ongoing marketing support is pivotal in meeting the hotel's expectations and driving success.

When evaluating the right level of support for a hotel, focus on the key differences between our Tiers of Service – and what the hotel would receive if they moved up a tier or what they wouldn't receive if they moved down a tier.

In particular, if a hotel is looking to reduce their tier of service, it's important to set expectations that the level of service will change.

WHAT ARE THE KEY DIFFERENCES BETWEEN THE TIERS AND WHAT HOTELS SHOULD CONSIDER WHICH?

- **Premium Tier:** Best for soft-branded or independent hotels with dynamic marketing needs and onsite activations. Offers weekly calls, dedicated F&B marketing support for two restaurants, dedicated event marketing support, four emails per month and unlimited creative.
- **Enhanced Tier:** Best for soft-branded or independent hotels, as well as any hotel needing dedicated F&B marketing support. Offers bi-weekly calls, dedicated F&B marketing support for one restaurant, three emails per month and unlimited creative.
- **Foundations Tier:** Best for full service branded hotels or smaller soft-branded hotels that do not need dedicated F&B marketing support. Offers monthly calls, two emails per month and one piece of creative per month.
- **Base Tier:** Best for full service or enhanced select serve branded hotels that need limited support. Offers quarterly calls, one email per quarter and one piece of creative per quarter.

WHEN SHOULD A HOTEL CONSIDER MOVING UP A TIER

- If they are consistently exceeding the level of support offered in their current tier
- If they are undergoing a major renovation or flag change – we typically want to consider a higher tier for at least three months pre- and post-change.

- If they have a restaurant(s) that could use dedicated marketing support
- If they have special events that could use dedicated marketing support