



Digital Marketing Proposal for an independent small to medium sized hotel.

Executive Summary

The proposal is priced on the following example points

- Full rebranding and redesign of the hotel logos and palettes ahead of the site build
- New website built on the new branding
- Early focus on functions and food and beverage based business areas
- Accommodation marketing required at appropriate price point related to refurbishments
- Increase sales revenue – generate room and table bookings. DIRECT bookings are critical
- Promote the venue heavily as a location for weddings, events etc. Requires a support offline campaign to tie in with promotion and activity
- Raise awareness to wider geographic marketplaces – will support on and off line digital awareness
- Develop engaging and relevant destination content and email marketing data capture

The following requirements underpin the quote. The site must

- Be fast loading, visually appealing and easy-to-use for the target audience,
- be mobile responsive and fully meets the requirements currently demanded by Google for SEO friendliness and GDPR
- integrate room and restaurant online booking engines when required
- have an easy to use and update CMS
- have suitable ongoing and support hosting

In addition, the following areas are recommended and should be integrated as part of a digital strategy

- Fully responsive websites for content and booking
- Easy management and creation of new content for all websites with secure multi user access where required
- Development and integration of a data capture and email marketing solution for the property and its on and off line activities
- Development of an appropriate search engine strategy to build organic and paid presence
- Proposal for ongoing content management development strategy and support
- Development of content distribution strategy to include social media and email marketing
- Calls to Action Site Wide and by page
- Development of a Best Book Direct strategy and what it means
- Examination of a supporting inhouse print strategy for relaunch and beyond
- Planning of direct offers and conversion rates on web and mobile

Summary Costs of Proposal

Plan B - Suite Website

£1200 plus VAT set up charges

£120.00 plus VAT per month paid by Direct Debit

Fully refreshed website every twenty-four months

One month's notice to terminate agreement

Build your site

Your website remains the core of your digital marketing strategy – without a well-designed, content rich and mobile friendly web presence you have nothing to build your communications strategy from.

This first section identifies the recommended inclusions and costs for your new website and its functions



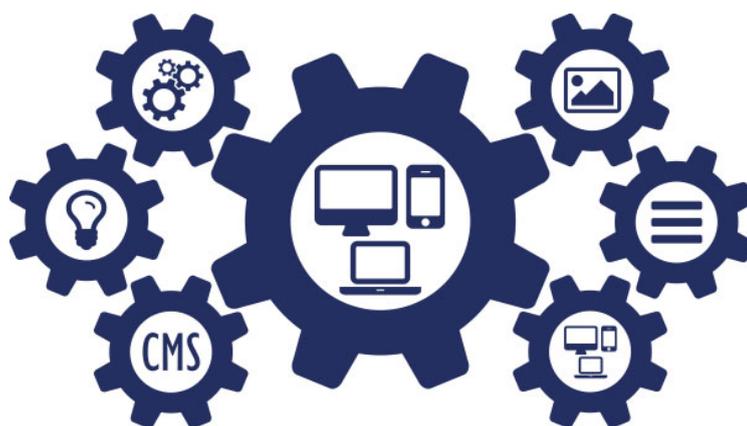
<p>Plan B Suite – Set Up Fees</p> <p>The proposal is based on our Suite package (attached separately) with unlimited content managed pages with drag and drop navigation offering a full online marketing solution.</p> <p>We propose creating a fresh design built using mobile first principles and reflecting the clean, highly visual outcome required</p> <p>Hotel Portfolio</p>	<p>From £1200 plus VAT set up £120 plus VAT per month website as a service (Free design upgrade every 24 months)</p>	
<p>Online Health Check</p> <p>One of the first things we do with any new client is undertake an audit of their online activity. This allows our team to understand what is currently being done and identify quickly what quick wins can be established with digital delivery. The online questionnaire allows to create a health check report that sets out the key aims and objectives of the project to come.</p>	<p>Included in website set up costs for each business</p>	
<p>Content Management</p> <p>All our sites are built using our own content management system (CMS) and this means that we have built in simple tools that hotels and businesses can use quickly to update their information, offers and news. With basic training you can easily add multiple pages, images and video, brochures and members information and ensure it is found by the search engines too.</p> <p>Read More</p>	<p>Cost of importing text from current site included in the costs.</p>	
<p>Video</p> <p>As video becomes easier to capture, edit and publish you need to use the medium to highlight your properties and their unique destinations and facilities. We will take your video footage we can embed it easily into your site. We will highlight best practice with clubs across the world and look at how best your club may benefit more fully from the use of video and quality imagery.</p>	<p>Creation of Video Headers from £195 plus VAT Inclusion of video in content is included in website price</p>	

<p>Mobile</p> <p>All of our websites are “mobile first” and fully responsive – that is to say that regardless of which size of device your client uses the site will resize itself to operate fully.</p> <p>In the future it is possible to add specific mobile versions of your site that show niche content and product that the mobile user needs</p>	<p>Fully responsive mobile device website included in the website price</p> <p>Additional multi lingual and mobile specific sites from £395 plus VAT plus monthly fee</p> <p>Concierge Desk App included in the Price</p>	
<p>Secure Travel Trade Pages</p> <p>Our CMS allows you to create secure password protected pages for the publication of documents such as Guides, FIT Rates and Booking terms and conditions. It can be used for tour operators and agents to create a secure folder for their paperwork allowing easy sharing of itineraries and schedules.</p> <p>Simply create the pages and drag them into the secure directory; it couldn't be easier</p>	<p>Additional members only area from £395 plus VAT</p>	
<p>Supporting Marketing Materials</p> <p>Your online channels can help you develop new business whether it is memberships, golf days or hospitality packages. We will integrate the Inn's new branding and print and make recommendations on how you can present your unique offering to the current golf market as well as the newer target niche markets.</p> <p>It has never been easier to upload and share PDFs and Video Brochures to your website and making sure that your digital marketing is available is a critical part of your online presence.</p>	<p>Price on Application</p> <p>Price for Single Page PDF included in website cost</p>	
<p>SEO (Search Engine Optimisation)</p> <p>SEO is an essential part of website development to maximise the performance of the new website and ensure that the site ranks well across search engines</p> <p>We use a number of methods to ensure that we maximise SEO performance at the build stage and at regular intervals post launch to ensure that SEO performance is maintained. These include the following:</p> <ul style="list-style-type: none"> • Technical SEO • Off-Page SEO • On Page SEO • SEO Audit • Ongoing SEO Tracking 	<p>Price on Application</p>	

Develop Your Relationships

Building the right website is the first step in developing your digital strategy and once it is in place only then can you start developing your relationships

This second section identifies the recommended inclusions and costs for your new website and its functions



<p>Concierge Desk</p> <p>Add your own recommendations for hotel visitors from our extremely powerful, quick and easy to manage Concierge Desk featuring the places your team recommend to eat and drink, things to see and do and an integrated Google Map for easy directions.</p> <p>Each recommendation has its own page and listing creating rich destination content for your site</p> <p>Ayrshire Hotel Example</p>	<p>Normally £395 set up plus VAT for up to twenty five local recommendations</p> <p>We will include this for no additional charge into the site</p>	
<p>Events</p> <p>Hotels need to be marketing their events more widely; promote theatre, Highland games, concerts or just publish your own calendar – we will integrate your forthcoming events into your website and Facebook pages ensuring that your events are promoted as widely as possible to your online audience.</p> <p>Example</p>	<p>£195 plus VAT for integration of Facebook and Web Events Planner</p> <p>We will include this for no additional charge into the site</p>	
<p>Google My Business</p> <p>Your Google apps are an important part of your search and content strategy and they should be utilised to the full.</p> <p>We will set up or edit your business Google Account complete with Google My Business, Google + Business Page, Google Images, YouTube Channel, Google Alerts, Google AdWords account (with two starter ads)</p>	<p>Normally £395 plus VAT</p> <p>We will include this for no additional charge into the site</p>	
<p>Content Building Blocks</p> <p>When push comes to shove everything a tourism business does online is about Content. Facilities, services, offers, news, rates, packages, the destination, events, things to do. If you don't write about it you can't be found for it.</p> <p>We strongly believe that businesses should with a bit of guidance be able to write creative and effective copy in-house but recognise that sometimes a little help is needed. Our content building blocks provide this short term support with a monthly block including a day of copywriting for site, blog articles, social media links and newsletter creation.</p>	<p>£395 plus VAT per month for ten page content block</p>	

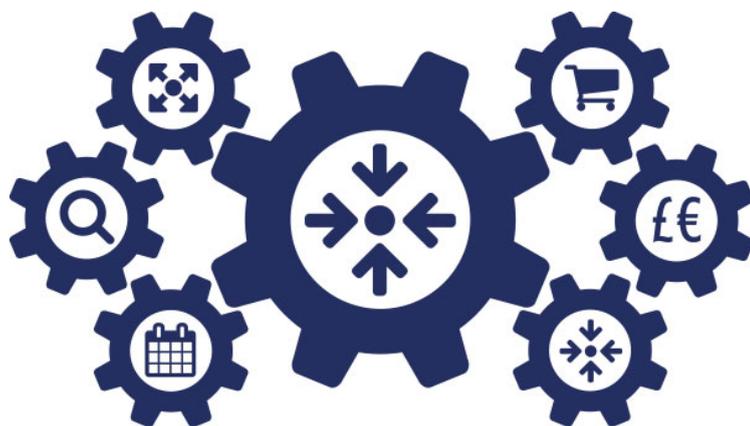
<p>Data Capture and Email Marketing</p> <p>Set up and integration of ConstantContact into website including creation of three styles of template newsletter and a Social Media newsletter and sign up pages. Set up of customer database and account information (Does not include monthly charges)</p> <ul style="list-style-type: none"> • Newsletter with multiple articles; • Single Promotion Newsletter and • Social Media Newsletter. <p>Creation and integration of sign up buttons and data collection forms, creation of customer lists and importing of available email lists. Also recommendation on developing a data collection strategy to maximise email list capabilities.</p>	<p>£495 Set Up Charge</p> <p>This is included in website quote</p> <p>(Monthly charge from £25 depending on volume of addresses)</p> <p>From £100 for creation of additional newsletters if not done as part of the Content Builder above</p>	
<p>Digital Promotional Kit</p> <p>Development of an online DPK (or EOK) featuring all necessary images, documents and links for media, travel partners and digital marketing companies. The set up includes creation of shared folders and links for images, documents, PDF brochures, shared imagery and key contacts thereby replacing travel trade emails with twelve attachments!</p>	<p>£495 plus VAT</p>	
<p>On Site Workshop</p> <p>Hands on online business development workshops to ensure the strategy continues to move forward and the business team with it. Time for reviewing strategy, new channels, updates and promotional development in four hour or full day module. All workshops are tailored to the business priorities.</p>	<p>£295 plus VAT per half day or £450 plus VAT per day</p>	

Maximise Your Conversion

A strong website with good content combined with a targeted programme of relationship building provides the platform for increased return on investment.

Your online sales strategy must drive conversion and reduce friction for your client wherever possible whether it be in online reservations, payment methods or paid digital advertising campaigns.

This section identifies possible areas of expenditure to help maximize on and off line conversions.



<p>Website Booking Engine</p> <p>The integration of the preferred booking engine will be done on provision of the code from your web booking engine supplier and best practice will be applied where possible. Any additional code to make improvements would be quoted on receipt of the code but it is assumed that a simple integration is possible</p>	<p>Set up price included in website quote</p>	
<p>Restaurant Booking Engine</p> <p>The integration of the preferred restaurant booking engine will also be done on provision of the code from your reservations supplier and best practice will be applied where possible. Any additional code to make improvements would be quoted on receipt of the code but it is assumed that a simple integration is possible</p>	<p>Set up price included in website quote</p>	
<p>Digital Marketing – Conversion Starter Pack</p> <p>Inclusion of Brand review for the property, set up and management of Google Adwords brand (hotel name) and a non-brand (POI, destinations, events) campaigns, training in Analytics annually, email support, and monthly summary report and full Google analytics integration. Optional addition of Trivago, TripConnect and Google Hotel ads.</p>	<p>Management and set up included in set up and fees for website. (Google Adwords Advertising spend is additional)</p>	
<p>Site E-commerce Strategy</p> <p>There are many different solutions for processing payments and some of the simplest options may be the best. This would be discussed at the mapping stage but low-cost options such as PayPal invoices could be as affective as any other more “sophisticated” solution and be cost effective. It is likely that different areas of the business will touch different solutions – restaurant, vouchers, rooms and general in</p>	<p>Future integration of e-commerce strategy to be identified and allowed for in growth plans</p>	

