



DIGITAL MARKETING WORKSHOP: **MARKETING IN THE DIGITAL WORLD**

MARKETING IN THE DIGITAL WORLD is a workshop designed to address the rapid advancement of technology and shifting landscape of online advertising as it pertains to the hospitality industry. We review the evolution of sales/marketing and provide a deeper understanding of Search Engine Optimization. We also review how to utilize the essential key components necessary to leverage your marketing dollar efforts. By attending this workshop, you will establish an Action Plan checklist with steps on how to **maximize revenue** from digital marketing. This workshop will also empower your sales team to utilize the tactics needed to target Millennials and target markets such as individual corporate travel, travel agents, group business, and catering/events/weddings.

WORKSHOP SECTIONS:

THE INTERNET REVOLUTION:

This section sets the stage by providing an overview of how the Internet has turned the marketing game upside down. Sales and Marketing teams need to now market to the internet as a whole and not just make sure that the company website looks good. Mobile is now the new desktop and is making up at least 10-15% of your web traffic. Are you ready for almost one half of your traffic to come from a mobile or tablet device?

NOW WHAT? THE IMPORTANCE OF DIGITAL MARKETING AND DIGITAL ANALYTICS:

This section focuses on the fact 2016 will be **the year of Digital Marketing Technology** and how investing in the right technology mix is essential to improving engagement and conversions on my website. We also review of key terms that every sales and marketing team member know as well as introduce some digital analytic tools that provide more insight in order to make better marketing decisions.

THE SOCIAL BUG IS HERE TO STAY:

This section focuses on the importance of social media platforms and how it has impacted marketing efforts for hoteliers. We use real life case studies to assist participants in establishing social media goals and Key Performance Indicators, (KPI's).

SEO – A JOURNEY, NOT A DESTINATION:

This section focuses on defining Search Engine Optimization, how it has evolved, and how to implement an ongoing SEO strategy and maximize website revenue. In addition, we will establish a solid SEO plan with the use of social media.



DIGITAL COHESIVENESS IS #1!

All businesses today need a strong digital footprint in order to succeed on the web. The #1 reason why most digital marketing campaigns fail is a lack of digital cohesiveness. This section focuses on determining what a digital cohesive campaign looks like, and the steps to be taken in order to generate more business from your marketing. By using real life examples, participants will be able to clearly identify what components make a digital campaign cohesive and able to convert more customers.

MILLENNIALS - THE NOW GENERATION:

It's inevitable that millennials -- or Generation Y -- are going to play a huge role in shaping the hospitality industry over the next decade. In this section, we define what makes them so different, what attracts them to OTA's and AirBnB, and what strategies must be established in order to win them over and obtain their loyalty.

IT'S SHOWTIME! MAKE IT COUNT!

This section focuses diving into the participants' current digital blueprint and determining areas of opportunity where we can incorporate some of the key elements they learned throughout this workshop. As a group, we will determine specific KPIs, review the language needed to be used to attract key audiences, and establish an action plan checklist with the goal to generate a more effective digital strategy. The workshop concludes with a Q & A session and overall review of the sessions learned throughout the workshop.



SEO WORKSHOP

Mapping out your Digital Blueprint Duration:

SESSION OBJECTIVES:

1. Marketing in the Digital Era:
 - Review of what was and the old marketing funnel
 - Review of the reality of today's marketing funnel where customer is at the center
 - The Dawn of the Digital Era
 - The components of a successful marketing team in the digital era
2. Search Engine Optimization (SEO) and Digital Marketing
 - What is SEO? And why should it be important to me? (relevancy)
 - What is Digital Analytics and how can it affect my business?
 - Analytics Platforms: a helicopter view of providers and understanding
 - Google Analytics
 - A familiarization and review of terms and acronyms that every business owner should know: digital analytics, SEM, Key Performance Indicators (KPI), content management, conversions, segmentation
3. Application: Creating your Digital Blueprint Plan
 - Defining Business Objective(s)
 - Establishing your digital strategy and tactics
 - Understanding your technical infrastructure
 - *Asking questions like: Are we using responsive design?, What are our server technologies?, Are we active on mobile?*
 - Defining your measurement plan (What needs to be tracked)
 - After business objective and strategy is established, KPIs can be determined
 - Segment selection
 - Target selection
 - Creating an Implementation Plan

WHAT YOU'LL LEAVE WITH:

- A deeper understanding of the current landscape of marketing
- Digital Analytics fundamentals
- Knowing what KPIs and conversions are and identifying which are most important for your business and digital blueprint
- An initial draft of your business's measurement plan
- A feeling of empowerment knowing that you are equipped to know how you can make better decisions for the growth of your business