

Create your own

DEMAND Channels

How to add trackability to any booking engine in 3 steps

If you can't track, you can't test. If you can't test, you can't improve. And if you can't improve, you'll always be at the mercy of those who can. Because the OTAs are masters of direct response.

1

Your job today is to get creative.

Start by pinning 5 sheets of paper on the wall.

Then call 5 friends who represent your 5 best-guest profiles (business travelers, baby boomers, family groups, etc...) and ask them what they like to do when they visit your area.

Take those ideas and spend a little time planning a fun daytrip for each of these travelers, on each sheet of paper.

After that, start scrapbooking. Clip pictures from magazines, open a folder for each of these 'traveler personas' on your desktop and start collecting pictures and interesting information for each one.

By the end of the day you should have collected some pretty unique sights and sounds for your best-guests to explore.

Now take these plans to the next level by thinking about the transportation between each of your destinations. Think about the weather. Think about what will create 'that special moment' for travelers. Think about surprises, and make sure all this has a place in your plans.

If you don't offer something niche, something that calls to an individual, you can't segment your list. If you can't segment, then you're competing on price and score, instead of personal value.

2

Now it's time to add local businesses into the mix.

If, for example, you've scrapbooked a daytrip for travelers with athletic interests – see if you can partner with a local bike shop to offer a discount on a bike rental along with your room.

Simply put, the goal here is to make a special offer for each traveler persona. So pick up the phone and see what you can put together in your local area.

Then put one unique offer at the bottom of each of your 'traveler persona' pages. Then give the 5 pages to whoever handles your website and ask them to create 5 new landing pages... and add these 5 new offers to your booking engine.

This way, when someone books that 'room+bike' special, you'll know that booking was created through a specific marketing channel (YouTube, Facebook, Twitter, etc...)

This will help you measure your ROI on each of your most important travel segments.

If you're not nurturing your segments, then you're not going to see steady improvements. And, worst of all, that means you aren't able to take credit for your new competitive advantage.

3

Now that you have the creative and the offers in place, it's time to segment your email list. To do that, start sending out emails that share your scrapbook images, tell your stories about 'what's in your day trips' and recommend specific offers tied to those experiences.

After a while, you should start to notice a few trends... and, best of all, you'll be able to draw direct correlations between your mailings and reservations on special offers.

That's when it's time to start segmenting your list, according to how people are responding.

As you do this, take a moment to think about the competitive advantage you're creating in this step.

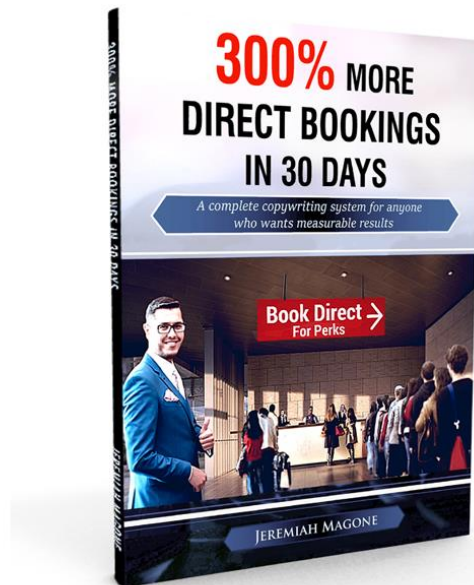
First of all, because of this simple process, now, as you walk through town, you should start getting ideas for more fun things for your 'traveler personas' to do, as well as unique, local offerings that you can use to create special offers on your booking engine. All this helps you stand out from the competition... and helps people decide to book direct.

And second, since this creative process helps you re-define your roll in your hotel from that of a 'manager' to that of a 'strategist', this is a very important step up in your career.

Altogether, trackability lets you:

- constantly improve your results...
- create a competitive marketing advantage...
- and take credit for it – so you can take your career to the next level

For more ideas like this, pick up: **300% More Direct Bookings in 30 Days** – A complete copywriting system for anyone who wants measurable results



10 customer reviews

In this system, you'll also discover:

- A step-by-step guide for setting up affiliate networks that will add an extra 100 – 200 visitors (who are ready to buy) to your website every day – p. 64
- The business model responsible for Agora Publishing's \$500 million in revenues (in 2015, alone), in one simple info-graphic – p. 123

- The 1 fundamental rule for listing your business on the OTAs. Break this and watch your monthly checks to Booking.com grow bigger and bigger – p.61
- The 5 main reasons businesses fail and the solution to each one – p.15
- You'll learn the 12 marketing assets that will define your success over the next 12 months. One, however, is more important than any of these other ones combined – p. 128
- The psychology underneath your current lack of direct bookings – p.6
- You'll get a detailed, point-by-point action guide for the next 30 days. There's nothing left out. And no additional research needed. P.18
- How to benchmark your current business with a simple worksheet so you can understand exactly how much more revenues you'll bring in, after you implement this system, so you can have a crystal clear picture of your internal rate of return (IRR). P. 21
- An 8-step copywriter's check list for getting visitors to book on your website p.55
- You'll understand how to jump ahead of all the other hotels in your area by placing your hotel at the start of your guests' buying journey – p.26
- You'll get a cool productivity hack that lets you write all your Facebook posts for the month in 1 afternoon – p.60
- You'll get examples of affiliate ads for social media, CVBs and lead-generation pages for your swipe file – p.28
- A guide to creating viral marketing lead magnets. You'll know exactly what kind of photos to collect to tell your hotel's story in a captivating way – p.30
- Discover how you should use PPC. Hint: It's not to sell rooms. At least, not at first – p.77
- Find a guaranteed party theme to help you generate maximum PR – p.35
- And more in this 133 page step-by-step manual...



Get more information at: <http://moredirectbooking.com/300more-direct-bookings-system/>

Checklist for your scrapbook landing pages

To make your landing pages effective, make sure you have at least 3 of these elements in each one.

- ☐ A reason for guests to get out of their day-to-day routine
- ☐ A picture of the one(s) they'll be traveling with
- ☐ A reference to some of the challenges in a person's life that travel solves
- ☐ Some of the highlights in your area for people to explore and enjoy
- ☐ Some surprises (discounts, vouchers or local bargains they should take advantage of)
- ☐ A picture of a moment of togetherness
- ☐ A picture of relaxation, refreshment, rejuvenation
- ☐ A picture of laughter, excitement, playfulness
- ☐ A picture of holding hands
- ☐ A picture of enjoying a meal together
- ☐ A picture of walking dogs
- ☐ A picture of having coffee in the morning
- ☐ A picture of watching the sunset together
- ☐ A picture of a unique amenity at your hotel

Key concepts of trackability in marketing

The OTAs have already set up their feeder systems, if you want to compete with them you need to set up your own feeder system, as well.

The OTAs are great at macro marketing, but what they have a hard time doing is showcasing hospitality. That's your advantage. And, luckily, that's the thing people look for, more and more, as they consider hotels with higher room rates. TripAdvisor is so popular, for example, because it gives people a good idea of the *value* of our hospitality.

Adding local affiliates, along with your room types, as I've shown you how to do in this guide, is an essential part of creating unique offers to show that value.

Because of the last point, we need to realize that 'the product is the marketing'. i.e. If we're able to create marketing that showcases your hospitality better than your competitors, then you're able to charge more... and grow your business, as a result.

Adding trackability with local affiliates and on your social media marketing allows you to safely scale up your presence – and take credit for it.

Anyone can pay for business through the OTAs and, as such, there's not a lot of job security in that role. Strategists, on the other hand, are less replaceable, so they're usually paid more. And, as long as their work produces measurable results, they usually have more influence across their organizations.

[Visit our YouTube Channel](#) for more hospitality marketing ideas