



**MINDLESS**

Web Dev, Paid Ads, SEO, Social & Analytics

# Digital Marketing for Hotels

## Case study

Complex Problems Require Simple Solutions

# Performance Marketing for Hotels

**A chain of six 4-star hotels in NYC struggling to improve occupancy & RoAS as well as reduce OTA dependency**

## Problem:

Multiple issues plagued hotel industry post 2020. These included high dependency on OTA's, high competition, low occupancy, and reduced margins

## Solution:

Our strategy was designed to mitigate all of these issues in a methodical manner

1. As the first step, we created awareness using **Social media (Facebook and Instagram)** focusing on two audiences Friends of Fans & Lookalike audiences for visits, engagement and lower funnel levels
2. Capture high intent via **Google Search Ads**
  - a. Capture brand intent as OTA's were bidding on a high share of brand search volume
  - b. Long tailed KWs for combination of hotel type, location, services and deals. Eg beach front hotels in miami, miami hotel deals, 4 star hotels near statue of liberty, pet friendly hotel in hawaii
  - c. Bid higher for repeat website users and exclude conversions from past 1 month. In these campaigns especially focus on better value and **limited time offers (FOMO)** as this audience is familiar with your brand but still researching for specific keywords. They have a high propensity to conversion.
3. **Remarketing** to 14 day visitors via Display & Social
  - a. A user needs 5-7 touch points before conversion. Multiple ad impressions create "cognitive ease" thus increasing conversion rate

**Results:  
In 6 months**



**\$4.7k**

Av Monthly  
Spend

**26.5x**

Av Monthly  
RoAS

**\$126k**

Av Monthly  
Revenue