

Hotellobi

Advanced Digital Search Strategy for Hotels (PPC).

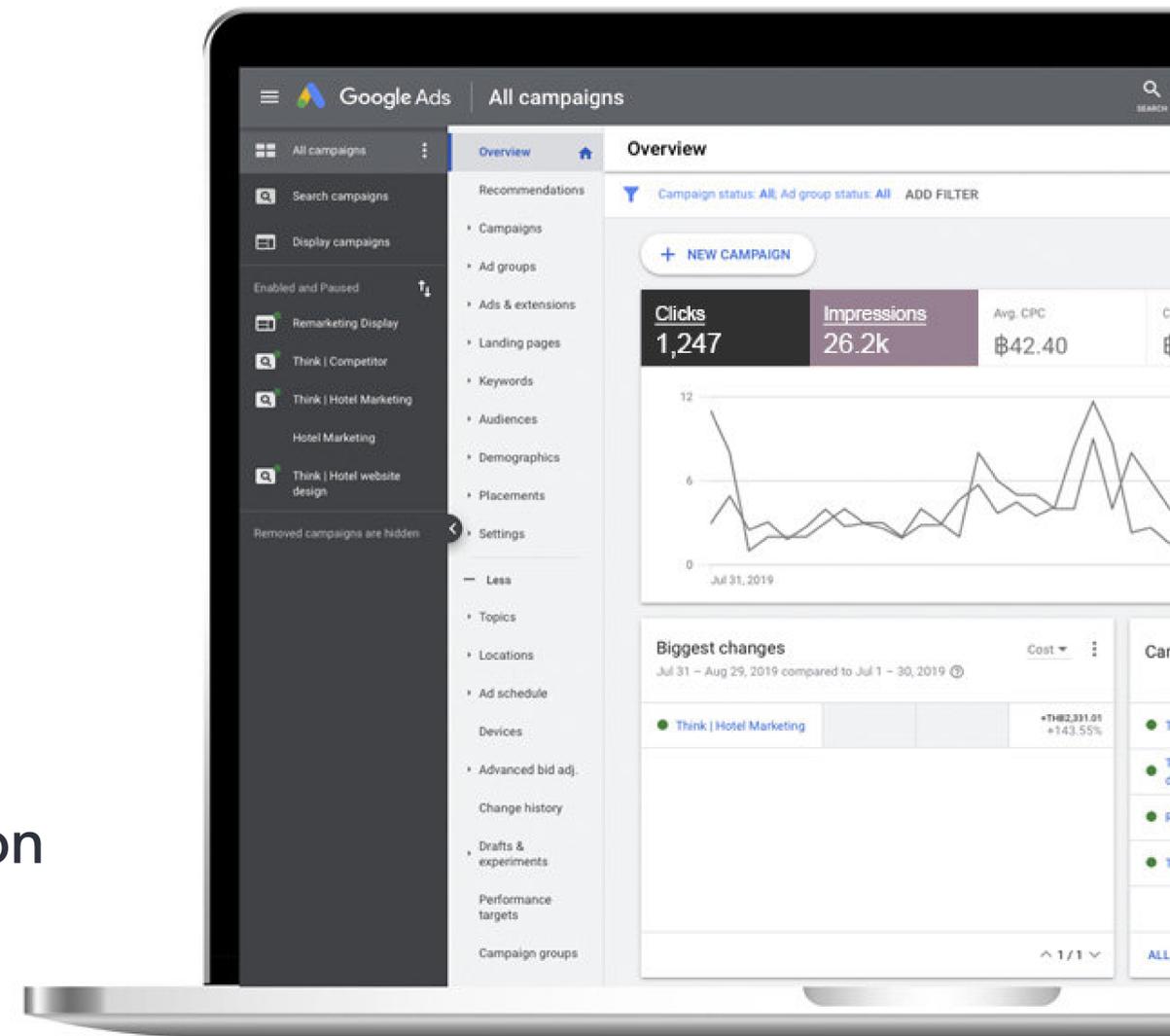
Drive valuable, ready-to-buy visitors to your website that convert to guests. A high-performance digital marketing strategy will deliver a tangible return on investment and drive revenue growth at your hotel.



Highest performing visibility in organic & paid search

Enhance your hotel brand's online visibility with paid search channels that increase qualified, guest converting traffic to your website. In today's digital environment, it's key to have your hotel brand visible in paid search results. Otherwise competitors and OTAs can gain the upper hand and direct your traffic to their own websites, losing you business in a competitive market. Here are some of the main things to be considering:

- ✓ PPC Campaign Setup
- ✓ Performance Monitoring
- ✓ Sales Budget Strategy
- ✓ Clear ROI Reporting
- ✓ Data Tracking
- ✓ Campaign Optimisation



Tangible results per month - flexible contract management

Our search engine marketing specialists have more than 14 years of experience in driving qualified traffic to direct sales websites. We convert web visitors into guests with high-performance digital marketing strategies that deliver a quantified return on investment.

Over 36M USD Room Sales

by Investing 5M USD

Ad-spend on Google, Bing and Facebook advertising for our hotels

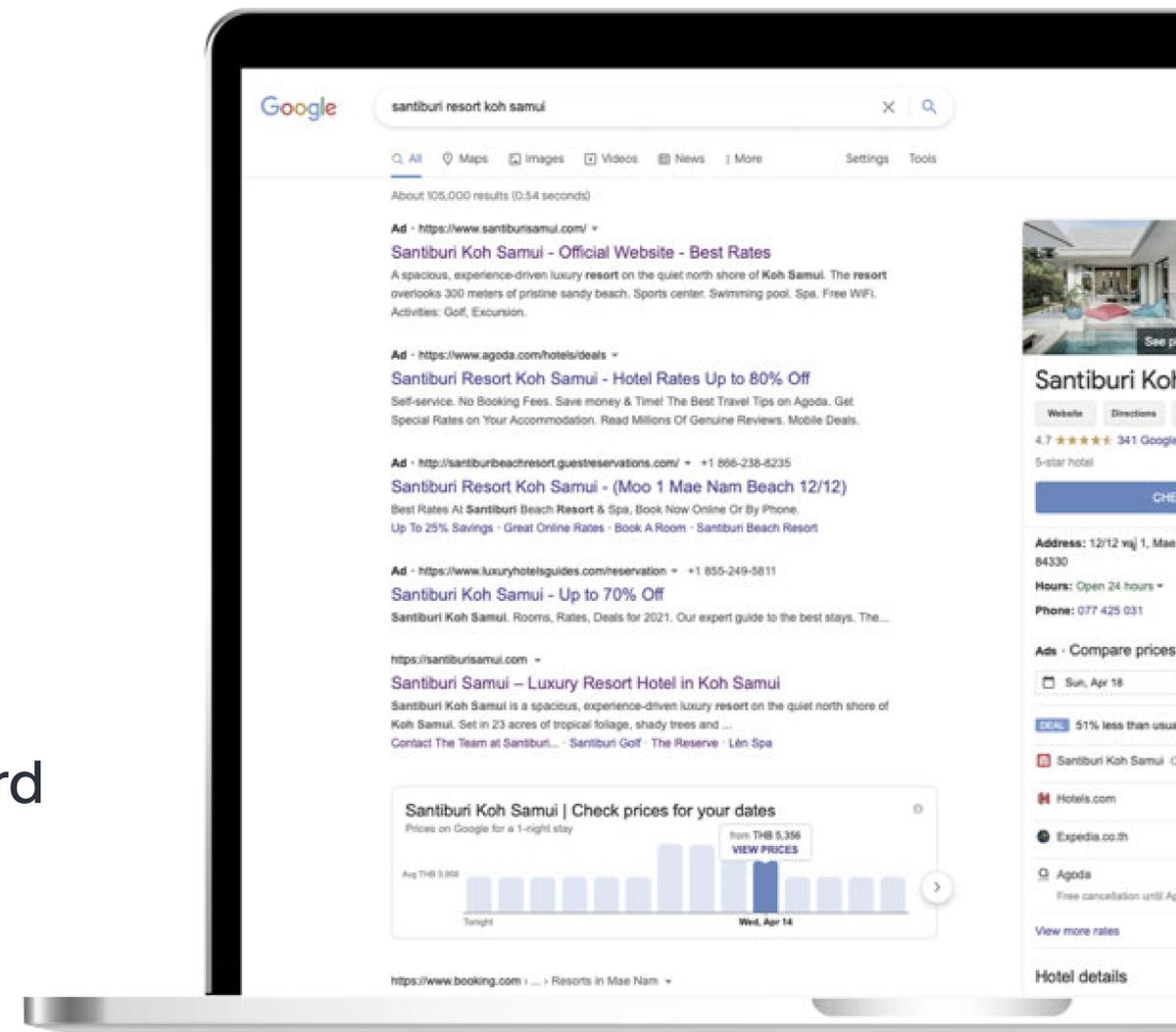
Optimising your pay-per-click

Super-power your sales revenue with paid advertising that delivers ROI

Google, Facebook & Social Paid Search (PPC)

Protecting your brand with paid advertising is a cost-effective way to combat OTAs and make sure you're being found by guests most likely to convert. Managing your Google and Bing PPC campaigns effectively will ensure your paid advertising is bringing you the best return.

- ✓ Campaign Setup and Optimisation
- ✓ Return on Investment Reporting via Digital Dashboard
- ✓ Budget Strategy, Optimisation & Reporting



**‘Results started to appear quickly
- the increase in direct bookings
has made a substantial impact to
our revenue ’**

Sam Bechtold - Mali Resorts



OUR PARTNERS

Our Digital Partners

From independent hotels to big brand properties, our powerful digital platform will super-power your hotel's online performance



We focus on tangible business performance

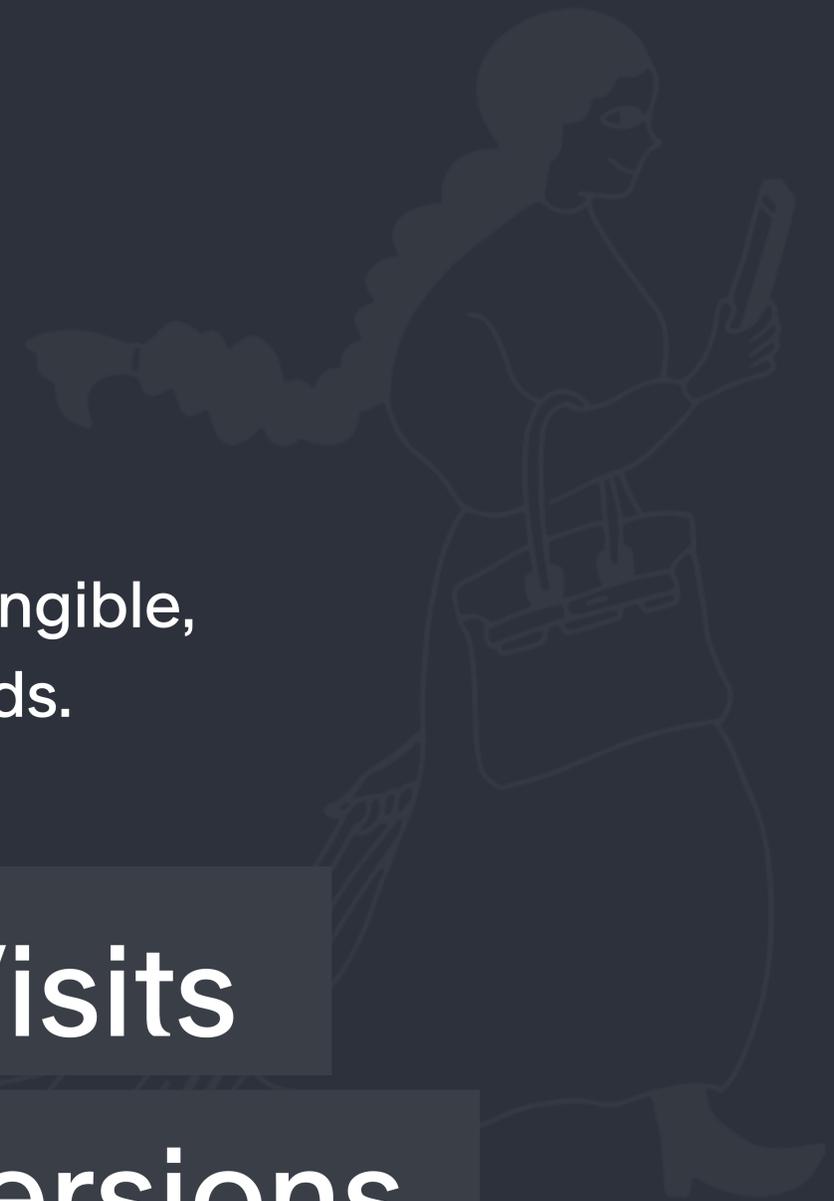
Our modern, data-driven hospitality partners rely on tangible, measurable business results on their advertising spends.

41% Increase in Website Visits

39% Increase in IBE Conversions

8:1 Return on Ad Spend

63% Increase in Direct Revenue



Google Ads Campaigns



Set-up, monthly management & reporting

Independent Hotel

Small Groups

Medium Groups

Large Groups

**Per 1 website featuring one or more properties on that website*

Spend Budget	Under 1000 USD	Under 3500 USD	Over 3500 USD	Custom
No. Campaigns	1-3	4-6	7-9	Custom
Set Up Fee	650 USD	1000 USD	1650 USD	Custom
Monthly Management Fee	500 USD	850 USD	1340 USD	Contact Us

- Google Display Banners
- GDN & Remarketing
- Live Dashboard
- Monthly Optimisation
- Google tag Manager
- Quarterly Google Banner Refresh
- Monthly Meeting

- Keyword research
- Service / Product Selection
- Determine Goals - Cost Per Click (CPC)
- Create multiple Ads for each ad group
- Writing Ad Headlines
- Writing Ad Descriptions
- Sitelink Extensions

- Callout Extensions
- Recommendations for Landing Page amendments or creation
- Installation of Google Tag Manager & Setting-up tracking codes
- Google Display Banner creation
- Audience and insights research
- Define Goals - Cost Per Click (CPC), Cost Per Impressions (CPM),
- Cost Per Acquisition (CPA)

Facebook Ad Campaigns



Set-up, monthly management & reporting

Independent Hotel Small Groups Medium Groups Large Groups

**Per 1 website featuring one or more properties on that website*

	Independent Hotel	Small Groups	Medium Groups	Large Groups
Spend Budget	Under 1000 USD	Under 3500 USD	Over 3500 USD	Custom
Ad Sets	1-3	4-6	7-9	Custom
Set Up Fee	650 USD	1000 USD	1650 USD	Custom
Monthly Management Fee	500 USD	850 USD	1340 USD	Contact Us

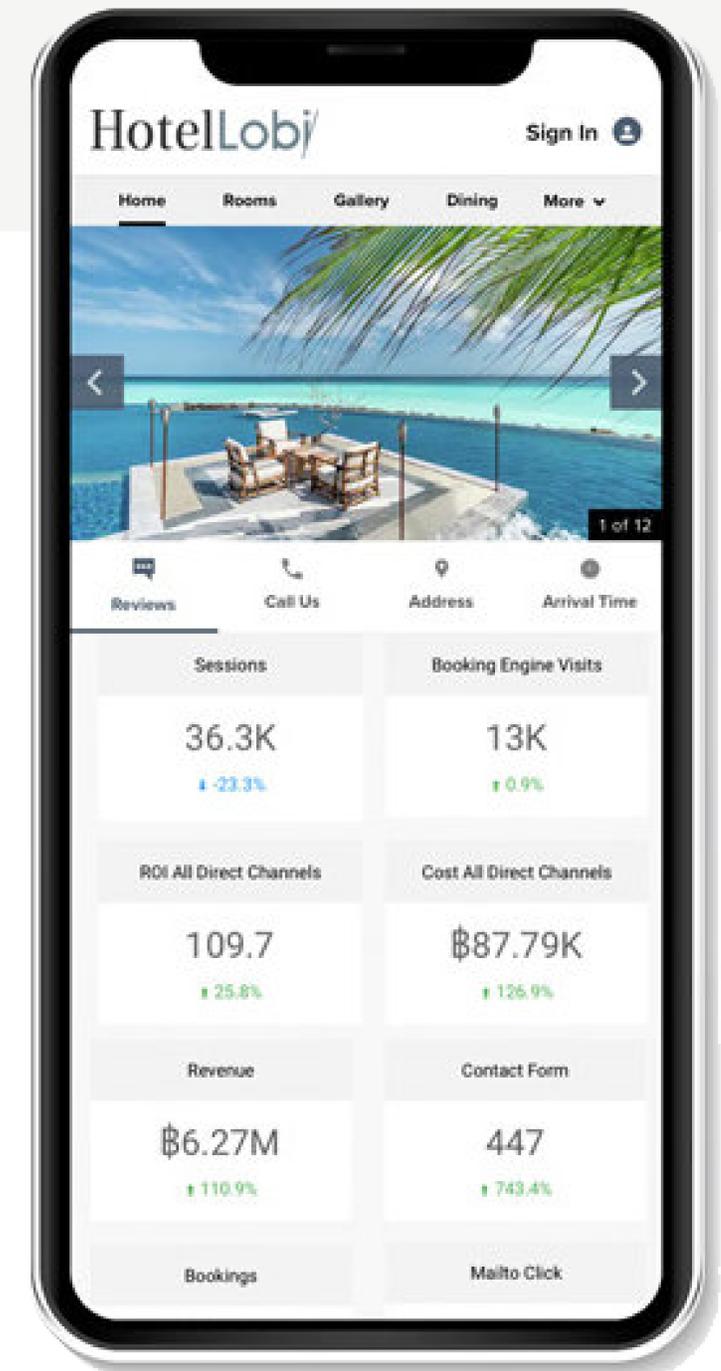
- Facebook Images
- Audience Research - Up to 27 Audiences
- Google Tag Manager Installation
- Pixel Implementation Audit
- Custom Audience Profile
- Dynamic Remarketing

Quantify your performance with visual key metrics

We give your hotel marketing staff the data insights they need to accurately plan, adjust and execute their sales strategy effectively. Our custom Hotel Lobi dashboard presents data in a clear and easily digestible format, giving you the insight to see where your budget is being used effectively - and where it's not.

Google Data Studio

- ✓ Cost Per Booking
- ✓ Real-Time Data
- ✓ Visualise Key Metrics
- ✓ Optimise Sales Budgets
- ✓ Reduce Reliance on OTAs
- ✓ Streamline Sales Expenses



Practical Monthly Management & Reporting

Managing the performance of your digital ad spend is a daily task undertaken by our dedicated PPC team. Your agency partner project manager will report detailed and data driven performance reviews every month, and you're free to schedule calls and meets with us anytime.

Daily Account Manager Access

- Monitor Monthly Search Terms
- Negative Keywords - Removing keywords from campaigns
- Activate / Deactivate the campaigns/ad-groups
- Allocation of Budget
- Monitor budget usage
- Monitor A/B testing
- Monitor Impressions, Click through Rate (CTR), Conversions
- Monitor & Improve CPA (Cost Per Acquisition)
- Internal campaign meetings
- Report on monthly activity and results
- Forecast current and increased spend levels
- Discuss completed improvements
- Tweak campaigns set-up
- Deliver monthly reports

'We used Hotel Lobi for our new hotel website design, data tracking & PPC strategy, very happy working with their team. They are professional and very responsive. Highly recommended!'

Santiburi Samui



Super-power your hotels revenue today with a high performance direct sales strategy

Bangkok

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