



# Best Practices for Multi-Property Hotel Marketing





# Creating a Multi-Property Strategy

Managing marketing strategies for multiple properties can be demanding in many ways. It's essential to develop great marketing tactics with a plan to implement them across your entire portfolio. If left to their own devices, you risk seeing a decline in both revenue and occupancy throughout all of your hotels. With social media activity booming, the number of hotel reviews skyrocketing, and the popularity of third-party booking websites out there, you have to make sure that each of your hotels is optimized online to attract travelers.

There are 5 essential topics to keep in mind when developing a marketing strategy for your hotel group:

- Discovering Your Multi-Property Identity
- Social Media Strategy
- Reputation & Review Response Strategy
- Website Design Strategy
- Portfolio Reporting & Analytics

In this white paper, we'll help you discover the multi-property identity that best fits your hotel group or management company. This identity can inform the most effective ways to implement marketing strategies for social media, reputation management, websites, and more. Finally, we'll share how you can use TMG OneView™ reporting and analytics to hold your properties accountable and demonstrate their on-going success.





# Discovering Your Multi-Property Identity

Understanding your identity can help you create a marketing strategy to fit your needs. There are two main categories when it comes to a multi-property identity: your Operations Identity and your Portfolio Identity. The Operations Identity refers to how marketing decisions are made and implemented for the hotels in your group. The Portfolio Identity refers to the goals for your management company or hotel group.

There are two main approaches for each category, together making up four multi-property identities that are useful in guiding your marketing strategies. Every property group should be able to claim one Operations Identity and one Portfolio Identity that best describes their group. As you read the descriptions of each identity below, consider which of these categories your management group best fits into.

## 1. Operations Identity



### Top-Down Approach

If your management group or brand operates with a top-down approach, that means your marketing decisions are made at the corporate level, not locally. You may fall into this category if regional management handles the marketing strategies of multiple properties, or the marketing for all of the properties in your group is led by a single person or department. This approach refers to those who have a hotel's social media, review response, website, and so on managed by someone from their corporate office. With a top-down approach, the leaders of the multi-property group may also enlist the help of a 3rd party or agency to run the marketing for all of the hotels.

- **Pros:** Consistent Messaging & Quick Onboarding Implementation
- **Cons:** Lack of Local/Personal Touch



### Local Level Autonomy

A group operates with local level autonomy if the marketing operations are led by separate individuals at each property. For example, local level autonomy is found in those groups who have their marketing decisions made at the property by a GM or a property DOS. If you or someone is locally at the hotel and handling your marketing strategies along with day-to-day operations, this best resembles your hotel's marketing identity. With local level autonomy, corporate may still offer some direction, but decisions on which strategies to employ and how to implement them all fall on an individual at the property-level.

- **Pros:** Content is Tailored to Each Property
- **Cons:** Inconsistency & Lack of Accountability/Visibility

We surveyed more than 20 management groups to learn which Operations Identity best described their approach to marketing.

Top-Down Approach: **35%**  
Local Level Autonomy: **65%**



## 2. Portfolio Identity



### Acquisition Mindset

The Acquisition Mindset identity best describes a scenario where a management group's main goal is to increase the number of hotels in its portfolio. If your goal is to continuously add more hotels to your company to produce a rolling increase in revenue, your company may resemble this mindset. Groups that prioritize developing new properties and adding more hotels to their portfolio fall into the Acquisition Mindset.

- **Pros:** Increased Opportunity for Exposure and Visibility
- **Cons:** Basic Marketing Implementation



### Asset Optimization

Hotel groups satisfied with their number of hotels who are seeking long-term marketing strategies fall into Asset Optimization. Groups focused on Asset Optimization have a goal to continuously improve the performance of their properties, and prioritize this over adding new properties to the portfolio. If you're seeking to optimize revenue with your marketing strategies with advanced customization and tools, this may take time, but you'd definitely relate best to this identity.

- **Pros:** Capacity to Implement a Mature Marketing Strategy
- **Cons:** Requires Advanced Resources/Tools

We surveyed more than 20 management groups to learn which Portfolio Identity best described the goals of their organization.

Acquisition Mindset: **27%**

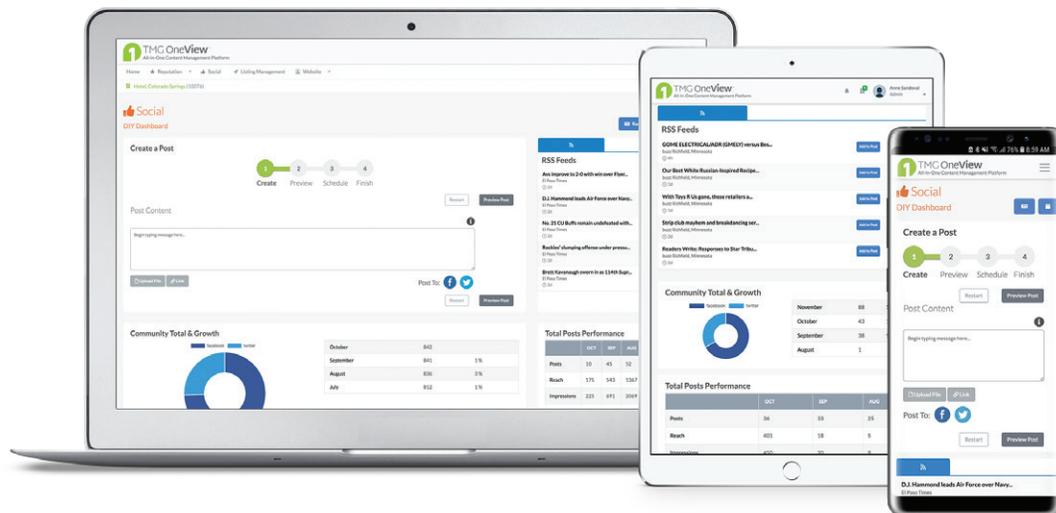
Asset Optimization: **73%**



# Social Media Strategy

## Best Practices

- **Claim & Create Social Accounts**
  - Get access to your accounts so you can use it to drive guests to your site.
- **4 Posts Per Week/ Property**
  - Providing consistent posts shows travelers that you take care of your brand online, just like you take care of your property.
  - 80/20 Rule:
    - 80% Engaging Posts - quotes, travel tips, quizzes, etc.
    - 20% Business-Guided Posts - hotel deals, property features, etc.
- **Connect to Local RSS Feeds**
  - RSS Feeds provide various local news stories that you can post about.
- **Utilize & Leverage Social Media Analytics**
  - Analytics help you understand what social media patterns you should continue. For example, the best time of day to post and which topics get the most guest engagement.





# Reputation & Review Response Strategy

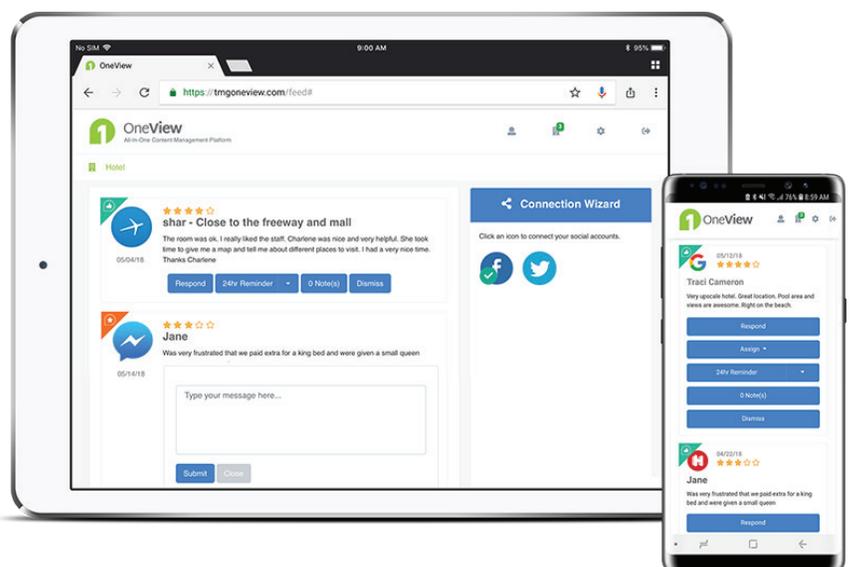
## Best Practices

- **Set up notifications**
  - The majority of review sites provide the option for you to set up notifications. Set them up either locally, or through your corporate office.
- **Track Market Competitors**
  - Gain visibility into how your competitors are performing so you can develop strategies to outperform them.
- **Respond to reviews within 48 hours**
  - This will bring credibility and reassurance to your future guests while demonstrating your exceptional guest service.
- **Analyze Reputation Sentiment**
  - Leverage your properties' data to understand the strengths and weaknesses of every property.

## TMG OneView™ Reputation & Review Response

Directly in the TMG OneView™ Feed you can find notifications about every review your properties receive on every public review platform. From there, you can respond, assign a review to another team member to manage, share a positive review to social media, and more. Our platform also provides instant SMS notifications for reviews and daily digest emails so you'll never miss an important review. The daily emails provide you with the opportunity to link directly to the feedback you click in the email. Keep in mind, properties can add as many people as they want to access their TMG OneView™ feed so they can get involved in responding or approving responses. Consider adding the GMs, a DOS, or front office manager for each property so they can edit, approve, and respond to reviews. With our Respond & Resolve program, professional reviews are written for you, and approvals can be managed via email or within the TMG OneView™ Feed.

The Reputation dashboard provides easy-to-read analytics that are highly detailed and interactive. Our analytics give you the ability to manage all the data for each of your hotels. These solutions even compare your hotels to comparable hotels in their market so you can better strategize how to outperform your competitors. Using these solutions is a great way to stay on top of your properties' review and reputation performance.





# Website Design Strategy

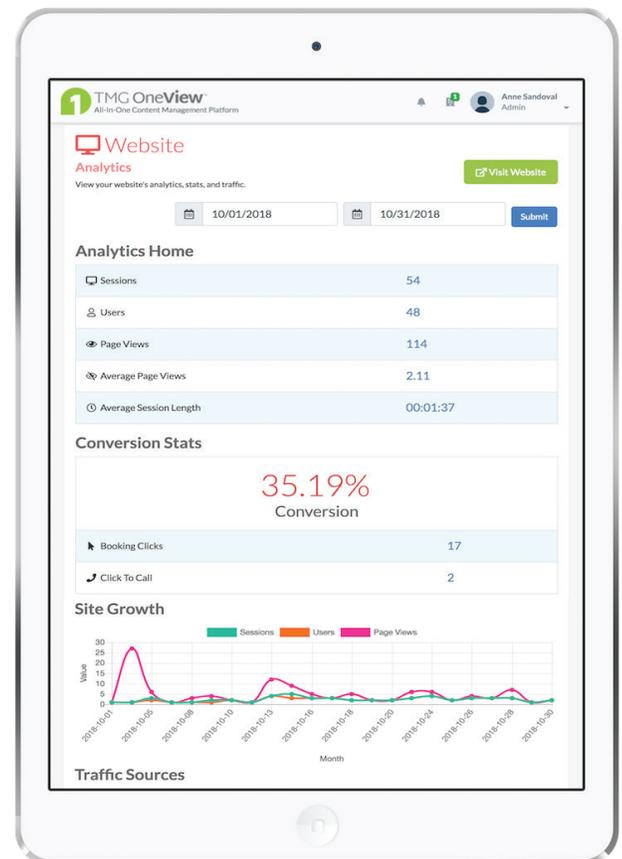
## Best Practices

- **Optimize Management Group/Portfolio Website**
  - Express your hotel's individualism to attract more guests.
  - By providing modern websites for your portfolio, other investors and properties will get a great impression of your management group.
- **Consistent Pages for Individual Property Sites**
  - Consistency in website templates helps display that your management group has organized standards and ensures every site meets best practices.
- **Integrate Direct Booking Channels + Social Media Platforms**
  - Marketing your website on social media plays a strong role in minimizing OTA bookings.
- **Analyze Traffic & Conversion Rate**
  - It's vital to understand how your hotel websites are performing so you can set future goals and objectives.

## TMG OneView™ Hotel Websites

Your company website plays a big role when trying to convince other properties to join your multi-property management company. You want to make sure your current hotels are highlighted in your site's portfolio. Ultimately, your website's goal is to demonstrate that your management strategy is the best at optimizing each hotel that joins your company.

With our TMG OneView™ website analytics dashboard, you can provide your hotels with detailed data that demonstrate the number of page views, conversion stats, sources of where your hotel's traffic is coming from, and much more. The dashboard allows you to dig into analytics so you can see how travelers engage with your websites. Our dashboard also provides a simple way to access each of your properties' data within seconds.

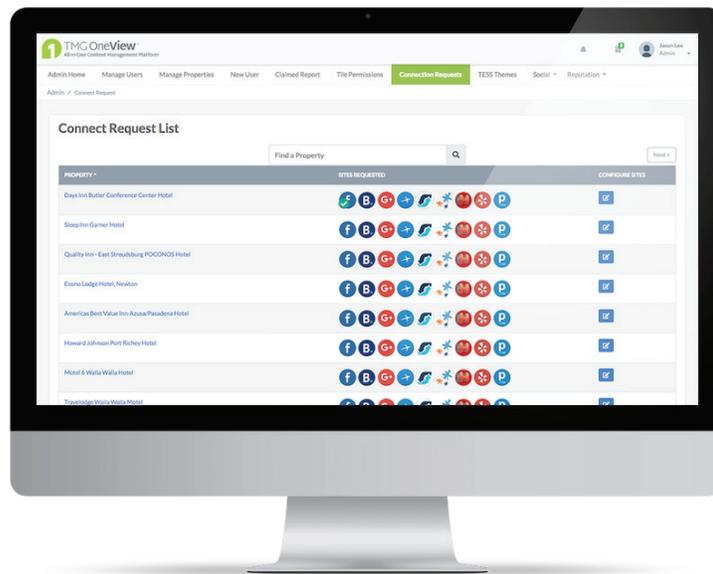


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## Portfolio Reporting & Analytics

### Partnering with TMG OneView™

- **Visibility Across Entire Portfolio**
  - Create a baseline to demonstrate your performance with a multitude of hotels that can vary in brand, size, etc.
- **Holds Properties Accountable**
  - See the activity of how each property is performing and interacting with guests.
- **Sets Standards of Performance**
  - Setting expectations provides a path to success, and can encourage properties to reach those standards because they are clear and achievable.
- **Invest Wisely**
  - Visibility and insights from reporting give you a path to understanding where to invest time, training and capital.



### TMG OneView™ Sentiment Tag Analysis

Sentiment Analysis can help pinpoint which parts of your property are positive, neutral, or negative according to travelers. A few data topics you can search through are how guests feel about your hotels' location, room, facility, and service. Our analysis can help point out which areas of your hotels need improvements.

Analyzing the Sentiment Tag Analysis can help determine where renovation money should be going to and where hoteliers need to pay more attention to so that travelers can have the best experience at their hotel. You can also receive multi-property reporting weekly or monthly that could help give you a comparison of how each of your properties is performing within a certain time period. Our consolidated reporting helps make sure that your properties are making the most out of our services that are provided to them through your management group.

# Streamline Your Multi-Property Marketing



Whether you have 3 or 3,000 hotels, our scalable solutions will work for you. TMG services help individual hotels achieve their revenue goals while empowering managers and brands with high-level tools and analytics. We'll work closely with your company to ensure that brand and management company standards are followed so that the online experience for guests is seamless.

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*I have worked very closely with Travel Media Group... and have nothing but great praise for the company's product and attentive services. The personal attention and commitment to our success is beyond expectation"*

**Jason Mortland**

Revenue Management/Operations, Sand Hospitality, LLC

Travel Media Group can help build the online presence & increase direct, commission-free booking for even the most diverse property portfolios. **Learn more about our [Enterprise Solutions](#).**

