

# Hilton Marketing Services Overview

BY O'ROURKE HOSPITALITY MARKETING, LLC



# About O'Rourke

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We treat your marketing the same way you treat your guests: with respect, attention to detail, and a team committed to a great overall experience. First we work to identify your goals and understand the challenges. Then we turn insights into action, and develop a strategy to drive revenue. From there, we execute, measure results, and continually refine, to ensure that every marketing dollar works hard for your success.

## What We Do

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Strategy Development  
Account Management  
Hilton.com SEO  
Vanity Site SEO  
Pay Per Click

Website Design  
Digital Media  
Social Media Management  
Metasearch  
OTA Travel Ads

OTA Audits  
Reporting  
Print & Collateral  
Branding & Positioning  
Conversational Marketing



# Hilton Background & Expertise

We have relationships with many Hilton hotels and those relationships are with both managed hotels and franchised hotels. For over 15 years we have provided marketing strategies for Hilton hotels and that experience gives us extensive knowledge of brand standards and the tools and processes used.







# Hilton Program Account Management

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When it comes to your overall marketing strategy, we recognize the importance of having someone in place that can help craft the plans and own the execution. We have a team of skilled and experienced Account Managers that provide the following:

- Help define your marketing goals and objectives
- Document your overall property marketing plan
- Assume responsibility for the overall measurement of campaign performance
- Proactive recommendations and evolution of the marketing plan as needed
- Provide updates on industry trends and changes



# Hilton SEO Programs

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Our Hilton.com SEO offerings are designed to maximize the opportunity that exists and cover distinct deliverables throughout the year. Our programs cover and entail the following:

- Definition of our keyword targets
- Thorough review of your competitive set
- Execution of an inbound link analysis
- Completion of a full Hilton.com content optimization covering title tags, metadata, copy and images

We pride ourselves on flexibility and building a digital marketing program that meets your needs. Therefore, while our core offering is an ongoing program throughout the year, we can also execute one-off projects or customize a program for you.

the **LOBBY**

**CONTENT**  
GATEWAY



**HOME 2**  
SUITES BY HILTON





# Hilton Vanity Site SEO

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Our SEO offerings and expertise extend to vanity sites as well. If you're a soft brand or an ancillary business unit like a restaurant or spa, we can execute a variety of SEO strategies for your vanity site. Our vanity site SEO strategies include:

- Ongoing content creation
- Local search optimization
- Technical SEO reviews



# Hilton SEO Reporting

Whether we're executing your Hilton.com SEO strategy, your vanity site SEO strategy or both, we understand the importance of measuring results and continuously adjusting our strategy as the search landscape changes. Our SEO reporting provides the following:

- A web based dashboard that pulls together metrics from The Lobby, Google Analytics and SEO tools that we employ
- A visibility report that shows your performance for targeted keywords, compared to your competition, across major desktop and mobile search engines

These two reports give us the insights needed to make adjustments to your SEO strategies as needed.

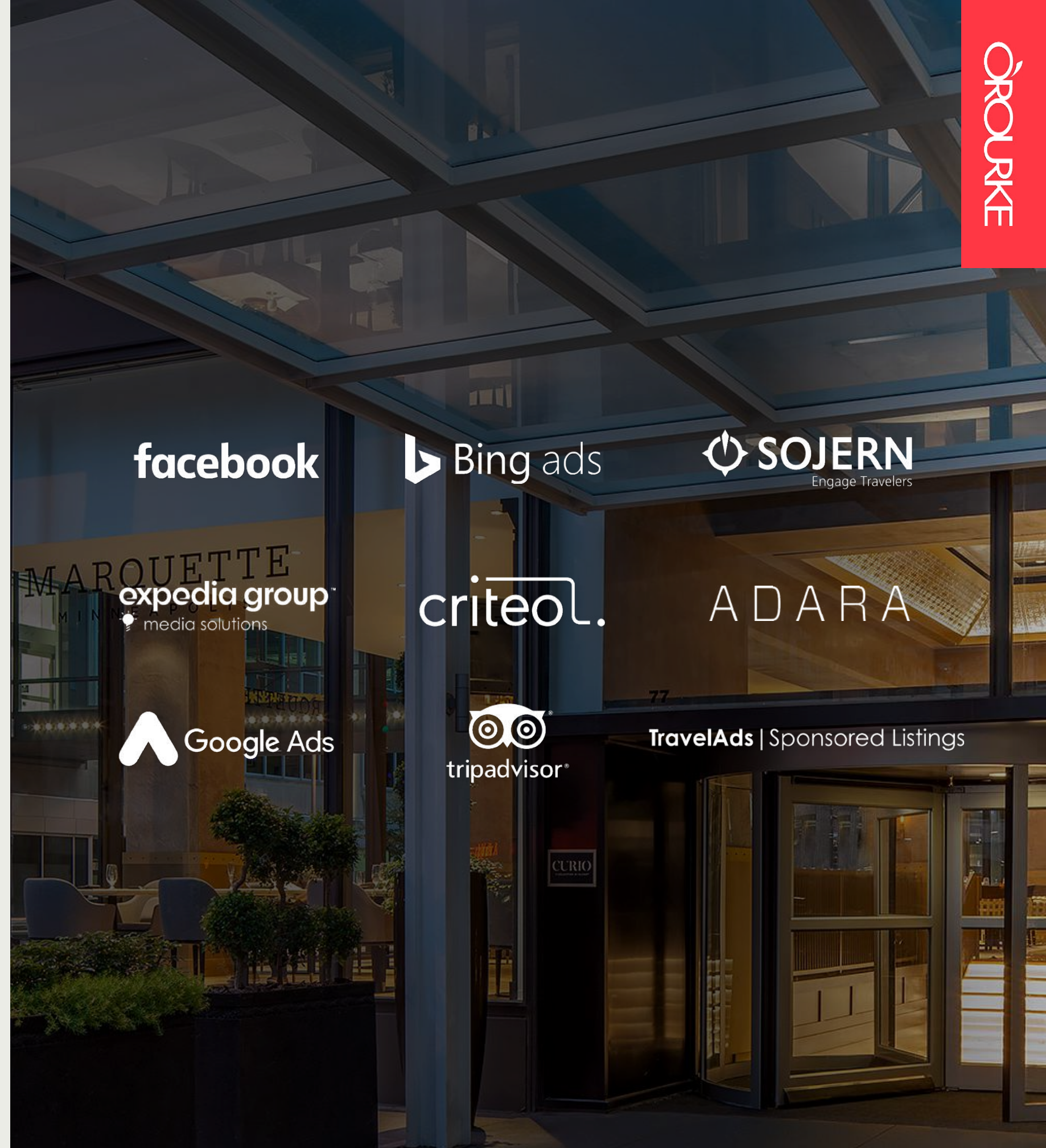


# Paid Media

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We all know that travelers these days are using many different sites and services to plan and book their travel. It is important that you have a presence on as many of these sites as possible. Our approach to digital media planning is as follows:

- Understand your goals and objectives
- Conduct research regarding your market, competitive set and target audiences
- Define the specific segments of travelers and target audiences that we will market to
- Present our recommendations and how the budget should be planned and allocated
- Plans typically cover paid search, retargeting campaigns, prospecting campaigns and social media advertising
- Build out the campaigns and execute the plan
- Provide ongoing analysis and recommendations each month





# Our Paid Media Approach

What differentiates our paid media offerings is the level of control and transparency that we provide to you. When working with us you will know exactly which keywords we are bidding on, which sites we are advertising on and how much budget is allocated to each strategy. You'll have input on the ad copy, the extensions, how much budget goes to brand vs. non-brand and more. This approach creates a very open and flexible environment where we can test and trial different strategies and make adjustments as needed.



# Hilton Creative Examples

Our in-house graphic design team is intimate with brand standards and the specs necessary for various ad platforms.





# Paid Media Reporting

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As with any and all marketing efforts, measurement and reporting is critical in order to understand if the money being spent is producing a proper return on the investment. For most campaigns, this is measured through revenue and room nights. While for other campaigns, RFP submissions or other key actions might be more appropriate. Our reporting includes the following:

- A monthly report with detailed data, commentary and recommendations
- Reports highlight various metrics, including return on ad spend
- When available, reports will show year over year comparison
- Monthly calls to review the reports and overall performance of the campaigns
- Discussion of different strategies to boost performance



# OTA Content Reviews & Optimization

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We all understand the role that OTAs play in the hotel and travel industry. There are large audiences of consumers using these channels to research and plan and it's important that your information be 100% accurate at all times. Our team can execute OTA content reviews as well that include the following:

- Review of Expedia and Booking.com/Priceline
- Reviewing all images and videos to ensure they are all most up to date and all accurate, ensuring that all visuals (images and videos) have the necessary and proper tagging.
- Review all text and descriptions to ensure accuracy.
- Explore all reviews and ensure that management responses have been provided.
- Goal is to maximize the Expedia Content Score and Booking.com Property Page Score.

Our overall goal is to maximize the Expedia Content Score and Booking.com Property Page Score.



# Thank you

If you are interested in learning more about our Hilton marketing programs please contact Brian Fitzgerald.

Email: [bfitzgerald@orourkehospitality.com](mailto:bfitzgerald@orourkehospitality.com)

Phone: (978) 465-5955 x223