



FREQUENT BUSINESS TRAVELER

Travels 1-2 times per month | Values comfort and convenience above all



MIDDLE-INCOME FAMILY

Takes 1-2 trips per year | Looks for a well-rounded property



CORPORATE TRAVEL BOOKER

Books travel for an entire company | Prefers to stick with the same brands



LUXURY INTERNATIONAL TRAVELER

Convenience and memorable experiences are paramount



DREAMING

FREQUENT BUSINESS TRAVELER
Travels often, constantly served travel-related ads on desktop & mobile.

MIDDLE-INCOME FAMILY
Vacation inspired by Southern California Activities blog.

CORPORATE TRAVEL BOOKER
Reads LinkedIn blog post about the brand's loyalty program.

LUXURY INTERNATIONAL TRAVELER
Sees social media content highlighting luxurious experiences in Miami.



Demographic and behaviors

Demographic and behaviors

Demographic and behaviors

Demographic and behaviors



Highlighting loyalty programs and VIP perks

Highlighting rich destination content

Highlighting rich destination content

Highlighting rich destination content



Social, display, SEO

Social, display, SEO

Social, display, SEO

Social, display, SEO



PLANNING

FREQUENT BUSINESS TRAVELER
Sees ad on LinkedIn showcasing a hotel group with available properties in global business centers.

MIDDLE-INCOME FAMILY
The family sees promoted social media post highlighting the hotel's proximity to theme parks & attractions.

CORPORATE TRAVEL BOOKER
After reading the blog, Instagram story ads appear, showcasing the variety of destinations in the brand's portfolio.

LUXURY INTERNATIONAL TRAVELER
After social media interaction, Instagram story ads appear, promoting the hotel's high-end amenities & offerings.

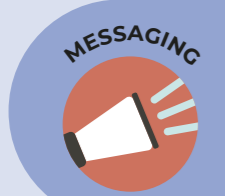


Demographic and behaviors

Demographic and behaviors

Demographic and behaviors

Demographic and behaviors



Showcasing local events, activities, and property amenities

Showcasing local events, activities, and property amenities

Showcasing local events, activities, and property amenities

Showcasing discounted room rates

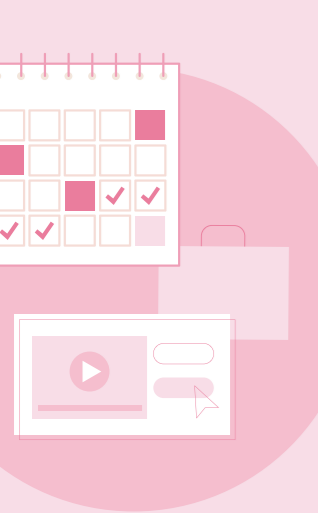


Social, display, SEO, SEM

Social, display, SEO, SEM

Social, display, SEO, SEM

Social, display, SEO, SEM



BOOKING

FREQUENT BUSINESS TRAVELER
Visits brand website & is greeted with personalized messaging highlighting rewards program.

MIDDLE-INCOME FAMILY
After social media engagement, display ads for a package, including tickets to Universal Studios, are displayed.

CORPORATE TRAVEL BOOKER
Visits brand website & is served personalized content. Sees a promo tile for a discounted corp rate & decides to book.

LUXURY INTERNATIONAL TRAVELER
Visits hotel website & is served a personalized offer for international travelers.



Behaviors

Behaviors

Behaviors

Geolocation



Book direct messaging, offers, and rates

Book direct messaging, offers, and rates

Book direct messaging, offers, and rates

Book direct messaging, offers, and rates

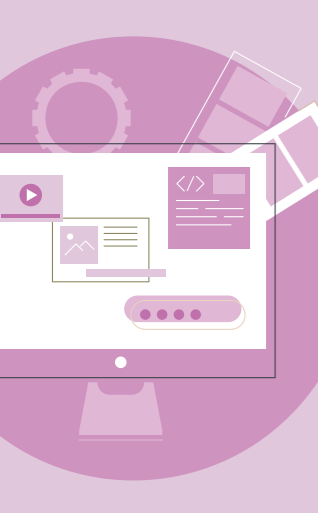


Social, display, SEO, SEM

Social, display, SEO, SEM

Social, display, SEO, SEM

Social, display, SEO, SEM



EXPERIENCING

FREQUENT BUSINESS TRAVELER
After booking, he is greeted with personalized content on the website, including offers to upgrade to premium check-in/out.

MIDDLE-INCOME FAMILY
After booking, the family is sent an email promo with discounts on family activities at the hotel.

CORPORATE TRAVEL BOOKER
After booking multiple stays for coworkers, personalized content is shown on the website, including offers for meetings & promotion for the loyalty program.

LUXURY INTERNATIONAL TRAVELER
After booking, greeted with personalized content on the website, including information about premium services & amenities appealing to international travelers.



Conversion cookie tool

Email address provided while booking

Conversion cookie tool

Conversion cookie tool



Upselling premium experiences

Upselling on-property experiences

Upselling meetings and events and loyalty portal

Upselling premium experiences



Personalized website content, email

Personalized website content, email

Personalized website content, email

Personalized website content, email

CONTENT STRATEGY

DREAMING

WEBSITE CONTENT

- Blog posts
- Inspirational images and video
- Area information and activities

MARKETING CHANNELS

- Social media
- Display ads
- Blog

PLANNING

WEBSITE CONTENT

- Amenities and services
- On-site dining and facilities
- Inspirational images and video
- Area information and activities

MARKETING CHANNELS

- Hotel website
- Social media
- Display ads
- Blog
- Email

BOOKING

WEBSITE CONTENT

- Specials and packages
- Accommodations
- Amenities and services
- Inspirational images and video

MARKETING CHANNELS

- Hotel website
- Social media
- Display ads
- Blog
- Email

EXPERIENCING

WEBSITE CONTENT

- Specials and packages
- Area information and activities

MARKETING CHANNELS

- Blog posts
- Inspirational images and video
- Area information and activities

