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Professional Webinar: Hotel Performance Marketing



Who is this **Specialized**
Webinar for?

- Senior Management & Hospitality Entrepreneurs.
- Sales Executives in Hotels.
- Digital Marketing Professionals.
- Executives working for Online Travel Agencies (OTAs)
- Hospitality Management and Sales Companies.
- (Airbnb) home share accommodation Owners & Managers
- Recent Graduates.
- Anyone responsible for developing and/or implementing a performance marketing strategy for their Hospitality organization.
- Anyone looking to pursue a career in digital and performance marketing - Seeking a powerful competitive advantage in the labour market.

This webinar benefits various levels of skill and experience and will empower you to maximize the impact of your Hotel performance through powerful digital tools used in the Hotel & Tourism sector.



Takeaways for you!

- You will be introduced to the fundamentals of search engine optimization and how search engines work.
- You will understand the fundamentals of paid search and its benefits and demonstrates how to implement and manage Pay-Per Click (PPC) campaigns using Google Ads and Hotel Ads.
- Understand the fundamentals of google analytics and best practices concerning data collection that enable a digital marketer to draw actionable conclusions from website or marketing channel data.
- Understand the Display and Video Advertising for Hospitality Practices and fundamentals, demonstrates how to set up and manage a YouTube channel for your Hospitality Business.

introductory webinar (4h)

Hotel Performance Marketing



- The webinar explains why and how to align SEO objectives with overarching business objectives, and why it vital in the Hospitality industry your property to be found quickly and effectively online.
- You will understand the key concepts, how to manage paid advertising budgets, and how to optimize paid search that fit and perform for your Hospitality campaigns.
- You will also explore setting campaign goals to analyze performance and customer conversion through Google Analytics and the process of search to book & book to stay for Hotels.
- It covers the ad formats available within Google Display Network and YouTube and shows you how to set up and manage campaigns.



Topics include:

Paid Search (PPC) for Hospitality

- The Main & Basic Online Distribution Channels and Tools in Hospitality
- Fundamentals of Paid Search
- Paid Search Campaign Creation with Google Ads for Hospitality companies & Hotel Ads
- Search Campaign Management for Hospitality

Analytics for Hospitality Performance

- Web Analytics Fundamentals for Hospitality
- Creating and Configuring a Google Analytics Account
- Analytics Tools for Data Collection, Measurement and Analysis

Search Engine Optimization (SEO)

- SEO Fundamentals for Hospitality companies
- Keywords and SEO Content Plan for Hospitality and Tourism properties
- Optimize Organic Search Ranking for effective Hospitality Performance

Display and Video advertising

- Fundamentals of Display and Video Advertising
- Google Display Network and Video Ad Formats campaigns for Hospitality
- Key Display Campaign & Video Campaign Metrics
- **Walkthrough:** Setting up a Paid Search Campaign and evaluating google analytics data. (examples)