



Haynes Marcoms

How we can help your business thrive in 2021



Look to the future

2020 was a tough year for all but now is the time to plan for the future. It's time to **aspire** to better things, **grow**, **adapt** and become a business that appeals to consumers of today and beyond..

Challenges to overcome will include:

- **Geographically targeting customers:** Covid-restriction changes are likely to continue in 2021, and studies show travellers are preferring holidays closer to home
- **Regaining consumer confidence** in safety, distancing, space and cleaning procedures
- **Investment in technology:** Online booking capabilities, self-check in, mobile guest services and in-room apps
- **Gaining market share:** Shifts in demand means rural destinations can compete with cities
- **Domestic leisure takes centre stage** as business and international travel grapples with infrastructure challenges

Stats from PWC 2021 hotels forecast

Hospitality brands we've worked with



What we can do for you

- Build trust with your clients
- Reach a new target audience
- Secure bookings for 2021 and beyond
- Raise awareness of your brand
- Position you as a brand leader in your field

How do we do this

Create engaging marketing campaigns: Our team design and deploy content across your marketing and advertising channels

Raise your profile in the media and social media among your target audience using engaging content

Support you developing your digital technologies with our hospitality technology industry connections and drive direct bookings



Wish you were here?

Tell us your objectives and we'll meet them.
And if you're not sure and need help, let's have a chat

- Drive new bookings?
- Sell a new product?
- Review product offering?
- Bring social media to life?
- Encourage positive guests reviews?
- Build, grow and engage a database?
- Get the media talking about you?
- Tell your story authentically?
- Create a recognisable 'face' for your brand?
- Source software and systems for your digital plans?

Key Challenges 2021

Keeping services
operating - spas,
restaurants,
events etc.

Maintaining and
communicating
Covid safety


Lack of business
travellers

Ability to
stay open
year round

Driving guest
satisfaction

Flexing
distribution
when required

Meeting new
digital demands
and
opportunities



Look forward with help on your marketing and booking strategies

- Review your product offering to adapt post-Covid
- Refresh your marketing using digital marketing channels
- Digital technologies to assist with bookings & guest satisfaction
- Run multi-channel marketing campaigns

Tell your story through authentic and engaging content. Enable your digital channels to connect with your target audience

Newsletters: Keep your database current and informed

Blogs: Inspire and inform your audience while improving SEO

Imagery & Video: Say more, with less

Secure bookings and revenue generation from your digital channels while enhancing brand reputation with a bespoke marketing plan from Haynes MarComs.

Public Relations & the media

- Placing copy and content
- Sourcing relevant media opportunities
- Competition and reader offer placement
- Press trip planning and hosting
- Press office functionality & outreach
- Event planning & management
- News creation



Share what you have to offer. Utilising the power of the media and our consumer marketing team



Social media & digital awareness

- **Social Media** - Use social media as a tool to reinforce sales, marketing and PR messages to your digital audience.
- **Social Media Advertising** - Find new customers by targeting content to specific audiences
- **Email Campaigns** - Target customers from an existing database with offers and updates for 2021. Grow your database and engagement levels
- **Sponsorship** - Advertise and sponsor third-party digital channels through competitions, banner adverts, email campaigns, and partnership campaigns

Costs



We don't believe in a 'one size fits all' approach when it comes to costs, so we'll devise a *bespoke campaign and budget that suits your business*. Whether you need a full service marketing & PR strategy or managing one of your digital channels, we're here to help with fully flexible campaigns.

Website build - Refresh your website for online booking today to benefit from direct reservations

Social Media - Drive engagement and bookings from social media channels

PR - Securing media coverage to build awareness among key target audience

Full-Service Marketing - The full package to increase bookings and revenue

Let's start with a chat about what you need

**New Website
Build**
From £1000

PR
*From £750
per month**

Social Media
*From £750
per month**

*minimum
three-month
engagement



OUR APPROACH

DISCOVER



- Listen to and understand the new market
- Adapt your proposition
- Focus your goals
- Know your customer profiles

Strategy
Customer insight
Market orientation

ENGAGE



- Involve your people
- Review product offering
- Align departmental strategies and processes

Process
Place
Promotion
Price

DEPLOY



- Create market narrative
- Define marcomms strategy
- Action plan

Brand & value
Segmentation & targeting
Market positioning

OPTIMISE



- Review performance
- Iterate messages and engagement
- Reinforce brand values

Data insights
Channel performance
Sales values



THE TEAM

Ryan
Lead Consultant/Director



MarComs specialist in technology, business services, travel and hospitality sector.

Megan
Senior Consultant



Marketing PR specialist in travel, hospitality and tourism.

Daniel
Creative Director



A partner of Haynes MarComs providing design support.

Emre
Digital specialist



Social media, PPC, SEO and web development

Lee
Copywriter



Specialist in extended articles and insightful reports.

Sam
Consultant



Public relations and media specialist in consumer PR



Who We Are

Haynes MarComs supports businesses with strategic brand marcomms and digital marketing and PR campaigns by taking an holistic approach to sales, marketing and customer delivery.

- Multi-sector experience
- B2B market outreach
- B2C brand awareness

We work with your senior management teams, product and marketing departments to build brand awareness, establish sales marketing procedures, and deliver highly-targeted campaigns.

VALUES

AGILE



We are quick to change and adapt

RESOURCEFUL



We find ways to make it happen

DYNAMIC



We focus on engagement and connection

NURTURING



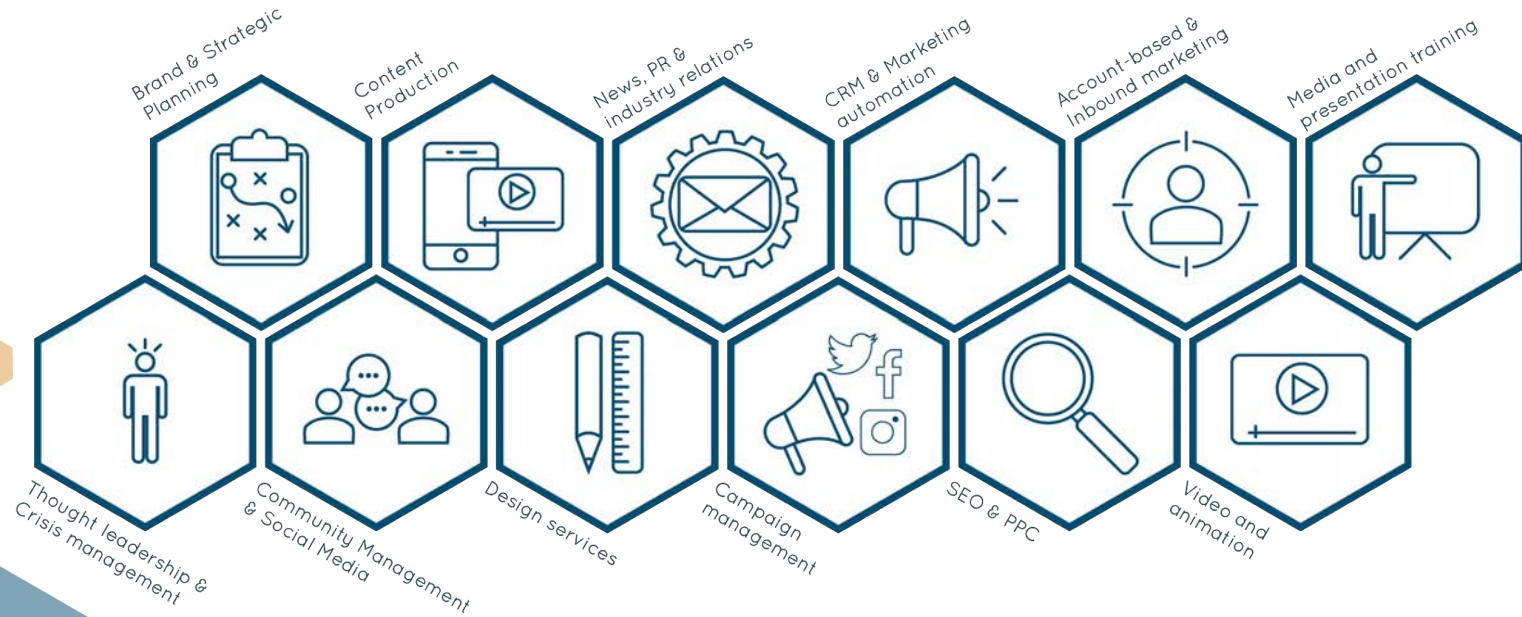
We provide support and development for goals and people

EMPATHETIC



We take time to listen and understand

SERVICES



EXPERIENCE





FOXHILLS COLLECTION

Brief

Implement a 'Digital First' philosophy, lower third party distribution costs & enhance engagement with Members and Non-members.

Strategy

Overhaul website to provide in-house CMS, with navigation revamped to balance Member needs with hotel/spa business (Non-member), increase direct hotel bookings and reduce reliance on TPI/OTAs.

Results

New website drove **+58% revenue** (room bookings) in first 12 months, with **8% drop in commission payments** to TPI/OTAs.

Redesigned emails increased Member engagement: **+18% Open Rate** and **+46% CTR**.



Jumeirah
STAY DIFFERENT™

Brief

Grow direct bookings for hotels, spa and restaurant outlets.

Strategy

Cleanse and grow database, with segmentation of hotel users versus localised spa & F&B visitors. Target pre-stay & in-house offers to hotel guests through pre-arrival emails & in-room pop-up messages on TV screens, utilising automation where possible.

Results

Emails drove direct booking revenue **+307% YOY**.
CTR on emails **+201% YOY** through clean database and A/B testing on campaigns.



Brief

As HomeAway's social media expert, Ryan headed social media campaigns to drive website visits and enquiries

Strategy

Developed a plan tapping into travel booking behaviour and aligning with HomeAway's digital marketing channels. Reviewing and revitalising content, especially imagery. Testing CTAs to drive web visits.

Results

HomeAway's website visits from social channels **increased by 9%**, with a **300% increase in page views**. The campaigns drove a **1,460% increase in booking enquiries**.

The cost of acquisition for social media website visits reduced from £5.24 to £0.26 - **saving 95% per visit**.





Brief

Utilise social media and PR to sell minimum of 500 tickets before premiere of new Dragon Slayer night show.

Strategy

Create social media strategy to tap into local, targeted audience. Utilise spokespeople, 'sneak peak' visuals and event listings to drive awareness through media coverage.

Results

863 tickets were sold before first show (**173% of target**), with **7 of the 8 shows selling out** during the season. Show returned for 2019 by popular demand.



Bspoke

Discover. Explore. Relax

 **CYCLING**
for SOFTIES

Brief

Research the activity holiday companies' brand positioning through a media analysis project

Strategy

Review recent media coverage for the two brands as well as their competitors, assessing audience reach; number of placements; key messages included and sentiment

Results

Identification of a gap in the activity holiday market for more **emotional and experiential-led messaging**. Activating this messaging led to the brands' repositioning for clear market demographics and increased sales of core products

We built upon the Analysis project with a 12-month PR campaign, **growing key coverage by 65%**



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