

New Development/ Flag Change



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All Cogs from the **Clean Up Audit** PLUS these Extras

GPS

Get your hotel found. Once opened, submission to GPS sources to ensure the address and building can be located and assist in fixing directional challenges

UNAP (URL, Name, Address, Phone)

Online consistency is key across all online channels. Get listed on over 160 major websites and OTAs, Service and reporting continues once rest of the opening package has concluded. This is essential if any other business resided at the address previously, as in a rebrand or flag change.

Press Release

Writing and distribution of press release on a national scale and does not overlap with brand press releases. Includes submission to TripAdvisor for flag changes to update name.

Photo Shoot

Give guidance on photographers, shot list and photographer contract. Includes submission of images to all major sources and plan for stock or brand imagery in pre-sell prior to opening.

Paid Marketing

Ramp up during first 90 days is generally difficult while sales gains accounts. Includes 2 paid Facebook ads to target hotel's demand generators and plan for additional spend to align with hotel goals (Google Adwords, MetaSearch, Travel Ads, CVB, Email Marketing and other identified local opportunities)

Link all the Cogs

We work with the hotel team throughout opening to gain exposure faster and to ensure smooth opening digitally. The process starts with submitting content prior to website launch and ends when photos have been distributed to all channels.