

# Cogwheel Marketing Marriott Full Service Package

Description	Cogwheel Marketing	Competition
<b>Strategic Account Management:</b>		
Dedicated Account Manager	✓	✓
Monthly Calls	✓	✓
Collaboration with Sales and RM	✓	
Targeting defined market segments	✓	
Identify gaps in online presence	✓	
Prioritize hotel digital needs	✓	
Total sales and marketing budget review	✓	
Create strategic marketing plan	✓	
<b>Website Enhancements:</b>		
Defining Value Proposition and Positioning against comp set	✓	
Content Writing and Ongoing Updates	✓	✓
Photo Shoot Coordination with Shot List Creation	✓	
Image Management (compliance, uploading to site, proper tagging)	✓	✓
Package Strategy Development and Promotion	✓	
Unlimited Website Updates on Behalf of Hotel	✓	
<b>Search Engine Optimization:</b>		
Keyword Research	✓	✓
On-Page Optimization: Title Tag, Meta Description and Headers	✓	✓
Off-Page Optimization: Link Building suggestions	✓	✓
Develop Strategy and Content for Accelerated Modules (landing pages)*	✓	
Monthly keyword ranking report	✓	✓
Comp audit to identify free marketing opportunities	✓	✓
<b>Online Travel Agencies:</b>		
Expedia and Booking.com Audit	✓	✓
Increase Expedia & Booking.com Content Score	✓	
Pre & Post Stay Emails	✓	
Remedy issues on all other major OTAs as needed	✓	
<b>Local Listings Optimization:</b>		
Yext, Google My Business, Yelp, TripAdvisor, Cvent	✓	✓
MAPS: Google Maps, Bing Maps, Apple Maps, HERE, MapCreator and fix GPS issues	✓	
Facebook	✓	
<b>Paid Campaign Strategy &amp; Management: (Fees to 3rd Parties Not Included)</b>		
MetaSearch Advertising	✓	✓
Expedia TravelAds	✓	✓
Paid Social Media	✓	
GDS Advertising	✓	
Group and Wedding Partners	✓	
GPS Advertising	✓	
In Market Display Ads (Sojern/Adara)	✓	
TripAdvisor Ads	✓	✓
Identify & Negotiate Ad Hoc Partnerships	✓	
Remarketing	✓	

COGWHEEL MARKETING SERVICES COMPARISON CONTINUED...

Description	Cogwheel Marketing	Competition
<b>Brand.com</b>		
On Page Property Messaging	✓	
METT Campaigns*	✓	
Vanity domain and Email Support	✓	
Revenue Tracking via CCT (Campaign Classification Tool) Tracking or Reslink or CLPG	✓	
Paid Search Tool	✓	
<b>Custom Collateral Creation (12 Credits Per Year)</b>	✓	
<b>Paid Media and SEO Reporting</b>	✓	✓
<b>Ad Ons</b>		
Elevated Site Creation*	✓	
Social Media Content Marketing	✓	
International SEO	✓	✓
Outlet/Spa/Golf Campaign	✓	✓
Comprehensive UNAP Services	✓	
Press Releases	✓	
Google Adwords Paid Search	✓	
Group Email Marketing	✓	
Reputations Review Responses (Social, TA, OTA)	✓	

\*Brand fees apply