



WHITE HORSE
Digital

CONTENT MARKETING FOR LUXURY HOTELS

in association with

flockler[™]

CONTENT MARKETING FOR LUXURY HOTELS

We believe you need to create content with a purpose

to stimulate, engage, convert and build a buzz about your brand. It's got to be useful, visible, desirable, engaging and provide a platform to position your hotel as a socially-connected brand. Why is content so powerful? It's the modern day convergence of PR, social, SEO and good old-fashioned storytelling.



Building your hotel's reach in this way, with your existing and potential customer base, is a valuable way of staying fresh. In the competitive online world you need to give people a reason (new content) to come back to your website. That's why content creation is so valuable - it makes your website a place to go for interesting reading rather than just information. When the content's good it gets shared and sourced by others - building a community for your customers.

Here we give you an easy-to-implement action plan that is focused on increasing your hotel's direct bookings, that sells the dream of your special hotel and builds a community with your fans and followers.

1. CREATE A GLOSSY, SOCIAL MAGAZINE-STYLE BLOG

This style of blog will enable your hotel brand to become a publisher.

A beautifully crafted, customised blog will mean your team can create, customise and publish engaging editorial that's attractive to search engines and ultimately brings you new customers.



What's different about this?

It's social, optimised for mobile and tablets and will increase your customer reach. We live in an age of discovery. Customers are looking for experiences, hotels that stand out from the crowd. By embracing your brand's new role as a publisher of all things luxurious such as the arts and culture – you'll be giving your customers useful, intelligent and sharable content.



2. WHAT TO INCLUDE IN THE BLOG



The blog should cover stories that your customers will be interested in.

**Save your hotel-speak for your brochures.
Create a content calendar that, for example, includes:**

Monthly video interviews of regular visitors and well-known people, asking them for their tips on the best places to visit/things to do in your area.

Behind the scene stories from your hotel such as room designs, recipes from your top chefs, tips on how to massage your partner.

Features on secret locations and hidden gems to go to in your area.

Fun, unusual activities to do in your hotel and beyond.

Daily treats to be had at your hotel from dish of the day, cocktails, spa treatments.

Beautiful Instagram images from special events held at your hotel.

Vine clips that capture the moment and spirit of your hotel.

Crowd sourced content and reviews of destinations, restaurants, pop-up shops, shopping etc.

3. A BLOGGING OUTREACH PROGRAMME

Your blog should have multiple authors and voices.

Creating a blogger outreach programme can enable yours to have many writers too. Identify influential bloggers in your area and inviting them to your hotel for “VIP bloggers evening” will give them an experience, a reason to write for you and about you on their popular blog.



Let them be the first to preview your newly-launched seasonal menu, test out your new beds, experience your latest spa treatment, have a “go behind the scenes” look at what makes your hotel’s service so special.

Invite bloggers to interview your head chef about his menu inspiration or your concierge about his/her most unusual (anonymous) guest requests.

Create a regular, monthly afternoon bloggers event and rotate the theme from food demos, design-inspiration workshops, everlasting tips from your spa, guest speakers.

4. USER GENERATED CONTENT

Earned media (social, blogging) is a high-growth area.

Consumers trust word-of-mouth recommendations and reviews are 80% more trusted than traditional marketing and paid for media. Your hotel needs to tap into this market and facilitate the opportunity to create user generated content. Some ideas of how to do this are:

Social media competitions – ask your audience to submit a picture/idea in return for exclusive invitation to an event/night in your hotel/day in your spa.

Give your potential customers exclusive access to products and services – which they can boast about on social media to their friends.

Create a member's club night for all that interact and socialise with your brand online.

Tell us what you did today – suggest a day trip for our customers and have a chance to win..

Host your "guest book" online: include all the good, the bad and mediocre. Write a response to each – thanking them for their comments – entering each comment into a prize draw.

Feedback forum: tell us how we can improve your stay – what you'd like to see next time.

User generated content is a way of developing a deeper engagement with your customers before they arrive, whilst they're staying with you and once they've gone home. It has a two-fold effect – it creates new voices on your site and content that can be socialised and trusted. This has added benefits for your brand's online presence – it keeps your content fresh, boosts your natural SEO rankings and drives new customers to the site.

Some simple rules to UGC:

1. Empower your readers – inspire them, get rid of brand constraints and keep it fun.

2. Use game mechanics in the right way, at the right time – such as time pressures, deadlines, countdowns.

3. Keep the barriers to entry low – don't let it be complicated to enter.

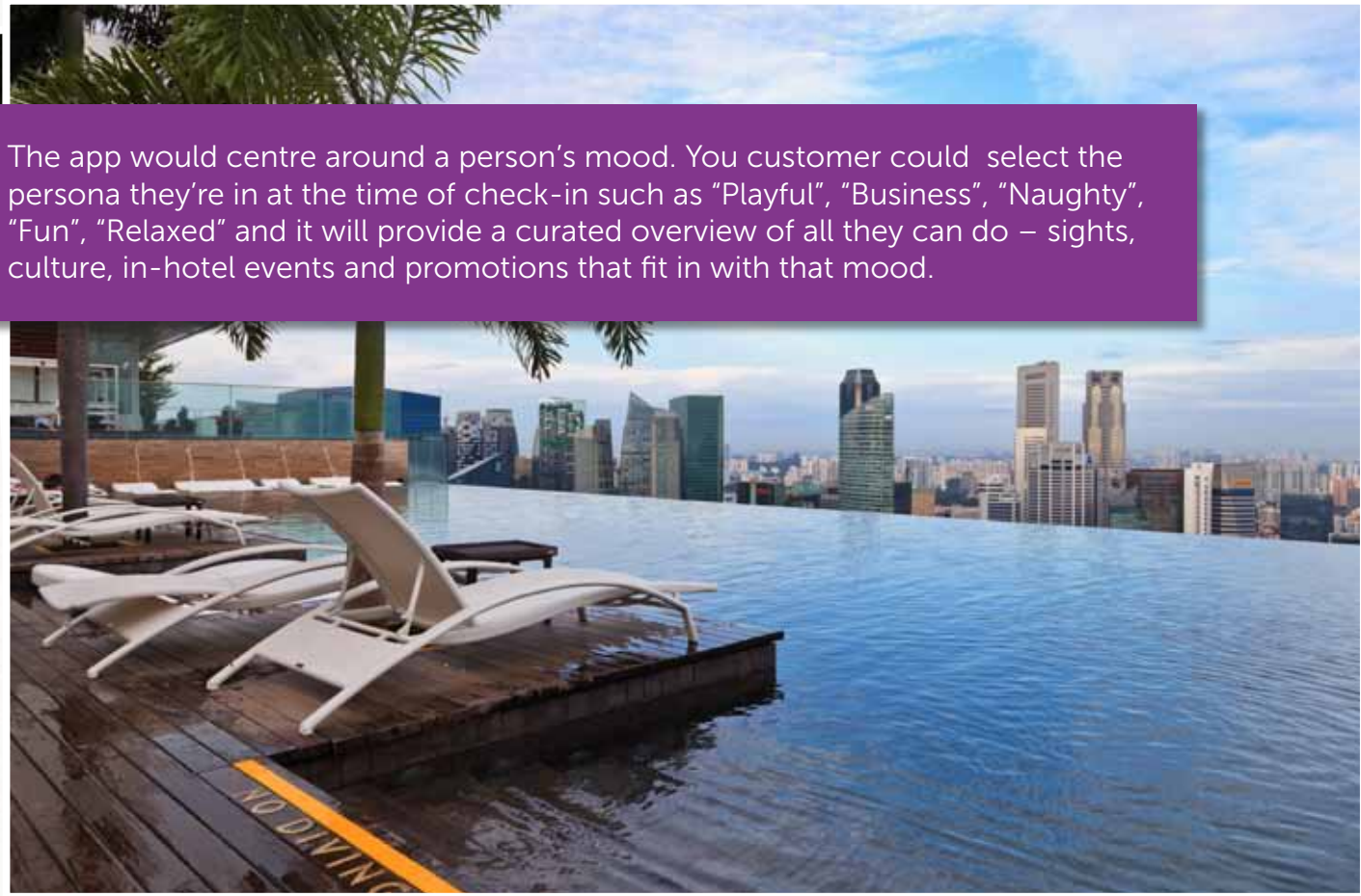
4. Be open & curate the action on your blog, Facebook & Twitter accounts.

5. Encourage your readers to participate, retweet, like, share, promote among their friends.

5. CREATE AN APP

Build an easy-to-use simple app

(e.g. my luxury hotel in my pocket) which acts as a guide to what's on in the hotel, but also beyond (best restaurants, local & time specific concerts, sight-seeing tours etc). The app would be available to buy in the app store for non-guests but guests get an access code to download it free on check-in.



The app would centre around a person's mood. You customer could select the persona they're in at the time of check-in such as "Playful", "Business", "Naughty", "Fun", "Relaxed" and it will provide a curated overview of all they can do – sights, culture, in-hotel events and promotions that fit in with that mood.

The idea is that people can socialize everything they do in-app and share with their social networks, as well as continue to communicate with the hotel during and after their stay (via push notifications). The app could also easily be developed to pre-order room service, other hotel services and eventually act as a payment card for contactless payment.

6. EMAIL MARKETING

Incentivise your customers and those visiting your site for the first time to sign up to your weekly/monthly email.



Each email should have a different focus or theme, showcase the latest news from your blog and provide something 'exclusive' such as "pop-up" events at the hotel. The content needs to be optimised for mobile and could include some of the following:

Competitions and exclusives – win a stay at your exclusive hotel.

Include customers – win a chance to play a part – be a chef for a day etc.

'Flash-sales' for low-cost rooms for a specific time period.

Seasonal – menu changes, promote blogging events/things coming up at the hotel.

7. "BEYOND THE HOTEL" MINI GUIDES:

Take the publishing mantle further and create up-to-date themed "Beyond the Hotel" online mini guides to exploring your region. This would give your potential guests a flavour of the entire destination and what to expect when they arrive. Themes could include as examples:



Beyond the Hotel: our community. - Including local customs, trends, unusual places and secret destinations, where the locals eat, local history.

Beyond the Hotel: our wildlife. - Including nature walks, rare sights of birds/unusual animals interviews with local experts, picnic spots.

Beyond the Hotel: our beaches. - Including best for surfing, people watching, sunrise, sunset, hidden coves, a boat ride away, nearest to our hotel.

Beyond the Hotel: our city. - Including shopping hotspots, best restaurants, art exhibitions, museums.



Our approach:

White Horse Digital Content

Like what you've read? Those ideas are only the tip of the iceberg. White Horse Digital specialises in creating and delivering high quality content for our clients. We only work with qualified journalists, writers, photographers and filmmakers to create unique, customised content that aligns with your brand aspirations.

Our services are bespoke. We believe in collaboration. So we tailor the content to meet your needs, budget and social requirements. We have a fantastic social network and we'd like to help you grow yours too.

Our services include:

- Setting up a content creation calendar – including ideas & ways you can create the content.
- Researching, writing and delivering high quality written or visual content.
- Tapping into our extensive blogging network to create a blogging outreach programme.
- Delivering blogging workshops – helping your team hone their writing & editing skills.
- Facilitating and managing a user generated content programme.
- Designing and building a tailor made app unique to your hotel.
- Undertaking a content audit to assess & analyse the effectiveness of your existing content.

Rachel Everett, Partner & VP Singapore is a former freelance writer & editor for the likes of CNNGo, Time Out & Mr & Mrs Smith and is a seasoned digital marketer with a background in luxury brands, travel, leisure and finance.

Rachel@whitehersedigital.sg

Juliet Stott, Partner & Director of Content of White Horse UK is a former Guardian journalist. She regularly writes for The Guardian Media Network, Econsultancy & The Content Marketing Institute.

Juliet@whitehersedigital.co.uk



Flockler is a software company at the forefront of platform-agnostic publishing and content marketing.

The Flockler platform enables brands and publishers to create, customize and publish social magazines, applications and websites combining editorial, curated and social content.

The content published is optimized for all platforms, including iPad and other tablets, mobile and desktop browsers. Flockler not only serves your existing reader base on any available device, but will also be finding new readers everywhere and anywhere driving the growth of reader base and reach. Flockler platform has been used to create platform-agnostic solutions for clients like Thomas Cook, News International, Daily Mirror and many more.

The Flockler Magazines and Websites (HTML 5 application) include:

- Design and custom web fonts
(see <http://www.google.com/webfonts>)
- Ability to create multiple magazines or one magazine with several categories
- Multiple user accounts
- Custom domain e.g. mymagazine.com or magazine.mycompany.com)
- Analytics integration (e.g. Google Analytics)
- Automatically updating feeds
- Hosting
- Technical support (phone & email)

Additional services (examples):

- Content discovery and curation tools
- Custom page templates and design
- Commenting plugin integrations (e.g. Facebook, Disqus & Livefyre)
- Live social media streams (e.g. Twitter)
- Email marketing platform integrations (e.g. MailChimp)
- CRM, Ecommerce and advertising integrations
- Content recommendation and personalization

Toni@flockler.com