

Entertainment, Travel And Hospitality

5 Factors For Success Of Travel Marketers

Hospitality and tourism is one of the industries most influenced by advanced technology. Transportation and lodging organizations are among the primary to use advanced showcasing methods in their practices to connect with society and ensure their guests have the most ideal home away from home experience. Keeping in mind the end goal to perform well and increase competitiveness; players in the travel industry are continually searching for the most up to date and most prominent approaches to achieve the right persona and tailor their offering to their intended audience. Digital marketing application is being used by many marketers and most industries can gain some insight from these examples.

Here are five key factors that help contribute to the success of the entertainment, travel, and hospitality industry.

1

SECOND SCREEN MARKETING IS MORE BENEFICIAL



Utilizing digital accessibility today is altogether different from what it used to be. The usage of mobile devices is on the rise and the circumstances are the same for the tourism business. Individuals utilize different gadgets to book their plane tickets and lodgings. Because of this reality, there is a developing pattern of versatile mobile-only travel agencies (MTAs). These companies allow travelers to purchase tickets through mobile apps.

2

EN-ROUTE MARKETING



Digital marketing is experienced on most platforms. Individuals are more connected than ever. Give them access to your content when and where they need it the most. Your diligence will be acknowledged, and individuals will be significantly more willing to utilize your offered services and even purchase additional services when it is from a trusted source.

“TECHNOLOGY IS NOT GOING TO WIN THE HEARTS AND MINDS OF GUESTS. THEY’RE NOT GOING TO THANK YOU FOR IT, THEY EXPECT IT. IN THE END, TECHNOLOGY IS NOT OUR BUSINESS. GUESTS DON’T STAY IN A HOTEL FOR AN APP.”

PHIL MCAVEETY

Deck 7 offers custom website and mobile application development that ensures device-specific experience for your prospects. Through a consultative approach with your team, Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile-optimized website and mobile apps that run across a variety of screen sizes and operating systems.

Deck 7 can help make sure your digital marketing strategy is set up to reach your audience at each touchpoint. With remarketing capabilities, seamless mobile and desktop integration, Deck 7 gives you the power you need to positively impress your customers.

Deck 7 creates high-quality content that engages your target audience and boosts traffic. We create content like whitepapers, ads, infographics and several others that drive consistent messages across multiple channels like social media, website, email marketing, and mobile apps.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

Crafting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work to drive campaign performance. Deck 7 creates data-driven social media marketing strategies for clients that engages prospects and encourages conversations from the target audience.

A well thought out web design or product means nothing unless your target audience can find it. Deck 7 uses an integrated approach to SEO/SEM to connect your target audience with your website or product. Through our SEO campaigns, Deck 7 can help your SERP rankings and overall online presence.

3



CONTENT IS KING

"The experience" is what drives customers through the booking. The challenge is to convey the desired experience through digital marketing. To inspire consumers, content needs to entice and attract them to a desirable action. Finding the time to source inspiring content to share with consumers is time-consuming and could fall flat without the right expertise.

4



INFLUENCE MARKETING

Content can be shared on multiple social media channels to create top of funnel awareness. It is essential to hospitality brands and the benefits are clear. Ads can add to the journey and accelerate the drive to on-site bookings creating clean, valuable social media platforms that allow customers to tag, share and help brand your company.

5



SEARCH MARKETING DONE RIGHT

An integrated digital marketing strategy is a must within any full spectrum of marketing activity. SEO is a complex practice that places you at the top of search results for given keywords (if done right). Most consumers are not sure of exactly what experience they are looking for. It is essential to optimize SEO efforts to best serve your audience and show enticing experiences.

Deck 7 Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

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Demand Generation. At Scale.

