This is not a static “Sales and Marketing Plan” but rather a dynamic methodology that aligns and integrates Sales, Marketing and Revenue Management to be flexible, dynamic, and replicable to achieve property and department goals. A commercial strategy in strategically converging the 3 disciplines is able to consistently drive optimal revenue for a property and brand.

This includes distribution, analytics, business development, and multi-channel marketing. This leadership role acts as the conduit between operations and executive leadership as well as all parties to further all revenue goals.

DEFINING A
"COMMERCIAL STRATEGY"

SUITED FOR:

+ INDEPENDENT PROPERTIES

+ PROPERTY MANAGEMENT / ASSET COMPANIES

+ EMERGING REGIONAL BRANDS

+ BOUTIQUE HOTELS AND RESORTS
HOW IS IT DIFFERENT?

PROFITABILITY FOCUS
Incorporating Cost of Acquisition by channel and segment.

PROGRESS AND ACTION
Actively Measures Progress and Actions to the monthly, quarterly, and annual goals – to be reviewed and/or updated each week.

TRANSPARENCY AND ACCOUNTABILITY
It is an agile tool that provides Transparency and Accountability by each Department each week, month, and quarter to achieve the annual goals.

DEPARTMENT ACTIVITIES
Department Activities, Resources and Costs are identified to achieve goals on time.

INTERNAL OR PARTNERING
Can leverage and use Internal or Partnering resources with this framework.
A ROAD TO
"RELIABLE PROFITABILITY"

ALIGNMENT
A team marching to the beat of the same drum and unified with strategies, goals and tactics consistently year-round.

METHODOLOGY
A proven, reliable and replicable system. Simple and motivating to follow. This should be embedded into the culture and fabric of your business.

MEASUREMENT
What gets measured, gets done. Visibility and transparency for consistent monitoring for key indicators leading to ultimate success.
01 - The disciplines work with pre-identified KPIs to set Property Goals.

02 - Goals are first set for the time period; then more specific goals are broken down by the 3 departments.

03 - Goals are set as a team for each time period – with the role of each discipline identified in achieving that goal.

04 - Clear tactics for each team member outlined – who does what, when and how.

05 - Weekly updates ensure progress is measured as a team; if a tactic is not meeting expectations, one of the other departments can step in to adjust their goals to meet the overall goal.
METHODOLOGY
PROVEN, RELIABLE, REPLICABLE

- Align property goals and incentives within each department
- A communication focused plan that meets all needs, personalities and expectations
- Integrate KPI’s for cross-discipline relevance
- Adjustable budget and schedule to align with tactics and tools
- Weekly analysis of results and refine adjustments to plans for future actions
Progress Gains toward Property Goals

ROI and ROAS of Campaigns, DirectBookings + Conversions

RevPAR, TRevPOR, GOPPAR

RevPAR and Market Share Reports

Segment OCC and ADR, Repeat Client %, Client Mix, LTV, Group Attrition, Conversion Ratios

Measurement of Key Indicators Leading to Success:

Weekly, Bi-weekly, Monthly, Quarterly and YoY Scorecards, Dashboards and Reports of:
COST OF ACQUISITION ANALYSIS

- Complete and thorough upon an engagement
  - By Channel and by Segment
  - Drives Strategy for Replicable Results across Departments

NET REVENUES & PROFITABILITY

- Incorporated by KPIs
  - Focus initiatives on Most Profitable Guest & Groups
  - Cross-discipline KPIs

WEEKLY UPDATES & ADJUSTMENTS

- Directed at profitability derived from Sales and Marketing initiatives
  - Transparency in Reporting and ROIs
  - ROI measured on a micro-level

EXPERIENCE THE RESULTS
SOCAP AGENCY // marketing

Conversion-oriented to optimize the guest’s online experience from whatever channel they touch through the micro-moments that build customer satisfaction, brand value, drive sales, and enhance customer data through direct bookings.

Simply put, we build engaging, profitable brands by increasing Trust, Loyalty and Advocacy.

www.SoCapAds.com

TCRM SERVICES // revenue management

ThinkUp is a team of sharp, savvy, growth-focused profit optimization experts who are transforming the outdated world of revenue management.

A Commercial Strategy consulting agency and a sister company to TCRM (Total Customized Revenue Management), we offer strategic assessments, training and mentoring, oversight, system audits, and project management.

www.TCRMServices.com

GITGO GROUP // sales consulting

A revenue growth agency powered by best-in-class staffing augmentation solutions for sales and marketing organizations, as well as methodologies, process and technology enabling new business revenue generation. Our partners include individual properties, management companies and brands where we offer a packaged suite of services from sales team coaching to data, insights and staff augmentation that can be white labeled and customized to meet specific scorecard goals.

www.GitGoGroup.com
WHERE WE START - NEXT STEPS

**BASELINE STATUS**
- Analyze existing Google Analytics, AdWords, Social and Programmatic Campaigns
- Historical Data and Future Pace, STAR Reports Third-Party Agreements, Comprehensive Channel Audit, etc.
- Compare to others regionally and of size and style

**RECOMMENDATIONS**
- Identify Target Property Goals
- Build a Strategic Roadmap for the Property and Departments
- Highest and most Profitable Efforts are Prioritized
- Timelines and Resources are appropriately allocated

**MANAGED SERVICES**
- Division of Tactics and Tools are established between Brand and Partners
- Bi-weekly Meetings to review Progress Reports
- Analyze, Adjust, Implement
- Quarterly and Annual Reviews of Goals and Progress
THANK YOU

WE LOOK FORWARD TO CONNECTING SOON