

E-Mail Marketing Program

The main benefits of email marketing are simplicity, cost-effectiveness, and strength in customer retention. According to a **June 2001** article in CRM Daily by the Aberdeen Group (a research company), “the automation of marketing through email is already one of the fastest growing segments of CRM, as it rose over 270 percent between 1999 and 2000.” J Biggins Consulting can help you establish an email marketing program that will increase revenue and decrease direct mail cost.

Services Offered:

- ◆ Develop an opt-in email database to create a qualified list of prospects
- ◆ Distribution of customized email letters introducing upcoming discount or events to encourage returning and new guests to book rooms during “valley” periods
- ◆ Conduct and implement targeted email marketing campaigns
- ◆ Distribution of monthly, bi-monthly, and quarterly hotel specific newsletters.

Internet Marketing Services

We can develop an internet marketing plan based on your sales goals and objectives. Our internet marketing plans are customized to generate room revenue through various e-distribution channels which will allow you to sell, promote and inform your customers of hotel specific discounts, special events, etc and enhance your traditional marketing strategy.

Services Offered:

- ◆ Establishing strategic online alliances
- ◆ Linkage research

- ◆ Marketing retention program
- ◆ Competitive website analysis
- ◆ Traffic reporting and analysis
- ◆ Affiliate marketing opportunities
- ◆ Banner advertising
- ◆ Online surveys that can be used for guest comments and suggestions

Search Engine Strategy

In order to analyze the effectiveness of the marketing of your website it is important that your hotel is provided with informative reports that clearly illustrate how your website compares to other travel websites. Our search engine strategy will enhance your ranking in the search engines and enable your potential guest to find you via the world wide web. Search engines are a critical element of a hotel’s marketing initiative, therefore, J Biggins Consulting will regularly analyze your website’s position, as well as your competitors.

Services Offered:

- ◆ Search engine placement and optimization
- ◆ Web position reports
- ◆ Evaluation of traffic results and recommend modification.

**Take advantage of your *FREE*
1-hour consultation!**

Make the  **today!**

Office (202) 529-9113

Mobile (703) 899-1051

Email jbigginsconsulting@earthlink.net

J Biggins Consulting

**“Internet Strategist for the
Hospitality Industry**

Jennene Biggins, Principal

2410 Virginia Avenue, Suite 202
Landover, MD 20785

Phone: (301) 583-0626

Fax: (240) 465-0529

Call for a **FREE One- Hour** consultation
or

Visit our website

<http://www.jbigginsconsulting.com/hotel.htm>

Email: hotelemarketing@jbigginsconsulting.com

“There are approximately 200 million people on the internet. How many has YOUR hotel heard from?”




Jennene Biggins, Principal of J Biggins Consulting has over 14 years experience in the hospitality industry which includes extensive experience in Revenue Management and Rooms Division. Jennene has traveled extensively as a Project Leader providing installation and training services for one of the largest hospitality companies. Her most recent position was as a Senior Marketing Consultant for a Washington, DC hospitality consulting firm.

Our mission is to provide hotels with a comprehensive list of internet marketing services that will focus on making our clients' transition to the internet a smooth experience.

By establishing an effective internet/web marketing plan, your hotel to take advantage of numerous marketing opportunities that will:

- ⇒ Reduce direct mail cost
- ⇒ Generate room revenue
- ⇒ Enable communication with past and potential guests
- ⇒ Provide a web presence that promotes and advertises your hotel globally

Directory of Services

-  *Website Development*
-  *Email Marketing Program*
-  *Internet Marketing Plan*
-  *Search Engine Strategy*

Do you know how many people are using the Internet for travel planning?

According to the Pew Internet and American Life Project Survey (December 2000) there are 206 million Americans online. Three of the top five activities people do online are:

1. Conduct an internet search to answer a question (80%)
2. Research a product or service before buying it (73%)
3. Get travel information (68%)

In addition to the above activities, 38% of people make a reservation for travel.



“The U.S. Department of Commerce estimates that the number of web users will grow from over 200 million today to more than 1 billion by the year 2005”

It is imperative that travel and lodging suppliers realize their full online market share potential. Lodging suppliers must market aggressively and improve execution as today's consumer are courted by various suppliers.

Are you planning to incorporate an Internet Marketing plan in your 2002 Hotel Marketing Plan?

According to a report issued June 2001 by NFO Worldgroup (a travel research company) 68% of business travelers researched the web for travel information compared to 57% in 2000.



And 93% of leisure travelers searched for travel information online, compared with 66% in 2000.



Are you getting your share of the internet travel shoppers?

Website Development

J Biggins Consulting can design a website for your hotel that will build brand identity, increase room revenue and increase customer communication. We can get you on the path to establishing your company on the world wide web and help you optimize your marketing efforts by working closely with your staff to create compelling content for your site. In addition, we can assist you with creating website promotional materials, advertising banners, and e-commerce solutions.

Services Offered:

- ◆ Web research and development
- ◆ Design analysis
- ◆ Website hosting and planning
- ◆ Competitor site analysis
- ◆ Site sponsorship development

