

5 STEPS TO SUPERCHARGE YOUR HOTEL CONTENT CREATION



Now it's time to take everything
you've learned and put it to
practice!

*The
Workbook*

NOT YOUR AVERAGE WORKBOOK...

IT'S TIME TO PUT A FULL STOP
TO CHAOTIC CONTENT CREATION

For this reason, we've compiled a comprehensive workbook filled with valuable and actionable tips you can use to start creating engaging content for YOUR hotel *today*.

Working in the hospitality industry ourselves we know just how overwhelming it can feel – so if you do have any questions at all don't hesitate to reach out to us.

Here's to a successful Q4 and beyond

thank you

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SETTING AN OMNICHANNEL STRATEGY



OBJECTIVES

Every good strategy starts with good questions, here are some for you to consider.

WHAT ARE YOUR SALES NEEDS?

EXAMPLE: Increase 20% direct bookings from the Russian market

WHAT ARE YOUR MARKETING NEEDS?

EXAMPLE: Increase 40% traffic to the microsite YoY

WHAT STAGES OF THE CUSTOMER JOURNEY ARE YOU GOING TO FOCUS ON?

EXAMPLE: Awareness and consideration

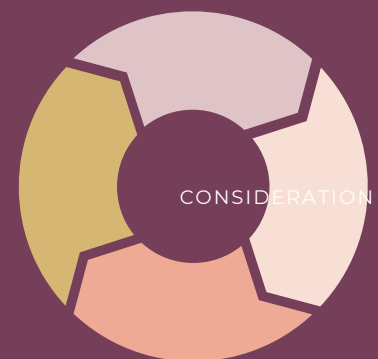
CUSTOMER JOURNEY WHEEL

AWAR ENESS

RETENTION

CONSIDERATION

CONVERSION



OBJECTIVES

WHAT ARE YOUR GOALS IN THE NEXT 3 / 6/ 12 MONTHS?

EXAMPLE: Increase 20% followers on Instagram in the next 6 months

HOW ARE YOU GOING TO MAKE IT HAPPEN?

EXAMPLE: Developing an influencer strategy in the next 6 months

WHICH ARE YOUR CURRENT PRIMARY PLATFORMS?

EXAMPLE: Microsite and Instagram

WHICH ARE YOUR CURRENT SECONDARY PLATFORMS?

EXAMPLE: Newsletters, LinkedIn and YouTube

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DEFINING THE TARGET AUDIENCE



GUEST PERSONA PROFILE

In this exercise, you should put as much information about each target guest's persona as possible. You can have max 2-4 different profiles. Try to make them as real as possible! Yes, even add their names.

WHO IS YOUR REAL GUEST?

EXAMPLE: female entrepreneur from UK between 25-40 y/o

WHO IS YOUR IDEAL GUEST?

EXAMPLE: honeymooners between 25-35 y/o travelling to Fiji for the first time

WHAT ARE THEIR PREFERENCES

EXAMPLE: cappuccino with almond milk, pet friendly hotel

WHAT ARE THEIR DISLIKES

EXAMPLE: lack of choices, slow internet, slow service

YOUR GUEST PERSONA PROFILE

WHAT DO THEY WANT?

EXAMPLE: attention to detail, high standards of service

WHAT DO THEY NEED?

EXAMPLE: privacy, me-time, nature

WHAT ARE THEIR VALUES?

EXAMPLE: cappuccino with almond milk, pet friendly hotel

WHAT ARE THEIR PAIN POINTS?

EXAMPLE: lack of choices, slow internet, slow service

YOUR GUEST PERSONA PROFILE

WHAT ARE THEIR DIGITAL BEHAVIOURS?

EXAMPLE: read travel blogs before making a purchase

WHAT BRANDS DO THEY RESONATE WITH?

EXAMPLE: Rolex, Gucci, Prada

WHAT ARE THEIR PREFERRED DIGITAL CHANNELS?

EXAMPLE: read reviews on tripAdvisor, YouTube

GUEST PERSONA PROFILE 1



NAME:
AGE:
JOB TITLE:
NATIONALITY:
MARITAL STATUS:

GUEST PERSONA PROFILE 2



NAME:
AGE:
JOB TITLE:
NATIONALITY:
MARITAL STATUS:

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DEFINING THE CHANNELS



CHANNELS

WHAT ARE YOUR GUESTS PERSONA'S PREFERRED CHANNELS?

IN WHICH CHANNELS ARE THEY SPENDING MOST OF THEIR TIME?

IN WHICH CHANNELS DOES YOUR HOTEL HAVE PRESENCE?

WHAT SKILLS DO YOU / YOUR TEAM POSESS VS WHAT DO YOU NEED TO LEARN MORE OF?

CHANNELS

WHAT TYPE OF CONTENT WOULD YOU LOVE TO CREATE?

WHAT CHANNELS DO YOU HAVE TIME FOR?

WHAT TYPE OF CONTENT CAN YOU PRODUCE CONSISTENTLY?

HOW ARE YOU GOING TO PRODUCE IT? IN-HOUSE? OUTSOURCING? FREQUENCY

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DEFINING YOUR TONE OF VOICE



CREATING YOUR TONE OF VOICE

WHAT WORDS COULD YOU USE IN YOUR HOTEL WORK BANK?

EXAMPLE: Elegant, refined, sophisticated, majestic, seamless

WHAT ARE YOUR "DOS"?

EXAMPLE: Do refer to butlers as "Island Curators", do use contractions (we'll instead of we will), do refer to the hotel as "us" (when staying with us)

WHAT IS YOUR HOTEL BRAND PERSONA?

EXAMPLE: Confident - not arrogant, welcoming - not overly familiar

IMPLEMENTING YOUR TONE OF VOICE

WHAT ARE YOUR CURRENT COMMUNICATION TOUCH POINTS?

EXAMPLE: Website, Email newsletter, Instagram, LinkedIn

WHICH COLLEAGUES WILL NEED YOUR TONE OF VOICE GUIDE?

EXAMPLE: Marketing Officer, Social Media Agency, Freelancers

HOW WILL YOU ENSURE CONSISTENCY?

EXAMPLE: Organise training, have a brand voice contact

WHERE COULD YOU CREATIVELY SHOWCASE YOUR VOICE?

EXAMPLE: Hotel signage, room keys, check in scripts, menus

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STORYTELLING TECHNIQUES



WHAT STORIES COULD YOU TELL ABOUT...

YOUR HOTEL LOCATION

EXAMPLE: Award-winning local bakery next door, close to business hub

YOUR HOTEL ARCHITECTURE

EXAMPLE: Historical details, design firm collaborations

YOUR PEOPLE

EXAMPLE: Hotel founder, long-serving employees, passionate chefs

YOUR FACILITIES

EXAMPLE: Event spaces, meeting rooms, swimming pool and/or spa

STORYTELLING BLOG POST IDEAS

BLOG POST TITLE IDEAS

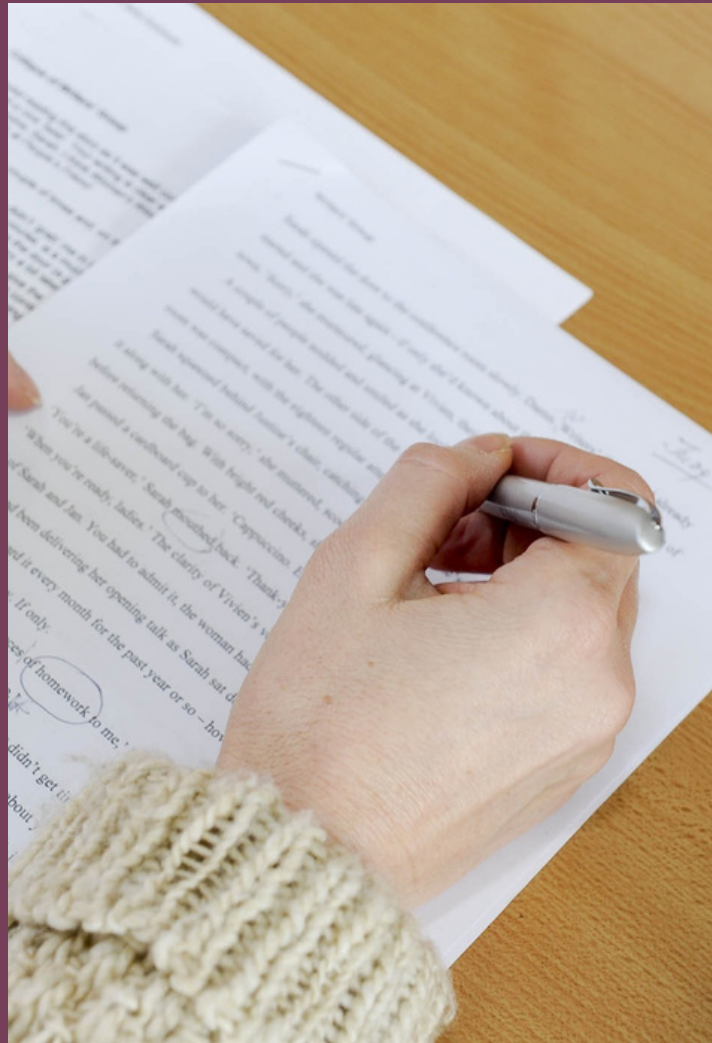
EXAMPLE: 5 reasons to visit the Bali this holiday season

WHERE COULD YOU SHARE YOUR BLOG?

EXAMPLE: Local tourism board, social media, email newsletter

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COPYWRITING TIPS



APPLYING COPYWRITING STRATEGIES

WHAT FEATURES DO YOU HAVE IN YOUR HOTEL ROOMS?

EXAMPLE: King size beds, 600 thread count sheets, pillow sprays

WHAT ARE THE BENEFITS OF THESE FOR THE GUEST?

EXAMPLE: Blissful sleep, comfortable place to rest after a day exploring

WHAT AMENITIES DO YOU HAVE IN YOUR WIDER HOTEL?

EXAMPLE: High-tech meeting rooms, complimentary wifi

WHAT ARE THE BENEFITS OF THESE FOR THE GUESTS

EXAMPLE: Energised teams, new ideas and inspiration

LET'S KEEP IN TOUCH!

IF YOU'VE GOT THIS FAR – CONGRATULATIONS! YOU CAN BE CONFIDENT OF HAVING ALREADY LAID THE FOUNDATIONS FOR A SUCCESSFUL CONTENT STRATEGY.

BE SURE TO SHARE YOUR RESULTS WITH US AND LET US KNOW HOW YOU FOUND THE WEBINAR BY REACHING OUT ON OUR SOCIAL PLATFORMS BELOW.

We can't wait to hear from you!



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