



WTM Genesys Session - Digital Marketing

Rebalancing of Power

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ABOUT MR & MRS SMITH

— An award-winning boutique hotel travel brand launched in 2003

Publishers of nine hotel coffee-table guides

— A collection of 950+ hand-picked hotels and stylish self-catering properties worldwide

— 900,000 global members of our travel club (BlackSmith, SilverSmith and GoldSmith)

Online booking service, managed in house

24hr in-house travel team

1m monthly unique visitors and 5 million monthly page impressions

20,000 room nights booked each month

Mr & Mrs Smith was conceived as an authority on boutique hotels that people could trust and relate to.

We don't do stars or diamonds; we judge hotels by the qualities that really mean something to the guest: the originality of design, the generosity of the host, the attention to detail, and the quirky, individual touches that live long in the memory.

It's not about glitz and gimmicks, it's about creativity and character. All of our hotels have these qualities – that's what makes them 'Smith'.

Properties are invited into our collections not because they tick boxes, but because they instinctively feel right to us and the tastemakers who anonymously review them.

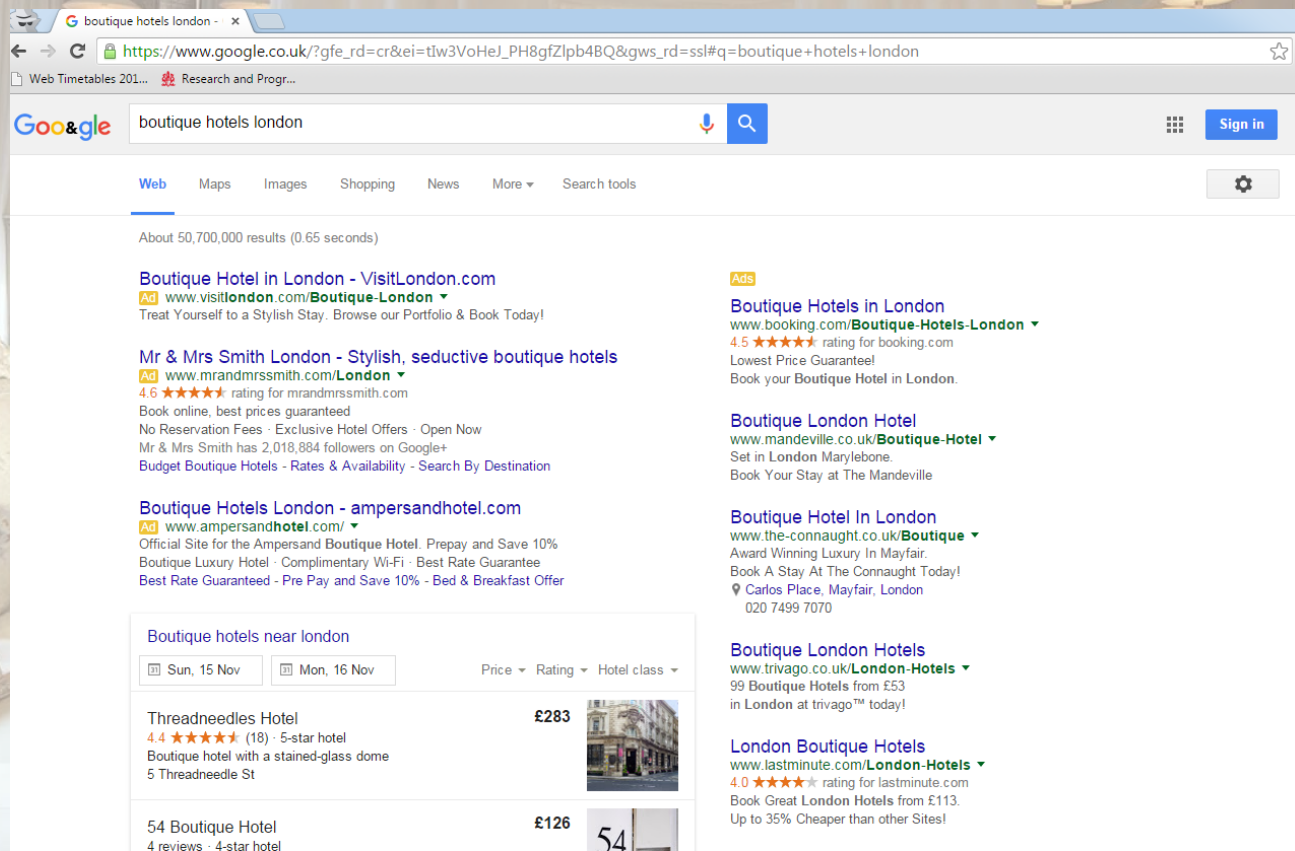
It's because of this honest and personal approach that our customers trust us with their precious time away.



THE CHALLENGE

Generate **more relevant traffic** and **sales** whilst
the market is becoming ever **more competitive**;
CPCs are inflating;
customers are shopping around

THE DEATH OF SEO?



Google boutique hotels london

https://www.google.co.uk/?gfe_rd=cr&ei=tlw3VoHeJ_PH8gfZlpb48Q&gws_rd=ssl#q=boutique+hotels+london

Web Timetables 201... Research and Progr...

Google boutique hotels london Sign in

Web Maps Images Shopping News More Search tools



About 50,700,000 results (0.65 seconds)

Boutique Hotel in London - VisitLondon.com
Ad www.visitlondon.com/Boutique-London
Treat Yourself to a Stylish Stay. Browse our Portfolio & Book Today!

Mr & Mrs Smith London - Stylish, seductive boutique hotels
Ad www.mrandmrsmith.com/London
4.6 ★★★★★ rating for mrandmrsmith.com
Book online, best prices guaranteed
No Reservation Fees · Exclusive Hotel Offers · Open Now
Mr & Mrs Smith has 2,018,884 followers on Google+
Budget Boutique Hotels - Rates & Availability - Search By Destination

Boutique Hotels London - ampersandhotel.com
Ad www.ampersandhotel.com/
Official Site for the Ampersand Boutique Hotel. Prepay and Save 10%
Boutique Luxury Hotel · Complimentary Wi-Fi · Best Rate Guarantee
Best Rate Guaranteed · Pre Pay and Save 10% · Bed & Breakfast Offer

Boutique hotels near london

Sun, 15 Nov	Mon, 16 Nov	Price	Rating	Hotel class
Threadneedles Hotel 4.4 ★★★★★ (18) · 5-star hotel Boutique hotel with a stained-glass dome 5 Threadneedle St		£283		
54 Boutique Hotel 4 reviews · 4-star hotel		£126	54	

Boutique Hotels in London
www.booking.com/Boutique-Hotels-London
4.5 ★★★★★ rating for booking.com
Lowest Price Guarantee!
Book your Boutique Hotel in London.

Boutique London Hotel
www.mandeville.co.uk/Boutique-Hotel
Set in London Marylebone.
Book Your Stay at The Mandeville

Boutique Hotel In London
www.the-connaught.co.uk/Boutique
Award Winning Luxury In Mayfair.
Book A Stay At The Connaught Today!
Carlos Place, Mayfair, London
020 7499 7070

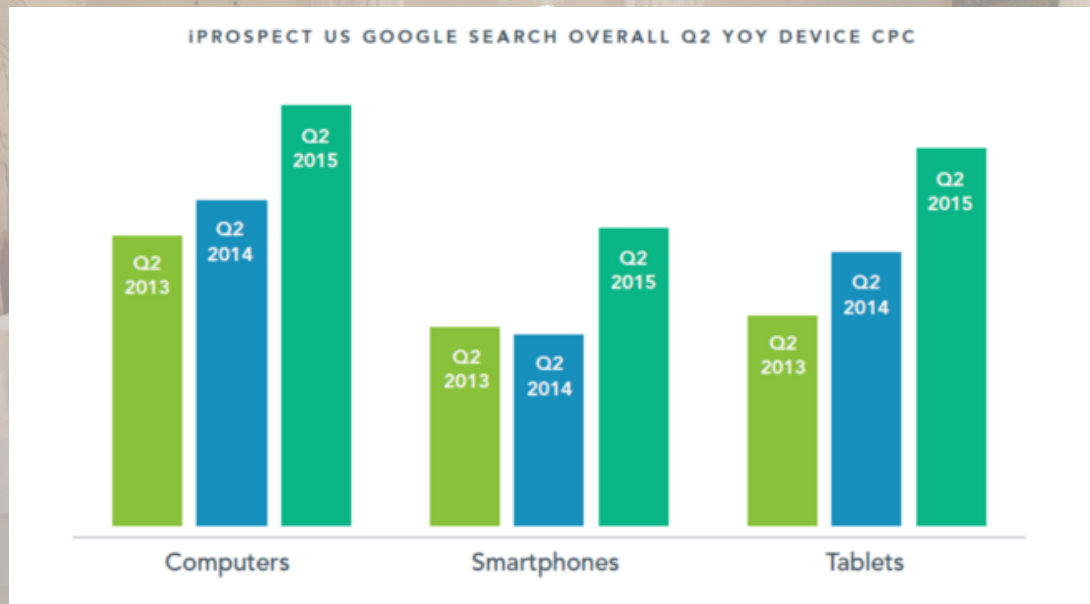
Boutique London Hotels
www.trivago.co.uk/London-Hotels
99 Boutique Hotels from £53
in London at trivago™ today!

London Boutique Hotels
www.lastminute.com/London-Hotels
4.0 ★★★★★ rating for lastminute.com
Book Great London Hotels from £113.
Up to 35% Cheaper than other Sites!

Smith

mrandmrsmith.com

... AND PAID SEARCH?



[iProspect Paid Search Trends 2015 Q2](#)

WHAT DOES IT MEAN FOR...

- ❖ Customers?
- ❖ Hoteliers/ brands?
- ❖ OTAs?
- ❖ Other market players?

How do we cope with these changes?

How do we move away from keyword centric, *reactive marketing*?

PREREQUISITE

- ❖ Break down channel silos
- ❖ Unpack consumer journey
- ❖ Understand attribution

FACEBOOK - Custom Audience web/ CRM

Power Editor

Account: 148690205196737

Download to Power Editor

Upload Changes

Help

Manage Ads Audiences Image Library Reporting Page Posts Tools

Audience Home

Filters Customize Columns Create Ad Set

Create a Custom Audience

Choose the type of audience you want to create on Facebook.

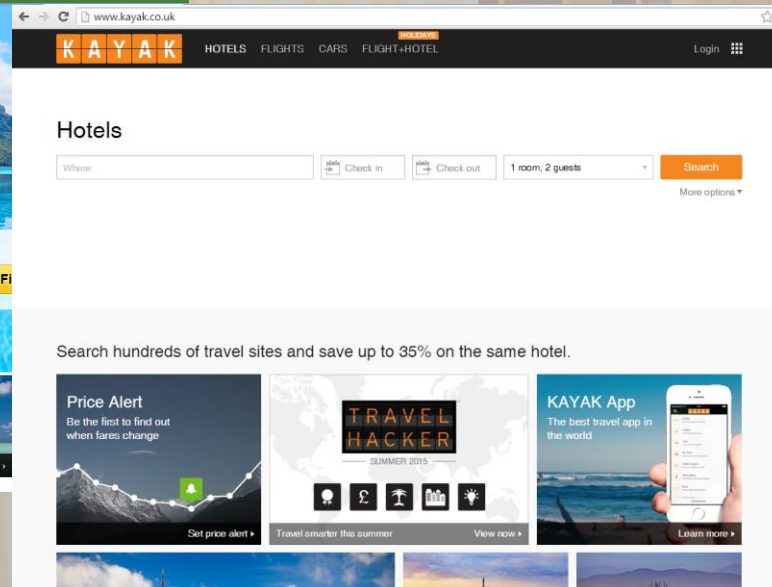
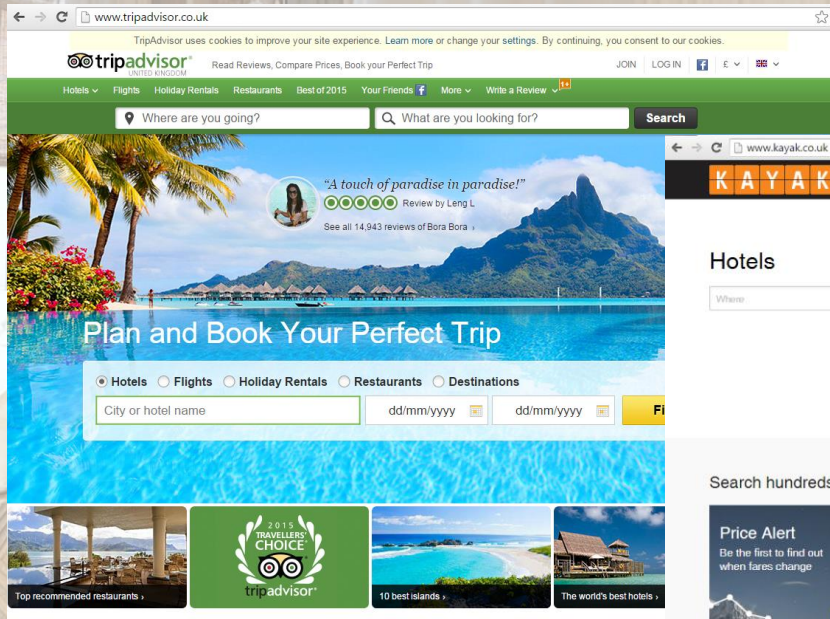
This process is secure and the details about your customers will be kept private.

- Customer List**
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook
- Website Traffic**
Create a list of people who visit your website or view specific web pages
- App Activity**
Create a list of people who have taken a specific action in your app or game

Cancel

Name	Created	Updated	Size	Match Type	Status	Last Updated	Date Created
Clo - saved audience							09/21/2015 6:47pm
Go s 15Sep2015 UK							09/18/2015 4:28pm
Lookalike - w JK							09/18/2015 4:28pm
Lookalike - Smith (GB,1%) 15Sep2015							09/18/2015 4:28pm
Lookalike - Gc rs (GB,1%) 15Sep2015							09/19/2015 4:24pm
Lookalike E s (GB,1%) 15Sep2015							09/18/2015 4:09pm
Website visitors							09/18/2015 4:09pm
Emailable Smith 15Sep2015 UK							09/18/2015 4:07pm
Smith 2015 UK							09/18/2015 4:07pm
Lookalike (GB, 2%) - Smith 15Sep2015	u	match			00	Ready	Last updated 09/18/2015 4:07pm
Lookalike (GB, 2%) - Smith audience match 15Sep2015	im				00	Ready	Last updated 09/17/2015 1:17pm
Lookalike (GB, 2%) - Smith match 15Sep2015	m	audience			00	Ready	Last updated 09/22/2015 1:15pm
Lookalike (US, 1%) - Smith 15Sep2015	l	match			00	Ready	Last updated 09/16/2015 1:14pm
					00	Ready	Last updated 09/17/2015 5:59pm

METASEARCH



A detailed photograph of a high-end, ornate living room. The room features a large, multi-tiered chandelier hanging from a ceiling with exposed wooden beams. The walls are decorated with framed artwork, including a large tapestry and several smaller paintings. A large, arched window in the center provides a view of the outdoors. To the left, there is a large, upholstered headboard or bench with a decorative archway above it. To the right, a large, ornate mirror reflects part of the room. The furniture includes a large, patterned sofa, a matching ottoman, and a small, ornate chair. The overall aesthetic is classic and luxurious.

PAID SEARCH

Google Customer Match??

**Complementing Tag-based remarketing and
Audience targeting ?**

REBALANCING OF POWER

- ❖ Re-thinking customer journey
- ❖ Re-prioritising marketing mix
- ❖ Re-targeting, retargeting, retargeting
- ❖ and more...

A photograph of a modern resort pool area. In the foreground, a large, light-colored concrete deck leads to a swimming pool. Several white lounge chairs are arranged on the deck. In the background, a large, modern building with a wide overhang and a balcony is visible. The building has a dark metal railing and a wooden deck. The pool area is surrounded by lush greenery and a forested lake in the distance. The text "Thank you!" is overlaid on the image.

Thank you!