



Hello ,

Welcome to the April 2023 edit of the Aró Digital Strategy Newscast. An overview of what's included:

- Future Proof your Marketing Strategies with AI Driven Solutions
- The Current Global Social Media Trends
- Summer Sales & May Bank Holiday Reminder
- Managing your Brand Reputation with Display Ads

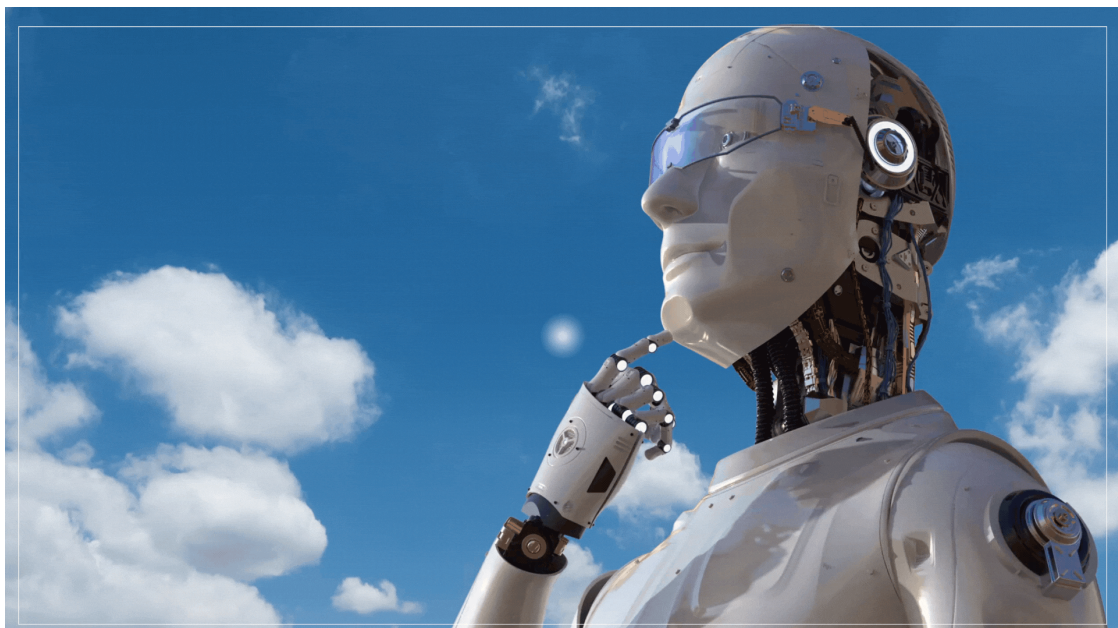
Enjoy your read.

Regards,

Ciara



Ciara Clancy
Account Manager
Team Lead



Everyone is talking AI!

Future Proof your Marketing Strategies with AI Driven Solutions

Artificial Intelligence (AI) is gaining widespread acceptance in all sectors, including the hospitality industry. Hoteliers are increasingly exploring AI-based options to improve their operations. Here are the top few ways AI can help:

- With Performance Max, Google generates ads dynamically, testing different combinations across different formats and networks, optimizing for the desired action. We upload various assets appropriate for each placement option -text, video, images and then Google puts machine learning to work to show your ads to people who are most likely to convert.
- Chat GPT is a free content creation tool, which, though not perfect, can assist marketers to create content quickly and easily. Jasper AI is another tool that you can try for your marketing copy.
- Advanced Customer Relationship Management (CRM) software can help to personalise your marketing based on customer data such as search history, purchase history, and preferences, as well as analysing data from sources like social media, search engines, and customer reviews to predict customer behaviour and preferences.
- 24/7 Customer Service with Chatbot powered by AI
- Optimise your pricing strategy by analysing market trends, demand & competition.
- Identify and analyse guests pictures uploaded on social media, allowing you to monitor your brand reputation and track customer sentiment.

[LEARN MORE about AI Solutions](#)



Indulge & Engage your Target Consumers

Social media is a key platform for discovery, research, and social proof, as well as for influencer marketing and customer service. Hotels that effectively leverage social media build trust and credibility with consumers, increase product awareness and ultimately drive sales.

According to Hubspot, over 90% of marketers are confident that their social media marketing activities in 2023 will bring in a positive ROI. Embrace social media and community-building and take an authentic, behind-the-scenes approach to content. Here are the top global trends that we recommend hoteliers embed in their social media strategy to grow their online brand presence and reputation:

1. Build your Online Communities and indulge customers in topics that interest them, such as highlighting unique things about your property and in your destination, highlight top attractions,

festivals and events taking place in your destination (and on property), showcase local food and drink specialities to try while staying with you.

2. Update and optimise the content on your social media platforms to allow your customers to use it as a viable alternative to a Search Engine.
3. As an increasing number of customer use your social media DMs to reach out with their queries, use this opportunity to build relationships with your customers and dedicated a resource to responding (which could even be your AI powered Chatbot out of hours!).
4. People tend to have faith in recommendations from creators they follow on social media platforms so collaborate with appropriate influencers to promote your property.
5. Get Reel! Short Form Video content is gaining popularity. Create video content that really engages your audience; create amusing, up-to-date, and relatable video content. Sharing behind-the-scenes posts can give your customers a glimpse of your hotel culture & people. According to Sprout Social, Instagram users are spending 30% of their time on reels.

[READ MORE](#)



Time to Update your Summer Offers & Start Promotions

With May just around the corner, this is the time to review and update your Summer revenue strategy and to optimise the Summer offers on your website to address potential troughs and to take advantage of high demand dates. Now is also the time to ramp up your digital marketing to drive summer bookings, as lookers turn to bookers.

NEED HELP? Just let us know if you would like us to work on Summer Ad Campaigns with you:

[DIGITAL MARKETING ENQUIRY](#)

Aró Tip of the Month

Managing Brand Reputation with Google Display Ads

Display ads can be a powerful tool to manage your brand reputation and attract more customers. By identifying your target audience, developing a clear message, using high-quality visuals, optimising and measuring success, you can create effective Display Ad campaigns to grow awareness of your hotel's brand and drive revenue growth.

WHAT ARE THEY? A combination of image & text ads that are displayed across websites and apps through the Google Display Network. Display ads are separate from Google search (the text only ads

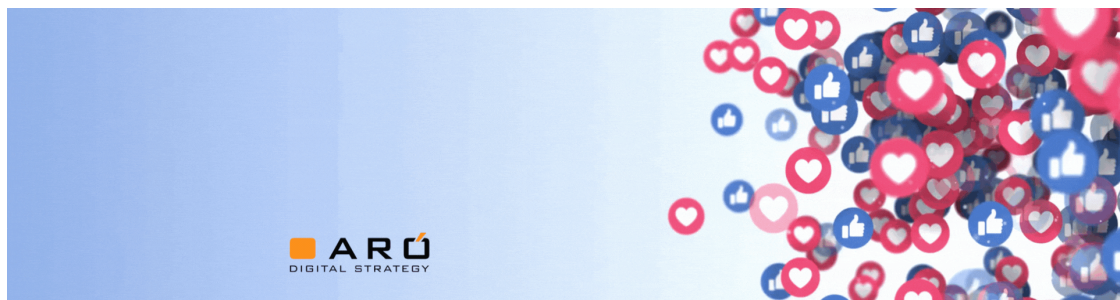
you see at the top of the search results). They're visual, not text-based, and serve on other Google properties like YouTube and Gmail, as well as non-Google websites all over the internet. They get your brand in front of your target customer. They are targeted by keyword or by topic on the site its displayed. **WHAT'S THE BENEFIT?** They drive brand awareness &, as well as for room and package bookings, they can be used for promoting wedding facilities, dining outlets etc. These ads are displayed in multiple ways, have good reach, at low cost.

The Aró Digital Marketing team can help you to build your online reputation. Should you like us to work on Display Ads, please just let me know in a reply to this email and I will be happy to help you.

LEARN MORE ABOUT DISPLAY ADS

Thank you for taking the time to read this month's edit and I do hope the contents were helpful. Should you require any assistance on any of the topics covered, please feel free to reply to this email and I will be delighted to assist you further.

On behalf of all our team, thank you for choosing Aró Digital Strategy and all the best for an excellent April.



Aró Digital Strategy, Na Forbacha, Gaillimh, Ireland, +353 91 597200

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