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Welcome to our first Newscast of 2023!... & hello from the latest recruit to the Aró Digital Strategy team! Having been a happy client of Aró's for 15 years in my role as Sales & Marketing Director for the Hayfield Family Collection (where, as well as having bespoke websites, the 3 hotels also use the Aró booking engine, email software and digital marketing services,) I'm now delighted to be working within Aró's team. My role is primarily focussed on recruiting hand-picked hotels that match the criteria for Aró's new Leader Program.

Included in this edit are:

- top recommendations from our Account Management team for essential revenue, sales & marketing actions in Q1,
- an opportunity to receive a complimentary Digital Benchmark Report,
- as well as a few words from Jim Gawley, our COO
- & from Carol our valued client from Ballynahinch, a Relais & Chateau property.

I hope you find this both educational and interesting. Please do let me now if you have any feedback or questions.

Yours faithfully
Lisa



Lisa Leahy
MARKETING DIRECTOR

What to expect from The Leader Program



Your Complimentary Digital Benchmark Report Apply Now!

As part of the research undertaken with University of Galway's Data Analysis Insight Centre, Aró has created The Leader Program, which is already underway with a portion of Aró's existing clients, we are offering a **Complimentary Digital Marketing Benchmark Report** based on 86 digital KPIs to appropriate interested properties, of which you are one! This report will highlight areas of opportunity and for improvement in your online strategy. All information is publicly available so there is no work required by your property. Should you wish to know more, please just click the button below and I can send you more details.

[Request a Digital Benchmark Report](#)

Q1 Essentials

Take the Lead

Our account management team have put together the key activities for hoteliers to master now in order to guarantee a good start to 2023, so below we are delighted to share our recommendations to be on top of your activities in Q1.



Get Ahead in Q1

Q1 comes with a bulk of opportunities for sales with multiple events and holidays falling this quarter and in April. Make sure you have your content up and your offers up and running now.

- St. Brigid's Day- 6th February 2023 (Irish Hotels)
- Valentine's Day Offers- 14th February 2023
- Mid-Term Family Break Getaways
- St. Patrick's Day- 17th February 2023 (Irish Hotels)
- Mother's Day- 19th March 2023 (UK and Ireland)
- Easter/ Easter Monday- 9th and 10th April 2023
- Family Breaks
- Active Retired Offers

For more details- see our recent Article on Essential Q1 Actions -

TOP THINGS TO CONSIDER FOR LUXURY HOTELS WHILE ENTERING Q1 OF 2023

Take time to Review & to Reset this January

January is an opportunity to audit and review your website content.

- Make sure you have fresh relevant content and imagery uploaded on your website for all areas of your business including F&B, Spa, Weddings etc. and don't forget to review all fresh content with your SEO Team.
- Ensure your website and your team are ready for Wedding Enquiries- [you might like to have a quick review of our recent post on this subject.](#)
- Ensure all price points (remember those 'from' rates), dates, menus, testimonials and reviews are updated and strategically placed on your website.
- Ensure your Postal Vouchers are reactivated on your website, if switched off for last selling days before Christmas.



Meet our Chief Operating Officer

JAMES GAWLEY(JIM)

I am also delighted to introduce Jim (above), who has joined us in a new role of Chief Operating Officer. Jim has been with us for approximately 6 months now and is leading our operations team & working to maximise our operational efficiencies. Along with considerable leadership experience, Jim brings the operations expertise needed to help deliver Aró's '5-star by every measure' web services to the select group of elite hotels and resorts that we are proud to call partners. We are delighted to have Jim onboard on this exciting journey, as we look forward to introducing brilliant product and program developments here at Aró.

The End...

though just the beginning of 2023

Thank you for taking the time to read this newscast and please feel free to contact me should you require any further information or assistance.

Email Lisa



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