



Hello ,

Welcome to the March 2023 edit of the Aró Digital Strategy Newscast. Overview of what's included:

- Pilot Results- The Aró Leader Program
- Easter Campaign Review
- Summer 23 - Managing the highs and lows of the summer months

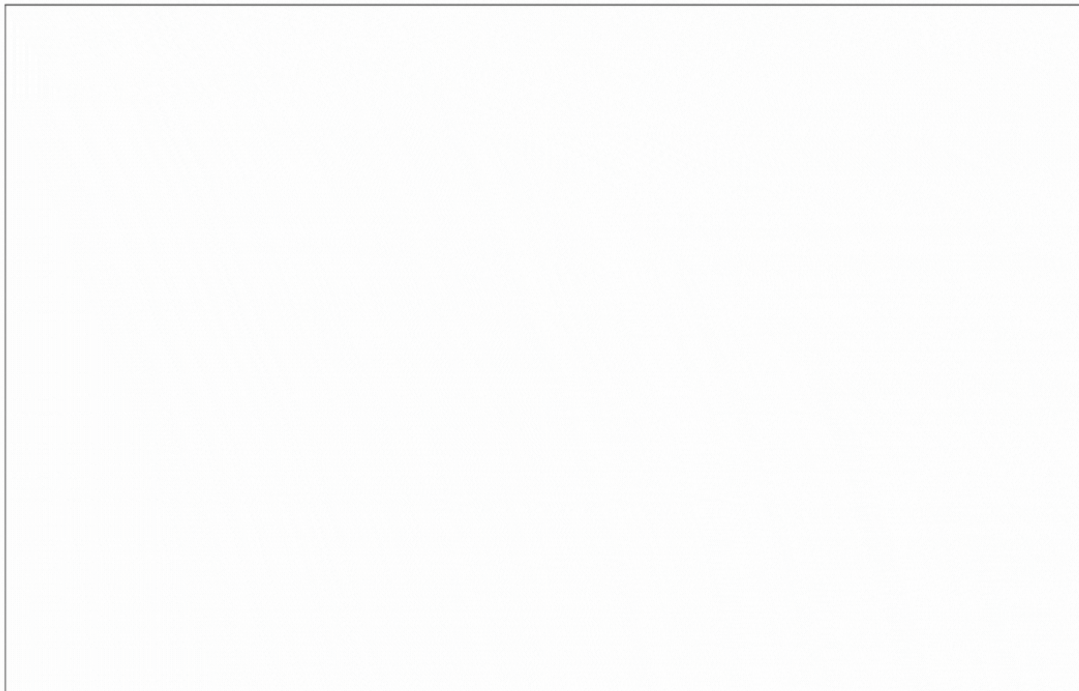
Regards,

Lisa Leahy

Marketing Director

THE LEADER PROGRAM

Pilot Results are Here!



At Aró Digital Strategy we have been working with 16 of our clients over a two-year period to develop software in association with the Science Foundation Ireland Center for Data Analytics at University of Galway. With the help of AI & Machine Learning, we analysed and optimised 134 Key Performance

Indicators with the aim of increasing Direct Revenue to over 50% for participating hotels while increasing Total Revenue and Reducing Costs. Below are the results of Phase 1.



The Leader Program, which will officially be launched to market later this year, is a unique combination of Aró's new predictive software coupled with augmented service from our team of digital experts. If you would like to learn more about the Aró Digital Strategy Leader Program and be a part, please [reply to this email](#) and I will be happy to share more information.

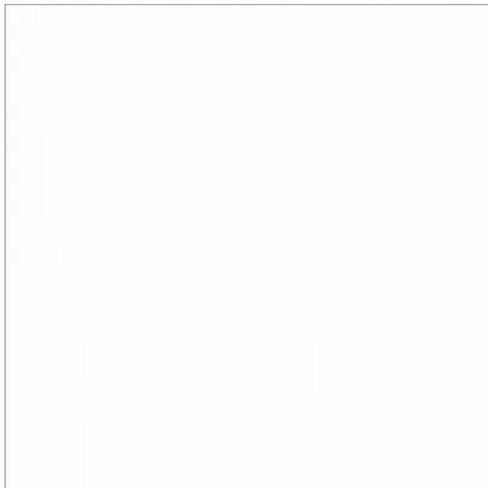
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Easter Campaigns Push

We know that you and your team are working hard to drive sales for the holiday period. This is the right time for an additional sales push and to review the current strategy and action additional tactical campaigns such as Facebook/Instagram ads, PPC, email marketing to optimise bookings. We work with our clients on all aspects of Digital Marketing, including SEO to ensure 360° campaigns that continue to deliver year on year.

Summer 23 - Let the Campaigns Commence!

Now is the time to start setting your summer campaigns in motion. Review past weaker occupancy trends over the summer months and plan and implement promotions now to start to grow your base on those need dates. For leisure destinations, June can be a softer summer month, and the challenge in city locations, tends to be around August when the masses traditionally head for the hills.



Here are a few things that you can consider to boost sales during potential trough periods in the summer months:

- **Look for patterns from the past but don't rely on them:** Often the last week of August takes an occupancy nose-dive as children return to school so it would make sense to open special offers or lower rates now to start building a base now so that closer to the time you can yield higher rates. Be cautious though to ensure there are no special events taking place this year that might buck the usual etc. in your location like sporting events, large concerts etc.
- **Group Watch!** Now is the time to start actively chasing for sales updates on groups holding in your property management systems during the summer months and begin washing down and releasing rooms back into inventory for sale.
- **Diversify your Audience-** Tough periods are the perfect time to target customers outside of your regular Buyer Persona. If you generally target high income groups between the ages of 35-55, you could consider targeting younger and older child-free travellers with more flexibility. You can focus on those demographics with tailored offers and also by carefully choosing advertising channels that can be filtered by age etc.
- **Selling Packages-** Ensure you have relevant packages highlighting added value or discounts off BAR available for sale and ordered correctly in the booking engine. Depending on your location, it is ideal to lock in dining and spa with packages at time of booking for summer guests who might be otherwise tempted to go out and about during their stay.
- **Develop your Website Content-** As you know we always stress the importance of updating your website content to drive traffic organically as this is the work that will keep on working for you. Publishing or updating content consistently impacts how your hotel ranks on search engine results. This supports a well-rounded hotel SEO strategy by increasing the quality of your natural, unpaid traffic plus relevant landing pages for paid advertising will increase your ads quality score and lower CPC. Here are a few ideas for fresh content:

1. What's Happening In (Destination) and especially highlight events in the trough period
2. Things To Do In (Destination) In Summer
3. X Local Dishes You Have to Try in (Your Area)
4. Where To Watch The Sunset & Sunrise In (Your Area)
5. Ultimate Guide To (Your Neighborhood): What To Eat, Drink, See, And Do
6. Where To Find The Best (Specific Food Item) In (Destination) or Best Breakfast/Brunch Spots In (Your Neighborhood/Destination)
7. Find the Perfect Pour at (Destination)'s Best Regional Wineries, Breweries, and Distilleries



Manage your 'Google My Business' Profile & Reviews

According to reports by Google My Business Statistics, a massive 84% online consumers trust online reviews as much as personal recommendations. While your business reviews are vital to manage your online reputation with your current and future customers, they also improve your online visibility and Search Engine Ranking.

It is important to celebrate & respond to positive reviews of course however it is more important to respond to negative reviews. If you do not have a proactive review management strategy in place, there are many software options available to assist you to filter and manage the guest review process.

THE ARÓ PRODUCT & SERVICE PROPOSITION



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 in the Ezine, please feel free to reply to this email and I shall be happy to assist you further.

If any of your colleagues would like to sign up for our monthly ezines, they can do so [here](#).
On behalf of all our team, all the best for a marvelous March.



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