



eEMPTY

eCOMMERCE

10 Key Marketing Tactics That Move The Needle in Travel eCommerce

USDm.net's lodging and vacation rental management client companies have maintained level bookings and even increased bookings in the last two quarters, while others are down up to 30 percent.

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By Leah Woolford, CEO, USDm.net®

Particularly in a tight economy, making a commitment to *effective* marketing that produces a sale is far better than pulling in your marketing budget and riding out the storm. In fact, tough times are historically an excellent opportunity for expanding long term market share and revenues precisely when your competitors are cutting *their* marketing budgets. But, what's the best way to spend your time and money?

Many destination marketers, and particularly lodging companies, have witnessed traffic, booking and revenue slow-downs of up to 30 percent during the last two quarters of 2008. Some are cutting back budgets. During this same time, USDm.net®'s lodging and vacation rental management client companies have maintained level bookings and even increased bookings and revenues over last year. These companies have maintained and in some cases increased their online marketing budgets with USDm.net®.

For more than 15 years, interactive agency and media company USDm.net® has produced consistent and significant results and innovations for tourism, hospitality, and destination marketers. Here are 10 key marketing tactics that USDm.net® recommends and implements to move the needle in travel eCommerce, especially during tight economic times.

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Interactive Agency and Media Company

**Prudent managers can excel
beyond their nervous competitors.**

10 Key Marketing Tactics That Move the Needle in Travel eCommerce

1. Filter All Marketing Programs Through Research and Trending Data to hit your targets
2. Develop Limited Time Offers and Packages and Match them to Yield-Management efforts
3. Offer Incentives that a guest receives upon arrival
4. Use CGC and Social Marketing to influence bookings or ticket sales
5. Use quality rented eMail media lists with target specific household incomes and zip codes
6. Ensure that you have a fast and friendly web site that converts lookers to bookers
7. Use every opportunity to book online or by reservation agent; know customers' preferences
8. Let Your Guests Take Your Web site With Them — Go Mobile
9. Use organic and paid search marketing to “catch them in the act of travel purchases”
10. Use a comprehensive mix of online marketing and advertising to generate sales and track everything to VERIFY what really converts lookers to bookers

While these recommendations can be implemented by most tourism marketers, detailed execution of these tactics in coordination with strategic planning, analytics, and performance management can add significant traffic, bookings, ticket sales and dollars to bottom line goals.

When economic times are tough and marketing dollars are precious, prudent managers can excel beyond their nervous competitors by working closely with experienced, and *proven*, marketing professionals.

To view top tourism industry leaders speaking about the importance of the Internet and the effectiveness of USDm.net®, go to www.usdm.net

For a complimentary, private consultation to STS Members ONLY, on details of these 10 Key Marketing Tactics (and current case studies), email consulting@usdm.net



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