



**HOTEL
DIGITAL BUSINESS
DEVELOPMENT SERVICES**

WE PROMISE

1. REVENUE MAXIMIZATION BY

- **Diversifying your Booking Channels:** No more boundaries. Reinvent your relationship with tour operators & travel agencies, and increase your revenue with Online Travel Agencies, Social Media (Meta, Instagram, TikTok) and your booking engine (directly from your website)
- **Creating a storytelling Website and keep optimizing it**
- **Providing a seamless Mobile Journey**
- **Diversifying Products:** New design, new concept. Differentiate your product with a unique tailored concept and beat your competition with unparalleled products and services.
- **Elevating your Branding and Marketing**
- **Building Guest Loyalty**
- **Diversifying Market:** No more high commissions. Meet your new guest on social media. Increase your direct sales with social commerce and take advantage of new business models in the hospitality markets with loyal guests.

2. PEACE-OF-MIND SERVICE

Our mission is to build your digital world and deliver the best client service so that you can focus on helping guests achieve their vision.

3. CONVENIENCE AND ACCESSIBILITY

A global network of physical and online resources makes us develop your business regardless of location.

YOUR BENEFITS

- **Decreased Travel Agency Dependency**
- **Increased Revenue:** Our service helps you generate more revenue even when occupancy rates are lower than 100%. Optimizing your yield management strategy can increase returns in both peak and low-season periods.
- **Dynamic Pricing:** Tailoring the prices to booking behavior.
- **Reduced Errors:** With our digital strategies, we can accurately forecast your room rates to reduce the chance of any mistakes.
- **Increased value proposition:** Increase a sense of worth in your potential clients by adjusting your prices dynamically.
- **Effective Segmentation of Customers:** Insights on the specificity of such a market segmentation.

**HOTEL
SPECIAL**



HOTEL REVENUE MANAGEMENT SERVICE

- Adopt a healthy market segmentation for the hotel
- Assist with budgeting and develop a forecasting model adapted to the market segments
- Increase revenue by stimulating demand and use existing demand for the destination
- Push forward the hotel on potential distribution channels to enlarge the demand
- Optimize direct sales and distribution via website and phone (Whatsapp, Facebook Messenger, Instagram Direct Messages and Live Chat will be managed by your team)
- Structure the pricing management
- Set strategic pricing in terms of public and negotiated rates
- Handle all Revenue management tasks on a daily, weekly and monthly basis
- Competitor Evaluation & Price Benchmarking
- Pricing Grid
- Demand Calendar
- Forecasting Model
- Rate Strategy Sheet
- Rate Loading
- Online Distribution Strategy



HOTEL SPECIAL

OTA SERVICE

- Checking price difference between room categories
- Comparison of Revenue with last year's data
- Analyzing Country Based Reservations
- Analyzing Country Based Pricing
- Checking Commission Based Pricing Strategy
- Analyzing Cancellations
- Available Room Optimization
- Analyzing Active Promotions
- Comparison of 18 month rates with Competitives
- Checking Online Visibility
- Guest Reviews and Hotel's Replies
- Checking Services with Low Rating
- OTA (Online Travel Agency) Content Analysis
- Determining which Online Channels have to be active and which have to be closed



HOTEL SPECIAL

REPUTATION SERVICE

- Determining the general position with the following factors: WiFi, Location, Service, Breakfast, Room, Cleanliness, Amenities, Food, Value
- Tripadvisor Business account activation and analysis
- Creating Email Templates for Tripadvisor
- Holidaycheck account activation and analysis
- Google Review analysis
- Booking.com and Expedia.com review analysis and power up the weak parts
- Creating personalized email replies
- Analyzing Facebook reviews
- Analyzing other channels and using reputation management software (if needed)
- Setting custom digital strategy for outlets (Restaurants, SPA, etc.)
- Feedback and CRM integration

LEADS OPTIMIZATION AND SOCIAL MEDIA ADS SERVICE

- Analysis of the deals that have closed
- Determining how to leverage social media channels to “listen” to industry leaders, competitors, and customers
- Search Engine Marketing (SEM) - SEM is a form of online advertising that involves paying search engines (such as Google or Bing) to display ads in their search results.
- Search Engine Optimization (SEO) - Search engine optimization is similar to SEM, in that it involves getting traffic from search engines, but rather than paying search engines for ads, SEO involves optimizing your website for search engine algorithms so that it appears higher in the organic search results.
- Social Media Management
- Display Ads - This type of advertising comes in various forms such as video, image, audio or text. These ads can be purchased on relevant websites in order to drive that traffic to your own site, usually via Pay-Per-Click (PPC) models.
- Content - Providing high-quality ads content
- Landing Pages - which help educate and convert prospective customers

SOCIAL MEDIA SERVICE

- Identifying new algorithms for conveying expertise and differentiated value to a broader digital audience
- Post Creation based on algorithm
- Audience Segmentation
- Image Artwork
- Hashtag Research
- Post Scheduling
- Social Media Marketing Strategy
- Social Media Competitive Analysis
- Social Media Accounts Consistency
- Social Media Audit + Recommendations
- Dedicated Social Media Account Manager
- Weekly Monitoring of Included Social Assets
- Monitoring of Boosted Posts

WEB DESIGN & SETUP SERVICE

- Web Design & Setup
- Wireframe
- Banner Ad Design
- Icon Design
- E-Commerce Design
- Sales Funnel Workflow
- CMS Design
- Cart Design
- Email Marketing Design
- Mobile Design
- Newsletter Design
- Landing Page Design
- Product Detail Page Design
- Listing Page Design

PREMIUM WEB HOSTING SERVICE

Specially optimized servers technologies included:

- Cloudlinux
- Litespeed Technology
- Litespeed Cache
- Memcached
- Redis Cache
- Elasticsearch
- Immunify360
- Cloudflare Ready
- Advance Firewall
- Monthly Back-up integrated Dropbox
- Dedicated IP
- Pagespeed Server Extension Ready

SEO SERVICE

- Meta tags (Title & description)
- Optimization of robots.txt & GoogleBot crawls
- Creation & registrations of sitemap.xml
- Google My Business optimization (if needed)
- Mobile site optimization
- Google Analytics setup with conversion tracking
- Google Analytics traffic analysis
- Local search optimization
- Setup of website sitemap
- Image optimization
- Link redirect audit
- Custom 404 error page setup and optimization
- Schema HTML tags
- Canonicalization analysis & domain unification
- Initial link analysis and disavow
- Dedicated account representative
- Internal linking restructuring & optimization
- Header Tags Optimized (Ex. H1s)
- Duplicate content analysis

Get in Touch

We'd love to hear about your project and how we can help to make it even better.

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