

Million-Dollar

+

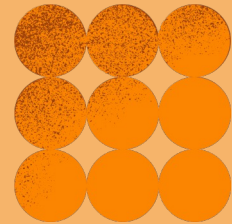
Months

20



How we're doing it

23



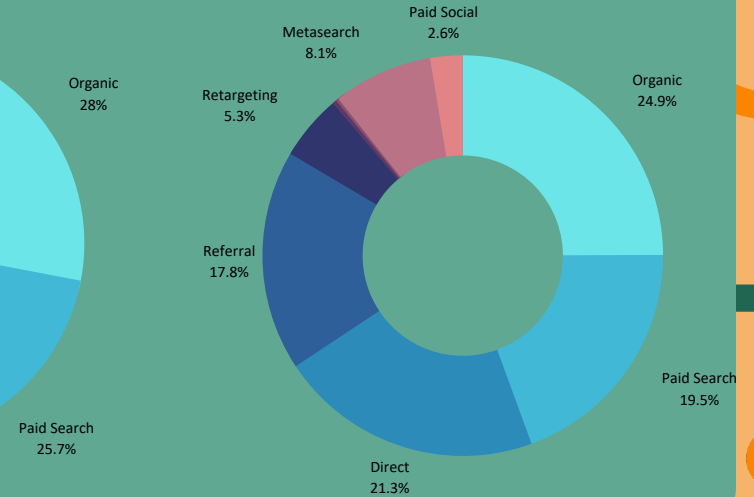
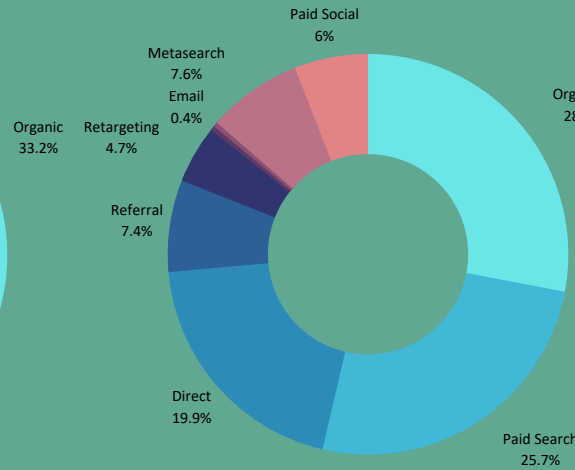
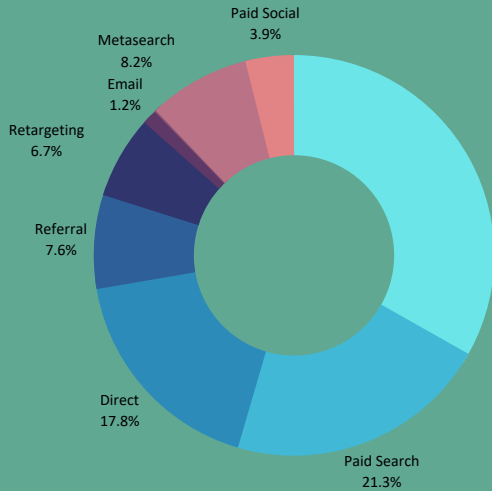
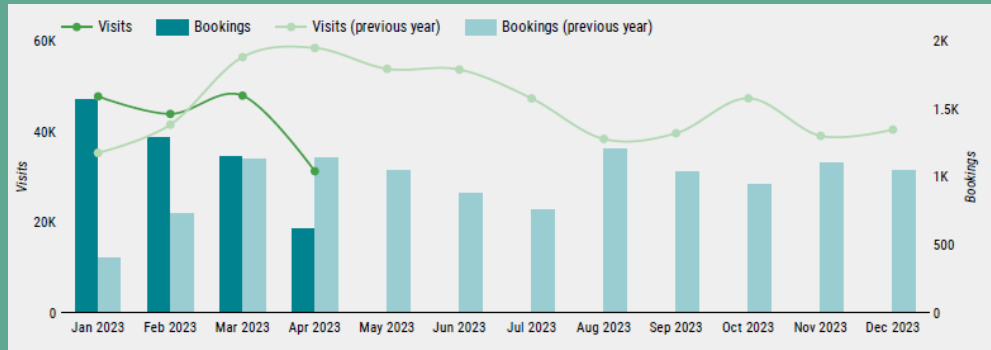
Who

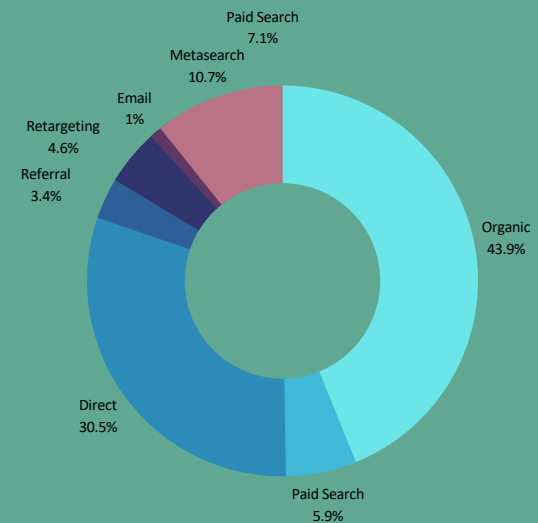
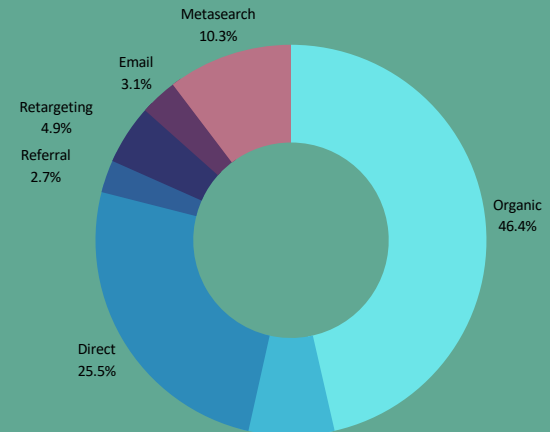
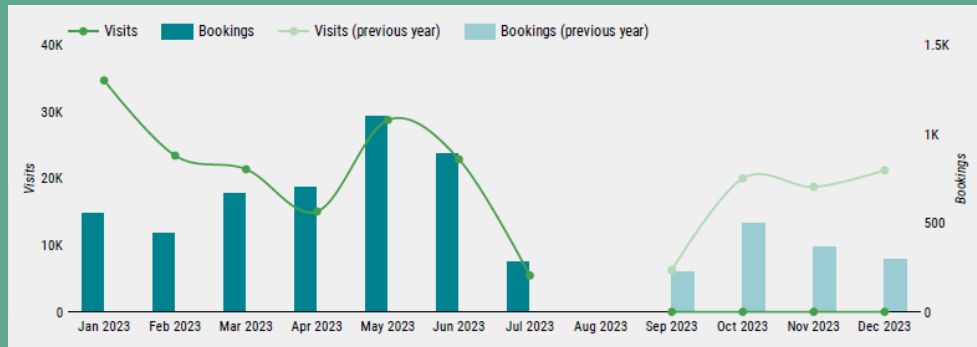
Michelle Klein - Corporate Director of Marketing & eCommerce Schulte Hospitality

Started career in hospitality as a bartender at a Houlihan's inside of a Hilton Garden Inn.

Once dressed as a Moose for a video shoot at a resort & waterpark.

Deep Dish Pizza is not the true Chicago Pizza. This is a hill I will die on.

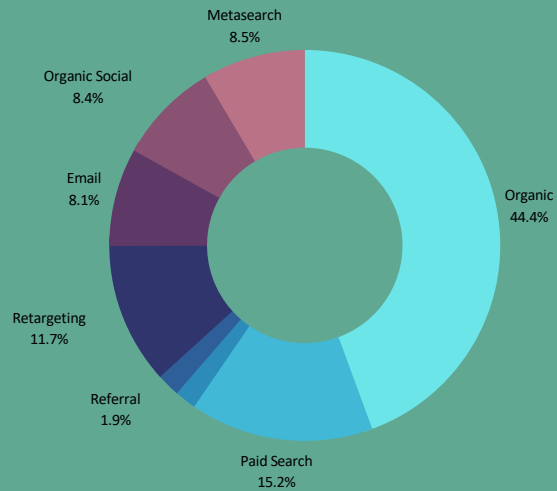




The background is a vibrant teal color. In the top left, there's a partial view of a person's hand holding a large green leaf. In the top right, there are illustrations of tropical plants, including a sliced papaya and various green leaves. In the bottom left, there are illustrations of pink and orange flowers. In the bottom right, there's a circular inset showing a close-up of pink and orange flowers. A vertical pink and white striped bar is visible on the right edge.

\$1M

Where else can we see million dollar
success?



All sessions

108,554

Traffic volume

Sessions w/ search

14,732

13.57% of sessions

OK

Sessions w/ bookings

862

Full funnel CVR

0.79%

Booking engine CVR

5.85%

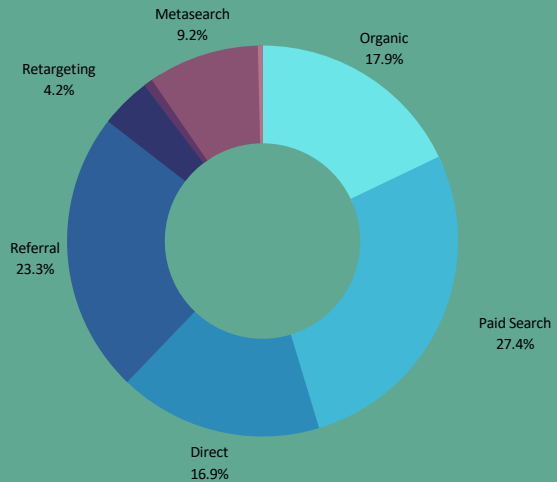
Bookings per search

Good

Revenue

\$1.09M

\$1,092,208.23



All sessions

98,008

Traffic volume

Sessions w/ search

20,193

20.60% of sessions

Good

Sessions w/ bookings

1,449

Full funnel CVR

1.48%

Booking engine CVR

7.18%

Bookings per search

Good

Revenue

\$1.1M

\$1,097,448.60

Annual Sale



\$1.8M

7900 Room Nights



Summer Sale

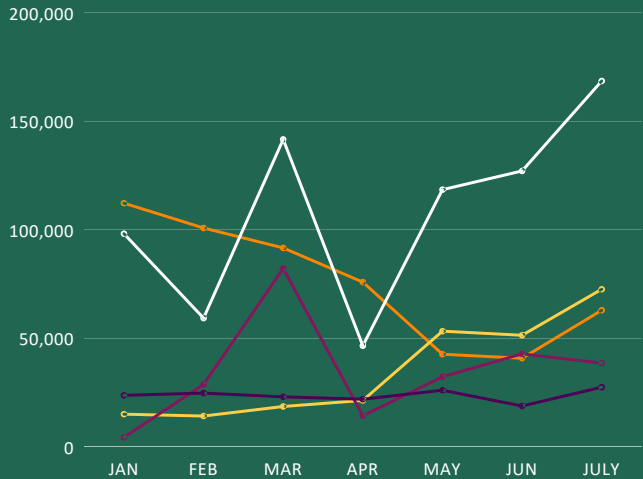


\$1.3M

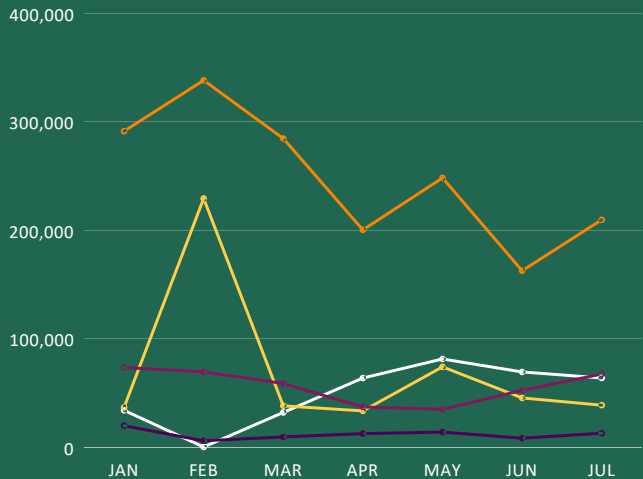
7114 Room Nights



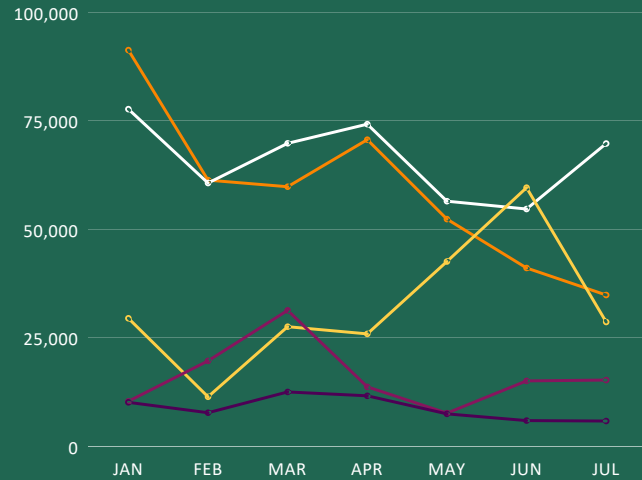
METASEARCH



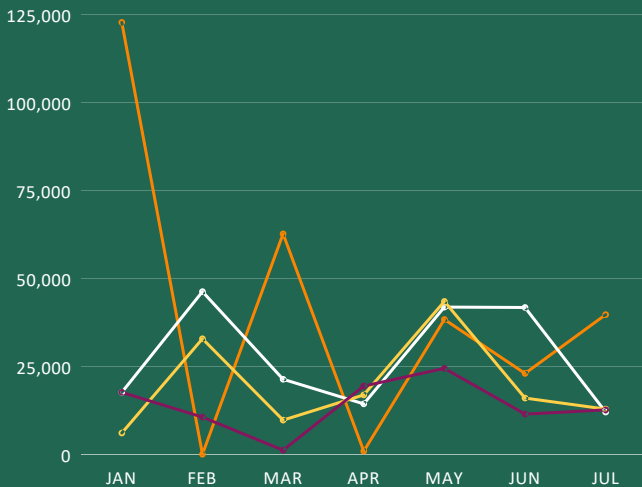
PAID SEARCH



RETARGETING



EMAIL



How

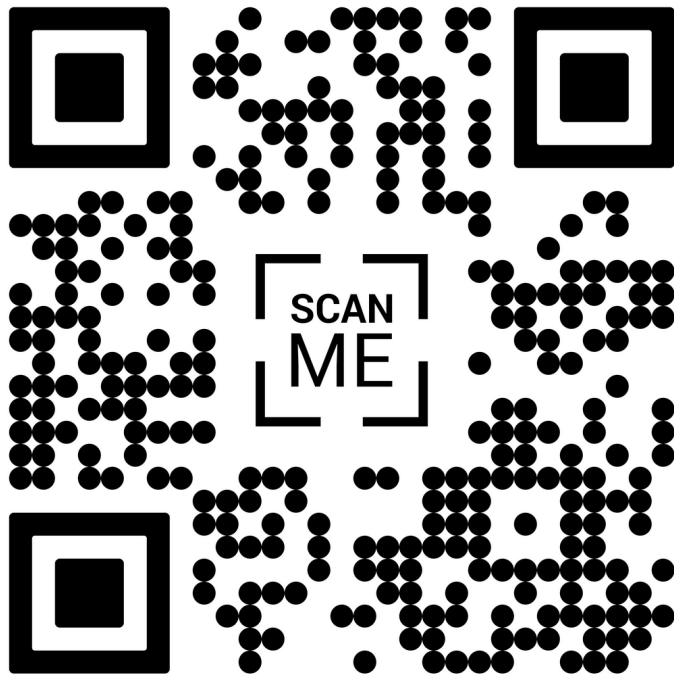
“But how does this apply to me?”

Collaboration and Planning

CAMPAIGN TYPE	ASSIGNED TO	PROJECT GOALS	Q1		Q2			Q3		Q4						
			JAN	FEB	MAR	APRIL	MAY	JUNE	JUL	AUG	SEPT	OCT	NOV	DEC		
Budgeted Occupancy			48.20%	66.70%	82.60%	90.70%	87.50%	90.00%	79.80%	76.70%	89.30%	93.30%	78.20%	81.40%		
Offers																
Seasonal		Drive direct bookings through special offers and promotions	Valentine's Day		Ri-Bread offer	Memorial Day		4th of July		Labor Day		Thanksgiving/Holidays				
Evergreen		Create attractive, bookable packages that are offered all year long	Breakfast Package			Spa	Spa; Pets	Breakfast Package (Late - Labor Day)		Parking Package		Spa		Spa		
Annual Brand Promotions		Layer in new business with targeted 2-3 times per year	Annual Sale (TBD)			Summer Sale - Live					Cyber Sale (TBD)					
PPC																
Hotel Campaigns	Timbores	Achieve +81 ROAS	Live		Update New Brand		Ad Copy Summer				Ad Copy Winter/Holidays					
Weddings Campaigns	Timbores	Drive traffic to wedding landing page and increase 5% lead/month	Live		Update New Brand		Ad Copy Summer		Ad Copy Fall		Ad Copy Winter/Holidays					
Meetings Campaigns	Timbores	Drive traffic to meeting landing page and increase 10% lead/month	Live		Update New Brand		Ad Copy Summer		Ad Copy Fall		Ad Copy Winter/Holidays					
F&B Campaigns	Timbores	Drive traffic to F&B landing page. Generate 1K clicks to reservation site	Live		Update New Brand		Ad Copy Summer		Ad Copy Fall		Ad Copy Winter/Holidays					
Spa Campaigns	Timbores	Drive traffic to Spa landing page. Generate 2K clicks to book.	Live		Update New Brand		Ad Copy Summer		Ad Copy Fall		Ad Copy Winter/Holidays					
eComm - TripTesse																
MetaSearch	Schulte eComm	Achieve +81 ROAS	Live													
Display Retargeting	Schulte eComm	Achieve +81 ROAS	Live		Update: New Brand Offer											
Content Messages	Revenue Manager	Achieve +81 ROAS	Live		Update: Valentine's Day Offer		Update: Summer Offer		Update: Labor Day & Fall Offers		Update: Thanksgiving & Holiday Sales					
Paid Social																
Hotel Campaigns	Timbores	Increase clicks into the booking engine by 10% YoY	Live		Brand Awareness: https://fb.me/HWGXz2pXRM55C Remarketing: https://fb.me/qQ9b0u9q6vLdF		Live New Brand Brand Awareness: https://fb.me/4D8R8q4et1tN Remarketing: https://fb.me/02B8p9W02986		Ad design update				Ad design update			
F&B Campaigns	Timbores	Drive traffic to F&B landing page. Generate 1K clicks to reservation site	Social Ad live F&B: https://fb.me/HW35GEvnuLlIB8 Voc: https://fb.me/Hpyd8WvKKGpgal				Ad design update		Ad design update				Ad design update			
Spa Campaigns	Timbores	Drive traffic to Spa landing page. Generate 2K clicks to book.	Social Ad live 15 https://fb.me/2Q976dL4E5CXDv						Ad design update				Ad design update			
Public Relations																
Editorial Calendar			<ul style="list-style-type: none"> • Draft + distribute press release announcing executive leadership • Prepare for Hotel Washington launch new brand • Short lead pitch media (New York, New York (outlets), Scripps travel (Cherry Blarney.com, Valentine's Day Launch) + 8 Summer travel 		<ul style="list-style-type: none"> • Short lead pitch (major Summer travel) • Outreach and accolade submission • Outreach and strategic arrangement of content, local and regional media on influencer marketing • Outreach and alignment with annual cultural events in the destination 		<ul style="list-style-type: none"> • Pitching surrounding community mural with Amn Greenberg • Local and regional industry promotion • PR for review of creative activation, KPIs, etc. • Outreach and strategic arrangement of content, local and regional media on influencer marketing • Launch local pop-ups + holiday 		<ul style="list-style-type: none"> • Short lead pitch (major Fall travel) • Launch lead where there are the holiday Festival travel partners • Outreach and strategic media on influencer marketing 		<ul style="list-style-type: none"> • Pitch Hotel Washington for "where to go in 2024" feature • Identify travel, culinary and culture trends to pitch the hotel time that the year year 					
Pitching Strategy	JPR		<ul style="list-style-type: none"> • Develop creative ideas and partnerships 	<ul style="list-style-type: none"> • Press release formally announcing Hotel Washington's rebrand and commitments • Grand "reopening" launch event/pressing 	<ul style="list-style-type: none"> • First brand launch coverage press releases and influencer + media push • Outreach for partnership opportunities (Spring) 	<ul style="list-style-type: none"> • Programming of Activities (Summer): Community PR with collaboration with Amn Greenberg; pending content 	<ul style="list-style-type: none"> • Programming: Breaker content with influencers to set brand launch. Explore their reactivation activation 	<ul style="list-style-type: none"> • Prioritize conversations with media outlets and secure their partnership 	<ul style="list-style-type: none"> • Programming of Activities (Fall): Working itinerary for Fall trip/party 	<ul style="list-style-type: none"> • Activate brand partnership concepts 	<ul style="list-style-type: none"> • Prioritize local influencers to set the priority to secure real-time coverage for website and programming 	<ul style="list-style-type: none"> • Programming of Activities (Winter): Frickley Star 	<ul style="list-style-type: none"> • Finalize and launch Launch Local Week End Sleepers partnership with SLEEPER 	<ul style="list-style-type: none"> • Research for future media to the date 		

Download my Marketing Calendar





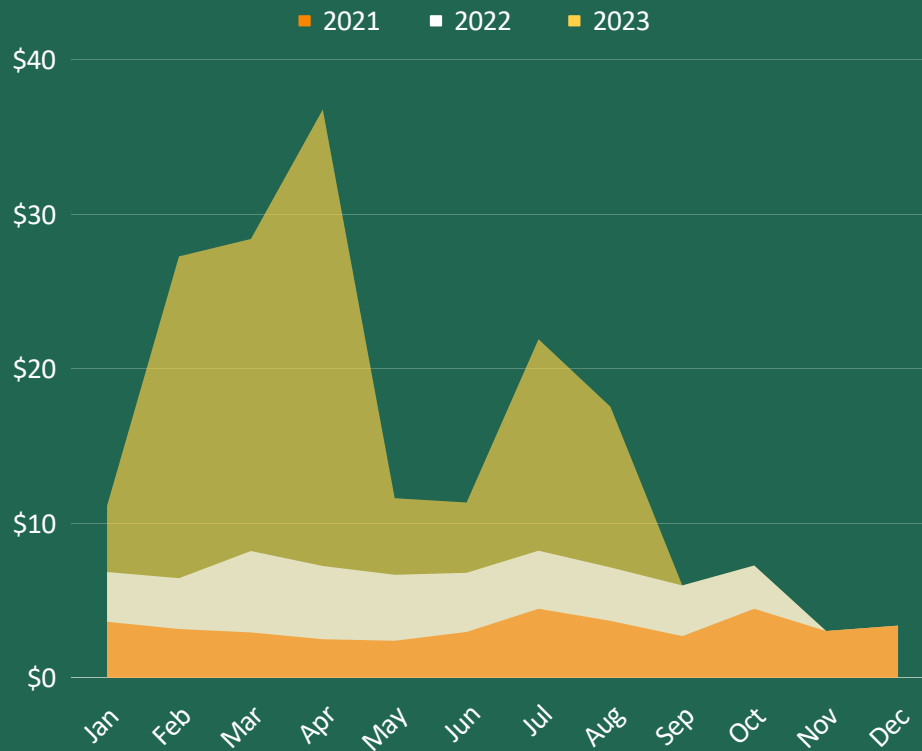
Paid Search

Finding the right partner makes a huge difference.

2021: Set and forget

2022: Agency Partner with no hotel experience

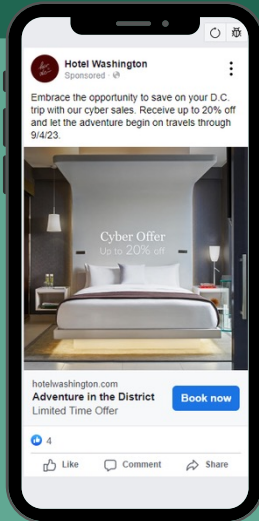
2023: Current Partner



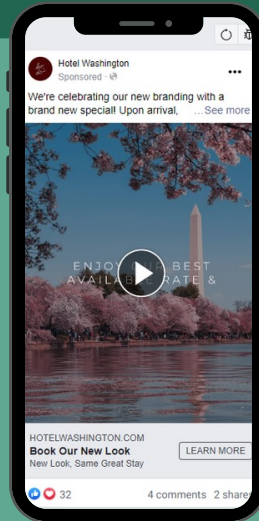
Paid Social

2022 - Average ROAS 15:1

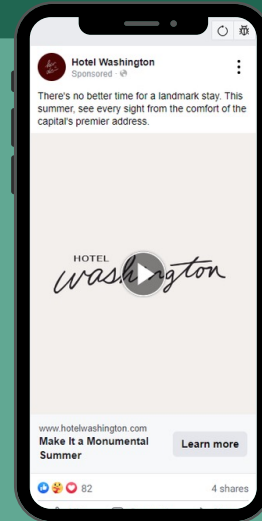
2023 - Average ROAS 20:1



Static Sale Ads



Rebranding Offer



Brand Awareness



Simple rebrand and layout updates made a world of difference

Wyoming Inn: Average \$11.7K per month

Hotel Washington: Rebrand offer \$62.3K

Celebrate Love at Hotel Washington

Celebrate Valentine's Day with the ones that you love. Book a romantic stay with our "Love is in the Air" package.

Sip on a bottle of sparkling wine and dine at our dining outlets with a \$400 of food & beverage credits for use in the Hotel Washington Lobby Restaurant and Bar.

[Book Here](#)

We also invite you to enjoy our exquisite Chef-curated, prix-fixe Valentine's Day Dinner at VUE; our specialty cocktails in the Hotel Washington Lobby Bar; and relax with a therapeutic massage offer for two.

Valentine's Dinner at VUE



Enjoy a chef-curated three course prix-fixe dinner with one you love on February 14th. Our standard menu with limited options will be available as well. Visit our website to view the menu selections and to make your reservations.

[Reservations](#)

"My Valentine" Massage for Two



This experience includes a therapeutically infused oil melted away by candles for you to enjoy with that someone special or a friend in our spacious couple's room. Enjoy a therapeutic massage and a glass of sparkling wine after this fabulous treatment.

[Book an Appointment](#)

Love Potions: Specialty Cocktails



Celebrate the season of love with a specialty cocktail from our Hotel Washington Lobby Bar from February 3rd - February 14th.

Sweet Nothings
Kisses
Mojito

Picture: Sweet Nothings Cocktail

WYOMING INN - JACKSON HOLE -



You booked a great room for your summer getaway. Have you planned the fun yet? Our concierge staff is here to help!

Don't wait until you arrive to find out availability is fully booked on the best summer activities in Jackson Hole! Our front desk and concierge staff have the low down on what is available and can complete summer activity reservations for you in minutes!

Summer fun in Jackson Hole is calling! How will you answer?

We are currently booking for the following outfitters:

JH EcoTours

Mad River Rafting

Backcountry Safaris

E-Dike of Jackson Hole

Half day GTM* wildlife tours starting at \$149/Adult, \$110/child/teen

Yellowstone Full Day Wildlife and Geology Adventure tours are low as \$329/Adult, \$282/child/teen

Scenic Float and White Water Rafting trips starting as low as \$109/Person. Private boat trips are also available.

E-Dike Rentals... Rafting at \$88 per day

Our Favorite Pick for Summer Fun is the combination package from Backcountry Safaris featuring a Sunrise Wildlife tour with your choice of an afternoon Scenic Float Trip or Whitewater Rafting. This full day of adventure is available at \$269/Adult, \$250/Children (11 and under)

Call our concierge at 307.734.8006

Or click MORE INFO to send us an email. Our concierge staff can help answer your questions, recommend restaurants, book your activities, and take the stress out of your trip.

HOTEL
washington



Hit Re

Raise a glass to our new
March 28th, 29th, and
cele

We invite guests to e
contemporary sty
to the culture

WYOMING INN
- JACKSON HOLE -



Wyoming Inn Summer Sojourn

Save the date! Reserve your summer sojourn and save 20% off your stay! Our happy. We offers ends
May 20th. Book now and enjoy our summer sojourn offer July 1 - September 4, 2023.

[Book Now](#)

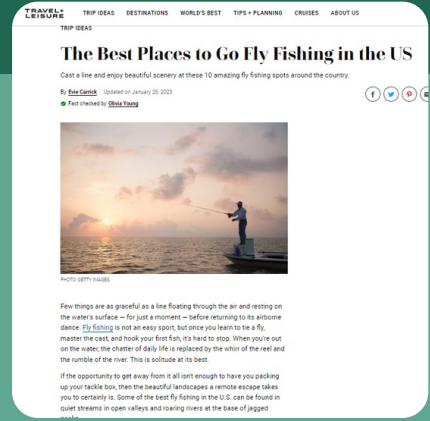
Organic Social and PR



Organic Social top 3 channel for traffic acquisition.
16% of new users to the website YTD.



Went from averaging 5 bookings from social per month in Q1 to 28 bookings from social per month in Q2.



Gained direct bookings from round up article inclusions in T&L. Included in 3 articles and saw \$3.5K in revenue.



Site Design

WYOMING INN
- JACKSON HOLE -

ROOMS GALLERY DINING OFFERS

Welcome to the Wyoming Inn of Jackson Hole!

YOUR GATEWAY TO GRAND TETON AND YELLOWSTONE NATIONAL PARKS.

The Wyoming Inn of Jackson Hole is a picturesque Western luxury hotel located just minutes from downtown Jackson's famed [restaurants](#), [shops](#), and [nightlife](#), but far enough for a quieter night's sleep and a relaxing stay.

Guests enter into a lodge-inspired lobby that is quintessentially Wyoming. The hotel is home to one of the world's largest private collections of famed wildlife photographer, Thomas Mangelsen, wildlife art and bronzes by numerous western artists.

canva.com

MENU

HOTEL Washington

BOOK NOW

SIMPLY MONUMENTAL

CHECK IN SELECT DATES | CHECK OUT SELECT DATES | GUESTS 1 | BOOK NOW

HOTEL WASHINGTON

Classic Since 1917

EST. 1917

Whether you're stepping into our buzzing lobby or stepping out into DC, Hotel Washington is an iconic destination for a stay that's steeped in the culture and history of Washington. Steps from the White House and with unparalleled sophistication, we invite you to embrace your cultural capital and stay in style — with luxury and comfort for all.



Convert Messages



\$1.4M Revenue

↑ 35%



3.4% Conversion Rate

↑ 55%



Averaging 5.1% Conversion
Rate. Annual Sale at 8%.

↑ 50%

eCommerce Tactics

01 Collaboration

02 Paid Media

03 Email Marketing

04 Organic Social Media & PR

05 Website





Thank You