



Boosting Direct Bookings The customer journey



Clockwork
Marketing

TODAY'S MASTERCLASS

1. How to acquire customers directly
2. Digital marketing tips for direct campaigns
 3. Engaging your customers online
 4. Making the booking process easy



Book direct strategy

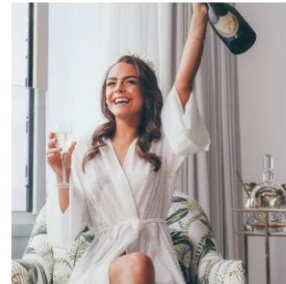


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CHANGING BUYING BEHAVIOUR

Customers trained to book late and shop around

1. You need to be in the market all the time
2. You need a strong brand to be memorable
3. You need a great mobile-first website and booking engine to win business



SOME STATS

45% of UK travellers feel comfortable researching, planning and booking trips to new destinations using only their mobile.

82% of all travel bookings in 2018 were made online via a mobile app or website, without human interaction.

43% of British holidaymakers actually spend longer researching and booking a holiday than the duration of their trip.

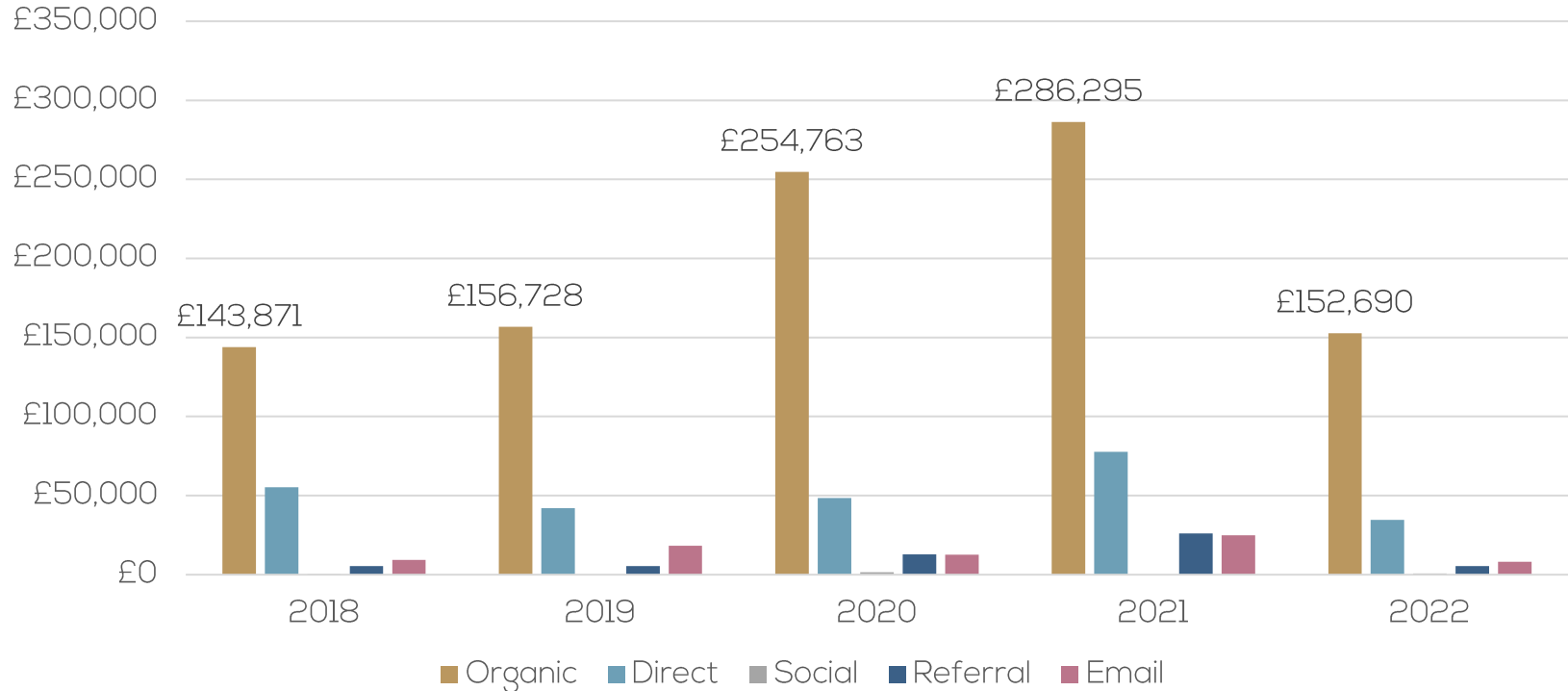
Direct booking strategy

Benefits

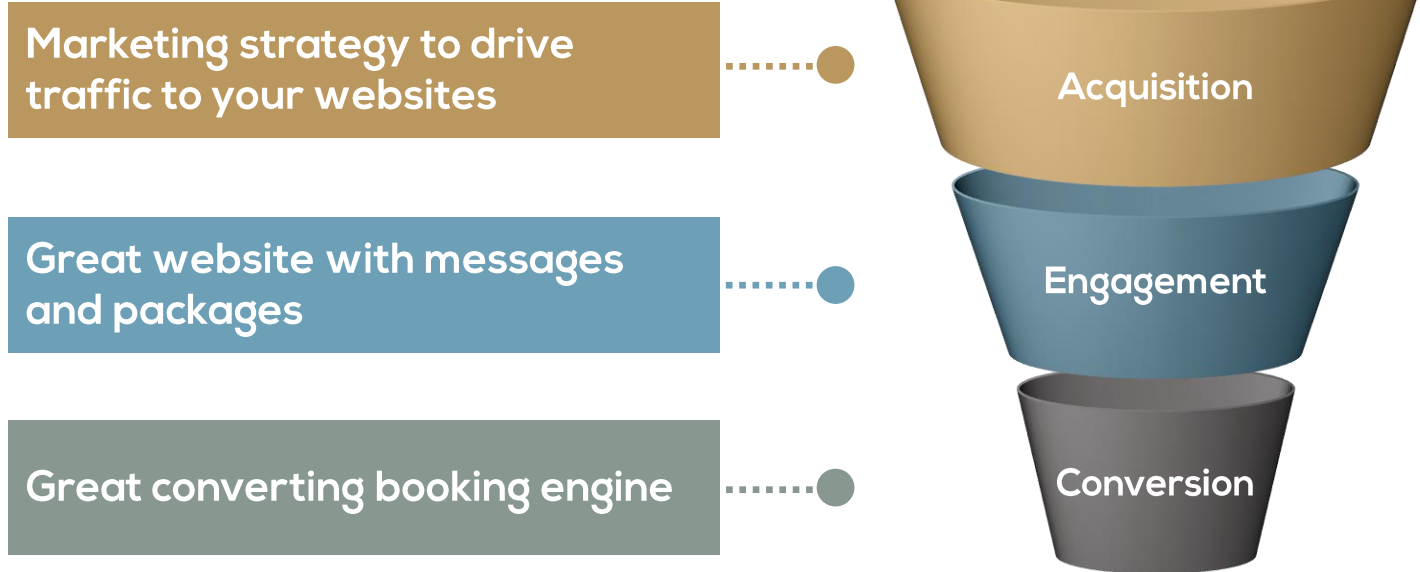
- Create customer loyalty
- Reduce commission costs
- Increase hotel revenue



UNDERSTANDING DIRECT BOOKINGS



BOOK DIRECT STRATEGY



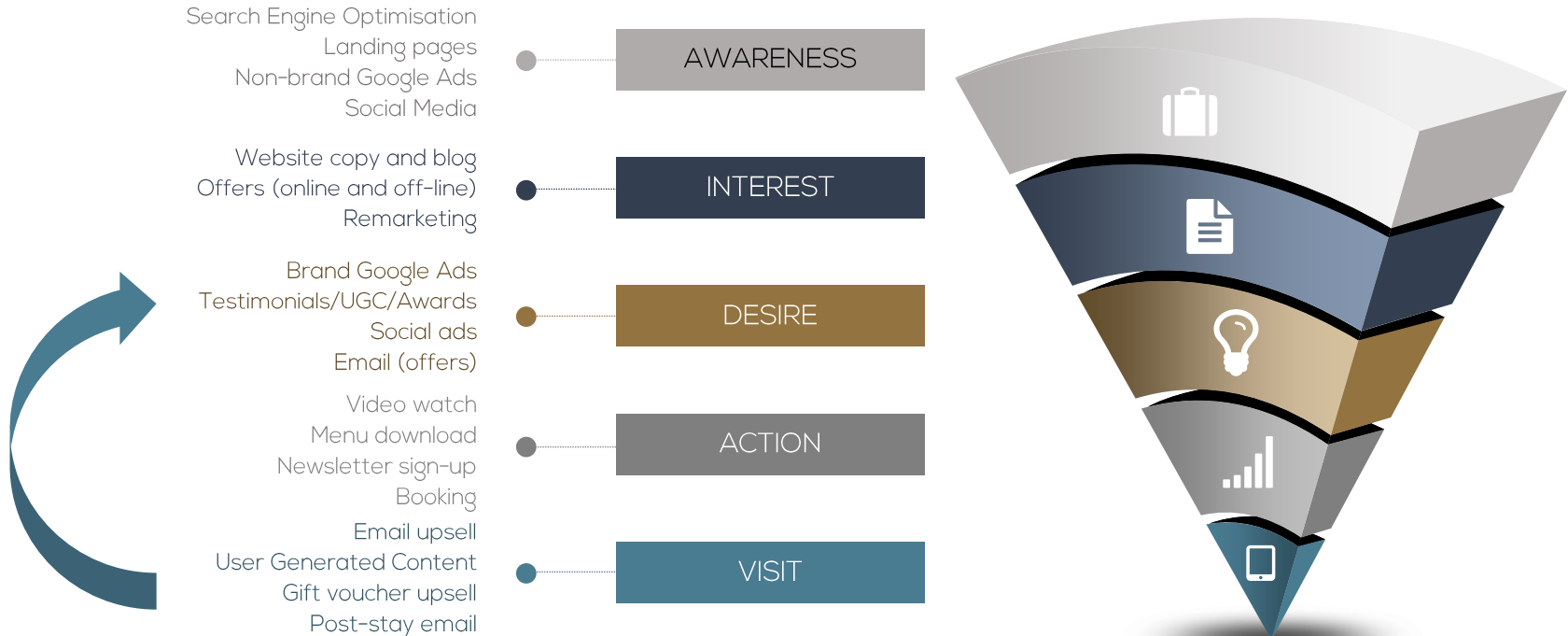


Customer acquisition

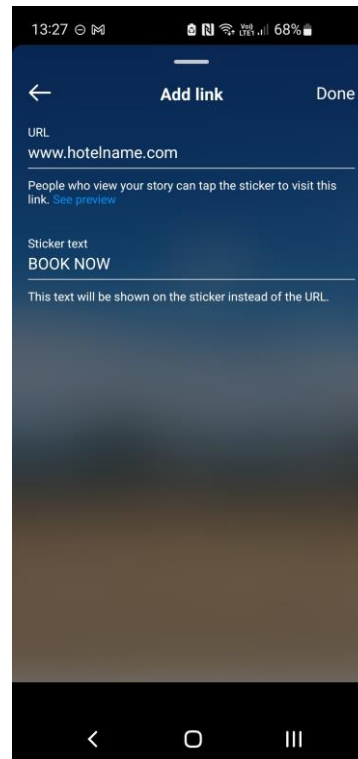
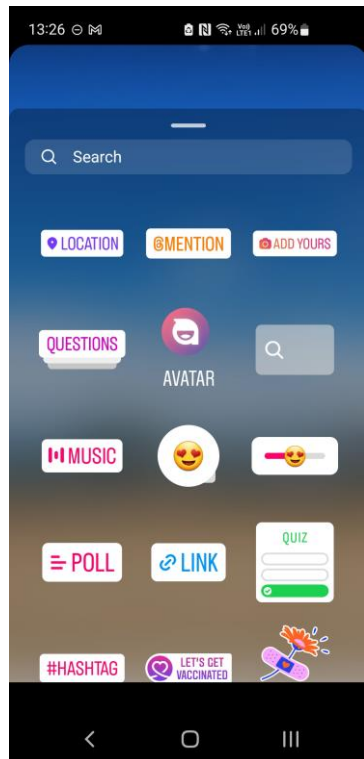


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HOSPITALITY MARKETING FUNNEL



INSTAGRAM TIP



AD REMARKETING TIPS

- Facebook pixel for retargeting Facebook and Instagram ads
- Google Analytics audiences for retargeting display ads



EMAIL REMARKETING TIPS

- Capture email addresses
- Build great offers for remarketing
- Send amazing marketing emails



AFFILIATE TIP



Home / Europe / United Kingdom / Cornwall

Cornwall

Where would you like to go?

Filter by:

- Location +
- Hotel Style +
- Hotel Location Type +



The Bodmin Jail Hotel



The Headland Hotel



The Luggier Hotel

Gay Travel Directory. Best LGBTQ+ welcoming hotels.

WRH
WORLD RAINBOW HOTELS

HOME > EUROPE > UNITED KINGDOM

GAY AND LESBIAN HOTELS IN UNITED KINGDOM

The United Kingdom has achieved near equal status for LGBTQ+ people, and acceptance of gay people has evolved significantly in recent times, especially in the past 20 years. The country recognized Civil Partnerships, full adoption rights and has introduced gay marriage.

[MORE...](#)

Map Satellite

GAY & LESBIAN FRIENDLY HOTELS IN UNITED KINGDOM

FILTER BY CITY ▼ STYLE ▼ LOCATION ▼

AMENITIES ▼

[List View](#) [Grid View](#)

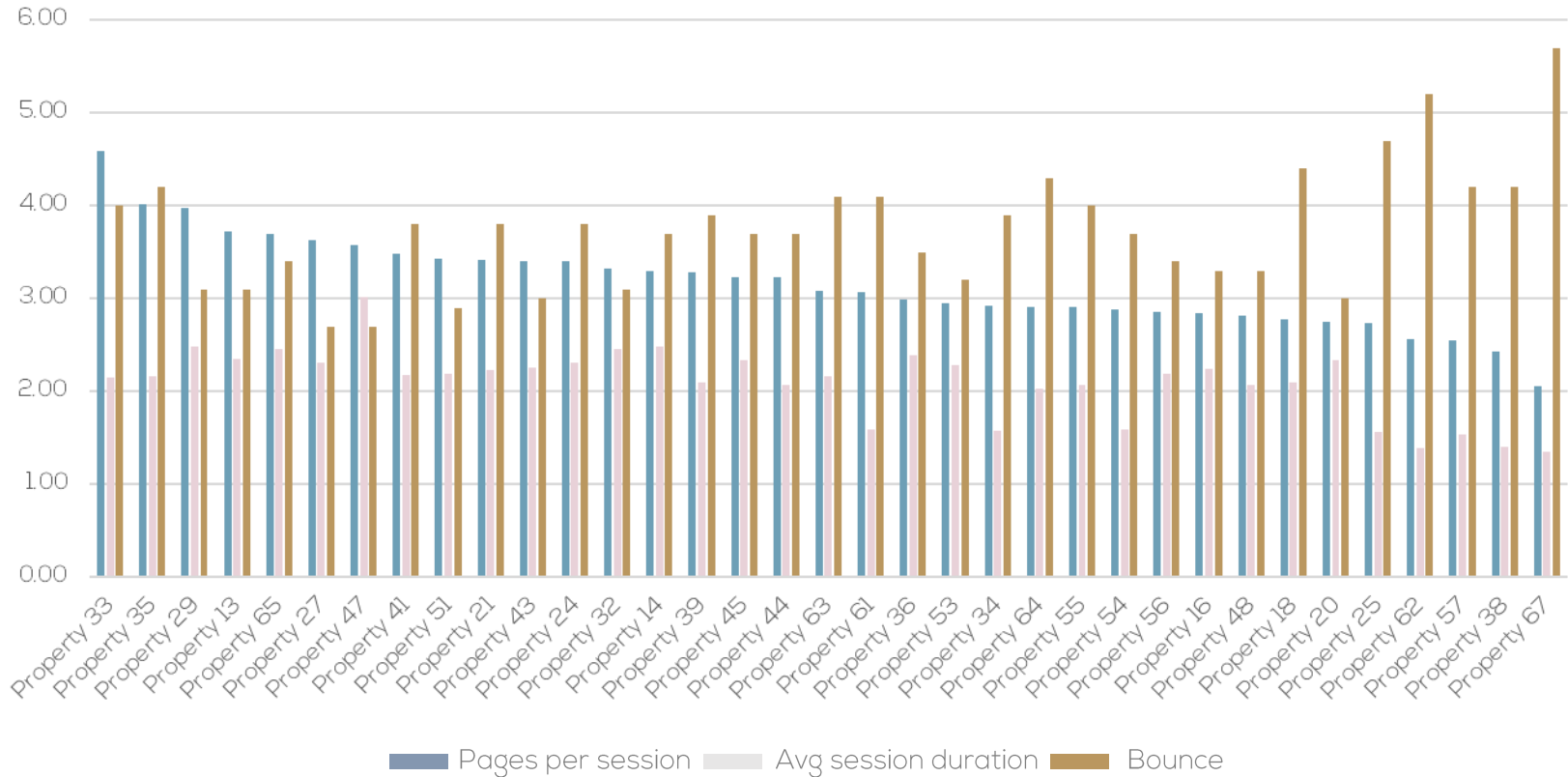
Sort by: Our Fav ▼

Customer engagement



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ENGAGEMENT BENCHMARKING



WEBSITE DESIGN

- Fast mobile-first website
- Easy-to-use booking engine
- Book button in contrasting colour
- Slide outs / pop-ups / exit pop-up

Then re-enforce with

- Remarketing emails
- Retargeting social and display ads

A dark-themed banner with a list of benefits and a prominent 'BOOK NOW' button. The benefits are listed with checkmarks. On the right side, there is a vertical red bar with the text 'Book direct' and a close button icon.

- ✓ Best available rates
- ✓ Complimentary Champagne
- ✓ Book now, pay later
- ✓ Secure payment gateway
- ✓ Fully air-conditioned bedrooms

BOOK NOW

Book direct

A light-themed banner with a vertical gold bar on the left containing the text 'FAB PERKSI'. The main text is 'Best price guaranteed when you book direct!'. Below this, it says 'Up to 15% off our best flexible rates.' and 'Plus some fab perks, choose from*'. A bullet point lists 'Free drink - one pint of beer or a...'. There is a close button icon in the top left corner of the banner area.

FAB PERKSI

Best price guaranteed when you book direct!

Up to 15% off our best flexible rates.

Plus some fab perks, choose from*

- Free drink - one pint of beer or a...

PACKAGES



Gourmet 3 Night Break

Treat yourself to an indulgent three-night stay and enjoy some extra treats with our compliments.

Offer includes:

- Devon Cream Tea on arrival.
- Three-course table d'hote on your first night, with a choice of 5 dishes for each course
- Six-course signature tasting menu on your second night
- A choice of surf & turf or steak on your final evening (or table d'hote if you prefer).

From £930 per room per 3 night stay this Summer.

[Find out more](#)



EXCLUSIVE PACKAGE

4-Stars & A Bottle Of Bubbly

We don't know if you've heard, but we are now a 4-star rated hotel! To celebrate, we've put together this exclusive package. Enjoy a three-night stay in one of our Executive Bedrooms, Champagne on arrival, and delicious dining throughout your stay.

From £587.40 per three night stay, based on two sharing

[More details](#)

[Book Now](#)



SUNDAY SLEEPOVER

Extend the weekend, and side-step the Monday chaos, with a relaxing Sunday night getaway.

Explore our estate; wander through the grounds and visit Donnington Castle, before checking into your home for the night. Enjoy a delicious dinner in Beau's restaurant, then retire to your room for a restful night's sleep. Relish in the most relaxing Monday morning you've ever had, with a lazy breakfast and late checkout.

From £160 per room

[More Details](#)



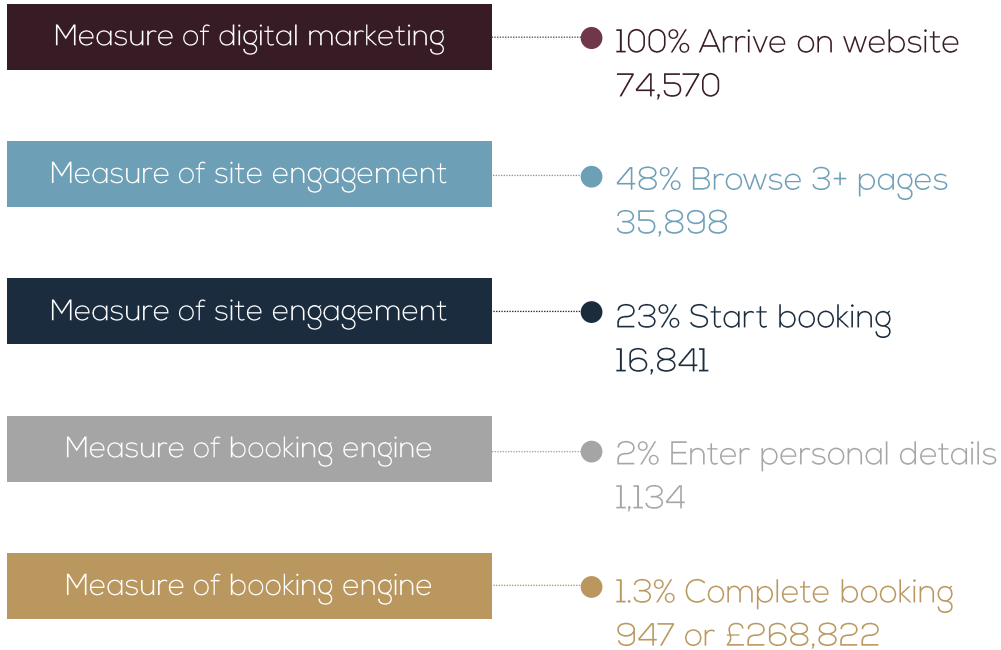
Customer conversion



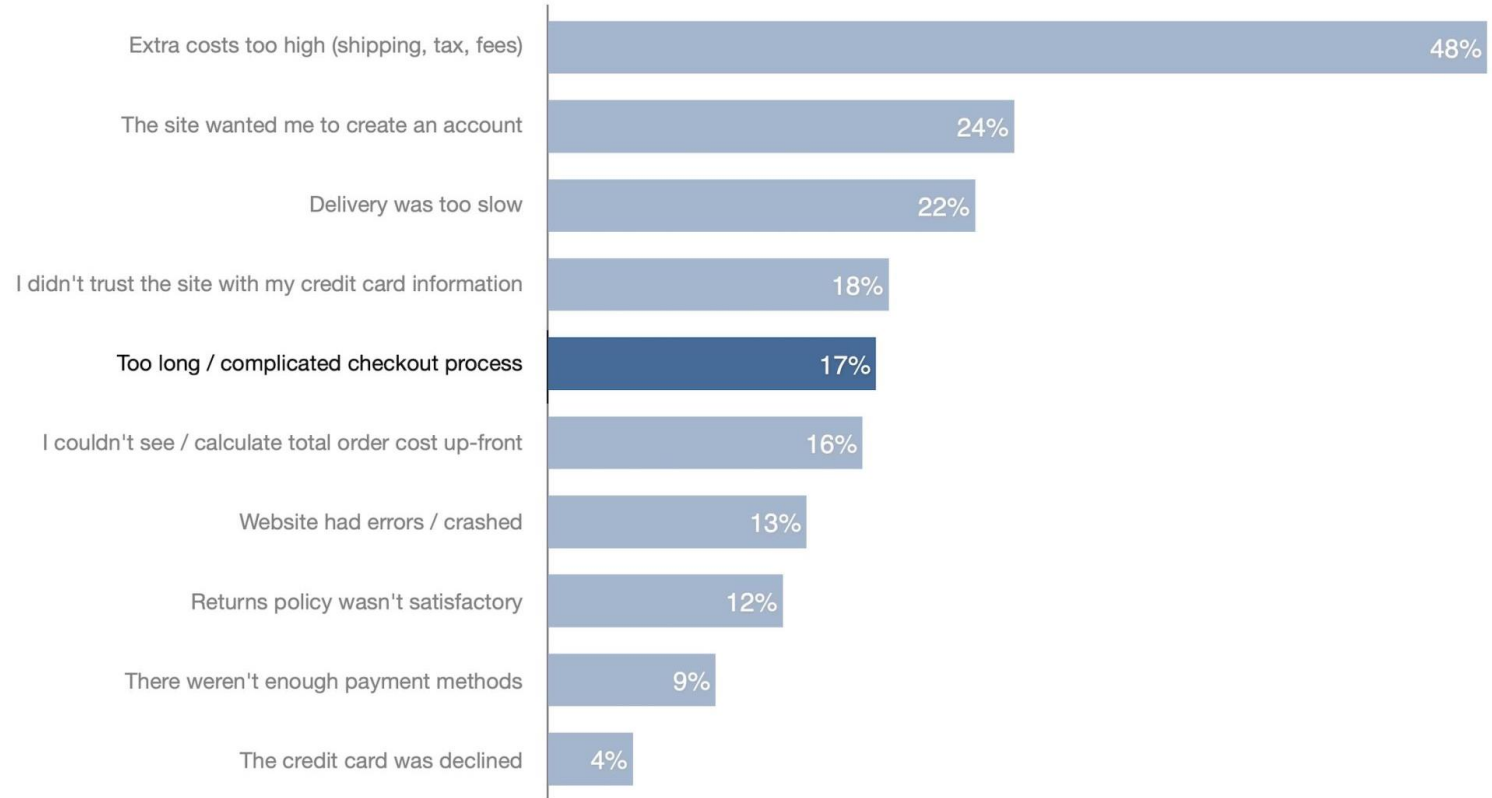
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WEBSITE FUNNEL

Example data



REASONS FOR ABANDONMENTS DURING CHECKOUT



KEEP IT **SIMPLE**, TRANSPARENT & QUICK!

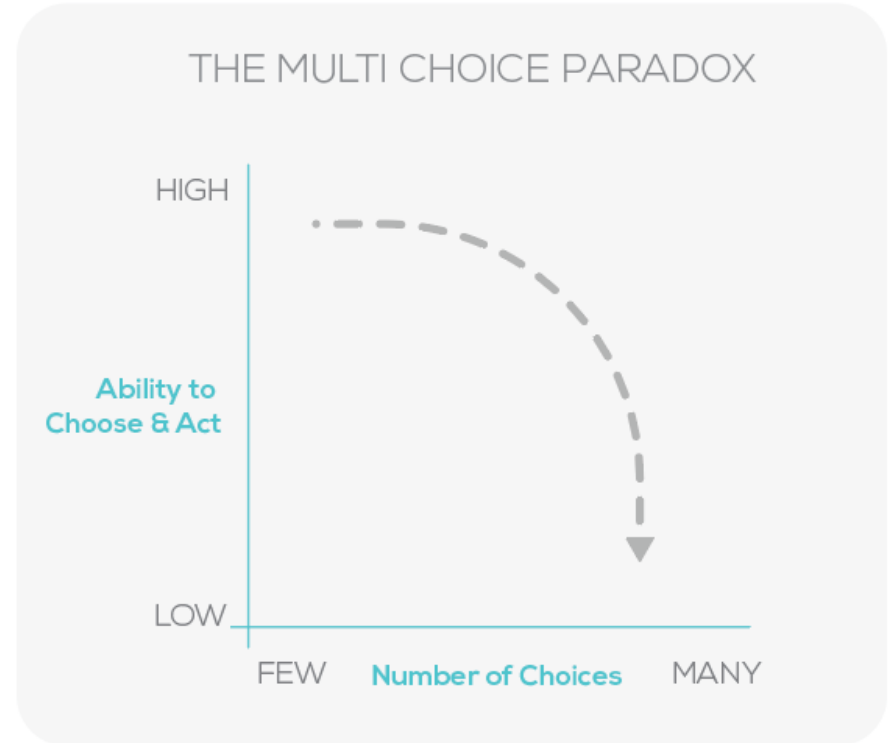
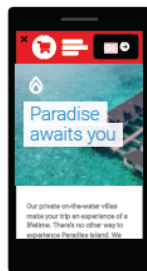
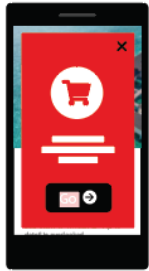
Designing a user experience styled to sell rooms

YES to

- User Experience (UX) with conversion in mind
- Easy to use & hotel information quickly accessible

MINDFUL OF

- Pop-ups that cover the main content of the page, that users have to dismiss in order to proceed
- Too many marketing messages and endless scrolls of choices



KEEP IT SIMPLE, **TRANSPARENT** & QUICK!

Clear Room & Rate Descriptions



- Free Wifi
- Hair Dryer
- Air Conditioning
- Safe in Room
- Desk or Workpace

Executive Studios

Sleeps 2 | 1 Double | 40 m²

These 40m2 studios are generous and well thought out, with separated bedroom areas, ample cupboard space and full sized, fully equipped Kitchens. Perfect spaces for individuals or a couple.

[Room details](#)
[Bed and Breakfast](#)

- Breakfast Included
- Guaranteed with Credit Card
- No Prepayment Needed, Pay at Property

€742.00
Total for 4 nights
€185.50 Per Night
Including Taxes & Fees

SELECT

[Best Price - 30 days Free Cancellation](#)

- Breakfast Included
- Guaranteed with Credit Card

€700.00
Total for 4 nights
€175.50 Per Night
Including Taxes & Fees

SELECT

Cancel 30 days prior to arrival. Late cancellation penalty is 50% of stay. VAT, City Tax & Cleaning fee are included in the rate.

Prominent Policies

Your Booking Details

Check-in
After 3:00 PMCheck-out
Before 12:00 PM

Mon, Aug 22, 2022 - Fri, Aug 26, 2022
1 Adult

[Comfort Room
Bed and Breakfast](#)

€742.00

4 Nights ^

Aug 22, 2022	€190.00
Aug 23, 2022	€190.00
Aug 24, 2022	€181.00
Aug 25, 2022	€181.00

[Edit](#) | [Remove](#)

Total: €742.00

CONTINUE TO BOOK

Detailed
price breakdown

KEEP IT SIMPLE, TRANSPARENT & **QUICK!**


Offers, Promos and Packages >> From your website to the booking page with one click

Website offers page

Booking Engine Direct Link

Our Offers

Occasion ▼ [Search](#)



Glorious Getaway: 2 Night Bed & Breakfast

We're excited to welcome you to Hill Park for a 2 night bed and breakfast stay. Prices starting from £109

Offer Code:
GETAWAY4


[Read More](#) [Book Now](#)

Select Room

Glorious Getaway: 2 Night Bed & Breakfast

Breakfast on both mornings, 20% off beverages ordered with food (excl bar snacks & sides only) during your stay Book by 4th September 2022, offer available for stays until 20th November 2022.

Rate details



Standard Double
Sleeps 2 | 1 Double

✓ GETAWAY4 Applied
✓ Free cancellation up to 3 days before arrival

Our standard rooms are both comfortable and practical. They have one double bed, desk with chair, full ensuite facilities including bath and shower, hospitality tray and free Wi-Fi.

£109.00
Total for 2 nights
£54.50 Per Night
Including Taxes & Fees

[Book Now](#)

- High Speed Internet
- Bathtub
- Desk or Workplace
- Hair Dryer
- Separate Shower



**Clockwork
Marketing**

30 years in hospitality marketing

Managed marketing

Websites

Branding

Digital marketing

Gift vouchers

Marketing learning

Training videos

Templates

Guided support

Community hub

SELECTION OF OUR CLIENTS

GIDLEIGH
PARK



The Bath Priory


Highbullen Hotel
GOLF & COUNTRY CLUB

The
SLAUGHTERS
COUNTRY INN

Bode
CHESTER



The Luttrell Arms Hotel


COURT COLMAN
MANOR HOTEL

PRESTONFIELD
PRESTONFIELD HOUSE EDINBURGH


MULLION COVE HOTEL
South Cornwall Coast


SEARLES
HOTEL & SPA
HUNSTANTON



The Porlock Weir Hotel


THE GREAT HOUSE
HOTEL & RESTAURANT


BOWOOD


THURLESTONE HOTEL
Family owned for 120 years

Hele Valley
HOLIDAY PARK

THE
Moat House
ACTON TRUSSELL


driftwood


KNOCKDERRY


GLASS HOUSE
DETOX & WEIGHT LOSS RETREAT

Lady's Mile 


Kilcamb


Washingborough Hall
HOTEL | WEDDINGS | EVENTS


HAZLEWOOD CASTLE
HOTEL RESTAURANT & SPA


S'MICHAELS
FALMOUTH

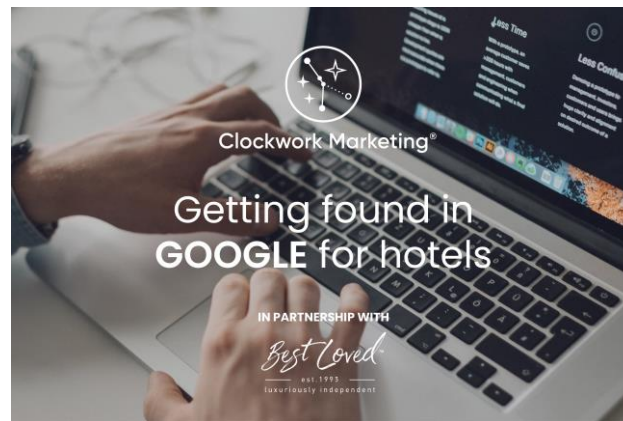

BLUNSDON
HOUSE HOTEL ★★★★★



Clockwork Marketing®

Boosting
INSTAGRAM for hotels

IN PARTNERSHIP WITH
Best Loved
est. 1993
luxuriously independent



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Getting found in
GOOGLE for hotels

IN PARTNERSHIP WITH
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est. 1993
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The importance of a great hotel
BRAND and how you get one

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Boosting **DIRECT** bookings:
The customer journey

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Thanks for your time



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