

# CRUNCHYLINKS

## CONCIERGE MARKETING PLAN

Here to provide support across the entire online booking journey.

We've spent 10 years solving the most common issues affecting hotel marketing efforts:

### **Slow or no response from brand or corporate departments?**

Crunchy Links will act as your liaison between you and the brand. We will provide expert and proactive consulting and services to drive your hotel's digital strategy and performance.

### **Hotel team managing marketing on their own?**

Let Crunchy Links do it for you! We understand that in many hotels, teams are small and busy enough operating the property.

### **Budget not allow for a full-time Marketing Manager?**

Our pricing allows full digital marketing coverage for less than the cost of one full-time employee.

### **Poor performance from marketing initiatives?**

The team at Crunchy Links is focused on improving our clients' digital presence. Our strategies always take a holistic and omni-channel approach.

Crunchy Links tests and uses proven methods when deploying digital marketing strategies and campaigns, so you'll get consistent value.

Email us at [sales@crunchylinks.com](mailto:sales@crunchylinks.com)



We support all your hotel's digital marketing needs.

### **Your Plan Includes:**



- Customized Digital Marketing Strategies
- Voice-Search Optimization
- SEO-Friendly Content
- Local Channel Optimization
- Monthly Reporting
- Quarterly Performance Reviews
- Project Management Task Tracker
- Marketing Calendar

### **Additional Services:**



- Link Building
- OTA Management
- Paid Search Campaigns
- Paid Social Media Campaigns
- Updating Imagery