



Best Practices



Dayketing: How to Leverage Special Dates on Your Website

Hotel Website Personalization Techniques that Work



But What Is “Dayketing”?



The term “Dayketing” is the fusion of the words 'Day' and 'Marketing' to describe the marketing strategy that uses calendar dates as an excuse to reinforce brand image, generate engagement and ultimately increase sales.

Luiggi Sarrias Martí, a Spanish marketer and author, coined this concept some years ago when he published the book "Dayketing. Today is a great day to sell more!"

In the book, he explains the concept in more depth and provides endless examples of how to strategically take advantage of specific dates. Luiggi stresses that Dayketing is not just about special promotions to sell more. Special dates are also the perfect occasion to communicate your brand values and engage with your target audience.

The nature of hospitality provides hotel brands with a golden opportunity to leverage the power of Dayketing, as long as you find a way to relate your brand to the context of each date.



How Website Personalization Techniques Can Boost Dayketing Campaigns

Dayketing campaigns can be promoted across multiple channels to drive traffic to your hotel website. The key to conversion and generating additional direct bookings, however, lies in how you communicate around special dates on your website itself.

Used effectively, personalization techniques increase engagement with visitors throughout the booking funnel and encourage a direct booking. From a visually attractive welcome message setting the scene to an exit intent banner with an exclusive offer to grab the attention of abandoning visitors, you can find the formats and tone that best suit your brand's needs.

Here, we give a brief introduction into the types of personalization tools and targeting options that can be used, followed by a series of best practices and examples from various hotel brands.



The Best Combination of Message Formats

To create powerful Dayketing campaigns, we recommend using a combination of message formats. Within The Hotels Network platform, you can choose from a wide variety of display types and formats, which are all completely customizable.

- **Smart Notes**

Nudge users towards a booking with in-web notifications

- **Layers**

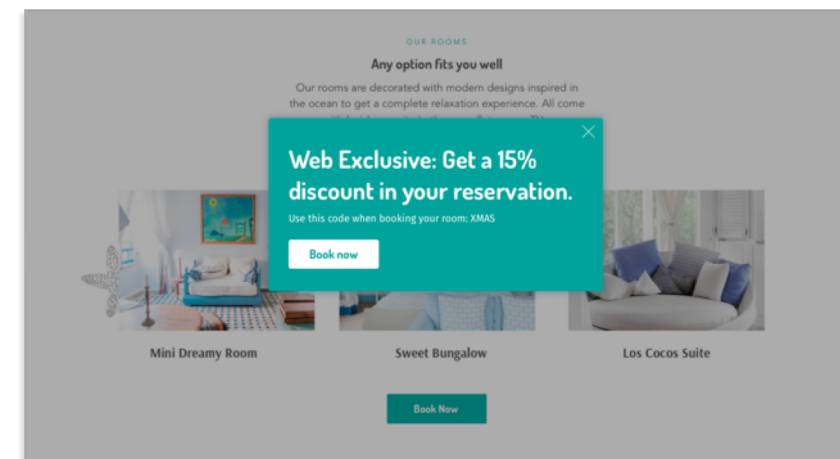
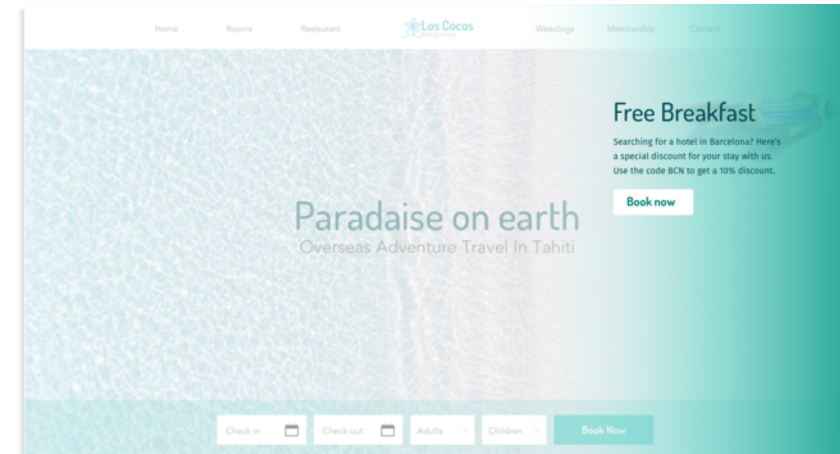
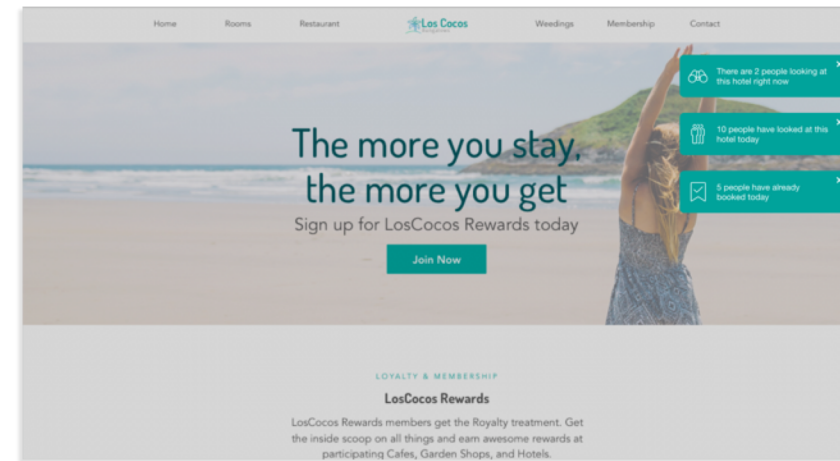
Create a personal and engaging user experience

- **Inliners**

Seduce users with subtle messages without interrupting the UX

- **Exit Intent**

Persuade abandoning visitors to stay on your website



Optimizing Personalization Using Advanced Targeting Options



Timing: Date range / Day of the Week / Time of Day



Release: Early bird / Last-minute / Custom release



User location: Country / State / City where the user is located



Length of stay: Based on a minimum or maximum number of nights



Traffic source: TripAdvisor, Google, Instagram, custom domain...



Booking value: Within a specific price range (minimum / maximum amount)



Loyalty: Differentiate between logged members and non-members



Availability: When sold-out, send users to a sister hotel located nearby



Retargeting: For users who visited your website in the past 30 days.



Device: Display only for mobile or desktop or all devices



Booking search dates: For stays within a specific date range



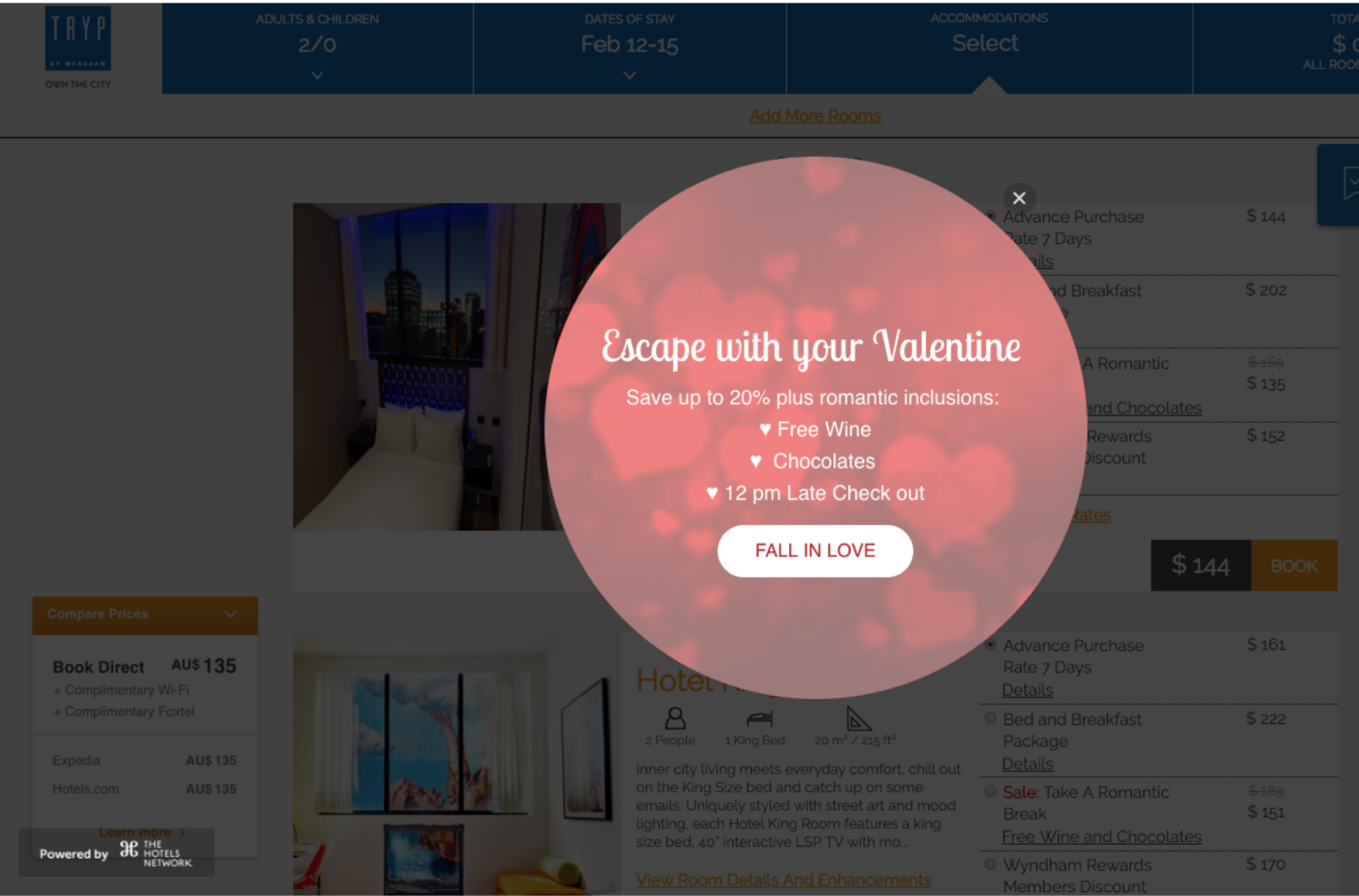
Custom targeting: Build your own based on variables in the URL

Highlight Packages on Your Homepage

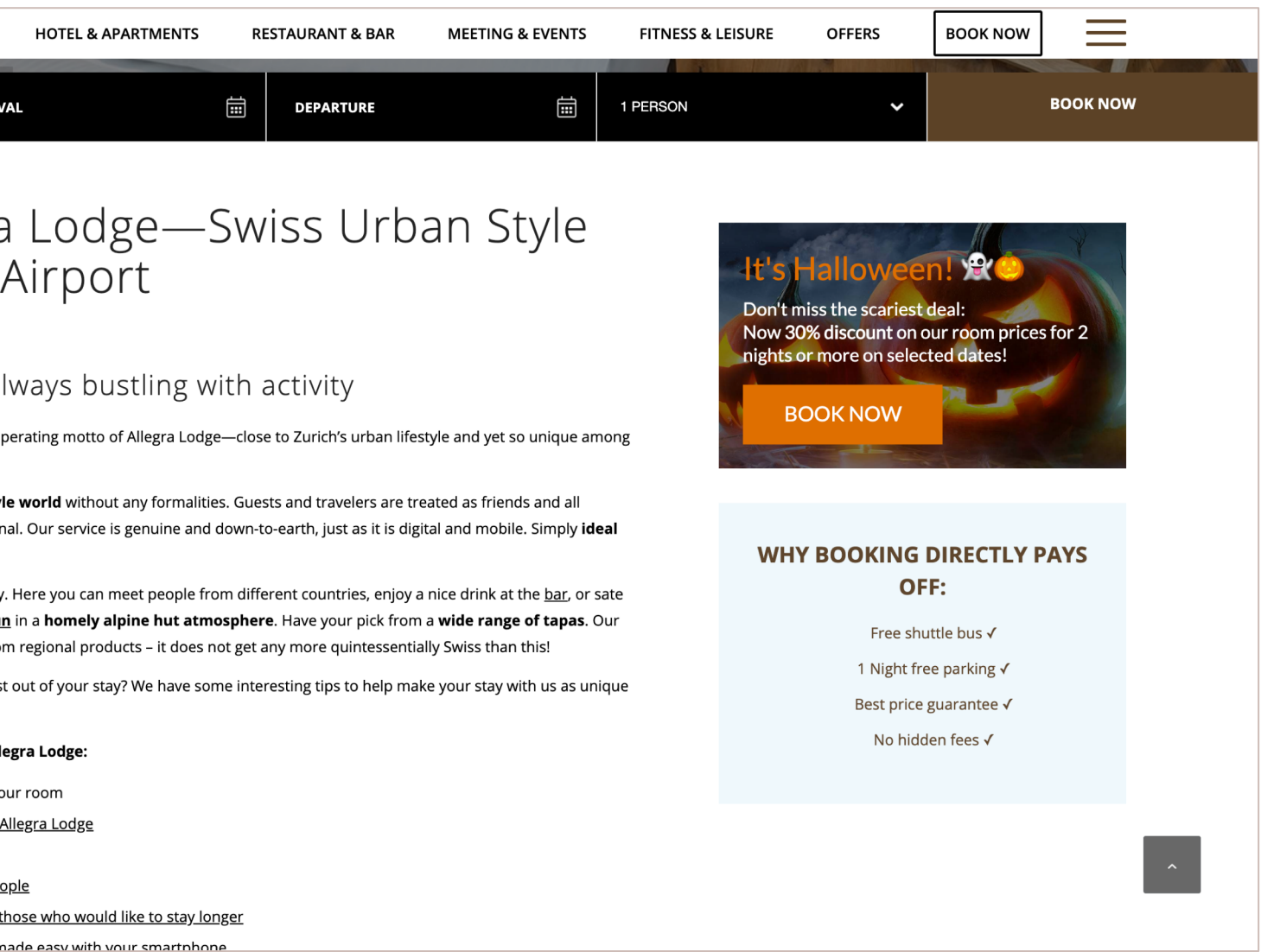
Welcome Layer

Create attractive packages related to key dates or celebrations and promote them on your homepage. Using a welcome Layer ensures that your message is clearly visible and can help reduce bounce rate on your homepage.

Try to use imagery that resonates with visitors – in this example, hearts for Valentine’s day.



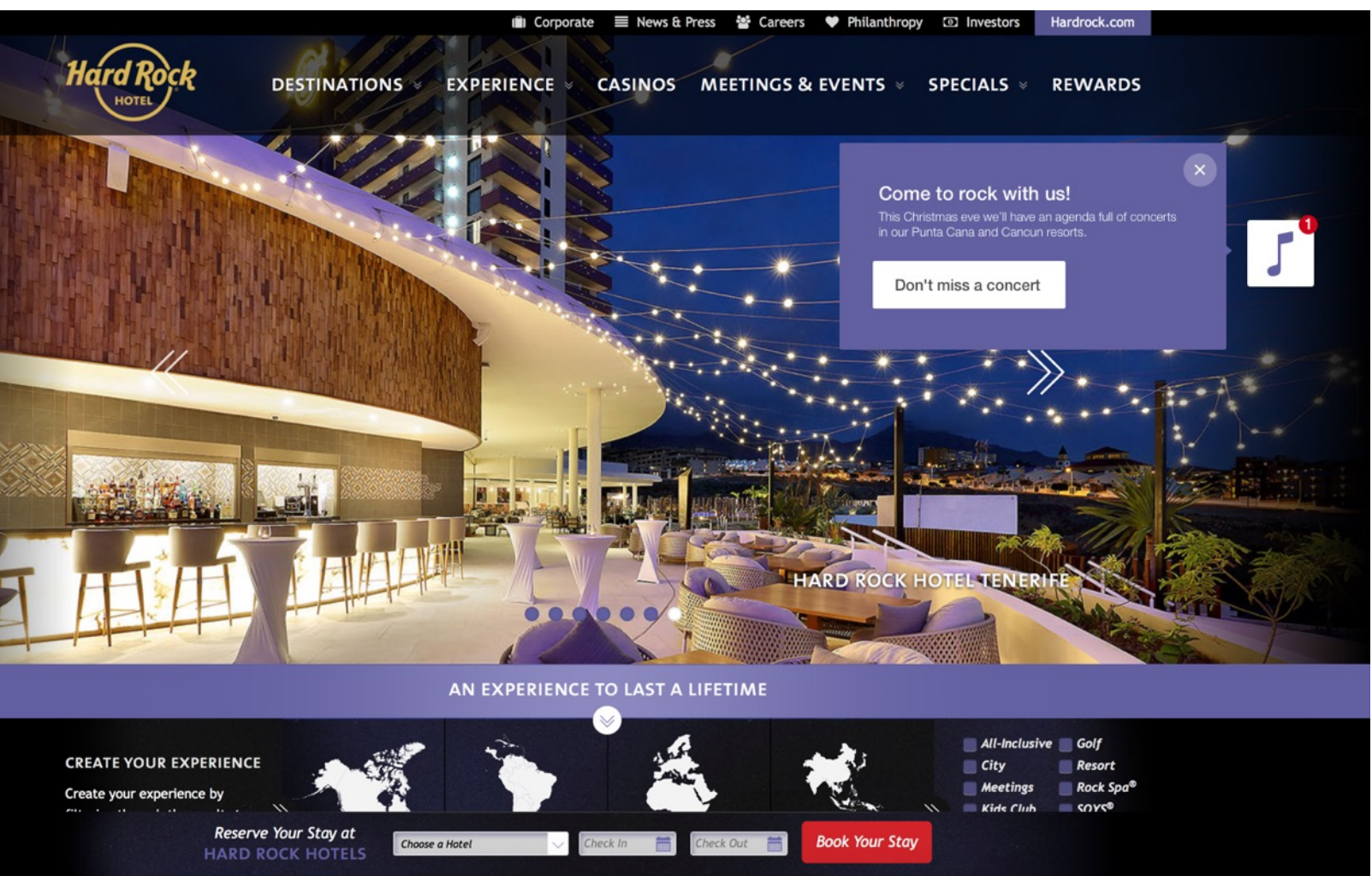
Market Those Special Dates With Inliners



Display offers in an intentionally subtle way

You don't always have to showcase your offers in a flashy way to grab a visitor's attention. Here you can see an exclusive Halloween deal displayed in the form of an Inliner. Its unique design enables the seamless integration of the message as native content. Since it just looks like part of the website content, you can get your message across without interrupting the user experience.

Promote Activities Within Your Hotel



Special Occasions

It's not always necessary to create exclusive offers or discounts. It could be as simple as a Halloween themed buffet in your hotel's restaurant for Sunday lunch where kids can come and enjoy the fun in fancy dress.

In the example shown here, the brand is promoting their music concerts taking place on Christmas Eve.



Leverage Events Taking Place Near Your Hotel

The Hotel.
BRUSSELS

ADULTS & CHILDREN
1/0
▼

DATES OF STAY
Apr 26-27
▼

ACCOMMODATIONS
Select

TOTAL
0€
ALL ROOMS 0€

ENGLISH (EUR)
▼

Add More Rooms

ROOMS

PACKAGES

Unlock Private Offers (for exclusive discounts)

Add Code ▼

BEST VALUE



Superior Room

2 People 1 King Bed 25 m² / 269 ft²

Two words: comfort and style. Enter a Superior Room to enjoy light and space.

Located on floors 3 through 19 • Long window sofa • HD 40" LED flat-screen TV • Premium bed linen • Luxury bathroom ameniti...

View Room Details And Enhancements

Prepaid Rate

136 €

Details

Prepaid Rate Breakfast

156 €

Details

Flexible Rate

Details

Flexible Rate Breakfast

Details

CLICK FOR DETAILS



Superior Twin

2 People 25 m² / 269 ft²

Two words: comfort and style. Enter a Superior

Prepaid Rate

Details

Prepaid Rate Breakfast

Details

Compare Prices

help

Bundle Offer

Based on the stay dates users are searching for, show relevant packages. In this example, there is an art fair taking place during the search dates and so the hotel offers an attractive package including complimentary tickets to the art fair.



Make the Most of Important Sporting Events



Sports Fever

There are millions of sports fans around the world so major sporting events can be a great excuse to make some noise. Obviously this only makes sense if you can find a way to communicate the message that fits with your brand positioning as well as your target audience.

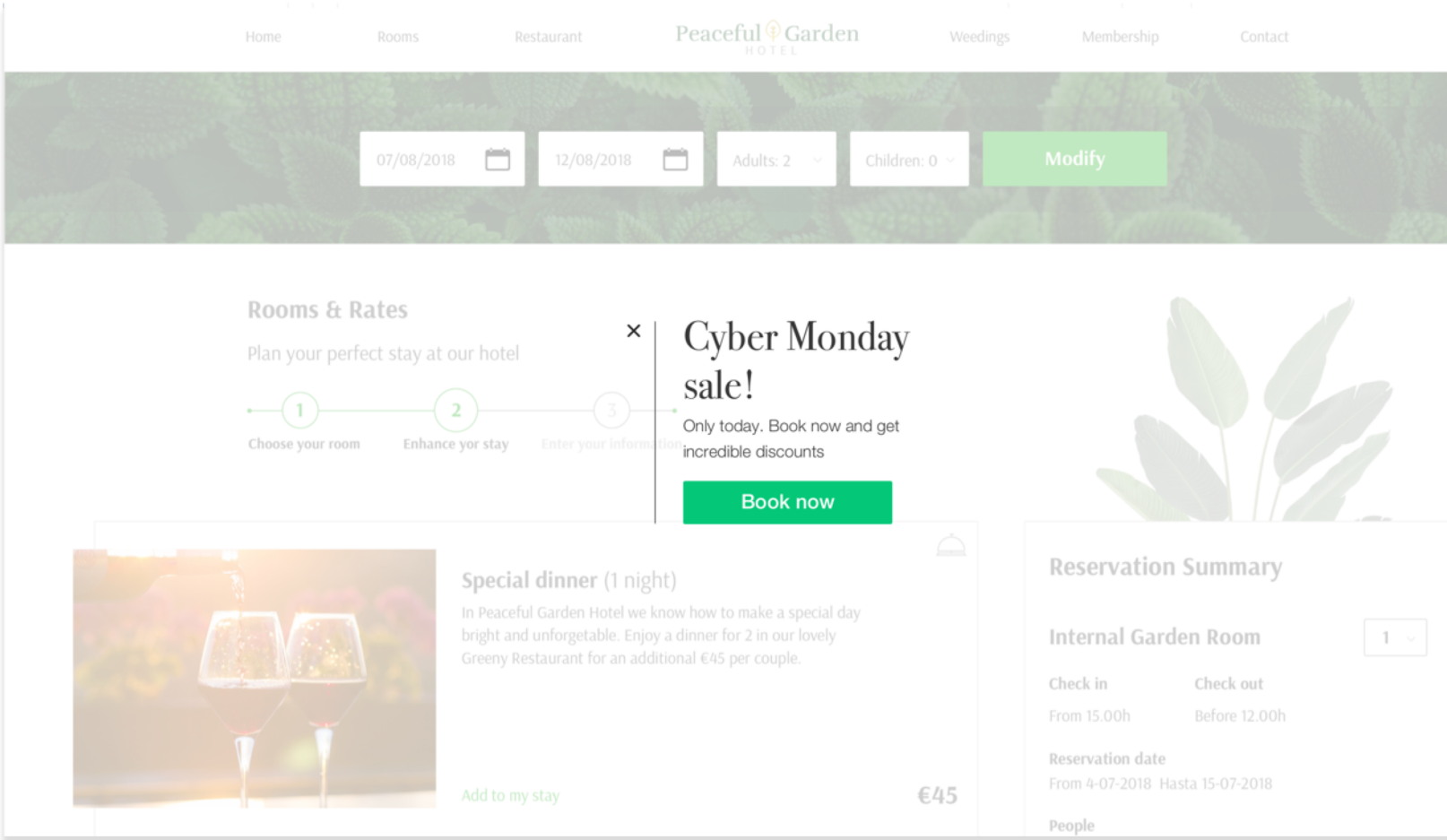


Create a Sense of Urgency

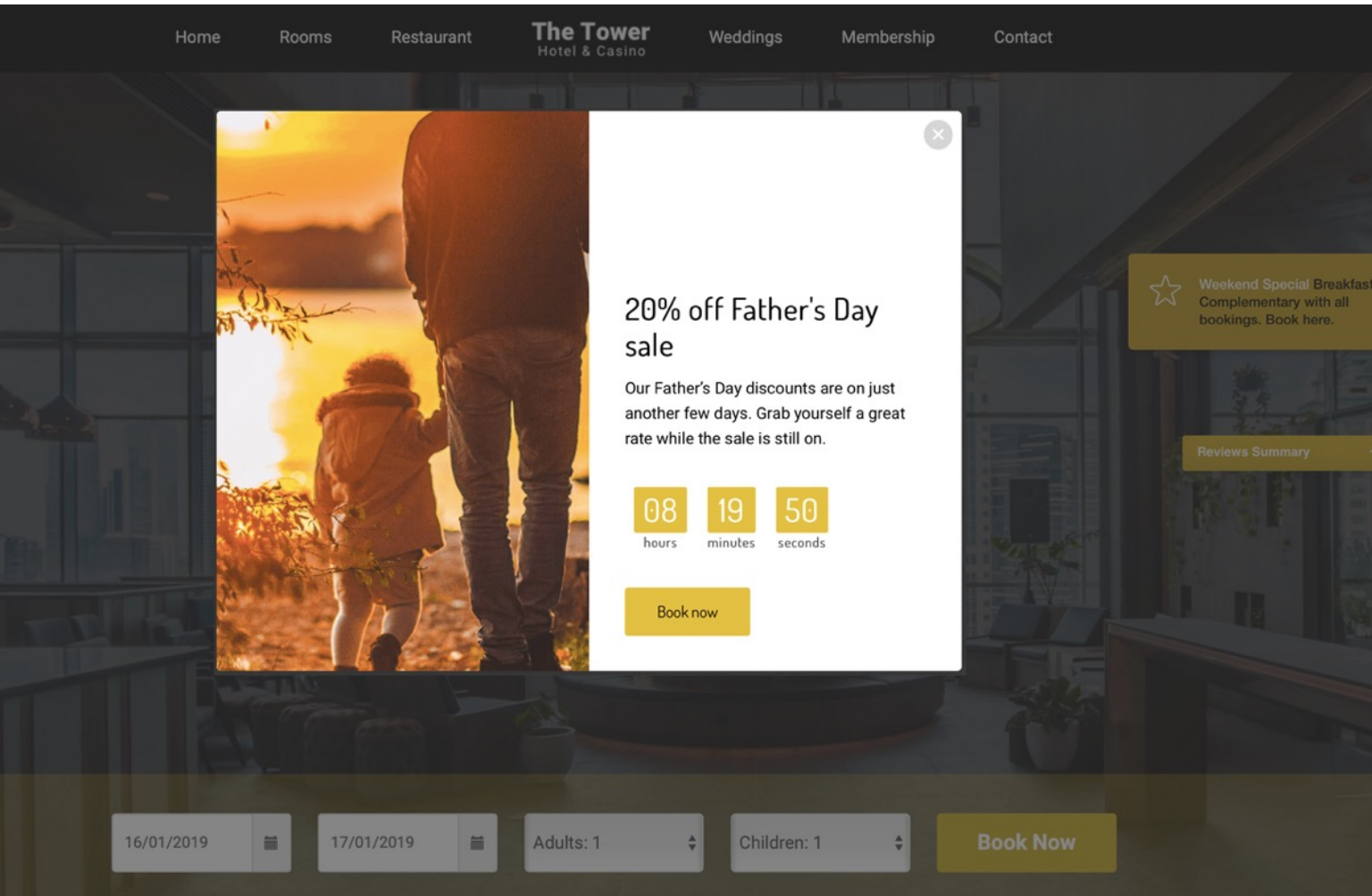
Flash Sale

Nobody wants to miss out on a magical night at their dream hotel.

Grab the attention of the users with a welcome Layer communicating that the exclusive flash sale is valid for one day only.



Make It Clear That Time Is Running Out



Countdown Clock

With special dates, time is of the essence! Give users an extra nudge by creating exclusive deals with a clear time limit and use a countdown clock to make sure they know they need to book soon if they don't want to miss out.

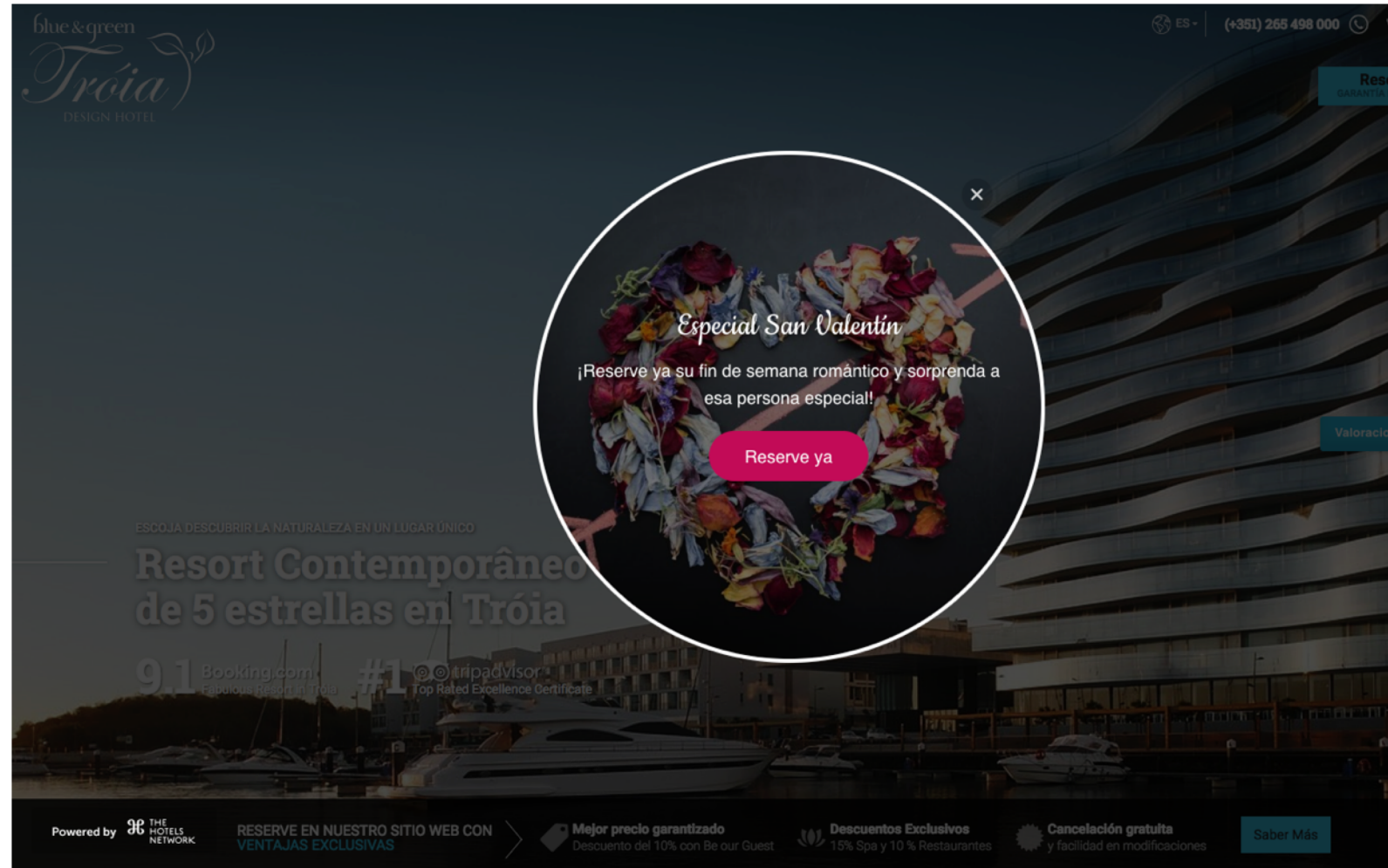


Keep Messages Relevant Using Segmentation

Targeted Campaigns

If you don't want all visitors to see the message, use segmentation rules to define who does see it. For example, this Valentine's message is only shown to users searching for a stay on dates close to Valentine's day.

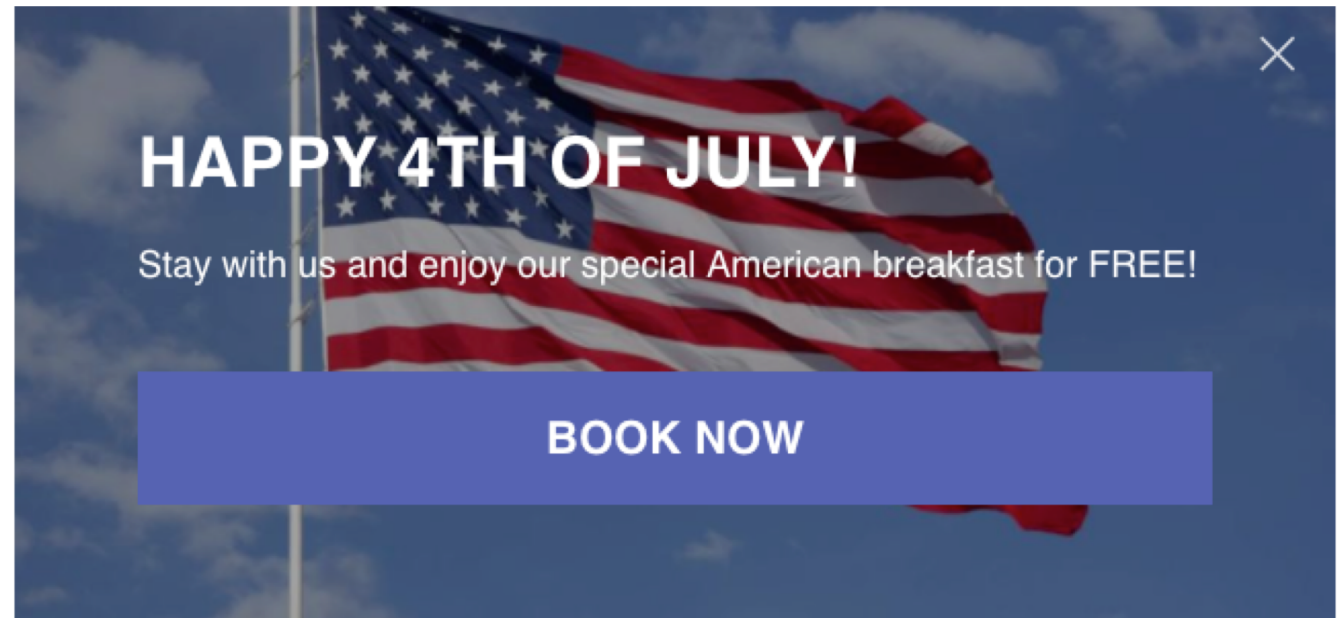
It's also a good opportunity to upsell. For example, promote your restaurant for a romantic Valentine's dinner.



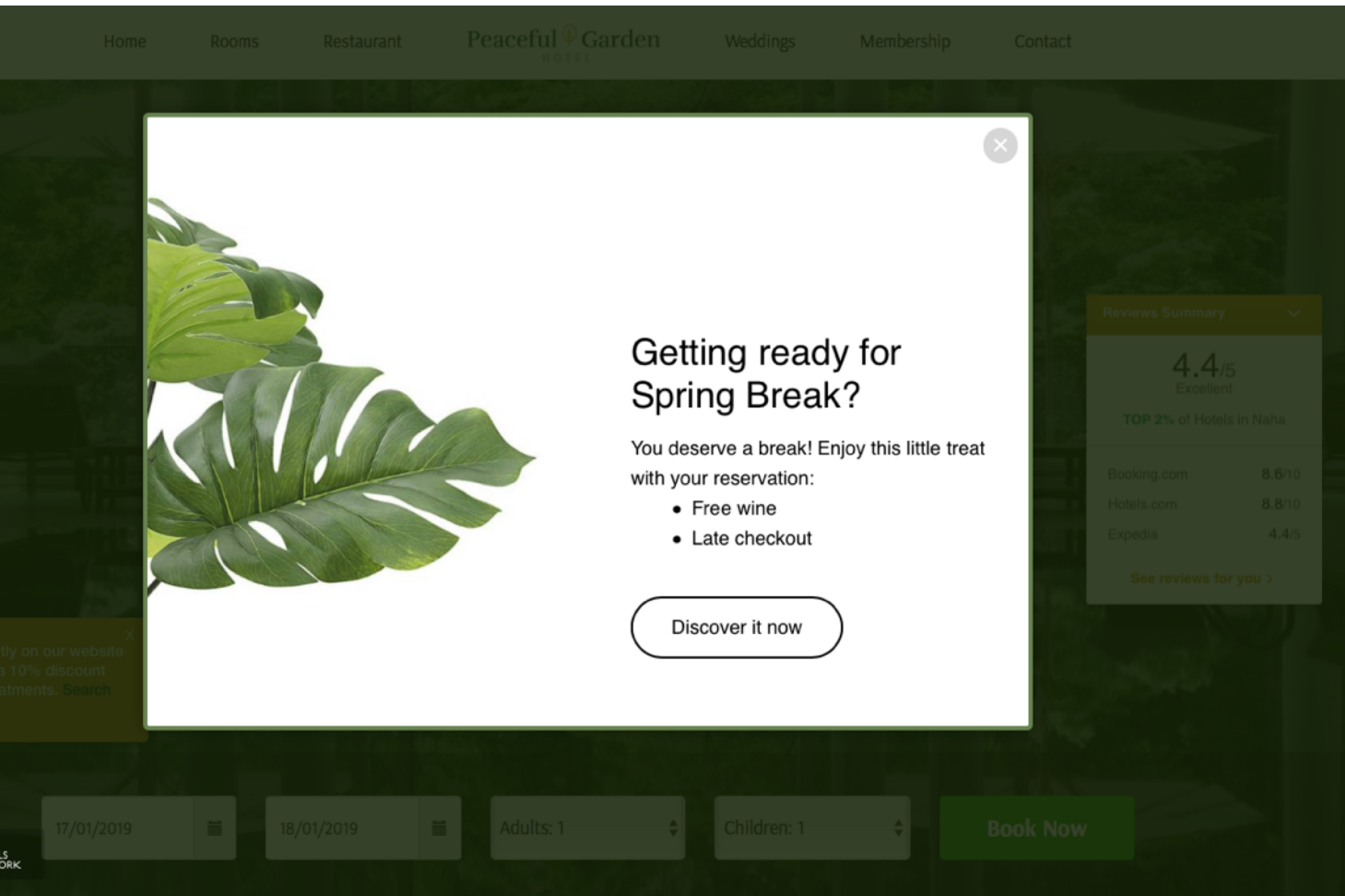
Capitalize on Holidays

A Host of Opportunities

- Early booker offers (e.g. spring break)
- Last-minute offers
- Selected nationalities (e.g. 4th of July)
- Save Your Search for holidays (useful because most people take longer to decide when booking long holidays rather than just 1 night)
- Increase length of stay within vacation period (e.g. 8 nights for the price of 7)
- Exit banners for high value bookings



Engage with Users Based on Visitor Location



Messages That Resonate

Each market has their own local festivities and holidays. Show relevant content to visitors based on their location. For example, make the most of the opportunity offered by Spring Break by showing personalized website messages to traffic coming from the USA.

Promote Local Traditions

The screenshot displays the Implanana Private Villas website interface. At the top, there is a navigation bar with the Implanana logo, a 'BEST RATE' badge, and booking fields for 'Check-in' (03/06/2018), 'Check-out' (03/07/2018), and a 'Promo Code' field. A 'CHECK AVAILABILITY' button and a 'Cancel a booking' link are also present. Below the navigation bar, the main content area features a large promotional banner for the 'SPLASHING SONGKRAN HOLIDAY'. The banner includes the text 'STAY PERIOD : 1 - 30 APR '18', 'SAVE up to 45%', and 'BOOK NOW UNTIL 31 MAR '18'. It also lists contact information: 'info.jp@implana.com', '+66 76 330 770', 'Implana Private Villas Kata Noi', and 'www.PHUKETPRIVATEVILLAS.IMPIANA.COM.MY'. To the right of the banner is a map showing the location of the villas in Phuket. In the bottom right corner, a 'Reviews Summary' box shows a rating of '4.5/5 Excellent' and mentions 'TOP 25% of Hotels in Karon'. The background of the website shows a modern villa interior and a view of the ocean.

Experience

Many travelers love to learn about local festivities and traditions so why not make it clear on your website when it is a special time of year to visit?

In this example the promotion is for The Songkran Festival, which marks the beginning of the Thai New Year. It is often celebrated with huge street parades where participants splash water on each other.

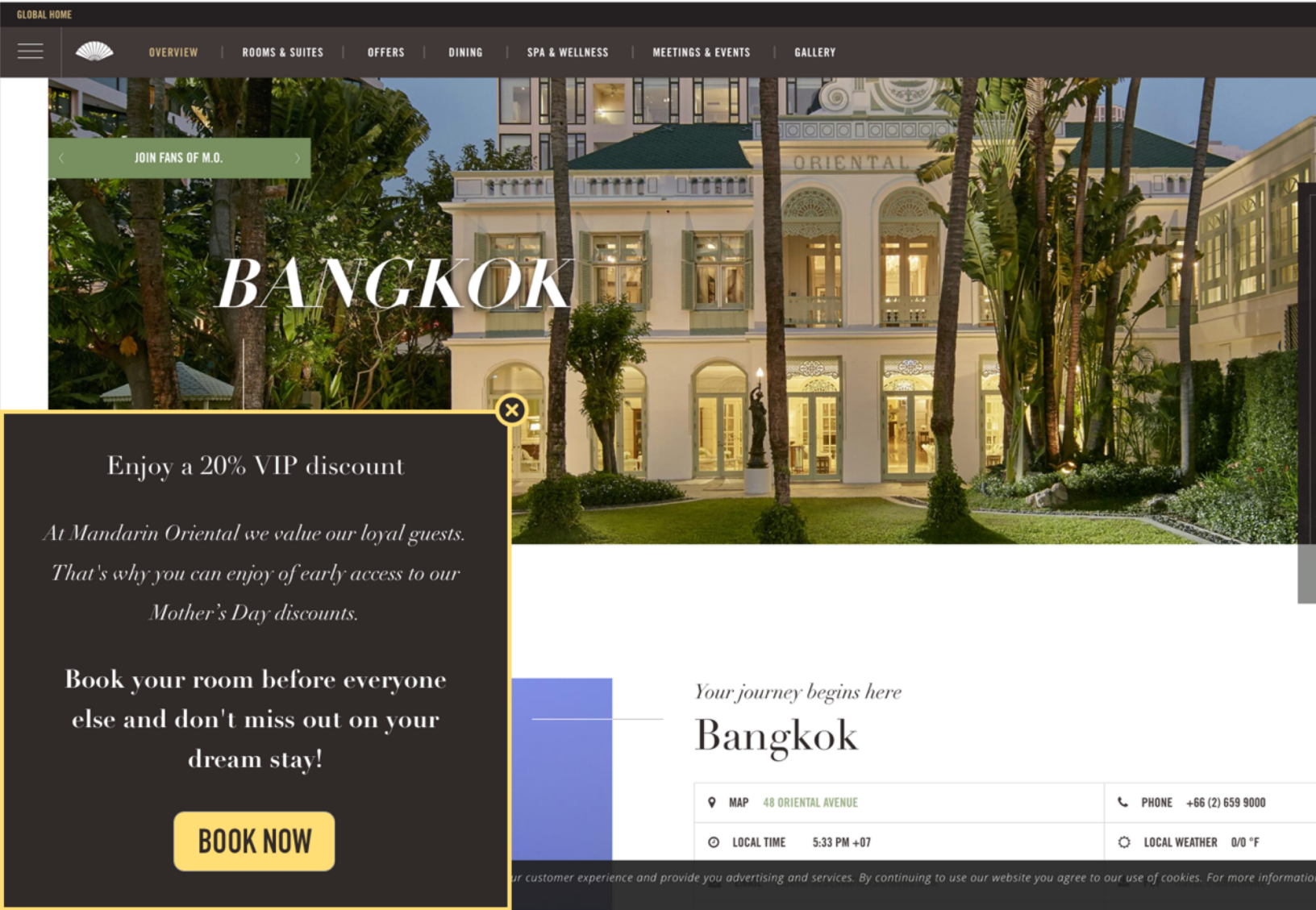


Reward Loyal Guests

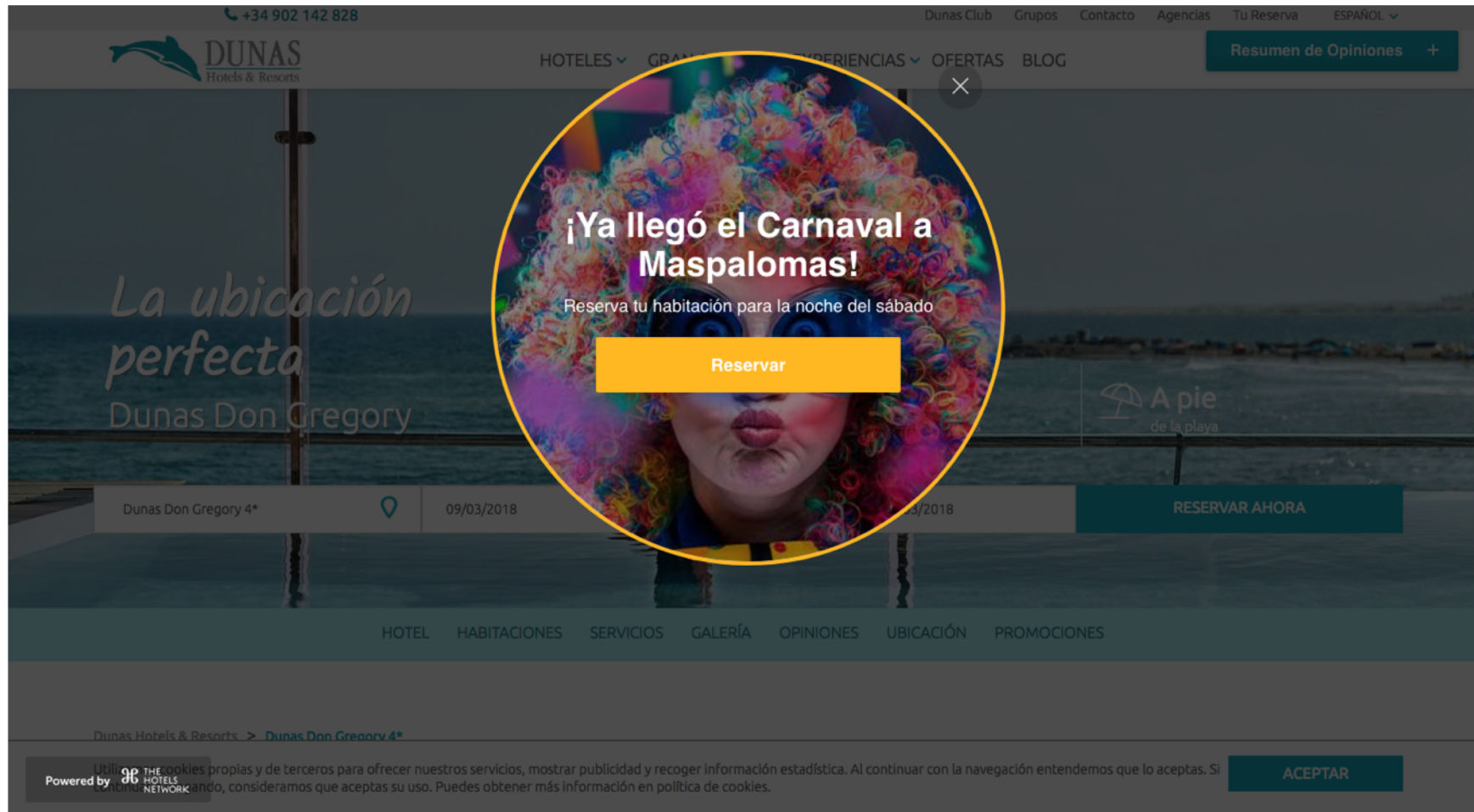
VIP Treatment

Capture more sales by offering your loyal customers early access to deals and special promotions.

By making them feel special, you can get ahead of the competition and ensure their budget is spent with your hotel brand.



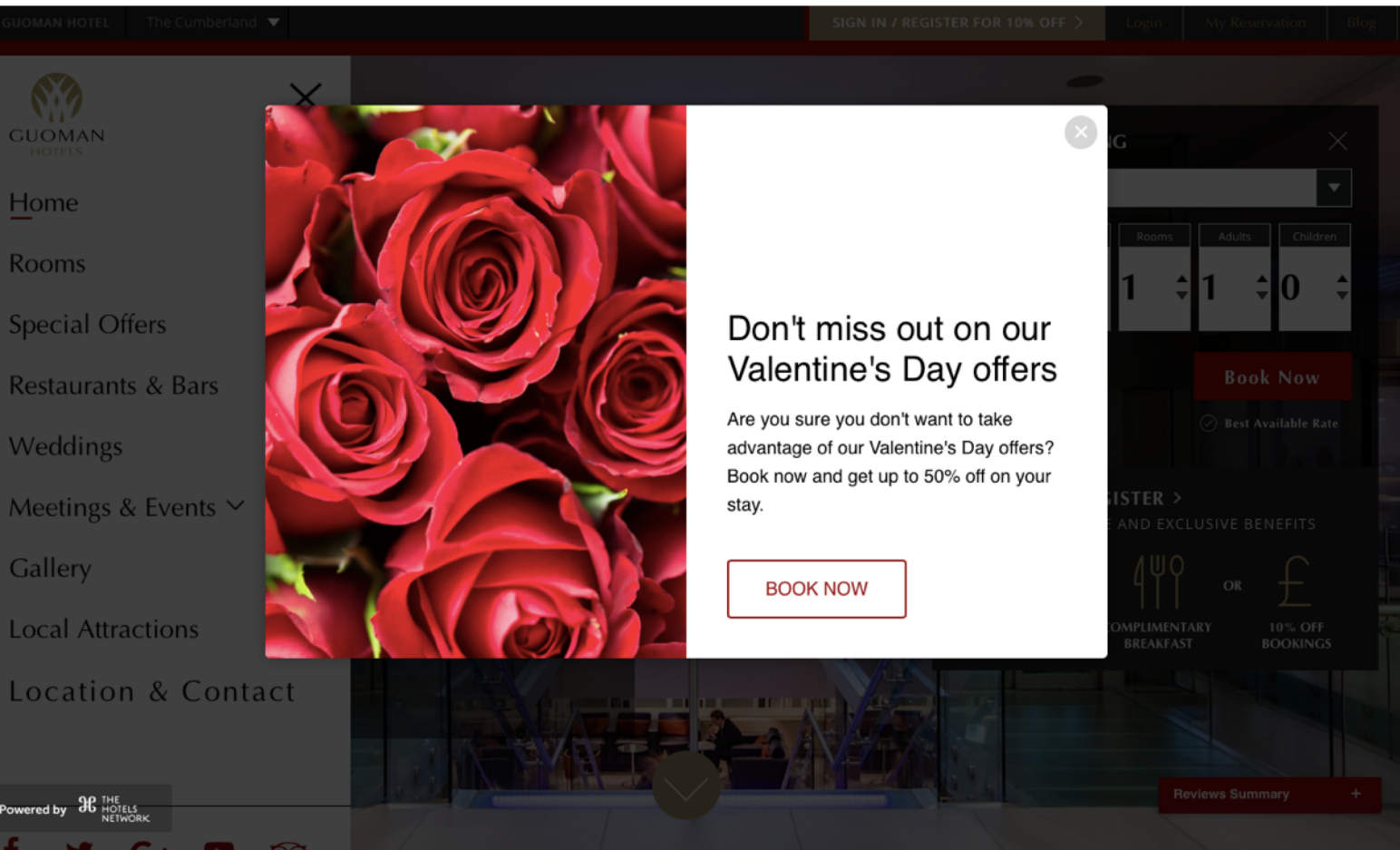
Use Creative Designs



Inspiration “A picture is worth a thousand words.” This examples just screams CARNAVAL!



Keep Visitors on Your Website



Active Engagement

Nobody wants visitors to lose interest prompting them to leave your website. Spark their curiosity by displaying a Layer after a certain time that highlights any messages related to Dayketing campaigns. As always, segmentation can be used to define who sees these messages and who doesn't.

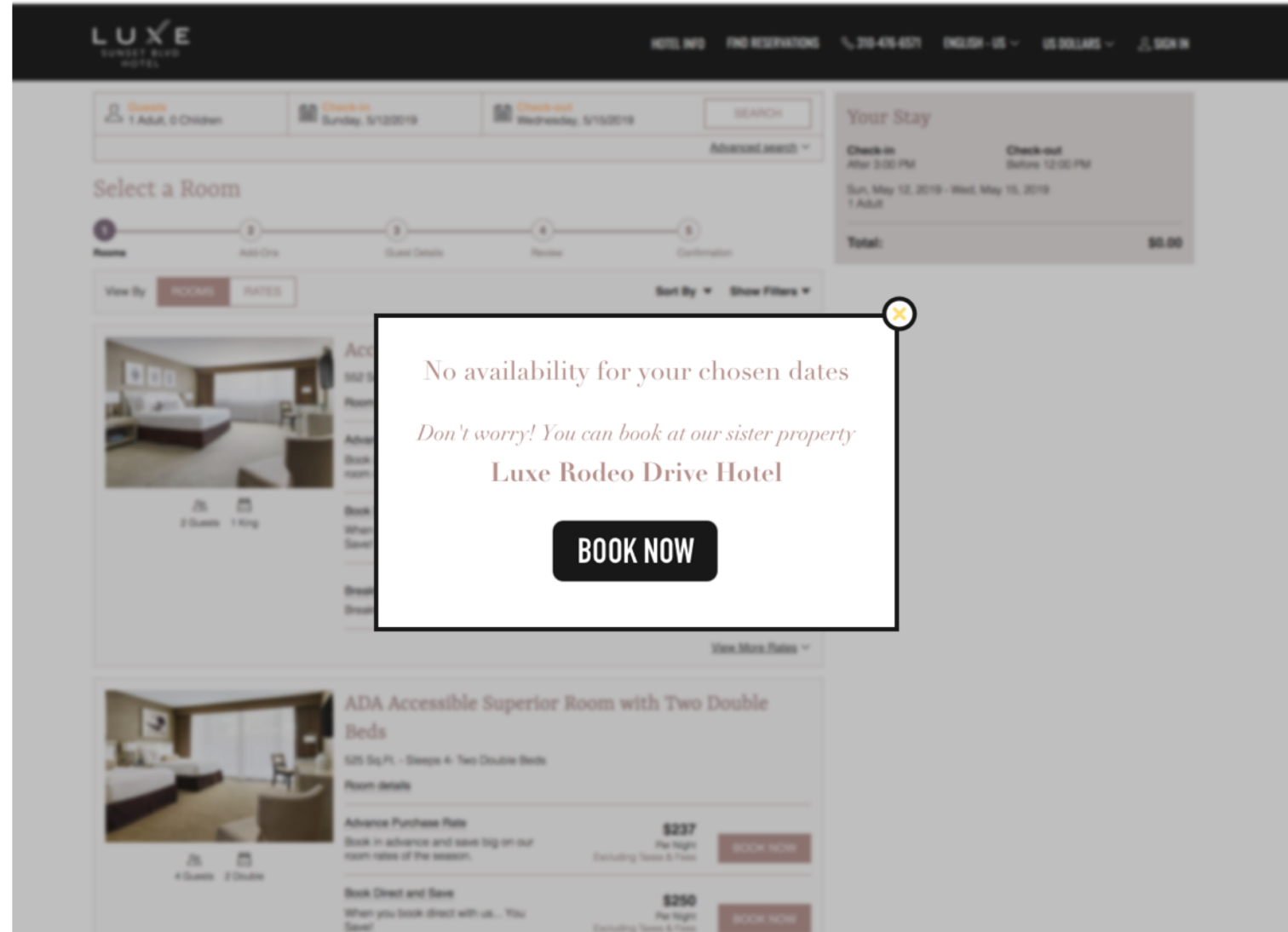


Sold Out? Promote Your Sister Property

Cross Selling

If your Dayketing campaign goes really well, there could be a risk that you sell out on high demand dates but it's not a reason to miss out on bookings.

Retain users with a pop-up encouraging them to stay at one of your other nearby hotels that does have availability on those dates.





Top Tips

- Identify calendar dates that could be used for Dayketing and construct a campaign plan.
- Differentiate your brand by creating unusual packages or exclusive offers for each theme.
- Use targeting options to ensure the Dayketing message is as relevant as possible for visitors.
- Create striking designs that resonate with visitors while maintaining the look and feel of your brand.
- Dayketing is time sensitive by nature so make the most of 'urgency' messaging and tactics.

About The Hotels Network

The Hotels Network is an innovative technology company **working with over 19,000 hotels around the globe**. The company offers clients a full-stack growth platform **to power their direct channel**. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to **price comparison, reviews summary** and a **full suite of personalization options**, the company's latest product innovation, **Predictive Personalization**, is **the world's first predictive algorithm for hotels**.

The company's mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.





www.thehotelsnetwork.com

Barcelona · San Francisco · Mexico City · Singapore
London · Amsterdam · Vancouver · Bogotá · Bangkok