

A photograph of a hotel room interior. On the left, a white pillow and the top of a white bedsheet are visible. Behind them is a large, tufted headboard in a dark brown or black material. To the right of the headboard, a modern bedside lamp with a black, conical shade is mounted on a wooden wall. The lamp is illuminated, casting a warm, orange glow. Below the lamp, on a wooden surface, are two white light switches labeled 'NIGHT LAMP' and 'GENERAL LIGHT'.

How Hotel Tech Suppliers Can Increase Sales with Content Marketing

What Will You Learn?

In this ebook, you'll learn how Hotel Tech Suppliers can increase sales with content marketing.

After reading this ebook, you know how to reach the right audience with the right content and calculate, analyse, and choose the right distribution channels.

About Revfine.com

Revfine.com is a knowledge platform for the Hospitality industry. Professionals use our knowledge to optimise revenue, innovate processes and improve customer experience. Hotel technology suppliers use our platform to increase brand awareness & generate leads. Our real-time dashboard makes content marketing measurable and easy to calculate ROI.

For more advice about an effective content marketing strategy for hotel technology suppliers, ask Martijn from Revfine.com for a [45-minute complimentary consult](#).

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How Hotel Tech Suppliers Can Increase Sales with Content Marketing

Content marketing is an essential part of the modern marketing mix for most organisations, but it can be especially useful for hotel tech suppliers. After all, these companies need to explain how their solutions can benefit hoteliers to generate sales. In this guide, we explore precisely how content marketing can assist with this.

What is Content Marketing?

Content marketing is the name given to the process of creating, publishing, and distributing relevant and valuable online content to attract a target audience and achieve defined objectives. These objectives might include encouraging a specific user action, generating sales, increasing overall brand awareness, and more.

A good content marketing strategy will reach the target audience via several different channels, such as industry-specific platforms, ad networks, social media, or search engine optimisation to boost visibility on sites like Google. For hotel tech suppliers, a good content marketing strategy can help to attract new customers, and retain existing ones too.

What Are the Goals of Content Marketing?

In a nutshell, content marketing is essential for hospitality tech suppliers, because it helps them generate traffic, boost brand awareness, build trust with hoteliers, and increase sales and/or conversions.

Generally speaking, for hotel technology suppliers, there are two main goals, which are as follows:

1. Build Brand Awareness

Building brand awareness is a crucial goal, because awareness is the first stage of the customer journey. It describes people's ability to recognise a brand and recall that brand in the right situations. For hotel tech suppliers, the goal is for those in the hotel industry to recall their brand when looking for hotel technology or software.

As people become more aware of your brand and more familiar with your offerings, they become more likely to recall it in these key situations. The ideal situation is to achieve top-of-mind awareness, which occurs when people think of your brand before all others in the same industry, making sales significantly more likely.

2. Attract Quality Traffic and Leads

While brand awareness is essential, a good content marketing strategy will also help to attract quality, relevant traffic, leads, sales and other conversions, such as account registrations or event sign-ups.

Within this context, a lead refers to an individual or organisation interested in a product or service, such as hotel technology solutions. Content marketing can attract leads and gain valuable information from them, such as contact details. This then makes follow-up easier, which can lead to successful sales.

To attract high-quality traffic, the content you produce must be relevant to your target audience and useful or valuable to them somehow. Content can also be used to encourage the target audience to carry out specific actions, such as making a purchase, requesting a demonstration, or booking a consultation.

Why is an Online Content Strategy Important for Hospitality Tech Suppliers?

Once you understand what content marketing is and what hotel tech suppliers can use it for, you also need to think about why a content marketing strategy is so important.

Responding to the Search Behaviour of Your Target Audience

Like all consumers, hospitality professionals and hoteliers use the internet for education, inspiration, and the process of researching solutions to their problems, including software solutions. Most B2B buyers say that their chosen vendor's content significantly impacted their eventual buying decision.

By reaching out with the right message, as part of the right content, via the right distribution channels, you have the opportunity to connect with the right audience, all year round.

Build Trust by Educating Hospitality Professionals

Educational content can form a powerful part of a content marketing strategy. The more you educate your audience, the less they mind being sold to, according to Joe Pulizzi, a content marketing legend.

Creating educational content can help your target audience better understand their problems and how your solutions can assist them. It is also a highly effective way of demonstrating your expertise or your team's expertise, which can help inspire a greater level of trust.

Moreover, educational content can help to make clear to your target audience precisely what you can offer them. This can then lead to conversations with better-informed prospects, who become more likely to make a purchase.

Acquire Data for *"Follow-up Marketing"*

Research has repeatedly shown that customers are more likely to make purchases from companies that can personalise communication and make intelligent recommendations, based on relevant data.

For this reason, a content marketing strategy can be invaluable for acquiring data about potential customers and gaining valuable insights into what your target audience is looking for.

This then allows you to optimise your future content, to target those needs better. Beyond this, the data can also be used for follow-up communication, allowing sales professionals to speak to prospective customers on a more personal level and recommend the right technology solutions to solve their specific problems.

Support Offline Sales

Another key reason why a content marketing strategy is vital for hotel tech suppliers is that it can support offline sales. The customer decides to purchase at the end of their journey, but there are many points along that journey where they may need additional information or answers to questions.

You can significantly assist your sales team and make their job much easier by creating content that provides information about your products or services, as well as evidence of their effectiveness. White papers, for example, can be ideal for explaining issues and providing information about solutions. At the same time, case studies can help potential customers to understand the tangible benefits of using your technology or software solutions.

Furthermore, consistently sharing knowledge-based content can help to build trust and eliminate scepticism.

Improve Your SEO Results

Search engine optimisation, or SEO for short, optimises website content for maximum visibility on search engine results pages. It is a way of boosting organic website traffic over the long term, and it can help attract users demonstrating relevant interest or intent.

SEO and content marketing can work hand-in-hand. By utilising SEO principles within your content marketing, you can benefit from increased visibility, and this can help attract more visitors to your website.

The main thing to remember here is the famous phrase: 'content is king'. When a user searches Google for a product, service or solution to their problem, you need to provide them with high-quality, useful, relevant content. Think about your target audience's search for and focus on creating genuinely valuable content that solves their problems. If you also apply SEO principles to this content, you are more likely to see the results you want.

It is a Cost-Effective Long-Term Strategy

Finally, content marketing is highly cost-effective compared to various other marketing techniques and can generate a great return on investment. In fact, according to statistics compiled by 99 Firms, content marketing is 62 percent less expensive than traditional marketing methods, yet generates three times the number of leads.

Content is relatively inexpensive to produce, and even high-quality content can be produced fairly quickly if creators have a clear idea of the message they need to convey. Beyond this, content marketing strategies can become more effective over time, as your SEO efforts pay off, your audience grows, and your content becomes more widely shared.

No Strategy - No Success

In our experience, hospitality tech suppliers who successfully achieve their content marketing goals always start with strategy. Companies without a strategy will use their resources inefficiently, leading to an unnecessary waste of financial resources, as well as unsatisfying results.

A strategy sets out a well-considered direction of travel, making it more likely you will achieve your chosen goals in the future. Adopting a strategic approach will help you to make a plan, calculate your content marketing budget, ensure all necessary resources are available and in place, and ultimately make optimal decisions along the way.

Once everybody in the marketing team understands the strategy and has a clear sense of what to do and when to do it, this allows for better execution and helps to maximise your business results.

In the next section, we provide you with tips to create a successful content marketing plan.

"When a strategy succeeds, it seems a little like magic, unknowable and unexplainable in advance but obvious in retrospect. It isn't. Really, strategy is about making specific choices to win in the marketplace." - Roger Martin, Playing to Win

Tips to Create a Successful Content Marketing Strategy

Several different elements go into a successful content marketing strategy. The following sub-sections will provide valuable tips that are relevant to hotel technology suppliers.

1. What is Your Customer Profile?

A customer profile is an overview that lists the pain points, interests, needs, buying patterns, media consumption habits, and demographic characteristics of a company's customers.

You can have multiple customer profiles, for example:

- Marketing Directors of 5-star hotels
- Hotel owners of midsize hotels
- Strategic managers of chains
- Consultants who advise hotels, etc.

When you have set up your customer profiles, you can adjust your messaging, content types, and distribution channels to target each of them more effectively.

2. Compile Your Stories & Messages

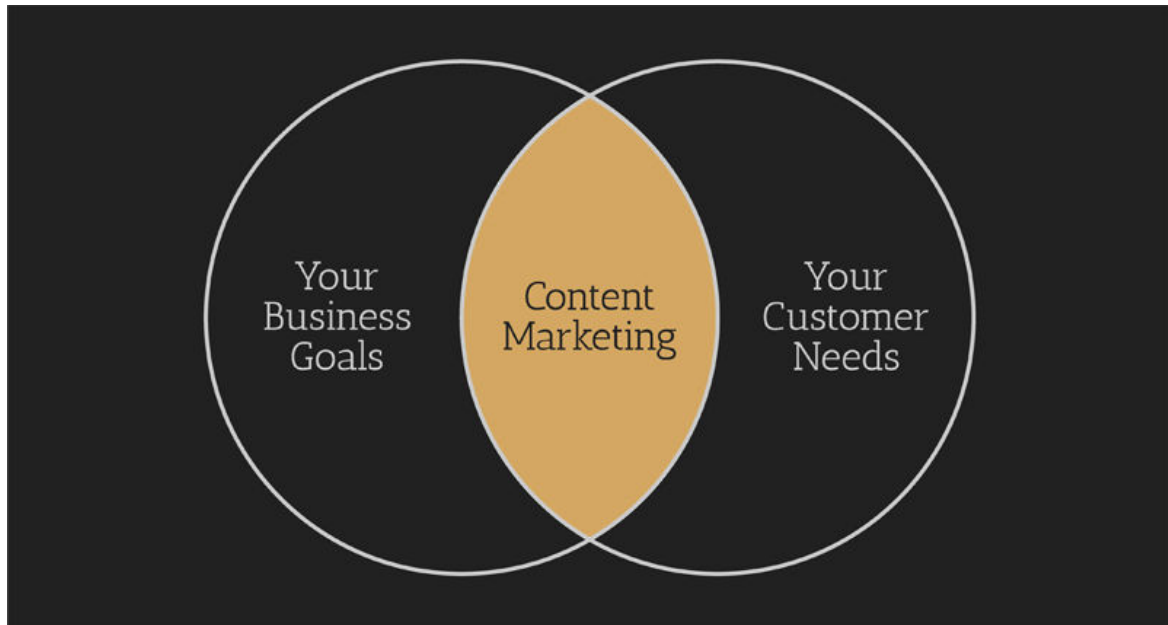
The stories you tell, messages you send and topics you cover should align with your expertise, the solutions you sell and the problems you solve. Additionally, they should align with your customer's profiles' pain points, interests, needs, decision journey, and demographic characteristics.

For example, you could:

- Educate your target audience by providing tips, strategies or a plan
- Show you are a thought leader by sharing your vision
- Show you are an expert by providing in-depth information, like analysis
- Inform your audience of the latest news and developments within the industry
- Introduce your company, yourself, your staff and what you do with a behind the scenes story
- Describe the benefits of your solutions

- Build trust by sharing the use cases of existing clients

Good content marketing should be informative, helpful and educational, not merely promotional. You can promote your company and services by sharing value and helping hotels solve their problems.



3. Content Types & Goals

Some of the most popular content marketing formats include blog articles, news articles, infographics, case studies, ebooks, videos, webinars, podcasts, social media posts, email newsletters, presentations and brochures.

Suitable Types of Content During the Buyer's Journey

Below you will find some examples of the types of content that work well for each stage of the buyer's journey.

Awareness Stage

Goal: Brand awareness

Types of content: Educational articles, news articles, white papers, newsletters, social media posts, infographics, checklists.

Consideration Stage

Goal: Generate leads

Types of content: Ebooks, white papers, buyer's guides, case studies, videos, webcasts, podcasts, live interaction.

Decision Stage

Goal: Sales

Types of content: Demos, free trials, case studies, product comparisons, free consultations, quotes and estimates.

"The buyer journey is nothing more than a series of questions that must be answered." - Analyst Firm IDC

4. Choose The Right Distribution Channel for Your Content

Creating great content is one thing, but if you are sharing it in the wrong places, your overall strategy will not be as effective as it could be. For this reason, you must give careful consideration to the distribution channels you turn to, which requires a content distribution strategy.

As the name suggests, a content distribution strategy is a way of managing the distribution of your content, so that it achieves your objectives and reaches the different segments of the market you need it to. At the same time, this should not be about attaining maximum reach for the sake of it. Instead, different segments need to be targeted with content that is relevant to them, and with helpful content, that holds genuine value.

Beyond this, your content strategy should also ensure you are providing the right audience with the right messages, especially when encouraging specific actions, such as sign-ups, or purchases.

Types of Distribution Channels

Broadly speaking, you can divide all distribution channels into two main types:

A) Your Own Distribution Channels

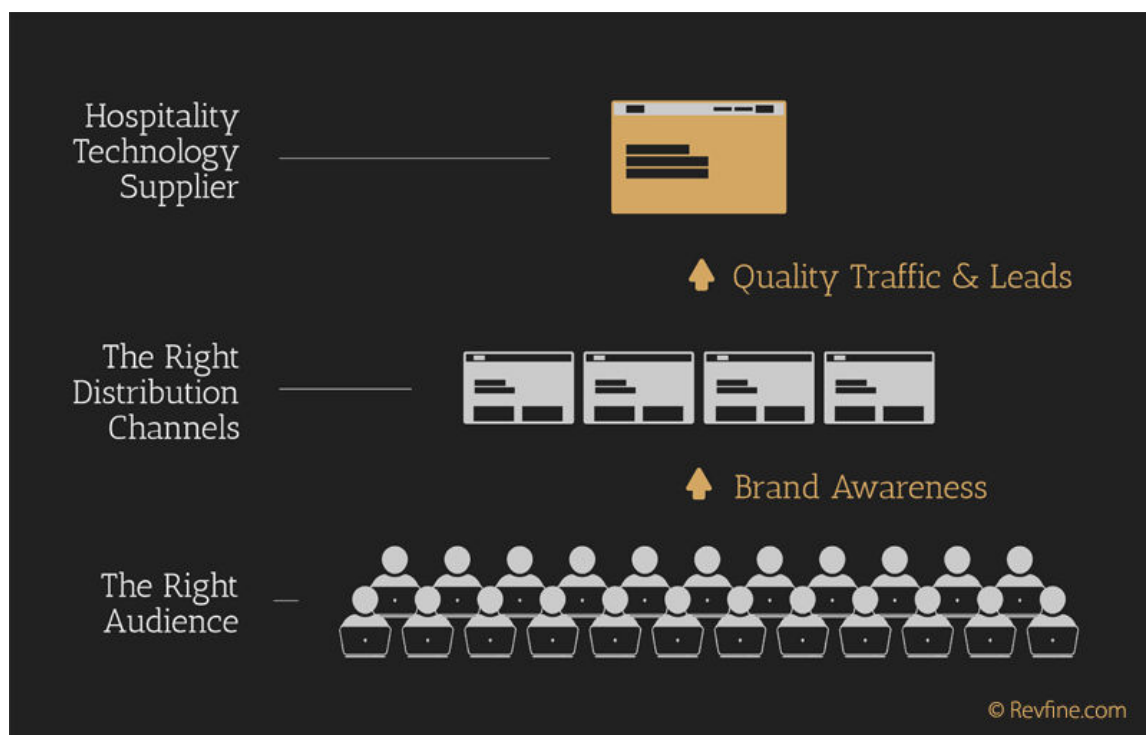
This refers to the various distribution channels that you control, even if you do not necessarily own them outright. Your number one distribution channel is, of course, your company website, and this is the place you want to direct as much high-quality traffic towards as you possibly can.

However, beyond this, other channels you control may include social media channels, email marketing, and a blog.

B) External Distribution Channels

Generally speaking, unless they have an existing awareness of your business, most people will not just arrive on your own channels organically. Instead, they need to be directed there, and the best way to do this is to reach out to them via external distribution channels, which you do not have direct control of.

Some of the best examples of external distribution channels include education or knowledge platforms, news websites, search engines, ad networks, comparison websites and industry-specific platforms.



How to Choose the Right Distribution Channels in 3 Steps

Since every hospitality tech company's budget is limited and each company wants to get the most out of every dollar spent, choosing the right distribution channels is crucial.

Step 1: Channel Selection Based on Customer profile

Based on your customer's profiles and your existing customers' media consumption behaviour, you start by creating an overview of potential channels to reach your target audience.

Step 2: Channel selection Based on Channel Profile

The next step is to research which channels have the best fit, considering your business goals and each channel's profile. You can collect this information by thinking about the following:

- What is the audience profile, and does it fit your customers' profile? (Quality)
- How many visitors do they attract? (Quantity)
- Which channels fit your message (types), what are the conditions, and the costs?
- What is the estimated visitor reach per content type?
- What results can you expect? (E.g. views, average time per article, clicks to company website)

Step 3: Choose Your Channel Based on the Cost-Effectiveness Analysis


With a cost-effectiveness analysis, you can calculate the estimated costs per 1,000 visitors within your target audience, for each channel. This then allows you to make more evidence-based decisions.

When you do this the first time, you can use the estimates provided by the distribution channel. When it is an existing channel you are already working with, you can use, for example, past results, and then project them on the future investment for a more accurate estimate.

Below you find an example of a cost-effectiveness analysis

You can compare the cost per 1,000 visitors, per content type, per channel. It would be best to compare each content type separately because each type has a different brand awareness intensity, engagement, or goal.

When dividing the budget, you start with the channels with the best cost-effectiveness ratios, until your budget is finished. This is how you make sure you get the most value out of your dollar.

| <div>  <div>Example Cost-Effectiveness Analysis</div> </div> | | | | | | | | | | | | |
|---|-----------------|----------|--------|------------------|------------------|------------------|----------------|------------------------|-------------------------|----------------------------|------------------------|---------|
| Distribution Channels | | | | Costs | | | Audience Reach | | | Cost-Effectiveness Ratio's | | |
| External Distribution Channels | Type of Content | Duration | Amount | Media Costs (MC) | Production Costs | Total Costs (TC) | Channel total | Per Content Type (PCT) | Clicks to Website (CTW) | MC/ Reach PCT per 1000 | TC/ Reach PCT per 1000 | MC/ CTW |
| Channel 1 | Articles | 1 Year | 10 | 4.800 | 2.400 | 7.200 | 1.700.000 | 34.000 | 1.020 | 141 | 212 | 4,71 |
| | Newsletter | | 4 | 5.999 | 800 | 6.799 | 70.000 | 14.000 | 1.050 | 429 | 486 | 5,71 |
| Channel 2 | Articles | 1 Year | 8 | 3.700 | 2.400 | 6.100 | 1.200.000 | 30.000 | 1.500 | 123 | 203 | 2,47 |
| | Newsletter | | 4 | 3.500 | 0 | 3.500 | 40.000 | 8.000 | 800 | 438 | 438 | 4,38 |
| | Banner | NA | 2 | 1.600 | 0 | 1.600 | 160.000 | 160.000 | 320 | 10 | 10 | 5,00 |
| Channel 3 | Pess releases | 1 Year | 12 | 3.900 | 3.600 | 7.500 | 3.900.000 | 27.300 | 273 | 143 | 275 | 14,29 |
| | Banner | 1 month | 2 | 2.300 | 400 | 2.700 | 200.000 | 200.000 | 400 | 12 | 14 | 5,75 |
| Channel 4 | Articles | 1 Year | 8 | 500 | 2.400 | 2.900 | 60.000 | 1.500 | 45 | 333 | 1.933 | 11,11 |
| | Webinar | | 1 | 1.500 | 300 | 1.800 | 60.000 | 500 | 15 | 3.000 | 3.600 | 100,00 |
| | Video | 1 Month | 1 | 1.199 | 0 | 1.199 | 60.000 | 300 | 9 | 3.997 | 3.997 | 133,22 |
| Channel 5 | Adwords | 1 Year | 20 | 5.000 | 0 | 5.000 | | 100.000 | 1.300 | 50 | 50 | 3,85 |
| Total | | | | 33.998 | 12.300 | 46.298 | 7.450.000 | 575.600 | 6.732 | 59 | 80 | 5,05 |

Within the "Audience Reach", you could also add other goals like downloads, leads or sales

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5. Make Use of Content Marketing Planning

To get the most from your content marketing strategy, you need to plan carefully. Some of the aspects covered by your content marketing plan should include the scope for content creation, a schedule or specific deadlines to meet for both creation and publication, and some agreed metrics, which will help to define what success looks like.

Having a plan in place can be essential for keeping your content marketing team focused. Your plan should essentially help you take your strategy from an abstract concept to a fully realised marketing operation.

6. To Measure is to Know

Building on the above, it is vital that you identify the precise metrics you are going to use to judge the success of your content marketing strategy. It is only by measuring the performance of your strategy that you can start to optimise it, looking at the areas where improvement is needed and making necessary adjustments.

Common performance metrics can be separated according to each of your overall goals. For example, suppose you are looking to build brand awareness. In that case, you can measure this through things like website visitors, file downloads, time spent per page, social media followers, social media shares and video views.

By contrast, you might be able to measure the performance of your strategy in terms of generating leads by measuring the number of people who fill out a request form for hotel tech demos, or your conversion rates for specific landing pages. Beyond this, you can also measure the impact on overall business performance by tracking sales and revenue.

Below you find an example how results of hotel tech partners are displayed on Revfine.com.



7. Adjust & Repeat

Continually tracking your chosen performance metrics then allows you to learn valuable lessons and respond accordingly. As you start to understand what your target audience is looking for, what people like to read or consume, what people are less interested in, and what encourages specific actions, you can amend your approach.

As time goes by, if you continue this process of measuring, learning, adjusting, and repeating, you will have the basis of a successful long-term content marketing strategy, which will provide your audience with useful content and help you achieve your strategic objectives.

For hotel tech suppliers, content marketing can be the difference between gaining access to hoteliers or struggling to make in-roads into the market. It has the power to educate, share insights and establish your business as a thought leader. If you are willing to learn continually, it can dramatically boost your business results.

Conclusion

For hotel tech suppliers, content marketing represents one of the single best ways to reach out to hoteliers and hospitality professionals. Through high-quality content, it is possible to explain the nature of problems and the benefits of using your solutions, while also encouraging specific actions, such as demo sign-ups, or product purchases.

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