



Checklist BF

REVENUE · MARKETING · METAS · VOICE · COMMUNICATION

All set for **Black Friday?** Go through this **checklist**

Checklist for making
the most of **Black
Friday** and other
similar days



Checklist BF

Taking part in BF is not enough



PARATY
— T E C H —

As in everything, strategy first

It wasn't that long ago that Black Friday arrived in the hotel industry. Today, however, it seems that if you don't get caught up in this consumerist tradition that originated in the US, you are completely out of the loop.

It is clear that we share the **commercial opportunity** it can bring, but not just because, not for all hotels, not without a **clear strategy and well-defined objectives**. Participating in this event in a crazy way can be disappointing for the guest and even counterproductive for the property.

In other words, **being there for the sake of being there is nonsense**, isn't it?

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You need to know what are you looking for

PARATY
— T E C H —

ALL TYPES OF TARGETS

Without specific goal is impossible to measure success or failure. There are those who want to encourage early bookings, combat seasonality, set an appropriate booking pace, sell off certain inventory, etc. All sorts of goals, and of course all of them are worthy. Goals of all stripes, and of course all respectable.

Of course, we have an opinion about, and we think that campaigns like Black Friday can be useful:

- **Guest acquisition**
- **Guest loyalty**
- **Generate bookings for specific dates**
- **Increasing the average stay and ticket**

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Areas to work on

PARATY
— T E C H —

A campaign that cuts across



REVENUE MANAGEMENT

Prices, offers, tariffs, discounts, etc.



MARKETING ONLINE

SEO, SEM, social media, emailings, etc.



METASEARCH ENGINES

Markets, parity, bidding models, etc.



VOICE CHANNEL

Incoming calls, outgoing calls, etc.



COMMUNICATION

Website, media, platforms, etc.

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REVENUE



APPROPRIATE RATE STRUCTURE

Bet on the non-refundable rate to offer better discounts in exchange for charging on the spot. You can also limit or close channels with a lower net price.

GEOLOCATION OF OFFERS

Geolocate your offers. For example, if you are interested in increasing lead time, focus certain promotions on outbound markets that are likely to book.

UPSELLING Y CROSS-SELLING

Meal plan upgrades, good views, free transfers, discounts on services... It generates positive differentials with the OTAs and increases the average ticket booked.

LIMITED OFFERS

It must be made very clear that these are limited booking window offers (1 day, 1 week, etc.), and a counter can promote the necessary sense of immediacy.

Suggestion of standard offers:

FLASH OFFERS

- Between 15% and 30% discount, depending on the cancellation policy.

UPSELLING & CROSS-SELLING OFFERS

- A) Upgrade room / meal plan + details
- B) Free Parking y -10% at the restaurant

LONG STAY OFFERS

- At least 20% discount + 1st Child free
- Flexible cancellation

NON COMBINABLE OFFERS

- A) Less than 3 nights, 15% discount
- B) From 3 to 7 nights, 20% discount
- C) More than 7 nights, -20% + meal plan upgrade

MARKETING



SEO: ORGANIC POSITIONING

As we will explain on the next page, SEO works all year round. It is important that the URL of the campaign does not include the year, so that it will be useful for the next edition.

NEWSLETTERS: GENERATE EXPECTATION

First, send out a newsletter to generate buzz and awareness by including a teaser. Once the campaign is launched, attack again, this time with everything.

SEM: GOOGLE ADS

Create a specific campaign in Google Ads and use the Promotions extension to increase the visibility of your offer within a specific section of the ad.

SOCIAL ADS

Advertising on social networks, especially on Meta, is very affordable. A minimal investment, as long as your offer is attractive, can be a great support for your campaign.

Bonus Tip: SEO, all year round

CREATE, DEFINE, COLLECT AND REDIRECT

- The sooner you get started, the better. Even if the content is not final, you will have time to complete it before launching.

STAGGERED REDIRECTS

- Initially, all landings (BF, Cyber Monday, Travel Tuesday, etc.) will coexist. As the campaigns end, we will redirect from one to the other in chronological order.

LEAVE THE LANDING ACTIVE ALL YEAR ROUND

- Google will continue to index them.

CREATES A PERMANENT LINK TO THE LANDING

- You can do this in the footer, for example.

METASEARCH ENGINES



PARITY CHECK

Don't let an inequality spoil a good campaign. Parity control is especially important during peak sales, when prices change the most.

OPTIMIZE YOUR BIDS

Your visibility on metasearch engines depends largely on your bidding strategy. The higher the price comparison, the higher the need for visibility. Optimize your bids to the maximum.

MARKET REVIEW

There are markets that reflect higher activity during peak sales periods. You might consider modifying your strategy to emphasize markets with higher potential.

TAKE FULL ADVANTAGE OF CALLOUTS

Leverage and optimize the call-out of specific targets, such as Google Hotel Ads, to highlight the differential value of the direct channel at the expense of OTAs.

VOICE CHANNEL



OUTGOING CAMPAIGNS

Use your database to select a group of prospects and call them with your most personalized offers. The results will surprise you.

CALL OVERFLOW

During peak sales periods, inquiries multiply. You can't afford to miss or fail to respond. Use a call center to handle the calls that you can't reach.

AFTER HOURS

Your team can't answer the phone 24 hours a day, but Ring2Travel agents can, 365 days a year. Let them take calls even after hours.

LOYALTY

Each call center should be integrated with your loyalty programs. Reward club members by giving them the best deal and reward their loyalty.

COMMUNICATION



USE YOUR FULL ARSENAL ON THE OFFICIAL WEBSITE

Your website should be dressed up for the occasion. Landing page, banners, popups, boosters during the booking process, etc. Each user must be properly informed.

SOCIAL NETWORKS

It is essential to use your social networks to inform about your BF offers. Use a design according to your visual identity and add a direct link to the landing page.

GOOGLE MY BUSINESS

Optimizing your GMB file by creating an offer for the occasion will give your profile extra visibility. Add a design, copy, landing page link, expiration dates, etc.

DISTRIBUTION

Metas and especially OTAs are a double-edged sword, but with a good strategy you can use the well-known billboard effect to drive traffic to your website from these channels.

Visible yes, misleading no

It is important not to use these dates to try to take advantage of the troubled river.

We are facing an increasingly savvy user profile who has delayed booking their vacation to **take advantage of discounts**.

They know what your prices were before and expect to see the discounts applied to them.

So, don't fall into the temptation to raise them and then reflect a "non-existent" big discount.



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REVENUE · MARKETING · METAS · VOICE · COMMUNICATION

REVENUE

- ☐ RATE STRUCTURE
- ☐ GEOLOCATION OF OFFERS
- ☐ UPSELLING Y CROSS-SELLING
- ☐ LIMITED OFFERS

MARKETING

- ☐ SEO: ORGANIC POSITIONING
- ☐ NEWSLETTERS
- ☐ SEM: PAID POSITIONING
- ☐ SOCIAL ADS CAMPAIGNS

METAS

- ☐ PARITY CHECK
- ☐ OPTIMIZE YOUR BIDS
- ☐ MARKET REVIEWS
- ☐ ADVANTAGE OF CALL-OUTS

VOICE CHANNEL

- ☐ OUTGOING CAMPAIGNS
- ☐ CALL OVERFLOWS
- ☐ CALL AFTER HOURS
- ☐ LOYALTY CAMPAIGNS

COMMUNICATION

- ☐ OFFICIAL WEBSITE 100% ADAPTED
- ☐ POST ON SOCIAL MEDIA
- ☐ GOOGLE MY BUSINESS
- ☐ DISTRIBUTION: BILLBOARD EFFECT

CLICK ON THE BOXES TO FILL IN THE INTERACTIVE CHECKLIST!

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