

SAMPLE HOTEL MARKETING PLAN (Cedar Trees Hotel)												
PROMOTIONS	Nov 23rd	Dec 12th	Jan 4th	Feb 1st	Mar 1st	Apr	May	Jun	Jul	Aug	Sep	Oct
Message	Christmas Menu Available	10% off Gift Vouchers	Promo Code 'Early Bookers' - 15% off	Valentines Day 1 B&B + Candelit Dinner	Mothers Day Free Bottle of Prosecco for parties over 4	Family Spring Break - 2 B&B 199€ (Kids Under 12 Eat Free)	SPARE	Midweek Summer Break 1 B&B + 2 Courses from Dinner menu 99€	Summer Weekend Break Stay Fri and Sat get Sunday Free 199€	SPARE	500€ Party Nights incl Finger Buffet, Room Hire and Disco for upto 100 people	Autumn Warmer 1 B&B + 1 Dinner and a Hot Whiskey 99€
Market	20 Mile Radius, men and women over 40	20 mile radius, men and women over 30	30-75 mile radius, men and women over 25 under 50	30-75 mile radius, men and women over 25 under 50	30-75 mile radius, men and women over 25 under 50	30-75 mile radius, men/women with children over 25 under 50		30-75 mile radius, men and women over 25 under 60	30-75 mile radius, men and women over 25 under 60		0-25 Mile Radius, men and women, over 25 under 60	30-75 mile radius, men and women over 25 under 60
Method	FaceBook/Sign age/E zine/Post Cards	FaceBook/Sign age/E zine	FaceBook/Sign age/E zine	FaceBook/Sign age/E zine	FaceBook/Sign age/E zine	FaceBook/Sign age/E zine		FaceBook/Sign age/E zine	FaceBook/Sign age/E zine		FaceBook/Sign age/E zine	FaceBook/Sign age/E zine
Money												
Road Signage	136	136	136	136	136	136	136	136	136	136	136	136
Reception 'Pull Ups'	84	84	84	84	84	84	84	84	84	84	84	84
Wall Signs	12	12	12	12	12	12	12	12	12	12	12	12
Ezine	0	0	0	0	0	0	0	0	0	0	0	0
FaceBook Paid Ad	50	50	50	50	50	50	50	50	50	50	50	50
Google Adwords Paid Ad	50	50	50	50	50	50	50	50	50	50	50	50
Print/Posts Cards	272	0	0	0	0	0	0	0	0	0	0	0
Unplanned FaceBook F&B Proms	40	40	40	40	40	40	40	40	40	40	40	40
<b>BACKGROUND MARKETING COSTS</b>												
FaceBook Pixel	90	90	90	90	90	90	90	90	90	90	90	90
Google ReMarketing	90	90	90	90	90	90	90	90	90	90	90	90
Google Search	150	150	150	150	150	150	150	150	150	150	150	150
Van Sign-writing			250									
Local Press			250				250					
<b>TOTAL</b>	974	702	1202	702	702	702	952	702	702	702	702	702
<b>RESULTS</b>												
Website Unique Visits	227	237	247	257	267	277	287	297	307	317	327	337
FaceBook Likes	4912	4962	5012	5062	5112	5162	5212	5262	5312	5362	5412	5462
FaceBook Link Clicks	52	66	77	88	88	43	66	54	98	43	66	72
FaceBook 'Pixel' Link Clicks	48	52	66	77	48	88	43	66	54	98	43	66
Adwords Clicks Remarketing	783	812	729	914	527	824	637	815	549	748	494	398
Adwords Clicks Search	285	452	613	723	499	518	285	452	613	723	499	518
Website ('Booked Res')	8291	8791	9271	9764	9234	10427	12567	9803	8804	7805	8302	8109
Total Room Sales ('Booked Res')	22314	19527	22314	24176	23178	26458	28923	31296	29173	32491	28156	25912

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