



Holden Marketing
Group

Innovative Revenue Driving Program Designed for the Hospitality Industry

Content Marketing Presentation



Twice the Expertise of Traditional Agencies



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Hospitality executives with extensive sales and marketing experience specializing in luxury hotels and resorts. Over 14 years of hospitality consulting experience.



Proven strategy and platform for content marketing with an emphasis on hospitality and related industries. The team is Hubspot certified in content marketing strategy and technology.



Our Mission

Our mission is to provide you enhanced, trackable Internet exposure and introduce you to a highly qualified audience thereby ultimately driving more revenue from new customers. As a result you will see:

Increased website traffic

Increased size of email database

Qualified lead generation

Increased social media engagement



What is Content Marketing?

DEFINITION: Content marketing is a strategic marketing approach focused on creating and distributing valuable relevant and consistent content to attract and retain a clearly defined audience and ultimately to drive valuable customer action.



Did You Know...

- 93% of online experiences begin with a search instead of a specific URL
- 70% of users never go past the first page
- 70% of users skip paid ads and go to organic listings
- 90% of executives NEVER respond to any cold outreach

If you are not creating content you are not maximizing your presence on the Internet.

Even if you are...

- Writing blogs
- Using search engine optimization (SEO)
- Sending email campaigns
- Using social media platforms
- Using pay per click ads (PPC)

You do NOT have a content marketing program.

That is because...

- We develop custom buyer personas so that the topics that are selected and the content that is written will resonate with your potential customers
- We develop an overall, thoughtful, integrated yet flexible strategy
- We establish metrics and are able to track results
- We weave story telling into the content to make it richer and more relevant to the reader
- Our program will generate qualified leads and we provide the tools to help nurture them through the sales process



What We Do and How We Do It

- Develop buyer personas based on your feedback
- Create and style your blog page
- Write 3 blogs per month – target leisure, wedding or corporate group markets
- 1 monthly e-newsletter that will promote 1 editorial and a round up of the blogs for that month
- Social media guidance, strategy suggestions, blog posts and boosts, share best practices
- Develop premium content and a landing page
- Content amplification
- Monthly tracking to monitor website visits, downloads, email subscriptions and social media engagement



What you can expect...

- Increase in your Internet footprint
- Increase in website visits
- Increase in the email subscriber rate of growth
- Increase in social media followers and engagement
- Increase in qualified leads for the wedding and/or group market



Program Includes:

- Set up blog format, write blogs, key word analysis, styling and posting
- Social media posts and boosts
- Development of premium content and landing page
- Content amplification
- Monthly reporting and quarterly strategy calls



Want to know what to do next?



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