



*The **Heart** of Hospitality*

From Booking to Facebook: Helping Guests Create Stories by Harnessing Engagement

NEXT
STORY

The **Heart** of Hospitality



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Setting The Stage



The importance of storytelling in hospitality

- How guests create stories
- The role of digital marketing

Dissecting the story

- Prologue
- Introduction
- The core
- Closing chapters
- Epilogue
- Sequels and spin-offs

Questions, case studies, and discussion

- How we engage potential guests during each part of their story
- DMS successes
- Introspective questions



Facilitating A Story

How Digital Marketing Shapes the Guest Experience

The Storytelling Analogy

People create a story, from choosing a place to stay to telling others and booking again.

Digital marketing sets the stage and scene for an immersive vacation experience. When we create content, whether for SEO, email marketing, or display ads, we facilitate a story that begins the moment a guest starts planning a vacation.

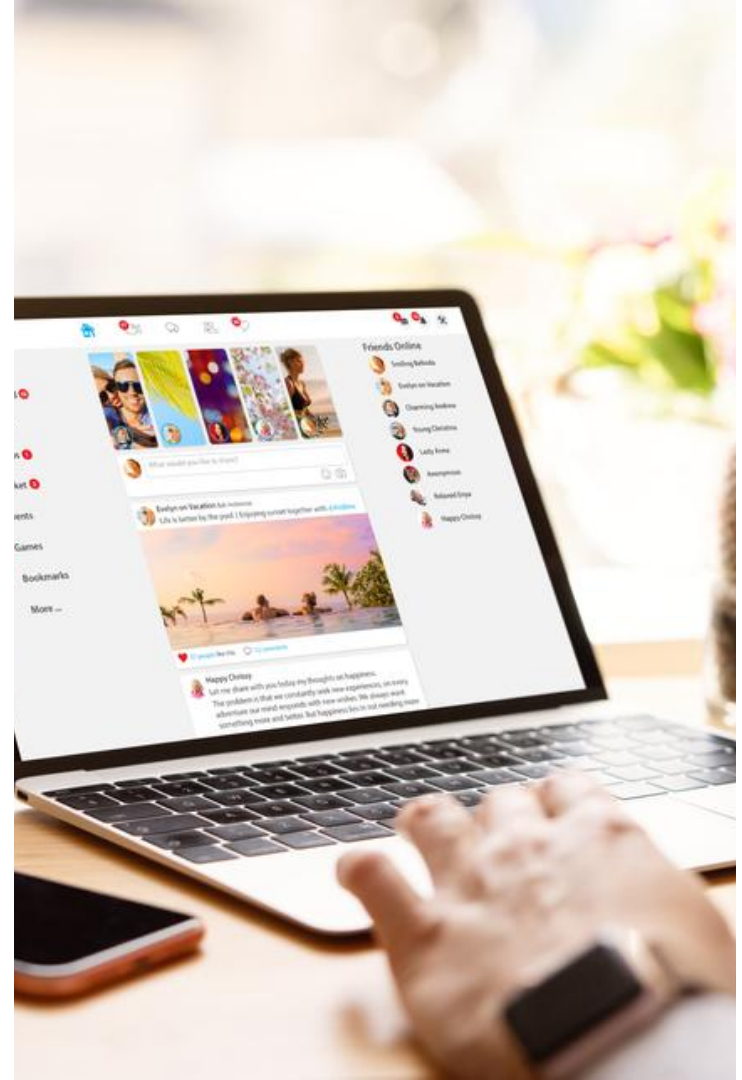
- Our role revolves around guest engagement, starting with digital marketing to shape a narrative
- The tale they're telling fosters brand loyalty while driving word-of-mouth marketing
- Guests create meaningful moments, build connections, and become lifelong clients and ambassadors

Prologue

Deciding where to go.

The prologue of a guest's vacation story begins with the excitement of anticipation.

- Ideas/memories
- Conversations
- Seeing where others have gone or will go
- Choosing where to go and where to stay

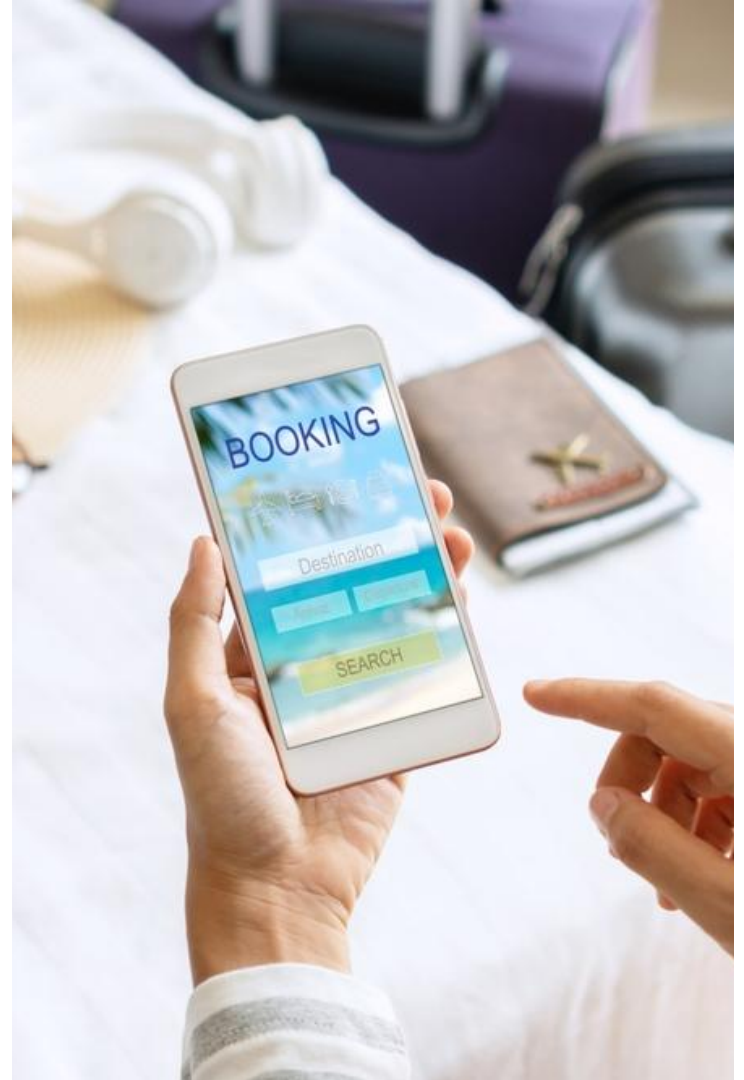


Introduction

Getting to know the destination.

Guests immerse themselves in gathering details as they blend discovery and planning to shape their ideal getaway.

- Travel websites, social media
- Accommodation websites and OTAs
- Google maps
- Creating itineraries



The Core

When the most memorable events occur.

Every detail shapes the experience.

- Accommodations
- Amenities
- Places to go
- Activities
- Food and drinks
- Streaming or posting on social media and texts to friends and family

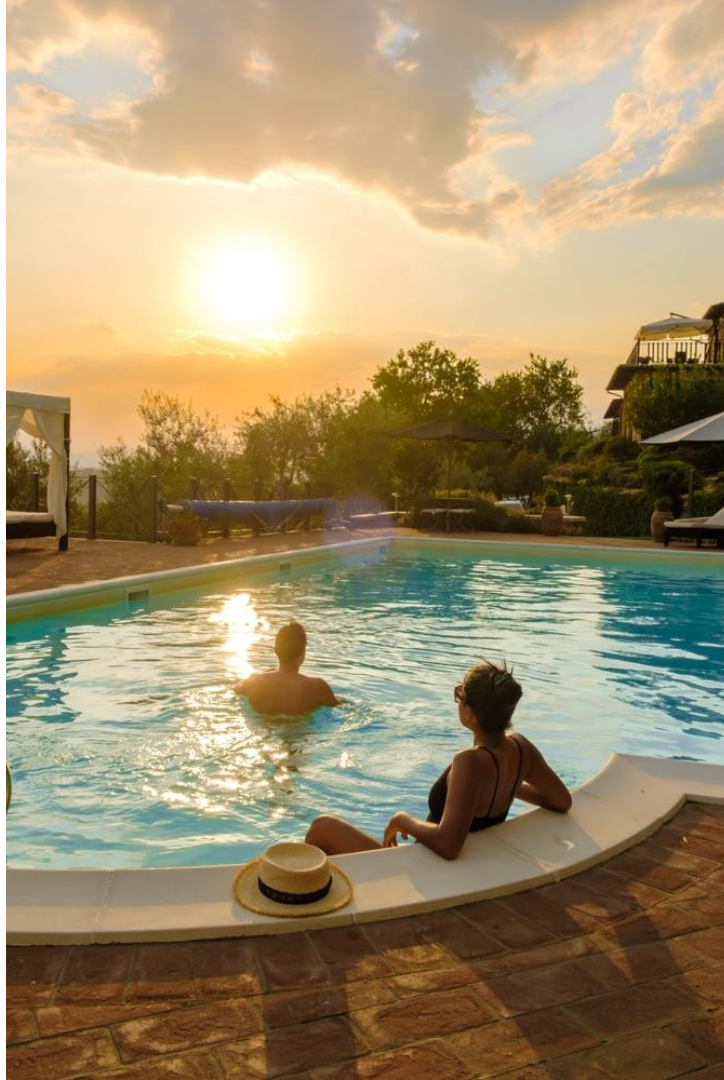


Closing Chapters

A fond farewell and reflecting on the vacation.

As the vacation draws to a close, guests reflect on the moments that made their trip.

- The best experiences
- Solidifying memories
- Last-minute gifts and souvenirs



Epilogue

Sharing the experience.

Guests relive their adventures, inspiring others to embark on their own journeys, reinforcing connection to the trip, and extending its impact beyond their departure.

- Streaming or posting to social media and texts to friends and family
- Post-vacation conversations
- Recommendations
- Reviews

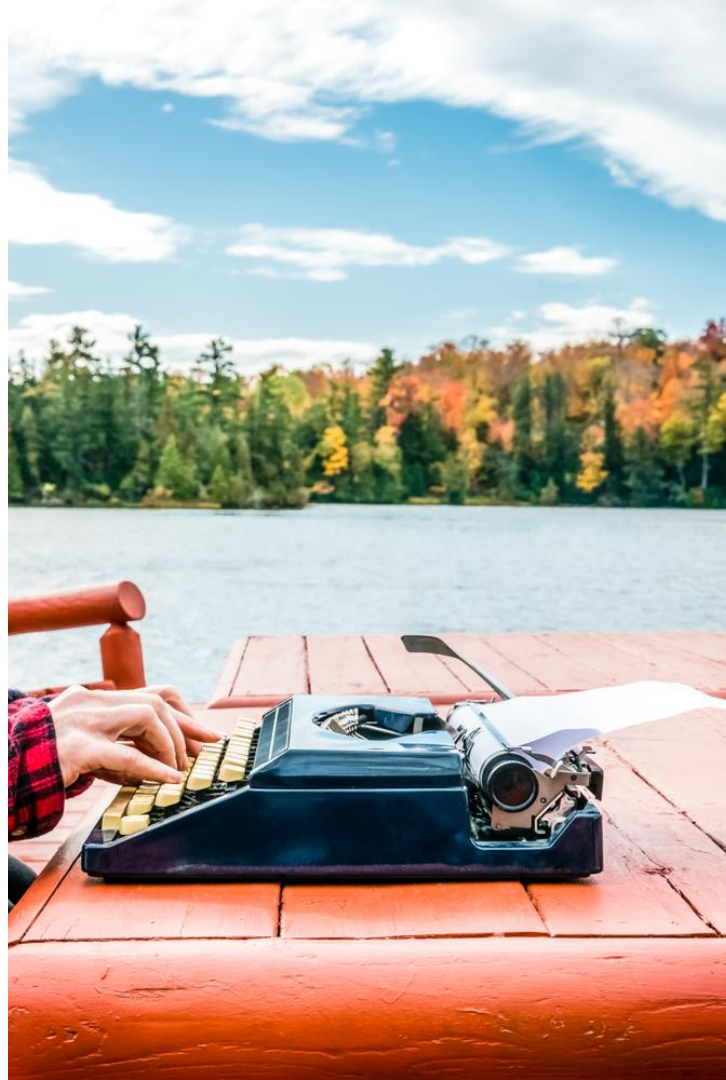


Sequels and Spin-Offs

Building brand loyalty

A single trip can transform into a lasting tradition and new opportunities.

- Return guests
- Guests may entice friends and family via recommendations or social media posts
- Generational visits—kids growing up and reliving their childhood vacations



The background of the slide features a blurred image of two hands interacting with a tablet device. The hands are positioned as if they are about to touch or are in the process of touching the screen. The overall color palette is a mix of soft blues and purples, creating a modern and tech-oriented atmosphere.

Engaging With Guests

Ways to Capture the Imagination of Potential Visitors

Meta Retargeting

Using social media as a storytelling medium to remind and direct with compelling imagery and copy

Shelter Cove used a tightly targeted approach with a new campaign to convert boat rental reservations from day visitors to vacation rental guests.

- Over \$15K in new last-click revenue in less than three months



Email Marketing

Call to action messaging showcasing properties, promotions, and things to do

Bluefish Vacation Rentals wanted to supercharge direct bookings and forge lasting loyalty by captivating guests with practical, yet aspirational email marketing.

- Email marketing drove 93% more website traffic for \$115K more in revenue in one year



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Blogging and SEO Content

Bringing customers to your website to inform and convert

Parrish Maui had no keyword rankings and an invisible digital presence. By driving organic traffic, they were able to convert lookers into bookers while nurturing a narrative.

- \$700K+ in new revenue in Year 1
- +3500 ranked keywords in 2 years
- +500K new organic clicks





Questions

Questions To Get Us Thinking

- What are some ways you imagine your guests creating a story?
- What kinds of stories do you think of when thinking of your guests?
 - Romance, comedy, coming of age, drama?
- How have you fostered the vacation story concept into your digital marketing strategy?
 - What would you do differently if you had an unlimited marketing budget?
- How does your location or offerings facilitate the story?



Thank You!