

Top 5 Marketing Mistakes

And how to avoid them!



MISTAKE

01

Not knowing your audience well enough!

No matter how good your campaign or marketing activity are, if you're targeting the wrong audience, it's pointless.

Trying to target a large number of customers can put a strain on your financial resources and take you further away from your end goal.

Solution: Create audience personas for each customer segment.

Failing to capture repeat customers

There's one thing that beats acquiring a new customer and that's retaining your old ones. Marketing to someone who has experienced your hospitality will result in a higher ROI and cost you less.

Solution: Dedicate your resources to capturing repeat customers that are frequent guests to your hotel.

MISTAKE

03

Poor Online Visibility

Having a well-designed website alongside your online presence is like a shop window that you have to keep updating. Without a decent hotel website and a lack of presence on search engines, you are losing half of your direct bookings to competitors and OTA's.

Solution: Invest in your online activity to increase your visibility and improve the customer experience.

WWW.THEAFROMARKETER.CO.UK

Ignoring negative feedback

Have you ever sneakily removed a bad review from your site or completely ignored it?

Having good reviews has become a clear indicator of a hotel's reputation and people trust people. However, bad reviews can also bring useful insight to the hotel.

Solution: Show your human side and learn from mistakes. Win back your customers that left a negative review.

MISTAKE

04

MISTAKE

05

Having No Differentiator

To distinguish your hotel in the mind of your customers you need a differentiator. Customers need a reason to choose you over the competition otherwise it will just be a price war which won't end well.

Solution: Identify which of your differentiators will have the biggest difference on the customers influence to book.