

The 4 pillars of hotel digital marketing

Who are the majors players and what results you can expect.

01 SEARCH MARKETING

What for?

Search marketing ensures the hotel's official website appears at the top of search results, by placing bids on specific search keywords. The top results go to the highest bidders, whether hotel or OTA.

Who are the main players?



1,000€ of revenue generated for 100€ spent

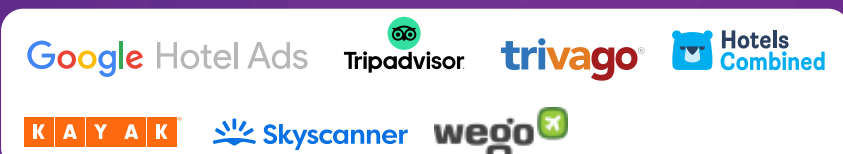
Data provided by a D-EDGE Digital Media Study, 2019-2020

02 METASEARCH MARKETING

What for?

By connecting their best rates to metasearch, hoteliers capture more direct bookings and lower their dependency on OTAs.

Who are the main players?



1,500€ of revenue generated for 100€ spent

Data provided by a D-EDGE Digital Media Study, 2019-2020

03 DISPLAY & SOCIAL MARKETING

What for?

When travellers are the most likely to book, according to their past search history, advertising banners appear on the websites or social media they're browsing, redirecting them to the hotel's official website.

Who are the main players?



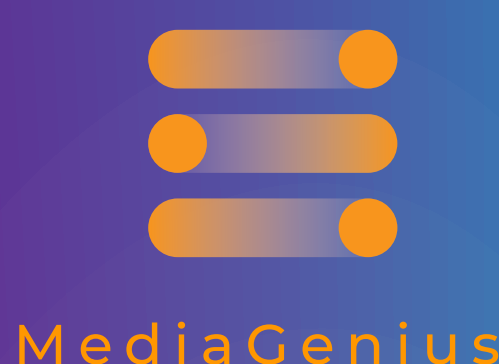
1,200€ of revenue generated for 100€ spent

Data provided by a D-EDGE Digital Media Study, 2019-2020

04 MULTICHANNEL ADVERTISING

Search, Metasearch, and Display are complementary media to increase direct bookings.

Now Hoteliers can easily manage and monitor digital campaigns on all these media thanks to MediaGenius, the first multi-digital media platform dedicated to hoteliers, developed by D-EDGE.



HOW DIGITAL MEDIA FITS INTO THE GUESTS' BOOKING JOURNEY

01 THINK

At the premise stage of the booking journey **display & social ad banners** target travellers who are thinking about their next vacation.

02 SEARCH

By making the highest bids on the best **keywords**, the hotel's website appears in the top results of online searches.



04 BOOK

Prompt the guest to finalise his booking. **Display & Social ads** will redirect him to your hotel's website.

03 COMPARE

Once the travel plan is set, the traveller checks on **Metasearches** that he is getting the best price.