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Going All-in on Digital

Using Content to Adapt to a Chaotic Marketplace

ENGAGE TRANSFORM
2021 | ENHANCE
AND GROW
DIGITAL BREAKTHROUGH

March 2020: An 18-Month Long (Never-Ending) Friday the 13th

- Group cancellations started February 2020
- By March 16, the country was shut down
- All near-term business was cancelled in all segments
- Multi-outlet
- I became an expert in Force Majeure



≡ Pivoted to Proactive Mode

- Identified pandemic-related business – direct sales effort
- Development of PM x PM playbook
 - Protocols for PPE
 - Commitment to clean
 - Contactless experience through the guests' journey
 - Safe meetings
- Communicated the message
- Updated content on all websites
- Created landing pages
- Social media promotions + communication



Flip the Script

- Business shift from weekday to weekend
- Guest demographic changes
- Shift in contribution by channel
- Mode of travel
- More than ever, buyers were booking online



Strategic Decision to Partner with a Digital Marketing Provider

- **Milestone + PM Hotel Group = RevPAR Index**
 - We knew there wasn't going to be a lot of business, but there was going to be enough for us!
 - What we learned from the last two downturns was what not to do, allow the ADR to erode.

≡ All-in on Digital, Build for Now and Future

- 107% ADR Index
- 75% of the hotels in PM Hotel Group's portfolio ranked in the upper 50% of their competitive sets in ADR
- **January – June 2021 results:**
 - Ad Spend \$70,000+
 - ROAS 12.3:1



Targeted Marketing through Social Media Channels

- **Reaching the drive market**
 - Staycation packages
 - Wedding + social segments
 - First responders + healthcare workers
 - Remote office workspaces
 - Holiday meals to-go
- **Business that benefitted from the pandemic**
 - IT
 - Logistics
 - Healthcare
- **Social media attributes**
 - Low cost
 - Ability to micro target
 - Geographically + demographically friendly targeting



Hotel Digital Needs are More Diverse than Ever Before

- 50+ miles out from Linthicum Heights, newly-engaged, close friends of newly-engaged, job title of wedding coordinator, age 18-65
- There's 25,000 newly-engaged people within 50 miles
- 75,000 engaged people overall
- 10,000 close friends of newly engaged (potential parents of couple)
- \$100 budget can potentially reach 10.5k within 15 days and generate firm leads

The screenshot displays the Facebook 'Edit Audience' interface. At the top, it shows the location 'Linthicum Heights, Maryland' with a 50-mile radius. Under 'Detailed Targeting', the 'Include people who match' section is expanded, showing a hierarchy of filters: 'Demographics > Life Events' with sub-options for 'Newly engaged (1 year)', 'Newly engaged (3 months)', and 'Newly engaged (6 months)'; 'Demographics > Life Events > Friends of' with the option 'Close friends of newly engaged people'; and 'Demographics > Relationship > Relationship Status' with the option 'Engaged'. Below these, there are buttons for 'Add demographics, interests or behaviors', 'Suggestions', and 'Browse'. At the bottom, a gauge indicates the audience size is 'defined' (green), with a 'Potential Audience Size' of 110,000 people. The interface also includes 'Cancel' and 'Save' buttons.

BWI Corporate Segment

- All locations, business travellers, and decision makers
- Can target based on company: for example, Amazon has over 240K+ users on LinkedIn
- Can target based on job title: HR, Accounting, etc.
- Investment threshold is higher; however, leads are stronger

The screenshot displays the LinkedIn targeting interface. On the left, the 'Profile language' is set to English. The 'Who is your target audience?' section is configured to include people with any of the following attributes: Company Names based on current jobs. Selected companies include Amazon, Amazon Web Services (AWS), Amazon.com, Amazon Lab126, Amazon, amazon.com, and Amazon Robotics. A search for 'amazon' shows a list of companies with checkboxes for selection. The 'Forecasted Results' panel on the right shows a target audience size of 240,000+, a segment breakdown by function (Operations: 28%, Engineering: 23%, Sales: 9%, Information Technology: 7%, Program and Project Management: 5%), and 30-day performance metrics: spend of \$680.00 - \$1,800.00, impressions of 37,000 - 180,000, CTR of 0.15% - 0.32%, leads of 7 - 30, and clicks of 97 - 490.

Profile language ⓘ
Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.
English ▾

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Company Names based on current jobs ▾

Amazon X Amazon Web Services (AWS) X Amazon.com X Amazon Lab126 X
Amazon X amazon.com X Amazon Robotics X

Home > Company > Company Names X

<input checked="" type="checkbox"/>	Amazon Retail; 201-500 employees	<input type="checkbox"/>	Boston Dynamics
<input checked="" type="checkbox"/>	amazon.com	<input type="checkbox"/>	hiDOF
<input type="checkbox"/>	Amazone Business Supplies and Equipment; 201-500 employees	<input type="checkbox"/>	NetBrain Technologies Inc.
<input checked="" type="checkbox"/>	Amazon Robotics Computer Software; 501-1000 employees	<input type="checkbox"/>	Barracuda MSP
		<input type="checkbox"/>	Campus Kiva
		<input type="checkbox"/>	Empire Robotics, Inc.

+ Narrow audience further (AND)

+ Exclude audience

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Enable Audience Expansion ⓘ [View audience summary](#) [Save as template](#)

Forecasted Results ⓘ ⚙️

Target audience size
240,000+

Segment breakdown ⓘ
Function ▾

Operations	28%
Engineering	23%
Sales	9%
Information Technology	7%
Program and Project Management	5%

[Hide segments](#)

1-day 7-day 30-day

30-day spend
\$680.00 - \$1,800.00 ⓘ

30-day impressions
37,000 - 180,000

CTR
0.15% - 0.32%

30-day leads **Key Result**
7 - 30

30-day clicks
97 - 490

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this information helpful? Yes No



Thank you!

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