

WHITEPAPER

The Ultimate Guide to Mastering Black Friday for Hotels





Introduction

OBJECTIVE

This whitepaper is designed to help hotels prepare for the upcoming Black Friday and Cyber Monday sales by offering insights and strategies for success.

By examining historical data and identifying key trends from previous years, hotels can make informed decisions about how to structure their promotional offers, allocate marketing budgets, and optimize their digital marketing efforts. This guide provides a detailed roadmap for leveraging digital marketing and paid media to maximize bookings and revenue during these crucial sales periods.

Industry Overview

Q: Which channel is most cost-effective for promoting a Black Friday sale in your opinion?

A: Display is the most effective channel in staying top of mind. It's not necessarily the most cost-effective one, but will assist in rounding out solid omni-channel targeting. It also uses the most visual-heavy ad types, which can lead to higher engagement (depending on quality of creative), which can lead to a more positive impact for other paid channels.



**KERST
LEHMANN**

TRENDS IN DIGITAL MARKETING AND PAID MEDIA

Black Friday sales have evolved from a single-day event into an extended sales period, often spanning an entire week or more, known as “Black Friday Week.” This shift allows businesses to capture a larger audience and manage the influx of customer demand more effectively.

The extended sales period is promoted through a variety of digital marketing channels, each playing a crucial role in driving traffic and conversions. Here's a breakdown of how these channels contribute to the success of Black Friday sales:



ORGANIC SOCIAL MEDIA

Engagement and Reach: Hotels use platforms like Facebook, Instagram, and Twitter to engage with their audience through posts, stories, and live videos. Organic content builds anticipation, shares exclusive deals, and encourages user-generated content, which amplifies reach and engagement.

Community Building: By fostering a sense of community and urgency, organic social media helps create buzz and excitement around Black Friday deals.



PAID SOCIAL ADS

Targeted Advertising: Platforms like Facebook Ads and Instagram Ads allow hotels to target specific demographics, interests, and behaviors, ensuring that promotional content reaches the most relevant audience.

Dynamic Ads: Utilizing dynamic ads to show personalized offers based on user behavior and preferences can significantly increase conversion rates.



PAY-PER-CLICK (PPC) ADVERTISING

Search Engine Marketing: Google Ads and Bing Ads enable hotels to appear at the top of search results for relevant keywords, capturing high-intent traffic. Bidding strategies and ad extensions enhance visibility and click-through rates.

Retargeting: PPC campaigns also include retargeting ads to re-engage users who have previously visited the hotel's website but did not complete a booking.



EMAIL MARKETING

Personalized Campaigns: Email marketing remains a powerful tool for reaching both past guests and potential customers. Personalized email campaigns with segmented lists ensure that recipients receive relevant offers and updates.

Teaser and Countdown Emails: Building anticipation through teaser emails and countdown campaigns helps maintain interest and urgency leading up to Black Friday.



DISPLAY ADVERTISING

Brand Awareness: Display ads across various websites and networks, including Google Display Network, increase brand visibility and awareness. These ads can be targeted based on user demographics, interests, and online behavior.

Remarketing: Display ads also play a crucial role in remarketing efforts, keeping the hotel's offers top-of-mind for users who have shown interest but haven't yet made a booking.

By strategically utilizing these channels, hotels can create a comprehensive and cohesive marketing campaign that not only drives traffic but also converts visitors into bookings. The integration of these various digital marketing strategies ensures that Black Friday promotions reach a broad audience, maximizing the potential for increased revenue and occupancy.

Digital Marketing KPIs for Black Friday & Cyber Sales

Q: Do you prefer to have different offers for Black Friday and Cyber Monday? Why or why not?

A: I think having two differing promotions for Black Friday and Cyber Monday is a good way for hotels to promote the amenities they offer onsite. The Black Friday promo is usually a discount off their hotel room rate, while the Cyber Monday promo can be used to highlight the F&B outlet or the meetings & event space. This provides an incentive for the user to explore the different amenities offered at the hotel.



**RAISA
MCDONALD**

Pre-Sale Preparation

IDENTIFYING THE TARGET AUDIENCE AND SEGMENTING THE MARKET.

2023 Search Ad Benchmarks

Average Results from three&six managed campaigns:

- Average ROAS: 15.1x
- Average CTR: 35.45%
- Average CPC: \$1.71

Creating compelling and targeted offers.

Discount vs. Perks based:

- In 2023, we ran more percentage off based campaigns with an average discount of 28% and a 2 night minimum length of stay.

Booking window and stay dates:

- Average sale ran for 10 days and started five days before Black Friday.

Lessons Learned from 2023

Q: Do you think the audience responds better to a short flash sale or a more extended offer?

A: I believe that a short flash sale promotes the urgency required to convert shoppers during a time when they're likely to have the shortest attention span. However, the likelihood of the customer being able to go through all stages of awareness, consideration etc for a higher-priced purchase within this timeframe is poor.

Therefore, my suggestion would be to make the customer aware of the upcoming sale earlier in the week, perhaps by creating a lead form conversion (e.g sign up here for early access) to capture the audience who can be retargeted when the offer is launched.



**JASMINE
FIRTH**

OTAS WILL INCREASE SPENDING

Increase of OTA impression share:

- Booking Holdings and the Expedia Group spent an estimated 3.2 billion and 2.3 billion dollars on Google Ads in 2023.
- Airbnb Expenditure on Google Ads was estimated at roughly 604 million U.S. dollars.

Key takeaways from the successful campaigns.

- Utilize remarketing lists and stay date audiences to achieve a lower CPC and more impression share with a highly competitive market.
- Run promotions on lower cost channels such as display and paid social.

CONSUMERS WILL BE COMPARING SALES

In 2023, Black Friday online sales grew 8% year-over-year with consumers spending \$70.9 billion globally.

- Launching sales earlier offers an opportunity to get in front of consumers before the increased competition from the OTAs and online retailers.
- Consumers are making more purchases on mobile devices throughout Black Friday and Cyber Monday as they are traveling and/or celebrating.



Conclusion

As the hospitality industry continues to adapt to the evolving dynamics of Black Friday and Cyber Monday sales, hotels must embrace innovative digital marketing strategies to stay competitive.

This whitepaper has highlighted the importance of using historical data and emerging trends to inform marketing decisions and optimize promotional efforts. By effectively leveraging channels such as organic social media, paid social ads, PPC advertising, email marketing, and display advertising, hotels can create a cohesive marketing strategy that enhances brand visibility and drives conversions.

The lessons learned from 2023 underscore the need for hotels to be proactive in their approach, utilizing targeted remarketing efforts and early promotions to capture consumer

attention before the competition intensifies. With significant investments by OTAs and online retailers, hotels must focus on differentiating their offerings and engaging potential guests through personalized and compelling campaigns.

As consumer behavior continues to shift towards mobile and online shopping, hotels have the opportunity to capitalize on this trend by delivering seamless and engaging experiences across all digital touchpoints. By implementing the strategies outlined in this whitepaper, hotels can maximize their potential for increased bookings and revenue during Black Friday and Cyber Monday, setting the stage for sustained success in future sales periods.