



DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event



23rd August 2023 | PHUKET THAILAND

Personalising Offers to Attract your Best Guests **AT**



DIGITAL MARKETING CONFERENCE

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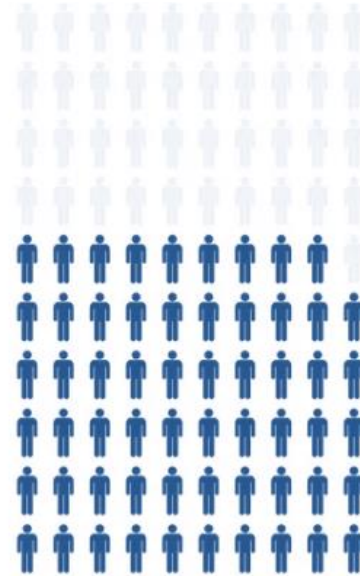
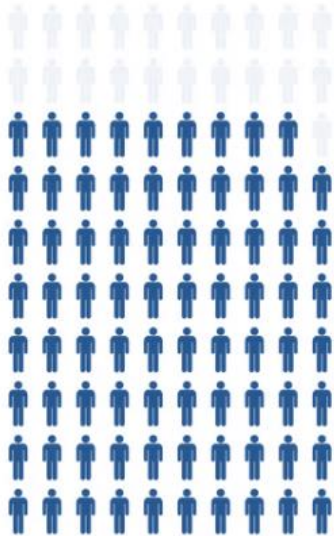
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23rd August 2023

PHUKET THAILAND

79%

Rate CUSTOMER EXPERIENCE as the most important component of the purchasing decision after quality & price



59%

Who love a brand are prepared to forsake it after having a series of poor experience



direct
qualified ota

group discount
wholesale
transient contract

Define your audience

The very first step in **creating a content strategy / package** is to define **who our audience is** - we conduct usability research to gain insight into the analytics, demographics, values, needs and goals of our audience which we make into personas.



Create Personas

- **Who your buyer (audience) is**
- **What they are trying to accomplish**
- **What goals drive their behavior**
- **How they think**
- **How they buy products / services**
- **When and Where they buy products / services**
- **Why they make buying decisions (motivations)**

NAME
Joseph, The Artistic Peninsula Architect

TYPE
Artisan

Goals
Prove that your product is quick & easy in use. Everything needs to be visual. Use high-quality images with short descriptions and clear calls to action. Personal service is also a good thing to consider.
Artisans speak mostly about what they see right in front of them, about what they can get their hands on, and they will do whatever works, whatever gives them a quick, effective payoff, even if they have to bend the rules.

Demographic
Male 44 years
Mornington Peninsula
Architect
\$450,000
Gay - in a relationship
Influencer Vibe
https://www.instagram.com/ho_baeyee/

Technology
Apple, Windows, Android

Channels
Instagram, Facebook, YouTube

Brands and Influences
NGV
COUNTRY ROAD
ART SERIES

Background
Joseph was born and raised in Melbourne and now lives with his partner, Seb in a beautiful home on the Mornington Peninsula. Joseph is a very accomplished commercial architect, he has worked on the NGV build, The Streets of Barangaroo in Sydney and has earned himself the ability to work on one or two projects a year.
Joseph loves the laid back but sophisticated style of living in the Mornington Peninsula. Seb owns a quaint little coffee shop that produces in-house everything from bread to pasta to fresh juices. Together, Joseph and Seb are highly regarded among the local village as a cultured and stylish duo who you not only go-to for your coffee but Joseph is a local tastemaker in terms of knowing where to dine in Melbourne, hidden gems, what's on at NGV and he's more than likely get you an invite to a sold-out exhibition.
Between work meetings and catching up with his family, Joseph spends a lot of time in Melbourne attending art openings, dinners with his family and old friends. Joseph is not one to drink and drive nor would he be caught dead on public transport catch, instead Joseph opts to stay the night at a hotel in Melbourne if his evening plans involve drinks and late evenings.
Joseph typically will take a quick look online and choose a hotel that is on-trend, great quality, cool artisan vibe, close by to the event or dinner and reasonably priced for one night stay with minimal time spent at the hotel.

Goals
1. Stay at a hotel in Melbourne after an event at NGV
2. Artisan vibe and high-quality beds + bedding without a luxury price tag
3. Convenient + quick and reliable booking process
4. No-fuss check-in usually running late for an event
5. No-fuss self check-out - usually in a rush to get home and want to beat the traffic
6. Free parking with my room
7. CND hand dryer must be in the room
8. Coffee in the room a must
9. Would love a Gin and Tonic while I get ready.

Motivations
1. Location to NGV
2. Beds - good/Dramweave beds
3. convenient - quick ISE
4. no fuss -check-in (room key's ready upon arrival) no regi forms to fill out

Frustrations
1. Parking - we do have parking, but it's not on-site - whereas Art Series has on-site - no valet option. Once a Porsche, not keen to park on the street.

Digital Content

Our #1 tool in speaking to our guests (past, present and future)

- **It engages individuals on their terms** – specifically it is mapped to a persona
- **Mapped to a customer journey** - based on interactions buyers have with your brand
- **It tells an ongoing story** - with a consistent narrative that evolves throughout a customer's journey.
- **It's the right fit for your channel** – whether it's being used on your website, in an email or social.
- **It has a clear purpose and clear calls-to-action**
- **It has pre-defined metrics** - designed to be measurable

Content aligned with guest journey



Content aligned with guest journey

AWARENESS

Informative, channel specific content that drives awareness of the destination, property and brand propositions



BOOK

Inspirational & practical content to facilitate a personalized and smooth booking process whilst evoking trust and reliability.

CONSIDERATION

Emotive cross-channel content that drives awareness of critical points of difference in the offering and experience

ADVOCACY

Personalized channel specific content that services to thank the guest for staying and continue the genuine connection with guests.

STAY / PLAY / EAT / ATTEND

Service driven, personalized content that both welcomes new guests and remembers returnees. Immerse the guest in the experience.

Creative packaging



Targeted to specific personas and assisted by guest journey content

OUTRIGGER MALDIVES MAAFUSHIVARU RESORT

Make it special with a
whale shark quest



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