



MASTERCLASS:

**Tech Stack Masterclass
Design Your Own
Blueprint for Success**

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Design Your Own Blueprint for Success



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hsmai

Commercial Strategy CONFERENCE

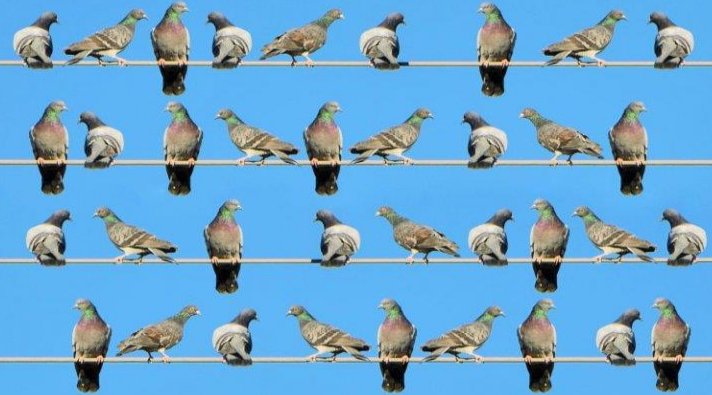
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Inside-Out vs. Outside-In



What's Going On Inside?

It's easy to miss the big picture when you are neck-deep in your business or projects.



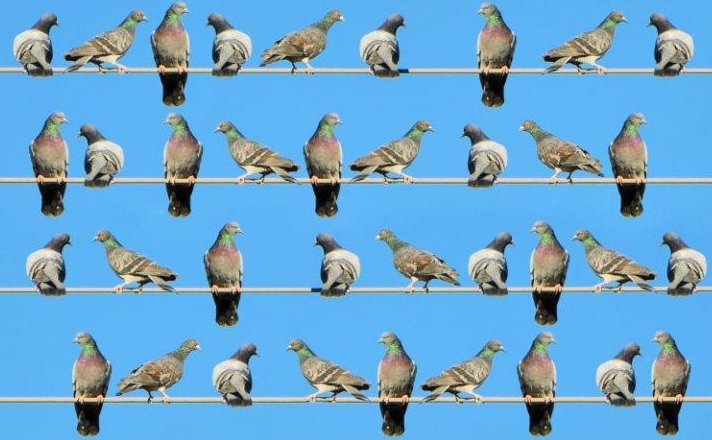
Plus, you may focus on short-term gains instead of seeking sustainable, long-term growth.

An outside-in strategy can help uncover and identify new opportunities!

Helps seek new, creative ways to address them.



The Outside Perspective.

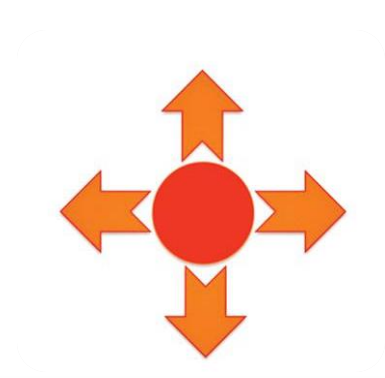


What is Inside-Out Marketing?

An **inside-out** approach focuses on what the company is **good at** and/or what they **love to do**.

**What they are
capable of achieving.**

An approach to marketing that **focuses** primarily on **perceived strengths** within the organisation, such as **product, services, processes** and perceived talented **workforce**.



Inside-Out Limitations



Seth Godin - renowned marketer

"Inside-out marketing assumes that *what you make is good enough* or important enough to sell itself. It focuses on the products or services *the organization wants to sell, rather than* the needs or *desires of the customer.*"

Inside-Out Limitations

According to Hank Barnes, Chief of Research with Gartner, [...] **most decision-makers focus on specific details of their projects** [...].



As a result, they believe their [products] are special and may favor information that confirms their ideas, a phenomenon known as *confirmation bias**.



These factors can limit your ability to think outside the box and find solutions.

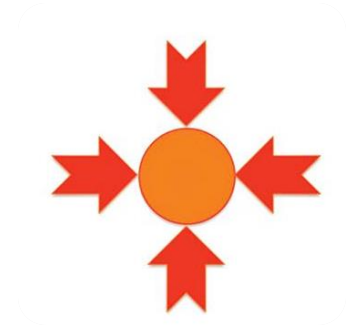
* **Confirmation bias** is the human tendency to search for, favor, and use information that confirms one's pre-existing views on a certain topic.

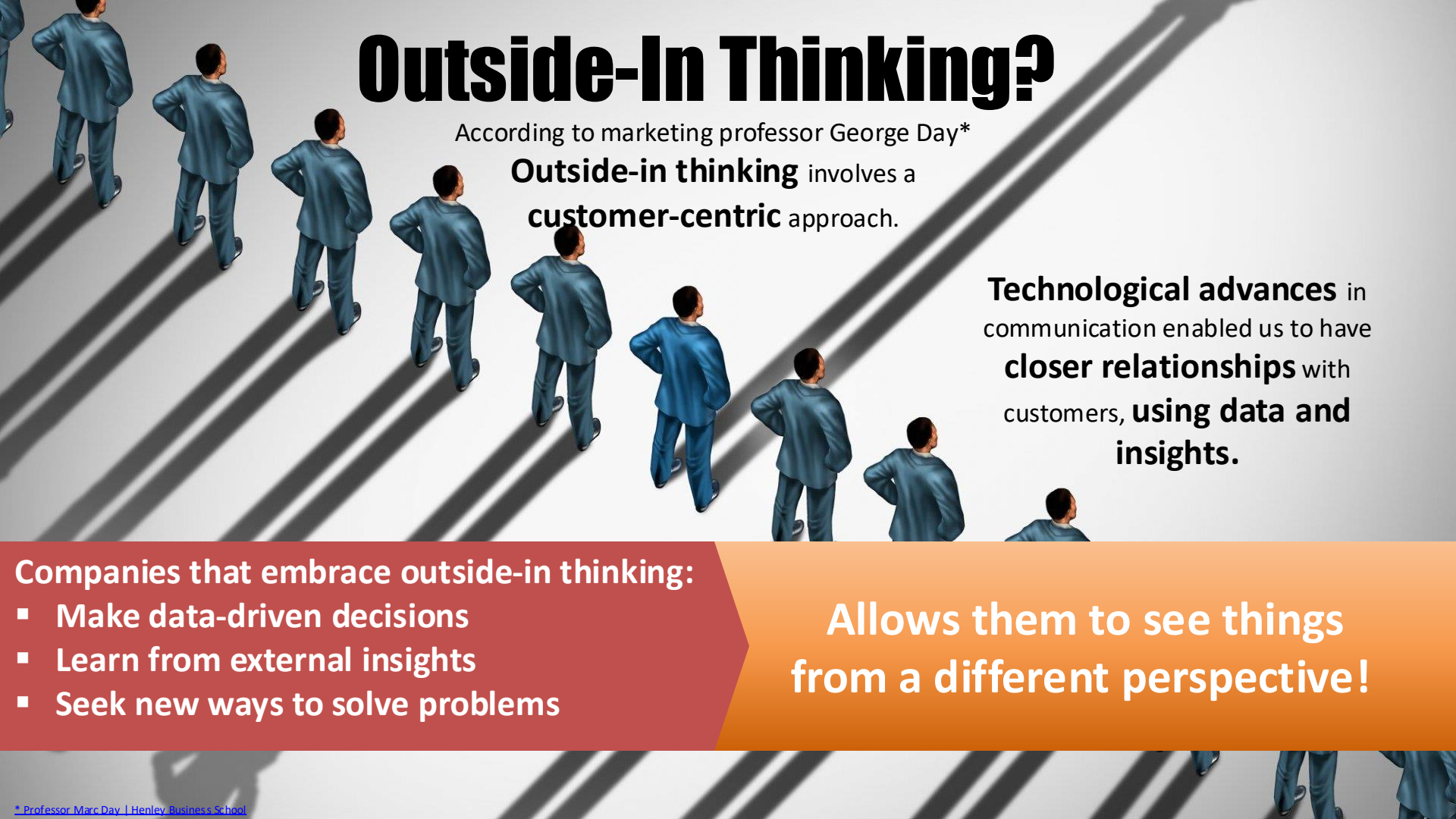
What is Outside-In Marketing?

An **outside-in** strategy views the market from the **perspective of the consumer**, to provide customers **what they want**.

The customers are the asset!

The focus moves to **creating** and keeping customers by delivering **exceptional customer value**.





Outside-In Thinking?

According to marketing professor George Day*

Outside-in thinking involves a
customer-centric approach.

Technological advances in
communication enabled us to have
closer relationships with
customers, **using data and
insights.**

Companies that embrace outside-in thinking:

- Make data-driven decisions
- Learn from external insights
- Seek new ways to solve problems

**Allows them to see things
from a different perspective!**

A Catalyst For Change



Transformative Guest Experiences

Outside-In vs. Inside-Out



Change your perspective

Start with **what the audience wants** instead focusing on the internal objective – **not just beating the competition!**



Maintain constant dialogue

Find out what will **resonate** and talk to the audience **throughout the guest journey** - this becomes the **cornerstone of trust** between the brand and its audience.



Collect data and act on it

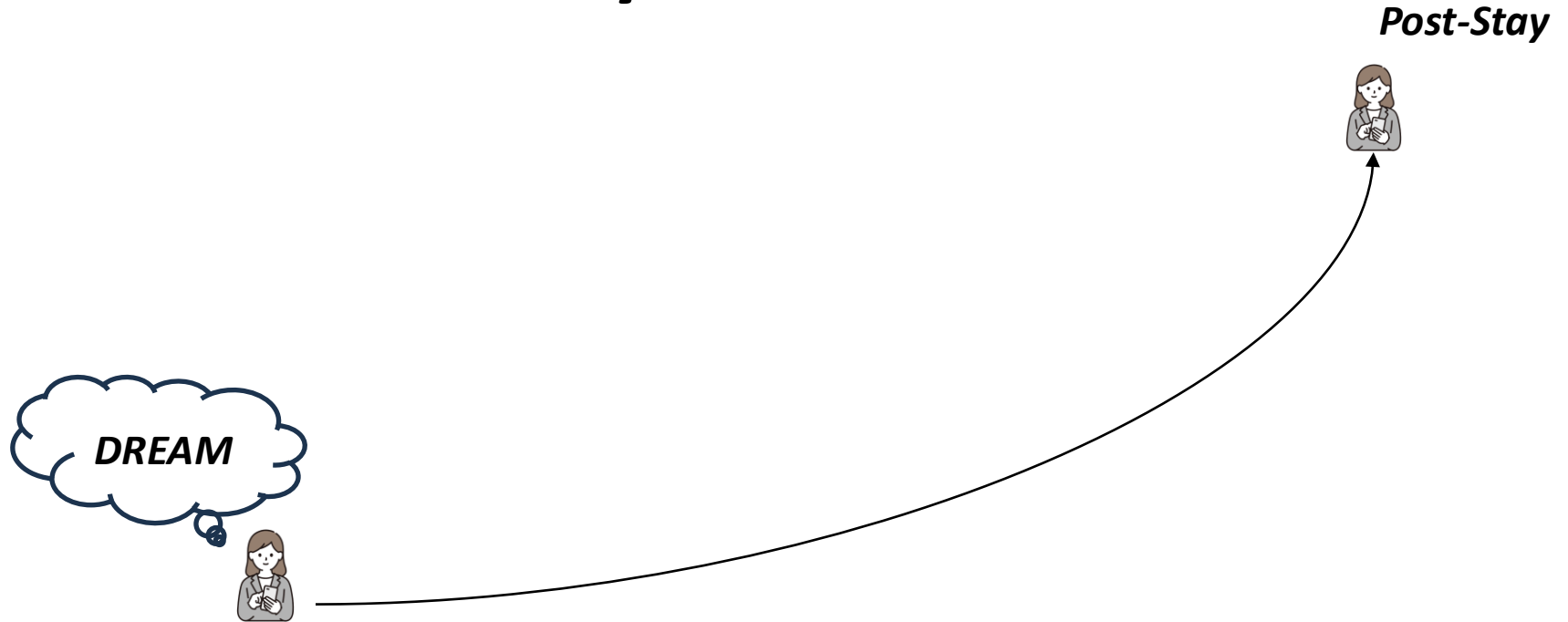
Focus on **data** about how to engage with the **target audience's content** and don't just rely on metrics from your **owned channels** - this is too **narrow-minded**.



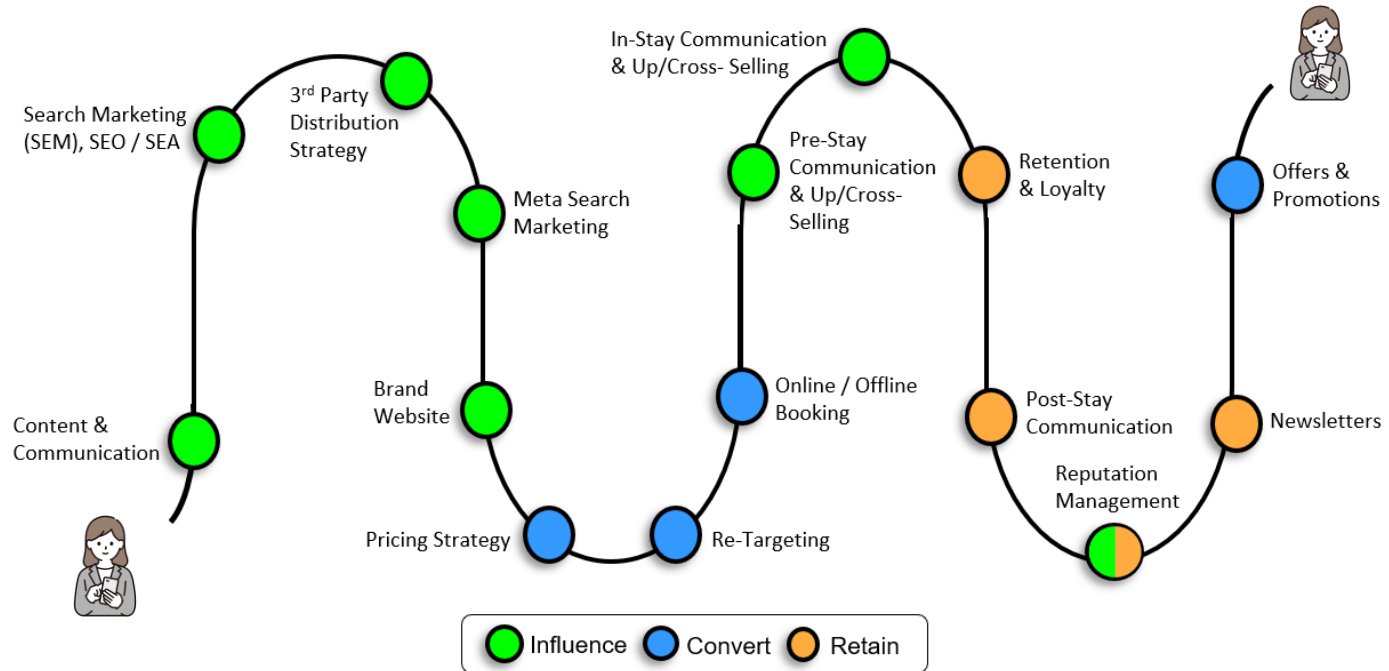
Competition in the broadest sense

You are **competing against** everyone for your **audience's attention** - your audience does not see you in relation to *YOUR* direct competitors.

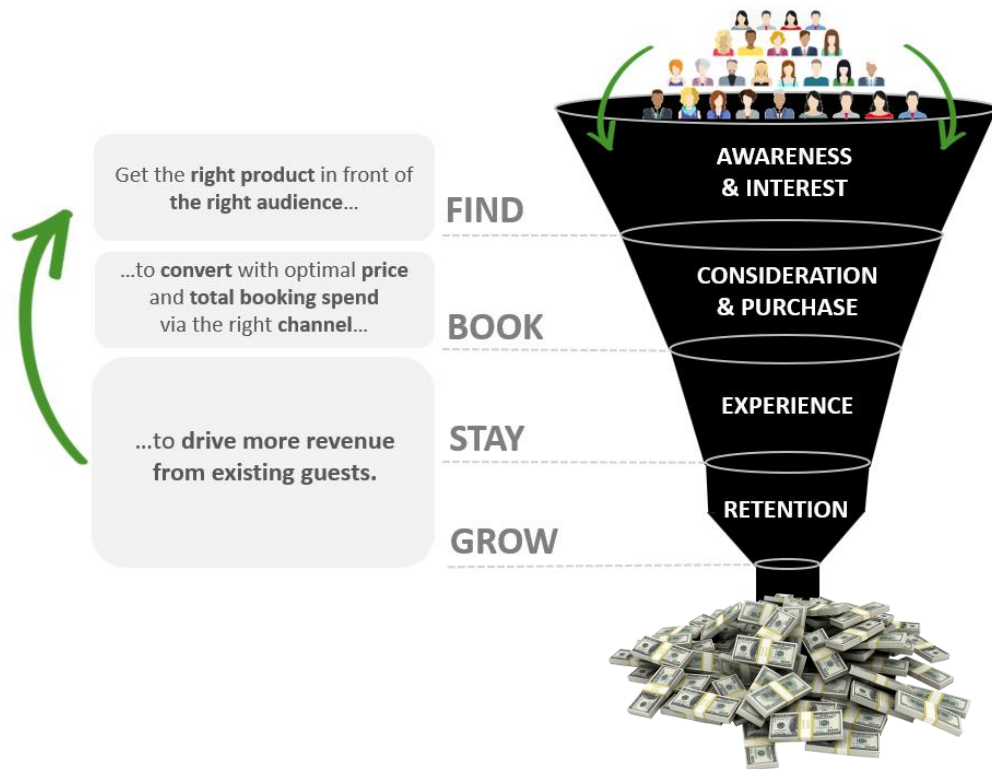
The Guest Journey



The Guest Journey



The Marketing Funnel



What the hotel
does at each
stage to drive
demand and
revenue.

The **Marketing Funnel** is a **conceptual model** that illustrates the **customer journey** from initial **awareness** to making a **purchase** decision and **retention**.

It's divided into several stages:

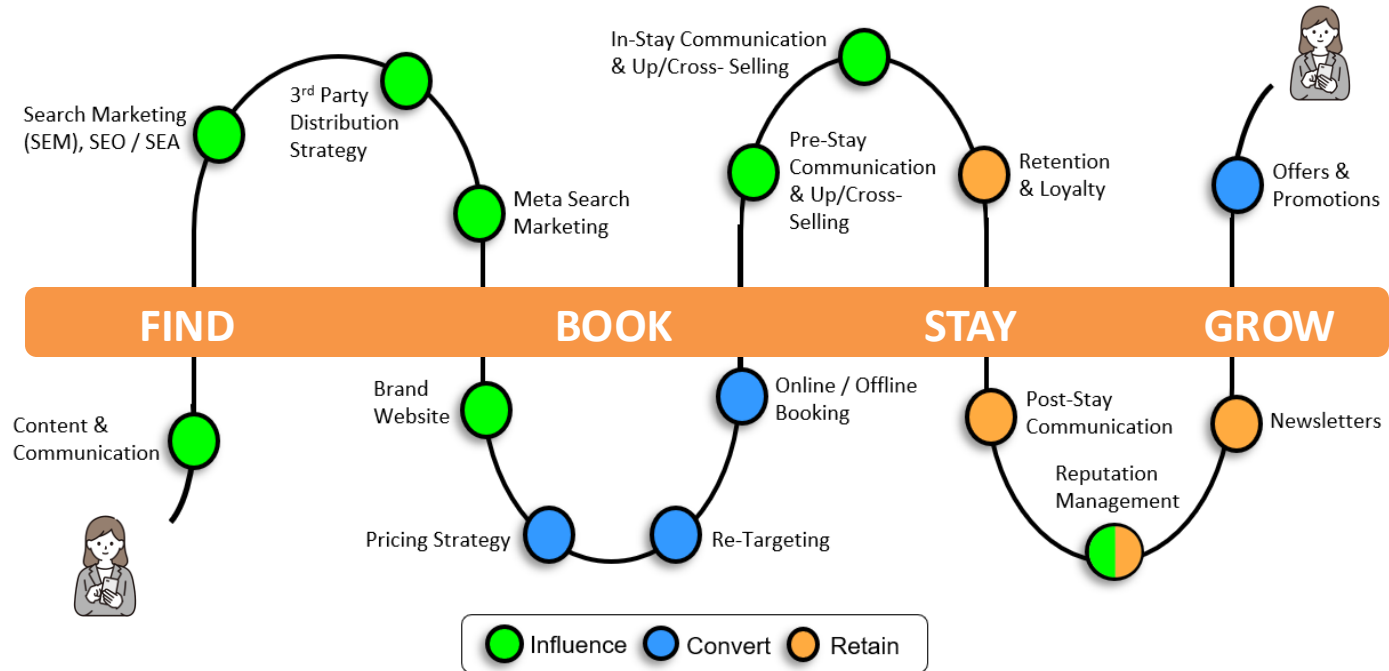
FIND
BOOK
STAY
GROW



Each stage represents a different level of engagement closer to making a purchase.

HubSpot research shows that personalised calls-to-action perform 202% better than basic ones.

The Guest Journey



The Tech Stack Team Exercise

FIND

BOOK

STAY

GROW

**What Supportive
Tech is available to
support each phase
of the funnel?**



The Tech Stack



FIND

- Metasearch Management Platforms
- Digital Advertising & Marketing Tools
- Search Engine Optimisation (SEO) Platforms
- Customer Data Platforms (CDP)
- Marketing Automation Systems
- Website Personalisation Tools
- Demand Intelligence & Market Analytics Tools

BOOK

- Central Reservation Systems (CRS)
- Booking Engines
- Rate Shopping & Price Intelligence Tools
- Website Conversion Optimisation Tools
- Live Chat & Chatbot Systems
- Integrated Payment Gateways
- Rate Parity & Direct Booking Tools

STAY

- Property Management Systems (PMS)
- Revenue Management Systems (RMS)
- Guest Messaging Platforms
- Mobile Check-in/Check-out Solutions
- In-Stay Upselling Tools
- Service Optimisation & Task Management Tools
- Table Management Systems (TMS)
- Spa, Wellness & Activity Booking Systems

GROW

- Customer Relationship Management (CRM) Systems
- Loyalty Programme Platforms
- Post-Stay Survey & Reputation Management Tools
- Email Marketing Automation Tools
- Guest Feedback & Review Monitoring Tools
- Social Media Engagement & Referral Tools
- Business Intelligence & Guest Value Tracking Dashboards

The Tech Stack Team Exercise

FIND

BOOK

STAY

GROW

**Pick one supportive
tech and explain
how you would use
it and why?**



FIND

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The Tech Stack Checklist

TECH #	Funnel Phase	Task	Tech Tools	Key Considerations	Evaluation Checklist	Must Have	Advanced User
1	FIND	Attract Visitors to Website	SEO Tools (e.g., Google Analytics, SEMrush)	Is the tool mobile-optimized for easy access? Does it support local SEO?	Is the tool mobile-optimized? Is it SEO-friendly?	✓	✗
2		Generate Leads	Content Management Systems (CMS, e.g., WordPress, Drupal)	Does the system support lead segmentation? Does it allow for automated lead nurturing?	Can it segment leads and track conversions effectively?	✓	✗
3		Capture Search Intent	Meta-Search Platforms (e.g., TripAdvisor, Google Hotel Ads)	Can the platform track guest search behaviour and provide insights into keywords?	Does it integrate with your booking engine?	✓	✗
4		Create Engaging Content	Social Media Management Tools (e.g., Hootsuite, Buffer)	Does the CMS allow easy creation of dynamic, relevant content for the target audience?	Does it allow you to manage various types of content (text, images, video)?	✗	✓
5		Leverage Social Media	PPC Platforms (e.g., Google Ads, Facebook Ads)	Are social channels integrated for guest engagement? Does the tool support multiple platforms?	Does it offer detailed analytics on audience engagement?	✗	✓
		Optimize SEO	Review Management Tools (e.g., Trust You, RevIEWS, Reputa)	Does the SEO tool offer deep insights into traffic sources, keyword trends, and	Does it provide SEO insights?		

As part of the follow-up, we will provide you with examples for a Tech Stack Checklist.

TECH STACK CHECKLIST
Optimizing Your Commercial Tech Stack: A Comprehensive Guide to Driving Growth

This guide is designed to help you refine and optimize your commercial tech stack, ensuring each tool aligns with your business objectives and enhances guest experience throughout the journey. From attracting visitors to your website, managing leads, optimizing SEO, creating engaging content, leveraging social media, capturing search intent, generating repeat business, and reviewing guest feedback, this checklist will guide you through selecting the right technologies at each phase of the marketing funnel. With clear ratings of examples like "Must Have" versus "Nice to Have" tools, you'll be able to make informed decisions that drive both operational efficiency and revenue growth.

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6	BOOK	Optimize SEO	Review Management Tools (e.g., Trust You, RevIEWS, Reputa)	Does the SEO tool offer deep insights into traffic sources, keyword trends, and	Does it provide SEO insights?	✗	✓
7		Optimize Conversion	Booking Engine (e.g., Resonance, BookDirect)	How easy is it to use and integrate with the existing system? Does it support multiple payment methods?	Does it provide intuitive conversion experiences? Can it integrate with other booking engines?	✓	✗
8		Track Booking	Reservation Management System (RMS, e.g., Site, RMS, Revinate)	Does the RMS support real-time insights into booking trends and rates?	Does it track conversion rates and booking sources?	✓	✗
9		Manage Direct & Indirect Channels	Channel Manager (e.g., Expedia, GDS, etc.)	Does the channel manager allow you to manage all direct and indirect channels?	Can you control rates in real-time?	✓	✗
10		Optimize Rates	Rate Management Tools (e.g., Revenue, RateSetter)	Does the rate manager allow you to manage rates and adjust them in real-time?	Can the tool allow dynamic pricing and automatic rate adjustments?	✗	✓
11	STAY	Simplify and Maximize on-Checkin	Check-in Solutions (e.g., Sabre, Hotel Studio)	Does the solution offer easy and self-serve options for guests?	Does it encourage additional purchases from guests?	✓	✗
12		Integrate Payment Systems	Payment Gateway (e.g., Stripe, PayPal, Authorize.net)	Does the payment gateway offer secure transactions and multi-currency support?	Does the tool support guest payment options?	✓	✗
13		Enhance on-Stay Experience	Guest Messaging Platform (e.g., Chango, Revinate)	Can it assist in requests and communicate at various stages of the guest journey?	Is it easy to set up automated messaging sequences for various stages?	✓	✗
14		Manage Guest Relations	Property Management System (PMS, e.g., VRS, Opera)	Does the PMS support real-time guest data and integration with other systems?	Can you personalize messaging based on guest behavior and preferences?	✓	✗
15		Monitor Guest Feedback	Guest Review Management (e.g., TrustYou, Revinate)	Does it track and analyze guest reviews and feedback?	How quickly can you act on reviews and feedback?	✓	✗
16	GROW	Personalize Guest Services	Personalization Engines (e.g., Revinate, SiteMinder)	Does the platform personalize guest communication based on guest preferences?	Does it allow for dynamic personalization of guest experiences?	✗	✓
17		Offer Upgrades	Upselling Tools (e.g., Revenue, UpStay, Sabre)	Are guest offers relevant to guest preferences and available at appropriate times?	Can you provide guests with relevant upsell offers based on preferences?	✓	✗
18		Enable Self-Service	Self-Service Kiosks & Mobile Check-in (e.g., Checkers, Revinate)	Is the system able to reduce wait times by allowing guests to check-in via mobile or self-service kiosks?	How easy is it to implement self-service for guests?	✗	✓
19		Encourage Repeat Business	Customer Retention & Management (CRM, e.g., Salesforce, HubSpot)	How does the CRM assist in tracking guest preferences, repeat bookings, and targeted offers?	Can the CRM track guest behavior across channels? Is segmentation easy?	✓	✗
20		Manage Guest Recognition Programs	Recognition Management Systems (e.g., Salesforce, Zync, CRM)	Does the recognition program provide meaningful rewards and incentives for repeat guests?	Does the recognition program encourage meaningful repeat business?	✓	✗
21	GROW	Nurture Relationships Post-Stay	Post-Stay Guest Marketing (e.g., Mailchimp, SendGrid, Revinate, Constant Contact)	Does the email campaign integrate with other marketing tools to create post-stay engagement?	How effective are your post-stay campaigns?	✗	✓
22		Create Post-Stay Campaigns	Survey Tools (e.g., SurveyMonkey, Typeform)	Does the tool help you collect and analyze guest feedback post-stay?	Does it accurately measure guest satisfaction and sentiment?	✓	✗
23		Track Guest Satisfaction	Guest Satisfaction Measurement (e.g., Medallia, Trustpilot)	Does the guest satisfaction survey provide a comprehensive view of guest experiences?	Can you analyze post-stay engagement?	✓	✗
24		Generate Reviews	Reputation Management (e.g., Revinate)	Does the reputation management system provide actionable insights for improving guest experiences?	Can the reputation management tool track reviews from multiple platforms?	✓	✗

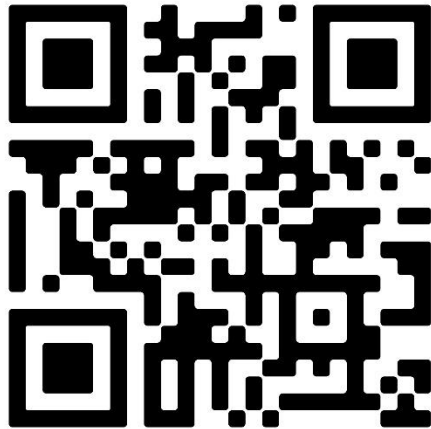
Your Tech Is Not a Stack. It Is a Bridge.

Reframe your thinking:

Each tool should bridge
guest intent with
operational action.

**Are your systems
connected to the
guest journey?**

THANK YOU!



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ONLINE COURSE

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Advanced

Self-paced





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