

This handout accompanies our video interview series on 8.18.20. Watch the video interview [here](#)

The Basics – Essential Marketing Tasks

- Make sure you have COVID-19 FAQ webpage with sanitation procedures outlined.
- Update all cancellation policies.
- Update email confirmations with new policies.
- Update all policies and new sanitation sections on OTAs and distribution partners.
- Participate in any local or statewide tourism safety initiatives.
- Keep updated with state and local policies and ordinances.

Organize & Clean Up Marketing Content

- Email list segmentation clean up. (Demographic and geographic segmentation)
- Update photos on your brand website and OTAs: (Our friends at Booking.com recommend highlighting outdoor spaces)
- Plan and schedule a new photo shoot. Now is a good time to update your images without disrupting guests or groups.

Get Creative with Spaces & Promotions

- Hotels are now renting out as office space, school classroom space, hosting drive-in movies in the parking lot, and repositioning their rooftop, sidewalk and outdoor spaces.
- Walk your entire space and reimagine what it could be used for today and what needs there are in your community. (Pool passes, gym passes, private romantic dinners etc.)
- Evolution and reimagining of meetings and meeting spaces.
- Develop attractive staycation for drive market opportunities
- Selling gift certificates for future stays with very generous expiration policies.
- Selling group room blocks in advance with discounts.

Advanced Marketing = Strong Positioning

- Experiment with hyper-local digital advertising campaigns.
- Start an Attribute-Based Selling initiative by taking asset of each rooms attributes – see [our past webinar](#) for details.
- Audit all technology integrations and channels to ensure they are updated and functional.
- Check out your partners, industry organizations, and tech company resources – many have put together guides and webinars to help out marketers.

Transforming Strategy to Revenue