



Public Relations & Social Media Support



Navigating the New Normal

Driving Success of Independent Hotels Worldwide

Now more than ever, it's imperative that hotels inspire travelers and drive their desire to book a stay for when the time is right to visit – whether that's two days, two weeks, two months, or sometime into the future. One of the most effective ways to communicate this message is through proactive public relations and social media programs.

PHG Consulting – a division of Preferred Hotel Group and sister company to Preferred Hotels & Resorts and Beyond Green – provides strategic, integrated solutions for the travel, tourism, and hospitality industries. Our trusted consortium of hospitality industry experts who are based in major media markets across Asia, Europe, and the Americas generate lasting results and increased revenue for independent hotels worldwide through a tailored collection of strategic services.

From full-scale, integrated public relations and social media programs to specialized à la carte services, PHG Consulting delivers bold, customized strategies that create awareness, stimulate interest, influence action, and ultimately drive bookings to your hotel from key source markets.

**PR & Social Media services are currently available to target media in the following markets: China, Japan, United States, United Kingdom, France, Mexico, and Spain.*

Believe
in
Travel

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Full-Scale PR Programs

***Designed for a minimum of six months to efficiently penetrate target markets and generate strong, lasting awareness and engagement.*

We will customize a PR program for your hotel by bundling the most desired à la carte services and executing well-defined tactics to meet your current needs. PR programs often include, but are not limited to:

- **Strategy mapping:** We will counsel you on your goals, target markets, PR issues, and key messaging
- **Action plan:** We will create and act on a comprehensive PR plan and strategic timeline that peaks media interest and ensures relevant opportunities identified at the onset of the project can be followed through to completion
- **Creative counsel:** We will ideate unique story angles, programming, and promotional initiatives to create newsworthy narratives that resonate with media
- **News bureau services:** We will evaluate media inquiries and opportunities, provide strategic recommendations, and action proactively and reactively
- **Experiential event:** We will organize experiential events, such as a media tour or virtual networking event with target media in attendance
- **Actionable reporting:** We will deliver regular activity reports to document progress and build upon successes



A La Carte PR Services

Designed to offer an immediate, cost-effective, and concentrated focus on the goals that matter most to your hotel, our à la carte offerings can be implemented separately or in combination with other activities outlined below – or even leveraged to complement the work of your in-house team – helping to amplify efforts across important channels and generate results. Does your hotel need to attract more drive market guests? Engage us for personalized pitching of your target messages to key outlets reaching the right audience. Is your team innovating and enhancing operations to manage the new normal? Engage us for executive positioning to gain exposure of your efforts and talented leadership team in relevant B2B and B2C outlets. Our à la carte PR services include:

- **Personalized pitching:** For us, business is personal. We will leverage our long-term relationships with top travel, lifestyle, and B2B media to cut through the noise and proactively secure coverage of your hotel in targeted local, regional, and national outlets.
- **Executive positioning:** We will secure opportunities for your leadership team to serve as industry experts for interview opportunities from trade and consumer press to podcasts, webinars, and virtual seminars and roundtables.
- **Media kit development:** Press-ready materials are vital to securing substantial media coverage. We will develop key messaging related to your hotel's location, architecture/design, guest programming, amenities, principal players and other stand out features in the form of a fact sheet, executive bios, and backgrounders.



A La Carte PR Services

- **Creative storytelling:** Media are inundated by messages. We will turn your news into a compelling press release incorporating key brand and message points of differentiation and distribute to media.
- **Media tour:** We think like journalists. We will unveil trends and tap into new story angles to secure a series of one-on-one meetings for your hotel executives to speak with top freelancers and editors to advance coverage opportunities in outlets that matter to you – whether in person or virtually.
- **Visiting journalist program:** It's about maximizing results. We will secure the right media to host at your hotel with the objective of generating prestigious coverage among your target audiences. Our team works with "triple threat" media who can publicize your hotel's standout features and offerings in media outlets they contribute to, on their personal social media channels, and via their personal blogs and/or websites. We follow up with key messaging after each stay to ensure fulfillment of accurate editorial coverage.
- **Media event:** Memorable interactions can turn media into advocates. Whether hosted virtually or intimate in size, we take our creative ideas and turn them into shareable experiences that bring your hotel to life and leave a lasting impression.



Full-Scale Social Media Programs

***Designed for a minimum of six months to efficiently identify and target your ideal audiences and converting this data into actionable insights.*

As your social media partner, PHG Consulting will engage in the following activities:

- **Strategy mapping:** We'll help you map out realistic channel goals, identify target markets, content strategy and preferred channels
- **Social media advertising:** Our paid media experts will strategically create, test, and optimize social media advertisements targeting your ideal audiences
- **Monthly content calendar:** We'll develop unique and authentic content on for your hotel on a monthly basis
- **Community management:** Our team stands at the ready to monitor your channels, engage with potential guests, and respond to feedback or questions on your behalf
- **Influencer visitation:** Our team will identify, negotiate, and engage influencers on the hotel's behalf to amplify your brand and message to your key audiences
- **User-generated content strategies:** We'll develop a strategy to legally source and provide your hotel with engaging imagery from the viewfinders of your visitors
- **Dedicated hashtag:** If you haven't developed a clear brand hashtag, we can help. We're also experts on how and when you can use your hashtag to increase engagements
- **Actionable reporting:** Each month, we will deliver a monthly analytics report to provide you updates on business goals and key performance indicators



A La Carte Social Media Services

Designed to drive high-impact awareness, engagement, and loyalty for your hotel across multiple channels, our turn-key social media offerings can be implemented separately or integrated with your public relations goals and activities for a strategically seamless plan. Are your competitors telling a better story on social media? Are you looking for a quick, data-driven campaign to rapidly increase awareness of your property and reach new guests? Then it might be time to engage our social media experts to walk you through our suite of services, which include:

- **Social media audit & content strategy:** One of our greatest strengths is identifying the best stories to tell and the right avenues through which to tell them. To ensure that this content remains concise, we will leverage our storyteller spirit through monthly content calendars informed by past successes, seasonal content, and personal stories.
- **User-generated content strategies:** Discovering, storing, organizing, and legally obtaining authentic visual content can be a daunting task. PHG Consulting has more than a decade of experience identifying, sourcing, and engaging with consumers to optimize this process on behalf of our destination and hotel clients. Using brand keywords and location data, PHG Consulting will monitor key social conversations and identify your most iconic imagery from the lens of the current travelers experiencing it.



A La Carte Social Media Services

- **Advertising campaign development and audience profiling:** As social media platforms place increased emphasis on authentic conversations with friends, family, and personal connections, it has become increasingly difficult for hotels to reach consumers with marketing messages. PHG Consulting's paid media experts will work with you on a relevant advertising mix of platform-specific targeting tactics, detailed targeting/retargeting efforts, custom audiences, and a detailed buying schedule.
- **User-generated content strategies:** Discovering, storing, organizing, and legally obtaining authentic visual content can be a daunting task. PHG Consulting has more than a decade of experience identifying, sourcing, and engaging with consumers to optimize this process on behalf of our destination and hotel clients. Using brand keywords and location data, PHG Consulting will monitor key social conversations and identify your most iconic imagery from the lens of the current travelers experiencing it.
- **Influencer visitation programs and strategy:** PHG Consulting has worked with influencers on behalf of hotels across the globe. From travel-specific influencers to beauty bloggers and syndicated story takeovers on high visibility channels like Tastemade, Travel + Leisure, and AFAR, we'll work with our robust network of creators to help amplify your business objectives.
- **Reporting and analysis:** We know what it's like to fire up a social media monitoring tool and watch the firehose of data come rushing in. Our team expertly tweaks these data streams into core audience groups and converts data into actionable insights.



Crisis Recovery Services

Strategic crisis management is paramount to retaining a positive image of hotels during any crisis such as COVID-19 or even smaller, isolated issues. Our team has a proven track record of launching successful crisis management programs inclusive of new policies and trainings in a few days' time. Taking a phased approach to each individual crisis, we will execute a combination of complementary public relations and social media activities designed to uphold your hotel's reputation and create strong awareness of its offerings during the recovery period and beyond. Activities often include but are not limited to:

- **Crisis communications policy:** We will draft a crisis communications policy for your hotel to use that outlines how to handle situations of varying levels of crisis. Engage our team for related virtual trainings for key constituents on important policies, talking points, and official statements.
- **Storytelling & writing:** We will write and distribute your press releases, incorporating relevant hotel updates and the latest offerings, while also fielding media inquiries to manage your hotel's reputation and provide journalists with timely and accurate information. You can also engage our team to develop communications for other key audiences, from Frequently Asked Questions (FAQs) to best practices for how to message reopening and updated protocols to guests.
- **Social Care:** Our experts will provide vigilant protection on every social media channel to enhance and safeguard your hotel through thoughtful Social Moderation, Community Management, Social Listening, and Social Media Customer Service.
- **User-Generated Content Strategies:** Social proof is one of the most powerful and effective ways to influence your audiences. Using imagery from consumers' experience of your product, we'll help your hotel identify the most iconic imagery from the lens of current travelers experiencing it.



Ready to learn more? Here are some helpful links.

[2020 Trends Webinar](#): Learn the latest travel trends in media, public relations, digital marketing, and social media from PHG Consulting's team of professionals

[Case studies](#): Discover how we drive the success of independent hotels worldwide

Contact us to explore how PHG Consulting can help you meet your goals:

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