

I PREFER MARKETING CHECKLIST

A Step-by-Step Approach to Success

Use this master checklist to maximize your hotel's success with *I Prefer* marketing initiatives. We encourage your hotel to engage with and complete as many of these items as possible in order to achieve maximum benefits.



Digital Guidelines

Hotel Website

- I Prefer* logo is present on hotel or brand website home page
 - Enrollment page URL is correctly embedded
- Dedicated loyalty page available from website menu or top navigation bar with the following sections:
 - Program overview
 - Program benefits and tiers
 - Points and reward options
 - Enrollment links
 - Co-branded logo lockup
- Activate the *I Prefer* Member Rate in booking engine

Campaign Offerings

- Participate in *I Prefer* campaigns
 - Enrollment Campaigns
 - Last Minute Escapes
 - Member Rate
 - Reward Travel
 - VIP Rate
- Inform guests of the loyalty program via local marketing channels
 - Promote in emails
 - Promote on website with pop-ups, banners, light boxes, and more
 - Promote on social media

Wi-Fi Access Page Promotion

- I Prefer* logo is visible
- I Prefer* program message is included

On-Property Guidelines

Guestrooms

- Display *I Prefer* promotional material and enrollment opportunities via:
 - I Prefer* Promotional Video on television
 - I Prefer* TV Slide
 - I Prefer* Enrollment Counter Card

Front Desk and Concierge

- I Prefer* desk sign is displayed at your front desk or lobby
- Tap-to-Enroll Devices are present at your front desk and public spaces
- If guest is not an *I Prefer* Member, include the Key Packet Card with guestroom keys
- Welcome your Members and Guests with a Welcome Letter



Learn more about promoting
I Prefer Hotel Rewards at
toolkit.iprefer.com