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Online & Offline Marketing Cheat Sheet

for more info please contact admin@ibooked.online

Intructions



There are so so so many different ways you can market your accommodation business, both online and offline. It can be overwhelming.

Your first step should be to work on the LOWEST hanging fruit which will require least amount of effort with maximum return on investment.

Once the lowest hanging fruit have been tackled, look at your marketing plan and dedicate a certain amount of time and money into the next set of marketing opportunities.

Start off with bits that you can pull of and chew, and keep taking bigger chunks as you go. Don't forget that all the content you make, you will want to reuse.

ONLINE

Search engine optimization (SEO)

Search engine marketing (SEM)

Content marketing

Social Media Marketing (SMM)

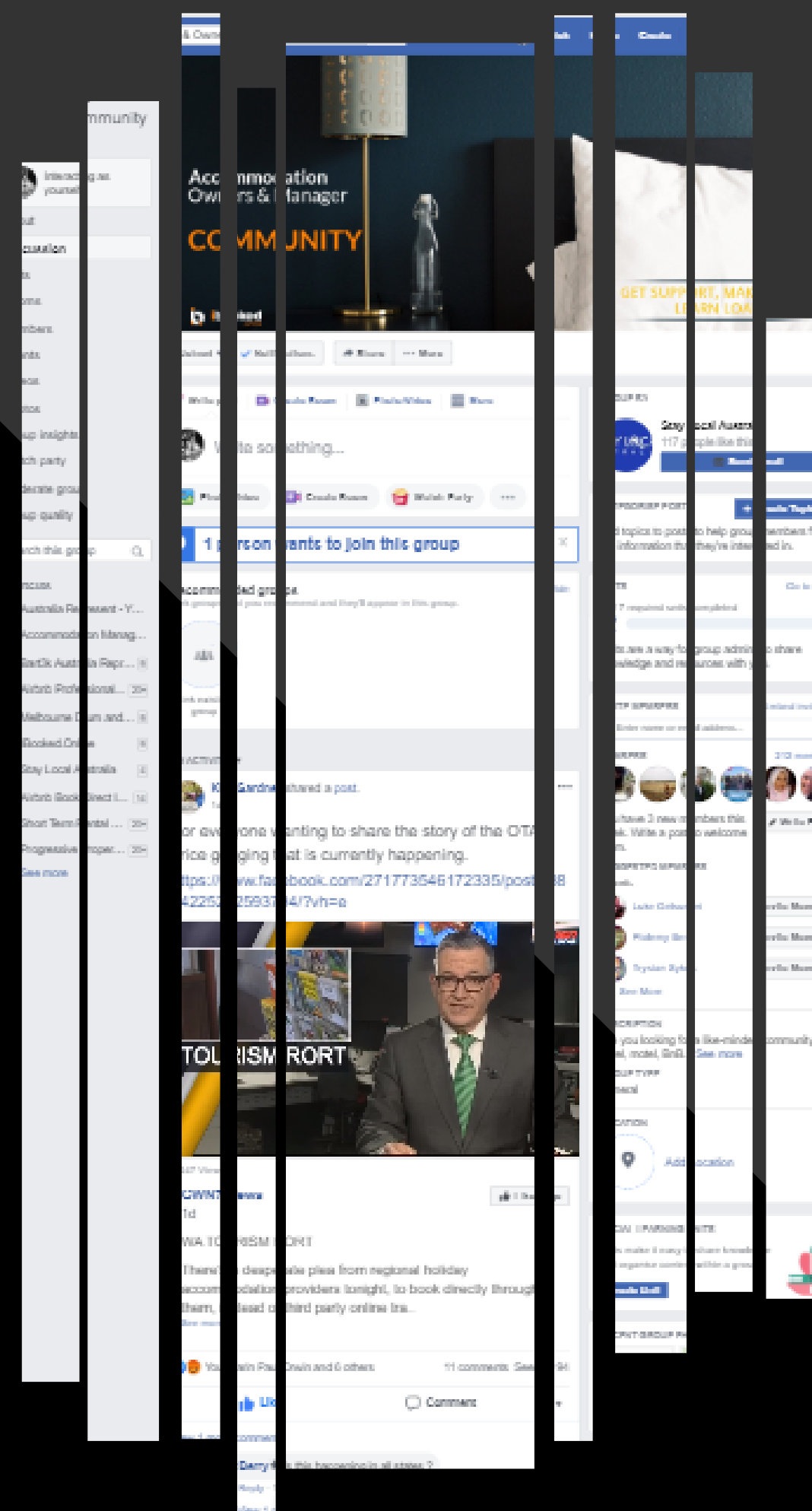
Pay-per-click advertising (PPC)

Affiliate marketing

Email marketing

Offline marketing

Live Video



OFFLINE

Enhanced offline marketing

Referral Marketing

Electronic billboards

Digital product demos

Digital product samples

Radio marketing

Radio commercials

Show sponsoring

TV marketing

TV commercials

Tele-shopping

Super Bowl commercials

Phone marketing

Cold calling

Text message marketing (giveaways,
coupons, loyalty programs)

QR codes





let's talk

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