

HOTELS

INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- How often do you stay at hotels ?
- Find your next best property to stay at!
- Which place is your ideal holiday location ?



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Calculate Hotel ROI](#)
- [Test your hotel knowledge!](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which suite best matches your budget? Find out!
- Which cuisine best suits your personality?
- Find the dining type which fits your personality!



STAY **TOP OF MIND**

COST CALCULATORS

- How much would the stay cost you?
- At what prize can you throw a party at XYZ Hotel?
- How much of the amount will be forfeited on cancelation?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Will your stay here be worth its cost ?
- How much can you save by booking through XYZ App?
- How much will you save, availing the seasonal discount?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Why choose ABC over XYZ ?
- How is XYZ an ideal holiday stay for you ?



GROWING **MQL**