



marriottdigital



DIGITALSERVICES

HOTEL PROGRAMS | CONTINENTAL SUPPORT | FRANCHISE SUPPORT



a suite of internal digital optimization

SOLUTIONS

COST-RECOVERABLE

ALL BRANDS

MANAGED & FRANCHISED

GLOBAL

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MARRIOTT DIGITAL SERVICES: 2016 PROGRAM OFFERINGS

As the digital marketplace continues to expand in scope and importance, it is more important than ever that our hotels are actively engaged in optimizing their online presence which can lead to increases in roomnights, bookings and revenue. In 2015, 33% of Marriott's transient business now comes from Marriott.com, with more coming from third-party online channels.

Marriott's Digital Services team leads efforts to drive worldwide activation of Corporate eCommerce strategies and digital channels (Marriott.com, multi-lingual global sites, online travel agencies, search engines, and other eMarketing vehicles) in order to maximize online revenue and profitability throughout our system of over 4,000 hotels. We provide support to all brands, across our global continents and within our franchise partner community. The team also provides a suite of innovative and evolving paid services for search engine optimization and comprehensive digital services.

Marriott's Digital Services is excited to announce a new suite of internal digital optimization programs available to the Marriott family of brands. The new annual programs are available to all hotels and are designed to meet various needs and price points. Leveraging our team of dedicated professionals and "Centers of Excellence", Digital Services offers internal, cost-recoverable solutions to enhance your online presence and revenue in this ever-evolving channel.

PROVIDING CHOICES FOR YOUR DIGITAL ACTIVATION

SEO FOUNDATIONS

Low-cost, 12 month "Foundational" SEO program that serves as the basis for strategic search engine optimization for your Marriott.com Hotel Website

\$5,500 Annual

SIGNATURE+

Comprehensive, customizable digital services offering providing maximum activation and optimization for a hotel's online presence across a wide range of digital services

\$25,000 Annual

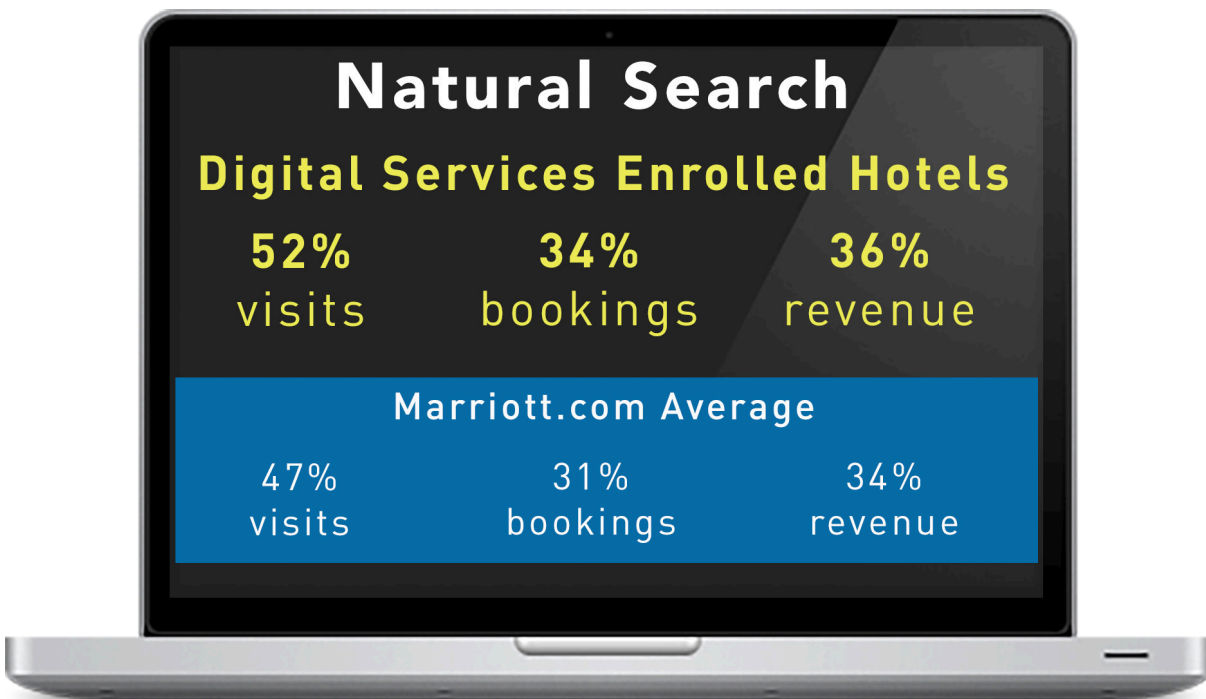
* All pricing subject to change

THE SEO FOUNDATIONS PROGRAM (\$5,500 Annual)

93% of online experiences begin with a search engine.

Search engines are among the most popular online planning sources for travelers, with 60% of leisure travelers and 55% of business travelers using this channel when planning travel. With so many travelers, turning to search engines for travel planning, having a strong foundation in search engine optimization is key. Natural (organic) search accounts for 47% of visits to Marriott.com and 34% of revenue.

The new **SEO Foundations** program is an optional, low-cost, 12-month fundamental search engine optimization (SEO) program serving as the basis for strategic on- and off-site optimization of your Marriott.com Hotel Web Site. The program strives to increase your search engine visibility and drive qualified natural search traffic to your hotel website, with the end goal of maximizing digital room nights and revenue for your hotel. The core elements of the program are listed on the following pages.



Hotels enrolled in Marriott Digital Services have a higher percentage of Natural Search visits, bookings and revenue!

Major Components of the SEO FOUNDATIONS Program

Dedicated Account Management

Your dedicated account manager will be your guide through the program services and a key to success.

Our client services team is aligned by ownership and/or management company and will provide you with activation updates, monthly performance update, quarterly analysis and ongoing recommendations for your hotel.



Keyword Research & Activation

Understanding what words and phrases are most important for your hotel to rank on is the Foundation of SEO.

Working together with the hotel, we will provide strategic keyword recommendations for 7 of the hotel's highest impact hotel website or module pages. Keywords are strategically researched, analyzed and selected to best match your hotel's brand, location, unique selling features and market positioning. In addition to completing a first-hand review of the hotel's competitor websites, we use a variety of tools including, but not limited to, first-party Google search data and BrightEdge, a global leader in SEO tracking and reporting.



HWS Content & Photo Gallery Optimization

Content is King! Descriptive and accurate content and imagery are essential for consumers and search engines to learn as much as possible about your hotel.

We will implement the agreed upon keyword strategy across the 7 most influential pages of your hotel websites. In addition to content and amenities, we will optimize titles and captions for up to 20 of your images in your Photo Gallery.



Major Components of the SEO FOUNDATIONS Program

Local Citation Cleanup & Submissions

Ensuring your citations are accurate across the web help to increase the degree of certainty the search engines have about your business.

Local citations (mentions of your business name and address on other webpages – even if there is no link) are a key component to the ranking algorithms in Google and Bing. We will audit, cleanup and submit your local citation to influential citation sites such as Yelp, Yext and InfoGroup.



Google+, TripAdvisor & Social Channel Optimization

With most customers turning to online review sites like TripAdvisor as well as social channels, social impact on search is increasing.

In the age of the Internet, travel planning has evolved and when today's travelers are looking for a place to stay, they look to see what others are saying. We will optimize your Google+ page for increased local 3-pack visibility. In addition we will update the content and optimize the hotel's profile on TripAdvisor. Finally, we will optimize the hotel profile on 2 live hotel social media channels.



Reporting & BrightEdge Tracking

Digital marketing decisions, especially with SEO, should not made without careful & extensive review of performance data.

To quantify results, hotels will receive monthly natural search performance reports from Marriott's internal reservation dataware warehouse (MRDW). Additionally, on a quarterly basis hotels will be provided with keyword and competitive visibility reporting from the most trusted SEO platform – BrightEdge.



PLUS...optional BUNDLES for additional services! (see next page)



SEO FOUNDATIONS Optional Bundles

Foundations also allows hotels to customize their program by adding *additional, optional services* which solve for common hotel needs and additional levels of SEO support. Bundle prices may vary across regions due to varying tactical options and availability. Please refer to **Bundle Pricing Sheet at the end of this document.**

Expanded SEO: This bundle is ideal for luxury and full service hotels who have amenities and food and beverage outlets that they'd like to increase awareness for. Additionally, hotels in highly competitive markets, or hotels that are new to Marriott or new to Digital Services would benefit from this bundle. A competitive audit, local linking consultation and an additional five pages of keyword research and HWS content are included in this bundle.

Marketable Content: If you are a hotel with press or newsworthy events (like a new restaurant opening on property, a golf tournament, on-site musical performance, renovations, etc) happening, this is the bundle for you! This bundle include 2 press releases written, optimized and syndicated in North America, as well as a report for each release following syndication.

Outlet Marketing: If you're a full service hotel with high value outlets (spa, F&B venue, golf, etc) this bundle might be right for you. This bundle offers the opportunity to market that outlet and includes a module build, a Yelp branded profile, Yext & Infogroup submission and a Google My Business page – all with the end goal of increasing awareness of the outlet.

Global Web Site Optimization: This bundle is ideal for hotels in competitive urban markets with a high mix of international guests. If your hotel generates a significant amount of revenue from non-US source markets, or if you wish to drive increased in-region business, this bundle could be right for you. This bundle includes in-language keyword research and HWS content optimization for one of three languages (Spanish, French, German) as well as BrightEdge keyword tracking and performance reporting.

Social Media: This bundle includes quarterly social consultation for 2 social media channels as well as a 12 month content calendar and is ideal for hotels that manage an active social media presence across multiple channels. It is highly recommended that a hotel have a dedicated resource to take advantage of the social recommendations, ideas and consultations.

Enhanced Reporting & BrightEdge Tracking: If you wish to be 'hands-on' and involved with performance analysis by seeing additional reporting metrics and speaking to your account manager about performance, this bundle is for you! This bundle includes a BrightEdge competitor rank report, monthly ECM reports and analysis and quarterly reporting calls.



SIGNATURE+ PROGRAM (\$25,000 Annual)

Every hotel is unique. So why should your digital program be one size fits all?

The new **Signature+** Program is a comprehensive, customizable digital offering focusing on optimization and activation of a hotel's online presence via a wide range of digital channels. The Signature+ program helps hotels increase awareness, driving traffic to, and increase revenue through Marriott.com.

The tactics included in the program are **highly customizable** based on the hotels objectives and needs, but may include:

Account Management

Dedicated tandem of Digital Client Services & Demand Generation leveraging their expertise and the power of our Centers of Excellence to accomplish your digital marketing goals.

Your account team will provide you with strategy, activation updates, analysis and recommendations for your hotel. From program activities to hospitality industry knowledge, these digital associates will keep you up-to-date on the SEO & industry landscape.



Diagnostic Audit & Competitor Benchmarking

A thorough assessment of your hotel's digital presence lays the foundation for strategic planning.

A comprehensive assessment across multiple digital channels that provides an extensive view of your hotel's digital performance on Marriott.com and Global Sites, accuracy of your hotel information on OTA channels, B2B performance and content opportunities, Natural Search visibility, results and competition, as well as Marketing and Merchandising opportunities.



Digital Business Plan

A comprehensive plan customized for your property, setting program goals and objectives & serving as a roadmap throughout the year.

We utilize a variety of Marriott resources and an in-person property visit to develop your digital business plan. This extensive plan will outline opportunities, challenges as well as our goals and key performance indicators (KPIs) tied specifically to your property.



SIGNATURE+ PROGRAM (\$25,000 Annual)

Hotel Web Site (HWS) Support

Your HWS is a valuable source of information to consumers and search engines alike. Ensuring your HWS information is current and accurate is one of the many benefits of this program.

Leveraging our diagnostic audit and custom business plan, we will activate expanded content, offers & deals, photography, module creation, and keyword strategy & provide ongoing HWS onsite optimization and support



Search

Search is not only your least expensive online source (no commission) but represents over 50% of traffic coming to Marriott.com and Hotel Websites.

The program includes a comprehensive SEO offering with the goal of driving qualified traffic to increase bookings, roomnights and revenue in the natural search channel. Our holistic approach will include strategically researched keywords & content to accurately position your unique property attributes for both customers and search engines. We also include identifying and cleaning up local citations to ensure consistency in URL, Name, Address and Phone number. SEO strategies benefit from accurate and industry leading reporting, such as Bright Edge's keyword visibility tracking platform.



Social Media

In an increasingly 'social' world, you need more than 'likes' to impact your business.

In addition to optimizing your hotel's social channels, we work with you to implement campaigns, hotel specific content calendars and provide best in class consultation and education. Social media is another example of the ever-changing, dynamic digital space. Our client service and demand generation teams will guide and advise you on the best practices.



Digital Media Strategy

Paid media is an integral part of your marketing strategy to build digital relevance outside of your hotel website.

The program includes a \$2,000 initial investment for the paid media campaigns to get you started! Paid media may include various channels and opportunities, from the PLUS Platform, Expedia Travel Ads, PPC and more...all with a well-thought out plan and execution.



SIGNATURE+ PROGRAM (\$25,000 Annual)

Marketing & Merchandising

Competition in the hospitality industry is at an all-time high. Properties should take advantage of all tools and resources at their disposal.

Every hotel has a full arsenal of digital resources to achieve their goals, but few have a coordinated strategy and effectively manage the tools at their disposal. MDS expertly manages a wide range of resources on your behalf, including but not limited to; custom offers on TripAdvisor, Yelp, Hotel WebSite (HWS) property messages, Email Campaigns, Vacations by Marriott offers, the PLUS platform, paid search support, custom landing pages, retargeting efforts, Expedia Travel Ads and more.



Enhanced Reporting

A digital marketing program requires a sophisticated and comprehensive level of reporting. Performance analysis and optimization is driven by data and program expertise.

With each hotel's unique digital marketing needs and goals, our enhanced level of reporting provides data, context and perspective on defined key performance indicators (KPIs), return on ad spend (ROAS), return on investment (ROI) as well as benchmarking and visibility metrics. The ongoing reports and calls also provide program status updates and next steps.



Education

The digital and hospitality industry continues to change and evolve. Providing updates and education enable better informed business decisions. We strive to keep you informed and educated on the latest industry and Marriott International advancements through ongoing educational webinars, e-newsletters, blogs, with Corporate POVs distributed through internal channels.



Need even MORE? Ask us about our Signature++ Program!

Includes everything above but with a highly increased media spend and activation.

Ideal for highly active hotels in primary markets



FAQ: FOUNDATIONS

Q: How does the SEO Foundations program differ from the Signature 2-year program?

The Signature 2-year program was designed to be a comprehensive search engine optimization program. However, it also included tactics and services that were outside of the SEO realm and not necessarily measurable. The Signature Program was also fairly rigid and hotels did not have the option to remove or change the predefined tactics.

The new SEO Foundations Program starts hotels at a lower-cost, “foundational” SEO program and enables hotels to add on the SEO services that are most valuable to them based on their specific hotel goals. The price point is more flexible to meet the needs of various types of hotels.

The SEO Foundations program is designed to create a custom solution for your unique, property needs

Q: My hotel is up for renewal this month, can I enroll in the SEO Foundations program now?

The SEO Foundations Program will launch in January 2016. Our Client Services team will reach out to existing program hotels to discuss options and next steps. You may also contact your Account Manager to receive a contract and learn more about the available bundles.

Q: What will happen to the Signature 2-year program?

The Signature 2 Year Program will sunset. All hotels up for renewal will be able to renew into the new SEO Foundations Program. We recommend hotels consult their SEO Account Manager to determine what bundles are appropriate based on their hotel needs and their previous program results.

Q: Are there any plans to add more bundles to the SEO Foundations program?

Based on our program experience, we have identified the most common hotel needs and determined the appropriate SEO tactics to address them. These tactics have been grouped into various bundles for hotels to select from. If you have additional suggestions for services that are not currently supported in our bundles, please let us know, as we are always looking for ways to enhance our programs to meet the needs of our hotels.

Q: Can I enroll in bundles separately, without enrolling in the SEO Foundations program?

No. Hotels are required to enroll in the base SEO Foundations Program for \$5,500, in order to be eligible for the bundles. We need to have a solid SEO strategy in place for the bundles to be relevant and have a positive impact for the hotel.

Q: Can hotels add bundles throughout the year?

We strongly encourage hotels to select all bundles when they sign their contract. However, if hotels do want to add additional services later in the program, the Marketable Content and Outlet Marketing bundles can easily be added to a contract during the program year.

FAQ: FOUNDATIONS

Q: Can hotels select multiples of the same bundle?

Some bundles can be selected multiple times in a single enrollment, while others are just intended to be selected once. Marketable Content, Outlet Marketing and Global HWS Optimization can be selected multiple times based on the hotel needs. On the contrary, hotels should not select Expanded SEO, Enhanced Reporting or Social Media multiple times, as there would not be any additional value. Our Client Services team will be happy to discuss all options with you.

Q: The Outlet Marketing Bundle states Page Module Build. What if I already have an existing Module I would like to optimize?

If a hotel does not need a module build, they should not enroll in the Outlet Marketing Bundle. Instead, we recommend selecting the Expanded SEO bundle to enable the optimization of the various module pages.

Q: What languages are available for the Global HWS Optimization bundle?

The Global HWS Optimization bundle provides in-language keyword research and content optimization for all of the Marriott.com global sites. This includes Spanish, French, Canadian, German, Mandarin and Japanese. With more global sites in the pipeline, MDS is preparing to support those languages as well. The cost of the Global HWS Optimization bundle includes one language, and multiple Global bundles may be added.

Q: My hotel has been enrolled with Marriott Digital Services for multiple years, is there a program or bundle just for renewing hotels?

All of the tactics included in the base SEO Foundations Program are relevant for new and renewing hotels. SEO best practices recommend updating the keyword strategy and content on a regular basis, so all hotels can benefit from a yearly update. If all of the HWS pages have been optimized in previous programs, the Expanded SEO bundle is probably not necessary. However, based on the specific hotel needs, the other bundles may be appropriate.

Q: Will a la carte tactics still be available in the SEO Foundations program?

A la carte tactics as they exist today will not be available in the SEO Foundations program. The bundles were strategically created to address common hotel needs and are much more impactful than individual a la carte tactics. If a hotel has a need that is not supported by one of our bundles, please let us know and we can address the situation on an individual hotel basis.

Q: The SEO Foundations Program and Enhanced Reporting Bundle offer new monthly reports that I am not familiar with, are there sample reports you can distribute?

Yes, sample reports will be available soon.

SEO FOUNDATIONS: BUNDLE PRICING

The below table lists Add-On Bundle pricing for the SEO Foundations program.

The variance in pricing is due to differences in regionally available tactics and channels. Please contact us with any questions.

BUNDLE	US	CA	CALA	APAC	MEA
Expanded SEO	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
Enhanced Reporting	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400
Outlet Marketing	\$2,000	\$2,000	\$1,700 - Argentina, Brazil, Chile, Mexico \$1,300 - All Others	\$1,700 - Hong Kong, Japan, Singapore, Philippines, Malaysia, Taiwan \$1,300 - All Others	\$1,300
Marketable Content	\$1,200	\$1,300 - English \$1,700 French	\$2,000	\$2,500 - Japan \$3,500 - Azerbaijan & Kazakhstan \$2,000 - All Others	\$3,000 - Egypt/Jordan \$3,500 - All African countries excluding South Africa \$2,500 All other MEA Countries & South Africa
Global HWS Optimization	\$2,200 - FR, DE, ES \$2,500 - JP \$4,000 - CH	\$2,200 - FR, DE, ES \$2,500 - JP \$4,000 - CH	\$2,200 - FR, DE, ES \$2,500 - JP \$4,000 - CH	\$1,300 - UK, AU \$2,200 - FR, DE, ES \$2,500 - JP \$4,000 - CH	\$1,300 - UK, AU \$2,200 - FR, DE, ES \$2,500 - JP \$4,000 - CH
Autograph (AK Hotels Only)	\$3,700	\$3,700	\$3,700	\$3,700	\$3,700

* All pricing subject to change