



Be In Demand

Get buzz and bookings with Field Marketing



SUPPORT FROM DAY ONE

From the moment you start an RLHC franchise, we deploy a dedicated field marketing team to spread the word and maximize bookings at your property. Our experts also ensure checklist compliance for content, rate parity, responsiveness to reviews, meta search and merchandising opportunities.

CUTTING EDGE MARKETING

From content optimization to digital & traditional advertising to email campaigns, account management and more, our field marketing directors work to develop advanced tactics and strategies based on clearly defined goals and objectives. No one else in the industry offers more innovative digital channel management.

TAILOR-MADE CAMPAIGNS

With a focus on local activation of brand-directed initiatives, the field marketing team develops promotional and SEO content and maintains up-to-date SEM ad copy to ensure your property is always top of mind. The team handles all reporting and analytics.



The RLHC Field Marketing team delivers:

- Best-in-class merchandising
- Property-tailored marketing efforts and campaigns
- Custom creative for any need
- Industry-leading digital marketing and channel management
- Reporting and analytics



RESOURCES

Prepare & Plan

Work & Engage

Accountability, Report & Share

TACTICS & STRATEGY



Dedicated To Your Success

Each hotel is assigned a Field Marketing Director who directly assists you with marketing tactics, distribution services and revenue optimization. From developing marketing plans and initiatives, to reporting progress and optimizing plans, your Field Marketing Director is committed to driving more guests to your property.

Proven Results

498%

RETURN ON AD SPEND

To drive short-term bookings during the usually soft months of December 2014 and January 2015, the Red Lion Hotel Kalispell used the TripAdvisor.com Business Listings tool to offer a 20% room discount. The campaign showed great results with revenues more than doubling from December 2014 and Return on ad spend (ROAS) achieving 498%.



24%

INCREASE IN WEBSITE BOOKINGS

With a guest base comprised largely of extended stay travelers, Red Lion Portland Airport worked with Field Marketing to advertise its Park, Stay & Fly package to guests within a certain geographical area of Portland. By using an integrated messaging approach through email and website marketing, the hotel has seen a 24% increase in website bookings for the package.



SEAMLESS GUEST MANAGEMENT

RevPak is an ensemble of the industry's best revenue generation systems. Fully integrated to provide a single 360 degree view of customers, RevPak delivers dynamic and personalized promotions, drives reservations and optimizes revenues.