



Marketing a Small Hotel Collection

Net Affinity

Create forever guests

netaffinity.com



Hello, Meet our speakers



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About Net Affinity

- **25+ years** in business working with Independent and group hotels
- Delivering YOY **book direct growth**
- **98%** client retention (2024)
- **Latest booking engine** technology on the market
- Hoteliers working for hoteliers: **150+ years experience**





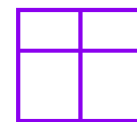
Everything you need to create forever guests



Booking Engine



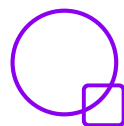
Digital Marketing &
Meta



Gift Vouchers



Channel Manager



Bespoke Design



Payments



Marketing a small hotel collection

Marketing a small hotel collection online effectively means creating a strong brand presence, showcasing the unique value of each property, and targeting the right audience across multiple digital channels.

When looking to develop a comprehensive marketing strategy for your hotel it is important to take an in depth look at the **marketing funnel** to ensure you have campaigns targeting each stage.





What is the Marketing Funnel ?

The marketing funnel is a model that describes the customer journey from first becoming aware of a brand or product to ultimately making a purchase.

The idea is that, like a funnel, marketers cast a broad net to capture as many leads as possible, and then slowly nurture prospective customers through the purchasing decision, narrowing down these candidates in each stage of the funnel.

4 Stages of the Marketing Funnel





Get to know your **target audience**

Getting to know your target audience is crucial because it helps you create more effective, personalized, and engaging content.

Developing a clear understanding of your target audience may be the most important thing you do as a Hotelier.





How do I target my audience

01

Create Personas to Define Your Audience Demographics

- **Start by brainstorming** about your target demographics. Who is your ideal customer?
- Consider age, gender, location, income, education etc.



How do I target my audience

02

Understand Behavioural Insights

- Dig into the interests, lifestyle, and motivations of your audience.
- Once you get a general idea of who may stay in your property, you can start to look for them online.
- Look at pain points – what problems are they facing that you can solve for them?



How do I target my audience

03

Conduct Market Research

- Run an Audience Survey, use analytics on platforms like GA4 or Meta, and look at your competitors – are there any gaps in the market?

How to create experiences people actually want to **convert** to!

- You want to **create multiple pieces of content** to engage with your prospect/customers.
- You need to **think of how the user interacts** with the content as they flow through the funnel.
- As users go through the funnel, they **identify if your product or service is the best solution** for them from the content that you provide.





SEAFIELD
HOTEL & SPA RESORT

Seafield Audience Personas

Stage 1

Awareness

- Awareness is the uppermost stage of the marketing funnel.
- People can't buy from you if they don't know you exist.
- Strategies here are **all about visibility and grabbing attention**.
- You're **educating or introducing** people to **your brand**.
- Here, lead generation takes place for nurturing further down the funnel.



Stage 1

Awareness

Recommended Campaign Types

- Google Ads Display Prospecting
- YouTube Bumper Ads (6 seconds, unskippable)
- YouTube Shorts
- YouTube In-Stream Ads (6+ seconds, skippable)
- Meta Prospecting



Stage 1 Awareness

Example Campaigns



Stage 2

Interest

- Now that they know you, they're **comparing you** to others.
- Marketers **can nurture leads through** emails, testimonials, case studies and more.
- Here is an opportunity for **brands to develop a relationship** with people.
- You're guiding them and getting potential customers **curious and engaged about your offering**.



Stage 2

Interest

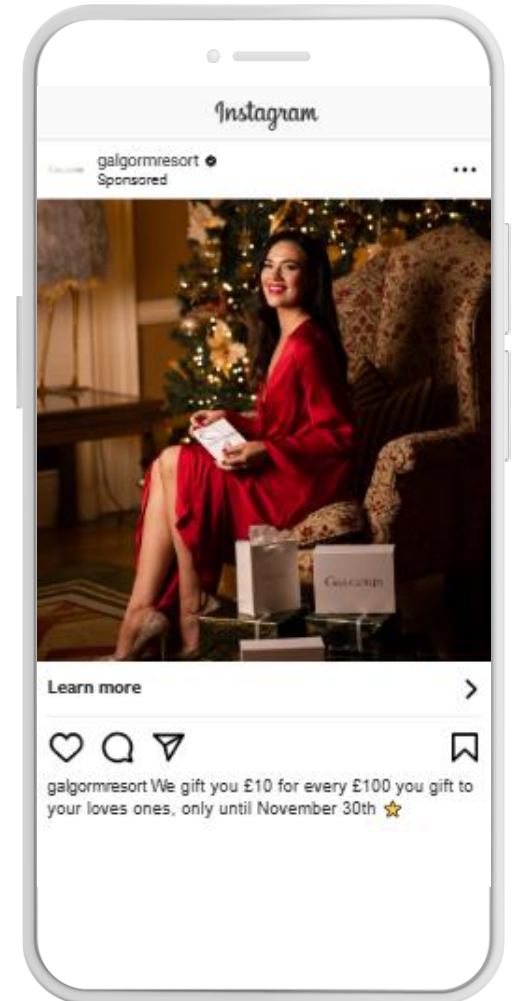
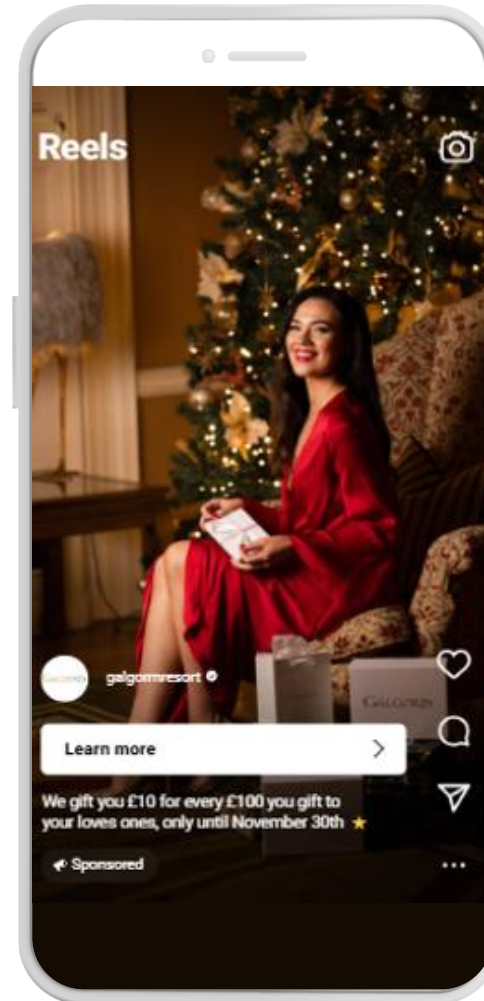
Recommended Campaign Types

- Google Ads/Meta Prospecting
- Google Ads/Meta Remarketing
- YouTube Bumper Ads
- YouTube In-Stream Ads
- YouTube Shorts
- Google Hotel Ads
- Google Ads Location Search



Stage 2 Interest

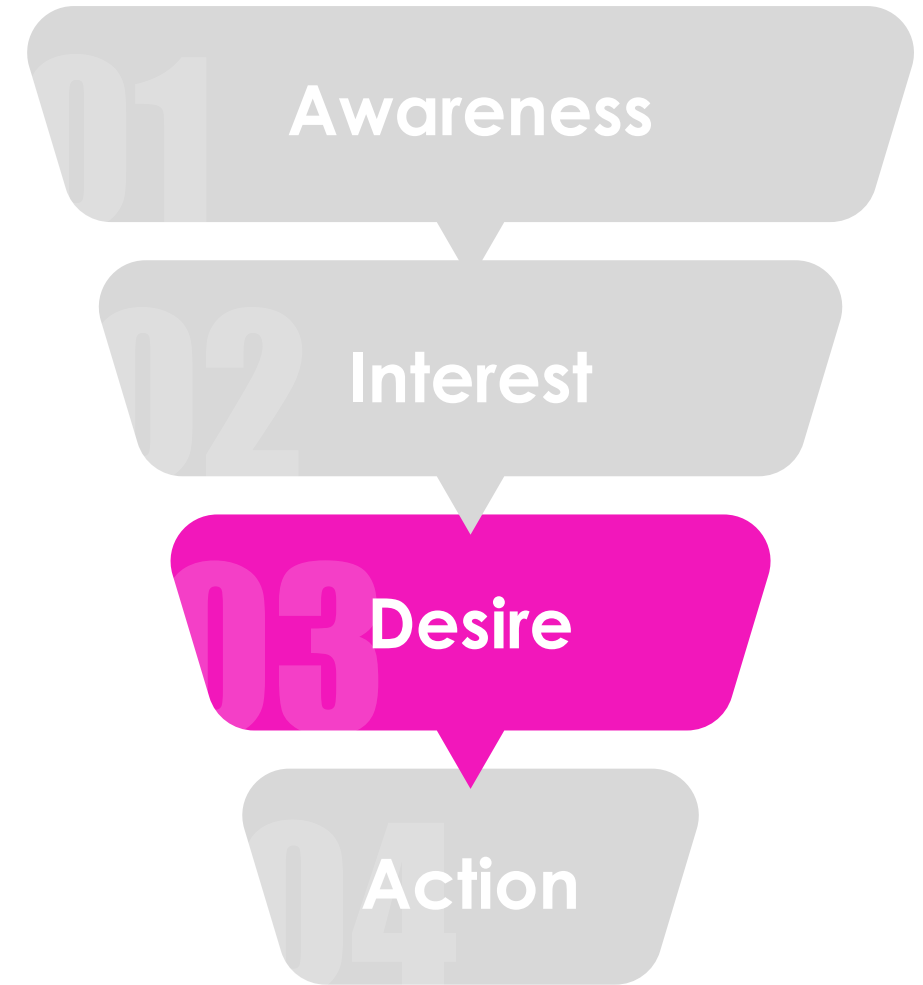
Example Campaigns



Stage 3

Desire

- At this stage of the funnel, leads are seen as prospective customers.
- Hoteliers can send prospects more information about offers through email campaigns, while **continuing to nurture them with targeted content**.
- You're solving their problems and proving your value, **in turn getting them to consider your product seriously**

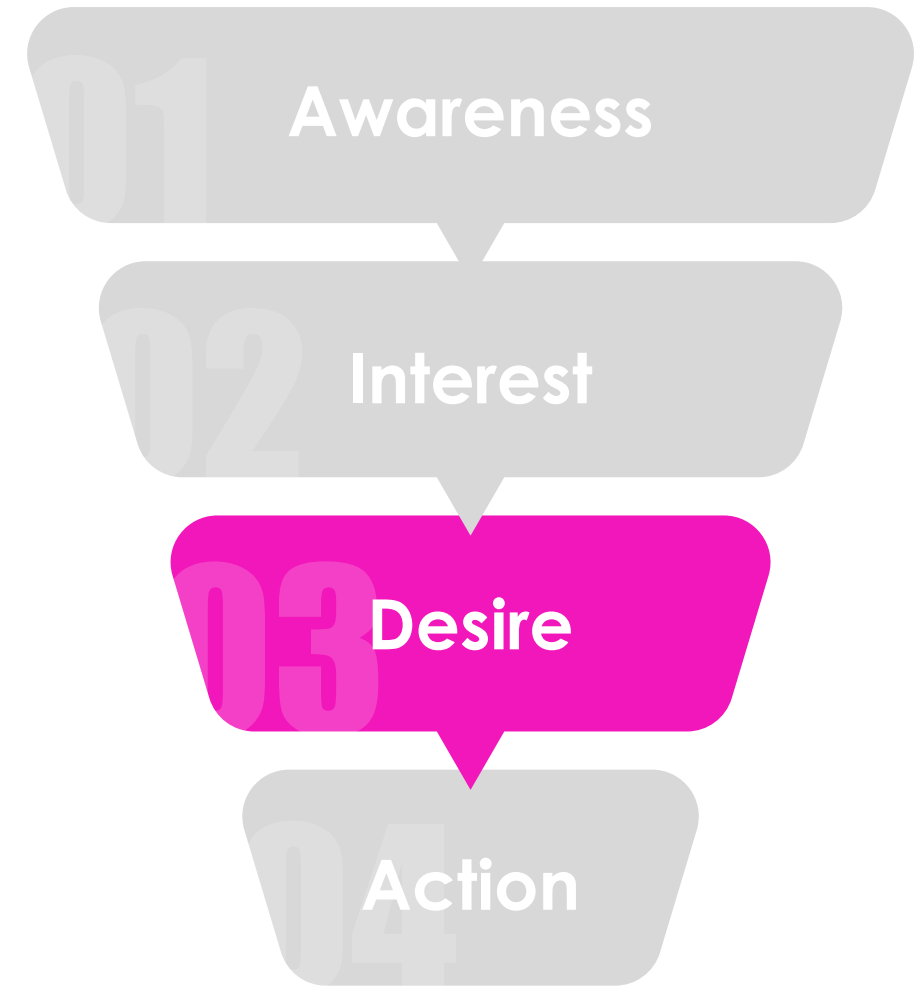


Stage 3

Desire

Recommended Campaign Types

- Google Ads & Meta Remarketing
- YouTube Bumper Ads
- YouTube Shorts
- Google Hotel Ads
- Google Ads Location Search
- Category Search (e.g. spa hotels)
- Brand Search



Exit Intent Polls

Get feedback before your visitors leave

An Exit intent poll is shown when the user tries to leave a page.



Option 1

Exit Intent Poll in the Booking Process

Serve a poll to users who leave the booking process to identify **why they didn't complete their purchase**. This may uncover some gaps in your content, e.g., no children rates loaded for your family rooms so the customer could not complete their family booking.

Option 2

Exit Intent Poll on the CMS

Serve a poll to users when they leave the website enquiring **if they found all the information they were looking for**, and if not, what they were looking for.

Stage 4

Action

- At this point, the **person is ready to buy** — they just need the right push.
- Think targeted offers, retargeting ads, and clear CTAs.
- Here, it's about **reducing friction** and closing the deal.
- A **positive experience can lead to referrals** that fuel the top of the marketing funnel, and the process begins again.



Stage 4

Action

Recommended Campaign Types

- Google Ads & Meta Remarketing
- Google Hotel Ads
- Brand Search

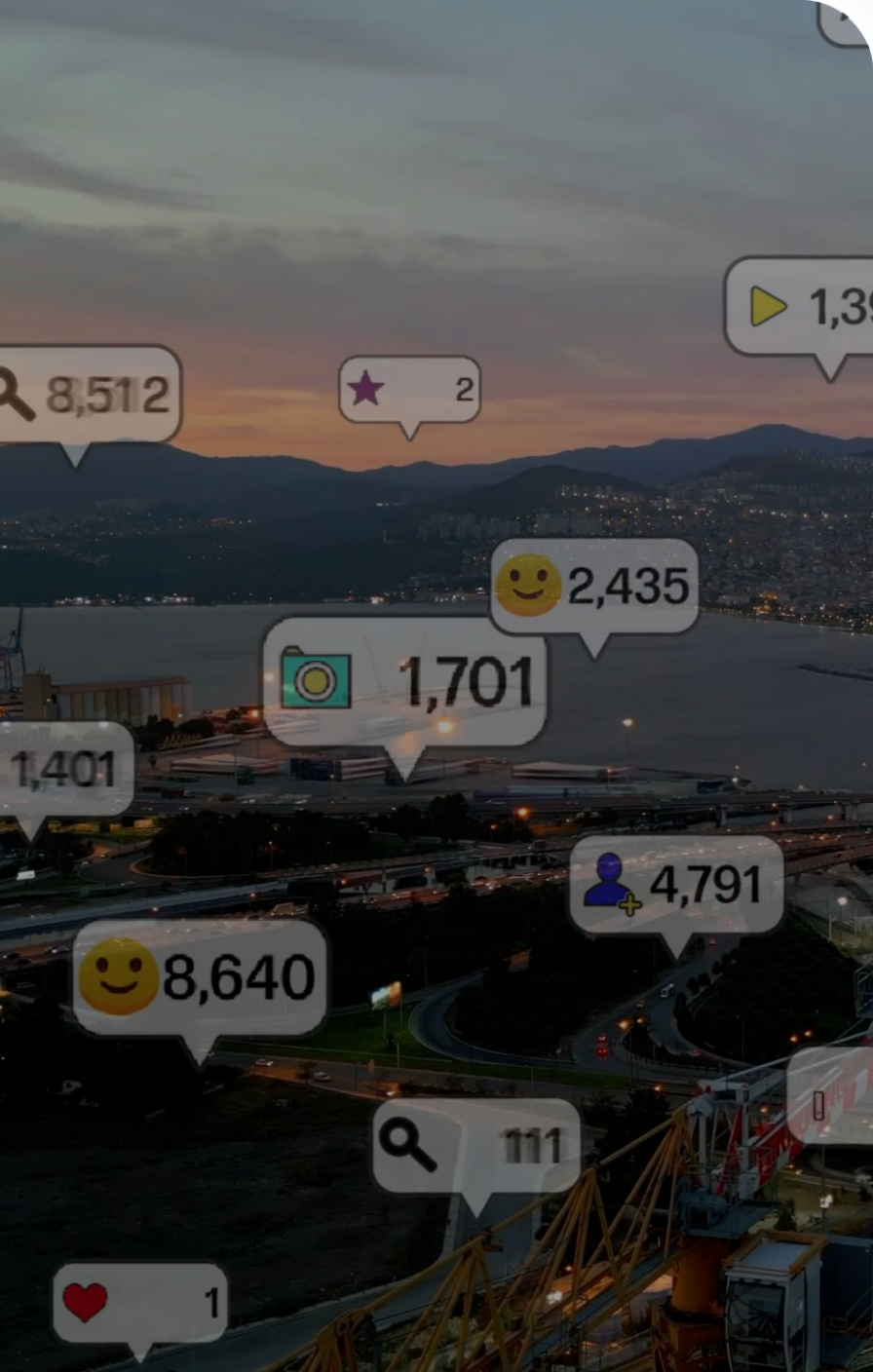




SEAFIELD
HOTEL & SPA RESORT

Seafield
'Message in a bottle'
Advert





To summarize

- 01** It is imperative to have a **marketing campaign strategy** that supports each stage of the funnel to best outperform competitors.
- 02** If you **only focus on one stage**, you're missing huge **opportunities** to turn those leads into paying customers - and then into referrals.
- 03** **Happy customers** can turn into **brand ambassadors**.
- 04** **Once someone buys**, you want to keep them happy with onboarding, excellent customer service, follow-up emails, or loyalty programs.
- 05** A full-funnel strategy **ensures you're nurturing** the relationship all the way through.

Marketing Services at Net Affinity

Google Ads Management

Microsoft Ads Management

Social Ads Management (Meta Suite)

Meta Search Management (Hotel Ads)

Google Analytics Management and Reporting

Real time Marketing Reports

Additional Platforms Include

- **Spotify** (Beta in N.I + U.K)
- **Pinterest** (Weddings, Spa)
- **LinkedIn** (Corporate)





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COLLECTION

Marketing a Hotel Collection

Creating Impact Across
Multiple Brands

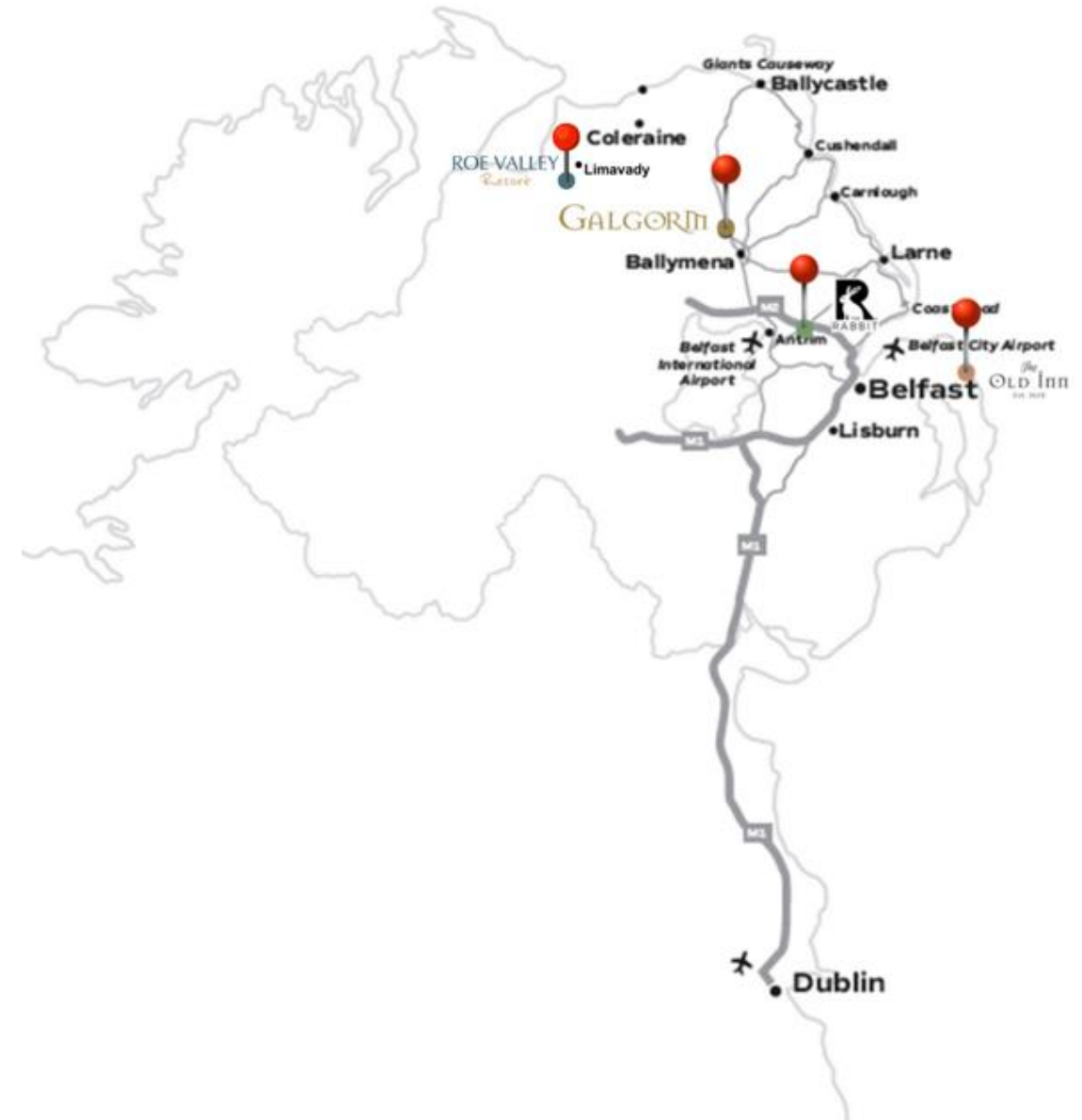


Victoria Brown
Group Marketing Manager

GALGORM
COLLECTION

About - Galgorm Collection

Galgorm Collection is a family of **award-winning** Resort & hotels, restaurants, and golf destinations based in Northern Ireland.





The opportunities

- Shared resources, cross-promotion, and scale
- Wider reach and audience diversity
- Ability to offer something for everyone
- Loyalty and familiarity across properties





The challenges

- **Brand consistency vs. individuality**
 - “Galgorm Collection” standard v each brand
- **Different guest journeys**
 - Audience, booking patterns, experience
- **Varying operational styles**
 - Legacy, newly onboarded, internal expectations
- **Distinct tones, tech, and campaigns**
 - Creating a sharded structure & rhythm
 - Balance between alignment & autonomy



Guest personas

GALGORM
COLLECTION



Emma & James

Age Range: **25 - 54**

- **Target Property**
Galgorm
- **Audience Type**
The Elevated Escaper
- **Interests & Motivations**
Enriching spa and dining experiences, reconnection and nature-led, escapism
- **Booking Behaviour**
Planned getaways, influenced by seasonal campaigns and packages, uses Google & Instagram to explore before booking directly



Chloe, Niamh & Ryan

Age Range: **18 - 44**

- **Target Property**
The Rabbit Hotel & Retreat
- **Audience Type**
The Social Adventurer
- **Interests & Motivations**
Quirky stays, celebrations, Instagram moments, upbeat vibe, fast-paced getaways
- **Booking Behaviour**
Spontaneous bookings, short lead time, triggered by Instagram content, Tik Toks, flexible on dates, price sensitive but experience driven, late night browsing



Claire & Paul

Age Range: **35 - 65+**

- **Target Property**
The Old Inn
- **Audience Type**
The Heritage Retreater
- **Interests & Motivations**
Countryside charm, historic vibe, spa and nature on the doorstep
- **Booking Behaviour**
Seasonal breaks, midweek stays, attracted to traditional offers, dinner, B&B or spa escapes, influenced by gift experiences, referrals, emails and features



Sarah & Mark + kids

Age Range: **30 - 54**

- **Target Property**
Roe Valley Resort
- **Audience Type**
The Together-Time Family
- **Interests & Motivations**
Golf, leisure, child-friendly, relaxation with outdoor access, green spaces
- **Booking Behaviour**
School holidays, family packages, values all-in-one packages with family dining and kids activities, engages with Facebook ads, reviews and offers



Navigating **overlapping** audiences

- Same guest, different intent
- Segment by mindset and moment
- Use data to guide tone, timing, and messaging
- Channel strategy varies by persona and booking behaviour
- It's not who they are - it's what they need right now
- This gives us targeting clarity & commercial flexibility

Our Approach to Brand Architecture

We follow a “house of brands” model, with Galgorm Collection as the umbrella, and **each property having its own brand identity, voice and visual language.**

But beneath those differences is **a clear set of shared values**

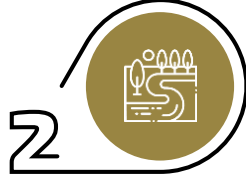
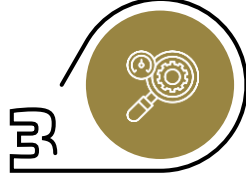
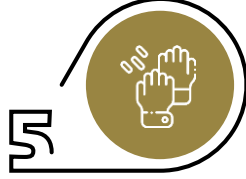
This helps us cross-sell, share campaigns and still allow each property to stand confidently on its own.

Brand architecture has been essential for clarity—in **how we speak to guests and how we brief agencies and partners.**

Service Excellence.
Sense of Place.
Strong Regional connection.
Luxury.



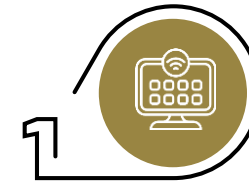
5 Key Pillars for Marketing a Hotel Collection

- • Digital First – but Not Only Digital
- • Story Led Content
- • Always On & Seasonal Strategy
- • Experience-first Messaging
- • Collaboration

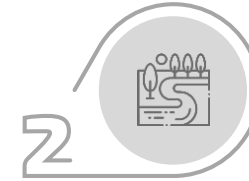
Key Pillars

Digital First – but Not Only Digital

- Digital drives speed, testing, and personalisation
- CRM, paid media, and programmatic inform day-to-day
- Traditional media still builds trust for new brands
- Channel mix tailored to each property
- Spotify works for The Rabbit; Pinterest for Galgorm
- It's not just what we say - it's where we show up



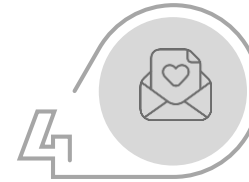
- **Digital First – but Not Only Digital**



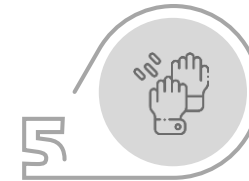
- **Story Led Content**



- **Always On & Seasonal Strategy**



- **Experience-first Messaging**

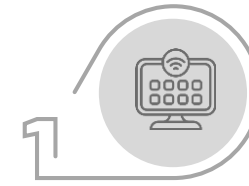


- **Collaboration**

Key Pillars

Story Led Content

- Sell the feeling, not just the package
- Emotion-led storytelling drives bookings
- Guests picture themselves in the experience
- Visual tone and narrative > feature lists
- Content crafted for scroll-stopping impact



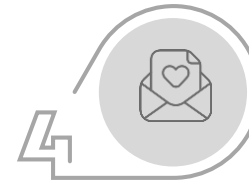
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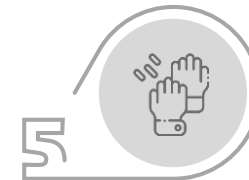
- Story Led Content



- Always On & Seasonal Strategy



- Experience-first Messaging

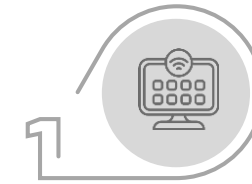


- Collaboration

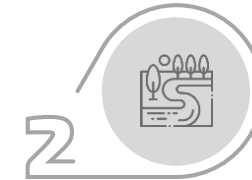
Key Pillars

Always On & Seasonal Strategy

- Always-on activity captures in-market demand
- Paid search, CRM, and retargeting run year-round
- Seasonal spikes drive urgency and booking behaviour
- Examples: Valentine's, school holidays, summer spa
- Balances consistency with campaign flexibility



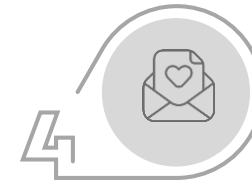
- Digital First – but Not Only Digital



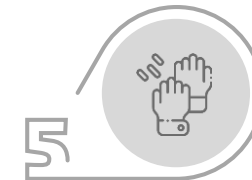
- Story Led Content



- **Always On & Seasonal Strategy**



- Experience-first Messaging

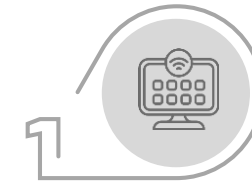


- Collaboration

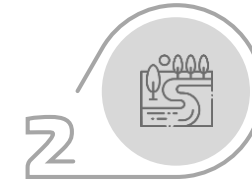
Key Pillars

Experience-first Messaging

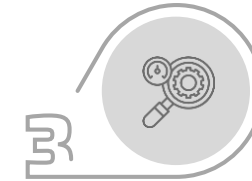
- Lead with emotional benefit, not logistics
- “How it makes them feel” is the real selling point
- Tailored tone per platform: punchy or narrative
- Cut through noise with relatable storytelling
- Emotion > features builds stronger connections



- Digital First – but Not Only Digital



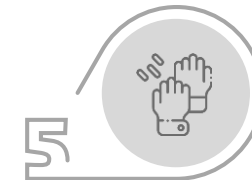
- Story Led Content



- Always On & Seasonal Strategy



- **Experience-first Messaging**

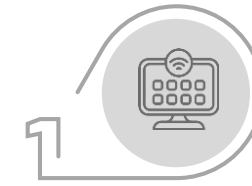


- Collaboration

Key Pillars

Collaboration

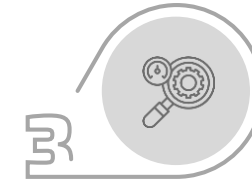
- Marketing aligned with spa, F&B, and ops
- Campaigns are bookable, deliverable, and timely
- Internal intel shapes tactical decisions
- Enables fast response to availability shifts
- Keeps guest journey seamless from ad to arrival



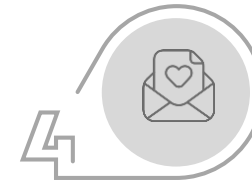
- Digital First – but Not Only Digital



- Story Led Content



- Always On & Seasonal Strategy



- Experience-first Messaging



- Collaboration



Evolving content pillars

- **Original pillars:** Spa, Dine, Stay, Celebrate, Events
- **New acquisitions required** a rethink of guest intent
- Added **Golf** as a **core content** and experience pillar
- **Updated creative**, and **storytelling** to reflect new value
- Ensured **golf was integrated**, not siloed
- **Shows how content adapts** with the brand's growth



Integrating a new brand

- **Start with brand audit:** voice, visuals, values, gaps
- Align core values with the Galgorm Collection promise
- Establish tone, design direction
- **Define** target guest **persona** early
- Decide: subtle “powered by Galgorm” or standalone presence?
- Launch with marketing support across collection channels
- Balance independence with shared infrastructure (CRM, loyalty, creative)



Campaign spotlight

Why Market Expansion Matters

- All Galgorm Collection properties are located in Northern Ireland
- Strategic need to broaden market beyond domestic NI audience
- Guest overlap between properties limits internal growth
- Market expansion into Republic of Ireland began in 2016
- Learnings from market – deluxe rooms & suites/higher spend
- ROI business has grown significantly: 4% to 27%
- Supports long-term sustainability across the portfolio



Campaign spotlight

Galgorm Rewards: A Unified Loyalty Programme

- Launched in February 2024 across all Galgorm Collection properties
- Single loyalty programme for all stays, spa visits, and dining experiences
- Guests earn points no matter where they stay or spend
- 18,605 members to date and growing
- Over 4m points accumulated since launch
- Encourages repeat bookings and cross-property exploration
- Drives direct bookings, increases guest value, and improves data insight



Campaign spotlight

Christmas Voucher Campaign Individual Brands, Collective Power

- Each brand markets its own gift vouchers with distinct visual identity and tone
- Vouchers can be redeemed across all Galgorm Collection properties
- Strong seasonal push in Q4 with brand-specific campaigns
- Creates emotional connection and clear reasons to gift
- Collective benefit: 35% increase in voucher sales (Nov-Dec vs. 2022)
- Drives new customer acquisition and repeat visits





Tactical Takeaways

- **Don't copy & paste** content across brands
 - Tailor tone and intent
- **Build brand clarity** before media spend
 - Take time to define tone of voice, audience, visual identity
- **Centralise insight**, decentralise execution
 - Mix of intelligence and individualism
- Unify systems, **personalise** delivery
 - Cohesion without losing brand identity





Tactical Takeaways

- **Leverage individual brand power** with collective strategy
- **Diversify** your market base.
- **Segment** by mindset and occasion
- Tech and CRM are not optional.

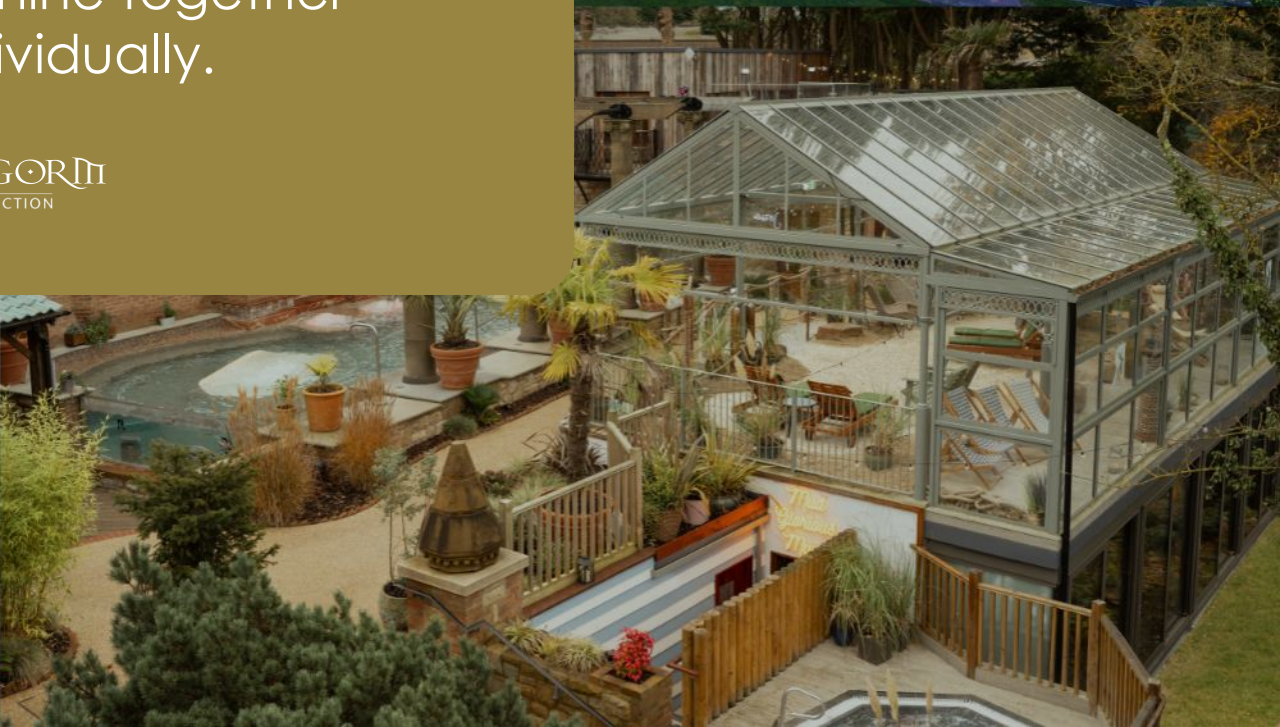
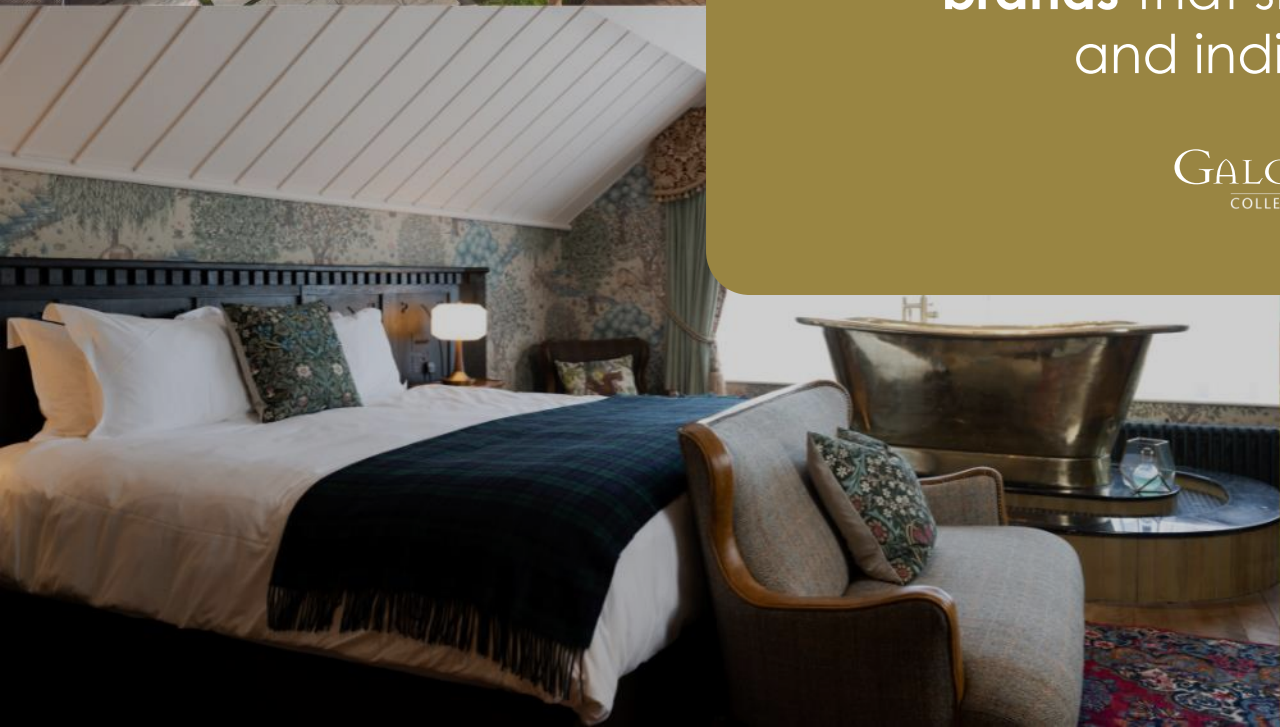




“

Marketing a collection is about **creating a family of brands** that shine together and individually.

GALGORM
COLLECTION



Thank You