



Groups Marketing Program Approach

Strategic Planning

- Group Asset Inventory
- Site visits with key accommodations & attractions
- Target audience identification & segmentation
- Establish marketing objectives, strategies & tactics
- Establish action plan & associated budget

Collateral Development

- Review existing one-sheets & itineraries
- Create targeted collateral that aligns with strategic plan
- Develop thematic itineraries

Direct Sales Plan

- Create direct sales plan that aligns with strategic marketing plan
- Establish sales goals, objectives & strategies
- Identify lead generation sources
- Establish sales structure and protocol

Plan Execution & Reporting

- Attend trade shows & sales missions
- Continuously follow-up on leads (cold/warm/hot)
- Execute action plan
- Benchmark against sales plan
- Provide regular reporting including: lead summaries, pipeline business, sold business, lost business etc.
- Track room nights sold vs actual – as allowed by partner accommodations