

	Hotel	<b>Sample Hotel Marketing Plan</b>		
BUDGET	Month		Jan	Feb
	Focus		5 Free Wedding Rooms if wedding venue before Jan 31st	Free Bottle of Champagne for First 10 to Book Valentines Package
		<b>ONLINE MARKETING</b>		
	1	Create a Package/Offer/Promotion Code	Done	Done
	2	Create a Press Rekease and/or Event	Done	Done
	3	Create and Distriubte E zine	?????	?????
	4	Create a 'Pop-up' on the website	Done	Done
	5	Create a 'Check Out' Message	Done	Done
	6	Update TripAdvisor News Articles	Done	Done
2000	7	Update TripAdvisor Business Listing Offer	Done	Done
	8	Create a FaceBook Status Update	Done	Done
	9	Edit FaceBook Profile Image	Done	Done
500	10	Create FaceBook Offer or 'Boost Post'	Done	Done
3500	11	Match Google Adwords to Offer	Done	Done
	12	Post a message in Twitter	Done	Done
	13	Post a message in Google+	Done	Done
	14	Create and post a Video	NA	Done
2000	15	TripConnect	Done	Done
		<b>OFFLINE MARKETING</b>		
	16	<b>Checkout Vouchers</b>	Done	
	17	Onsite Marketing (In Rooms)	Done	
	18	Onite Marketing (Reception/Toilets)	Done	Done
2400	19	Distribute Post Cards		
4000	20	Newspaper Advertising		
400	21	Reception 'Pull-Ups'		
2000	22	Wedding Fayre	Done	

Mar	Apr	May	Jun	Jul	Aug
Mothers Day Specail - Lunch and B&B for 2 49€ Total	Family Summer Breaks - Free Surfing lessons for first 10 to book.	Family Summer Breaks - Free Equestrain Lessons for first 20 to book	Family Summer Breaks - 25€ Voucher for Mum to be spent with 3 night Breaks	KEEP FREE	KEEP FREE
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