

LUXURY
HOTELS



Social Network Promotion

Interaction

Ambassador Program

Influencer Campaign

Google Ads, PPC with Optimisation

YouTube Trueview

MACS Marketing in association with Luxury Hotels Europe & Middle East Office

Social Network Ambassador Program & Influencer Campaign



Monthly Social Networks Ambassador Program & Influencer Campaign Packages

MONTHLY PROMOTIONAL PACKAGES	PARTNERS CAMPAIGN		PARTNERS + AMBASSADOR		PARTNERS + AMBASSADOR + INFLUENCER			
	<ul style="list-style-type: none">✓ 4 Existing Content /month✓ Promote to 4 Partners Social Networks✓ Direct our high-end Audience to a Specific Page of your Website✓ Promote Your Hotel/Company to Luxury Hotels Audience✓ Select 1 Country every 3 months✓ Increase Followers & Likes on your Social Media		<ul style="list-style-type: none">✓ 8 Existing Content/month✓ Promote to 6 Partners Social Networks✓ Direct our high-end Audience to a Specific Page of your Website✓ Promote Your Hotel/Company to Luxury Hotels Audience✓ Select 2 Countries every 3 months✓ Increase Followers & Likes on your Social Media✓ Ambassador Campaign on 2 Accounts✓ Feedback Stats on interaction		<ul style="list-style-type: none">✓ 12 Existing Content/month✓ Promote to 8 Partners Social Networks✓ Direct our high-end Audience to a Specific Page of your Website✓ Promote Your Hotel/Company to Luxury Hotels Audience✓ Select 4 Countries every 3 months✓ Increase Followers & Likes on your Social Media✓ Ambassador Campaign on 3 Accounts✓ Feedback Stats on interaction✓ Genuine endorsements of your Brand by Influencer✓ Share your content to influencers' extensive fan base✓ Promote your content to 10 Groups			
	3 months pre-paid		2500/month		5000/month		Not applicable	
	6 months pre-paid		2300/month		4500/month		6500/month	
	12 months pre-paid		2000/month		4000/month		5500/month	



Monthly Social Networks Content Creator

Social Content DIY Creator
Reels, Stories, Banners, Post, Videos



MONTHLY PACKAGES			
*Additional 50% charge for Monthly payments	6 Design post 4 Reels 5 Stories	10 Design post 5 Reels 10 Stories	15 Design post 10 Reels 15 Stories
6 months pre-paid	2000/month	2500/month	3000/month
12 months pre-paid	1700/month	2300/month	2500/month

Available Social Network



Affiliate Posting: Hotel Profile on Partners' Websites

From €550/each

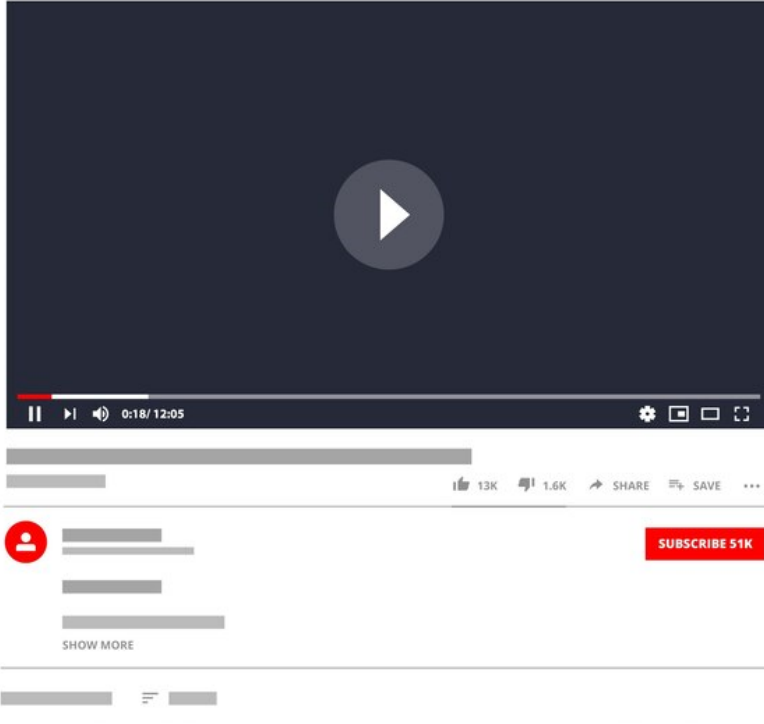
Collaborate with **Luxury Hotel entities** to **boost** your Hotel's visibility.

Advantages of Affiliate Promotion

- ❑ **Extended Reach:** Expand your Hotel's exposure by leveraging partners' audiences.
- ❑ **Targeted Marketing:** Precisely target your desired Luxury Hotels audiences.
- ❑ **Credibility Boost:** Enhance trust through recommendations from respected affiliates.
- ❑ **Sales Boost:** Increase conversions using diverse marketing channels.



YouTube TrueView Campaign



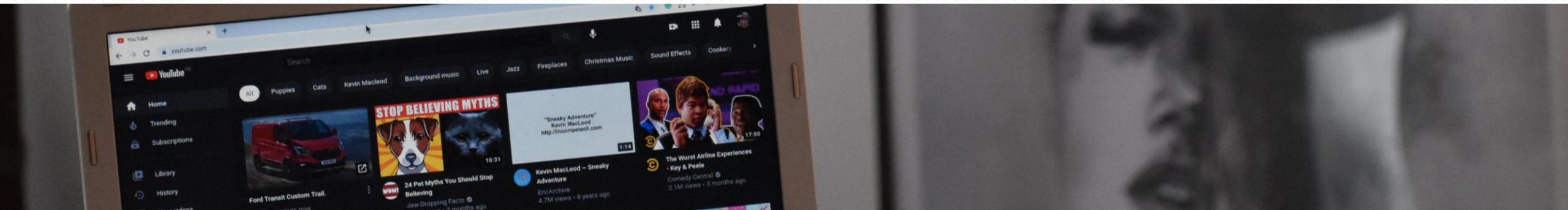
Advantages of True View

- ❑ **Cost-Efficient:** Pay only when viewers choose to watch, ensuring cost-effectiveness.
- ❑ **User Engagement:** Viewers opt-in, indicating higher interest and engagement.
- ❑ **Advanced Targeting:** Precisely reach specific demographics, interests, and behaviors.
- ❑ **Flexible Ad Length:** Tailor ad length to marketing goals, providing flexibility.
- ❑ **Analytics Insights:** Comprehensive metrics help refine strategies for better performance.
- ❑ **6:1 ROI Ratio:** Achieve a strong return on investment with a 6:1 ratio.
- ❑ **2.2 Billion Daily Viewers:** Tap into a vast audience with extensive daily viewership.
- ❑ **70% More Leads Increase:** Experience a significant boost in lead generation compared to other advertising methods.
- ❑ **Brand Awareness:** Even skipped ads contribute to increased brand awareness.
- ❑ **Ad Placement Control:** Choose where your ads appear for contextual relevance.
- ❑ **Optimized Budget Allocation:** Efficiently manage budgets, allocating resources for maximum value.



Monthly YouTube TrueView Campaign

A YouTube TrueView campaign is an effective way for businesses to drive up to 70% return on investment (ROI)
TrueView ads only charge advertisers when viewers watch the ad for at least 30 seconds, making it a cost-effective advertising option.



PACKAGES	1 Campaign/month	2 Campaign/month	3 Campaign/month
*Optimization or Watch time are additional services & not included in the cost			
3 months <i>Including Keyword Competitor research</i>	1300/month	1800/month	2400/month
12 months <i>Including Keyword Competitor research</i>	1100/month	1600/month	2000/month

Additional YouTube Channel Exposure

Advantages

- ❑ **Wider Reach:** Extend your Hotel visibility beyond your own channel by having your video shared with 500-10,000 Luxury Hotel clientele, tapping into a broader and potentially more affluent audience.
- ❑ **Targeted Audience:** Target individuals interested in Luxury Hotels to enhance the chances of attracting Travelers from the countries of your choice.
- ❑ **Increased Engagement:** Leverage the existing audience of the channel to enhance engagement with your Hotel's video, potentially leading to more views, likes, and comments.
- ❑ **Brand Association:** Enhance your Hotel's credibility by associating with luxury hotel clientele, boosting brand image.
- ❑ **Elevated Hotel's Sales:** Expand your market reach to a luxury-focused audience, driving increased sales to your Hotel.
- ❑ **Cost-Effective Marketing:** Utilize shared exposure on another channel as a cost-effective marketing strategy, leveraging existing audiences without incurring additional advertising costs.
- ❑ **YouTube Amplification:** Strengthen your online presence by engaging with audiences who may not have encountered your Hotel online, contributing to a more extensive and impactful YouTube digital footprint
- ❑ **Social Proof:** Positive engagement and feedback from the Luxury Hotel clientele can serve as valuable social proof, influencing potential Luxury Hotels clientele to become clients of your Hotel.

**Share Your Video with
500-1000 Luxury Hotels' Audience
Achieve 500-1000 Views**

€300

**Share Your Video with
1001-3000 Luxury Hotels' Audience
Achieve 1001-3000 Views**

€500

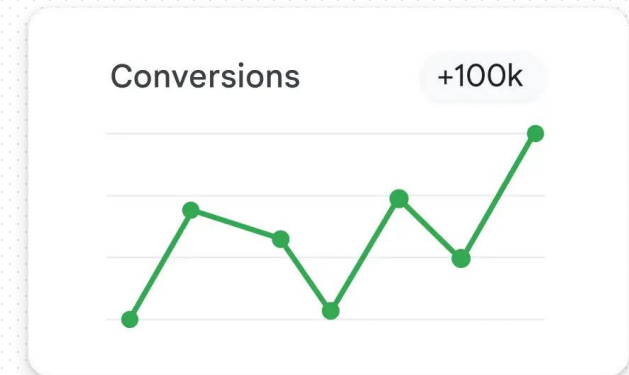
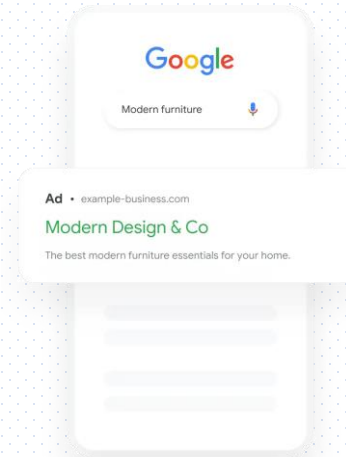
**Share Your Video with
3001-10,000 Luxury Hotels' Audience
Achieve 3001-10,000 Views**

€700

Google AdWords & PPC Campaigns

Advantages of AdWords & PPC

- ❑ **Unique Campaign Setup:** Tailored Google Ads campaign exclusively crafted for your Hotel ensuring a distinct and impactful online presence.
- ❑ **Branded Materials:** Professionally designed branded materials, including 15 banners of different dimensions and 2 videos, creating visually compelling and cohesive ad content.
- ❑ **Multilingual Capability:** Ability to run the campaign in several languages, facilitating targeted outreach to diverse audiences from different countries.
- ❑ **Optimized Weekly:** Continuous campaign optimization on a weekly basis, ensuring adaptability to changing market dynamics and maximizing performance.
- ❑ **Strategic Guidance:** Expert suggestions provided to your Hotel on how to optimize outcomes and achieve a higher return on investment (ROI) from the campaign.
- ❑ **Supervised Keyword Management:** Active supervision and adjustment of keywords to ensure alignment with market trends and target audience search behaviors.



- ❑ **Comprehensive Monitoring:** Continuous monitoring of campaign metrics, enabling real-time adjustments to enhance effectiveness and reach campaign goals.
- ❑ **Global Audience Targeting:** Leverage multilingual capabilities to target a global audience, expanding your Hotel reach to potential clients from various countries.
- ❑ **Consistent Brand Image:** Maintain a consistent and compelling brand image across all campaign materials, fostering brand recognition and trust among the target audience.
- ❑ **Data-Driven Approach:** Utilize data insights to refine strategies, making data-driven decisions that lead to improved campaign performance over time.

Google AdWords & PPC Campaign Packages

Using our expert skills on Google AdWords & the latest software (PPC SPY, Speed PPC, AdWords Editor) we will create for your Hotel a PPC campaign that will blow your competition away.



PACKAGES	1 Campaign/month	2 Campaign/month	3 Campaign/month
*Optimization or Watch time are additional services & not included in the cost			
3 months <i>Including Keyword Competitor research</i>	500/month	990/month	1350/month
6 months <i>Including Keyword Competitor research</i>	400/month	800/month	1000/month