



BROWN JORDAN®



The Mx Group

# Hospitality Marketing Territory Playbooks Proposal

January 15, 2018

# About The Mx Group



The Mx Group



## Marketing Strategy

## Demand Gen and Lead Management

## Digital Development

## Design and Content





The Mx Group



**dyson**

**Abbott**  
Diagnostics

**TEMPUR+SEALY**

**Rexroth**  
Bosch Group



**Cox**  
AUTOMOTIVE™

**CISION**  
Power your story.



We help companies excite markets, engage customers, effect sales & embed value.





The Mx Group



Established in

**1989**

Own facility near

**CHICAGO**

All services delivered

**IN-HOUSE**

Perennial B-to-B

**“TOP AGENCIES”**



We help companies excite markets, engage customers, effect sales & embed value.



## Hospitality specific experience and knowledge

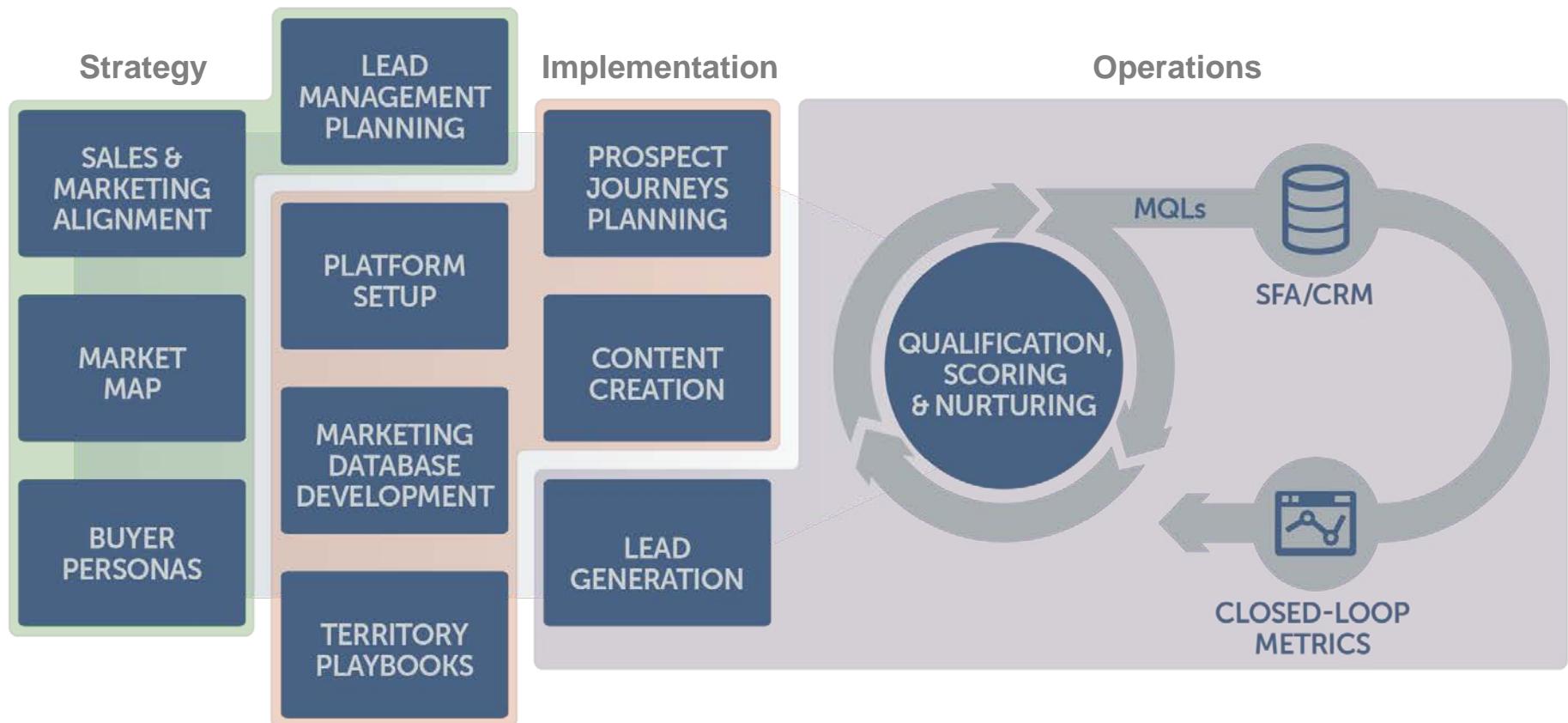
- Tempur-Sealy
- Lodging Econometrics
- Brands and flags
- OC/MC's
- Buyer personas

# Marketing FF&E to the Hotel Industry

7 Rules of Engagement



# Our demand gen process overview



# CHARTER FURNITURE

## Territory Playbooks

# What we've heard

- **Sales historically dependent on the relationships of independent reps**
- **New marketing team focused on growth**
  - Building out robust marketing and sales support effort
  - Digital transformation
- **Quality leads and closed sales #1 current priority**
  - How get value out of LE data?
  - How smartly target ownership and management companies?
  - How smartly target design firms?

# Adding value

## ■ Initially

- Produce “territory playbooks”
- Prioritize targets based on scoring model

## ■ Downstream

- Develop initial outreach program
  - Define personas and decision points
  - Dimensional mail (samples?)
  - Phone appointment setting
  - Relationship proposal development
- Ongoing communications



# Sample playbook summary page

OC/MC Territory Playbook Summary

Brent Young

Company	Total Properties	Total Rooms	Total Matts	Total Dollar potential	Annual dollar potential	Tempur Sealy annual potential	Tempur Sealy "friendly" score	Segment score	Type score	Mgmt %	Own %	Both %	City	State
G6 Hospitality LLC	665	74,091	111,137	\$27,784,125	\$3,817,884	\$3,817,884	100%	1.0	2.4	0%	0%	100%	Carrollton	TX
LQ Management LLC	373	46,667	70,001	\$21,000,150	\$2,915,429	\$2,892,680	98%	2.0	2.6	4%	0%	96%	Irving	TX
Ashford Hospitality Trust Inc	122	28,059	42,089	\$16,691,625	\$2,467,139	\$489,424	11%	3.5	3.4	0%	100%	0%	Dallas	TX
Pillar Hotels & Resorts	215	20,701	31,052	\$10,872,375	\$1,512,471	\$488,017	19%	3.0	2.6	100%	0%	0%	Irving	TX
CBM JV LP/Sarofim Realty	101	14,785	22,178	\$7,762,125	\$1,092,981	\$109,298	0%	3.0	2.9	0%	100%	0%	Dallas	TX
Aimbridge Hospitality	177	23,777	35,666	\$13,134,600	\$1,890,536	\$725,462	21%	2.6	2.4	88%	1%	12%	Plano	TX
Summit Hotel Properties Inc	104	12,021	18,032	\$6,271,050	\$907,273	\$362,475	32%	2.9	2.9	5%	91%	4%	Austin	TX
Remington Hospitality Services	77	15,461	23,192	\$9,272,625	\$1,352,492	\$349,069	17%	3.5	3.3	99%	1%	0%	Dallas	TX
W2005 Fargo Hotels Realty LP	142	11,915	17,873	\$6,241,425	\$865,197	\$183,562	4%	3.0	2.5	0%	100%	0%	Irving	TX
FelCor Lodging Trust	61	18,223	27,335	\$11,395,200	\$1,700,058	\$485,241	14%	3.9	3.7	0%	100%	0%	Irving	TX
Benchmark Hospitality International	31	5,692	8,538	\$3,695,925	\$525,363	\$517,061	98%	4.0	3.1	87%	10%	3%	The Woodlands	TX
Moody National Companies	36	4,464	6,696	\$2,367,000	\$345,531	\$50,618	5%	3.0	3.3	0%	50%	50%	Houston	TX
NewcrestImage LLC	43	4,303	6,455	\$2,164,613	\$295,658	\$180,728	52%	2.7	2.1	0%	33%	67%	Irving	TX
Hospitality Management Corp	33	4,748	7,122	\$2,457,863	\$338,510	\$228,579	51%	2.7	2.3	91%	0%	9%	Dallas	TX
Texas Western Hospitality	33	4,265	6,398	\$2,306,400	\$332,116	\$33,212	0%	3.1	3.1	91%	0%	9%	Dallas	TX
Prism Hotels & Resorts	22	5,258	7,887	\$2,939,813	\$451,607	\$221,752	30%	3.0	3.4	91%	5%	5%	Dallas	TX
Huntington Hospitality Group	23	3,425	5,138	\$1,782,000	\$256,021	\$31,131	0%	3.0	3.3	57%	0%	43%	Irving	TX
1859 Historic Hotels Ltd	14	2,955	4,433	\$1,707,225	\$237,150	\$213,767	86%	3.3	2.2	0%	0%	100%	Galveston	TX
Archon Group	16	3,256	4,884	\$1,888,388	\$266,295	\$137,187	50%	3.3	2.9	0%	88%	13%	Irving	TX
Serene Lodging Inc	23	2,234	3,351	\$1,154,025	\$163,041	\$66,437	34%	2.9	2.7	0%	100%	0%	San Antonio	TX
W2007 BRV Realty LP	27	2,981	4,472	\$1,661,625	\$236,984	\$25,971	0%	3.0	2.3	0%	100%	0%	Irving	TX
W2005 New Century Hotel Portfolio	22	3,229	4,844	\$1,750,238	\$246,959	\$92,840	28%	3.0	2.9	0%	100%	0%	Irving	TX
K Partners Hospitality Group LP	24	2,295	3,443	\$1,204,875	\$165,572	\$35,516	14%	3.0	2.4	4%	4%	92%	San Antonio	TX
Premier Hospitality Mgmt Inc	20	1,985	2,978	\$1,034,325	\$137,241	\$96,205	62%	2.9	1.7	10%	5%	85%	Durant	OK
Champion Hotels	19	1,866	2,799	\$895,425	\$125,125	\$67,328	37%	2.4	2.9	11%	5%	84%	Oklahoma City	OK
DePalma Hotel Corp	14	2,192	3,288	\$1,070,175	\$148,481	\$70,516	8%	2.5	2.6	79%	14%	7%	Arlington	TX
American Liberty Hospitality	16	1,620	2,430	\$823,875	\$118,868	\$66,226	42%	2.4	2.5	38%	0%	63%	Houston	TX
ValPlace Development Texas LP	10	1,213	1,820	\$454,875	\$64,152	\$64,152	100%	1.0	2.9	0%	0%	100%	Frisco	TX
East Coast Hospitality	15	1,183	1,775	\$599,700	\$77,681	\$62,816	76%	2.8	1.7	0%	0%	100%	Washington	NC
OceanGate Hotel Mgmt & Dev'mt Group	19	1,292	1,938	\$646,350	\$80,794	\$57,011	63%	2.6	1.0	0%	0%	100%	McAllen	TX
Vista Host Inc	28	3,310	4,965	\$1,737,750	\$249,631	\$30,069	2%	3.0	2.7	79%	0%	21%	Houston	TX

## Hospitality Management Corp

Total properties	33	Total dollar potential			\$2,457,863	Management %	91%
Total rooms	4,748	Annual dollar potential			\$338,510	Ownership %	0%
Total beds	7,122	Tempur-Sealy annual potential			\$228,579	Both %	9%

Parent	Properties	Rooms	Beds	Total replacement value	Annual replacement value	Tempur Sealy annual potential	Mgmt %	Own %	Both %
Blackstone Group	3	321	482	\$144,450	\$18,908	18,908	100%	0%	0%
Carlson Hospitality	4	982	1,473	\$515,550	\$73,650	36,825	75%	0%	25%
Choice Hotels	1	65	98	\$34,125	\$4,875	2,438	100%	0%	0%
Hilton Worldwide	1	86	129	\$45,150	\$6,450	645	100%	0%	0%
Independent Hotel	5	504	756	\$260,550	\$35,822	35,822	80%	0%	20%
InterContinental Hotels Group	12	1,605	2,408	\$827,775	\$110,680	110,680	100%	0%	0%
Starwood Hotels & Resorts	2	571	857	\$364,013	\$52,002	5,200	100%	0%	0%
Wyndham Worldwide	5	614	921	\$266,250	\$36,123	18,062	80%	0%	20%
<b>Totals</b>	<b>33</b>	<b>4,748</b>	<b>7,122</b>	<b>\$2,457,863</b>	<b>\$338,510</b>	<b>\$228,579</b>			

Franchise	Properties	Rooms	Beds	Total replacement value	Annual replacement value	Tempur Sealy annual potential	Mgmt %	Own %	Both %
La Quinta Inn	2	215	323	\$96,750	\$12,094	12,094	100%	0%	0%
La Quinta Inn & Suites	1	106	159	\$47,700	\$6,814	6,814	100%	0%	0%
Park Inn	2	496	744	\$260,400	\$37,200	18,600	50%	0%	50%
Radisson Hotel	2	486	729	\$255,150	\$36,450	18,225	100%	0%	0%
Comfort Suites	1	65	98	\$34,125	\$4,875	2,438	100%	0%	0%
Hampton Inn & Suites	1	86	129	\$45,150	\$6,450	645	100%	0%	0%
Independent Hotel	5	504	756	\$260,550	\$35,822	35,822	80%	0%	20%
Candlewood Suites	2	198	297	\$89,100	\$12,046	12,046	100%	0%	0%
Crowne Plaza	1	290	435	\$152,250	\$19,031	19,031	100%	0%	0%
Holiday Inn	5	781	1,172	\$410,025	\$56,897	56,897	100%	0%	0%
Holiday Inn Express	3	237	356	\$124,425	\$16,209	16,209	100%	0%	0%
Staybridge Suites	1	99	149	\$51,975	\$6,497	6,497	100%	0%	0%
Sheraton Hotel	2	571	857	\$364,013	\$52,002	5,200	100%	0%	0%
Days Inn	1	134	201	\$50,250	\$7,179	3,589	100%	0%	0%
Hawthorn Suites by Wyndham	3	374	561	\$168,300	\$22,982	11,491	100%	0%	0%
Ramada Inn	1	106	159	\$47,700	\$5,963	2,981	0%	0%	100%
<b>Totals</b>	<b>33</b>	<b>4,748</b>	<b>7,122</b>	<b>\$2,457,863</b>	<b>\$338,510</b>	<b>\$228,579</b>			

Segment	Properties	Rooms	Beds	Total replacement value	Annual replacement value	Tempur Sealy annual potential	Mgmt %	Own %	Both %
Upper Upscale	2	571	857	\$364,013	\$52,002	5,200	100%	0%	0%
Upscale	5	982	1,473	\$515,550	\$70,003	51,778	80%	0%	20%
Upper Midscale	15	2,008	3,012	\$1,054,200	\$146,391	119,548	93%	0%	7%
Midscale	10	1,053	1,580	\$473,850	\$62,936	48,463	90%	0%	10%
Economy	1	134	201	\$50,250	\$7,179	3,589	100%	0%	0%
<b>Totals</b>	<b>33</b>	<b>4,748</b>	<b>7,122</b>	<b>\$2,457,863</b>	<b>\$338,510</b>	<b>\$228,579</b>			

Sample  
playbook  
details page

# Process

## Discovery

- Approved brands and flags
  - Multi-vendor vs. exclusive
  - Program vs. custom
- Average sales price
  - Per room by segment scale
  - Public spaces by ??
- Territory definitions
  - Geographic boundaries
  - Named account assignments
- General attractiveness
  - Segment scale
  - Location/hotel type
- Current customers
  - Data structure fields from biz system
  - Identification of preferred OC/MCs
  - Identification of preferred design firms

## Production

- Develop algorithms
  - Dollar potentials
  - Competitive position
  - Charter friendly OCs and DFs
- Data import
  - Standardize and dedupe OC/MCs
  - Standardize and dedupe design firms
- Produce
  - Multi-view... by OC/MC; DF; project?
  - Review, discuss and modify if needed
  - Produce via print / electronic / both
- Roll-out, training, activation
  - Instructions for use?
  - Telemarketing support? (optional)

# Notes, investment and timing

## ▪ Investment

- OC/MC playbook @ \$7,500
- Project playbook @ \$2,500
- Design firm playbook @\$2,500

## ▪ Timing

- Week 1 – discovery
- Week 2 – production / review
- Week 3 – roll-out

## ▪ Notes:

- The LE data currently purchased will only allow for a limited subset of the overall potential of each OC/MC. It will also exclude any OC/MC that does not currently have a known or active project in the pipeline. Adding the census of open and operating hotels will substantially enhance the view into “real” and long term Oc/MC territory potential.
- This holds particularly true for the design firms. Additional non LE data may need to be purchased
- If the data is purchased at a future date, we should easily be able to bring it into the established model

# A final note...

- **This data work is one small piece of a much larger puzzle that we can provide help with, including:**
  - Brand and persona messaging (informed by VOC research)
  - Search and conversion optimized website design and development
  - Pipeline driving sales enablement and sales support activities
  - Tradeshow, public relations, and content development support
  - A holistic view of your digital transformation efforts
- **We would welcome the opportunity to discuss at a more strategic level your demand gen and digital transformation goals, as well as how you might gain efficiencies with them across the organizations**

# Thank You!