



HALL ARTS  
HOTEL

Case Study by Rhonda Holt

# MARKETING STRATEGY



1. Website ads
2. SEO + SEM
3. Paid Social Advertising
4. Paid Influencer Marketing
5. E-mail Campaign
6. Live Art Night
7. Brand Design Concepts
8. Partnership Marketing
9. Special Discount Packages
10. Giveaway

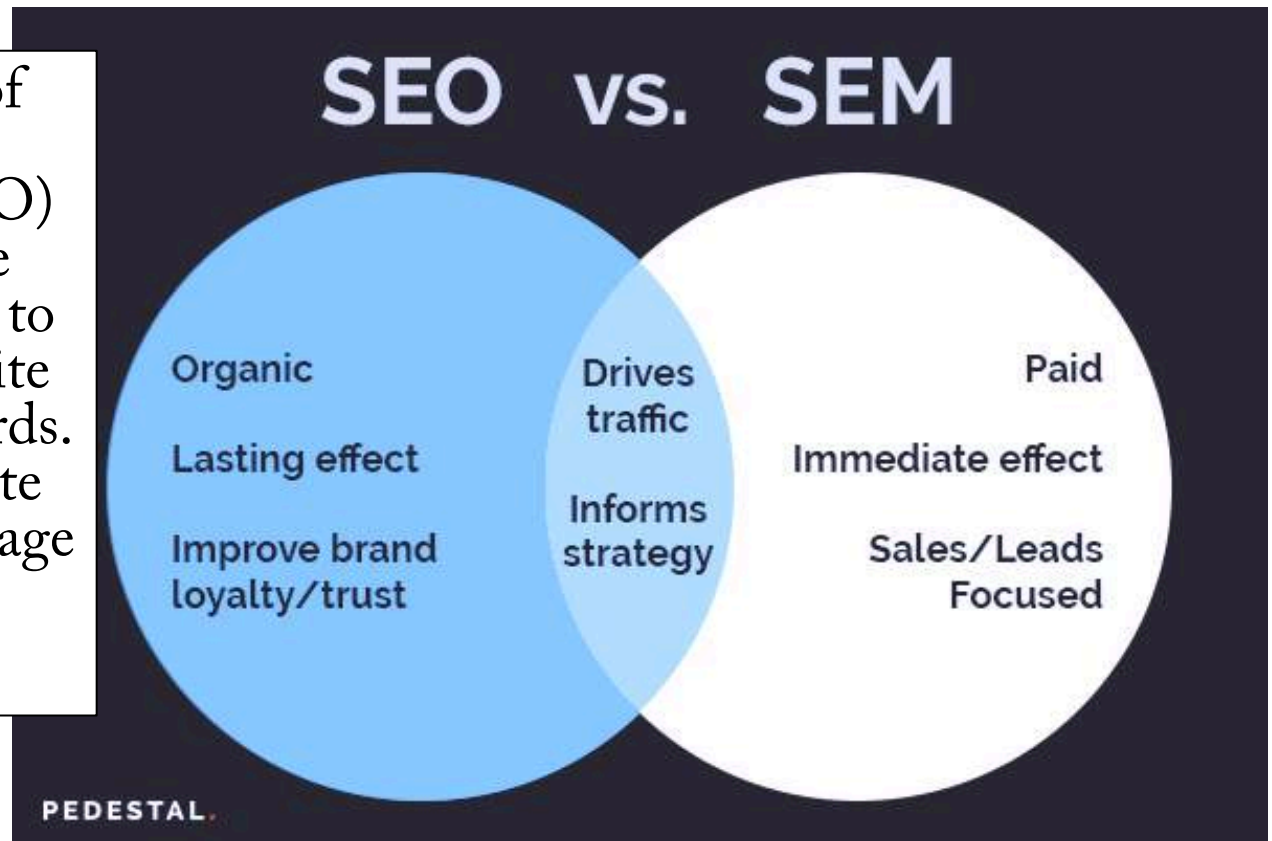
# WEBSITE ADS

Use Google to create responsive and display ads. Create ads to be displayed on third-party travel websites such as Kayak.

The image shows a screenshot of the Kayak website interface. The top navigation bar includes the Kayak logo, a menu icon, and a 'Sign in' button. Below the navigation bar, there are filters for 'Adult', 'Economy', and '0 Bags'. The search criteria are set to 'Dallas, TX (DFW)' with dates 'Tue 8/17' and 'Thu 8/19'. The search results are sorted by 'Best' with a price of '\$273 • 3h 04m'. A large red arrow points to the first flight result, which is a Spirit Airlines flight from FLL to BWI for \$185. Below this, there are other flight options, including a 'Cheapest' Spirit Airlines flight for \$144. On the right side of the page, there is a hotel advertisement for Hall Arts Hotel in Dallas, Texas. The ad features a woman sitting by a pool and text that reads: 'SOAK UP THE DALLAS ART SCENE IN STYLE. BOOK BY JULY 31 AND RECEIVE 15% OFF YOUR 2021 STAY!'. The ad also includes the text 'Visit our website to book your stay.'

# SEO + SEM STRATEGY

Take advantage of Search Engine Optimization (SEO) & Search Engine Marketing (SEM) to optimize the website with specific ad words. Analyze the website analytics for best usage of the pages and content.



# PAID SOCIAL ADVERTISING

Create special ad campaigns for social media, highlighting the hotel's features.



HALL ARTS  
HOTEL  
Dallas, Texas

**SOAK UP THE DALLAS ART SCENE IN  
STYLE. BOOK BY JULY 31 AND RECEIVE  
15% OFF YOUR 2021 STAY!**

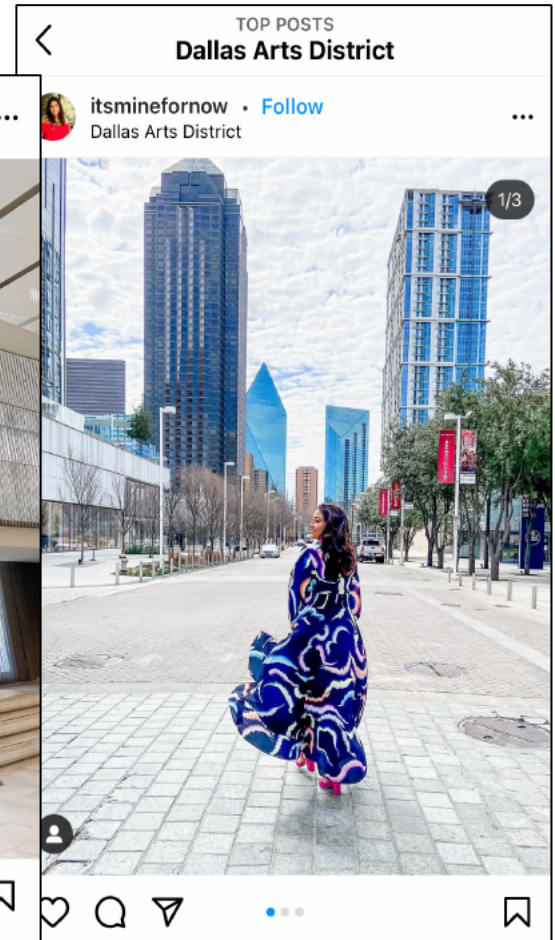
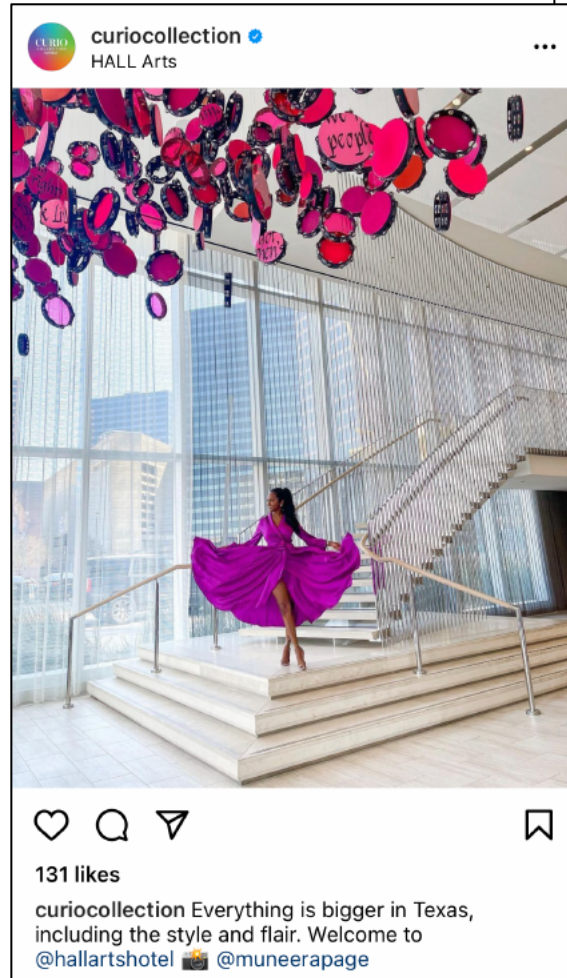
⌆

Swipe up to book your stay.

The image shows a full social media advertisement for the Hall Arts Hotel. At the top, the hotel's name and location are displayed over a photograph of a rooftop pool area with lounge chairs and a modern glass building. Below the image is a black banner with white text offering a 15% discount on a 2021 stay if booked by July 31. At the bottom, there is a double-up arrow icon and the text "Swipe up to book your stay."

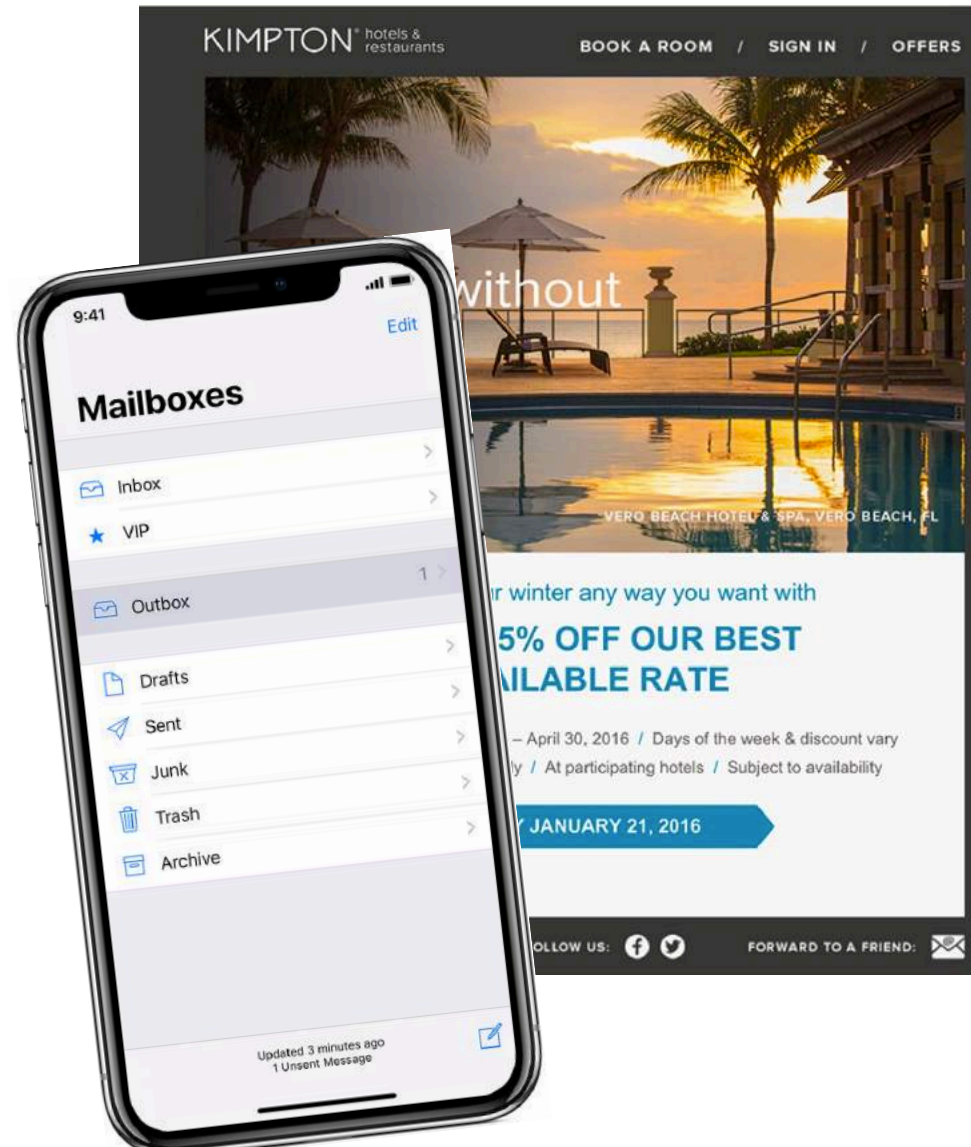
# PAID INFLUENCER MARKETING

Utilize influencer marketing to capture a larger audience. This will draw attention to the hotel, its features, and location benefits, ultimately driving guest bookings for Hall Arts.



# E-MAIL CAMPAIGN

- Create an e-mail campaign that is sent to all previous guests who have stayed at the hotel within the past 5 years.
- Utilize Hilton Loyalty Marketing to collaborate on e-mail campaign list for existing members.
- Take advantage of existing campaigns such as “Multiply Your Points” and “A Night on Us”
- Book by x date and get 20% off or more at our hotels for stays through January 31, 2022.



# LIVE ART NIGHT

Every Thursday host live music or live artist in the lobby with drink specials. This creates “instagrammable” moments which generates a buzz. Partner with a local charity organization and have 15% of the proceeds be donated.

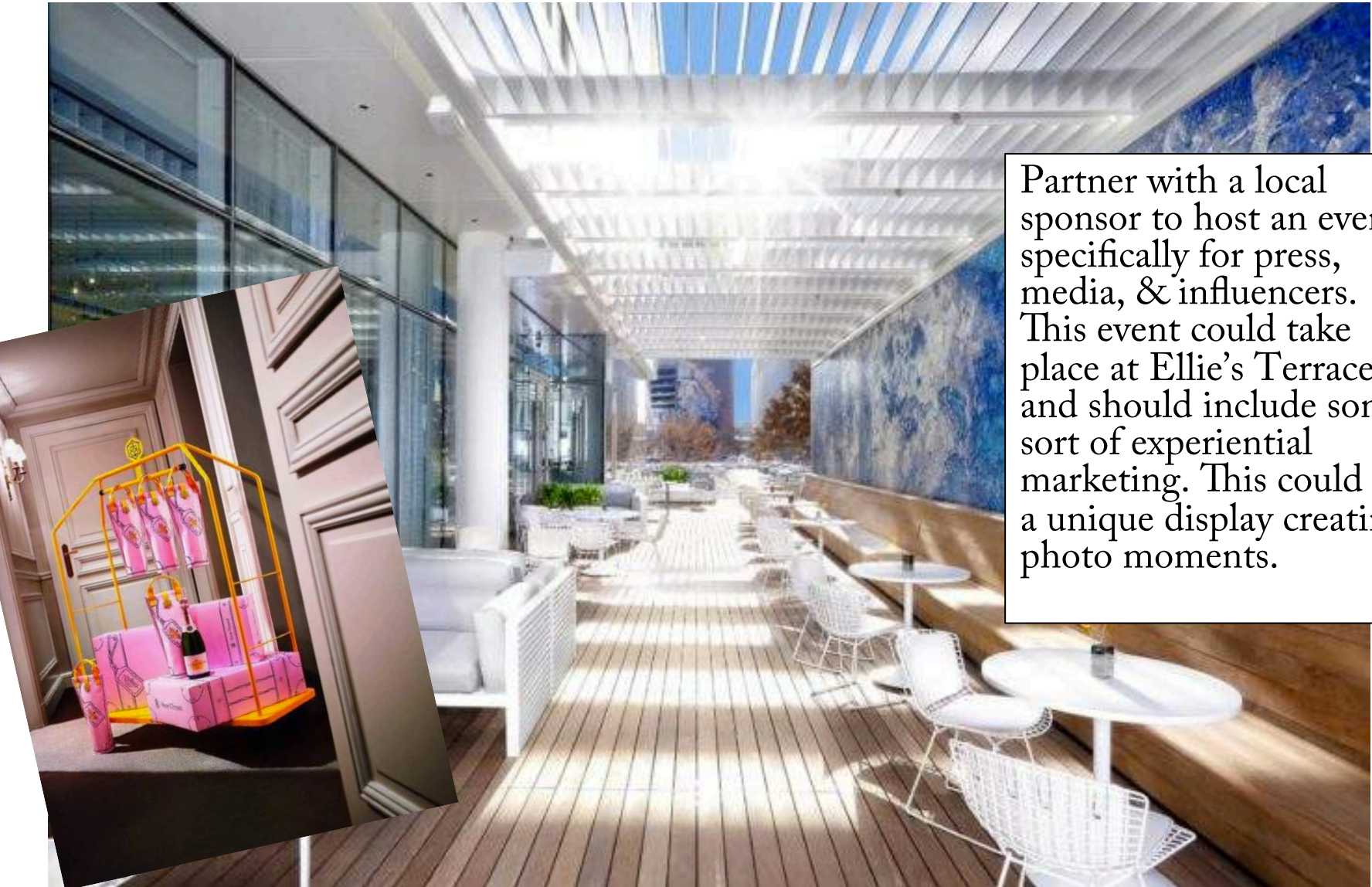


# BRANDED PACKAGING + EYE CATCHING BAR CONCEPTS

Make sure cups are branded at the rooftop bar. This is another chance for exposure through Instagram. Have at least 1 drink that is “eye-catching” which offers another opportunity for *free promotion* through social media. Eventually this can lead to local magazine features, highlighting food + bar concepts for additional exposure.



# PARTNERSHIP MARKETING



Partner with a local sponsor to host an event specifically for press, media, & influencers. This event could take place at Ellie's Terrace and should include some sort of experiential marketing. This could be a unique display creating photo moments.

# SPECIAL DISCOUNT PACKAGES



**HILTON LOYALTY  
MEMBER DISCOUNT**



**ARTIST'S  
ADVENTURE**



**RELAX &  
UNWIND**



**DINE &  
DASH**



**ULTIMATE  
STAYCATION**



**PARK &  
PLAY**

# SPECIAL DISCOUNT PACKAGES

## HILTON LOYALTY MEMBER DISCOUNT

Comp WiFi

Comp parking

Comp upgrade

(not guaranteed and based on availability)

2 drink vouchers

(to be used on property during stay)

Earn up to 3X the points

## ARTIST'S ADVENTURE

Includes up to 2 tickets to:

**Nasher Sculpture Garden** (valued at \$10 each)

**Dallas Museum of Art – Dreamer of Houses Exhibition** (valued at \$9-16 each)

2 glasses of champagne prior to leaving for event

Night cap (enjoyed at rooftop pool or delivered in room) – includes chef's special/selection of dessert for 2

Late Check Out

# SPECIAL DISCOUNT PACKAGES

## RELAX & UNWIND

In-room massage

Facial

Complimentary glass of champagne

Provided by hiatus spa and retreat

Sound bath meditation or yoga drop

in

## DINE & DASH

Includes food and beverage credit of:

\$50 per day

Complimentary parking

2 drink coupons for local restaurants

in the district

# SPECIAL DISCOUNT PACKAGES

## ULTIMATE STAYCATION

Specialty cocktails for 2 upon arrival

Chef's special amenity in room upon arrival

Includes lunch for 2 at the rooftop pool

Exclusive experiences at local galleries

Complimentary parking

## PARK & PLAY

Complimentary Parking

15% off after 3 nights

# GIVEAWAYS

Partner with local art centers (such as Complexions Ballet x Titas Dance) or local fashion retailer (Neiman Marcus) to offer a giveaway in exchange for publicity on their website.

GET ON IT!

# GIVEAWAY

1,000 VOUCHER  
IN AN EXTRAORDINARY HOTEL OF  
THE CONCEPT HOTEL GROUP IN IBIZA!

7 DAYS OF LOVE GIVEAWAY

## The Beeman Hotel

DWeddings

# SUGGESTIONS

- Improve website layout
- Add gallery to menu bar on website so guests can see images from hotel.
- Add upcoming events to website (look at competitor hotel ZaZa)
- Highlight the hotel's main features (rooftop pool, Ellie's Terrace overlooking Texas Sculpture Walk)
- Add reels to Instagram for more exposure and views - can showcase experiences (i.e. rooftop pool, spa services, in room champagne brunch, local art experiences)
- Improve social media content by curating videos showcasing hotel's features. Virtual tours are great but in order for guests to envision themselves there, we want to create a video showcasing the entire experience.

# SUGGESTIONS

- The Art of Hospitality Package:
  - What are the luxurious accommodations?
  - Resort features are already included in every stay?
  - What's the difference between this and the park and play package?

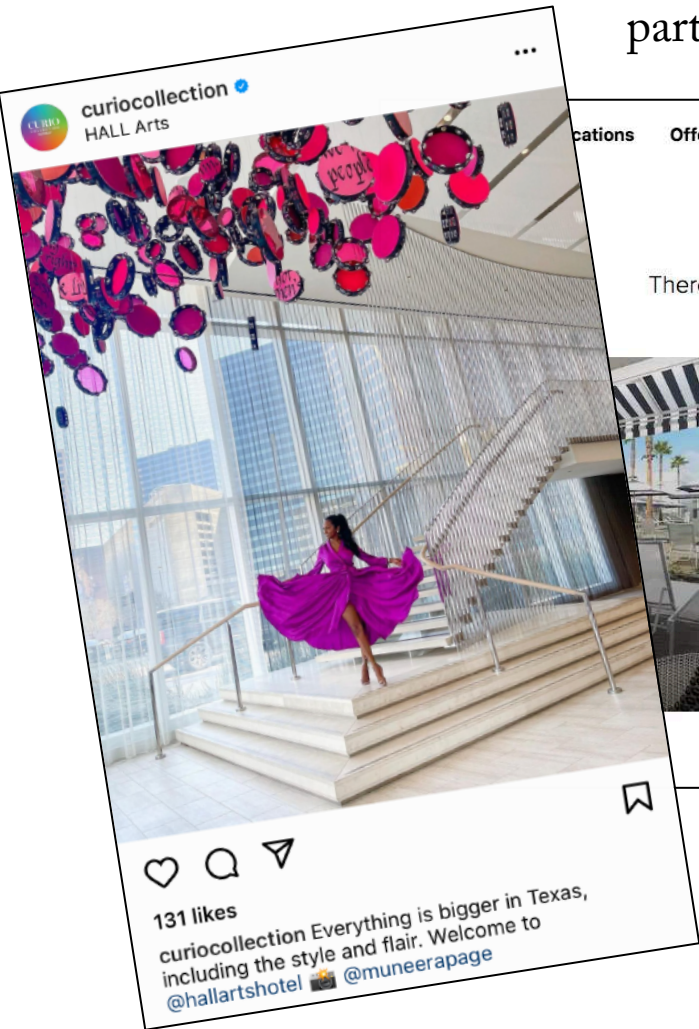
# PROPERTY UPGRADES



- Keyless check-in
- Brand Design (cups, napkins, colorful towels)
- QR Codes for Contactless Payment

# HILTON PARTNERSHIP

Here are some existing examples of Hilton's partnership, highlighting Hall Arts online.



Locations Offers Meetings & Events Join | Sign In

## Discover What's Inside

There's a world of discovery behind the front door of every Curio Collection hotel.

MILAN

JIUJIANG, CHINA

DALLAS

