

9 Ways to Reduce Your Marketing Budget in 2009 (Without Losing Revenue)

Many hotel owners I talk with are looking for ways to reduce expenses in 2009. While across-the-board budget cuts can hurt revenue, there usually *are* areas of waste that can be eliminated. Marketing is no exception. Here's some basic ways smart hotel marketers are reducing their promotions budgets - while at the same time getting better results.

1) Track your marketing & advertising

What is measured gets improved. New technology requires [new metrics](#). Create new, insightful measures of success.

2) Focus on what works, reduce (or eliminate) the rest

Expenditure must be tied to additional revenue. Make sure your marketing budget isn't [going down the drain](#).

3) Invest in a top-quality SEO campaign

Search engine optimization allows you to get website visitors for free, and often [starts a snowball effect](#). For best results, go beyond a [quick tuneup](#) - aim to [dominate your local search](#) results.

4) Spend more on pay per click (PPC) ads

Perhaps [the ultimate low-budget advertising](#) method, PPC ensures you only pay for results. You can develop a highly targeted campaign that only reaches [regions you want](#). [[Free flowchart for hotel PPC campaigns](#)]

5) Market to your existing best customers

Selling to your [best guests](#) is the best way to maximize profits. Setup systems for recognizing and rewarding these people.

6) Expand your social media involvement

Building your presence in [travel social networking sites](#) improves your online visibility. (Plus, people sort of [expect it](#).)

7) Establish a PR campaign for new media

As more people use social media for trip planning, this can be a very cost effective way to increase your exposure. Just make sure you [pitch the top people correctly](#).

8) Take tech leadership for free press coverage

Hotels that use innovative [new technology](#) attract a lot of free publicity. Plus, it builds a better [guest experience](#). Often, the best upgrades are relatively inexpensive - and [tie into](#) a unique attribute of your hotel.

9) Outsource your marketing tasks

Hiring a marketing firm that specializes in the hospitality industry can be more cost-effective than using in-house staff. Use [insider questions](#) to find the best agencies.

This was originally posted to the [Hotel Marketing Strategies](#) blog January 1, 2009 by Josiah Mackenzie (josiah@gradigio.com). Make sure to [subscribe](#) for the latest trends and hotel marketing ideas.

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