



MOVING CUSTOMERS THROUGH THE FUNNEL

LEAD GENERATION & NURTURING
STRATEGIES FOR LLOYD'S INN

EXECUTIVE SUMMARY

In light of competition from travel aggregator sites and boutique hotels, Lloyd's Inn would benefit from paid search and email marketing activation that generates traffic and maximizes lead conversions at each stage of the funnel to drive overall growth.



CONTENTS

BACKGROUND	RESEARCH	MARKETING PLAN	WRAP UP
Industry & Company Background	Keyword Research	Overview	Optimization
Target Audience & Customer Journey	Competitive Analysis	Keyword Insights	Media Plan & Budget
Company Analysis		Campaign Details & Tactics Examples	Prioritization & Timeline
			Key Takeaways

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INDUSTRY BACKGROUND

Boutique hotels have been increasing in popularity as customers seek out interesting designs and personalized experiences in hotel choices

Boutique Hotel



- 10 – 100 rooms capacity
- Themed, unique design

*“Earlier, the bigger the hotel, the better it was. Today, the more boutique the hotel, the better it is... People want the **bespoke** and not the mass product.”*

- CEO, Far East Hospitality



*“Today’s consumers are more aware of **design**... and are increasingly seeking an **experience**.”*

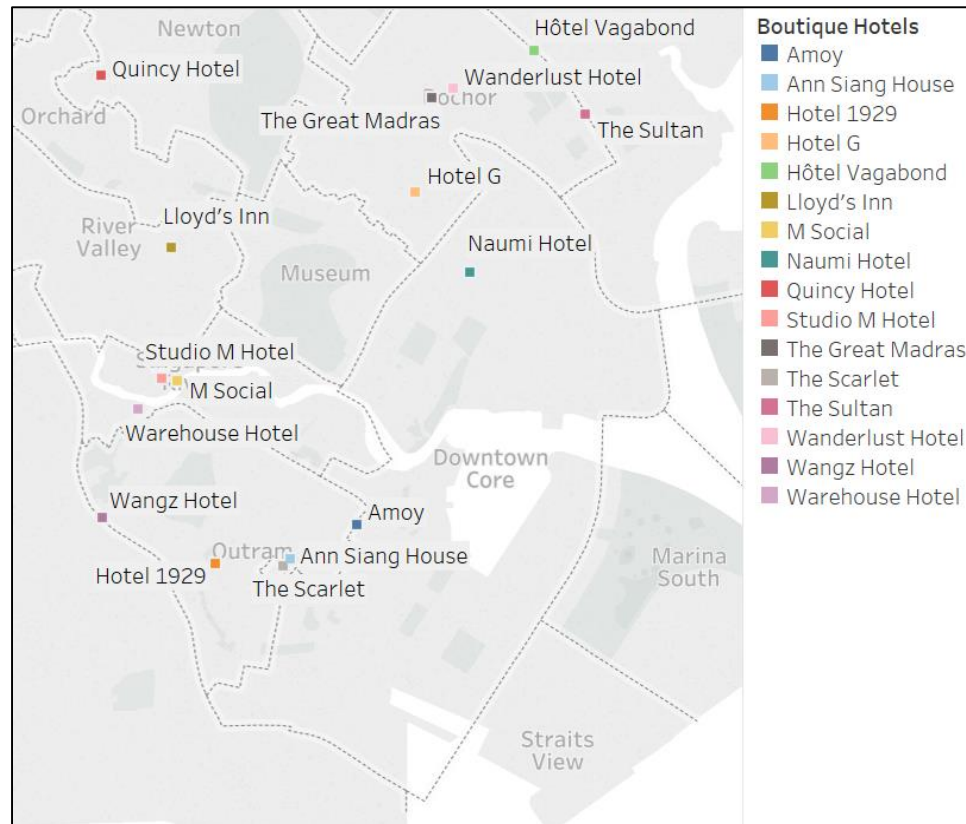
- CEO, The Scarlet Boutique Hotel



INDUSTRY LANDSCAPE

Top boutique hotels capitalize on prime city-center locations. Watch out for competition from Quincy Hotel – a well-rounded, mid-range price option with similar central location

Location



Unique Selling Point / Price

Boutique Hotels	Unique Selling Point	Price*
Warehouse Hotel	Modern & industrial	\$375
Hôtel Vagabond	Parisian boudoir	\$295
Naumi Hotel	Luxe & fashionable	\$272
Wangz Hotel	Floral & nature	\$265
Amoy	Heritage	\$259
Ann Siang House	Eclectic & quirky	\$252
The Scarlet	Lavish & sensual	\$248
* Quincy Hotel	Affordable luxury	\$234
Wanderlust Hotel	Alternative & quirky	\$190
M Social	Chic & social	\$184
Lloyd's Inn	Airy & minimalist	\$180
Hotel G	Eclectic accents	\$160
Hotel 1929	Hip & cozy	\$158
Studio M Hotel	Plush & social	\$152
The Sultan	Retro heritage	\$144
The Great Madras	Hip & retro	\$93

Source: Honeycombers's Top Boutique Hotels Singapore

*Starting prices from Expedia

FROM THIS...



LLOYD'S INN VERSION 1.0

FOUNDED IN 1990

...TO THIS



LLOYD'S INN VERSION 2.0

REVAMPED IN 2014

ABOUT LLOYD'S INN



"IF THERE EVER WERE AN INSTAGRAM HOTEL, THIS WOULD BE IT."

Following its Instagram-inspired revamp, this boutique hotel has become a hit amongst **local staycation seekers** and **international travelers**.

Minimalist interior design amidst **lush outdoor greenery** offers guests a relaxing stay, just minutes away from Singapore's bustling Orchard shopping district.

Notable recognitions:



CONDÉ NAST

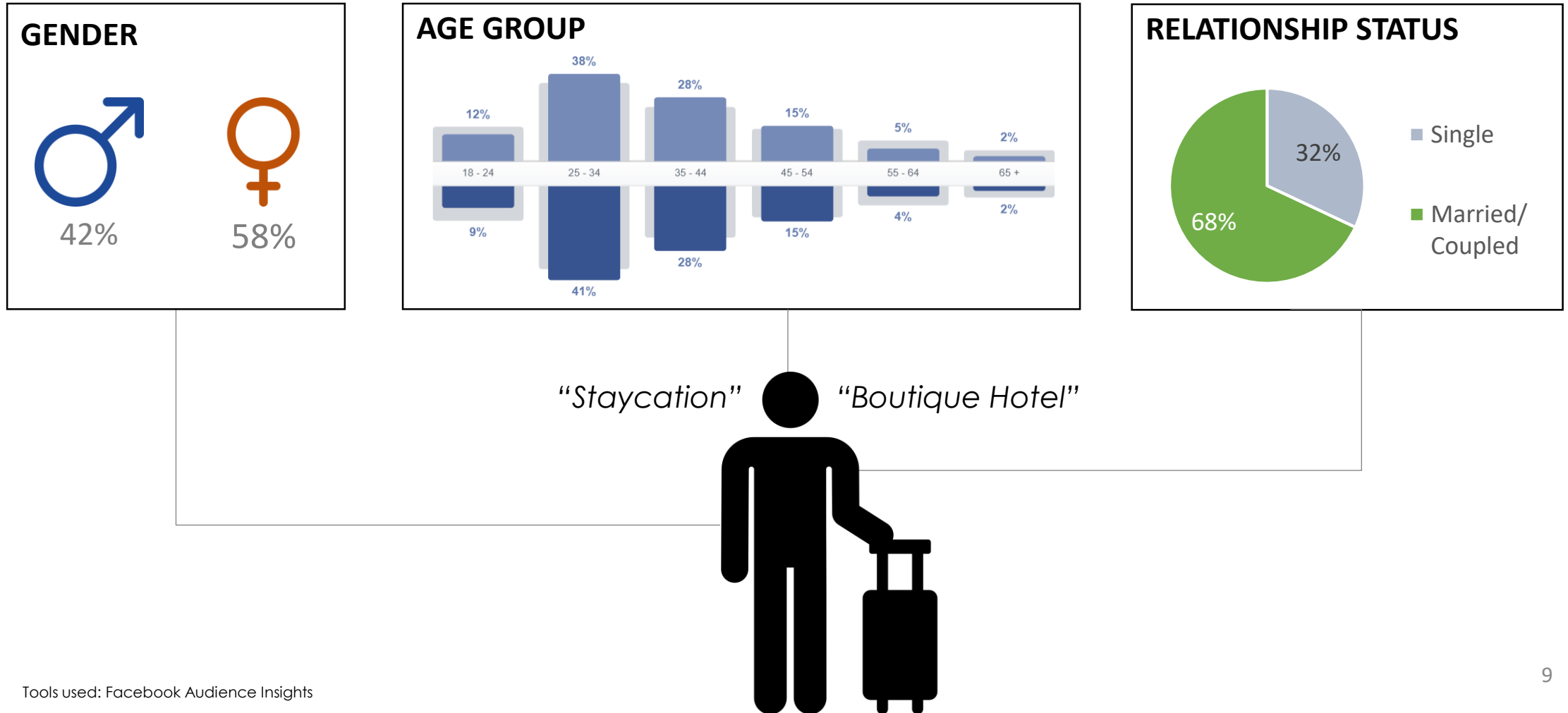


THE STRAITS TIMES



TARGET AUDIENCE

Lloyd's Inn customers are mainly millennials, who are likely to be women in relationships or married



CUSTOMER PERSONA EXAMPLES

Primary Customer Persona



JAMIE

29 YO
Graphic Designer
Singaporean

PAIN POINTS	GOALS
<ul style="list-style-type: none">• Busy hectic lifestyle• No time to spend with loved ones• Lack relaxation• Difficult to take long leaves and plan travel• Travel can be expensive, esp. peak season	<ul style="list-style-type: none">• Take break from work• Experience quality time with friends/ loved ones• Find conducive time/ place to unwind with group• Make most of weekends, public holidays• Find affordable options

TOUCH POINTS



Secondary Customer Persona

BEN

37 YO
Self-Employed
Foreigner








PAIN POINTS	GOALS
<ul style="list-style-type: none">• Expensive accommodation when travelling• Location is not close to amenities• Typical hotels are crowded, over-the-top, not conducive for work	<ul style="list-style-type: none">• Affordable place to stay• Central location with many convenience options• Retreat into a personal space to unwind and focus• Need to be able to work on the go

TOUCH POINTS



CUSTOMER JOURNEY

STAGE	AWARENESS	CONSIDERATION	PURCHASE	LOYALTY
EXPECTATION	"I want to take a break and unwind"	"I want to weigh my options on different criteria"	"I want to book this hotel because I'm getting the most out of this choice"	"I want to stay at this hotel again"
NEEDS	<ul style="list-style-type: none"> - Find staycation/ hotel options in Singapore 	<ul style="list-style-type: none"> - Within budget - Near location - Highly rated - Suitable for travel partners - Good facilities - Occasion specific - Hotel's personality 	<ul style="list-style-type: none"> - Make final choice that meets a good balance of criteria 	<ul style="list-style-type: none"> - Feel like best version of myself whenever I'm there - Feel specially treated/ appreciated by hotel - Feel like a part of the hotel
BEHAVIOUR	<ul style="list-style-type: none"> - Google search for staycation options/hotel ideas [broad] 	<ul style="list-style-type: none"> - Search with additional criteria - Check out FB/IG pages of options that are come across 	<ul style="list-style-type: none"> - Make booking on hotel website directly or through 3rd party aggregator website 	<ul style="list-style-type: none"> - Look forward to emails for future promos/guest perks - Check website/FB/IG
EMOTIONS	 Curious	 Confused	 Anticipation	 Positive Experience  Negative Experience

COMPANY ANALYSIS

Lloyd Inn's affordability, minimalism and convenient location are strengths to capitalize on. Explore strategies to mitigate threats from local boutique hotels.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• On-trend minimalist, airy design is photograph-friendly & highly Instagram-able• Natural, aesthetic design with outdoor patio/greenery offers privacy & relaxation• 'Dipping' pool for cooling off• Basic rooms come at affordable price• Convenient central Orchard location	<ul style="list-style-type: none">• Less extensive guest perks (e.g. no free drinks/mini-bar)• Less facilities (e.g. no swimming pool, no restaurant, no jacuzzi)• Theme is not as glamorous as other hotels
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Maintain affordability, offer deals as necessary• More guest perks (e.g. spa services) to improve positive experience• Capitalize on minimalist design in marketing materials (e.g. benefits unwinding/ focus)• Compensate lack of facilities with partnerships to nearby attractions (e.g. cinema/ bowling)	<ul style="list-style-type: none">• Closest competitor Quincy Hotel - affordable mid-range luxury theme, more guest perks/ facilities, similar central location• Competition from lower cost boutique hotels• Competition from hotels with more elaborate guest experience & facilities

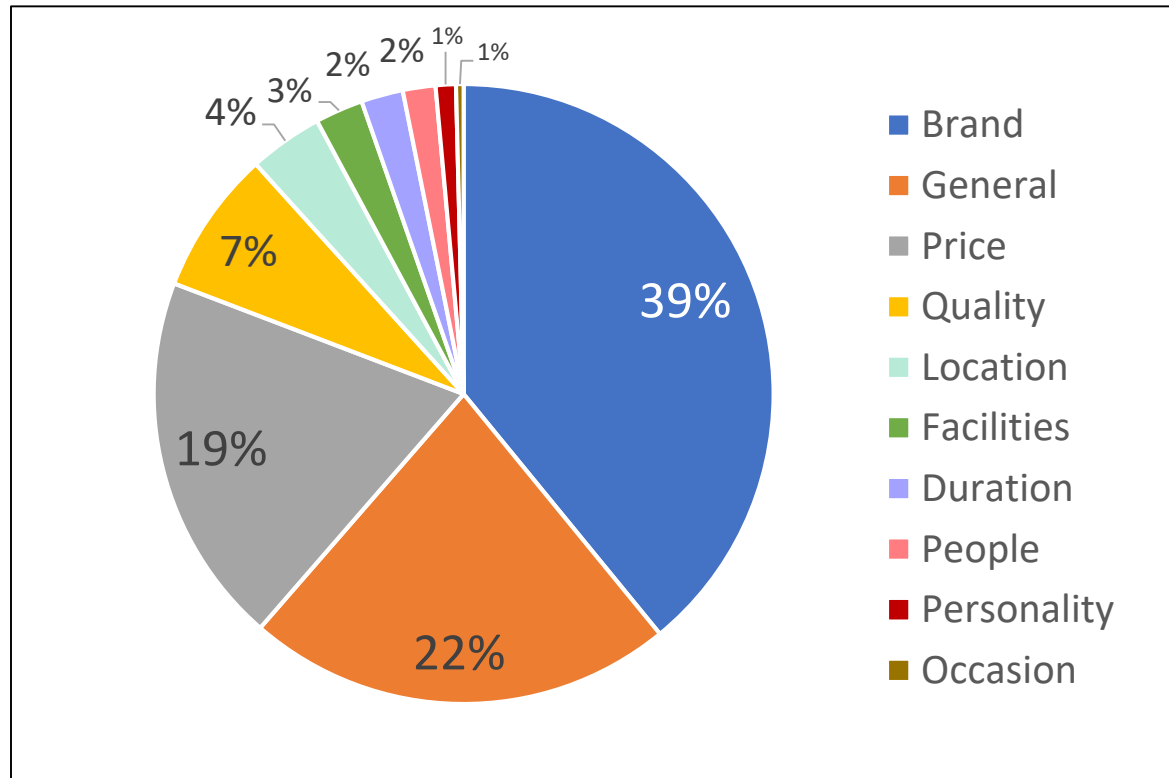
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KEYWORD RESEARCH

Brand-led and generic keywords are the most prevalent type of search queries. Multiple Consideration criteria are also evident in search behavior.

Search Landscape by Keyword Theme Volume



Implication

These **10 Keyword Themes** can be leveraged for **Paid Search Campaigns**

AWARENESS

General

CONSIDERATION

Price, Quality, Location, Facilities, Duration, People, Personality, Occasion

PURCHASE

Brand

FUNNEL

Loyalty-stage search behavior not present in search landscape
➤ Leverage other tactics such as Email Marketing to build Loyalty

Search volume approximated by estimated impressions
Based on 1137 keywords generated from "staycation" & "boutique hotel" (Singapore)

COMPETITIVE ANALYSIS

Quincy Hotel's strong presence in Paid Search Ads for General keywords reinforces its threat as competitor. Other boutique hotels are forging ahead by also addressing specific themes such as quality, occasion or location in their ads.

General Search: "Boutique hotels Singapore", "Staycation Singapore"

Addressing 'Quality' concerns with reviews & awards highlighted

[Quincy Hotel, Singapore | Top Boutique Hotel In SG | quincy.com.sg](#)

(Ad) [www.quincy.com.sg/](#) ▼

Over 3,000 reviews, winner of **Singapore** Tourism Award 2018. Up to 50% off now!

[Super Sale 2019](#) · [Deals & Packages](#) · [Make A Booking](#)

Addressing 'Occasion' criteria with promo

[Sexy Valentine's Day Package | Romantic Staycations | naumihotels.com](#)

(Ad) [www.naumihotels.com/singapore/valentinesday](#) ▼

Treat yourself to a romantic Valentine's Day package at Naumi **Hotel Singapore**.

[Location](#) · [Cheers Hour](#)

Addressing 'Quality' concerns with rating assurances & reviews

[2019's Best Staycation Spots | Highly Rated by Staycationers](#)

(Ad) [www.stayfareast.com/](#) ▼

Choose from 9 hotels with over 5,000 reviews! Find boutique & family hotels. Ideas for **Staycation**. Ideal Weekend Getaways. Alternative Weekends. Late Check-out Available. How to Plan Surprises. Award-winning Service. Learn Quick Booking Tips. The City's Best Locations. Award-winning Stays. [Super Sale 2019](#) · [Deals & Packages](#) · [How to Maximize Your Stay](#) · [12 Alternative Activities](#)

Addressing 'Location' criteria with distance information

[5-min walk from City Hall MRT | Luxurious Boutique Hotel](#)

(Ad) [www.hotelnuveheritage.com/](#) ▼

Beautiful **hotel** in all white heritage building in City Hall. Free breakfast. Close to Bugis.

Far East Hospitality owns Quincy Hotel and several other hotels

By customizing headlines, descriptions and extensions to the search query theme, competitors are **maximizing their ad quality score and paid search ad rank** – Key learning point for Lloyd's Inn

COMPETITIVE ANALYSIS

Lloyd's Inn has not protected its brand name, leaving 3rd party sites to capitalize on high volume brand-led search behavior – Easily fixable with Paid Search strategy

Brand-led Search: "Lloyd's Inn"

The screenshot shows a Google search for "lloyds inn". The results are dominated by paid advertisements from third-party travel aggregators. The first result is from booking.com, followed by hotels.com, agoda.com, and trivago.sg. The direct website, lloydsinn.com, is only visible in the organic search results at the bottom of the page. Brackets on the left side of the image group the results into two categories: "Google Paid Ads dominated by 3rd party travel aggregator sites" (covering the first four results) and "Direct site only present in Organic results" (covering the last result).

Google Paid Ads dominated by 3rd party travel aggregator sites

Direct site only present in Organic results

Implication

Smaller revenue margin if bookings mainly come from 3rd party affiliate sites (revenue lost to commission)

URGENT NEED to be visible in Paid Search Ads

- Direct website's stronger relevance and domain authority will help outrank 3rd party sites (combined with outranking bid strategy in Google Ads)
- Paid Search ads will help generate more leads from landing page and increase direct bookings
- Ultimately, aim to reduce reliance on affiliates and maximize revenue from on-site bookings

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STRATEGY OVERVIEW

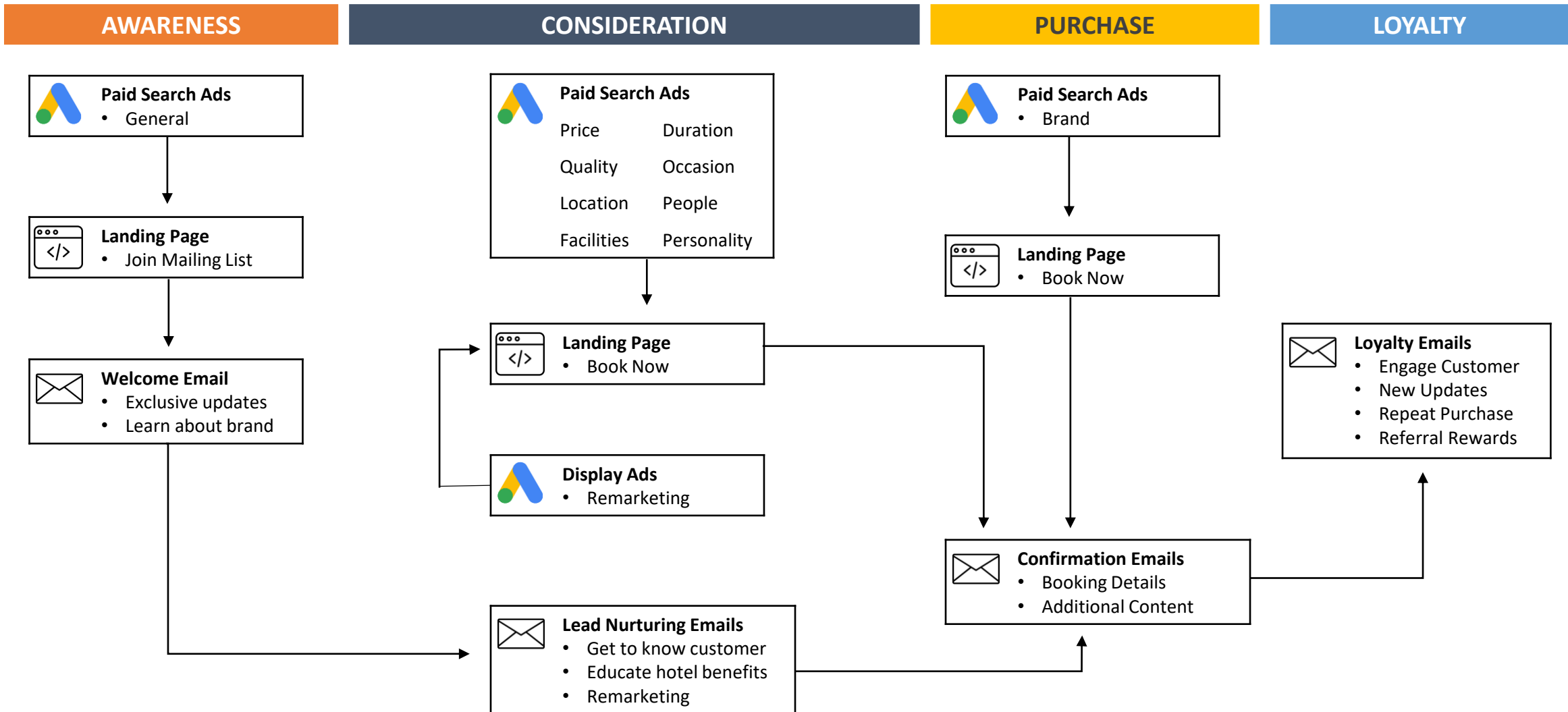
Lead generation and nurturing strategies across the funnel are meant to expand the customer base and drive overall revenue growth



ACCOUNT STRUCTURE

ACCOUNT	Lloyd's Inn										
CAMPAIGNS	Campaign 1: Awareness	Campaign 2: Consideration								Campaign 3: Purchase	Campaign 4: Loyalty
AD GROUPS	Ad Group 1: General	Ad Group 1: Price	Ad Group 2: Quality	Ad Group 3: Location	Ad Group 4: Facilities	Ad Group 5: Duration	Ad Group 6: Occasion	Ad Group 7: People	Ad Group 8: Personality	Ad Group 1: Brand	-
	<i>staycation singapore</i>	<i>Staycation promotion singapore</i>	<i>4 star hotels in singapore</i>	<i>Orchard road singapore hotels</i>	<i>Hotel with bathtub singapore</i>	<i>Weekend staycation singapore</i>	<i>Honeymoon hotels in singapore</i>	<i>Romantic hotel singapore</i>	<i>Minimalist hotel singapore</i>	<i>Lloyds inn</i>	-
	<i>boutique hotel singapore</i>	<i>Best cheap hotels in singapore</i>	<i>Best hotel to stay in singapore</i>	<i>Hotels in singapore city centre</i>	<i>Loft hotel singapore</i>	<i>Weekend staycation</i>	<i>Birthday staycation in singapore</i>	<i>Family room hotel singapore</i>	<i>Theme hotel singapore</i>	<i>Lloyd's inn hotel singapore</i>	-
	<i>boutique hotel</i>	<i>Cheap staycation</i>	<i>Best staycation in singapore</i>	<i>Hotel in singapore near mrt</i>	<i>Business hotel singapore</i>	<i>Weekend staycation promotion</i>	<i>Valentine staycation singapore</i>	<i>Romantic staycation</i>	<i>Modern hotel singapore</i>	<i>Lloyds inn discount code</i>	-
TACTICS	Paid Search Ads Landing Page Welcome Email	Paid Search Ads Landing Page Remarketing Display Ads Lead Nurturing Emails								Paid Search Ads Landing Page Confirmation Email	Loyalty Emails

TACTICS OVERVIEW



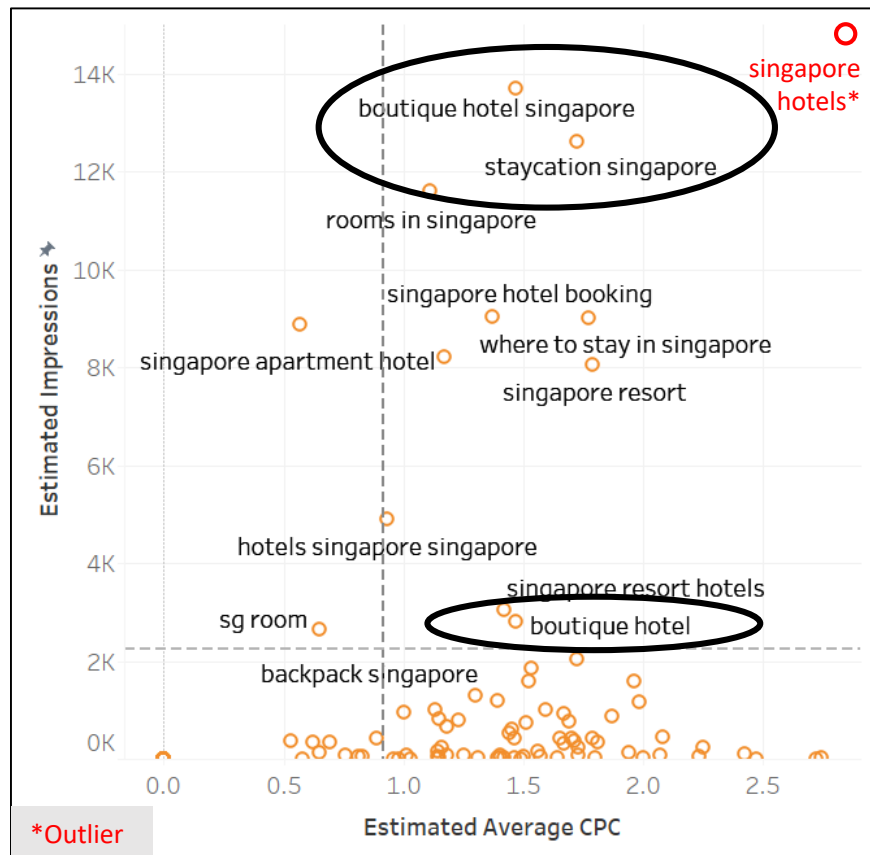
AWARENESS

Keyword Insights, Campaign Details & Tactics Examples

KEYWORD INSIGHTS

‘General’ keywords are highly competitive, but they are a good source of high initial search traffic from new, unaware customers

“General” Keywords – Impressions vs. Cost



Implication

Ad Group: General

Prioritize relevant, affordable and high volume keywords:




1. “boutique hotel singapore”



2. “staycation singapore”


CAMPAIGN 1 STRUCTURE


CAMPAIGN OBJECTIVE	Campaign 1: Drive visitors from paid ads to landing page to convert (i.e. sign up for mailing list) Primary Goal: New website visitors Secondary Goal: Email acquisition				
AD GROUPS	 Ad Group 1: General Keywords: <i>staycation singapore</i> <i>boutique hotel singapore</i> <i>boutique hotel</i>				
TACTICS	1. Paid Search Ads	2. Landing Page		3. Welcome Email	
KPIs	CTR	% New Site Visitors	Conversion Rate	Open Rate	CTR
BENCHMARK	4.68%	75%	3.55%	50%	2%

TACTIC 1: PAID SEARCH AD EXAMPLE

■ **General Search Query:** “boutique hotel singapore” / “staycation singapore”

Affinity & In-Market Targeting


 **KEYWORD INSERTION in Headline 1:**
{KeyWord:Boutique Hotel Singapore}

 {KeyWord:Staycation Singapore}

COUNTDOWN in Headline 2:
Automated {COUNTDOWN} to upcoming promotion

Desktop

Boutique Hotel Singapore | 30% Off Easter promotion ends in 5 hours

 www.lloydsinn.com

Cheap rooms. 20% off promo on direct site bookings. Top rated 4-star Boutique Hotel. 5-min walk from Orchard. Best staycation. Airy, minimal design for relaxation and focus.

Promo Deals
Promotions for Easter, birthdays
20% off on direct site bookings

Facilities & Amenities
Bathtub, roof terrace, dipping pool
5-min walk from Orchard, Somerset

Rooms & Rates
View all rooms & rates
Cheap, affordable prices

About
Understand our design concept
Why we believe in minimalist

Sitelink Extensions

Negative Keywords

worst boutique hotel singapore

bad boutique hotels Singapore

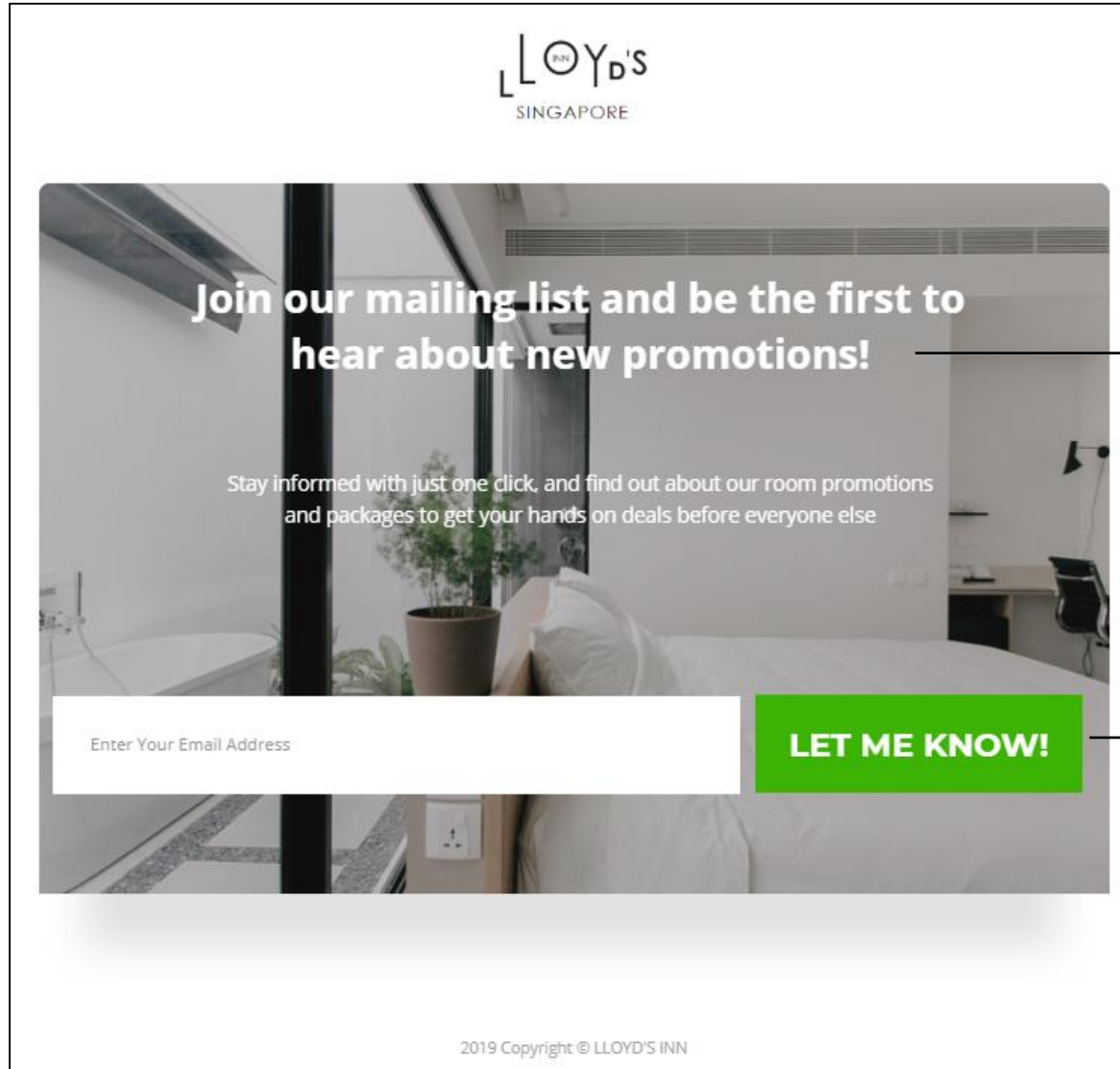
lousy boutique hotels singapore

worst staycation singapore

bad staycation ideas singapore

lousy staycation singapore

TACTIC 2: LANDING PAGE EXAMPLE



General Search Query: “boutique hotel singapore” / “staycation singapore”

LEAD GENERATION:

Acquire email address in exchange for early access to promotions and deals



Call-to-Action: Provide email address

**Have a double opt-in to ensure high quality of email addresses acquired*

TACTIC 3: WELCOME EMAIL EXAMPLE 1



SUBJECT LINE:

Welcome to Lloyd's Inn, Jamie! Get inspirations for your next stay.

Welcome, Jamie!

We promise to give you the inside scoop on upcoming promotions so you have exclusive pick before anyone else. Keep your eyes peeled for one coming soon!

In the meantime, get ideas for your next stay with us. Our guests love having lazy afternoon slumber parties, chilling out in the dipping pool or buzzing over drinks at the roof terrace. Come see for yourself...



EXPLORE INSTAGRAM PAGE



Relevant visual for persona like **Jamie**



Re-iterate landing page promise on exclusive promos

Educate on different facilities, activities that can be done at the hotel

Call-to-Action: Go to Instagram page to view other guests' photos

TACTIC 3: WELCOME EMAIL EXAMPLE 2

**SUBJECT LINE:**

Welcome to Lloyd's Inn, Ben! Get inspirations for your next stay.

LLOYD'S
INN
SINGAPORE

Welcome, Ben!

Visiting Singapore soon? Find out about upcoming promotions before anyone else to make the best of your trip. Keep your eyes peeled for one coming soon!

In the meantime, check out how our guests unwind, recharge and find their focus when they stay at Lloyd's Inn. Come see for yourself...



Relevant visual for persona like **Ben**

Re-iterate landing page promise on exclusive promos

Educate on Lloyd's Inn minimalist design and environment boosts relaxation and focus

 **EXPLORE INSTAGRAM PAGE**

Call-to-Action: Go to Instagram page to view other guests' photos

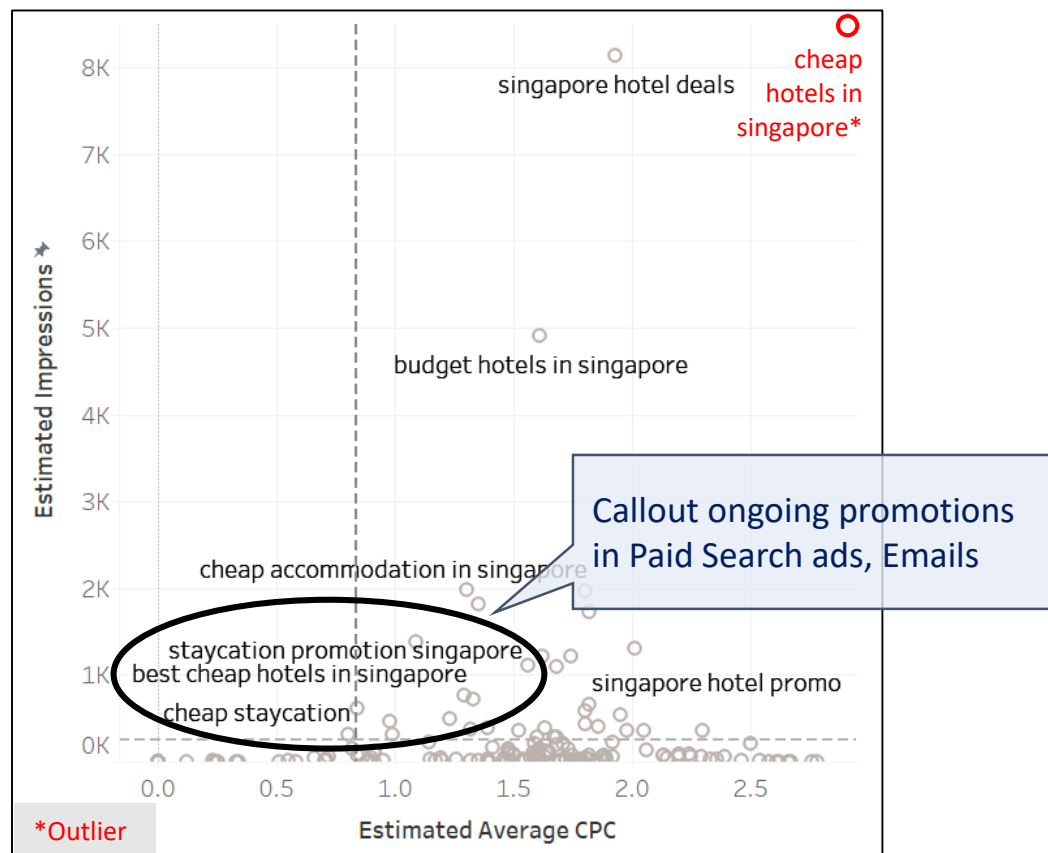
CONSIDERATION

Keyword Insights, Campaign Details & Tactics Examples

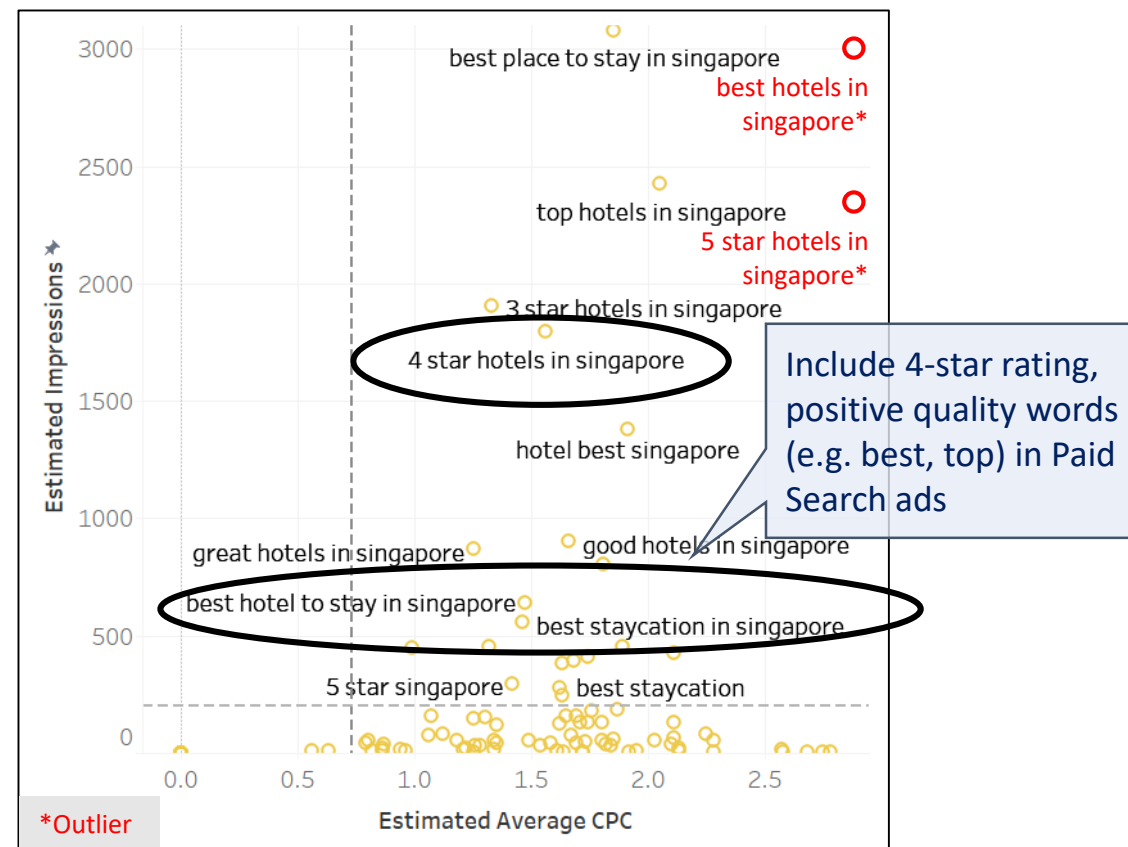
KEYWORD INSIGHTS

Capitalize on relevant and affordable keywords enquiring 'Price' and hotel 'Quality', since intent and likelihood to convert is higher than 'General' keyword

■ "Price" Keywords – Impressions vs. Cost



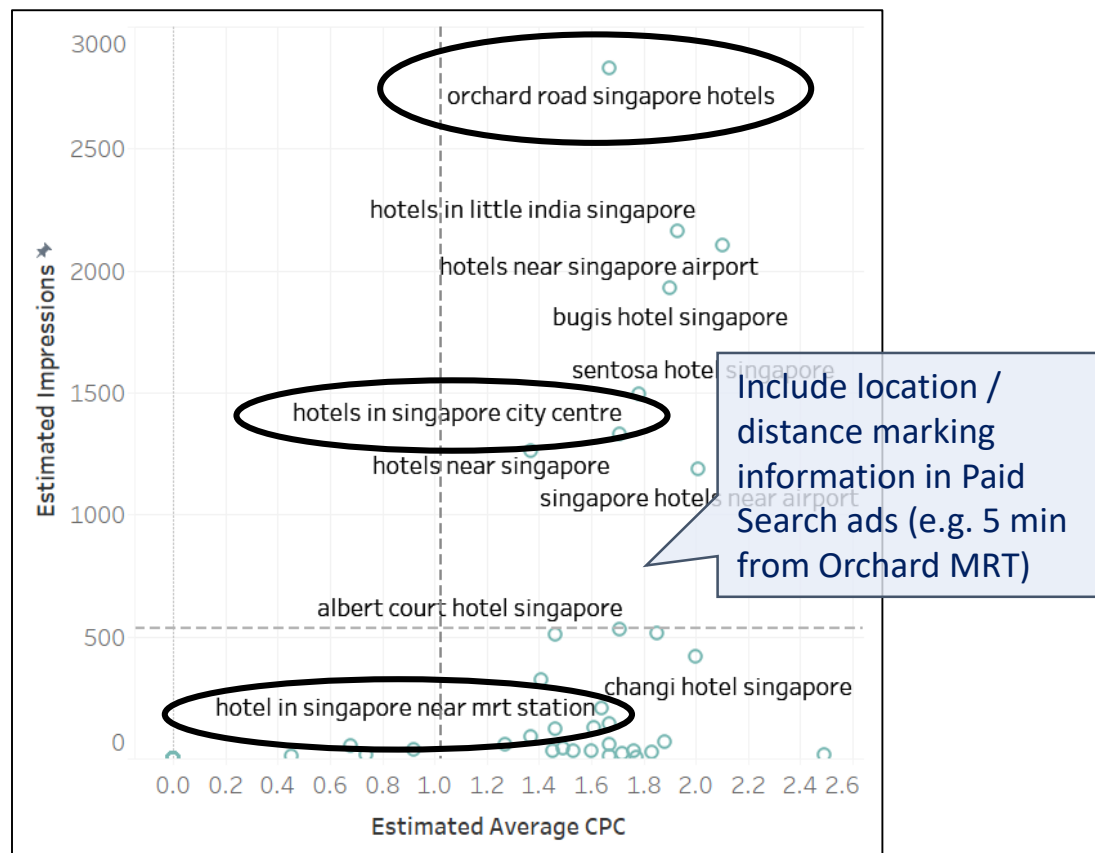
■ "Quality" Keywords – Impressions vs. Cost



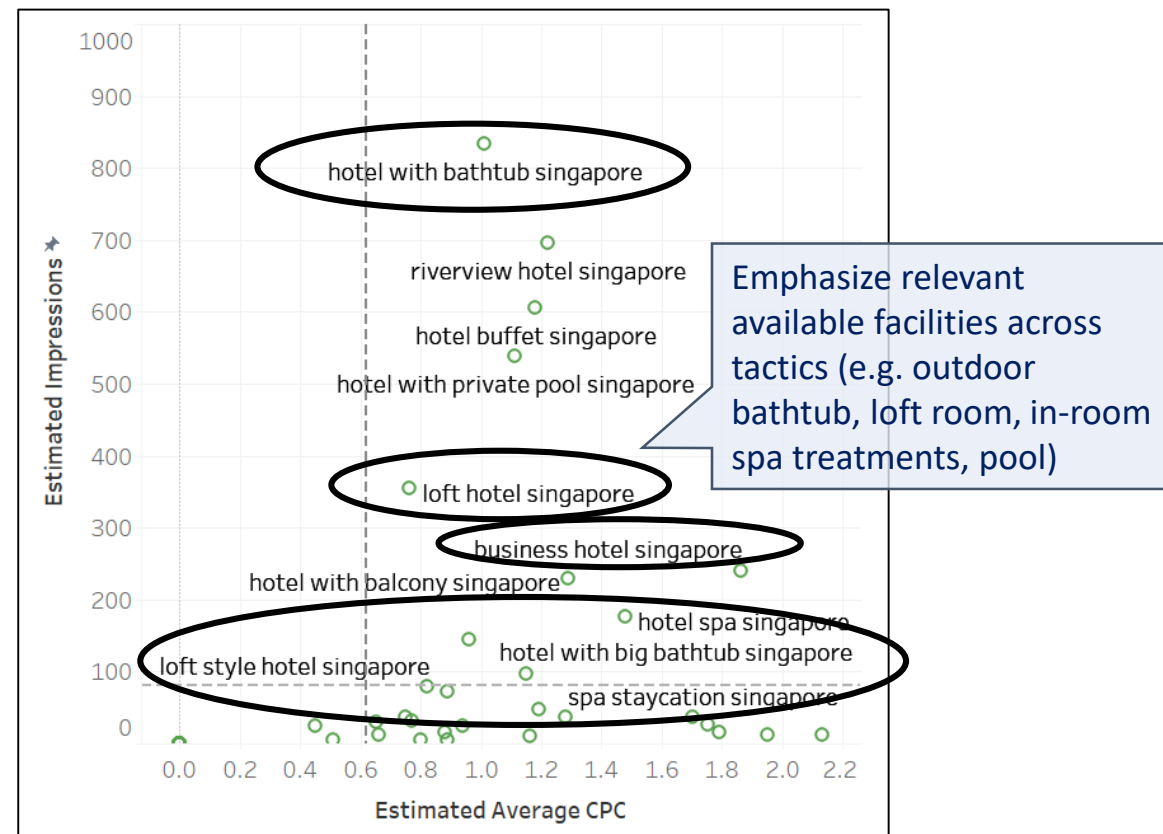
KEYWORD INSIGHTS

‘Location’ and ‘Facilities’ search queries offer opportunity for Lloyd’s Inn to play up strengths in its central location and unique design/facilities

“Location” Keywords – Impressions vs. Cost



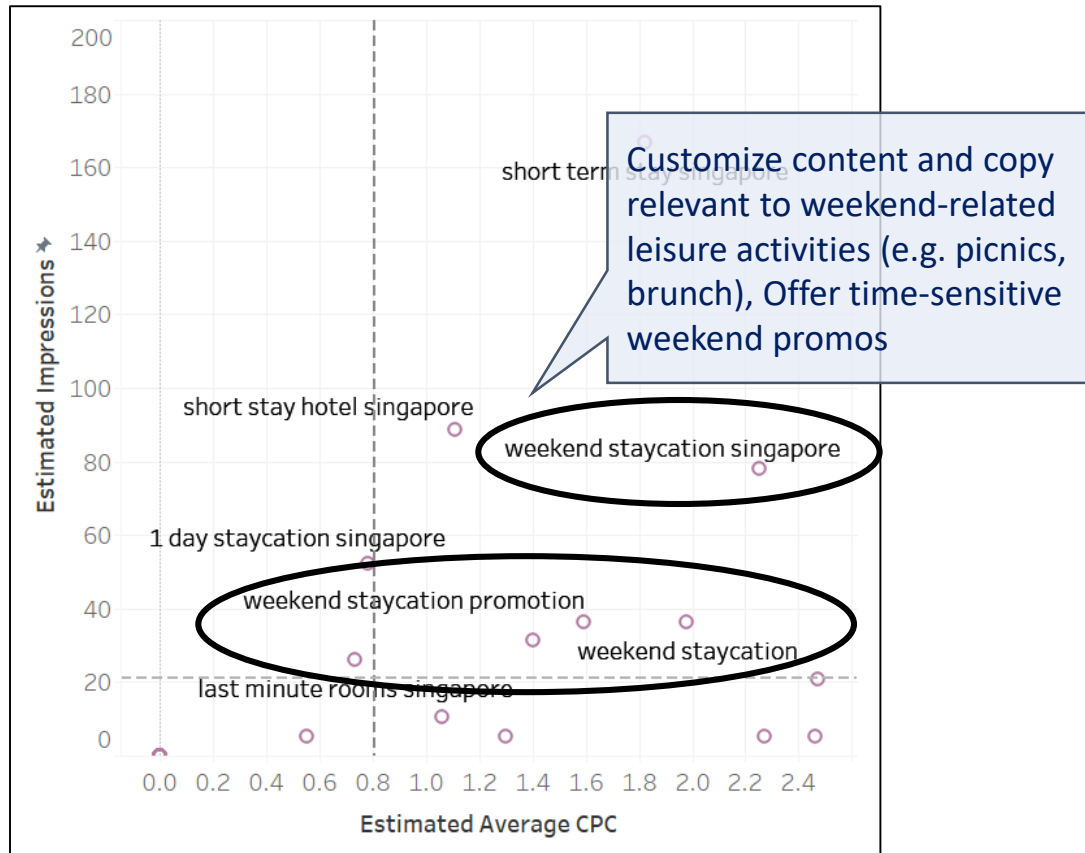
“Facilities” Keywords – Impressions vs. Cost



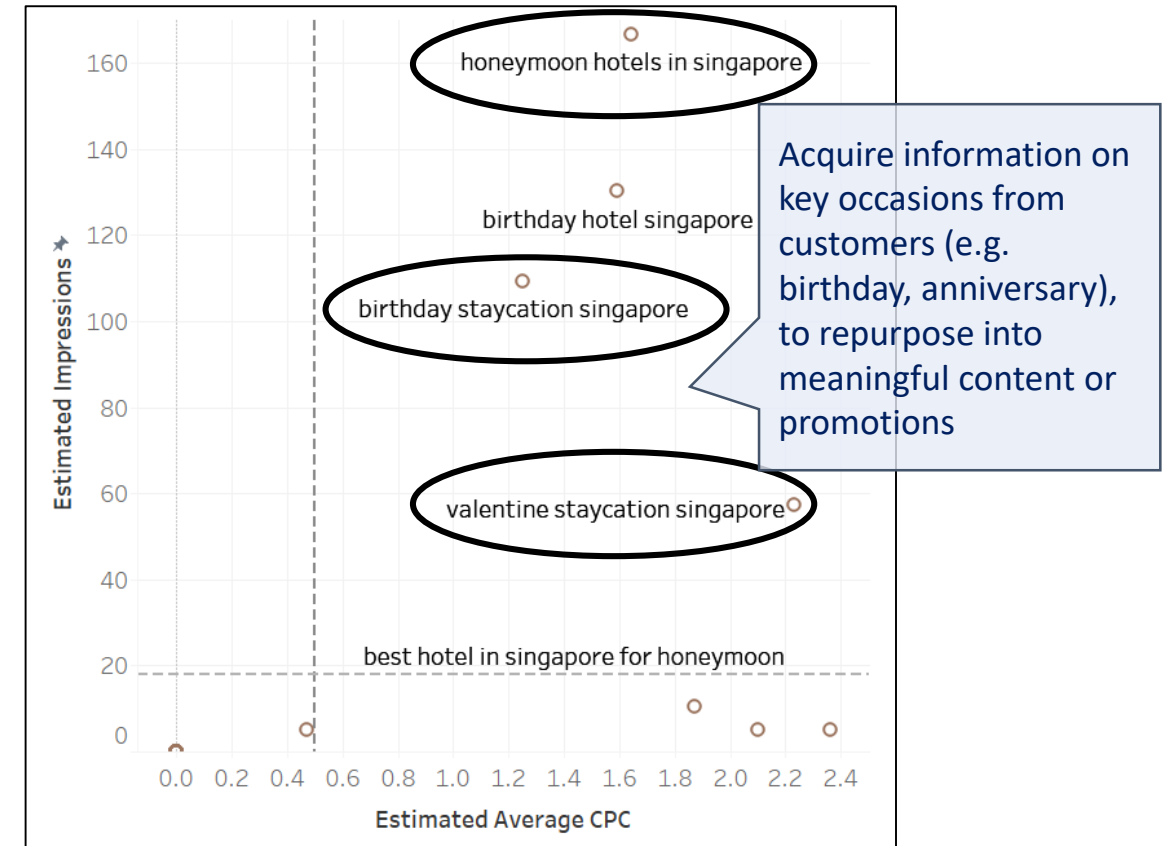
KEYWORD INSIGHTS

‘Duration’ driven search behavior is opportunity to offer time pressure promotion deals for quick conversion while ‘Occasions’ help deepen customer relationship

“Duration” Keywords – Impressions vs. Cost



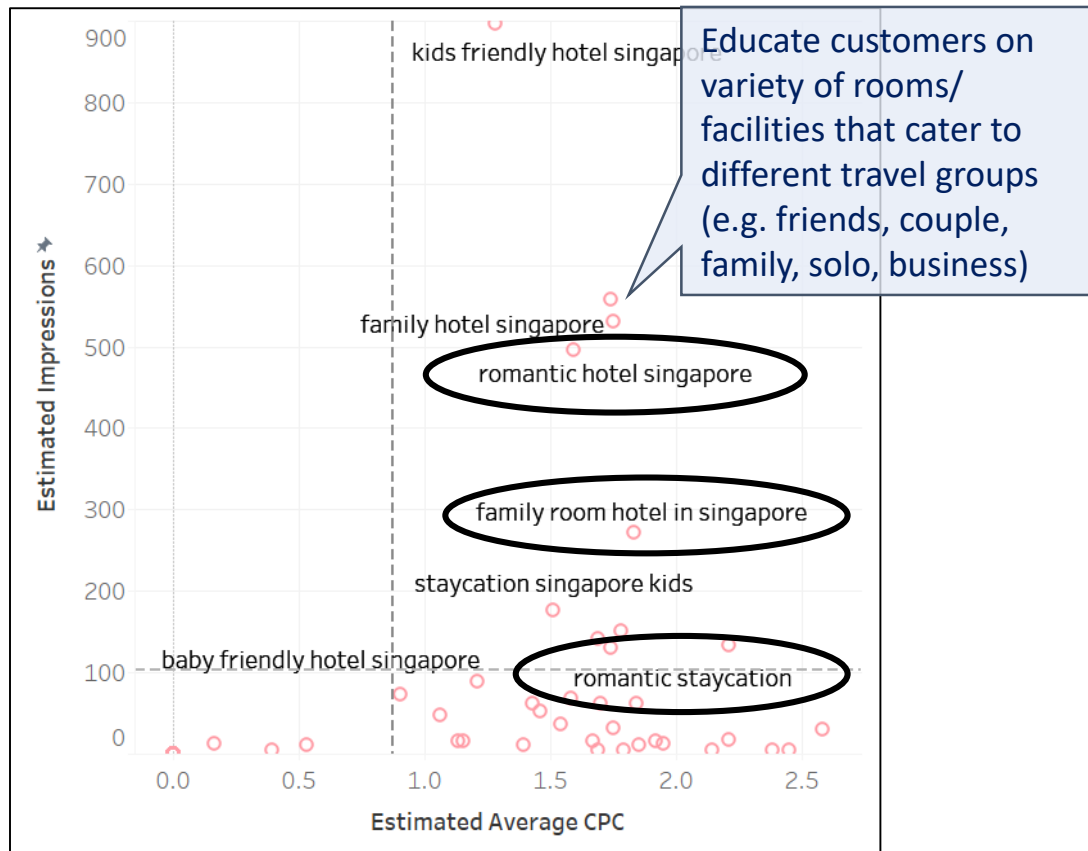
“Occasion” Keywords – Impressions vs. Cost



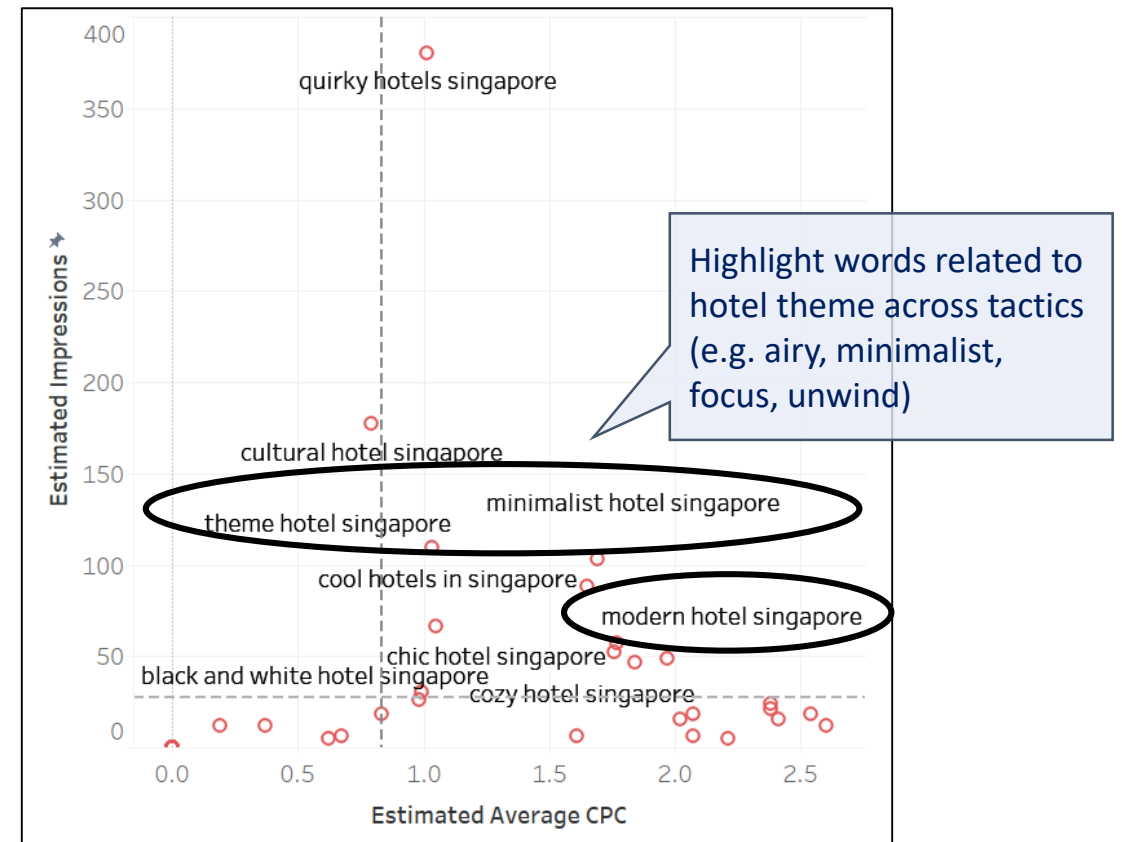
KEYWORD INSIGHTS

Opportunity to personalize marketing materials based on 'People' in travel groups and 'Personality' keywords related to hotel theme









“People” Keywords – Impressions vs. Cost



“Personality” Keywords – Impressions vs. Cost



CAMPAIGN 2 STRUCTURE

CAMPAIGN OBJECTIVE	Campaign 2: Close the deal by nurturing 'hot' leads to convert (i.e. make a booking)							
	Primary Goal: On-site conversion rate Secondary Goal: CTR from remarketing ads & lead nurturing emails							
AD GROUPS	 Ad Group 1: Price	 Ad Group 2: Quality	 Ad Group 3: Location	 Ad Group 4: Facilities	 Ad Group 5: Duration	 Ad Group 6: Occasion	 Ad Group 7: People	 Ad Group 8: Personality
	<i>Staycation promotion singapore</i>	<i>4 star hotels in singapore</i>	<i>Orchard road singapore hotels</i>	<i>Hotel with bathtub singapore</i>	<i>Weekend staycation singapore</i>	<i>Honeymoon hotels in singapore</i>	<i>Romantic hotel singapore</i>	<i>Minimalist hotel singapore</i>
	<i>Best cheap hotels in singapore</i>	<i>Best hotel to stay in singapore</i>	<i>Hotels in singapore city centre</i>	<i>Loft hotel singapore</i>	<i>Weekend staycation</i>	<i>Birthday staycation in singapore</i>	<i>Family room hotel singapore</i>	<i>Theme hotel singapore</i>
	<i>Cheap staycation</i>	<i>Best staycation in singapore</i>	<i>Hotel in singapore near mrt</i>	<i>Business hotel singapore</i>	<i>Weekend staycation promotion</i>	<i>Valentine staycation singapore</i>	<i>Romantic staycation</i>	<i>Modern hotel singapore</i>
TACTICS	1. Paid Search Ads	2. Landing Page	3. Remarketing Display Ads		4. Lead Nurturing Emails			
KPIs	CTR	Conversion Rate	CTR	Conversion Rate	Open Rate		CTR	
BENCHMARK	4.68%	3.55%	0.7%	70%	20%		2%	

TACTIC 1: PAID SEARCH/LANDING PAGE EXAMPLE 1

CONSIDERATION

FUNNEL

■ **Facilities Search Query:** “hotel with bathtub singapore” / “loft hotel singapore”



KEYWORD INSERTION in Headline 1:

{KeyWord:Hotel with Bathtub Singapore}


{KeyWord:Loft Hotel Singapore}

Desktop


Hotel with Bathtub Singapore | Boutique Hotel | Lloyd's Inn, Singapore
Ad www.lloydsinn.com
Cheap rooms with bathtub. 20% off promo on direct site bookings. 4-star Boutique Hotel. 5-min walk from Orchard. Best staycation. Airy, minimal design for relaxation and focus.

Promo Deals Promotions for Easter, birthdays 20% off on direct site bookings	Rooms & Rates View all rooms & rates Cheap, affordable prices
Facilities & Amenities Bathtub, roof terrace, dipping pool 5-min walk from Orchard, Somerset	About Understand our design concept Why we believe in minimalist

Landing Page



SINGAPORE




Relax under the sky in your own outdoor bathtub

Enjoy spacious loft comfort inside

BOOK NOW

THE BIG SKY ROOM



TACTIC 1: PAID SEARCH/LANDING PAGE EXAMPLE 2

CONSIDERATION

FUNNEL

■ Facilities Search Query: “business hotel Singapore”



KEYWORD INSERTION in Headline 1:
{KeyWord:Business Hotel Singapore}

Desktop

Business Hotel Singapore | Boutique Hotel | Lloyd's Inn, Singapore

[Ad] lloydsinn.com/rooms/the-business-room

Business rooms with workstation and stationery. 20% off promo for direct site bookings. Top rated 4-star Boutique Hotel. 5-min walk from Orchard MRT. Airy, minimal design for focus and relaxation.

Promo Deals

Promotions for Easter, birthdays
20% off on direct site bookings

Facilities & Amenities

Bathtub, roof terrace, dipping pool
5-min walk from Orchard, Somerset

Rooms & Rates

View all rooms & rates
Cheap, affordable prices

About

Understand our design concept
Why we believe in minimalist

Prioritize sequence of information in description

Landing Page

LLOYD'S
INN
SINGAPORE



Find your focus with a
conductive workspace
within an airy, minimalist
room while on-the-go

BOOK NOW

THE BUSINESS ROOM




TACTIC 2: REMARKETING DISPLAY ADS EXAMPLE

Duration Search Query: "weekend staycation singapore"



- Rotate **dynamic creative variations** for each ad group and **retarget** those who clicked on paid search ad but did not convert
- Ensure that **ad copy** is highly relevant to initial search query theme

Dynamic Creative 1



*The best weekend staycations
require no effort*

LOVD'S
SINGAPORE

BOOK NOW

Dynamic Creative 2




*Netflix and chill in your very own
private bathtub this weekend*

LOVD'S
SINGAPORE

BOOK NOW

Dynamic Creative 3



*Dip by the pool this weekend for a
relaxing staycation*

LOVD'S
SINGAPORE

BOOK NOW

TACTIC 3: LEAD NURTURING EMAIL EXAMPLES



Get to know customer's key occasions

SUBJECT LINE:

Jamie, tell us your birthday and enjoy a special birthday package from us



Hi Jamie,

May we know when is your birthday?

Click date/month below



We'd love for you to celebrate your next birthday with us, and we just might have a special promo for you!



Educate customer on hotel benefits

SUBJECT LINE:

Jamie, check out these 10 secret photo spots at Llyod's Inn that are totally Instagram-able



Hi Jamie,

Check out these 10 secret photo spots at Lloyd's Inn that are totally Instagram-able. Go ahead and show off those yoga moves!

[READ ARTICLE](#)

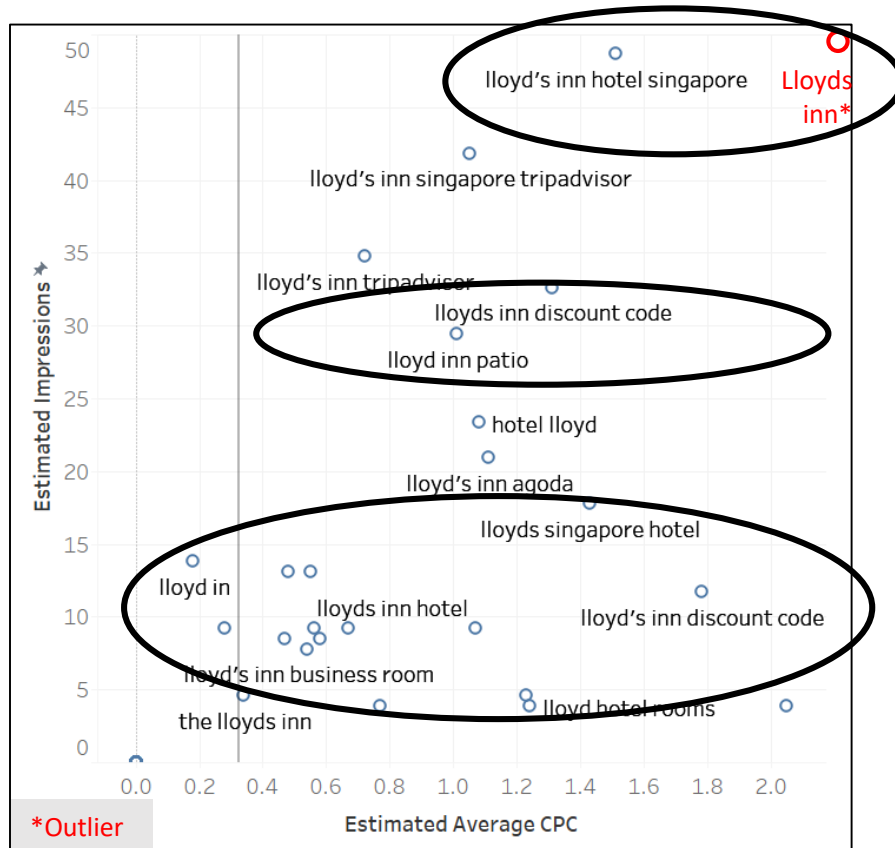
PURCHASE

Keyword Insights, Campaign Details & Tactics Examples

KEYWORD INSIGHTS

‘Brand’ keywords are quick wins, as users are already aware of brand and looking for discount codes and specific room options to make booking conversion

“Brand” Keywords – Impressions vs. Cost




Implication

Ad Group: Brand

Essential to capitalize on all **brand-related** keywords, to be the preferred booking source and maximize revenue from direct on-site bookings

Important to outrank 3rd party travel aggregator sites that are also competing for brand keywords, through highly relevant Paid Search ad strategy and quality score

CAMPAIGN 3 STRUCTURE

CAMPAIGN OBJECTIVE	Campaign 3: Drive visitors from paid ads to landing page to convert (i.e. make a booking) Primary Goal: Conversion from bookings				
AD GROUPS	<div>  Ad Group 1: Brand Keywords: </div> <div> <i>Lloyds inn</i> <i>Lloyd's inn hotel singapore</i> </div> <div> <i>Lloyds inn discount code</i> <i>Lloyd's inn discount code</i> </div> <div> <i>Lloyds inn hotel</i> <i>Lloyds Singapore hotel</i> </div> <div> <i>Lloyds inn patio</i> <i>Lloyds inn business room</i> </div>				
TACTICS	1. Paid Search Ads	2. Landing Page		3. Confirmation Email	
KPIs	CTR	% New Site Visitors	Conversion Rate	Open Rate	CTR
BENCHMARK	4.68%	75%	3.55%	70%	2%

TACTIC 1: PAID SEARCH AD EXAMPLE

PURCHASE

FUNNEL

Brand-led Search Query: “Lloyd’s Inn” / “Lloyd’s inn discount code”

Desktop

Lloyd's Inn, Singapore | Boutique Hotel Singapore | Staycation Singapore

Ad www.lloydsinn.com

Cheap rooms. 20% off promo on direct site bookings. Top rated 4-star Boutique Hotel. 5-min walk from Orchard. Best staycation. Airy, minimal design for relaxation and focus.

Easter · 30% off The Garden Room · Code LI30EASTER · Valid Mar 1 - Mar 15

Brand name & General keyword themes in Headlines

Address other keyword themes (e.g. price, quality, location etc.)

Latest **promotion code extension** to encourage quick conversion

Desktop

Lloyd's Inn, Singapore | Boutique Hotel Singapore | Staycation Singapore

Ad www.lloydsinn.com

Cheap rooms. 20% off promo on direct site bookings. Top rated 4-star Boutique Hotel. 5-min walk from Orchard. Best staycation. Airy, minimal design for relaxation and focus.

Promo Deals Promotions for Easter, birthdays 20% off on direct site bookings	Rooms & Rates View all rooms & rates Cheap, affordable prices
Facilities & Amenities Bathtub, roof terrace, dipping pool 5-min walk from Orchard, Somerset	About Understand our design concept Why we believe in minimalist

Sitelink extensions

Negative Keywords

Careers

Jobs


TACTIC 2: LANDING PAGE EXAMPLE

PURCHASE


FUNNEL

Brand-led Search Query: "Lloyd inn patio"





Airy, Spacious Garden Room with Outdoor Patio Area



"Amazing room! Outdoor area is perfect for relaxing with friends and enjoying the fresh air. Definitely coming back here!"

Linda Tan

Book Your Stay!

Full Name

Email

Phone Number

Check In - MM/DD/YY

Check Out - MM/DD/YY

BOOK NOW

Relevant headline

Testimonial to humanize and build trust

TACTIC 3: CONFIRMATION EMAIL EXAMPLE

PURCHASE

FUNNEL



SUBJECT LINE:

Jamie, thank you for staying with us! Here's your booking confirmation [ID 9010345]



Hi Jamie,

Thank you for staying with us! Below are your booking details:

Name: Jamie
Check in: dd/mm/yy
Check out: dd/mm/yy
Amount: \$XXX



Essential
booking
details



Check out this limited edition kaftan co-designed by Lloyd's Inn & hand-painted by designer, Ying. Perfect for lounging by the pool!

SHOP NOW



Need a midweek breather? Here's a playlist to help you wind down.

SEE PLAYLIST

Additional
personalized
content to
click through

LOYALTY

Keyword Insights, Campaign Details & Tactics Examples

CAMPAIGN 4 STRUCTURE

CAMPAIGN OBJECTIVE	Campaign 4: Drive repeat conversions (i.e. additional bookings) from customers Primary Goal: Conversions from repeat customers		
TACTICS	Loyalty Emails		
KPIs	Open Rate	CTR	Conversion Rate
BENCHMARK	20%	2%	2%

TACTIC 1: LOYALTY EMAIL EXAMPLE 1

**SUBJECT LINE:**

How was your stay, Jamie? Share your photos with #lloydsinn on Instagram and be featured in our gallery



Hi Jamie,

We hope you had a wonderful stay with us!

We'd love to see what your stay was like – Share your photos on Instagram with hashtag #lloydsinn and be featured in our Instagram gallery 😊



SHARE MY PHOTOS



lloydsinn @alikaislamadina enjoying a zen moment in our cubby chair.

Follow-up with customer & encourage engagement through Instagram

TACTIC 1: LOYALTY EMAIL EXAMPLE 2



SUBJECT LINE:

Jamie, you're the first to know... we've launched new in-room spa services to knead your stresses away

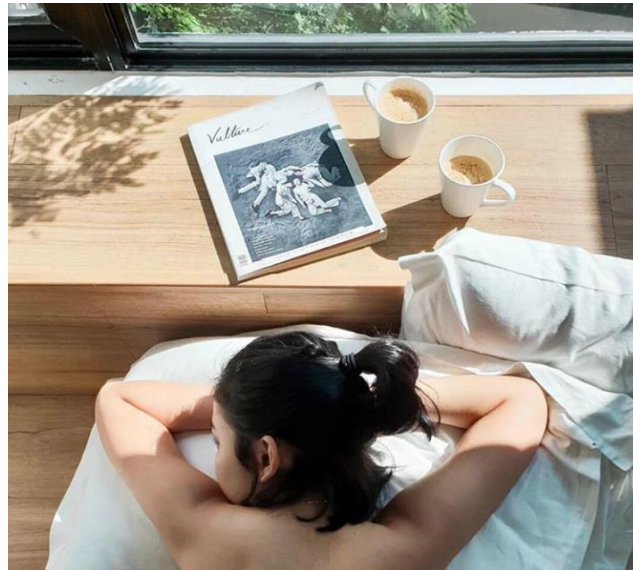


Hi Jamie,

You asked for a more perfect Lloyd's Inn experience and we delivered 😊

Introducing new in-room spa treatments to rejuvenate your senses in the comfort and privacy of your room. Book yourself a pampering session on your next stay with us!

[VIEW SPA MENU](#)



Informing customer of new service launch to encourage another stay

CONTENTS

BACKGROUND	RESEARCH	MARKETING PLAN	WRAP UP
Industry & Company Background	Keyword Research	Overview	Optimization
Target Audience & Customer Journey	Competitive Analysis	Keyword Insights	Media Plan & Budget
Company Analysis		Campaign Details & Tactics Examples	Prioritization & Timeline
			Key Takeaways

OPTIMIZATION

A/B test tactics before activation and throughout campaigns to optimize for better performance



Paid Search & Display Ads

Test variations of:

- Headline length
- Word order
- Choice of words
- Display creative layout
- Display creative image/copy

Monitor performance in Google Ads

Prioritize ad variations that result in higher clicks, higher click through rate and lower cost per click



Landing Pages

Test variations of:

- Background image
- Headline
- Call-to-Action copy/placement/ button color

Monitor performance in Google Ads

Prioritize landing page variations that result in higher conversions (email sign-ups, bookings)



Emails

Test variations of:

- Subject line
- Call-to-Action copy/placement/ button color
- Image
- Email layout
- Headline
- Content

Monitor performance in Email Service Provider (e.g. Mailchimp)

Prioritize email variations that result in higher open rate and CTA button click throughs

MEDIA PLAN



Ad Group	Targeting	Impressions	CTR	Clicks	Avg. CPC (SGD)	Cost (SGD)	Conversion Rate	Conversions	Cost per Acquisition (SGD)
Brand	25-44, M/F	15,000	3.3%	495	\$ 1.31	\$ 648	3.55%	18	\$ 36.90
General	25-44, M/F	115,000	5.1%	5865	\$ 1.43	\$ 8387		208	\$ 40.28
Price	25-44, M/F	100,000	5.6%	5600	\$ 1.53	\$ 8568		199	\$ 43.10
Quality	25-44, M/F	39,000	3.9%	1521	\$ 1.67	\$ 2540		54	\$ 47.04
Location	25-44, M/F	20,000	5.7%	1140	\$ 1.77	\$ 2018		40	\$ 49.86
Facilities	25-44, M/F	13,000	3.2%	416	\$ 0.99	\$ 412		15	\$ 27.89
Duration	25-44, M/F	11,000	4.6%	506	\$ 1.43	\$ 724		18	\$ 40.28
People	25-44, M/F	9,000	4.1%	369	\$ 1.67	\$ 616		13	\$ 47.04
Personality	25-44, M/F	4,000	4.6%	184	\$ 1.05	\$ 193		7	\$ 29.58
Occasion	25-44, M/F	1,500	3.2%	48	\$ 1.39	\$ 67		2	\$ 39.15
Total		327,500		16,144		\$ 24, 173		573	

↑
Google Keyword
Planner

↑
Google Keyword
Forecast

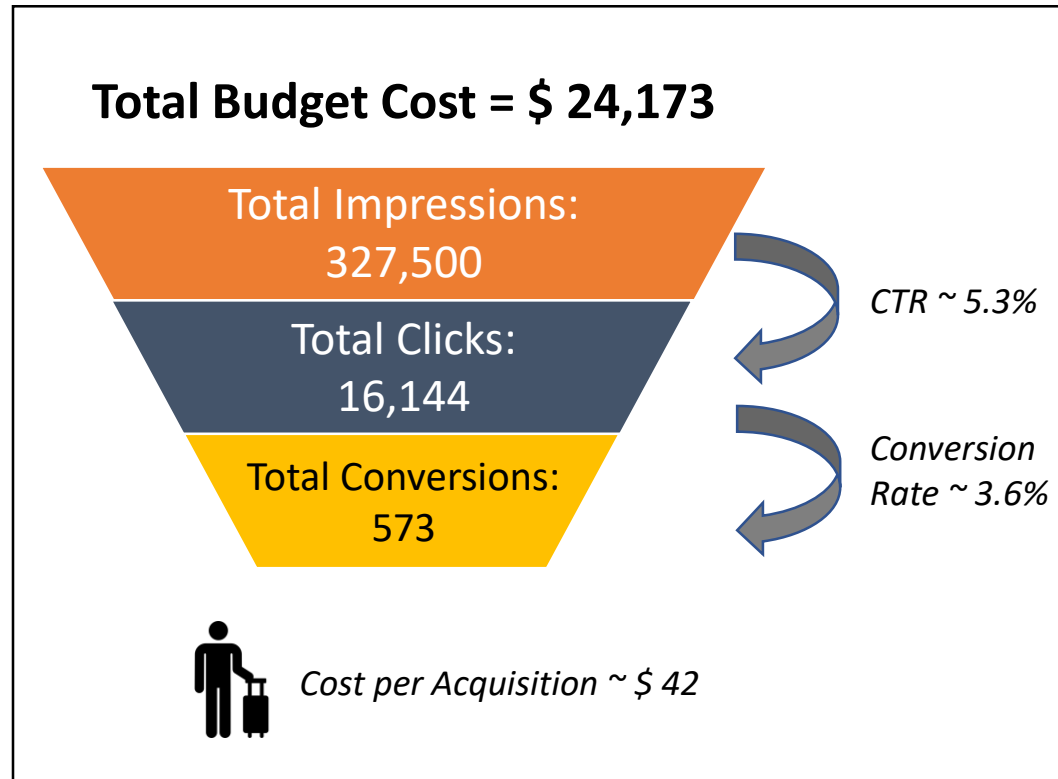
↑
Google Keyword
Forecast

↑
Industry Benchmark

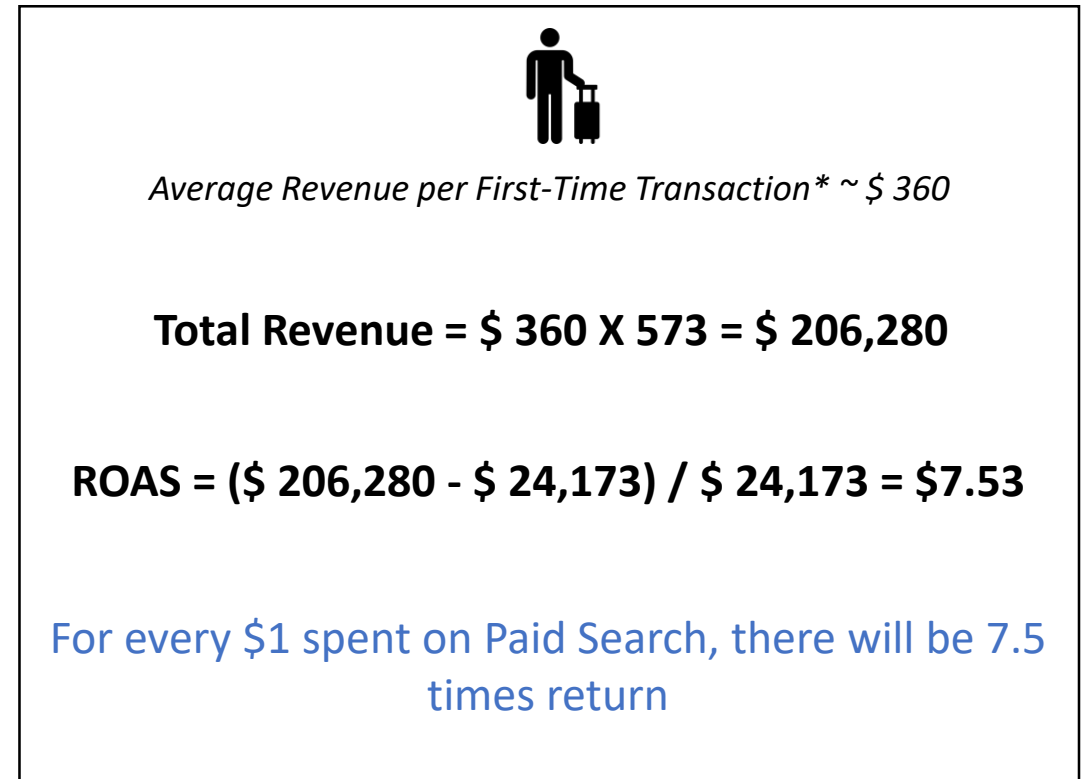
MEDIA BUDGET

Significant investment would be required to capture 100% of paid search market across all ad groups, but the return on ad spend (ROAS) would be highly valuable

Spend



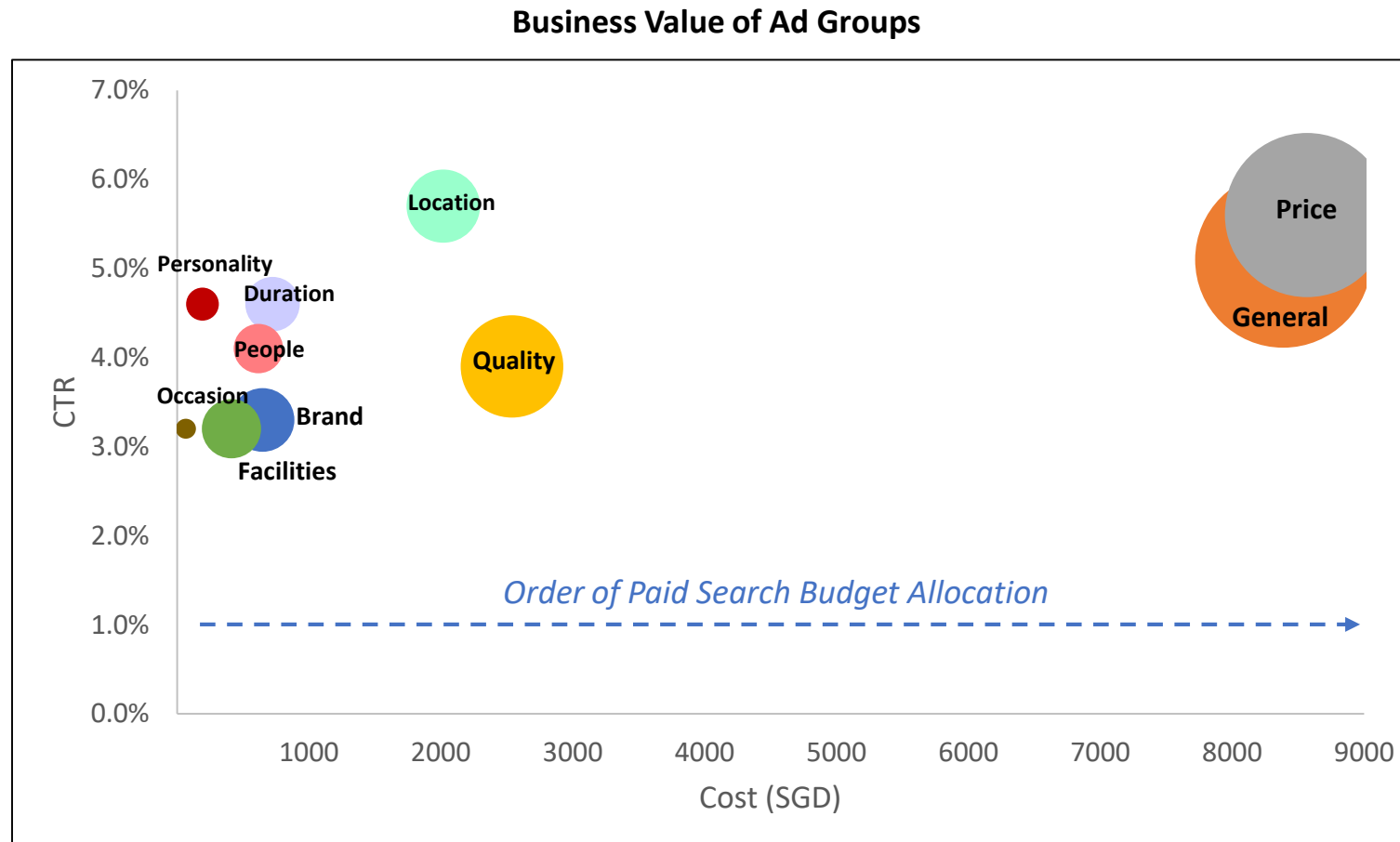
Return



*Revenue per Transaction = Average room rate (\$180) X Average no. of nights stayed per trip (2)

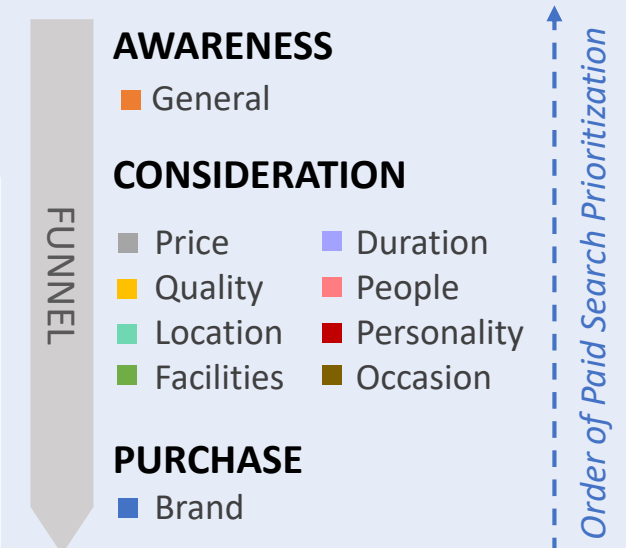
PRIORITIZATION STRATEGY

Understandably as a growth stage business, budgets may be limited. Prioritize keywords from bottom of funnel first, before moving up towards competitive, general keywords.



Size of Bubble Indicates Impression Volume

Prioritize budget capacity to capture bottom of funnel first



TIMELINE

Use automated bid strategies in phases to regain ownership of 'Brand' keywords, increase visibility for consideration keywords and gradually go for 'General' keywords

Tablestake

Opportunities in order of increasing cost

Ad Group	PHASE 1	PHASE 2	PHASE 3
Brand	Bid Strategy: Target Outranking Share (Outrank 3 rd Party Affiliate Sites)		
Occasion	Bid Strategy: Target ROAS		
Personality	Bid Strategy: Target ROAS		
Facilities	Bid Strategy: Target ROAS		
Duration	Bid Strategy: Target ROAS		
People	Bid Strategy: Target ROAS		
Location	Bid Strategy: Target ROAS		
Quality		Bid Strategy: Enhanced CPC	
Price		Bid Strategy: Enhanced CPC	
General			Bid Strategy: Target Impression Share

KEY TAKEAWAYS

BID KEYWORDS

- Take immediate action to bid on **'Brand' keywords** in Paid Search to **outrank competitors** and **protect booking revenue** coming in from leads already aware of brand
- **Expand visibility** in criteria-driven search behavior to **nurture hot leads into conversion**
- Slowly work up towards competitive **'General'** keywords that help **bring in fresh new leads**

BUDGET

- Ideal scenario to capture 100% of Paid Search impression share requires significant budget (~\$ 25K), although high ROAS can be expected in return (~7.5x for every \$1)
- Realistically, allocate available **budget in progressive phases in order of keyword prioritization** (Warning: Impression share, clicks, conversions & ROAS will be compromised with lower budget)

REINFORCE

- Alternatively, impression share can still be maximized despite lower budget capability if tactics are designed to **maximize conversion rates**
- Improve conversion rates through **highly relevant and high quality score Paid Search/ Display ads, optimized landing pages** and a supportive, lead nurturing **email marketing strategy**