

MARKETING PLAN

Name of Project – LIFE IS SUITE RELAUNCH

MID APRIL

Project Lead – STACEY ELLIS

Description

Life Is Suite has been redesigned and has evolved into a hot new marketing tool for hotels and restaurants and great source of information for guests in the shopping process, and employees looking for great stories to share with clients, guests, etc. It's spiffed out with gorgeous branding, heightened functionality, navigation, and searchability. It's enhanced for better display of images and video, etc. In a word.... It's kewl AND informative and we want as many eyes on it as possible.

Target Audiences/Segments

Current and prospective guests

Employees

Media

Objectives (Detailed With Numbers)

- #1. Drive readership (unique and returning visitors)
- #2. Support bookings
- #3. Position as a resource to the company and to media

The Data/ The Why

With the redevelopment of KH.com into a sleeker, cleaner, simpler user experience, we need a place to tell our brand story and individual hotel and restaurant stories. LIS will be a highly shareable repository for stories describing all the reasons to love Kimpton.

Measures of Success

Rate of unique and returning visitors

Booking stats or traffic to and from KH.com

Social media share rates

PARTICIPANTS

Project Manager – Stacey

Working group – Marketing team

Stakeholders – Digital team; customer marketing; internal communications; PR team

Approvers – Stacey, Kathleen, Connor

RESOURCE REQUIREMENTS

Cost To Marketing (Money/Hours) – Would like to determine what's available

Cost To Properties – potential enhanced wine hour(s) during debut week; other activities as determined.

Marketing Spend -- ??

Media (Photos/Videos/Etc) -- ??

Agencies – PR to conduct appropriate media outreach

Rate Code – N/A

Terms & Conditions – N/A

Internal Communications/Training

Will require promoting internal adoption of the blog as an information resource. Employees need to be fluent in purpose and value of the blog to customers and clients.

PLAN

Channel Strategy (See Marketing Channels in Smartsheet)

See notes posted to KR Team Yammer Group

Creative Direction

Partners

Deliverables - Their Owners and Deadlines

SCHEDULE

Key Milestones – New blog to launch mid April

Dependencies – Fine to complete build

WORKFLOW

Schedule of Meetings (Including Who Needs to Be In Which Meetings) – Hoping to cover in our marketing team meetings or schedule separate weekly meetings as appropriate.

Tools Used for Calendar, Project Log, Communication, Etc. – TBD depending on Marketing Operations preferences.