

# Public Relations — A Hotel's Most Cost-Effective Marketing Investment



**A**rticles favorably describing your hotel are cheaper than ads. They are much more persuasive. They spice up sales kits. Can be posted on your web site. Stimulate a groundswell of word-of-mouth publicity. Boost employee morale. And they have a long shelf life.

So why isn't your property getting its share of publicity? Getting good PR is a little complicated. It takes more prep time than just slapping a little copy and a few images into an ad. And you usually have to work with PR professionals to get the job done right.

## Is PR worth the cost?

Mathematically, it is a no-brainer. The average news release costs less than \$1,000 to research, write and distribute. *If it's well done* and you send it to 50 news organizations, you can reasonably expect that five or 10 of them will use the story. Sometimes many more.

A quarter-page ad can easily cost \$2,000. If you buy ads in five publications, it will cost you about \$10,000. Since articles are at least five times more persuasive than ads, your true communications' cost is about \$50,000. Compare that to the \$1,000 you will spend for a news release. And you can use and re-use the published articles in many ways.

## What topics produce good PR?

There are numerous great stories about your property all around you. Here's a short list:

- ▶ Publicizing special events
- ▶ Featuring your onsite restaurant
- ▶ Proximity to interesting and useful places
- ▶ Co-marketing relationships with affinity companies and groups
- ▶ Describing new renovations
- ▶ Celebrating your innovative staff
- ▶ Featuring new amenities
- ▶ Vertically marketing to target groups
- ▶ Announcing unique special packages

*(More on following page)*

*"When media endorses your property, you can't place a dollar figure on that type of support," Tory Parks, director of sales and marketing at Benchmark Hospitality, recently wrote in Hotel-Online.com. She added that "public relations is a very cost effective tool, and I'm confident we are getting a great return on our investment."*

- ▶ Demonstrating community involvement
- ▶ Featuring special guest conferences and groups
- ▶ Unveiling new loyalty programs
- ▶ Publicizing results of customer surveys
- ▶ Describing business-friendly services
- ▶ Celebrating holidays—Christmas, New Year's, Halloween, Valentine's Day, July Fourth, Easter, Mother's Day, Father's Day, Thanksgiving and many more special events you wish to identify
- ▶ Announcing appearances of special entertainers
- ▶ Online interactivity programs

## Add PR — and strengthen your marketing program

By shifting a portion of your marketing budget to PR, you can maximize the support you give your sales people, strengthen your brand and build long-lasting customer relationships.



### Our PR and Marketing Services

- ▶ Develop PR and marketing plans
- ▶ Research, write and distribute news releases
- ▶ Oversee media relations and press events
- ▶ Organize meetings, events and conferences
- ▶ Conduct media training to improve your property's press coverage
- ▶ Develop media kits
- ▶ Develop and maintain media lists
- ▶ Create brochures and other sales collateral
- ▶ Write website content
- ▶ Write and design newsletters
- ▶ Create and manage direct-mail campaigns
- ▶ Create and place advertisements
- ▶ Design posters and trade-show booths

### About Us

We have provided PR and marketing services to more than 50 hotels since 1990, including brands like Hyatt, Hilton, Sheraton, Westin, Doubletree, Embassy Suites, Holiday Inn, Sofitel, Crowne Plaza and Residence Inn, as well as many independents.

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