

ENSURE YOUR WEB PRESENCE IS FAMILY READY

Summer is coming and it's time to get ready for the biggest family booking window of the year. We have put together the following checklist to ensure your website and online presence are ready to make the most of this booking opportunity.

Website Presentation

- Review seasonal imagery on site
- Review home page to ensure key offer is clear and add content if necessary
- Create a dedicated landing page for families

Booking Engine

- Review Rate plans on offer
- Review Grouped Specials – ensure these are up to date, no groups are empty, rate plans appear in no more than two groups, one group is dedicated to families.
- Ensure child and infant rates are loaded on relevant rate plans
- Ensure room occupants and supplements are up to date
- Check that availability is loaded for family rooms

Paid Marketing

Facebook

- Run a dedicated campaign targeting parents with your key offer

Google Ads

- Add a dedicated family remarketing campaign
- Supply family package URLs to Net Affinity to be added to sitelinks and price extensions
- Add a dedicated family remarketing campaign

Create a marketing landing page for any family promotions

- Use your marketing landing page to direct all paid marketing to your specific family offers

Contact Net Affinity for bespoke campaign recommendations and design ideas