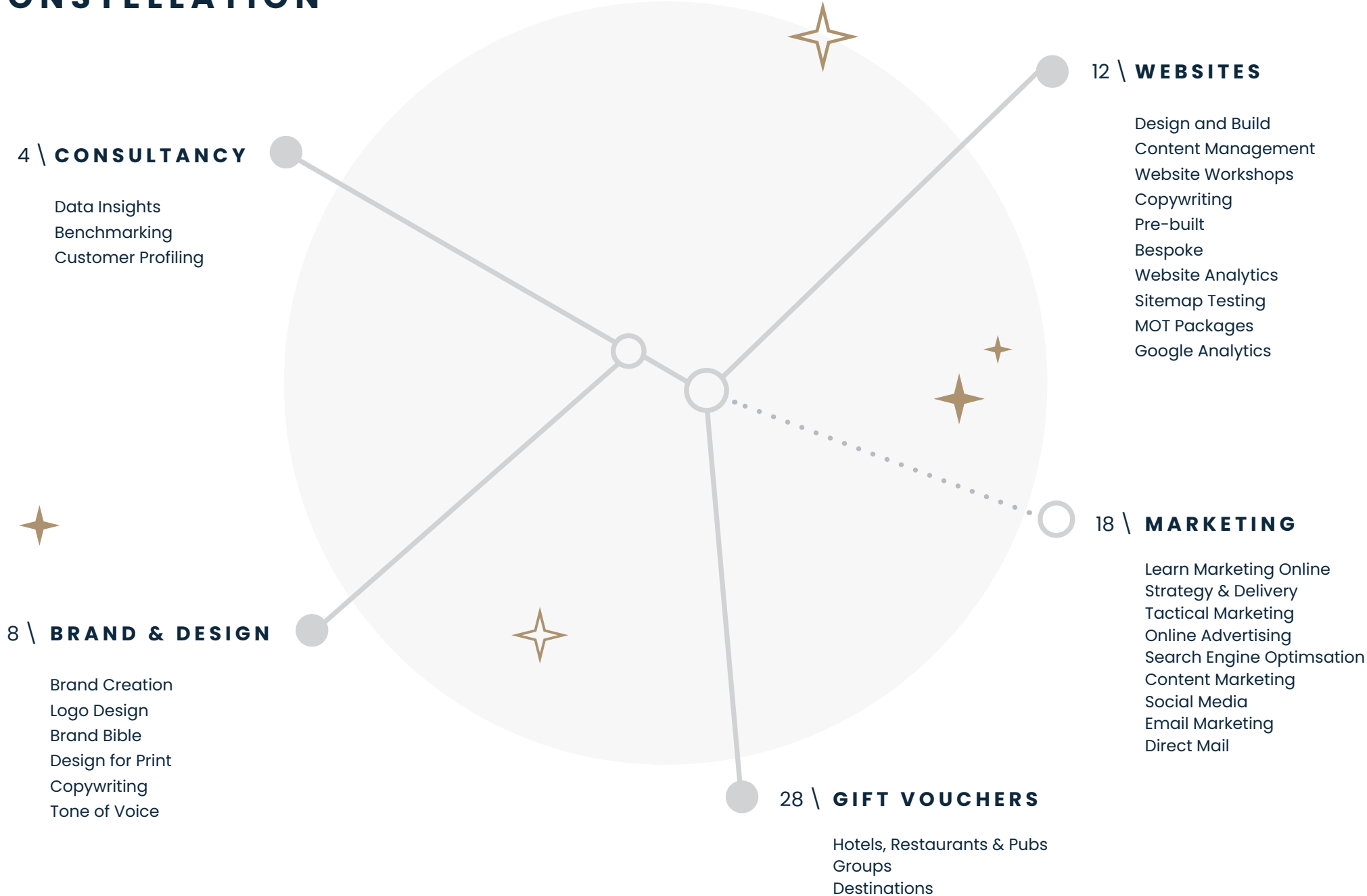


COLOURING TRAVEL DREAMS  
& BOOSTING BOOKINGS



**Clockwork Marketing**<sup>®</sup>  
Hospitality Marketing Specialists

# OUR SERVICE CONSTELLATION





## DEFINING YOUR STORY

We take time to listen, and time to talk with you, understanding your challenges and aims. We analyse your year-on-year occupancy percentages, average room rates, length of stay, and revenue per available room. We then apply this to our strategic marketing. Through a combination of data-driven insights and emotive creativity, we define your story, bringing your guest experience to life and setting your business at the heart of desirable travel.

We also review your competitors, using our understanding of the market and hospitality businesses, enhancing a robust growth strategy. It's not just about achieving but exceeding.



## OUR TURNOVER HAS DOUBLED

"Since asking Clockwork to renew our website and handle our online marketing we have seen our business go from strength to strength.

Our turnover has doubled thanks to their honest advice."

**David & Sally Fox,  
Kilcamb Lodge, Scotland**



## DATA INSIGHTS FOR DECISION MAKING

We immerse ourselves in data. From your booking systems (PMS) and Google Analytics reports to the latest tourism trends and data from the UK and abroad, we constantly explore new insights for your competitive advantage.

We don't drown in data though. We understand the impact it has on your hospitality business and apply data where it matters.

The essence: we read the reports and do the data heavy lifting, so you don't need to.



## BENCHMARKING

Working with hundreds of hotels and hospitality venues across the UK, large and small, we collect data (responsibly) and gain deep insights; the bigger picture. We identify broad behavioural trends and future hotel marketing techniques as they emerge.

By choosing Clockwork, you have access to inside technical and marketing knowledge that can fundamentally advance your business.



## CUSTOMER PROFILING

Your customers are your greatest asset and challenge, all at once. How many times have you looked at your best guests and wished there were more like them?

By profiling, we can show you who your best guests are and what opportunities exist. Then we get smart with your marketing messaging, tailoring campaigns specifically for them.

Profiling can be completed based on guests' behaviour, number of visits, spend, geo-location, booking preferences such as room type, etc. and demographics. We can also purchase databases of 'lookalikes': individuals who mirror the characteristics of your best customers.





## BRAND & DESIGN

After price, people buy based on how they feel at the time. Emotionally. The best brands use design, logos, colour, photography, and great copywriting to engage people's feelings, making them act.

With Clockwork, your hotel or hospitality business will stand out. A strong brand, provoking positive emotional reactions and speaking directly to potential guests.



## MARKETING PASSION

"We have worked with Clockwork on our brand, website and printed literature. Every service undertaken has been completed to a very high standard. Their professionalism, marketing passion and industry knowledge has been extremely valuable."

Mark Hibbard, Bude Tourist Information Centre, Bude



## BRAND CREATION

Through a series of workshops, surveys, and research, we'll work with you and your team to understand everything we can about your business. We'll help you to define your brand nuances and develop your brand vision. We'll then translate it into something you can be proud of, visually, and with great copy.



## LOGO DESIGN

Sometimes a logo is all it takes. Perhaps your naming convention has changed, or you'd like to enhance your main brand with a sub-brand. Our talented designers will create ideas in monochrome, before adding splashes of colour. We can also work with your existing logo, bringing it up-to-date, tweaking layout, font, and colours, ensuring it reflects your brand vision.



## BRAND BIBLE

A style guide or brand bible can be shared with all those involved in your communications, as well as your wider team. It will contain guidance on how to maintain a consistent brand style and information about your brand's values and qualities, so your business communicates with one voice.

## DESIGN FOR PRINT

People still want to pick up and feel a quality publication — more so now, with the explosion of digital. Location guides, direct mailers, and service booklets — whatever your print design need, we'll deliver.



## COPYWRITING

Beautiful brochure, glossy magazine or eye-catching postcard?

No matter how striking your design, if your content isn't up to scratch, you'll quickly lose the attention of your audience.

Our skilled copywriters use poetic and persuasive words to create campaigns and content that cut through the noise. We communicate the benefits your property offers, convincing new customers to book.



## TONE OF VOICE GUIDE

This defines the key messages for your brand and ensures your organisation speaks as one voice.

It will demonstrate how your brand sounds and the type of language it uses. Anyone in the business will be able to read this guide and write, if not expert copy, on-brand copy.

## PHOTOGRAPHY PHOBIA?

We can manage photoshoots and lifestyle photography for you! Please ask us for more details.

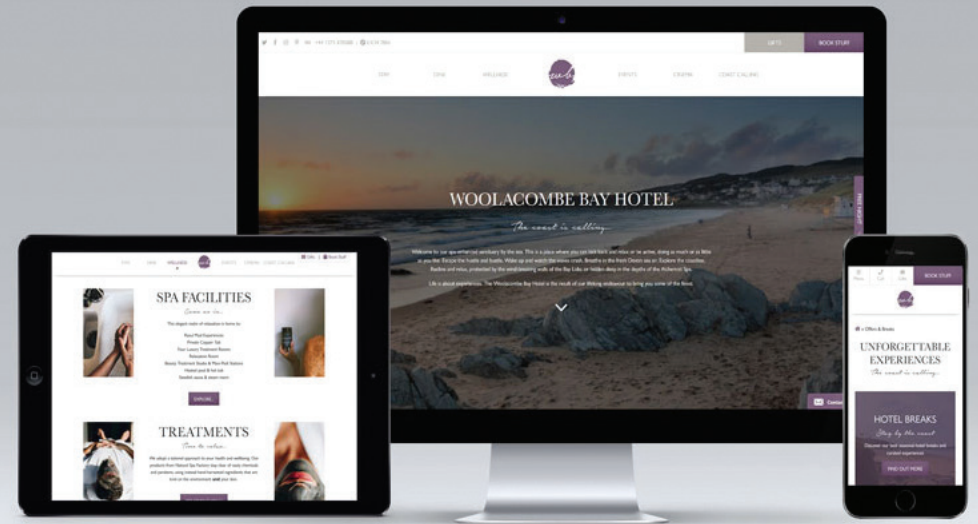




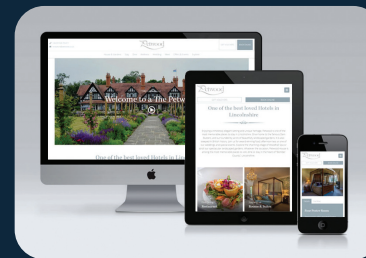
## WEBSITES

We know how people behave online and what they want when using a hospitality website. If your site isn't designed to be mobile-friendly or simple to use (think Amazon purchase), then you need to talk to us. We build websites with a clear methodology based on 30 years' experience in your industry.

We understand what makes your guests click.



## VISIT OUR WEBSITE FOR MORE EXAMPLES OF OUR WORK



## BROUGHT TOGETHER WITH FRESH NEW IDEAS

"Our shiny new website is everything that we had envisioned and more, brought together with the fresh new ideas that Clockwork always bring to the table, ensuring everything is kept moving forward in a fast paced marketing environment..."

Sally Lancaster, Woolacombe Bay Hotel, North Devon

## WEBSITE DESIGN & BUILD

We live and breathe hospitality websites.

By combining cutting-edge creativity with conversion boosting elements, smart navigation with search-friendly design, and engaging content with leading functionality, we will create a website that works hard for your property.

Not only this, but our bespoke Content Management System (CMS) means your website content and images can be easily updated with no technical knowledge required.



## CONTENT MANAGEMENT

One of the biggest website headaches is maintaining and editing content. Too many websites look flashy, but are difficult to edit, using confusing and eventually off-putting systems.

Finding many businesses frustrated by tricky technology, we built our own easy to use Content Management System (CMS).

We're fully aware that most staff do not code or deal in techno jargon, so our CMS works with simple building blocks or sections that can be accessed at the click of a mouse. Whether you want to upload a seasonal promotion or event, refresh imagery, or create an entirely new page, it'll only take seconds.



## WEBSITE WORKSHOP

This workshop is for business owners, general managers, marketing staff, heads of department (e.g. weddings, events, spa, restaurant), and anyone who comes into regular contact with guests. Data collected from Google Analytics and business insights are presented to help delegates make informed decisions about objectives and personas. From this, a detailed website brief can be created.



## WEBSITE COPYWRITING

Your website content is more than words. Well researched and constructed text not only makes for an interesting read, but actively drives traffic to your website. Our expert copywriters craft content, weaving in identified keywords, without compromising quality.

The result? Content that not only wins rankings, but also engages. Ultimately, we can boost your bookings by improving reader experience and online visibility.

## GOOD TO KNOW...

We host regular master classes and seminars where we share business-critical marketing advice, specifically for colleagues in the hospitality industry.



## PRE-BUILT WEBSITE

Choose your website design style from our pre-built website solutions, exclusively for hospitality, and powered by the Clockwork Marketing content management system (CMS). It is secure, easy-to-use and has all the features a hospitality business needs out-of-the-box with no plugins or issues common to WordPress.

You can add your content and images, or we add them for you. Go-live and boost your bookings.

Built to shine a light on hospitality businesses – GuestNet lets you create and manage a beautiful website. It's easy to keep up-to-date. There are no limits to how many pages or images you add.

## BESPOKE WEBSITE

Beginning with a Website Workshop, we will work with your team to understand your goals and objectives. We will combine this information and make bespoke recommendations regarding your website's design and functionality. This approach is for ambitious businesses with a full suite of business drivers and supports your bespoke, strategic objectives.

**NOT SURE WHAT WEBSITE WOULD SUIT YOU BEST?**

**CONTACT US TODAY FOR EXPERT ADVICE.**

## ADDITIONAL WEB SERVICES

- Annual web hosting with 24/7 monitoring
- Domain name advice, registration and maintenance
- Cloud-based email hosting solutions
- SSL certificates
- Google Analytics MOT

## WEBSITE ANALYTICS

Data is at the heart of everything we do. We passionately believe that marketing decisions are only as good as the data on which they're based. Our data analysts gather information and monitor every step of the booking journey. Ready with valuable insight we can influence behaviour and inform marketing decisions.

## SITEMAP TESTING

Testing a sitemap will identify exactly where people get lost when navigating your website. Whether you have a seasoned website, or are planning a new project. Testing is incredibly valuable. It can answer questions like:

- Do my page names make sense?
- Is the content grouped intuitively?
- Can people find what they want easily?

## WEBSITE MOT

Websites, browsers, algorithms, and legal commitments are always changing. It's important that your website is at the top of its game. Our Website MOT package is designed to ensure that your website offers the best possible experience, performs well in search engines and follows best practice guidelines.

## GOOGLE ANALYTICS CONFIGURATION

There are dozens of reports and hundreds of configuration options available in Google Analytics. We can break this down from your perspective, creating bespoke reports for your business, answering questions like:

- Who are your visitors?
- Which are your best marketing channels?
- How do visitors behave on your site?
- How many people take action on your website?

This data empowers you. You will be able to see which digital marketing is most effective at driving bookings, plus any areas for improvement.

Once set-up, you will be able to use the data from Google Analytics for insightful decision making, helping you to save money, improve your marketing activity, website performance and boost your bookings.



## MARKETING

You're busy running a property. Creative, on-trend marketing is another department. But marketing isn't just marketing.

For you, we have years of tourism-specific marketing knowledge, booking engine data, and a deep understanding of hospitality. We explore and think carefully about the latest trends, hospitality insights, and digital marketing best practices, finding and testing what works best.

## LEARN MARKETING ONLINE

Marketing's a big subject and technology's fast growth ever extends its reach and complexity. But fear not you don't need to feel overwhelmed.

We can manage your marketing for you or you can learn marketing with us through our online learning platform, GuestNet. It's a monthly subscription where you can access video content and join us for guided community support calls. More information on page 26 or visit [www.guestnet.co.uk](http://www.guestnet.co.uk)

## STRATEGY & DELIVERY

A strong, forward-thinking marketing strategy can resolve your business' toughest problems, helping you stay ahead of the competition and make the most of every opportunity. The best strategies begin with an audit; by looking to the past we can understand who your guests are and what they seek.

A marketing audit will highlight opportunities, inform the development of a high-performance marketing plan, and provide a benchmark for future marketing. We will work with you to define your marketing budget and devise a strategy that gets to the heart of your objectives.

We can work alongside your existing marketing team as a trusted guide overseeing your marketing, directing the strategy, and bringing specialist skills to specific projects, or we can be your entire marketing team, giving you one less thing to worry about.

## TACTICAL MARKETING

Many of our specialist marketing services can be commissioned individually. However, for best value, we recommend an integrated approach. Get in touch about our marketing packages: Essential, Aspire, and Growth Accelerator. Designed for ambitious, market-leading properties, they remove trial and error – covering all your marketing needs.





## PACKAGES



### ESSENTIAL MARKETING

Perfect for smaller hotels, restaurants with rooms and boutique inns, our Essential package contains the basic marketing services needed to help your business grow and drive bookings online.

Including:

- Search Engine Optimisation (SEO)
  - Content
  - Email
  - Reporting



### ASPIRE MARKETING

A popular choice for larger companies with multiple business drivers, such as weddings and conferences as well as rooms and dining. The Aspire package has all the services of the Essential package, plus additional components needed for more ambitious growth.

Includes everything in essential marketing plus:

- Website management
  - Social media
  - Social Brilliance
- Website optimisation
  - Design services
- Marketing consultancy



### GROWTH MARKETING

The ideal choice for businesses who want to achieve rapid growth and a significant step up in their marketing, website presence and revenue generation. It includes all the features of the other packages, alongside bespoke services from our marketing experts tailored to the growth needs of your business.

Includes everything in aspire marketing plus:

- Marketing strategy
- Comms planning
- Objective workshop
- And more time





---

✦

## ONLINE ADVERTISING

With Online Travel Agencies (OTAs) bidding on brand search terms, it can be easy to lose out on valuable traffic and direct bookings. Online advertising (Pay-Per-Click – PPC) works wonders, gaining targeted traffic quickly. It's perfect if you need to increase late reservations, promote a current offer, or up brand awareness.

We'll work with you to make sure a Pay-Per-Click (PPC), display, or social media advertising campaign is the correct tool to meet your objectives. We'll then identify the right keywords and ad extensions so the ad copy we write gets you results.

Finally, our reporting and analysis will test which ads get the best return on investment, making your ad budget work harder.

---

✦

## SEARCH ENGINE OPTIMISATION

Simply put, Search Engine Optimisation (SEO) helps people find your website online. We optimise using a unique combination of technical know-how, letting search engines like Google find your website more easily, and expert marketing skills, making your digital content search engine attractive.

Our SEO packages are designed to increase your website's visibility within "natural" or "organic" search results, whilst delivering high quality, targeted traffic to your website. We develop content and SEO campaigns across all types of search, including mobile, desktop, maps, and emerging search technologies such as voice.

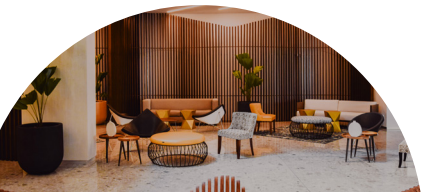
---

✦

## CONTENT MARKETING

The backbone of any marketing campaign is its content. Our specialist hospitality copywriters create quality content people want to read, which is also search engine friendly. We can make your brand glow with SEO-friendly, writing and entertaining, educational blogs that are a hit with potential guests. Services include:

- Content audit
- Content strategy
- Content creation
- Content calendars
- Copywriting and blogging services
  - Tone of voice creation
- Photo and video direction



---



## SOCIAL MEDIA

With social media you can hear right now what people are saying about your hotel or hospitality business. You can also build an online community and create engaging campaigns to increase your followers.

Managing social media is a full time job. We can do the lot; Facebook updates, designing beautiful Instagram grids, managing customer enquiries, creating winning ad campaigns. All you have to do is relax and welcome your new guests.

Engaging your social audience in conversation and increasing loyalty takes real imagination, creativity, and strategy. We don't just dabble we can shape your brand into a genuine personality, voice, and authority that your audience will love. Better still, we'll deliver real, measurable results.



---



## SOCIAL BRILLIANCE

Your guests are posting beautiful photos of your hotel and the local area all the time. This is called User Generated Content (UGC). Harnessing the power of this content can radically influence booking decisions and build goodwill. Back in the day we included testimonials on all our hotel websites, and we still do that, but imagine how powerful it is to see a gallery of real-life guest experiences as opposed to comments? Clockwork's Social Brilliance is designed to do just that.

A social feed will be added to a dedicated page on your website – your home page or a page of your choice. This will automatically collect and display content from your social platforms, and also from your guests when they post images using your handle (@hotelname) or defined hashtags (such as #hotelmemoires). You'll be able to review the pictures and choose the best.

---



## EMAIL MARKETING

After SEO, email marketing is one of the most powerful tools to boost your bookings. It can drive large numbers of potential guests to your website. Cut through the clutter with creative, regular email marketing.

We manage and monitor your email marketing campaigns from start to finish, developing valuable insights into subscriber behaviour. Tracking how many emails get opened, when they are opened, and what readers click on enables finely tuned campaigns, ensuring your subscribers love what we send them. This thoughtful, data-driven approach can significantly increase engagement and returns.

Over time, email tools get clogged up with old and out-of-date data, and templates get tired. Compliance with new data regulations will mean that data needs to be collected, stored, and used correctly with proof that users have consented, such as via a double opt-in.

Our Email Marketing MOT helps to clean your data, bring your process up-to-date and refresh your templates, so you can concentrate on being creative and not worry about compliance and legislation.

---



## DIRECT MAIL

Your guests are time-poor. They value businesses that are to the point and understand them, especially if it involves them saving money and having a unique, socially shareable experience.

This is where direct mailings can really hit the spot. Your existing guests love what you do; they are your most significant marketing opportunity. We can take your hotel's data, analyse it, and create highly personalised, thoughtful mailings. Be it a postcard, magazine, letter or something entirely different. We design mailshots that will stand out from the crowd, delivering increased engagement and exceptional returns.

- Data profiling and preparation
- Data purchase
- Strategic advice
- Compelling copywriting
- Design & print
- Mailing out



## **GUESTNET**

### **LEARN MARKETING GROW BOOKINGS**

Marketing's a big subject and technology's fast growth ever extends its reach and complexity. But fear not. You don't need to feel overwhelmed.

With GuestNet you can learn the basics, top up your existing knowledge or build your team's marketing skills quickly and simply, saving you time and money.

Choose from a collection of practical videos delivered by Clockwork's marketing experts. For example, learn how to drive more visitors to your website or learn how to grow your social media. Set up, deliver, and measure your marketing activity easily with step-by-step guided support.

Implement a marketing support system to increase your direct bookings and futureproof your business.

GuestNet is perfect for owners of self-catering and B&B businesses as well as those working in hotels, holiday parks, restaurants or pubs who want to improve their skills and capture more guests.



### **KEY BENEFITS**

GuestNet was developed by the team at Clockwork Marketing - a leading marketing agency with over 30 years of hospitality marketing experience, from which you can benefit.

- Get the latest trends and practical marketing tactics
  - Grow your marketing confidence
  - Be part of a supportive hospitality community
  - Future-proof your business with a strategic plan
    - Stay ahead of your competition
    - Get clarity and relevant advice
    - Find great work-life balance

"I have always dreamt of having the budget to employ the expertise of a full-service agency, but conversely, I enjoy being in control of my own marketing efforts. I have now discovered the perfect solution for a small business - the best of both worlds."

**Lyn Martin**  
**Dorset House B&B, Lyme Regis**

### **LEARN MORE ABOUT GUESTNET**

Get to know how GuestNet can work for you.  
Book a FREE one-to-one demo with our friendly team at  
[www.guestnet.co.uk](http://www.guestnet.co.uk)







## GIFT VOUCHER BRILLIANCE SELL GIFT VOUCHERS, KEEP CASH FLOWING

Selling gift vouchers is the simplest way to increase sales for hospitality businesses and drive extra revenue year round.

Gift Voucher Brilliance offers you a bespoke online shop, that's mobile-friendly, and easily accessed from a link on your website. Customers can browse an unlimited range of vouchers on the go, identify best-selling and recommended vouchers, add a personal message and pay securely online.

Designed with hotels, restaurants, groups, destinations and experience providers in mind. It works seamlessly with your website, offering a secure way to sell spa, dining, accommodation, monetary and experience gift vouchers.

### KEY BENEFITS

Developed by Clockwork Marketing, Gift Voucher Brilliance, uses 30 years' hospitality experience, giving you key benefits including:

- Money in your bank (same day of purchase)
  - Free, friendly customer support
- Single property, group or destination functionality
  - In-house fulfilment and postage service



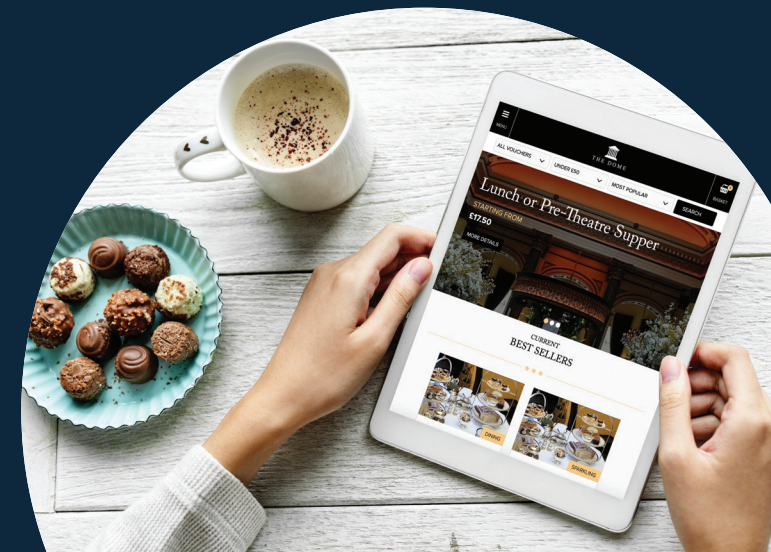
### WANT TO KNOW MORE?

For a FREE demo and more information about our gift voucher solution visit [www.giftvoucherbrilliance.co.uk](http://www.giftvoucherbrilliance.co.uk)



"As a multi-award-winning hotel, spa & estate, we needed a reliable and simple way to offer vouchers. Clockwork Marketing provides a solution that not only works well for the client, but enables us to increase sales, monitor purchases and make regular changes, resulting in a most valuable marketing tool."

**Catherine Duffey**  
**Carbis Bay Hotel, St. Ives**



## MEET THE TEAM

We've been involved in hospitality operations for 30 years and understand your business in a way only insiders can. This special expertise will give your hotel branding and campaigns an edge. We work collaboratively, bringing distinct skills from across our agency, paving the future of your business.

We are a team of passionate marketers, designers, developers, copywriters and creatives. Think of us as your own marketing team or trusted guides. We know what marketing works best in hospitality and use the right combination of services to get the results you need.

We're independent too. No double agendas and nothing to push. Everything we recommend is with your success and individuality in mind.



## TOGETHER LET'S BOOST YOUR BOOKINGS



**BOOKINGS AWAIT THE BOLD.  
GET IN TOUCH WITH US TODAY.**

01803 872999 | [hello@clock-work.co.uk](mailto:hello@clock-work.co.uk) | [www.clock-work.co.uk](http://www.clock-work.co.uk)

**Clockwork Marketing**

Longlands Barns, Whilborough Road, Kingskerswell,  
Newton Abbot, Devon, TQ12 5DY