



The Hilton Worldwide eCommerce Program

Online to the bottom line

Piloted across 200 hotels, the Hilton Worldwide eCommerce program works.

- **Search engine ranking improved from 11 to 1** (Hilton New York)
- **TripAdvisor rating moved from 6 to 2** (Hilton Fujairah)
- **Site visits increased 23%** (Embassy Suites, Birmingham)
- **Twitter and Facebook followers increased by 122%** (Hilton Santo Domingo)
- **Paid search revenue up by 70% with the same spend** (Hilton Short Hills)
- **Traffic to local site increased 71%** (Waldorf Astoria New York)
- **Revenue from brand website grew 54% YOY** (Greater China Hotels)
- **Increased paid search revenue by 67%** (Hilton Athens)

This service is now available to all hotels for an annual fee.

Online is the channel of choice for our customers. It's more than a booking channel. It's a way to stay connected, research destinations, share experiences and be heard. And it's growing.

Could you be making more of the opportunity?



The right stuff

We drive reservations via your hotel website.
It's that simple. How we do it is more complex.

eCommerce isn't just a department name, it's a methodology. We continually test and learn. Then from learnings across our global network, we adapt and apply the latest technology and tools, shaping these to fit your hotel and deliver excellent results.

Consulting and Strategy Development

We consult with you from day one. And we don't stop. Starting with robust analysis, we benchmark your online presence against your competitors. We then work with you to tailor a plan that delivers the best available return for your hotel.

Demand Generation

We drive demand to your hotel. From paid search and display advertising to business listings and strategic linking. It's so much more than just running an advertising campaign. It's all about customizing to your hotel's unique selling points – optimizing to peak performance and squeezing out every ounce of revenue.

Website Management and SEO

Your website sets the tone for your hotel experience. We manage your brand website to make the most of all content opportunities. By understanding your hotel's key benefits and your local market, we tailor content to ensure you stand out, using the right keywords so the search engines can find you.

54%

Average increase in online revenue in the first 6 months

source: Greater China Hotels



“Recommended by someone I didn’t know”

eCommerce were the first individuals we have worked with that really “got it”.

source: Eric Long, GM, Waldorf Astoria New York

Social Media

Like high school, if people are talking about you, you want to be in the conversation. We’ll help you to manage your hotel’s revenue and reputation by making the most of the powerful new tools provided by Hilton Worldwide, such as Maestro and our Social Media website. From Facebook to Foursquare and Ping to Places we’ve GYB (got your back).

Innovation and Analytics

We continually test and refine our tactics. From testing copy in advertisements to which banners drive the most revenue, we make incremental changes that boost your bottom line.

We also keep you in the picture. Each month you’ll receive a data dashboard with all key metrics in one easy to digest document.



Big picture in detail

Our eCommerce program service overview.

Demand Generation (inc. Paid Search)

- Work with Hilton Worldwide's agency to analyze and adjust paid search keyword campaigns
- Share and review keywords to ensure accuracy and completeness, and reflect any seasonality
- Implement learnings and best practices from other eCommerce managers / regions
- Update lead rates in paid search adverts as advised by Revenue Management
- Review and optimize advert copy for top keywords
- Ensure keywords are directed to the relevant content
- Use search engine query tools to determine high volume opportunities and new keywords to test
- Buy selected CPC placements, track and optimize to drive demand to hotel pages at maximum ROI
- Create International marketing campaigns in key inbound markets

Search Engine Optimization

- Monitor rankings and positioning for all top keywords
- Monthly reporting of top keywords' performance
- Review meta data including copy title tags and keyword descriptions
- Ensure ownership in local business listings e.g. Google Places is accurate and claimed
- Ensure maximum distribution across content networks and key travel and web directories
- Remove duplicate listings in key web directories

Consulting and Support

- Assigned single point of contact for each hotel with access to our global network
- Offer hotel education via webinar training
- Update and train hotels on online industry changes
- Access to exclusive 'backstage' content on eCommerce website

Website Management – Brand Websites

- Ensure all hotel content is compelling, accurate and complete
- Perform regular audits of hotel pages to ensure all links are working and hotel special offers are current and available
- Maximise all online opportunities (as measured by Online Opportunities Scorecard)
- Manage enhanced content (non-PIM)
- Develop and review landing pages for attractions, events, etc.
- Create the necessary links to landing pages

Website Management – Local Hotel Sites*

- Design and build local hotel sites
- Create strategy to direct relevant consumers to local hotel site
- Ensure all hotel content is compelling, accurate and complete
- Perform regular audits to ensure hotel pages are tagged for SEO

- Ensure all links are working and hotel special offers are current and available
- Maximize merchandizing opportunities

*as applicable and for an additional fee

Social Media

- Identify and recommend social media marketing activities in line with Hilton Worldwide policy
- Incorporate social media into overall eCommerce strategy
- Partner with hotel to create voice in social media
- Provide guidance and support on Maestro monitoring tool
- "Follow" hotel and ensure compliance with best practice
- Monitor reputation, ranking and reviews

Innovation & Analytics

- Continually generate fresh ideas – test, learn and execute to capture unfair share
- Leverage scale with key industry players gaining early insight to evaluate emerging opportunities
- Generate monthly eCommerce report providing analysis of all channels' performance, online breakdown, Paid Search results and SEO positioning, keyword reports, top referring domains
- Provide insight on performance and action items to drive results
- Ensure all key spots on brand.com pages are tagged using appropriate tracking tools and provide reports

“100% of participating hotels from our pilot program now subscribe to the service”



Best in class

Cutting-edge technology, network strength and top talent provide the recipe for success.

Each hotel is assigned an eCommerce Manager to manage all aspects of online. Thought leaders in online marketing, analytics and innovation. We deliver data with substance, insight and practical application. Always boosting your bottom line.

Our program also builds on the Hilton Worldwide network. We have specialists in every market applying inside-track intelligence to attract today's travelers.

To stay at the top, we continuously test and learn. Upgrading our skills across the newest technologies, channels and tools. Match this approach with the power of Hilton Worldwide to leverage efficiencies together with first-in-industry opportunities. A winning formula.

“Hilton recognized as Best Practice Advertiser for local advertising on Google”

source: Jaggeree.com September 2010

Passion. Pace. Performance.

eCommerce specialists supporting you from around the world.



For more information visit: eCommerce.Hilton.com