HTK loyalty
through **experience**

Horizon Loyalty Hub
for Hotel and Hospitality Marketers

Contents

Account Set-up

These are the basic details that you should set up before using Horizon. The HTK Client Services team is available to advise on these and other aspects of Horizon.

We can then use tools such as Groups and Lifecycle Stages to further separate these contacts into (for example) those who have previously stayed vs those who haven't.

Types of contact to be stored in the database

HTK Horizon lets you store different information for different types of people; for example your guests and your own marketing team.

We call these "Types of contact", and for a typical hotel you're likely to only need 2 types:
1. "Guest" (or "Customer" if you prefer)
2. "Marketing team"

All of your existing PMS guest details and other email subscriber lists should be added as the "Guest" type of contact.

Subscriber opt-in preferences

"Opt-in" is a vital aspect of permission-based marketing. It's essential that your guests have a clear and simple way of opting-in to receive your marketing messages, and opting-out whenever they want to.

You should use "Opt-in Categories" in Horizon to define the different types of communications that you will be sending, to give your guests and other subscribers a clear choice over what they do and don't want to receive.

If you have a single property, you may decide to keep things simple

For more details, see the Horizon Help Centre: Setting up your Types of Contact

and have just a single Opt-in Category called "Newsletter". If you have several properties, we recommend using a separate Opt-in Category for each property.

Legal compliance
The UK Information Commissioner's Office (ICO) provides this advice in relation to email marketing:

> "When you send an electronic marketing message, you must tell the recipient who you are and provide a valid contact address. The rules on emails don't apply to emails sent to organisations, though you must still identify yourself and provide an address."

HTK Horizon helps you to comply with this requirement by collecting your company details and then automatically adding them

to the footer of your marketing emails and web landing pages. The placeholders that HTK Horizon uses for doing this are called "Merge tags".

Note: These details will be automatically added to the footer of your marketing emails if you use one of the standard Horizon email templates, or a template created by the HTK Client Services team.

 If you create your own email templates it is your responsibility to ensure that the required information is provided.

Custom fields to store guest interests
Not all guests will be interested in the same things. Whilst your local guests might be interested in your quiz nights, guests living further away probably won't be

Note: More detailed guest preferences should be captured using database Custom Fields (see next page), rather than Opt-in Categories.

Setting up your Horizon database

and may unsubscribe if they receive too many irrelevant emails. Similarly, some guests will be interested in spa treatments and local events, whilst others might care only about the possibility of upgrades.

To make sure your marketing to every guest stays as relevant as possible — limiting your unsubscribes and spam complaints — you need to capture these different interests for each guest where possible.

In Horizon, you can do this by first creating "Custom Fields" to store non-standard data (such as specific guest interests) and then adding these custom fields to an "Update your preferences" page that each guest can click through to from your marketing emails.

Your Horizon account is already set up to capture each guest's name, address and contact details. Additional info will need to be stored in Custom Fields.

We recommend the creation of a single set of custom fields called "Interests" and basing these on the broad kinds of services that your hotel offers. Often these will be the same as the main navigation options on your website, such as:

- Staying
- Dining
- Entertainment & events
- Golf
- Spa
- Weddings
- Meetings & conferences

There are two approaches to adding these Custom Fields; both have their advantages and disadvantages

Approach 1: Add a single "Checkbox list" Custom Field, with a separate option for each interest.
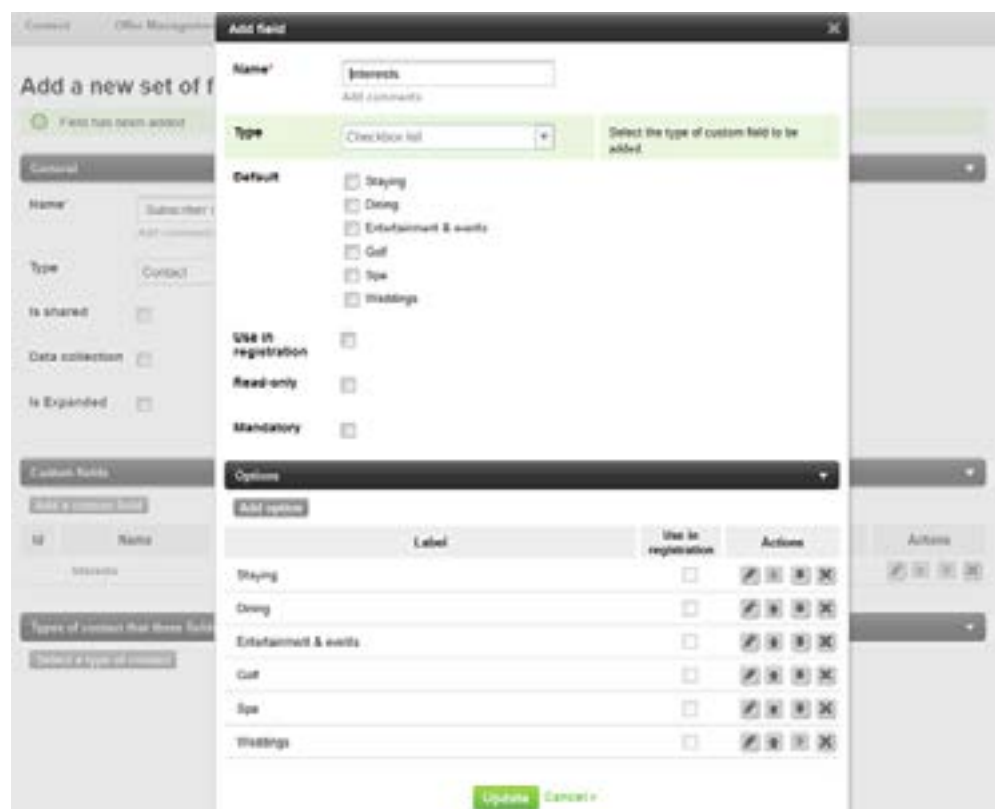
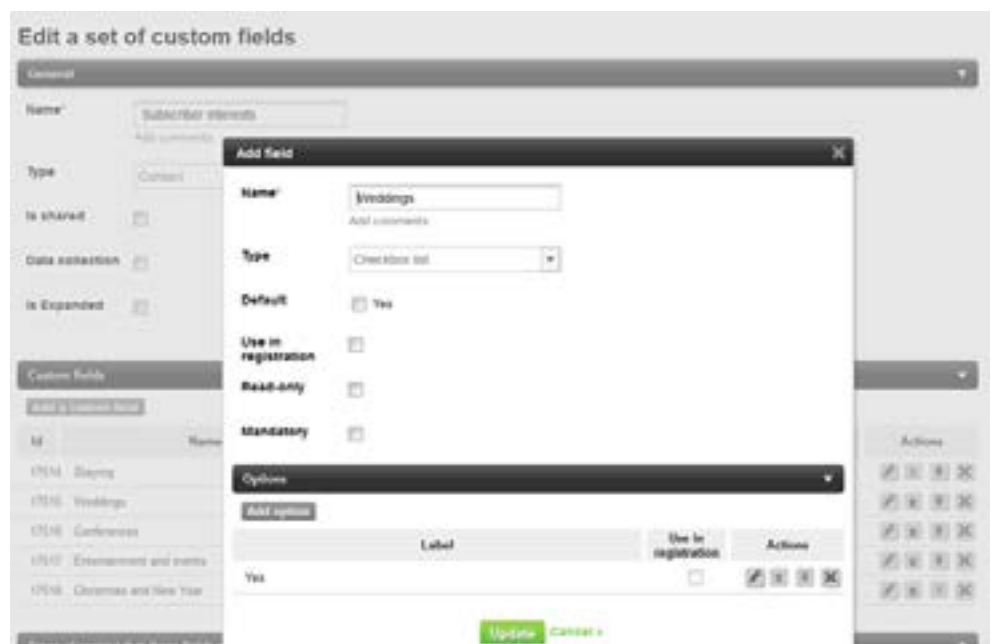**Advantages**

- Easier to perform multiple selections when searching for contacts or creating Groups.
- Fewer separate fields to add to the "Update your preferences" page.

Disadvantages

- More fiddly to import data. Each guest's initial preferences need to be imported from a single spreadsheet column containing a delimited set of values, eg "Staying; Dining; Weddings".

Approach 2: Add each interest as a separate Checkbox list Custom Field, with a single option of "Yes" for each one.

Advantages

- Easier to import data. Each guest's initial preferences can be imported from separate spreadsheets or separate columns, each containing "Yes" or a blank.

Disadvantages

- More fiddly to create Groups containing multiple selections (it's necessary to use Combined Groups).

Custom fields to store PMS 'guest profile' data

Your PMS contains a wealth of data about your guests that can be used to target your marketing; including home address, average spend and opt-in preferences. All of this data can be used in Horizon, so long as it can be exported from the PMS in MS Excel or comma-separated (CSV) format.

Since each guest may have several records in your PMS (some are better than others at managing duplicates!), we recommend using a guest's email address as their main identifier in Horizon.

This will enable you to import guest data from several different sources (eg PMS records and email marketing lists) and combine this data in Horizon into a single record for each guest.

We recommend the creation of a single set of custom fields called "PMS Profile" to store general guest profile data. We suggest the following fields, if the data is available:

Custom field name	Field type	Notes
Profile ID	Text box	The PMS Profile ID for the guest, showing which PMS profile was used to set the data in Horizon.
Gender	Text box	May be useful for campaign targeting
Last arrival	Date	Last arrival date
Last departure	Date	Last departure date
Totals stays 12 month	Number	Total stays in the last year
Total revenue 12 month	Number	Total revenue in the last year
Total nights 12 month	Number	Total nights in the last year
Average room spend	Number	Average room spend
Average F&B spend	Number	Average non-room (food & beverage) spend
Average all spend	Number	Average spend

Custom fields to store PMS booking data

Most PMS systems can run a report on the previous day's bookings, in MS Excel or comma-separated (CSV) format; for example a "nightly audit" file. Horizon can automatically import this data if it is saved to a pre-created Dropbox folder, so that guest bookings can be used to run targeted marketing campaigns and pre- / post-stay communications.

We recommend the creation of a single set of custom fields called "PMS Bookings" to store booking data, including the following fields:

Custom field name	Field type	Notes
Reservation ID	Text box	Primary key for the reservation
Property	Text box	The property that the reservation was made for
Status	Text box	Status of the reservation
Booking date	Date	Date the booking was made
Arrival date	Date	Start date of the reservation
Departure date	Date	End date of the reservation
Channel	Text box	Channel code, e.g. to identify OTA reservations vs non-OTA
Rate code	Text box	Rate code
Package code	Text box	Package code
Adults	Text box	Number of adults
Children	Text box	Number of children
Infants	Text box	Number of infants
Room type	String	Type / category of room
Room charge	Number	Room-related charges
Other charge	Number	Other charges, e.g. F&B
Total charge	Number	Total charges

Importing data into Horizon

We recommend the following process in general, to make sure that data imports work smoothly:

1. Decide what data you want to import, and why you need to import it.

2. Ensure that you can gather the data into either an MS Excel spreadsheet or a CSV (comma separated) file. We recommend using CSV files where possible.

3. Create a "test" file first, before trying a full import. The test file should contain just a few rows of data, with known values so that you can check that the data has been imported successfully.

4. Look at the columns in your spreadsheet or CSV file, and decide whether each column will be imported into a standard Horizon field (eg name, address, email address), an existing Custom Field, or whether you need to create any new Custom Fields to hold the data.

5. Check that there is a column in your spreadsheet or CSV file that indicates each person's "Opt in" preference — i.e. have they opted in to receive your marketing communications?

6. Manually import the file, mapping each column to the appropriate data field in Horizon. Don't forget to map the opt-in preference to Horizon's "Opt-in categories" field.

7. After running the import, check that the data in Horizon looks right. If there are prob-

For more information on importing data, see: Importing contacts from a CSV or Excel file; Getting data into Horizon using Dropbox

lems (perhaps you missed a field mapping) then delete the newly created contacts from Horizon, correct the error/s and repeat the process from step 4.

8. If the data in Horizon looks right, then repeat the import process (step 6) and tell Horizon to save the import settings for future use.

9. Use the saved import settings to manually import some "real" data.

10. Finally, set up a Dropbox folder to automate the process of importing similar data (ie a file with the same columns) in future, to make the process as quick and simple as possible.

Note: If you're using the Guestline PMS system, we have a packaged solution that can automate the whole process of importing your guest and booking data every night - please contact us for details.

Setting up your main marketing segments

For general information on setting up marketing segments ('Groups'), see the Horizon Help Centre: Groups - An overview.
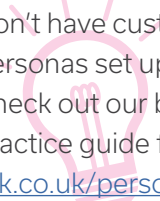
Main newsletter group

We recommend sending a regular email newsletter. If you have Personas with very different interests (e.g. business guests) then you might consider sending different newsletters.

Or, you could use Horizon's "Variable content" feature to tailor the email subject line and opening text for each Persona, making a single newsletter more relevant for all subscribers.

Either way, we suggest setting up two newsletter groups, with the following rules:

Group name	Comments / purpose
Newsletter (opted-in)	To target opted-in subscribers. RULES: Type of contact is "Customer" AND Opt-in Categories is any of <relevant opt-in categories> AND Member of group is NOT "Newsletter Re-engagement Group"
Newsletter re-engagement group	To target opted-in subscribers who aren't engaging with email comms. RULES: Type of contact is "Customer" AND Opt-in Categories is any of <all opt-in categories> AND Created / updated.Created date more than 180 days ago AND Campaign activity.Last engaged not within the last 180 days

Groups for specific Personas

When promoting specific offers, we recommend targeting these at sub-scribers / customers who are likely to be interested rather than emailing your entire database.

Whilst Horizon lets you build very specific groups whenever you want to, a more straightforward approach is to target your offers at specific Personas (see below for information on Personas).

Group name	Comments / purpose
Persona - <persona name>	To target offers that are relevant to the "<Persona name>" Persona. RULES: Type of contact is "Customer" AND Opt-in Categories is any of <relevant opt-in categories> AND Persona is <Persona name>
Example: Persona - Romantic couple	To target offers that are relevant to the "Romantic couple" Persona. RULES: Type of contact is "Customer" AND Opt-in Categories is any of <relevant opt-in categories> AND Persona is "Romantic couple"

Creating your email templates

It's worth investing a little time in setting up some email templates in Horizon, to act as a starting point for your regular messages. Templates can be created in the same way as messages, and each template can define:

- The email sender name
- The "Reply to" email address
- The appropriate opt-in categories
- The email subject line
- The email styling theme
- The overall structure of the email, created using standard and custom "Building blocks"
- Placeholder content within each building block

By creating a template for each of the different kinds of campaign that you run regularly, the overall creation process can be simplified and made more repeatable, enabling other members of your team to create campaigns without having to start from a copy of the last campaign that was sent.

One very useful feature of Horizon templates is that they can contain placeholders for key pieces of information. Horizon will prompt for this information when the template is used - then automatically add it wherever it needs to go within the message.

This can be particularly useful for emails relating to events, where the event date and time may need to be repeated in several places throughout the email.

Branding and styling

As part of the Horizon "on boarding" process, we will create a branded email and web landing page theme for you, that works with our standard Horizon email
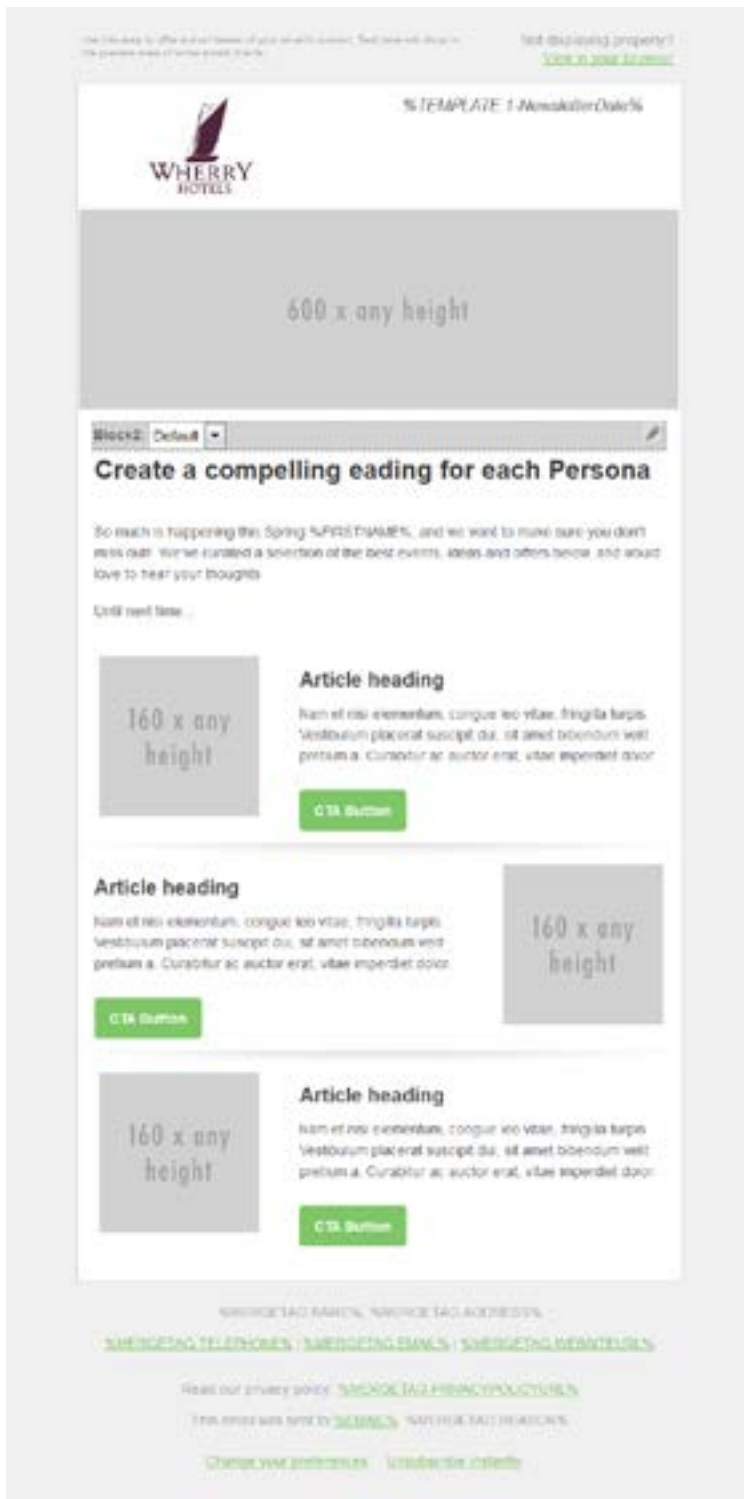
For more information on email templates, see the Horizon Help Centre:
Message templates - An overview

and web page layouts.

A general newsletter template
The standard Horizon email "building blocks" enable newsletter emails to be created very quickly using the "Example - Marketing" email layout. In particular, the following building blocks can be useful:

- "Heading | Logo on the left" — Add the newsletter date alongside your logo, with a template field to prompt you for the date

- "Banner image" — For an impactful, 600 pixel wide banner showing aspects of the hotel, perhaps with a seasonal focus.

- "Basic | 1 column" — For general introductory text and a personalised greeting.

- "Article | Image on the left / right" — For highlighting a specific event or offer, with an image, description and a call-to-action button.

- "Article | Large image on the left / right" — For creating visually impactful 'mosaic' style layouts that focus on beautiful imagery.

- "Shadow spacer" or "Line spacer" — For providing some visual separation between each newsletter article.

Here's an example, using a variable content block to enable the heading text to be varied for each customer Persona in order to optimise campaign engagement (the same approach could also be used for the subject line).

Additional information: Creating an email message - Styling; Creating an email message - Building blocks

Note: The standard 600 pixel-wide version is shown above, and the mobile-responsive version on the right, as it would be seen when viewed on a smartphone.

We recommend that Link Categories are used extensively throughout newsletter messages, in order to capture subscriber interests that can be used to inform Personas and/or to enable targeting of offer-led campaigns.

An 'offer' template

We recommend that offer-led campaigns are targeted in order to maximise engagement and reduce the risk of unsubscribes.

You should also think about designing your content around the principles of AIDA (Attention, Interest, Desire, Action) to improve conversions. See references [1], [2] at the end of this document for more details.

An "offer" template has a single job to do, and that's to deliver click-throughs to either a specific page on your website where the customer can complete their transaction, or to a web landing page created in Horizon.

Note that in our example template to the right, there is only one call-to-action button.

This improves the likelihood that guests will complete the desired action -— such as booking a room or downloading a brochure — without getting distracted.

WHERRY
HOTELS

600 x any height

Use a heading that will pique interest

Reinforce the benefits!

Use key terms and phrases that will appeal to the target personas, eg "luxury" or "bargain"...

- Benefit 1
- Benefit 2
- Benefit 3

Only £75 per person per night

BOOK NOW!

300 x any height

%MERGETAG NAME%, %MERGETAG ADDRESS%

%MERGETAG TELEPHONE% | %MERGETAG EMAIL% | %MERGETAG WEBSITEURL%

Read our privacy policy %MERGETAG PRIVACYPOLICYURL%

This email was sent to %EMAIL% %MERGETAG REASON%

Change your preferences   Unsubscribe instantly

WHERRY
HOTELS

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%MERGETAG NAME%,
%MERGETAG ADDRESS%

%MERGETAG TELEPHONE% |
%MERGETAG EMAIL% |
%MERGETAG WEBSITEURL%

Read our privacy policy
%MERGETAG PRIVACYPOLICYURL%

This email was sent to
%EMAIL%
%MERGETAG REASON%

Change your preferences

Unsubscribe instantly

A wedding fair template

Templates are really useful for event-focused emails such as wedding fairs, because placeholders can be added for key details such as the event date and time. Once the template has been set up, beautiful-looking, mobile responsive invitations can be created in minutes!

We recommend linking the call-to-action button through to a Horizon web landing page containing an RSVP form.

When the subscriber clicks through, their name and address details (if known) will be pre-filled on the form so they can complete the RSVP quickly and easily — even from a mobile phone.

A wedding fair "RSVP" web landing page can also be templated in the same way, making the end-to-end process very quick to set up each time you run an event. See the next section on creating custom fields in Horizon for storing wedding enquiry details.

Web landing pages and forms

If you're not interested in setting up web landing pages or forms that can be embedded in your own website, feel free to go straight to the next section on designing and running campaigns!

Creating a web landing page

With Horizon you can quickly create web landing pages for competitions, surveys, events etc - without having to make any changes to your own website or getting your IT team involved.

Landing pages can text, images, videos and data capture forms, and pages can also be personalised with guest names and other data in the same way that you would personalise an email message.

It's also possible to create tailored guest experiences that adapt to what your guests are telling you;

for example to create a guest feedback survey that adapts the "thank you" page depending on whether the guest said their stay was good, average or poor.

Before creating a landing page, you first need to create any required database 'Custom fields' to store the data that you will be capturing through the landing page form. Details of our recommended custom fields are provided below.

We recommend creating a landing page for a guest feedback survey, on order to measure and analyse guest loyalty. Optionally you might also create a landing page for event RSVPs, such as wedding fairs.

Get full instructions for creating a landing page here: Creating a landing page.

Additional information: Link an email message to a web landing page

Creating an embeddable web form

It's also possible to create data capture forms that can be embedded in your own website.

The process is very similar to that for creating a web landing page. Get full instructions here: [Create an interactive form on your own website](#).

Capturing a general enquiry — custom fields

If you'd like to use Horizon's interactive forms to capture general enquiries on your website, you'll first need to add the Custom Fields that will be used to capture and store the enquiry data.

To keep things well organised, the custom field(s) should be added to a new set called some-

thing like "Website enquiry". As standard, Horizon forms can capture these fields:

- Title
- First name
- Last name
- Address 1
- Address 2
- Town
- County
- Postcode (currently UK only)
- Email address
- Landline phone number
- Mobile phone number

We recommend adding at least the custom field outlined below, to capture the guest's enquiry.

Additional custom fields can also be used if desired, to store specific enquiry details.

Custom field name	Field type	Notes
Enquiry details	Text area	To capture general enquiry details — e.g. the guest's message or question

Capturing a wedding enquiry — custom fields

A Horizon form or web landing page can be very useful for capturing wedding enquiry details. Data is captured in a structured way, providing all the right information for sales follow-up.

It also enables a personalised auto-response email to be sent immediately, so you can start building a relationship with the enquirer and move them towards a positive outcome.

We recommend creating a set of custom fields called "Wedding enquiry", containing the following fields:

Custom field name	Field type	Notes
Enquiry source	Text box	Where the enquirer heard about the venue
Preferred date	Date	
Day guests	Number	Number of daytime guests
Evening guests	Number	Number of evening guests
Type of ceremony	Dropdown list	"Church" or "Civil"

Capturing guest feedback — custom fields

Guest feedback surveys can be an invaluable way to find areas for improvement, and to spot guests who might be encouraged to act as advocates for your brand - sharing their experiences on social media and review sites.

We recommend setting up a quick and simple guest feedback survey, plus a personalised email or SMS message. This can be triggered the day after departure, inviting the guest to complete the survey in return for a reward, such as entry into a monthly prize draw to win a free stay.

Create a set of fields called "Customer survey", containing the fields outlined below.

You might also consider asking guests to mention by name any staff member/s who provided exceptional service; this can be useful as part of a staff incentive and rewards programme.

Custom field name	Field type	Notes
Likely to recommend	Likert scale	A Net Promoter Score question: "How likely are you to recommend us?" with responses ranging from 0 (unlikely) to 10 (very likely).
Service rating	Likert scale	"How would you rate the service you received?"
Other feedback	Text area	Optional space for additional comments

Sending an auto-response email

When someone fills out a Horizon form, it's possible to trigger an "Auto response message" that thanks them and provides further information.

For example, a common use of auto-response messages is to send an email with a download link when someone requests a wedding brochure.

We recommend setting up an auto-response message on all your forms, to give the guest further information and acknowledge that their request has been received:

1. Create your auto-response as a Horizon message (usually an email), and set the message type as "Transactional" so that it doesn't require opt-in.

2. Configure the "Submit"

button on your Horizon form so that it triggers the auto-response message (see the screenshot on the following page).

Setting up your team to receive notifications

When someone fills out a Horizon form, it's possible to trigger a "Notification message" to alert your team.

We recommend setting up notifications for all forms created in Horizon:

1. Add your team members as Contacts in the Horizon database (or add one contact with everyone's email address if you prefer).

2. Create one or more Groups so that you can send notification messages to the relevant members of your team.

3. Create a new Horizon message; set the type to "Notification" and select the "Example - Notification" email layout.

4. Add the required data fields to the message.

5. Configure the "Submit" button on your Horizon form so that it triggers the notification message, sending it to your nominated group of contacts.

Additional information: [Creating notification messages in Horizon](#)
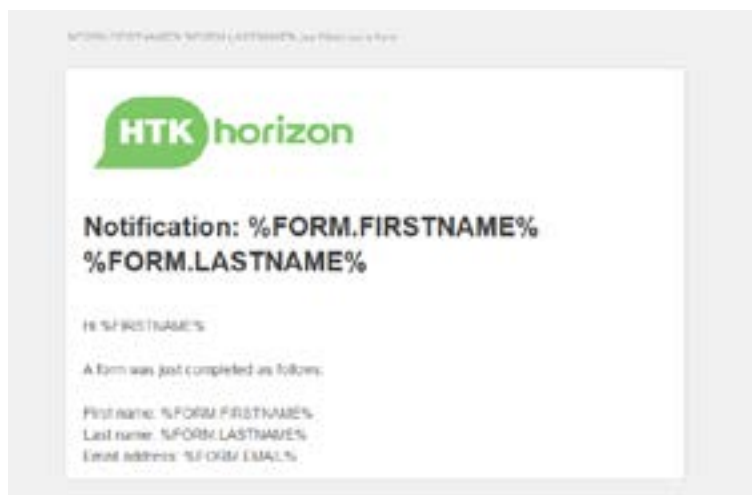
Designing and running campaigns

A monthly newsletter campaign
Newsletter campaigns will usually just involve an email message, sent to your "Newsletter (opted in)" target group (see above for information on creating this group).

To maximise engagement, use a second (or even a third) campaign phase to re-send the email to subscribers who don't open it the first time it's sent. You can do this by targeting the second phase of the campaign at contacts who have "Not responded yet":

A wedding fair campaign

Wedding fairs and other event-based campaigns may require a series of emails, in addition to a landing page for capturing RSVPs:

- An initial invitation to a target group of contacts.

- A follow-on invitation a few days later, to contacts who didn't respond.

- A reminder email a couple of days before the event, sent to contacts who have engaged or reached campaign "success" by completing the RSVP landing page form.

- A sales follow-up message after the event, to contacts who RSVP'd.

- A separate follow-up to those who didn't engage, asking if they're still interested in wedding information (with a call-to-action to update their preferences).

This may look a little daunting, but remember:

- The emails can be templated for each type of event

- The web landing page can be templated

- The campaign structure can be saved and "cloned" each time you want to run an event, so all you have to do is create the required content using your templates.

Triggered pre-stay and post-stay messages

Horizon enables relevant content to be sent to guests automatically, by creating "Triggered messages" based on their arrival and departure dates (or any other data that is held).

Pre-stay upsell

We recommend considering an automated pre-stay message, triggered a few days before the guest's arrival date and offering "upsell" offers such as a room upgrade, spa treatments or champagne and chocolates in the room on arrival.

As with other messages in Horizon, these can be personalised and triggered using whatever data is appropriate — including the booking details, room type or package code, guest value and / or guest loyalty.

For full instructions on creating

triggered messages, see the Horizon Help Centre article: Creating a triggered pre-arrival message.

Post-stay feedback

We recommend creating an automated post-stay feedback message, triggered the day after departure and linking through to a quick, mobile-friendly feedback survey hosted on a Horizon landing page.

To maximise completion rates, the email and landing page should provide an incentive for completing the survey, such as entry into a prize draw to win a free stay.

We suggest designing the landing page as follows:

- **Page 1** should contain the desired questions, and a

"Submit" button:

- ○ Q1: How likely are you to recommend us?

- ○ Q2: How would you rate the service you received?

- **Page 2** should vary depending on whether the guest completed Q2 positively or negatively:
  - ○ If they rated the service received as "average" or "poor", ask what can be done to improve.

  - ○ If they rated the service as "good", "very good" or "excellent", ask if there were any particular highlights or staff that should be commended.

- **Page 3** should be a "Thank you" for completing the sur-

vey, with a reminder that the guest's details will be entered into the prize draw (or other incentive).

Forfull instructions on linking to a personalised web landing page, see the Horizon Help Centre: [Link an email message to a web landing page](#).

Subscriber re-engagement

If subscribers stop engaging with your marketing communications, you should switch the conversation from "marketing" to "re-engagement". Similarly, if guests move to the "Lapse risk" or "Lost customer" lifecycle stage, you should try to re-entice and win them back.

A successful re-engagement process requires a little planning, to:

1. Think of ways to entice your subscribers / customers back, based on what you know about them.

2. Suspend regular marketing communications to these contacts.

3. Run a structured campaign of re-enticement offers, to win them back.

4. Regularly review the success of this process, and amend as necessary.

In an earlier section we created a group called "Newsletter re-engagement group" to identify subscribers who have stopped engaging with your marketing communications, and to exclude these subscribers from your regular newsletter audience.

This is important for several reasons:

• These subscribers may not be interested in a general newsletter, but perhaps they would still be receptive to more targeted offers.

  If you continue to send comms that they consider irrelevant, they are likely to completely unsubscribe or

(worse still) mark your emails as "SPAM".

- If you receive too many SPAM complaints (more than 0.01%), your email sender reputation will suffer and your emails are more likely to go straight into subscribers' SPAM folder rather than their inbox.

- Your customers' general impression of your brand will suffer, potentially impacting future business.

We recommend setting up two re-engagement campaigns; one focused on general subscriber engagement with your marketing communications, and one focused on a lapse in booking behaviour.

These re-engagement campaigns should be run regularly, either as a Horizon Campaign or as a series of automatically triggered messages.

As with standard offer emails (discussed earlier), the messages used in these campaigns should be based on the principles of AIDA (Attention, Interest, Desire, Action).

Campaign name	Comments / purpose
Marketing re-engagement	To re-engage subscribers who have stopped engaging with marketing comms (eg email newsletters and offers). Tactics: • An attention-grabbing subject line. • A compelling offer, to get the subscriber's interest. • A reminder of the benefits of staying subscribed. • A clear, measurable call-to-action (a button or link). • A destination landing page that can capture the subscriber's interests and preferences. • An overall tone-of-voice that matches the brand.
Booking re-enticement	To re-entice guests who have stopped booking. Tactics: • An attention-grabbing subject line, ideally relating to the previous booking. • A compelling and well targeted offer, to get the customer's interest. • A "hook" to encourage the customer to act now, such as a time-based or availability-based limit on the offer. • A clear, measurable call-to-action. • An overall tone-of-voice that matches the brand.

You should regularly review the results of these campaigns, using a spreadsheet to keep a log of each message, the target audience and the results so that you can identify your best- and worst-performing messages and offers:

	A	B	C	D	E
1	Marketing re-engagement				
2	Horizon message name	Email subject line	Offer used	Audience (Horizon group)	Engaged %
3					
4					
5					
6	Booking re-enticement				
7	Horizon message name	Email subject line	Offer used	Audience (Horizon group)	Engaged %
8					
9					
10					

For more information on creating triggered messages see the Horizon Help Centre: Creating a triggered pre-arrival message.

Marketing Strategy: Personas and Lifecycle Stages

Guest 'Personas'

Your target customers should be the kinds of people that are most likely to make a reservation and stay at your hotel — ideally making use of other services you provide, too.

"Personas" help you to create a description of your target customers, based on demographics (factual data such as age and gender), psychographics (attitudes, preferences, lifestyle) and other factors.

With your target customers in mind, you can plan targeted campaigns, SEO, PPC and other marketing tactics that together form a cohesive marketing strategy.

Personas also go a bit further. In order to effectively reach your target customers, you need to think about their wants and needs. Why might they want (or need) to stay with you? What will they value from you - a relaxed breakfast or a quick checkout? An intimate dining experience or a no-frills dinner for one?

By thinking about, and truly understanding the different kinds of guests that you want to attract, you'll be able to create much more relevant, compelling campaigns and loyalty programmes.

Horizon lets you create guest Personas and then automatically assign these to each guest in your database using a set of "Assignment rules". The right choice of Personas will vary from one hotel to another, but here's an example:

Persona: "Romantic Rob"

Gender	Male
Age	25 -35
Behaviour	Earns a good salary, disposable income to spend, not afraid to spend in order to have a great time. Looks after himself, and is a member of a gym. Usually books for special occasions, such as anniversaries, Valentine's day and birthdays. Attracted to the hotel because it's somewhat up-market, not too far away and has a good restaurant and spa.
Goals	To impress his partner with an intimate, romantic night or weekend away.
Pains	Hasn't got the time to sort out all the details, but wants to impress his partner with champagne, chocolates… the works!

Depending on your location and services, you might start with these different types of guest:

- Business people — Looking for somewhere to stay whilst on a business trip, or attending a conference at the hotel, typically Monday to Thursday.

- Couples — Looking for a romantic getaway, typically on a weekend.

- Family — Looking for a fun-filled break exploring local attractions, typically during the school holidays.

- Locals — Making use of the hotel's restaurant, bar and entertainment events.

Personas can be assigned to each guest manually, or automatically using a set of "Assignment rules". In order to use automatic

assignment, you need some data about each guest that can be used to assign the most relevant Persona.

You can create as many Assignment rules as you like, using different guest data to identify the most relevant Persona based on available information about each guest.

Here are some example Assignment rules:

Rule 1	Select this lifecycle stage: **Business guest** If the contact meets these conditions: • Type of contact is "Subscriber" • PMS Bookings.Rate code contains <your corporate rate code identifier>
Rule 2	Select this lifecycle stage: **Business guest** If the contact meets these conditions: • Type of contact is "Subscriber" • PMS Bookings.Adults is 1
Rule 3	Select this lifecycle stage: **Family** If the contact meets these conditions: • Type of contact is "Subscriber" • PMS Bookings.Children is greater than 0
Rule 4	Select this lifecycle stage: **Romantic couple** If the contact meets these conditions: • Type of contact is "Subscriber" • PMS Bookings.Adults is 2 • PMS Bookings.Arrival date before <date of Valentine's weekend last year>

Lifecycle Stages

We recommend setting up these customer Lifecycle Stages, to identify each guests' revenue relationship with the hotel:

- Prospect - Subscriber, opted in, no bookings.

- Current customer - One or more bookings within the last 12 months and/or the next 24 months.

- Lapse risk customer - Last booking was between 12 and 24 months ago, none coming up.

- Lost customer - Last booking was over 24 months ago, none coming up.

These Lifecycle Stages should be based on booking data that has been imported into Horizon, and configured using the following assignment rules:

Rule 1	Select this lifecycle stage: **Prospect** If the contact meets these conditions: • Type of contact is "Subscriber" • Opt-in categories is any of <available opt-in categories> • Count of Reservation Data is "0
Rule 2	Select this lifecycle stage: **Current customer** If the contact meets these conditions: • PMS Bookings.Departure date within the last [N] months "12"
Rule 3	Select this lifecycle stage: **Current customer** If the contact meets these conditions: • PMS Bookings.Arrival date within the next [N] months "24"
Rule 4	Select this lifecycle stage: **Current customer** If the contact meets these conditions: • PMS Bookings.Booking date within the last [N] months "12"
Rule 5	Select this lifecycle stage: **Lapse risk customer** If the contact meets these conditions: • PMS Bookings.Departure date within the last [N] months "24"
Rule 6	Select this lifecycle stage: **Lost customer** If the contact meets these conditions: • Count of PMS Bookings greater-than "0"

ELVIS Insight

Understanding the relationship between guests' value and their loyalty towards your brand is essential in order to adapt to an ever-changing business environment.

Horizon's "ELVIS Insight" enables you to:

- See a star rating for each guest's level of:
    - Engagement, based on campaign activity;

    - Loyalty, based on completion of feedback surveys;

    - Value, based on the total or average value of their bookings;

    - Influence, based on their social media 'Klout' score';

    - Sentiment, based on positive or negative comments logged against their contact record.

- See at-a-glance summaries that show the overall relationship between any two of these metrics.

- Act on this insight by running targeted campaigns:
    - To connect more with your highly engaged customers;

    - To reach out to "detractors" and resolve issues before they damage your reputation;

    - To engage with "promoters" and encourage them to leave positive reviews;

- To engage with your most influential and loyal customers, encouraging them to promote your brand on social media;

- To spot revenue churn risks with your most valuable customers before it's too late.

We recommend setting up Horizon's ELVIS Insight as follows:

Metric	Measurement window	Notes
Engagement	Rolling quarter	Campaign status (using the default settings)
Loyalty	Rolling quarter	The "Likely to recommend" score from the "Customer survey" set of custom fields.
Value	Rolling quarter	The "Average room spend" amount from the "PMS Profile"set of custom fields.
Influence	Rolling quarter	A "Klout score" custom field (if you're using our FullContact data integration)
Sentiment	Rolling week	Contact notes (using the default settings)

The "Loyalty" metric should be positively biased towards customers who score a 9 or 10 on the Net Promoter question ("promoters"), neutral for customers who score 7 or 8 ("passives") and negative for those who score 0 to 6 ("detractors"), as shown in the following screenshot:

Additional resources

Horizon should now be working in the background 24 / 7 to help you engage more effectively with your guets, grow loyalty and drive bookings.

If you need any additional assistance, please contact our support team at support@htk.co.uk, or visit the Horizon Help Centre.

References

[1] Article on SmartInsights.com about the 'AIDA' methodology: http://www.smartinsights.com/traffic-building-strategy/offer-and-message-development/aida-model/

[2] Article on Forbes.com about the 'AIDA' methodology: http://www.forbes.com/sites/jaysondemers/2013/08/05/how-to-use-the-aida-formula-to-boost-your-content-marketing-strategy/#7658876843b5

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hello@htk.co.uk

HTK, Ltd.
Champman's Warehouse
Wherry Quay
Ipswich
IP4 1AS