

7 TOOLS TO MAKE HOTEL MARKETING EASY

MOST POPULAR PLATFORM FOR BLOGS AND WEBSITES

WordPress is very easy to use and has a massive number of designs available, some free and others available at a price. Also, it has thousands of plugins to customise and optimise your blog.



WORDPRESS.ORG



PERFECT FOR BUDDING OR PROFESSIONAL DESIGNERS

Canva is an easy-to-use design platform to help create a variety of graphics for your property. With a wide range of templates available, you can make outstanding blog posts, social posts, collateral, creatives et al.

CREATE BEAUTIFUL VIDEO WITHIN MINUTES

Creating videos to tell your story is made easy with this tool. With unlimited access to millions of HD professionally shot video clips and smart tagging system, you can create a beautiful video within minutes – start to finish.



PROMO.COM



mailchimp

A WINNER TOOL FOR EMAIL MARKETING

Mailchimp helps you manage your database, work with tested templates and measure success from this one easy to understand tool. Create the layout of your choice to send customized emails out to your guests.

NEW EMERGING PLATFORM FOR ENGAGEMENT

WhatsApp Business can help your reach better and respond to guests' needs quicker. Share your marketing campaigns, video invites or notices, all at once with your guests. Trust and creativity are important aspects of this tool.



OFFICIAL FACEBOOK MESSENGER MARKETING TOOL

World's fastest growing, official Facebook Messenger solutions provider partner, offering a suite of features including chat blasting, wizard for easily creating click-to-messenger ads, and comment guard.



MobileMonkey

SOCIAL MEDIA MANAGEMENT PLATFORM

A great tool to schedule posts across multiple platforms and listen to what your competitors or followers are saying. Monitor and respond to comments across profiles with one easy-to-use dashboard.



Hootsuite™