

### *Channel management and marketing strategies*

Multi channel distribution strategies require understanding how revenue, cost of distribution and customer buying behaviour interact together. We help to create new strategies for working with internet third parties such as Expedia and Bookings.com, and reservations partners and evaluate which are best suited to delivering more business, coupled with advice on how to use market intelligence reports available to track productivity.

#### **What we do**

- Customer review and needs analysis
- Customer buying pattern and behaviour assessment
- Create a distribution strategy that covers all channels to market
- Provide a plan for use of reporting tools and benchmarking tools to manage business moving forward
- Competitor SWOT analysis

#### **What you get**

A robust marketing plan to competitively position your property or group

#### **Best suited to:**

Individual properties  
Small groups  
Mid sized groups

For more information please call +44 (0) 20 7635 6810 or email [info@revenuebydesign.co.uk](mailto:info@revenuebydesign.co.uk)