Pre-Opening Sales and Marketing Timeline Overview

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| Month | Design | Digital Marketing | Sales Initiatives | PR |
| August | * Brand Identity package
* Exterior signage
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| September | * Interior signage design
 | * Website Landing Page
* Website hosting
* Develop a Pre-Opening and 1st Year marketing plan
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| October | * Develop photography/video budget and plan
 | * Email Database/CRM
* Email pre-opening newsletter format
* Social Media Platforms
* Develop pre-opening content buckets and schedule
 |  | * Develop PR Strategy/Plan
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| November | * Pre-opening photography/video to use for pre-opening sales collateral
 | * Maintain pre-opening digital and social media schedule
	+ 1 email newsletter per month
	+ Regular (though not frequent) posting schedule
 | * Develop hotel fact sheet/talking points
* Identify top customer drivers for targeted sales
 | * Develop Press Kit
* Develop hotel fact sheet
* Develop Bios
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| December | * Begin work on sales collateral (pre-opening brochures, rack cards, event or group folders, etc.)
 | * Maintain pre-opening digital and social media schedule
	+ 1 email newsletter per month
	+ Regular (though not-frequent) posting schedule
 | * Start pre-opening “hard hat tours” for sales contacts and stakeholders
* Establish opening rates
* Establish most relevant comp set
* Meet GMs of comp set properties
 | * Develop influencer strategy, including trade expectations, and identifying aligned partners
* Consider companies like Curacity
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| January | * Design and order in-room design materials
* Design and order property supplies and materials
 | * Develop press/platform/website ready descriptions of property and each room type
* Maintain pre-opening digital and social media schedule
 | * Develop pre-opening sales targets
* Develop Annual Sales Plan with quarterly targets for first year
* Revenue Management Strategy
* Develop forecasting system (daily, weekly, monthly, annual)
* Develop sales incentive program
* Develop guest loyalty program
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| February | * All pre-opening sales collateral finished
 | * Website build out
* Website/PMS integration
* SEO/SEM strategy
* Blog strategy
* Set up google business, all directories and listings
* Establish digital ad buys and targets by market segment
* Establish tracking and reporting mechanisms for digital ads, website and emails
* Maintain pre-opening digital and social media schedule
 | * Research and join relevant memberships and listings
* Finalize all group and event sales contracts
* Implement group pace report
* Implement group evaluator model
* Establish group room contribution goals for sales
* Forecast daily transient demand by season
* Develop forecasting system (daily, weekly, monthly, annual)
* Develop Selling Strategy Calendar
* Evaluate construction with ownership and aim to begin direct sales if on track for opening, beginning for reservations in September and allowing earlier reservations as the opening date becomes clearer.
 | * Develop Press Site Tour Schedule
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| March | * Post-opening sales collateral - Photography with rooms and spaces as soon as possible
 | * Begin digital ads
* Sales Email – promo template
* Sales Email – Newsletter template
* Set automated email communication in PMS
* Complete Basic Confirmation
* OTA negotiation and set-up
* Maintain pre-opening digital and social media schedule
 | * PMS Sales training with GM and Management Company
* Develop opening specials and packages and enter packages into PMS
* Develop Cancellation/Change Policy
* Full sales blitz by GM
 | * Soft opening PR strategy and influencer strategy
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| April | * Opening gifts for receptions and Grand Opening
* Opening gifts for staff
* Grand opening invitations
* Materials for Grand Opening
 | * Review all relevant digital databases
* Ensure all staff who need it have access to various platforms
* Establish standards and provide training to staff on communications on social media and all digital platform
* Maintain pre-opening digital and social media schedule
	+ Increase frequency of social media posting
 | * PMS Sales Functions trainings with Sales Team
* Develop daily/weekly/monthly reporting
* Make sure all voicemail messages are updated
* Increase volume of pre-opening tours
 | * Begin implementation of influencer strategy
* Host Press and influencers for launch events
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| May |  | * Staff working with marketing support on implementing digital marketing strategy – social media platforms, emails, etc.
 | * Grand Opening
* Opening Receptions
* Pre-opening friendly “test run” comp stays
 | * Host press and influencers per plans
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