Pre-Opening Sales and Marketing Timeline Overview

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| Month | Design | Digital Marketing | Sales Initiatives | PR |
| August | * Brand Identity package * Exterior signage |  |  |  |
| September | * Interior signage design | * Website Landing Page * Website hosting * Develop a Pre-Opening and 1st Year marketing plan |  |  |
| 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 |
| 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 |
| 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 |
| 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 |  |
| 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 |
| 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 |
| 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 |
| 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 |