

## Cases: Digital marketing

### #2 A helicopter ride – a valuable strategic overview and a new marketing strategy

Fjordgaarden is a 4 star hotel from 1967 with 98 well-decorated double rooms. The hotel also has several conference and banquet rooms, which are used for small and large events and for experiences packages and large scale events in and outside the hotel. This hotel is located on the edge of Ringkøbing and has a staff of 25. Apart from that, this hotel is part of the hotel chain Small Danish hotels, which has 65 hotels, inns, castles, and other types of accommodation. As a new thing, this hotel is busy building an adjoining spa, which opens in the spring of 2020. After that time, Fjordgaarden will be 50% hotel and 50% spa.

In October 2018, the hotel's sales and marketing director received a questionnaire from the official tourism organisation Ringkøbing Fjord Turisme. In the questionnaire, the hotel was asked to estimate its own efforts in digital marketing.

In spite of its size, so far the hotel had not invested a lot of resources in marketing in general and the staff found it difficult to make the time for that with their busy daily schedule. In 2018 Fjordgaarden spent only a combined 25 hours on marketing.

However, they were fully aware that digital marketing was a very important focus area – especially the option to track and collect knowledge about marketing and its results, was valuable to them. They also believed that the digital efforts they made worked, but that they did not increase the turnover. Therefore they were interested in how to improve themselves in taking advantage of the various digital platforms, and finding out which ones to focus on, but also how to use those marketing platforms correctly.

In short, Fjordgaarden saw the questionnaire as an opportunity for re-evaluating their digital marketing strategy. They also used the questionnaire for finding out where their strengths and weaknesses lay in relation to their competitors, and what their competitors were not doing.

Tips and advice for Fjordgaarden:

1. Remember to reserve the required time for and to prioritize digital marketing
2. Better exploitation of the potential of e-mail marketing. This advice stems from the 'do more of what you do well' strategy and what already works.
3. Investigate new digital options, which can be utilized for creating more sales.
4. Adding a sparring partner at the same strategic level. Perhaps from abroad.

Result:

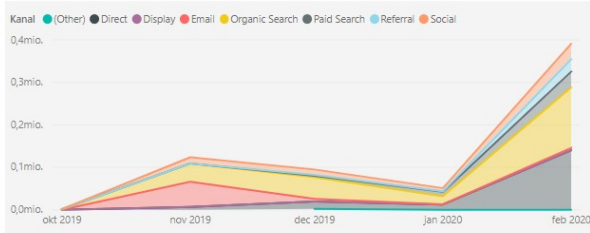
Fjordgaarden implemented the following:

- Digitalguest: An app which the guest receives at check in (for instance, the hotel can send messages to the customer about current offers and relevant information and the guest can then easily and quickly contact the hotel staff)
- Outsourced Instagram (the target is 10,000 followers (minimum 6 posts and 7 stories every week))
- Outsourced Facebook (5-10 posts a week)
- Establishing new partners and collaborators (such as a digital consulting house with expert knowledge about the hotel and restaurant business)
- Focus on a new target group due to the spa addition

- A new e-mail system and hiring a student help 8 hours weekly who studies marketing economy (one newsletter a week with an opening rate of 29%, as well as answering reviews and comments on various digital platforms) (7000-10,000 newsletter followers)
- LinkedIn (one post a week)
- More focus and time spent on SEO and Google Ads

## WEBSITE - KANALER

### OMSÆTNING

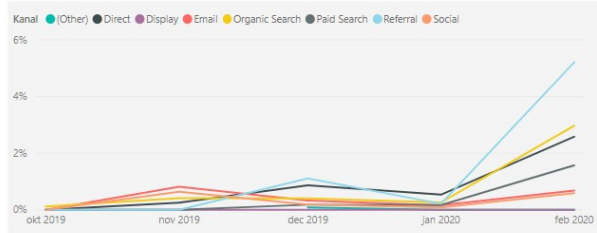


### KANALER

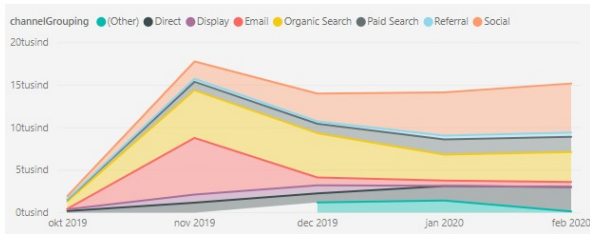
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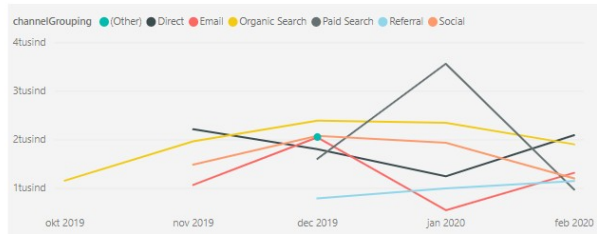
### KONVERTERINGSRATE



### TRAFIK - SESSIONS



### GNS. KURVSTØRRELSE



### Digital profile:

#### Facebook:

Fjordgaarden  
66.499 people like this  
66.546 followers  
5.544 check ins

#### Website:

[www.hotelfjordgaarden.dk](http://www.hotelfjordgaarden.dk)

#### Webshop:

[www.hotelfjordgaarden.dk/shop/](http://www.hotelfjordgaarden.dk/shop/)

#### Instagram:

Hotel\_Fjordgaarden  
495 posts  
3.390 followers

#### LinkedIn

Hotel Fjordgaarden  
237 followers

#### Newsletter

XXX followers