

What **MEINRAD** Can Do For You

HOTEL INDUSTRY DATABASE MARKETING SOLUTIONS – INTEGRATING DATA, ANALYSIS, STRATEGY, TACTICS AND FIELD EXECUTIONS

Strategic database marketing is the key to success when managing the largest hotel market in the world. The United States and Canada have more than 60,000 hotels, brands and management companies.

Meinrad clients market and sell to hotels, and clients say the same thing: *Meinrad multiplies the effectiveness of sales and marketing resources.* How? Through market focus, strategic campaigns and account management discipline.

Strategic database marketing is all about pursuing hotel accounts that can yield profitable market share.

MEINRAD MULTIPLIES THE EFFECTIVENESS OF MARKETING RESOURCES THROUGH STRATEGIC DATABASE MARKETING SOLUTIONS

The Meinrad Menu of Database Marketing Solutions

MARKET DEFINITION SOLUTIONS

- ◆ **MARKET SIZING**
View 60,000 hotels and companies as quantified subsets based upon your market criteria.
- ◆ **PLACEMENT OPPORTUNITY & REVENUE POTENTIAL**
Quantify potential for placement of your products and define revenue potential for each hotel or any grouping of hotels.
- ◆ **MARKET SHARE**
Determine competitive market share in absolute terms for any market subset.
- ◆ **COMPETITIVE ANALYSIS & POSITIONING**
Define how competitive products, prices, distribution, and promotions affect market penetration and determine how to differentiate your products within competitive segments.
- ◆ **ACCOUNT CLASSIFICATION**
Classify hotels with high placement opportunity as key accounts, aggregatable hotels as national accounts, and those with location influencers as geographically defined accounts.
- ◆ **ACCOUNT RANKING**
Rank hotels as primary, secondary or tertiary accounts using a common scale based upon potential to use your product.

PROSPECT IDENTIFICATION SOLUTIONS

- ◆ **VERTICAL MARKET PROFILES**
Create precise profiled subsets using filtering criteria to isolate segments with optimum placement potential.
- ◆ **NEW PROSPECTS**
Contrast your account base with our national database to isolate hotels that could and should do business with you.
- ◆ **ACCOUNT PENETRATION**
Define each placement opportunity for your products and services in every customer account and prospect account.
- ◆ **NATIONAL ACCOUNTS**
Link hotels by chain, management company, and franchise affiliations to aggregate demand.
- ◆ **GEOGRAPHIC CORRELATION**
View precise hotel subsets in geographic perspectives important to you, by dealer area, rep area, MSA markets, etc.
- ◆ **ACTIVITY TRACKING & TREND MONITORING**
Spot shifts in market share and buying behavior by examining recent purchasing activity within defined hotel groupings.

ACCOUNT QUALIFICATION SOLUTIONS

- ◆ **NEEDS IDENTIFICATION**
Identify hotels having the need for and the right environment for your types of products and services.
- ◆ **PRODUCT USAGE REPORTS**
Analyze buying preferences, current usage, decision cycles and earliest next purchase date.
- ◆ **DECISION TREE**
Determine and analyze the decision-maker and decision-influencer structure before you make sales calls.

LEAD DEVELOPMENT SOLUTIONS

- ◆ **QUALIFIED SALES LEAD TRACKING**
Receive leads responsive to your requirements for product usage, position in buying cycle, and plans for the future. Leads are qualified and timely.
- ◆ **CUSTOM PRESENTATIONS**
Make compelling presentations that assess and meet hotel and company needs using accurate account-based information.
- ◆ **SALES SUPPORT**
Condition hotel accounts prior to sales call with direct mail, email, and telemarketing to create awareness and interest.

CAMPAIGN & SALES MANAGEMENT SOLUTIONS

- ◆ **CREATE AWARENESS**
Decision-makers must know who you are and the benefits of working with your company. Communicate to targeted accounts with personalized, succinct direct mail, email, and telemarketing.
- ◆ **CREATE INTEREST**
Communicate your benefits with intensity at the account level, clearly differentiating yourself from competition and status quo.
- ◆ **INDUCE TRIAL**
Create and implement promotions and campaigns that stir interest in the right hotels to try your products in their environment.
- ◆ **SOLICIT ORDERS**
Present your offer, make proposals, meet and exceed needs, ask for the business, and go for the close.
- ◆ **DRIVE COMPLIANCE**
Ensure hotels comply with national account agreements at the company level and at the hotel level.