Metasearch 101 Workbook

This workbook was designed to help you make sense of Metasearch and your specific goals..

Base Camp Meta
Finding Your Way

Introduction

Metasearch is both important and complex - a tricky combination. This program unravels the mysteries and helps you make sense of it all.

As you go through these modules, we recommend that you print out this workbook for notes along the way.

We have tried to cover all of the key points here and allowed you space and inspiration to insert your own goals, ideas and conclustions.

If at any time you have questions or would like some additional consulting around this topic, please feel free to reach out to me at Dean@basecampmeta.com.

Happy learning!

Dean Schmit

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Metasearch 101

What is metasearch and why do I care?

Are you already running CPC for branded keywords?

What about non-branded keywords?

Notes:

How can you use meta to generate new business vs. market shift?

What programs are best suited for your hotel to attract new business in meta?

What return are you expecting on new business vs. branded search terms?

Metasearch 101 Goals

What are your goals? Prioritize.

Branding	Priority #

Volume	Priority #

Owning the Guest	Priority #

Lower Cost of Sales (COS)	Priority #

Return on Ad Spend (ROAS)	Priority #

Diversifying Portfolio	Priority #

Notes:

Metasearch Goals Continued

What should you expect from Metasearch?

> *Plan details*

Hotel Type Description

> *brand / independent / full service / limited service / luxury / location*

Who is your target audience (be as descriptive as possible)

> Target Audience

If you are part of a brand - is corporate funding a brand level meta program?

Budgeting for Metasearch

Do you have a budget for meta? What is it and how does it relate to your goals?

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Budget details

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Can you apply an open, uncapped budget if your meta COS is lower than OTAs?

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How can you "turn on" meta without having a budget?

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Notes:

Meta and Direct Bookings

How efficiently does your booking engine flow - mobile and desktop?

Where is your target audience most likely to book (device)?

Are you capturing 1st party cookies for remarketing?

Notes:

Meta and Revenue Management

The role of rate parity - Meet Beat Lose

Can you undercut the OTAs to mazimzie this?

Should you list a suite? Consider the impact of occupancy and room bundling.

Notes: