

Sabre CYBER WEEKEND STRATEGY

/ 5 EASY STEPS TO ENSURE YOUR PPC CAMPAIGN IS A WINNER

1. START YOUR PLANNING & PROMOTING EARLY

Plan - Determine the offer that will be promoted weeks in advance to ensure enough time for all working parts to be figured out.

Tease - In the week prior to the big sale, begin teasing the promotion via PPC, Display, and Social Networks. This allows shoppers to plan in advance and be aware that your property will be participating in Cyber Weekend.

Promote - Shift campaign focus from teasing to the Cyber Weekend promotion. Extending the promotion into the following yields impressive results.

November 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

2. TARGET THOSE USERS LOOKING FOR DEALS!

PPC Campaigns with the most success target existing brand & non-brand keywords while highlighting the discounted Black Friday and/or Cyber Monday deal within ad copy.

Advanced strategies incorporates bidding on broad keywords associated with Black Friday/Cyber Monday through the utilization of Remarketing Lists for Search Ads.

3. STAND OUT WITH A SPECIAL PROMOTION

Promotion - Offers promoted during Black Friday & Cyber Monday should be more enticing than every day specials. Shoppers are primarily looking for value, so consider offering anywhere from 35 – 50% off Best Available Rates.

Blackout Dates - Consider opening availability for the Black Friday and Cyber Monday promotion during need periods only. This is a great way to bolster business during low periods.

Gift Cards - Interest for travel related gift cards spikes between November and December.

4. GENERATE AN URGENCY TO BOOK IN AD COPY!

Because Cyber Weekend deals only last for a short period of time, our goal is to drive a sense of urgency in our users.

By using AdWords & BingAds Countdown feature, our ad copy dynamically updates to let the user know when our special offer goes live, and when it expires.

Example Hotel - Are You Ready? - Black Friday starts in 3 days

[Ad] examplehotel.com/gift-card/special

When the clock strikes midnight, book your stay and earn a \$150 gift card!

Example Hotel - Save 30% Off - Only 5 hours left to save big!

[Ad] www.example.com

Our largest sale of the year only happens once. Book this Cyber Weekend!

5. BE SHORT & TO THE POINT ON YOUR LANDING PAGE

Focus on providing worthwhile content "above-the-fold" by:

- Clearly communicating the offer's value proposition
- Featuring relevant, seasonal imagery
- Providing users with visible CTA buttons to drive visits to the booking engine

PERFORMANCE

With the popularity of Black Friday/Cyber Monday rising every year, our portfolio's PPC Campaign performance has been very strong in recent years. In 2016, our portfolio generated a **60% stronger return** during Cyber Weekend than during the rest of the year.

To drive great PPC performance for your hotel's campaign, our Digital Experience Experts will work with you to deliver the results you want.

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