



The online selling strategy in 5 points

RoomCloud gives advices for an online sale at 360 degrees.

Following a list of progressive steps that are essential for a good online marketing strategy.

1. Analysis Tools



- Google Analytics
- Performance index
- Web Master Tool

Prerequisite to have access to the site web. Monitoring of pages visited and interpretation of results

2. SEO



- Structure of the website
- Site Indexing
- Redirect to the web site
- Keywords related to site

Working on the website to improve search engine indexing, monitoring the placement of relevant keywords

3. Social Reputation

- Social Network
- News Letter
- Press Release
- Blog

Care of the virtual image and keep a guideline to diffuse content that increase the reputation

4. Campaign

- Google Adwords
- Google Hotel Finder
- Tripconnect
- Facebook advertise

Determine which campaigns perform, define your budget and the period

5. Distribution

- Booking Engine
- OTA
- Distribution System
- CRS

Identification of the selection criteria for inclusion on the sale portals multi-channel distribution and direct sales

For more information contact: info@roomcloud.net

Consulting for online retail strategy tailored to you, based on your needs and goals.