A Moment with Hovr

Views to Action: How Hovr Enhances Your Funnel

Welcome!

Marketing is no longer about the stuff you make, *but about the stories you tell -* **Seth Godin**

Marketing is the invitation. *The experience is the stay*

A Penny for Your Thoughts...

How are you currently *implementing Hovr* into your marketing?

Where have you seen *the most* success in your marketing campaigns?

Inspire every traveler's journey to your hotel.

Takeaways

Engage **more** *Convert* **more**

Marketing Funnel

Starting with the *foundation*

Funnels Challenges

Common general *challenges* in the funnel and how clients utilize Hovr

Integrating Hovr

How to *seamlessly integrate* Hovr into your marketing funnel
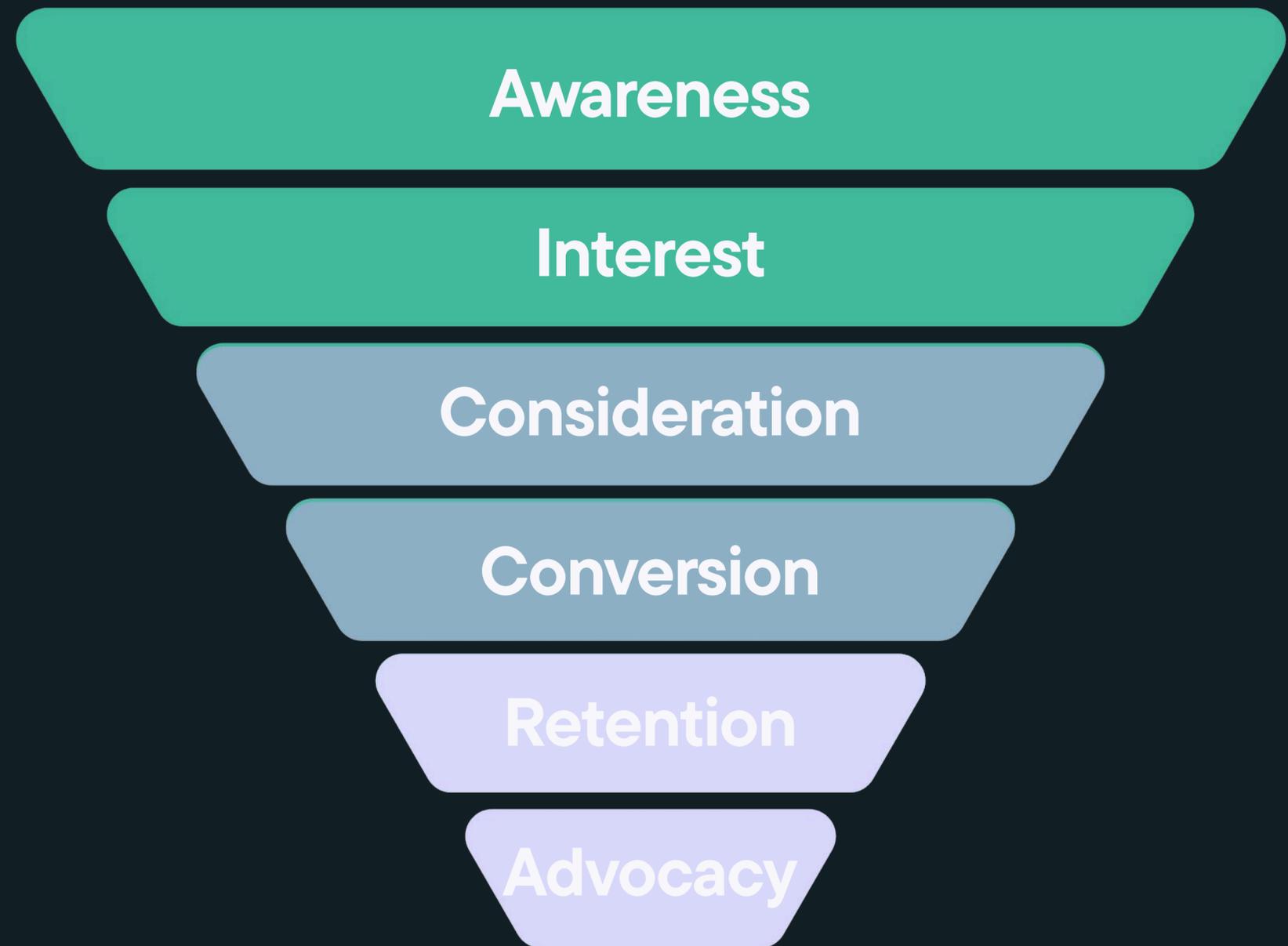
Real World Examples

Examples of current Hovr clients who have had *success* with campaigns, direct bookings and increased revenue

Marketing Funnel

Starting with the *foundation*

Awareness

Interest

Consideration

Conversion

Retention

Advocacy

Marketing Funnel
Awareness

Goal

Attract potential customers

Content Types

Social media posts, videos, paid ads, SEO content through Google search, social media, email newsletters

Metrics

Website traffic, impressions, social media engagement, CTR

Marketing Funnel

Interest

Goal

Engage the potential customer and provide additional value to generate interest

Content Types

Webinars, email sequences, case studies, product/service comparisons

Metrics

Time spent on site, email open rates, lead magnet downloads

Marketing Funnel
Consideration

Goal

Convince potential customers your product/service is the correct choice

Content Types

Testimonials, demos, personalized email campaigns, limited time offers

Metrics

Lead conversion rate, webinar attendance, trial sign-ups, email response rate

Marketing Funnel
Conversion

Goal

Convert leads into paying customers

Content Types

Customer reviews, case studies, limited time discounts, onboarding emails

Metrics

Conversion rate, ROI, sales revenue

Marketing Funnel

Retention

Goal

Keep customers engaged, provide support, encourage repeat purchase

Content Types

Thank you emails, loyalty programs, user guides, community engagement, surveys

Metrics

Customer satisfaction, repeat purchase rate

Marketing Funnel
Advocacy

Goal

Turn satisfied customers into your brand ambassadors

Content Types

Referral programs, testimonials, social media engagement, customer spotlight series

Metrics

Net Promoter Score, referral rates, UGC submissions

Challenges in the Funnel & How Hovr is Utilized
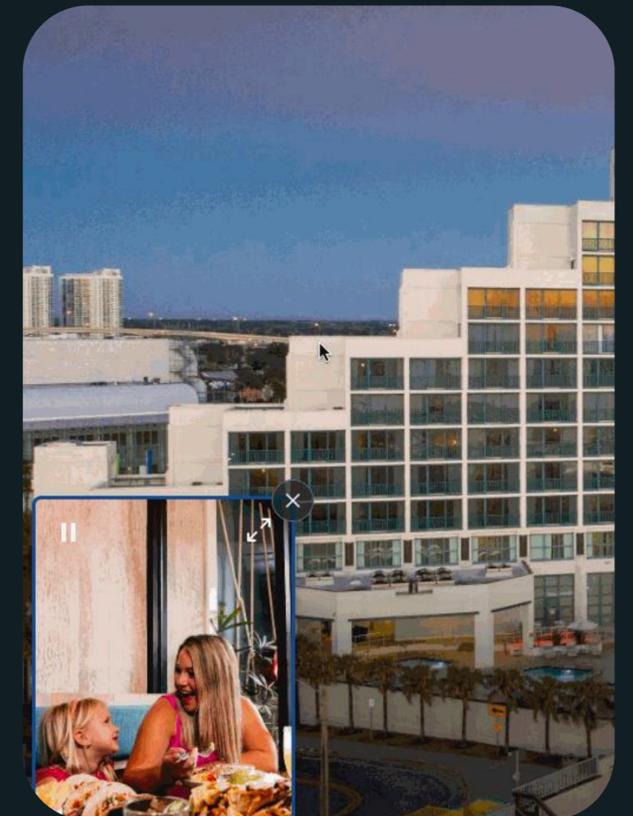
Lost Engagement

Why this happens in general

Lack of engaging content, long-form content overwhelms visitor, static images and text fail to capture attention

How Hilton Daytona Utilizes Hovr

The use of short, immersive video content placed strategically throughout your site allow visitors a glimpse into experiences they might not otherwise see on site

Discover Daytona Differently At Hilton Daytona Beach Oceanfront Resort

CAPTIVATING WAVES. UNFORGETTABLE STAYS. ▶

At the edge of the most famous beach in the world, in the center of Ocean Walk Village, Hilton Daytona Beach Resort surrounds you with new discoveries. Casually elegant, oceanside rooms welcome you, along with spacious suites and cabanas that put you right on the beach. Dine on Florida's freshest coastal cuisine, play a game of volleyball

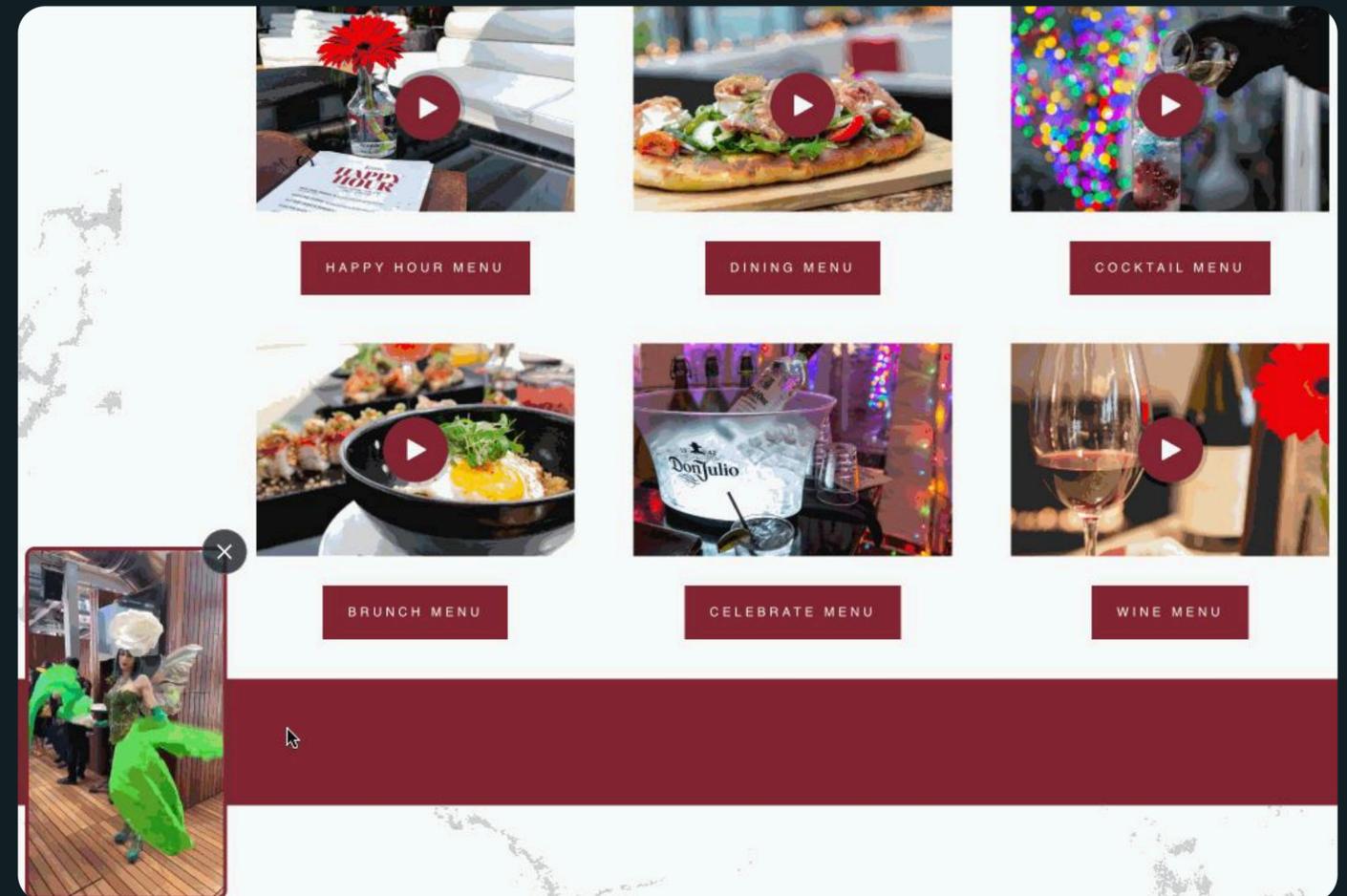# Challenges in the Funnel & How Hovr is Utilized

The Struggle to Stand Out

Why this happens in general

Generic messaging, use of stock images, static layouts, the vast amount of websites out there, failure to convey uniqueness quickly

How IO Godfrey Utilizes Hovr

Ability to illustrate what makes your brand unique quickly and efficiently, show rather than just tell your visitor about unique offerings

Challenges in the Funnel & How Hovr is Utilized

Hesitation in Consideration Stage

Why this happens in general

Prospects need reassurance before buying, don't get enough social proof – creating doubt, customers aren't aware of value

How Weeki Wachee Utilizes Hovr

The use of reviews and real user experiences through moments can help guide prospects to buy during crucial decision making points
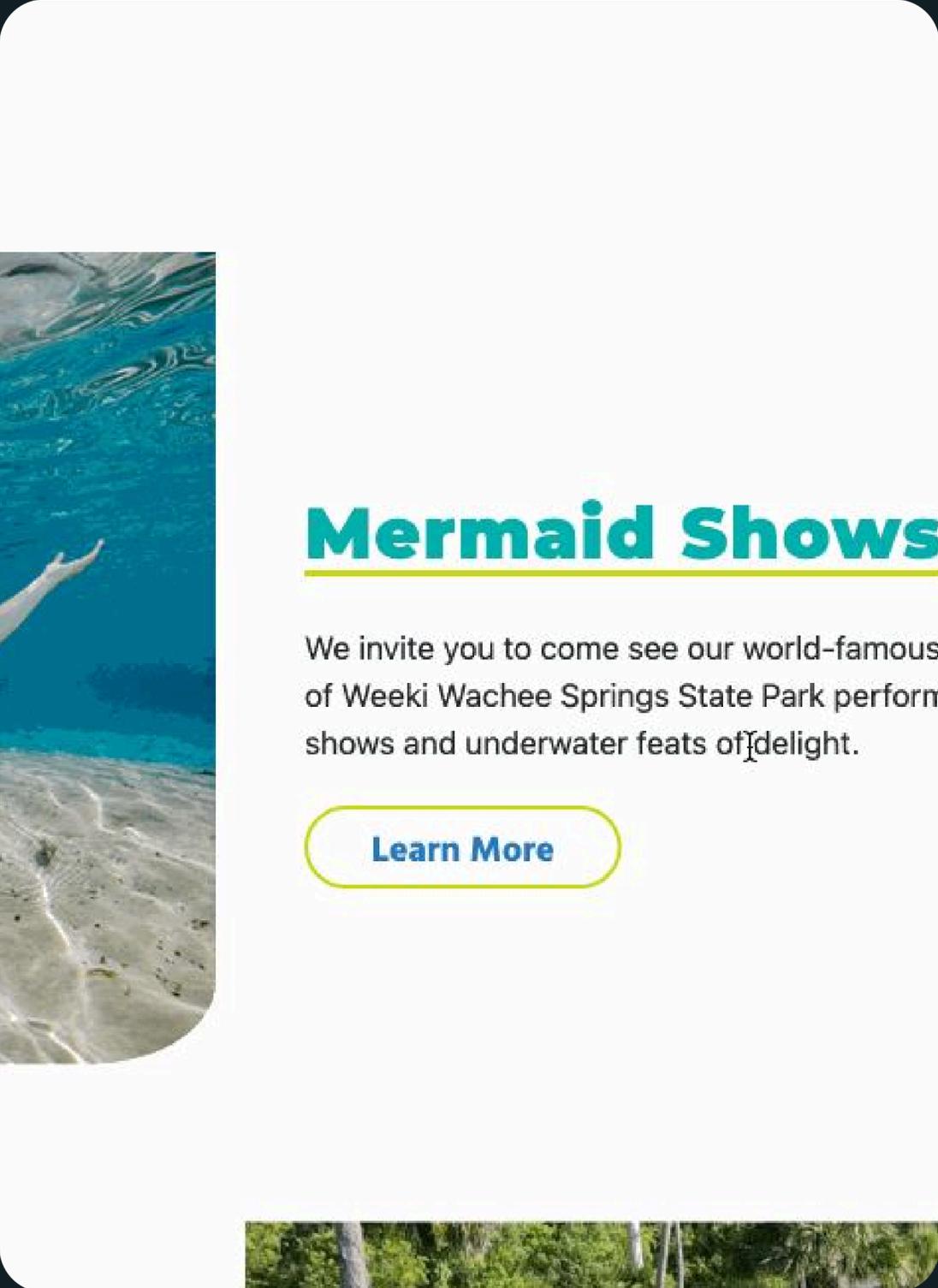
Mermaid Shows

We invite you to come see our world-famous of Weeki Wachee Springs State Park perform shows and underwater feats of delight.

Learn More

# Challenges in the Funnel & How Hovr is Utilized

Conversion Issues

Why this happens in general

Users have to navigate to multiple pages to find what they need or to purchase, CTAs are hard to find or not compelling enough

How Grand Cayman Resort Utilizes Hovr

Integrates one-click purchase directly through moments, the CTAs appear at the correct time and also directly relate to the content displayed for the website visitor
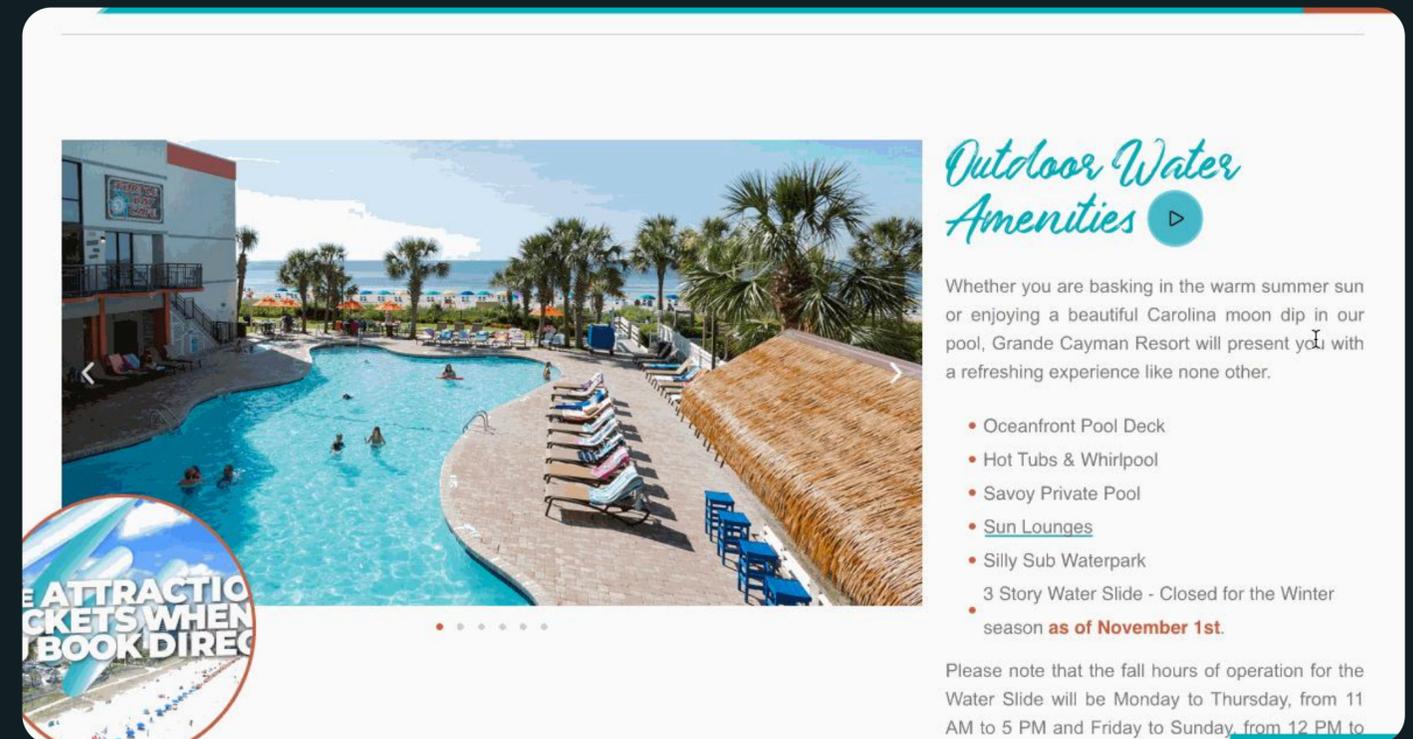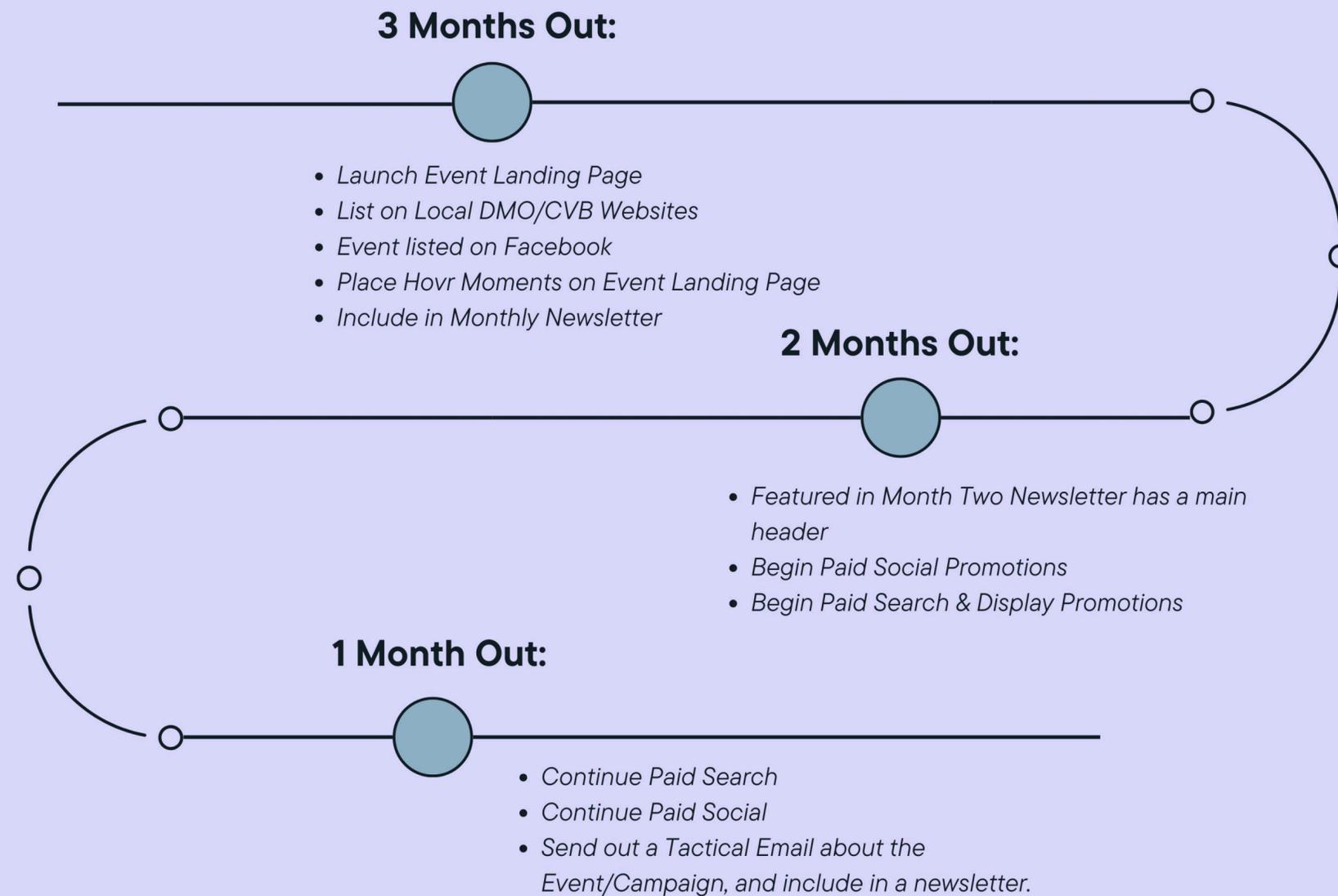
Integrating Hovr

Into Your Marketing Funnel

- Aligning with paid and organic marketing strategies

- Enhance promotional landings pages

- Aligning Hovr's features with seasonal campaigns

Integrating Hovr
Into Your Marketing Funnel

3 Months Out:

- *Launch Event Landing Page*
- *List on Local DMO/CVB Websites*
- *Event listed on Facebook*
- *Place Hovr Moments on Event Landing Page*
- *Include in Monthly Newsletter*

2 Months Out:

- *Featured in Month Two Newsletter has a main header*
- *Begin Paid Social Promotions*
- *Begin Paid Search & Display Promotions*

1 Month Out:

- *Continue Paid Search*
- *Continue Paid Social*
- *Send out a Tactical Email about the Event/Campaign, and include in a newsletter.*

Integrating Hovr in Special Promotions

Thanksgiving Success: Doubling Covers and Revenue

The Challenge

In 2023, Thanksgiving at the Partridge Inn attracted 235 dining covers. To stand out from competitors and maximize holiday reservations, Partridge Inn incorporated Hovr to create a **more dynamic marketing approach.**

The Solution

Adding Hovr to their marketing campaign allowed the Partridge Inn to elevate their digital strategy. Hovr's interactive tools, such as Pins, Anchors and Highlights, **transformed static content into dynamic calls-to-action**, encouraging site visitors to engage and book reservations. Pins were used primarily and in strategic placements to maximize visibility, ensuring all website visitors were engaged.

The Results

Engage **more** *Convert* **more**

~2x
Dining Covers
460 Total

~2x
Revenue
Compared to previous year

3.81k
Impressions

37.4%
Average
Engagement Rate

41.43%
Click-Through Rate
(CTR)

hovr x Partridge Inn · Established 1910

Christmas and New Year's Eve: Maximizing Impact with Hovr

The Challenge

With about a 30-day period to promote its Christmas and New Year's Eve events, the Partridge Inn needed to generate significant results in a short timeframe. Previous campaigns delivered acceptable outcomes, but the hotel aimed for an **even greater impact in 2024.**

The Solution

By incorporating Hovr's tools into their campaign, the Partridge Inn revitalized their digital presence. Tools like Pins and Anchors, highlighted event details in engaging ways, **turning interest into bookings** without altering the core campaign strategy.

The Results

29.85%
Dining Covers

Compared to previous year

45.13%
Revenue

Compared to previous year

The Impact of Hovr
on Direct Bookings & Revenue

The Impact of Hovr

Direct Bookings & Revenue

- Improved conversion and engagement rates

- Interactive elements reduce bounce rate

- Interactive elements increase dwell time

Reach new heights

Results

By integrating Hovr, Pink Shell Resort saw measurable improvements in digital performance:

360:1
ROI

Hovr Influenced Revenue Over a 30-day Period

27.2%
Click Through Rate

30.1%
Conversion Rate

With Hovr's interactive technology, Pink Shell Resort successfully transformed its website into a more engaging, conversion-driven platform—helping the property stand out in the crowded beachfront hospitality market.

Tips to Get Started Today
Ask Yourself and Your Team

- Review your marketing funnel

- Identify any gaps or areas you could optimize

- Identify your unique offerings

- Strategize where Hovr moments can assist

- Talk to your account manager today!

Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey soon.