Supplier Marketing Guide

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A Resource for IHS Suppliers

Welcome to the IHS Supplier Network

IHS offers you the ability to promote your business to the very hospitality professionals you want to contact and do business with.

We have designed this brief guide to offer you a range of ideas and opportunities to promote your business to InsideHS members and to help you promote your business to a broader online market.

The guide will be supplemented by regular email updates, including the latest industry news, features, video, selected articles and member and supplier showcases.

We hope you find the guide useful and remember you can upgrade your package at any time to add even more excellent value to your listing. For a complete list of upgrade options, visit www.insidehs.com/supplier-directory or contact us directly at info@insidehs.com.

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1. HOW TO PROMOTE YOUR DIRECTORY LISTING TO INSIDEHS.COM MEMBERS

You are now an approved supplier within the InsideHS supplier directory, and you will be visible to any member searches for your categories, product or service listings.

InsideHS offers you the opportunity to place your business in front of mind throughout the site and visible to our 7,000+ database of hospitality influencers, purchasers, and decision makers.

BUT YOU CAN DO MORE

- Ensure your profile entry is as complete as possible;
- Include a reason to contact you;
- Check your listing contact details;
- Check the size of your logo, images, video files;
- Consider the InsideHS promotional offers:
  - Shared or bespoke email messaging directly to the membership
  - Banner visibility on target pages
  - Video interviews and more
- Submit news articles or product updates to feature in InsideHS promotions; and Inform all internal staff of your directory listing content and, where appropriate, offers or promotions.

Always ensure your details are kept up to date.

And spread the word – let your email database know you are listed on InsideHS, post on your social media channels, especially LinkedIn and YouTube, and create a news or blog update on your website.

2. HOW TO PROMOTE YOUR DIRECTORY LISTING TO YOUR CLIENT BASE

Many businesses who build email lists fall into the trap of sending bland or repetitive messages resulting in low open rates and a lack of database engagement.

The result is more unsubscribes and no new leads—an ever-decreasing circle of email campaign apathy.

Your email marketing should include an update notice that you are now a preferred supplier on the InsideHS platform, the categories you are listed in and the video links or content you have included.

This email update offers you a renewed opportunity to re-engage with your database with positive news. And for those clients in the hospitality sector, you could even provide a Free Membership link.

Why not ask your clients for content case studies or feedback that you can promote via InsideHS?

Adding authority content, articles, news, or video can also be re-purposed and shared via your email database.

Are you looking to improve your database engagement?
Want to create email content marketing campaigns?
InsideHS can help.
Contact info@insidehs.com

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3. HOW TO PROMOTE YOUR DIRECTORY LISTING ON YOUR WEBSITE AND SOCIAL MEDIA

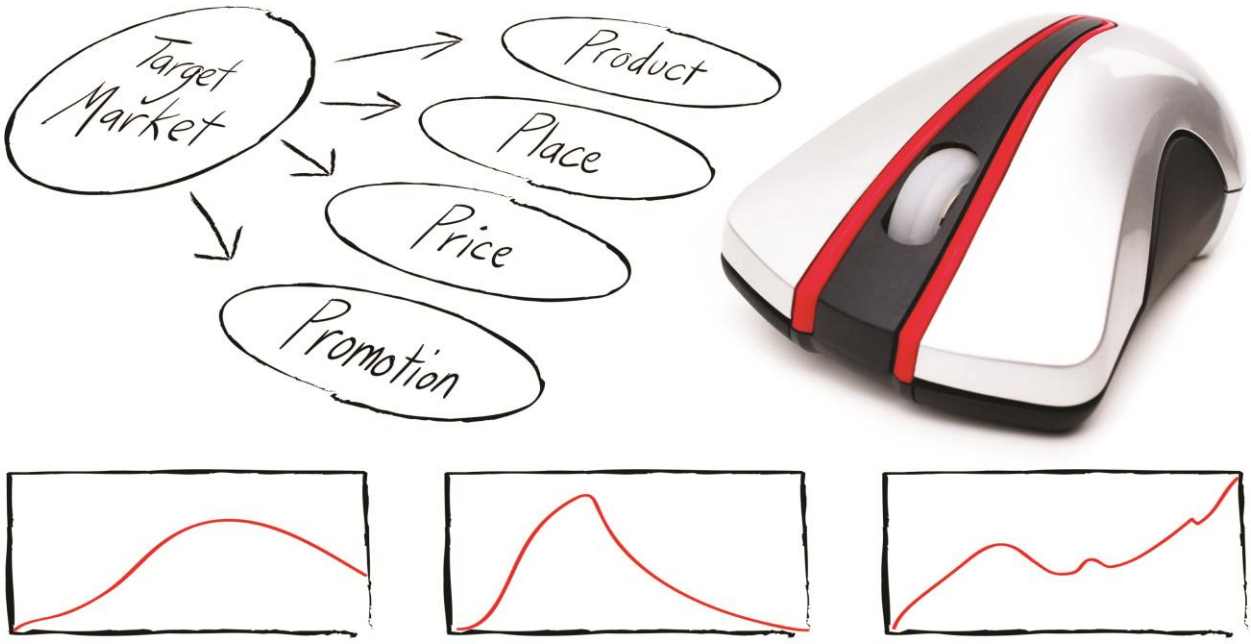
The one element of digital marketing all too often missed within the "build it, and they will come" space is the need to promote your digital assets.

Digital marketing should be considered the same as traditional marketing using digital tools.

Your website and social media channels will only succeed if you drive traffic and convert that traffic into brand supporters and buyers.

We recommend that you add a page or blog or news update about your listing on InsideHS.com.

MARKETING



Use these pages to update every time your post new content on InsideHS and share via email and social media channels – and don't forget YouTube!

You can also use your social channels (especially LinkedIn). Use the articles, news and updates posted on InsideHS and comment and add value to the conversation for your clients and target clients.

Need help with your promotion strategy?

InsideHS can help.

Contact info@insidehs.com

4. HOW YOUR DIRECTORY LISTING CAN ENCHANCE YOUR DIGITAL MARKETING AUTHORITY/SEO

With built-in Search Optimization and configuration, the InsideHS website offers an ideal platform for you to increase your search engine visibility and authority.

Even better, the promotion of Video links, banner links, authority article promotion, and more will all add to your SEO visibility.

Digital authority is about being visible, offering quality content and establishing expertise. Google calls this E-A-T: Expertise, Authority and Trust.

What better way to enhance your brand positioning than using the InsideHS content promotion options?

5. HOW TO SET UP AND OPTIMIZE YOUR YOUTUBE CHANNEL

YouTube is the second largest search engine behind Google and is owned by Google..

The continued rise in searches and visitor engagement on YouTube ensures that a business YouTube channel and regular posting of Videos into that channel is paramount for brand visibility.

Many businesses fail by launching a YouTube channel without implementing the most critical set-up requirements.

You need:

- A strong title to attract the audience;
- A stand-out image thumbnail to draw viewers, correctly sized for YouTube display;
- A complete description summary of the video content with relevant keywords;
- To include links to website, social media, product information;
- List timestamps for longer video skip content options;
- To add cards and end screens;
- To remind viewers to like, share and subscribe to your channel;
- Add more detailed options for play-lists, channel art etc.

Do you have a YouTube channel that may need a refresh or an upgrade?

Do you want help to set up a YouTube channel?

InsideHS can help.

Contact info@insidehs.com

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6. A 10-POINT PLAN TO MAXIMIZE YOUR PERSONAL AND BUSINESS LINKEDIN PROFILE

1. Have a professional headshot image within LinkedIn design parameters – people buy people, not cats, dogs or avatars;

2. Create a banner cover image that acts as a headline: what you do, who for etc. – make it easier for profile visitors to know and want to connect with you;

3. The headline beneath your name should capture attention and include keywords that LinkedIn AND Google search may use to find you, your products and services;

4. Personalize your LinkedIn URL with your name linkedin.com/in/yourname;

5. Ensure your contact information is complete with name, address, telephone number, email address and list three website URLs;

6. Use the entire space of the ABOUT section to tell profile visitors more detail; make the opening line enticing to keep them reading and add product and service information – Who you help – How you help, and Why they should connect with you;

7. Speak directly in the first person using a conversational tone;

8. Highlight your credibility and how you solve potential client problems

9. Include a call-to-action and your contact details – beginning, middle and end if you wish;

10. Add featured content and post content regularly.

For business profiles, the majority of the above still applies.

Do you want a full review of your LinkedIn profiles – personal and corporate?

Do you want an in-depth LinkedIn connection and content publishing strategy?

InsideHS can offer a complete analysis report and recommendations. Contact info@insidehs.com for more information

7. THE TOP 10 ACTIONS YOU SHOULD TAKE NOW TO SECURE YOUR WEBSITE

1. Run a check to ensure your website is secure;
2. Install Secure Socket Layer hosting (SSL);
3. Conduct a security scan on your site and external site links;
4. Ensure you train your staff to recognize fraudulent site comments, content or phishing emails;
5. Check your website analytics for data relating to site downtime or any drop in Google rankings;
6. Review comments left on your site;
7. Check that your software and any site plug-ins are all up to date;
8. Review and change your access passwords (regularly), including all administrators, subscribers and content providers;
9. Change your site default settings; and
10. Create a backup site process for surviving a worst-case scenario.

Need help with site security, privacy, accessibility?

InsideHS Can help

Contact info@insidehs.com for more information

8. A SPECIAL WELCOME OFFER FROM INSIDE HOSPITALITY SOLUTIONS

InsideHS has a support team of digital marketing specialists who are here to help you.

Website

Do you want to know if your website meets the latest Google Search Engine guidelines; mobile-friendly, load speed, accessibility, site optimization?

Does your website need a general refresh or an upgrade?

How often do you add fresh content, blogs, news, video?

Is your site safe and secure?

Do you want to benchmark your site performance against your immediate competitors?

InsideHS can offer a 30-point review of your website with recommendations and implementation support for your internal team or web designers

Contact info@insidehs.com for more information

Content

Content is not just the words on your site. It also includes the images, the video, the links, the banners, the infographics, the live chat and much more.

And the same applies to your social media channels, email marketing and YouTube.

The right content for your audience with relevant images may be the difference between client engagement and sales and losing that opportunity to your competitors.

We can review your current content performance and provide a full report and recommendations to help you design and implement a professional content marketing plan and process.

For more information contact info@insidehs.com

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Social Media

Social Media is wide-ranging, and most businesses use all or a combination of:

- LinkedIn
- YouTube
- Facebook
- Instagram
- Twitter and more.

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Yet, many businesses fail to have a structured social media plan and a lack of coordination with content campaigns across email and your website.

Savvy marketers use content hubs to maximize the visibility of created content across all channels.

A LinkedIn post will be visible to your LinkedIn connections. A link to your website will drive site traffic but re-posting that content (or video) into other social channels and adding a more detailed topic blog or news update provides much greater visibility.

Do you need a Digital Marketing Strategy?

InsideHS can help.

contact us at info@insidehs.com