

IHS DAILY BUSINESS GUIDES

VISIT US AT [INSIDEHS.COM](https://www.insidehs.com)



Is Your Business Ready For 2024?

We know it is only October, but blink, and Thanksgiving will have passed, and the New Year will be upon us all too quickly. And we all know the adage about businesses who fail to plan, plan to fail.

Like many of the Inside Hospitality Solutions Providers and Members, we are also planning our marketing activity for January, and we want to help you plan for success in 2024.

We have published Daily Business Guides with tips and hints on various business topics throughout October. Today, we make no excuse for promoting our business marketing review services – designed to help you in your 2024 planning.

HOW CAN INSIDE HOSPITALITY SOLUTIONS MARKETING HELP YOU?

IHS Marketing specializes in providing marketing services for the hospitality industry.

- We specialize in providing marketing services to the hospitality industry and **those who promote and sell products and services to the industry.**
- We have a team of experienced professionals who understand the unique challenges and opportunities of the industry.
- We offer a range of services tailored to meet your specific needs.
- We help you stay up-to-date with the latest news, trends and technologies in the hospitality industry.

IHS MARKETING SERVICES INCLUDE:

- Content Marketing (in all formats)
- Specialist Video Creation
- Social Media Management
- Website & Social Media Audits
- Strategy Development
- Email Marketing
- Search Engine Optimization
- Analysis & Reporting

WHAT'S IN IT FOR YOU?

We understand that every business is unique, and that's why we offer a wide range of up-to-date services tailored to meet your specific needs:

For hospitality businesses:

- Increase your direct bookings
- Reduce your reliance on OTAs
- Build your brand awareness
- Set you apart from your competitors
- Create engaging and compelling content that converts

For suppliers to hospitality businesses:

- Help you generate more leads
- Drive more sales
- Build your brand awareness among hospitality professionals
- Help you utilize a range of proven marketing tools and platforms
- Become your go-to marketing resource **when you need us**

IHS PLANNING RECOMMENDATIONS - WHERE DO YOU START?

Any 2024 plan must be based on a solid foundation; therefore, you must review all your current marketing assets, digital and/or offline.

- Have you developed a digital/offline marketing strategy?
- Does your content across your website/social media/video platforms/print format deliver the required target traffic?
- Have you reviewed the technical/SEO performance of your website?
- Are you monitoring your competitors?
- Do you have a content production schedule with creation and moderation responsibilities?
- Are you monitoring available analytics data?
- Is email marketing a key addition to your marketing outreach?
- Have you the internal or third-party specialist resources to deliver your planned strategy?

There may be many more questions specific to **your** current status that you need to address.

IHS MARKETING CAN HELP YOU SUCCEED IN 2024

As a special promotion to all Inside Hospitality Solutions Providers and Members, we are delighted to announce a range of offers to help your 2024 planning.

From website, content and strategy reviews to hands-on creation and implementation, we will work with you to develop a success-driven 2024 action and activity plan.

We will email you in the very near future with further details.

REQUIRE MARKETING ADVICE AND ASSISTANCE?

Looking for help? The IHS Marketing Team can support all your marketing needs, including content creation, video development, website and social media audits, research and analysis, actions and activity.

Visit the www.insidehs.com/dailyupdate page for more information. Follow Inside Hospitality Solutions on [LinkedIn](#) and subscribe to our [monthly newsletter](#).

IHS MARKETING CONTACTS

Name	Contact Information
Yuri Duncan Marketing	Yuri@insidehs.com +1 317 645 3824
Rich Paliwoda President	Rich@insidehs.com +1 917 5703827