

DOUBLETREE BY HILTON

Hotel Marketing Checklist

Use the below as a guide when working with marketing to drive revenue and awareness for your hotel:



1. DOT 2.0 TOOLKIT

2. PUBLIC RELATIONS

3. SOCIAL MEDIA

- Dynamic advertising templates
- Press Release templates
- Food & Beverage templates
- Sales and Marketing collateral
- In-room Collateral
- Social Media resources and campaign assets
- Social Media training webinars and guides
- Pre/post confirmation email updates
- Logos
- Photography Libraries (both brand and property)
- Brand Guidelines
- Brand Campaign Resources (Cookie Care, Ad Campaign)
- eStore Promotional Items

- DOT 2.0
- Review resources, support and templates under Public Relations
 - Familiarize yourself with templates and guidelines like “Filming on Property”
- HILTON GLOBAL MEDIA CENTER
- Submit all press releases to Brand PR for approval and promotion
 - Review your property profile
 - Update any necessary info / images by typing “cookie” to access back of house options
 - Use your customized property URL in releases and other communications (ex. news.doubletree.com/queenstown)
 - Submit all third party filming/photography requests for brand approval
 - Sign up for PR News Network
- ADDITIONAL SUPPORT
- Tools including press release templates are available on the DOT on OnQ Insider
 - If a reputational issue arises, your BPS director is your primary brand contact and will elevate to Brand PR if applicable

- SOCIAL CHANNELS FOR YOUR HOTEL – GETTING STARTED
- Register all hotel social channels and identify your Social Media Champion via the Social Media Registration Form found on DOT 2.0
 - Register for HWU Expion Training Course to get started
 - Review the social media one sheets and how to guides as well as the recorded trainings on DOT.
 - For all questions or issues related to your hotel pages, email eCommerceSocialMedia@hilton.com



4. ONLINE MARKETING

- Maintain relationship with your property’s eCommerce manager to put your hotel in the best position for online success.
- Ensure all of your unique selling points are included on your Global Web property page. Work with your eCommerce manager to add and optimize content where necessary.
- Ensure your property has sufficient inventory stacked behind our major system-wide and brand offers.

Offer	2X Points	Bed & Breakfast	Celebration	Family Fun	Breakfast & Wi-Fi	Leisure Escapes (if Resort)
SRP Name	HPDPT1	DLL	ROM (Americas) LDTROM (all other countries)	PBFFP1	PGBWF1	RPTVS1

- Promotion Submission:
Social Media – Submit your offer to be considered for publication on the brand channels via the Promotion Submission form in DOT 2.0.
Email and contact your eCommerce manager to submit your offer.
- Review your website photo gallery to make sure your photos and captions are up to date. Reference the brand photography guidelines in DOT 2.0 when conducting a property photo shoot.
- Ensure your PIM profile/data is up to date and accurate with current M&E information such as meeting space, square footage, amenities and hotel information.
- Review our travel ideas pages and see if your hotel matches up with some of our top ideas like golf, spa and more. <http://doubletree3.hilton.com/en/about/travelideas/index.html>



5. MISCELLANEOUS

6. DOUBLETREE BRAND TEAM CONTACT INFORMATION

- Review requirements for adding property-specific messages to Message On Hold
- Review requirements for adding property-specific video content to in-room TV reel

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