



Sojern Delivers Multi-Channel Marketing Solutions Across the LHW Portfolio

Summary

The Leading Hotels of the World looked to Sojern as a preferred marketing solution to drive direct bookings for their individual properties, through their multi-channel marketing initiatives. In eight months since the collaboration began, Sojern has influenced over \$4.6M in direct booking revenue across 48 of their hotels.

Solutions Used

Display, Search, Facebook and Instagram

Results

\$4.6M+

across 48 properties

3,400+

bookings in eight months

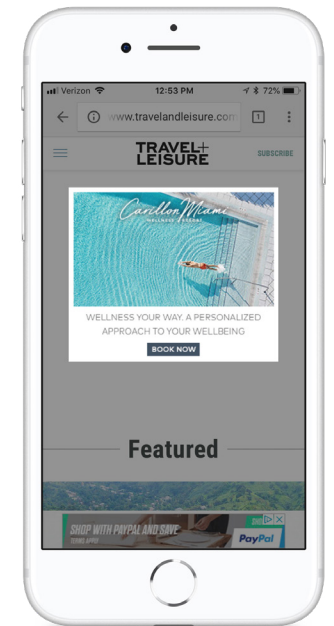
Amplified

storytelling across a diverse portfolio

“ With today's competitive market, it's imperative for us to find tailored marketing solutions that both amplify the distinctive stories across our diverse portfolio and support hotelier efforts to drive direct bookings. Sojern's customizable offering makes it easy for our collection of independent hotels to gain visibility and drive business in key digital acquisition channels.



Marissa Brady
Director Hotel Direct Digital Marketing



Display Ad Example on Mobile

About The Leading Hotels of the World

The Leading Hotels of the World (LHW) is a collection of over 400 luxury hotels in over 80 countries. Their hotels embody the very essence of their destinations. Established in 1928 by several influential and forward-thinking European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable travel experiences.

Challenges

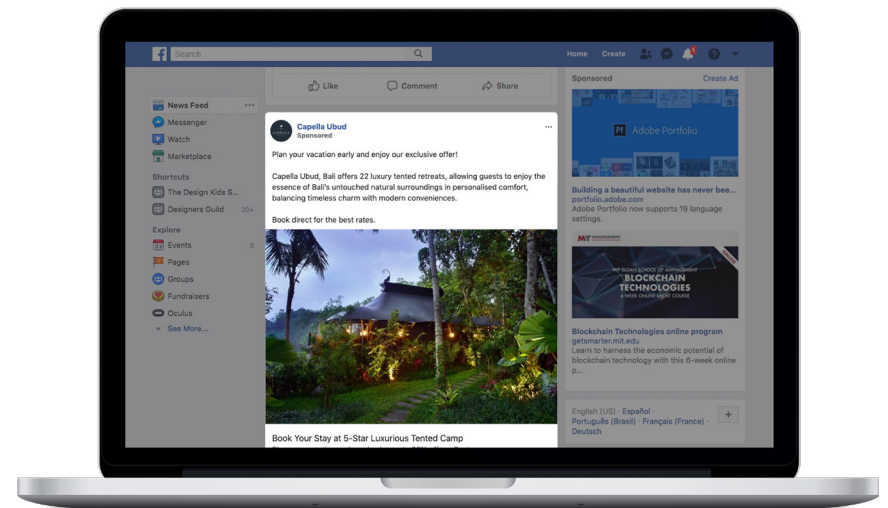
Independent hoteliers have a lot on their plate—from delivering an exceptional customer experience, to managing staff, to marketing. The corporate team at LHW aims to lighten the load of their properties by working with innovative providers to help achieve their goals. The LHW team wanted a marketing solution to recommend to their 400+ properties to assist with their digital marketing efforts and drive direct bookings.

Objectives

In November 2018, LHW looked to Sojern as a preferred marketing solution provider. Offering multi-channel marketing on a pay-on-the-stay, commission-based model, LHW hotels get more direct bookings through advertising that is always on. Onboarded properties can run across display, Search Engine Marketing (SEM), Facebook and Instagram, or a combination of channels. The goal is to deliver more direct bookings to LHW properties.

Results

In eight months, Sojern has influenced \$4.6M+ in direct booking revenue across 48 properties. Hotel-level feedback is positive. “Sojern is always working for us, constantly attracting new guests to our property,” says Roxana Medina, Director of Marketing at Carillon Miami Wellness Beach Resort. “Sojern drives direct bookings without the upfront investment,” adds Devina Hindom, Director of Marketing Communications at Capella Ubud, Bali, “My favorite things are the service and the user friendly dashboard.”



Facebook Ad Example on Desktop

Seeking a way to better align corporate and property-level marketing? **Get in touch.**