

Case Study 5 - Interim e-Marketing Solution

The Background

The client was a small hotel group with 7 properties, who acquired another group of 18 hotels.

This resulted in a dramatic change in the central support function, operation and market positioning of the group.

A Flexis director was brought in specifically to address the e-marketing requirements of the newly enlarged group, as an interim solution whilst they were recruiting a new in house team.



The Solution

A full review of the existing e-marketing activities was carried out.

The main outcome from this was the development of a briefing document for the creation of a brand new web site for the newly enlarged group, as it was judged the existing site was not an appropriate platform on which to base their future e-marketing strategy.

The detailed brief was developed, pitches held and a new development partner was recruited. The site was subsequently designed and developed.

Alongside this project was the development of a full e-marketing strategy for the group, covering the launch of the new site and the ongoing e-marketing activities.

When an in house team was recruited, the projects could be handed over and the Flexis director could step aside.

