

InterContinental Hotels Group

Comprehensive digital audit to map the customer journey

SocialMediaAudit #SocialListening

Summary

TO THE NEW developed and implemented a comprehensive digital strategy encompassing digital audit, buyer persona analysis, marketing campaigns and analytics for InterContinental Hotels Group (IHG) in India and Australia.

The Client

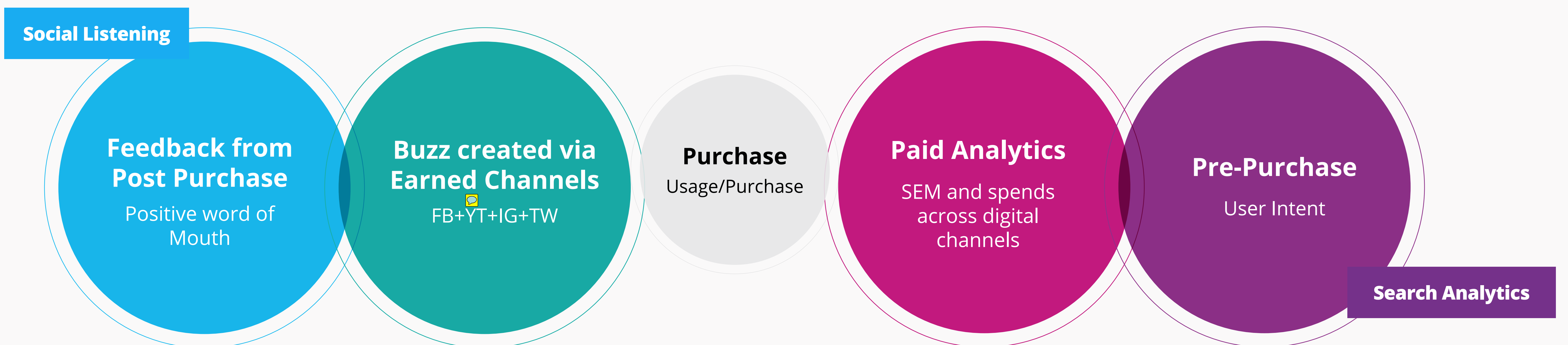
IHG is one of the leading hotel groups in the world having more than 5,000 properties in almost 100 countries around the world.

The Goal

Travel and Hospitality is one of the most competitive and challenging industries when it comes to digital media. IHG's key challenges were low conversion rates, low engagement rates on digital channels, and lack of customer centric marketing approach. Our goal was to map the entire customer journey to outline opportunities and challenges and help IHG stay ahead of the competition.

Highlights

- ✓ **New, innovative marketing tactics**
- ✓ **Top destinations category suggested in both the markets**
- ✓ **In-depth digital audit to gather customer insights**
- ✓ **Attribute analysis provided for purchase intention**



Key Deliverables

- Our analytics experts implemented various models and frameworks to understand the digital travel landscape of India and Australia
- We analyzed the consumer behavior for more definite results and suggested new marketing strategies
- In depth search analysis, website analysis and social analysis for useful insights
- Our team worked on social content for increasing the awareness and loyalty
- We analyzed the data for both male and female using social listening

Key Features

- Market Potential
- Digital Marketing Calendar
- Customer Digital Personas
- Website Conversion Funnels
- Device Analytics
- Search Analysis
- Website Analysis
- Social Analysis

InterContinental Hotels Group



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