

Modern Prospect Generation: Changing Trends and Methodologies

Chris Hornbeck
CEO, Resort Insiders



Resort Insiders

www.resortinsiders.com

Innovative Marketing Solutions for the
Vacation Ownership Industry

Challenges

- Many markets seeing decline in travelers
- Lower sales efficiencies
- Harder to finance
- Diminished portfolio performance
- Traditional methods not working as well
- Overall acquisition costs rising

Solution:

Introduce new marketing methods designed to attract high-converting, credit-worthy responders while optimizing marketing costs and efficiencies.

- Diversify and Innovate
- Shift to Permission-Based/New Media
- Better Lead/Database Management/Optimization

Diversification

Blend the old with the new - keep innovating and testing!

- Risk Management
 - Reduces Risk of Source Loss, Inefficiency
- Seasonality
 - Diversity = Less Seasonal Fluctuation

Permission-Based Marketing

- What Is Permission-Based Marketing?
- More Compliant, Higher Conversion, Inbound
- Importance of Internet, New Media, Content
- Implementation
 - Value Proposition
 - Advertising Placement
- Demographic-Based (Social Media, Display)
- Intent-based (Search Engines, Affiliate)
- Results

Lead Optimization

WHY?

The best way to save on current marketing costs is optimization

- Optimize Lead Conversion
- Monetize Past Customers
- Maximize Sales Efficiencies

HOW? Scoring, Nurturing, Retention

Lead Scoring

Process of scoring and prioritizing leads based on demographic or psychographic data

- Prioritize and manage, don't exclude
- Ability to buy vs. propensity to buy
- Methods - simple vs. complex

Benefit - Matching sales method and product to customer's needs = higher sales conversion

Lead Nurturing

Lead nurturing is the practice of managing and improving leads that are not prepared to buy or have not yet had the opportunity.

- Presale Education
- Scoring-Oriented Nurturing
- Remarketing

2.7 tours before purchasing, 1.4 tours with company they purchase with ,

Retention

- Find Ways To Drive Show Rate
- Implement Surveys Throughout Process
- Online Reputation Management
 - Pre-Tour Retention
 - Rescission / Post-Buy

The Results?

-
- Higher Return on Marketing Investment
- Lower Variable Labor Costs
- Higher Sales Conversion
- Better Portfolio Performance



Resort Insiders

www.resortinsiders.com

Innovative Marketing Solutions for the
Vacation Ownership Industry

Chris Hornbeck

chornbeck@resortinsiders.com

+1.404.805.5674

Links to articles on Lead Scoring, Lead Nurturing, ORM:

www.resortinsiders.com/articles