

# Introducing Integrated Revenue Strategy<sup>SM</sup>



Revenue Matters LLC 2021

Integrated Revenue Strategy<sup>SM</sup> takes revenue management to a new level by fully integrating distribution and marketing to drive superior performance.

Our professional team of revenue practitioners, distribution specialists and digital marketing experts, work alongside your team to both identify and capitalize on revenue-impacting opportunities.

Central to our Integrated Revenue Strategy<sup>SM</sup> is **MAX**, our proprietary interactive analytics platform enabling better strategic and tactical decisions.

Whether you are looking to enhance your existing resources or take advantage of a fully integrated revenue department, you'll receive a scalable solution custom-tailored to your specific needs and budget.



**REVENUE** MATTERS  
profit from experience



Drive your revenue performance and foster collaborative team engagement with this powerful interactive analytics platform. With MAX as a foundation, everything you need to make either strategic or tactical decisions is at your fingertips. It can be used as a stand-alone platform, or in conjunction with the services of our expert team.

- **Price Optimization**
- **Diagnostics & Strategy Development**
- **Forecasting & Budgeting**
- **Competitive Business Intelligence**



## Centralized Revenue Management Support

Benefit from the knowledge and expertise of a professional team of revenue strategists and analysts at a fraction of the cost of a property-based resource. Your designated director will serve as a single point of contact and becomes a natural extension of your team.

- **Centralized Revenue Management Services**
  - **Coaching & Mentoring**



## Marketing

Effectively engage with your guests and inspire prime prospects. From campaign development, to execution and ongoing management, your digital marketing programs will be fully coordinated and specifically designed to cultivate lasting relationships and foster strong brand loyalty.

- **Customer Relationship Marketing (CRM)**
  - » **Newsletters & Targeted Emails**
  - » **Database Growth & Management**
- **Web Development & SEO**
- **Paid Search Advertising & Remarketing**
- **Organic & Paid Social Media**
- **Graphic Design Services**



## Distribution

Optimize your content on third-party channels for maximum visibility among prospective guests. Gain insights into how you are positioned relative to your competitive set.

Relax knowing that our highly experienced team is there to handle content updates, load promotions, respond to guest reviews and even make pricing changes.

- **Rate Changes and Parity Monitoring**
- **Content & Guest Feedback Management**
- **Ongoing Market Manager Relationships**
- **Multi-Channel Marketing Opportunities**