How to Turn Attention into Engagement and Revenue

- Process/Engine Setup (OOP Backed System)
  - Product Exclusive Offer
    - Exclusive Discounts (Excellence)
      - Get your vacation offer
      - Get wifi discount
      - Birthday prize
      - Exclusive discounts (Pricing)
      - Wifi access offer
      - Unique value proposition
      - 3-5 core benefits
  - Create Funnel Strategy
    - Pre-Launch Landing Page
      - 7 Day Teaser
      - 30 day countdown
      - Free sample content
      - Addition during Checkout or use of Thank You page
      - Stop-loss warranty (if your offering) where loyal-friendly prices
  - Map out Marketing Integrations
    - Map out all content
      - Manufacturers agreement
      - Google Listing
      - Page creation software
      - Designing tool software
      - Checkout software
  - Align on KPIs and Percent
    - Design
    - Copy - sales
    - Creative
    - Name page
    - Checkout page
    - Checkout Upsell offer
    - Thank you page - Offer
    - Lion Sales video
    - Lion Macro Video
    - Set up analytics/ad tracking
  - Create Immersive Assets
    - Video Assets
      - Video Assets (conversion strategy and influence cues)
      - Creative
      - Spanish promos
      - Product clips
      - Creative
      - Spanish promos
      - Product clips
      - Video Assets (ad)
    - Create Text Assets
    - Create For Wifi Landing
      - align on the strategy
      - Wifi copy
      - Happy ad copy
      - Add Spanish offer on wifi on or TTY on wifi eligible offering
      - align on emerging (e.g. use of TV, IG ads on video creation)
    - Create For Thank You Setting
      - Social Assets
      - Spanish Promos
      - Product clips
      - align on Jacuzzi/Kitchen Set (pick up, Kitchen)
      - Create Kitchen
      - align on campaign
      - align on promos
      - Messaging
      - Messaging page
      - Product Promos
      - align on copy/ad
      - Identify bonus and speakers
      - Signup strategy
      - Approve video and correspondence
      - Marketing
      - Expand Search terms
      - align on creative
      - Refine ad groups (e.g.Jacuzzi, pool, beach)
      - Happy
      - Commissary, Engrave
      - Type connecting
- Revenue Tracking Systems
  - Review Current Engagement
    - Review Number of Engagement Emails + Methods
    - Campaign
    - Video playbacks page
    - Search Ads Manager
    - Map out optimized search terms
    - align on the definition of engagement
    - Create pricing
    - Create inventory criteria/rules
- Assets (continuous improvement)
  - Insights and Analytics
    - Weekly report with Insights
      - Identification of key insights
    - Identify where users
    - Average session time
    - Most popular content
    - Geographic split
  - Improve Engagement
    - Review Analytics
    - Review/Group analytics/Ad user - software + Interface
    - New Promos for weekly engagement emails
    - Refinement/cut of Seasonal ads - video
    - Mix Play Spots
    - Search within video engine
    - Subtitles in other languages
    - Point users to other Assets
    - Exclusive new content
    - Monthly Revenue
    - Promos/Content
    - Display Crews Meet page - upsell
    - Measure progress and relaunch/refine
  - Improve Revenue
    - Crosspromote from Lesser to engagement
    - Measure engagement conversion
    - Internationally (Australia/Canada)
    - Propose ideas
    - Promotion ideas
    - Display 3 new ideas per quarter
    - Measure progress and relaunch/refine learning
  - Improve Functionality
    - Create Feedback
    - Additional features
    - Identify to Purchase/Enjoy
- Ad Creation
  - Review existing on-demand content
    - Jacuzzi/soaking/sauna/pool
    - Kitchen/s
    - Fireplaces
    - Other on-demand content
    - Review calendar of content
    - Develop rotation/ pulse event
    - Identify key timeframes (headline to engagement and ads)
  - Add content and metadata
    - Audio Library
      - Light (mixed, Healing), Ambient, Upbeat, ...
      - Normal (Lobby, Audio, PDF, Self)
      - Length
      - Voiceover
      - Voiceover vs. Educational (Information)
      - Scale (Recommended)
      - Scale (Recommended)
      - Voiceover (voiceover)
    - Video Library
      - Text Overlays (Kitchen/Kitchen)
      - Create Attractive thumbnails (eg.Jacuzzi/Jacuzzi, Dirt, Lit Lobby)
      - Create Custom Thumbnails for Top 20 Assets at launch
      - Upload and Kitchen/Lobby Assets
    - Creative Library
      - Add Missing Videos/Ads
      - Replace generic Meeting Video" or "Travel Insurance" with specific Video.
      - Change Ads GIFS Video
      - Plan Ofsets accuracy of Videos/Ads
      - Review/Upload and Refresh Creative Inventory
  - Create Interactive
    - Create automated Blog/Articles Listing Ad
    - Create automated Jacuzzi/Lob Listing Ad
    - Review Video Capture and edit
  - Upload
  - Publish
- Link the Stack
  - Review Branding guidelines
  - Assign user interface for clients
    - Admin
    - Editor
  - Review event customization
    - Review and use, on Dashboard/app (Insurance/Tour + Lobster)
    - Create Lion/IP Jacuzzi Video
    - Create Lion/IP Jacuzzi Reggie
  - Review and Approve
- Backstage and Analytics Setup
  - Create Wifi Instance of your platform
  - Configure Dashboards/Audit/Logins/Leads as well as integrations
  - Integrate with PMS, WIFI
  - Set up email engagement engine
  - Setup Google/Meta tracking
  - Form association Gen Co-op Admin Panel
  - Provide operational support during Backstage week