

brown.

MARKETING

THE  
Launch  
Package

ALL-INCLUSIVE, TAILORED  
BRANDING AND MARKETING  
SERVICES FOR HOTELS  
AND RESORTS

From branding and positioning to marketing planning and creative asset development, every element must be in alignment for your property to reach its full potential.

At Brown Marketing, we provide guidance and support in all aspects of hospitality marketing and branding, from concept to execution. And our Launch Package makes it easier than ever for properties to take advantage of our vast expertise, whether they are launching, rebranding, or simply need a marketing refresh.



## Brand Development and Positioning

First, we define and refine core characteristics for your property, then create a consistent brand and story for use throughout your marketing efforts.

- Naming, logo development (up to three locations)
- Comp set review
- Brand pillars, positioning
- Visual style guide—fonts, color palette, design aesthetic
- Narratives for key components such as restaurant, spa, programming/activities
- Positioning for audience segments including weddings, families, meetings, romance



## Asset Development

We will develop the assets your property needs to tell its story effectively—managing photography, videography, copy, and design along with printing and production.

- Pre- and post-opening photo/video shoots
- Website development
- Brochures—including leisure, meetings, weddings, spa, etc.
- Advertising creative—including digital, print, and email templates
- Sales and marketing materials—presentations, collateral, and more
- Communications and campaigns for reservations systems—pre-arrival, confirmation letters, cancellation notices, trigger email campaigns
- OSE materials—including in-room collateral, activity guides, instruction materials, key packets, and more



## Marketing Planning and Execution

The Brown Marketing team will develop a robust marketing plan for your property, including strategies and tactics for digital marketing, public relations, programming, and more. Then we'll work to help execute your plan beginning nine months prior to launch.

- Social media management and influencer relationship marketing
- Press outreach and media pitching
- Digital and print advertising buying, management, and creative execution for:
  - Google Ads including PPC, behavioral, contextual, retargeting
  - Social media advertising including behavioral, retargeting
- SEO management
- Third-party marketing partnerships
- Email marketing content creation, copywriting, design, coding
- Blog development and ongoing website content creation

## Custom Publishing

This optional service includes access to our full editorial team, which will develop and publish a private magazine dedicated to your brand. From quarterly to biannual editions, our magazine services provide an all-inclusive opportunity to tell your story in a luxurious, tangible way.

One agency.  
Full service.  
Better results.

You don't have to hire additional FTEs for your marketing department, vet and manage multiple agencies, pay high agency fees—and still risk inconsistency in your messaging and marketing efforts. Get in touch today and start the conversation about creating a one-stop, tailored package for your property.

[brown-marketing.com](http://brown-marketing.com)  
949-310-8662  
[hbrown@brown-marketing.com](mailto:hbrown@brown-marketing.com)

SAN FRANCISCO | LOS ANGELES  
SAN DIEGO | SEATTLE | MIAMI