



Building Locally
Competing Globally

Valley Hotel

September 2009



Programme Details

The ICT Advisory Service provides businesses with free, practical and impartial advice on all aspects of information and communication technology (ICT). ICT Advisors are available to meet with client companies to discuss the use of ICT within their business and identify potential improvements.

The Company

The Valley Hotel is a family run business located in Fivemiletown, Co. Fermanagh. The Hotel has 24 beds and offers a variety of services including accommodation, conference hire, weddings, bar and restaurant.

The Challenge

The internet and online bookings are becoming increasingly important for this business. Many customers are using online resources to research their stay in advance of booking. As a result of this, the importance of online marketing has increased significantly. The challenge for this business was to see how they could maximise their online marketing to bring more visitors to their website and improve their online booking conversion rate.

The Solution

Greg Williamson from They Valley Hotel met with an Invest NI eBusiness Advisor. He had recently purchased a new content managed website for the business, and the meeting highlighted some key areas of Search Engine Optimisation (SEO) which could be improved. Greg was able to quickly and easily implement these recommendations and saw immediate improvements around visitor numbers and conversion rates.

An email marketing strategy was also discussed with this business, and several solutions were demonstrated which would allow for the detailed tracking of email marketing campaigns. The business was able to utilise this technology to further improve conversion rates and increase repeat bookings.

Paid online advertising was also offered many opportunities for this business, particularly for promoting special offers and mid-week discount prices. The Hotel was using Google Adwords, and wanted to ensure that their online advertising campaigns were setup correctly, and achieving the maximum possible potential for their budget.

A further meeting with an eBusiness Advisor, allowed for an independent audit of their current paid advertising position. This audit suggested a number of improvements, including the rationalisation of various campaigns, adjustment of daily spend budgets and changing of advertisement text. As a result of using pay-per-click advertising, the volume of online bookings has increased by 16%.

Greg Williamson commented:

“Invest NI’s eBusiness Advisor met with me on a number of occasions. The advice provided was impartial and brought about real bottom-line benefits to our business.”



ICT ADVISORS

ICT Advisors are technical specialists with expertise in all areas of ICT. They are available to provide advice on:

- purchasing and implementation of computer systems or software
- project management of systems implementation
- internet, e-mail, website design and search engine marketing
- e-commerce, financial systems and customer relationship management
- networking infrastructure

Recommendations on way forward

On referral from your Client Executive an ICT Advisor will help you assess the current ICT position of your business, discuss requirements and compile a report on capability with recommendations on the way forward.

ICT Advisors offer a tailored approach to a business issue. Invest NI clients have made significant savings in terms of human and financial resources as a result of efficiencies from ICT improvements.

Who is eligible?

ICT Advisors are available to all Invest NI clients.

Contact

Please contact your Client Executive if you feel your business will benefit from this service. Alternatively you can also contact:

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