



FAST FORWARD

*PR, Social Media & Marketing
Recovery Solutions*

HAWKINS INTERNATIONAL



H HAWKINS. FORWARD TOGETHER.

**The world is different.
Now we are too.**

Hospitality teams are lean, budgets are tight and needs have only increased. We've restructured our business to help hotels pivot and succeed.

- New, Project-Driven Roster of Services
- Innovative, Results-Driven and Turnkey
- Short-Term Commitments
- Tactical Positioning for the Strongest Possible Reopening

Your success is our success.

At Hawkins International Public Relations we help hotels and resorts to be smart and stay relevant.

We are award-winning because we have had an abundance of experience promoting the world's best hotels and resorts. We love what we do and we love the hospitality industry. We will recover. But you need a plan. We are here to help.

We will put our expertise and valuable media relations to work for you at a time when we know resources are limited. We are harnessing the power of our team and are offering PR, Social Media and Marketing Recovery Services for select luxury boutique hotels and resorts. We will build a quick, nimble plan to increase visibility and awareness quickly among the U.S. media, influencers, opinion leaders and other key stakeholders.





FAST FORWARD

Straight Forward Solutions

FAST FORWARD: OUR OFFERINGS

Our turn-key solutions are designed to meet your complex challenges and we can supplement your team now through opening.

We're offering multiple opportunities to work together. Simply select the best solution that will help you reach your goals. **On the following pages you'll find packages for:**

- I. Ready for Reopening Strategy
- II. Power Pitching
- III. Thought Leadership
- IV. Social Media and Digital Content
 - A. Social Media Coaching
 - B. Community Management
 - C. Creative Content Capture
 - D. Broadcast Your Content
- V. À-la-Carte Services & Bundle Offers
- VI. Creative Re-Assessment
- VII. Culture is King

All prices are available upon request.

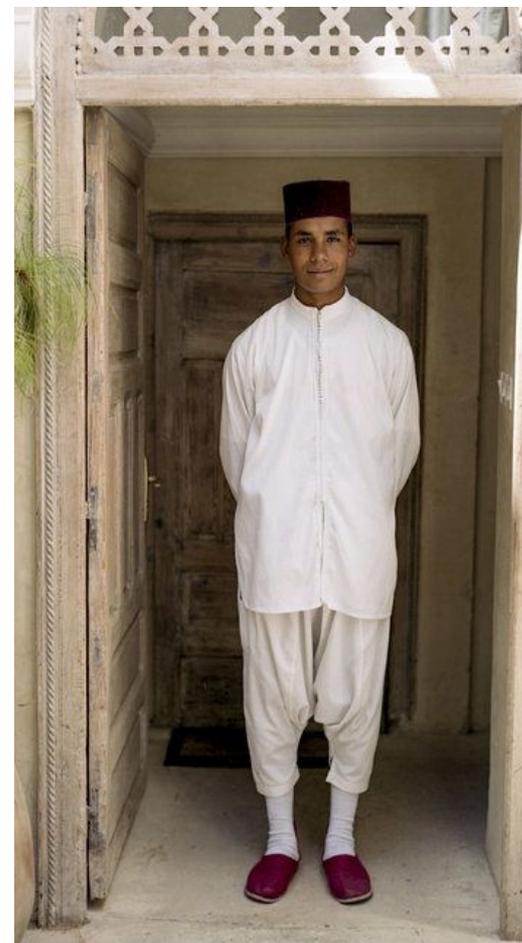




READY FOR REOPENING STRATEGY

This turn-key ‘Prepare to Open’ plan is a 90-day project that includes an integrated action plan that will cover the following:

- **Assets:** We’ll do a quick deep dive to determine your short term needs and challenges– and activate the best approach for meeting your goals. We will repackage your existing offerings and create new ones to address the “new normal.”
 - **Action Plan:** Your three-month timeline will incorporate effective PR and social media tactics geared toward getting awareness and driving bookings. Our team will be writing, pitching and pushing forward your messages and activations.
- **Fast-Paced Media Outreach:** We will proactively pitch your story in compelling, trend-driven ways to drive awareness in target media, that speak to your audiences.
 - **Content Counsel:** We’ll advise on how best to creatively communicate your message and highlight your talent on digital platforms with high quality content–whether that’s an Instagram Live or a shareable Spotify playlist.
 - **Report Summary:** We’ll provide a recap of all media conversations and efforts so that you can maintain the momentum we’ve created.





POWER PITCHING

Geared at hotels that have been closed and are ready to reopen and need an immediate PR boost. This 60-day program will bolster awareness for your property, people & packages. This is your “get the word out” strategy that will let everyone know you’re open for business.

- **Pitch, Pitch, Pitch:** We’ll activate our network of travel, lifestyle and B2B journalists and pitch your hotel, your special angles and offers. Local, regional & national pitching.
- **Storytelling and Writing:** We will write your releases, update your FAQs with updated protocols.
- **Press Release:** We’ll write and distribute up to two press releases on your behalf (if Newswire distribution is needed, a quote can be provided).
- **Report Summary:** We’ll provide a recap of all media conversations and efforts so that you can maintain the momentum we’ve created.



THOUGHT LEADERSHIP: SHOWCASE YOUR C-SUITE

Be the voice of your industry. We'll get you the opportunities.

Media have never been more hungry to hear from experts on the front lines in travel & hospitality. During this 90-day project, our dedicated **thought leadership team** will put you or your savvy spokesperson forward for media and virtual speaking opportunities.

- **Internal Interview:** We interview key personnel to develop business pitch angles, soundbites and white paper topics.
- **Virtual Expert:** We will find you webinars and virtual seminars to attend and speak at to showcase your expertise.
- **Integrated Media Outreach:** We will put you forward as an expert in trade & consumer press, podcasts and more.
- **Report Summary:** We'll provide a recap of all media conversations and efforts so that you can maintain the momentum we've created.



SOCIAL MEDIA COACHING

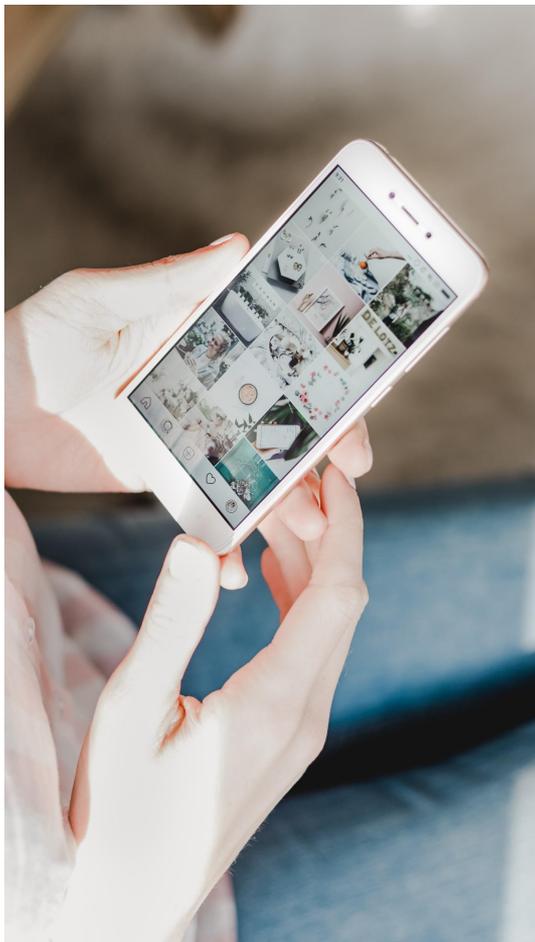
Your social media needs attention, NOW. We'll elevate your strategy and activate a plan for moving forward.

Consumers are turning to properties' social media channels for real-time updates on opening timelines, offerings, health and safety measures, and news. It's paramount that brands be prepared to meet this expectation with a robust publishing cadence.

During this three-month project, our team of social media experts will act as an extension to your marketing/communications team (or take it over if you need), providing real-time coaching and guidance to ensure no opportunity to connect with your target audience is missed.

- **Social Media Goal Alignment:**
We'll establish your company's objectives and goals to ensure aligned footing from square one.
- **Social Media + Content Strategy:**
This document will outline recommendations for aesthetic, voice, content pillars and enticing offers to leverage during the reopening period.
- **Content Calendar Review:**
Working hand in hand with your internal social media team, we take a strategic, editorial approach to reviewing content calendars, ensuring that posts are optimized. We'll review caption tone and voice, hashtag selection and image quality to paint the best picture for your property.





H SOCIAL MEDIA COMMUNITY MANAGEMENT

Let our savvy team of experts share your story on social. Allow us to take the reigns and maximize your social media goals.

Leveraging our knowledge of platform best-practices and trending content themes, our team of social media experts will develop dynamic posts and strategically engage with audiences to drive conversions. We will serve as an extension of your in-house marketing department to develop buzzworthy content for your platform of choice:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Instagram Stories
- IGTV

- **Social Media Audit:** We'll review existing content strategy and outline opportunities for the future.
- **Content Calendar Development:** Leveraging your photo and video assets and user-generated content, our team will develop bi-weekly content calendars with images and copy optimized per platform that integrates all PR initiatives and coverage.
- **Proactive Engagement:** By replying to every Facebook comment and liking all Instagram Story DMs, we'll identify 'Surprise & Delight' opportunities to convert fans into brand ambassadors.
- **Reporting:** Success means nothing in a vacuum. We'll produce regular reports that highlight how we're meeting your goals.

H CREATIVE CONTENT PRODUCTION

Our team of social media strategists, storytellers and content creators think visually to will bring your hotel to life through powerful photos and videos that inspire and will motivate bookings.

We turn our lenses to the experiences that make your hotel special, creating content to tell a captivating story that turns your fans into followers.

Through on-site immersions, we dive camera first into what makes a property unique to create content that converts.*

Photography and videography themes can range from:

- Interior and design
- Culinary
- Destination
- People, staff and personalities on property

Following the immersion, our team will deliver a robust library of edited photos or video assets, taking into account brand aesthetic and guidelines to ensure a cohesive brand identity.

**Providing as travel restrictions allow*





AMPLIFY YOUR CONTENT

People are yearning to travel the world, and we are all filled with wanderlust. We have solutions to help you bridge the gap until people can visit your hotel again.

Curate programming to help your guests feel connected. Our 90-day content bootcamp will arm your team with the knowledge and skillset to create tailored video content for all major platforms. What's more, we'll give your team the insights to elevate your storytelling prowess to bring your hotel's story to life to engage consumers anywhere, and on any screen.

During the partnership consider us as your:

- **Advisor:** Publishing video doesn't need to be daunting. We'll arm you with a platform playbook to uncover the ins and outs of Facebook and Instagram Live, YouTube and IGTV.
- **Producer:** Who can best tell your brand story? Whether it's launching a Facebook Live series with the GM of your hotel or YouTube vlog with a concierge team member, we will work with you to identify content opportunities and map out a plan.
- **Editor:** You capture the raw assets, and we'll be there to optimize. From assisting with storyboards to creating text overlays, our team of video editors will finesse all posts prior to publishing.





H READY FOR TAKE OFF, DIGITAL MARKETING

Find and be found by your target audience today.

Investing in a digital spend can help you ramp up your business quickly and efficiently. Our team of digital experts will help you define the people most likely to engage with your brand, and help you draw them to your property.

During this three month project, our team of marketers will help you identify the best places to reach your audience, language to attract them and the cadence to message them.

- **Paid Social Advertising:** Create and execute social media campaigns across Facebook, Instagram, Pinterest and Twitter to help you get in front of your target audience. Hawkins International will optimize to ensure the best ROI.
- **SEO / SEM:** Assist in identifying your brand key words and work them into your 360 marketing plan helping you increase your rank and visibility.
- **Display Advertising:** Beyond social media, Hawkins International will help you identify the best places to deploy your digital marketing spend.
- **Website Audit:** To ensure the best user experience for your customer, Hawkins International will audit your website and make specific recommendations to ensure your digital advertising drives users to an engaging destination that encourages conversions.



À LA CARTE SERVICES

- **Virtual Media Appointments:** We'll connect you with media for one-on-one conversations to share updates from your hotel and discuss story opportunities.
- **Virtual Roundtables:** We'll assemble a group of target media, influencers and advisors, and work with you to share hotel updates and trends.
- **Branded Webinars:** Plan and organize a webinar or virtual town hall to share updates and industry expertise with your audience - from media to travel advisors. We will source moderators, plan discussion topics and talking points, create an invitation and conduct outreach.
- **Writing Support:** From blog content, white papers, bylines and press releases, our Editorial Director is available to draft and edit written materials.
- **Social Media Audit:** Our team will do a one time review of up to three social channels and provide an outline of recommended social optimizations and content series suggestions.
- **Social Media Strategy Development:** We will create a one time strategy outlining best practices tailored to your property as well as how-to guides and templates, for up to three platforms.





BUNDLE OFFERS

Creatively maximize sister hotels for a value-added impact:

- **Better Together:** We'll work with a collection of non-competitive hotels to “cluster pitch” their news. Working with all properties to develop timely programming, we'll pitch the news together to secure trend-driven stories in target media outlets.

This bundle is ideal for multiple hotels under the same management company, brand or other consortium who are eager for media exposure this summer, but don't have the budget for a dedicated PR retainer.

- **Community Coverage:** Media are eager to cover travel from a destination perspective this summer—whether that's drivable locations with a wellness focus, or off-the-beaten path, outdoorsy destinations. We'll work with multiple establishments within a destination to assemble an unofficial CVB, leveraging news from each business to pitch impactful stories to the media.

This bundle is ideal for neighboring hotels, restaurants and other tourism companies that are eager to attract travelers to their destination this summer.

- **Operation Expertise:** Hospitality staff are shrinking but it's never been more important for businesses to stay actively engaged with their guests and community. We can guide your team members as they take on new communications roles, developing a custom, empowering coaching plan that prepares your team leaders to approach the “new normal” with confidence this summer.

This project is perfect for brands who need help training employees to take on new responsibilities in social media, marketing and communications.



CREATIVE RE-ASSESSMENT

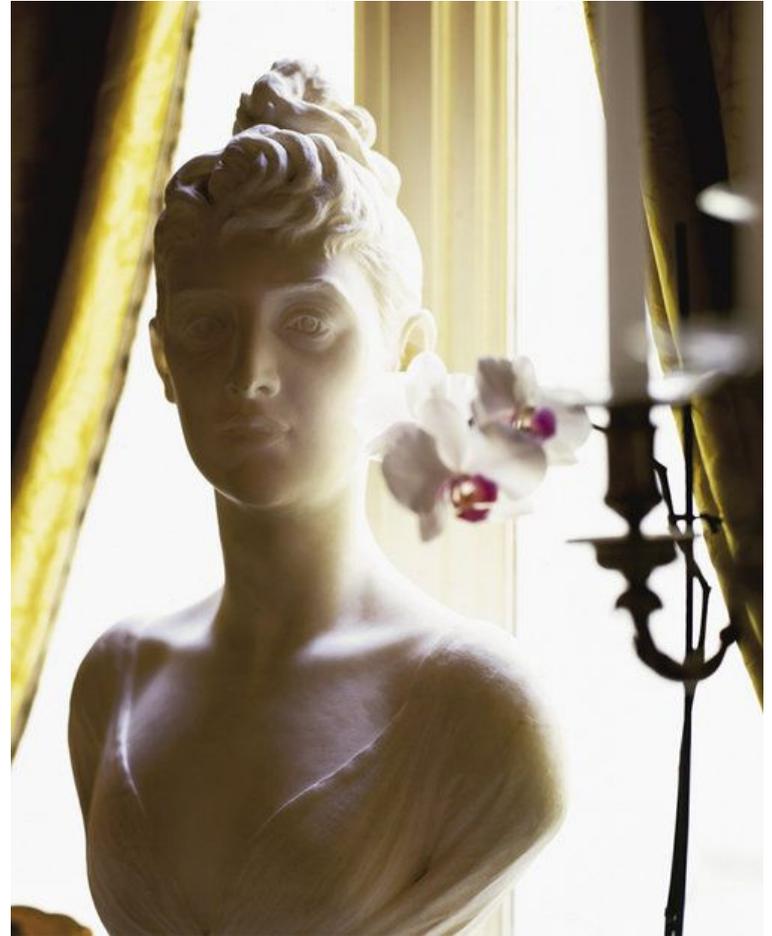
Let us help you look at your brand through a new lens by delving deep into your marketing strategy and message. During this 90-day project, our team will help you:

- Adjust your unique selling propositions and key message for a new mindset
- Developing new creative assets based on the re-assessment.

We can help you plan and execute...

- **A Brand Refresh:** Is now the time to give it a new look? Let us guide you.
- **A Launch Campaign:** What's the right message for your brand and for the moment? We'll help you crystalize your message and plan for an effective rollout.
- **Audit of Existing Materials/Collateral:** What needs to be updated and how? We will thoroughly evaluate your assets and help you give them a timely refresher.

*Performed in conjunction with our partners at
Hutchinson Consulting.*





CULTURE IS KING

Equip your frontline team as your biggest brand advocates and service specialists.

We will work with you to ensure your team has been trained to maximize your potential revenue and meet the evolving needs of travelers.

Team building, training and talent:

Sales training for your front line staff and reservations agents:

- Adjusting scripting to meet the new expectations
- Ensuring that your USPs are captured in the sales process to increase conversions

Talent management strategy:

- Evaluating your organization chart
- Reviewing your compensation program
- Revamping job descriptions to ensure compliance with new rules and regulations
- Recruiting top talent in the hospitality industry

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**THE TEAM
TO MAKE IT HAPPEN**

MEET HAWKINS INTERNATIONAL

- Travel-Loving, Media-Knowing Experts
- Creative, Award-Winning Story Tellers
- Laser-Focused Brand Builders
- Integrated / Traditional Meets Social
- The Agency Who Moves You Forward
- Global Thinkers and Local Activators
- Bi-Coastal Offices with National Reach





SCHEDULE A 30-MINUTE CONSULTATION WITH A HAWKINS PRO TODAY.

For more information and pricing
on our services, please contact
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