



## Revenue Management – The Podcast

### A Scientific Creative Approach To An Integrated Commercial Strategy

Welcome to Hospitality Highlights! In this 28th episode of the ThinkUp Podcast, host Lily Mockerman talks with Jenny Poff, owner of Presque Isle Designs, a boutique marketing and advertising agency based out of Erie, Pennsylvania.

#### Highlights from this episode

**Lily:** You mentioned having to really dig through data in your work with hospitality. What kinds of data did you look at to help drive the business objectives, and how did the customer profile data impact marketing strategies?

**Jenny:** We really dug into the data. I wanted to see what the average day was – their frequency rate, their booking window, where they were coming from, what kinds of people. We dove into this over 200,000-person database. Our goal was to uncover patterns in the guests' purchasing and stay behavior. The result was a customer profile dashboard which broke it into buckets. I started filling the buckets with patterns, similar purchase behaviors. Now, what did we do with that data? What did that tell us? In the marketing side of things, it generated specific strategies.

#### Lily and Jenny go on to discuss:

- Jenny's different approaches: a consultive and management approach; a scientific, creative approach; an intentional, data-driven approach.
- The results achieved within the data-driven marketing approach.
- Other changes Jenny implemented to help the marketing program in her hospitality role.
- Jenny's top 3 tips for revenue managers and marketers alike to embrace an integrated strategy .

For questions or to contact Jenny:

[JennyPoff.com](http://JennyPoff.com)

[LinkedIn](#)

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For questions on this episode or any other revenue management related topics, you can send them to us at [info@thinkupenterprises.com](mailto:info@thinkupenterprises.com).