





## **HOSPITALITY DIGITAL MARKETING ESSENTIALS: A Field Guide for Navigating Today's Digital Landscape, 6th Edition**

In 2012, HSMAI launched the Certified Hospitality Digital Marketer (CHDM) certification, the first-ever digital marketing certification program exclusively for the hospitality industry. Created by hoteliers for hoteliers, the CHDM recognizes digital marketing professionals for their expertise in leveraging digital channels to maximize online revenues.

Today more than 1,000 people in 33 countries hold their CHDM certification. CHDMs carry many titles including: Director of eCommerce, Director of Sales & Marketing, Director of Revenue Management, Corporate & regional hotel marketer, Agency employees who want to upskill on the digital field in hospitality, General Manager, Asset Manager, and Owner.

Hotel brands, management companies, ownership groups, agencies, training companies, and hospitality schools use the CHDM study guide — *Hospitality Digital Marketing Essentials* — to educate industry stakeholders about digital marketing.

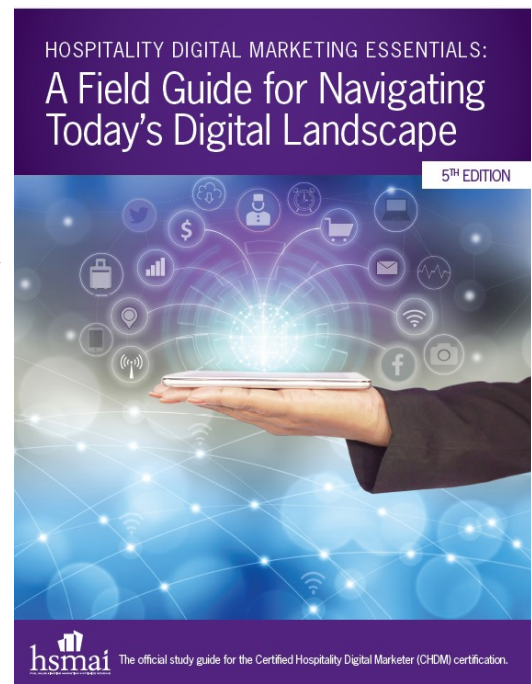
The CHDM certification and study guide solidly positioned HSMAI as *the* professional society for digital marketing education and the neutral source for navigating the complex web of digital strategies. This is *the* certification for hospitality sales, marketing, and revenue management professionals who want to:

- Demonstrate their proficiency globally
- Expand their current role or move into a digital role
- Upskill and become more proficient
- Better understand how digital marketing intersects with and impacts their areas of responsibility

Annually, thousands of copies of the study guide are distributed around the globe to reside on the desks of corporate hotel executives, general managers, revenue managers, directors of sales and marketing, and many hotel industry partners.

HSMAI is excited to that this new 6th edition of the study guide is being developed through the global collaborative efforts of the HSMAI Marketing Advisory Boards in the Americas, Europe, and Asia-Pacific regions.

The 6th edition will be published in the third quarter of 2021.



To discuss available opportunities and secure your placement, please contact:  
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### Objectives of the CHDM Certification & Study Guide:

- ◇ Increase the digital marketing proficiency & effectiveness of hoteliers across disciplines... so that they can be smart about maximizing revenues
- ◇ Fill the pipeline with talented people who have the skills and knowledge to contribute to hotel digital marketing efforts
- ◇ Fast-track the learning of people with digital responsibilities in hotels by providing the theory and best practices behind the tactics
- ◇ Provide career path guidance and opportunities for personal growth to hotel sales, marketing, and revenue management professionals

### Featured sections of the 6th edition:

- ◇ Hospitality Digital Marketing Essentials
- ◇ The Current State of Online Distribution
- ◇ The Digital Marketing Funnel
- ◇ Owned Media:
  - Hotel Website
  - Content & Merchandising
  - Mobile Websites & Marketing
  - Search Engine Optimization (SEO) for Hotels
  - Rich Media
  - Voice Search & Chatbots
  - Email Marketing
  - Customer Relationship Management (CRM)
  - Loyalty and Recognition
  - Digital for Pre-Stay, On Site, and Post Stay
- ◇ Earned Media
  - Social Media
  - Public Relations
  - Reviews & Reputation Management
- ◇ Paid Media
  - Paid Search
  - Programmatic Display Media
  - Affiliate Marketing
  - Metasearch
  - Social Media & Native Advertising
  - OTA Paid Media
- ◇ Digital Intermediaries
  - Online Travel Agencies (OTAs)
  - Group Intermediaries
- ◇ Trending Topics
  - Location-Based Marketing
  - Virtual Reality, Augmented Reality, & 360 Views
  - Artificial Intelligence (AI)
- ◇ Measuring & Managing Digital Performance
  - Website Analytics
  - Analytics & Attribution Modeling
  - Vendor Management



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### **ABOUT THE AUTHORS**

### **ACKNOWLEDGEMENTS**

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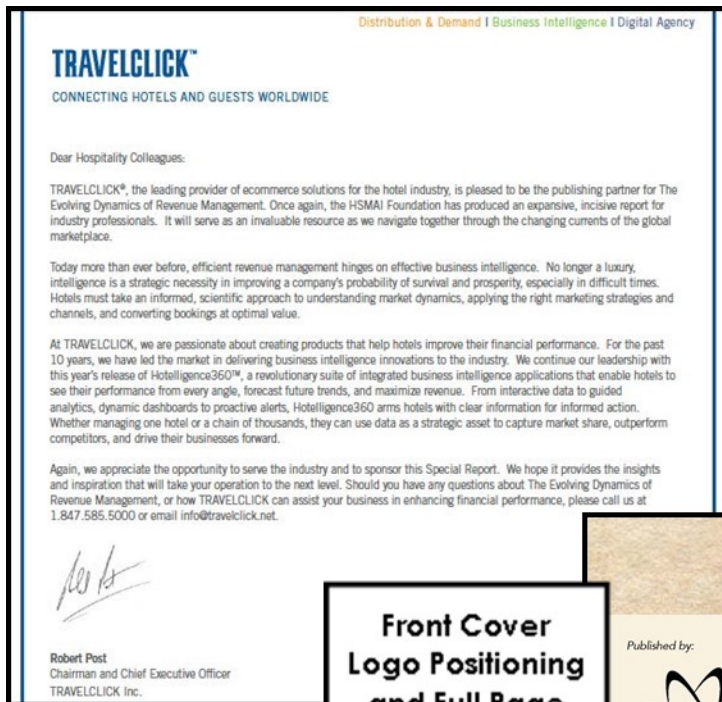




HSMAI is seeking hotel and partner companies to support the production of the CHDM study guide by purchasing a bulk supply of the printed publication for internal and external distribution at a special pre-publication price.

**COVER TITLE PARTNER** (3 available)

- + Premium logo positioning on front cover
  - + Full page welcome letter inside publication
  - + Recognition as a "Title Partner" on inside front cover
  - + Company receives 50 printed copies of the publication to distribute to corporate teams and clients
  - + Acknowledgment as a "Title Partner" on the publication website page with logo
- Cost: \$5,000 USD



**Front Cover  
Logo Positioning  
and Full Page  
Welcome Letter**



**SUPPORTING PARTNER**

- + Logo positioning on back cover
  - + Recognition as a "Supporting Partner" on inside front cover
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- Cost: \$2,500 USD

**Back Cover Logo  
Positioning**



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### **Certified Hospitality Digital Marketer (CHDM) study guide, 6th Edition**

- Cover Title Partner (50 copies) - \$5,000
- Supporting Partner (25 copies) - \$2,500
- Supporting Partner (10 copies) - \$1,000

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### **CANCELLATION & PAYMENT POLICY**

Authorized signature signifies commitment to pay for service as stipulated herein. All requests are final. Full payment must be made in U.S. dollars drawn on a U.S. bank and received no later than August 31, 2021 in order to receive benefits and recognition. HSMAI reserves the right to resell and/or reassign positioning opportunities at its sole discretion for reservations that are not paid by the deadline date.

Supporter partnerships will be accepted through August 31, 2021.



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