

November 2023

Use of AI in Digital Marketing

HSMAI Curate



Leveraging AI in Hospitality Marketing

1. Optimizing for Google's AI-driven Search Generative Experience
2. Using AI Content Generation – Content Intelligence, Generation, and Measurement
3. Image Ranking and Prioritization – based on Google's Vision API and Quality Guidelines

Use of AI in Discovery

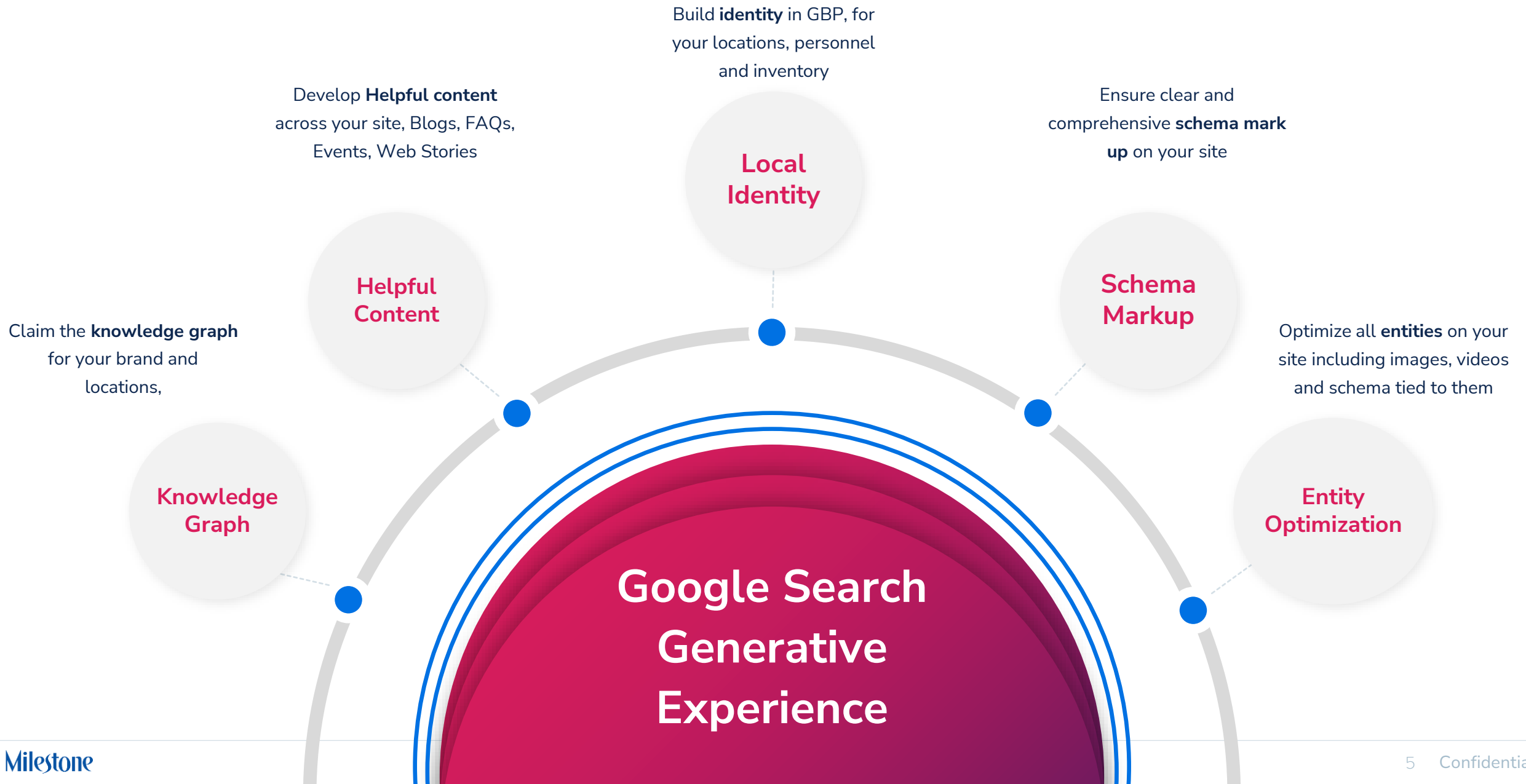
Optimizing for Google's Search Generative Experience

Challenge: How to Leverage Google's Search Generative Experience

Google search results for "palo alto creekside inn". The search bar shows the query and navigation options like "Converse", "Maps", "Reviews", "Images", "Directions", "Photos", "Restaurant", "Shopping", and "Pool". The main content area features a generative AI summary: "Creekside Inn is a boutique hotel in Palo Alto, California. It's located at 3400 El Camino Real, in the Barron Park neighborhood. The hotel is situated along Matadero Creek, surrounded by gardens and oak trees." Below this, there's a "Location" section with a dropdown menu and a list of nearby landmarks: "15 minutes from Stanford University and San Francisco Bay", "3 miles from the main Stanford Hospital", "2.2 miles from Stanford Stadium", and "Near a train station". An "Amenities" section states: "Creekside Inn has an outdoor pool. Some say the rooms are nice and the grounds are well kept." A "Contact" section provides the phone number: "You can call Creekside Inn at (650) 493-2411." A large image of the hotel is shown at the bottom. To the right, there are three small image thumbnails with captions: "CREEKSIDE INN - 3400 El Camino Real...", "Creekside Inn: Comfortable Hotel in Palo...", and "Creekside Inn in Palo Alto - Hotels.com". A green arrow points from the bottom of the page up to the middle thumbnail.

Google search results for "sea world orlando". The search bar shows the query and navigation options like "Converse", "Images", "Maps", "Photos", "Rides", "Ticket", "Videos", "Hours", and "News". The main content area features a generative AI summary: "SeaWorld Orlando is a theme park and marine zoological park located at 7007 Sea World Drive, Orlando, FL 32821. It was founded in 1973 and is owned and operated by SeaWorld Parks & Entertainment." Below this, there's an "Attractions" section with a dropdown menu and a list of items: "12 rides, including Mako, Manta, and Pipeline: The Surf Coaster", "13 major exhibits, including Wild Arctic, Dolphin Nursery, and Shamu: Close Up", "Marine life shows", "Aquariums", and "Up-close encounters with dolphins, penguins, and more". An "Amenities" section states: "LGBTQ friendly, Luggage storage, Help desk, Family friendly, Play area for children. Onsite bar." To the right, there are three small image thumbnails with captions: "SeaWorld Entertainment Website Security", "Health and Safety Commitmen...", and "Seaworld Orlando Park Hours -...". A green arrow points from the bottom of the page up to the middle thumbnail.

Future Proof for Google Search Generative Experience



Demo of Google Search Generative Experience for Hotels

The screenshot shows a Google search for "portola hotel and spa". The search bar includes the Google logo, the search text, and icons for voice search, image search, and search. Below the search bar are filters for "Converse", "Maps", "Directions", "Rates", "Deals", "Rooms", "Images", "Reviews", and "Restaurant". A "Generative AI" banner states "Generative AI is experimental. Info quality may vary." with a hand cursor pointing to it.

The search results for "Portola Hotel & Spa at Monterey Bay" include:

- Business listing: "Portola Hotel & Spa at Monterey Bay" with URL "https://www.portolahotel.com".
- Summary: "Portola Hotel & Spa at Monterey Bay: Monterey Hotels Near ...".
- AI-generated text: "What are some of the top amenities at Portola Hotel & Spa? You've visited this page many times. Last visit: 6/23/23".
- Related links: "Monterey Bay Hotel| FAQs| Portola Hotel & Spa at Monter...", "Spa on the Plaza", and "Amenities & Services".
- Price checker: "Portola Hotel & Spa at Mont... | Check prices for your dates" with a price range from \$383 and an average of \$441.
- Detailed listing: "Portola Hotel & Spa at Monterey Bay" with a 4.3-star rating (3,020 reviews), a "CHECK AVAILABILITY" button, address "Two Portola Plaza, Monterey, CA 93940", and phone "(831) 649-4511".

Generative AI in Content Intelligence and Generation

Challenge: How to improve content velocity affordably



Content Intelligence

Recommended best topics and content ideas based on the brand's search visibility and competition

Milestone

Dashboard

Topic Ideas

Articles

Social Posts Coming Soon

Images Coming Soon

Settings

Support

New Competitive Rich Results

Filter

Total Ideas [?]
1.9K

Search Volume [?]
4M

Traffic Share [?]
95%

Traffic Opportunity [?]
1M

Top Topic Ideas

[View More](#) →

Sort By ▾

Marine Life 🔥 ⋮
Core Topic: Monterey Bay Aquarium

Search Volume	Difficulty
4.4K	Low
Traffic Share	Traffic Opportunity
1.27%	1.5K

✓ Mark as Done 🚀 Generate with AI

Monterey Bay Aquarium Life Cam 🔥 ⋮
Core Topic: Monterey Bay Aquarium

Search Volume	Difficulty
1.3K	Low
Traffic Share	Traffic Opportunity
1.05%	448

✓ Mark as Done 🚀 Generate with AI

Santa Barbara Zoo ⋮
Core Topic: Santa Barbara

Search Volume	Difficulty
33k	Medium
Traffic Share	Traffic Opportunity
0.50%	11K

✓ Mark as Done 🚀 Generate with AI

Longest Suspension Bridge 🔥 ⋮
Core Topic: Golden Gate Bridge

Search Volume	Difficulty
1.3K	Medium
Traffic Share	Traffic Opportunity
1.70%	848

✓ Mark as Done 🚀 Generate with AI

Venice Beach ⋮
Core Topic: Santa Monica Pier

Search Volume	Difficulty
90K	Medium
Traffic Share	Traffic Opportunity
0.23%	30K

✓ Mark as Done 🚀 Generate with AI

Neptune Pool 🔥 ⋮
Core Topic: Hearst Castle

Search Volume	Difficulty
1.9K	Low
Traffic Share	Traffic Opportunity
0.84%	655

✓ Mark as Done 🚀 Generate with AI

Whale Watching ⋮
Core Topic: Carmel By the Sea

Search Volume	Difficulty
27K	Medium
Traffic Share	Traffic Opportunity
0.84%	9K

✓ Mark as Done 🚀 Generate with AI

Aquarium of the Pacific ⋮
Core Topic: Whale Watching

Search Volume	Difficulty
110K	Medium
Traffic Share	Traffic Opportunity
0.55%	37K

✓ Mark as Done 🚀 Generate with AI

Created Content Generation for Brand

- Sophisticated prompt engineering to generate unique content based on
 - Brand Voice
 - Tone
 - Target Personas
 - Customer Intent and Stage of Customer Journey
- Multi-use output: Website, Local Posts, Social, Ads, FAQs
- Smart publishing
 - Seamless publishing with integration into 3rd party CMS - (HTML/JSON)
 - Natively publish to Milestone CMS

The screenshot shows a user interface for "AI Powered Content Generation". At the top, there is a title "AI Powered Content Generation" and a subtitle "Write articles with our advanced AI writing assistant". Below this, there is a text input field for "What's the topic of your article?" containing "Hollywood Park Casino". Underneath is a "Selected keywords" section with two tags: "hotel near sofi stadium" and "laxwifi", followed by an "Add More Keyword" button. A toggle switch for "Do you have a content brief?" is currently turned off. To the right of the toggle is a link for "Advanced Settings". Below the toggle is a "Select Language" dropdown menu set to "English (US)". The "Select Tone" dropdown menu is set to "Informative". The "Target Audience" section includes three dropdown menus: "Gender" set to "All", "Age Group" set to "Young Adult (25-35)", and "Interests & Persona" set to "Families". At the bottom of the interface, there are two buttons: "Create Outline" and "Generate Article".

Content Generation

The image displays three overlapping screenshots from the Milestone CMS content generation workflow:

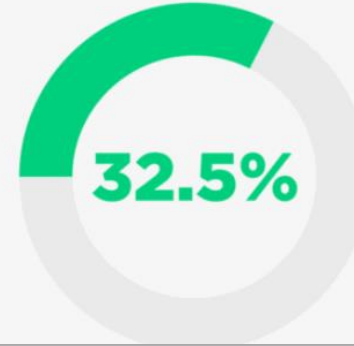
- AI Enabled Content Writer:** A window titled "AI Enabled Content Writer" with a text input field for "What's the topic of your article?". Below it, a draft article titled "Experience the Breathtaking Magic of Yosemite Valley Winter" is shown. The article text reads: "The Allure of Yosemite Valley in Winter. The winter season often conjures images of snow and ice, fireplaces and hot cocoa, and family get-togethers. But for those looking for adventure, winter can offer some of the most beautiful and unique experiences, none more so than a visit to Yosemite Valley in the winter season. From snow-covered trails to crisp, clear skies, Yosemite Valley in winter is a sight to behold." A "Regenerate with AI" button is visible.
- SEO Checklist:** A sidebar panel titled "SEO Checklist" showing a "SEO Score" of 78%. It lists several items: "Insert Outbound Link (1/1)", "Use Keyphrase in URL", "Use Keyphrase in Meta Title", and "Insert 2 Sub-Headers (4/2)".
- Milestone CMS Image Gallery:** A tablet view of the Milestone CMS interface showing a gallery of images. A "Safe Search" overlay is visible, displaying an "Image Quality Score" of 99 and a color-coded scale from Poor to Excellent.

- Provides first draft of content for routine topics saving up to 85% time
- Sophisticated prompt engineering
 - Fine-tuned industry modeling
 - Custom enterprise models
- Image optimization
 - AI-based image ranking
 - AI-based alt-text generation
- Multi-use output: website, local, social, ads
- SEO checklist to maximize discoverability
- Smart publishing
 - Natively publish to Milestone CMS
 - Export fully SEO-enhanced content (HTML/JSON)

Use of AI In Optimizing Images

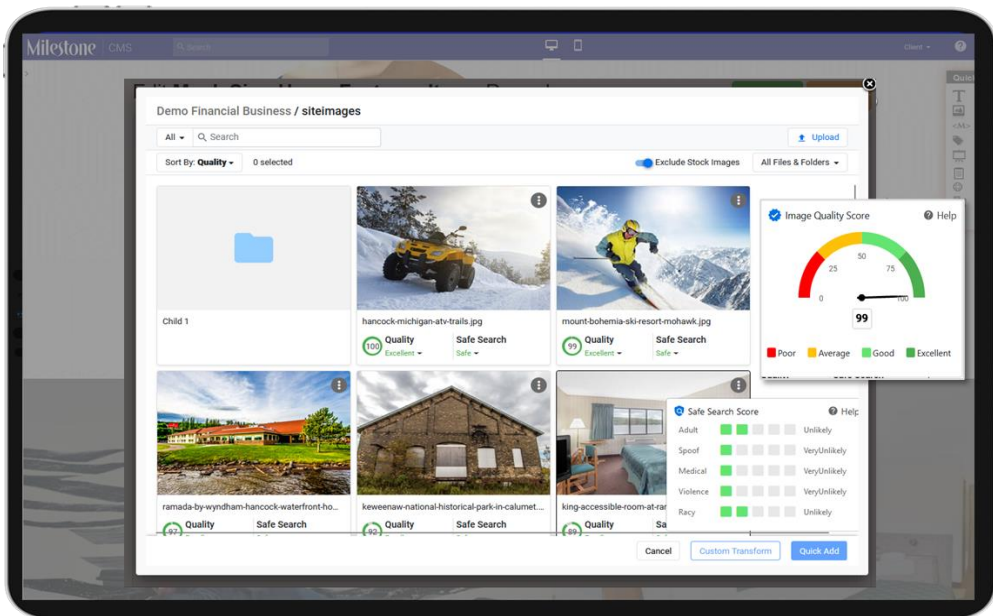
Challenge – How to Leverage AI to Help with Image Optimization

- 27% of searches across ten major search properties are for images
- 62% of Millennials prefer visual search to any other technology



32.5% of pages that rank in Google Lens have a keyword in their title tag that matches the search image's Google Vision label

Solution: Visual Search Optimization of Property Images using Google Vision API



+15%

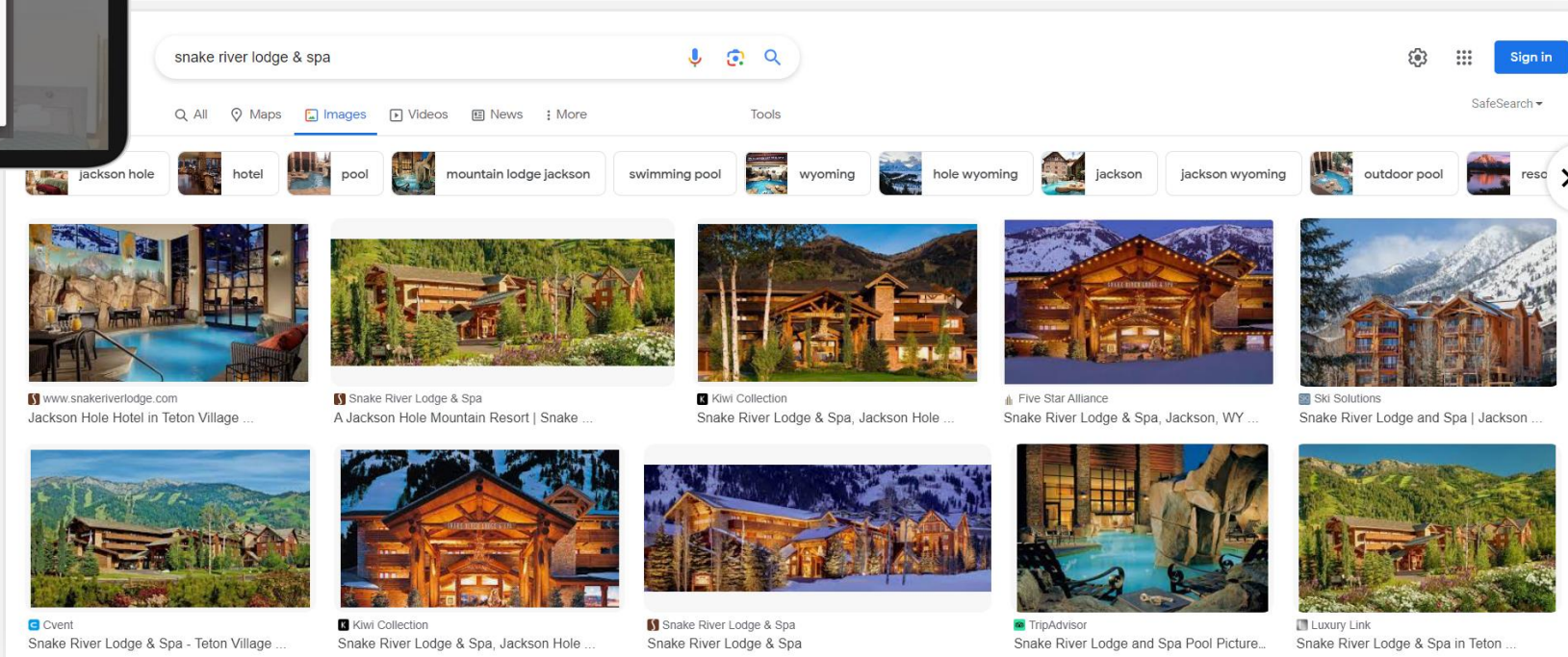
increase in organic impressions YoY

+48%

increase in organic sessions YoY

+702%

growth in image search impressions



Thank You