

WHY HEBS DIGITAL - EXPLAINED BY HOSPITALITY INDUSTRY LEADERS



NICOLE FERRER

Corporate Director of Sales & Marketing, Triumph Hotels

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What distinguishes HeBS Digital?

What distinguishes HeBS Digital from similar companies, is their ability to set and/or stay ahead of the trends, they are relevant to what is happening in the market. HeBS is committed to developing new initiatives to keep Triumph ahead of the competition. New York City is an extremely competitive market and Triumph is a small brand compared to some of the larger players in the city. We really need to have that edge and HeBS Digital gives us that.

What do you like most about working with HeBS Digital?

I think what I like most about working with HeBS is the team. They are so professional and creative, and what I like about the company is that they are one-stop shopping for our digital marketing needs. With all our initiatives being created and produced at HeBS, we know that the creativity and flow of all of our campaigns will be cohesive.

What advice would you give a hotel company that's evaluating a digital technology and marketing firm?

I would recommend do your due diligence and research the company. Look to see what affiliations they have and what awards they have won. When you interview agencies have specific questions and communicate your goals and expectations. That's what we did with HeBS Digital and it has worked out well for us.

What were the main challenges you were facing that HeBS Digital helped with and/or solved?

About four years ago when we came to HeBS Digital, one of our biggest challenges, was that we were in our infancy stage as a brand. Our goal was to bring our seven hotels under one umbrella but still keep their individuality and personalities. With HeBS Digital we were able to accomplish this through our website design. They helped make the brand cohesive while maintaining each hotels' distinctive character by creating a singular template that could be customized by each hotel.

What do you like most about working with HeBS Digital's consultants/account managers?

They really are partners with us. They are genuinely interested in identifying our goals and fulfilling our expectations for each initiative. They are not just interested

in selling us something. There are times when I will say “Why aren't we doing that?” and my account manager will be very honest with me and tell me that it's not a good fit for what we are looking to do or if it is a good fit, they will sit down and put together a plan and I know I can trust what they are proposing. I also like that they speak to you on your level. I have learned a lot about digital marketing, including the statistical and analytical piece - they truly took the time to explain everything in a way that it all made sense.

What HeBS Digital products or services have positively impacted the bottom line?

Our brand-level multi-channel campaigns have broadened our reach and we have seen great bottom line results.



A New York native, Nicole is a hospitality industry veteran with over 25 years of experience in hotel sales, marketing, catering sales, revenue management, restaurant management and banquet operations. Starting her career in banquet, wedding, and restaurant management, Nicole forayed into corporate sales at Danfords Hotel & Marina located in Port Jefferson, NY, where she was the Director of Sales & Marketing for six years. Her roles thereafter included four years as the Director of Sales & Marketing at the Desmond Tutu, Hotel and Conference Center in New York City and Director of Sales & Marketing at The Iroquois New York Hotel in midtown Manhattan before a promotion to her current position as Triumph's Corporate Director of Sales & Marketing. In each post, Nicole has consistently met and surpassed revenue goals, increased ADR, and developed and implemented strategic marketing initiatives. In her present role as the Corporate Director of Sales & Marketing for Triumph Hotels, Nicole is overseeing sales and marketing efforts for the brand as well as the seven hotels under the Triumph umbrella.

