

WHY HEBS DIGITAL - EXPLAINED BY HOSPITALITY INDUSTRY LEADERS



BILL LINEHAN

Executive Vice President, Chief Marketing Officer, RLHG

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What do you like about working with HeBS Digital?

Where do I start? Is it the people, the performance, the knowledge transfer, the thought leadership? They are a virtual team member and partner to my company.

In their office you see a different culture, one focused on the customer and everyone understands digital marketing. Everyone contributes no matter what their role is and we are all brainstorming and putting together a wonderful campaign or plan. The team within HeBS Digital is incredibly easy going to work with and extremely intelligent in coming up with innovations and creative ideas on how to go about capturing more market share.

What distinguishes HeBS Digital?

Their ability to truly understand the hotelier and the hospitality business. When I say HeBS Digital “gets it” I am referring to their understanding on how to capture consumers in an authentic way. They understand our business and our marketplace.

How has working with HeBS Digital impacted your role at your company?

As Chief Marketing Officer, one of the most critical things I can do is assemble a great team. Embracing the concept of utilizing other expertise is essential to the entire organization and to the operations at Red Lion. HeBS Digital really embraces that concept; they are fully engaged in our business and play a big part in our organization.

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

In our agency search we looked for things such as an understanding of our business and a demonstrated ability to be innovative in the ever-changing world of hospitality digital ecommerce. We also looked at their ability to work with us as a team member and not as a vendor. And that is where we found HeBS Digital really stood out.

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

I think it is really important to not just look at past successes and their involvement in that area of expertise but really an understanding of what their clients are like. If the client is really driving the right objectives then the agency can

start to deliver those. What we did when we were looking for an agency is really look at how they achieve specific client objectives; that is what starts to determine one from another.

What did you experience early in the relationship that told you that you made the right decision?

We wanted to have a website that allows us to have more perpetual merchandising, to be able to promote and truly exercise ecommerce on every single page within the website. Our previous website did not allow for that. Within months of launching our new website on HeBS Digital's Content Management System, the smartCMS, we won an award. Every day HeBS Digital is collaborating with us on how to drive guests to our hotels and allows us to focus more on the consumer experience at the hotel.



Linehan joined RLHC in early 2014, bringing more than 25 years of hospitality experience to the role. Previously he was Chief Marketing Officer and Managing Director at Richfield Hospitality and Sceptre Hospitality Resources where he led the sales, marketing and resource management activities surrounding the company's portfolio of hotels and resorts. Prior to that, he was Vice President of Global Marketing for InterContinental Hotels Group where he established the marketing to re-launch seven IHG brands to the development community. Linehan also previously served as Global Vice President of Marketing, Brand Alignment and Partnerships for Starwood Hotels and Resorts and held sales and marketing positions with both Hyatt and Sheraton.



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