

WHY HEBS DIGITAL - EXPLAINED BY HOSPITALITY INDUSTRY LEADERS



DOUGLAS BROOKMAN

Director of Operations, Empire Hospitality Group

“The industry has changed significantly in terms of digital marketing and HeBS Digital has contributed to that success.”

What do you like about working with HeBS Digital?

I've known Max and Jason now for over 13 years. They were really the inventors of what digital marketing and web development is to hotels. HeBS Digital has created a large awareness for the hotel industry to understand why they need SEO, why they need digital marketing, and why the industry needs to invest in the online channel. The industry has changed significantly in terms of digital marketing and HeBS Digital has contributed to that success.

What distinguishes HeBS Digital?

I believe that a company that focuses on its core values will always be successful. And HeBS Digital does that. They understand hospitality. They understand the specific needs of a boutique hotel compared to a 2000-room Hilton. They focus all their research and development in the digital marketing space, on social media and various web solutions, that is what makes them a leader in this industry and why we went with them.

When evaluating digital technology, website and marketing providers, why did you decide to select HeBS Digital as your partner?

We are a boutique Hotel Company with 8 hotels in New York City including the first company to open a luxury affordable property in the South Bronx. Each of our properties is unique. What we realized was that our website really needed to be overhauled. We were not doing enough digital marketing and optimization on our current sites that we needed to. As everybody knows New York City continues to add more supply so we are in an incredibly competitive market. We are currently developing new properties and wanted to work with a digital company that we felt could make us more competitive and get our message out.

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

I am in the hotel business – this is a 24-7 operation. HeBS Digital is a big company but what makes them unique is the ability to be customer-focused and maintain a level of intimacy with their clients. I can pick up the phone and speak to my account manager. They make my day fun and I've built a great relationship and trust with my account managers at HeBS Digital. They are professionals,

extremely knowledgeable of the industry, incredibly patient with me, and perform an excellent job. Having an account management team to turn to and a team leader who takes the time to explain, to ask the right questions, and provide insight and even get us thinking makes me excited to be working with HeBS Digital.

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

Our websites were successful over the years but we saw that the marketplace was changing and becoming more competitive. We needed to partner with a company that understands the digital channel, understands the industry, and is qualified to work with us to get to where we need to be. I have learned that a website is more than just pretty visuals; there is a lot that goes into building a website and a direct revenue channel. A lot goes into the infrastructure of the site and the technology behind it. We needed a company that understands how to reach a global audience and that is why we went with HeBS Digital.



Douglas Brookman joined Empire Hotel Group in 2004 as the General Manager of The Lucerne Hotel bringing years of hospitality, sales, marketing, and operations experience with him. Since his tenure with Empire Hotel Group, Douglas has opened two additional boutique hotels for the group and has been promoted to Director of Operations for the company.

Prior to joining Empire Hotel Group, he had worked for Kimpton, Affinia and Hilton Hotels. During his tenure with these companies he has successfully worked in numerous roles in Operations, Sales and acquisitions and development.

Douglas has been recognized by his peers for his strong entrepreneurial spirit, creative problem solving skills and solid revenue management acumen.

