



 E-COMMERCE WEBINARS

EPISODE 14

# Shaner Digital + Graphic Design

DAVE KOPAC / BRITTANY BIDDLE

SEPTEMBER 17 2024

# Agenda

- E-Commerce Department Structure
- What is Shaner Digital?
- How Do I Access It?
- Collateral/Marketing Request Process
- Sample Pieces
- Graphic Design Overview
  - Who does what?
- Q&A



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Meet the team + our new team member!

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# Welcome Emalee!



- Based out of Pensacola, FL
- Graduate of University of West Florida
- Former DOM at Pensacola Bay Center and Innisfree Hotels

# New E-Commerce Department Structure

E-Commerce Managers will now be regionalized...kind of



**Alison Waldon**

## Properties

Playa Largo Resort

Faro Blanco Curio Resort

Courtyard Faro Blanco Resort

# New E-Commerce Department Structure



**Brittany Biddle**

## Properties

French Leave Resort

Hilton Aventura

Le Meridien Atlanta

Courtyard Hershey

Carnegie House

Toftrees Golf Resort

Pine Barn Inn

DoubleTree Huntington

Fairfield Inn State College

SpringHill Suites State College

Hampton Inn State College

Holiday Inn Express State College

Hampton Inn Hershey

Fairfield Inn Lewisburg

Fairfield Inn Harrisburg Airport

Fairfield Inn DuBois

Fairfield Inn Lebanon

Fairfield Inn Mechanicsburg

Fairfield Inn Towanda

# New E-Commerce Department Structure



**Sunny Burleson**

## Properties

Inn At Bellefield

AC Dublin

Art Ovation Hotel

Moxy Columbus

SpringHill Jacksonville Beach

Residence Inn Norwalk

Wellsworth Hotel

Hotel Don Fernando

DoubleTree Neenah

Fairfield Inn Jacksonville Beach

TownePlace Columbus

SpringHill Suites Dublin

Home2 Suites Dublin

Hampton Inn Taos

Homewood Columbus

Courtyard Homestead

Hampton Inn Homestead

TownePlace Homestead

Holiday Inn Jacksonville

Sleep Inn Port Charlotte

# New E-Commerce Department Structure



**Emalee Bush**

## Properties

AC Dayton

Daytona Autograph

Marriott Buffalo

Fairfield Inn Daytona Beach

Fairfield Inn Delray Beach

Courtyard Fort Lauderdale

Courtyard Madeira Beach

Residence Inn Tierra Verde

Fairfield Inn Dayton

Homewood Suites Daytona Beach

Comfort Inn Newark

Residence Inn Philadelphia

SpringHill Suites Philadelphia

Marriott Durham

Courtyard Baltimore

Courtyard Glassboro

Courtyard Hamilton

Seven Sebring Hotel

Courtyard Univ. of Delaware

# About Shaner Digital



Shaner Digital is your one-stop website for E-commerce needs and requests! Includes information on our team, collateral request forms, and additional resources!

Accessing it is simple! [www.shanerdigital.com](http://www.shanerdigital.com)

– or scan below!



# Shaner Digital Requests

- Email Marketing Campaigns
- Website/OTA Requests
- Property Messages
- Property Alerts
- Package Submissions
- Social Media Content or Ads
- Profile Access
- Marketing Collateral
  - Rack cards, fact sheets, event flyers, online banner ads, social media graphics, email signatures, etc.



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Food & Beverage Forms

# You forgot to mention catering menus!

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*These are under a separate page and are managed by Natalie's team!*

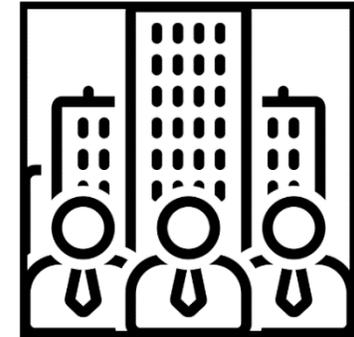
# Graphic Design Overview



**In-house design**



**Brand tools**



**External agencies**

# In-House Design

## In-house design

- “Free”
  - All hotels pay for the platforms & software
- Easily customized
- Follows all brand standards & guidelines
- Turn-around time can average 3-4 weeks due to high volume
  - Since 2022 when we opened our design account, we have pushed out 1,556 designs!

# DID WE DO GREAT FOR YOU?

Leave us a quick review on Trip Advisor by scanning the QR code.

We hope to see you again soon!



**DOUBLE TREE**  
by Hilton™

Welcome to downtown Huntington, where your stay can always begin with a warm welcome. Guests can enjoy a warm cookie and a warm smile upon arrival at our modern hotel. Our property is within walking distance of the shopping, dining, and entertainment of Pullman Square. Enjoy our restaurant, seasonal outdoor pool, and free WiFi. We also have 18,140 sq. ft. of venue space for meetings and events.

#### Amenities:

- 🚗 Valet Parking Offered
- ✈️ Airport Shuttle
- 🏊 Outdoor Pool
- 🏋️ Fitness Center
- 🏠 18,140 sq. ft. of Meeting Space
- 🍽️ Onsite Restaurant

#### What's nearby?

- 📍 Pullman Square 0.1 miles,
- 📍 Mountain Health Arena 0.4 miles,
- 📍 Marshall University 0.7 miles,
- 📍 Ritter Park 1.3 miles,
- 📍 Huntington Museum of Art 3 miles,
- 📍 Heritage Museum & Farm 5.1 miles,
- 📍 Tri-State/Milton J. Ferguson Field Airport 10.2 miles

304-525-1001 | 1001 3rd Ave, Huntington, WV



Host your holiday event at the new Inn at Bellefield, a luxurious resort nestled in the heart of Hyde Park, New York. With its elegant blend of historic charm and modern sophistication, the Inn offers a stunning backdrop for your celebration. Guests will be enchanted by the refined decor, personalized service, and meticulously curated menus. Set against the picturesque landscape of the Hudson Valley, whether it's an intimate gathering or a grand affair, the Inn at Bellefield promises a memorable holiday experience wrapped in comfort and style.

Host your holiday gathering with us and pick your complimentary perk:

- Coffee Station
- 5,000 Bonvoy Bonus Points
- Hydration Station
- A/V Included
- Dessert Display

**MARRIOTT BONVOY** Inn at Bellefield / Hyde Park | 125 Oak Viewway Pl, Hyde Park, NY 12538 | (845) 664-4750 | [COrepp@hilton.com](mailto:COrepp@hilton.com)



**HOTEL CELARE** MARRIOTT BONVOY 310 STRAIGHT STREET CINCINNATI, OHIO

# Brand Tools

## Brand Tools & Designs

- MI Studio & Hilton MarKIT
- “Free” for standard templates
- Not always completely customizable
- Follows all brand standards & guidelines
- Turn-around time varies

# External Agencies

## External Agencies

- Cost associated
  - Varies by agency and requested design
- Customized
- Turn-around time varies by agency and requested design.



Questions?