



Hilton

GRAND VACATIONS

Thank you

for reaching out to us and allowing us to participate in your review process.

We love the idea of being able to work with Hilton Grand Vacations. Working with our clients collaboratively to solve consumer and marketing challenges get us motivated to make an impact and ultimately generate true business value.

This deck provides perspective on our approach to your ask and is designed to give you full confidence that we'd be a great partner that will ultimately do one thing: **generate results.**

We pride ourselves in being a true partner with our clients. And we never rest on our laurels. Marketing, advertising and technology are constantly changing, and we make sure our solutions make the right statement and lead to the right actions.

There's a lot to cover here.

Let's jump in.

Everything you
need to know in
2 slides. 🙌

1.

Why we're the perfect fit for Hilton Grand Vacations.

From restaurants and spas to food & beverage and luxury wellness, we've helped destination brands drive traffic, bookings, and loyalty.

We've done it before—with brands like:

- P.F. Chang's, Vail Resorts, Hersheys Chocolate World, Texas Roadhouse, Carnival, Heaven Hill, Electric Pickle and many more
- Multi-location execution + local nuance, with national lift and brand awareness

Built to flex around your needs. Our model scales by outlet, channel, and market without sacrificing cohesion. It's modular, but never fragmented.

We integrate with your team—not compete with it. We plug directly into your brand and creative process, bringing clear communication, collaborative structure, and creative reinforcement where you need it most.



2.

We're not just capable – we're custom-built for this.

Leap Group's experience, structure, and team model directly align with the needs of this engagement.

- Persona-driven campaigns tailored by outlet type, audience mindset, and timing triggers
- Platform-specific execution across Meta, Google, OTT, and local channels
- Always-on testing + optimization to refine messaging, creative, and spend in real time
- Organic + SEO strategy that ensures your outlets show up when and where people are searching
- KPI framework that ties every dollar to bookings, traffic, and ROI

The Outcome:

Scalable, brand-safe executions that drive revenue across all resort experiences—while giving your internal teams a trusted partner.

We are a boutique advertising & media holding company.

Specialization:

Having specialized agencies allows us to provide a depth of expertise usually only found at large holding companies and agencies. No generalists here.

Scalability:

As much or as little as you need. Need just media? A video or a complete new website? Maybe a full service AOR? We got you.

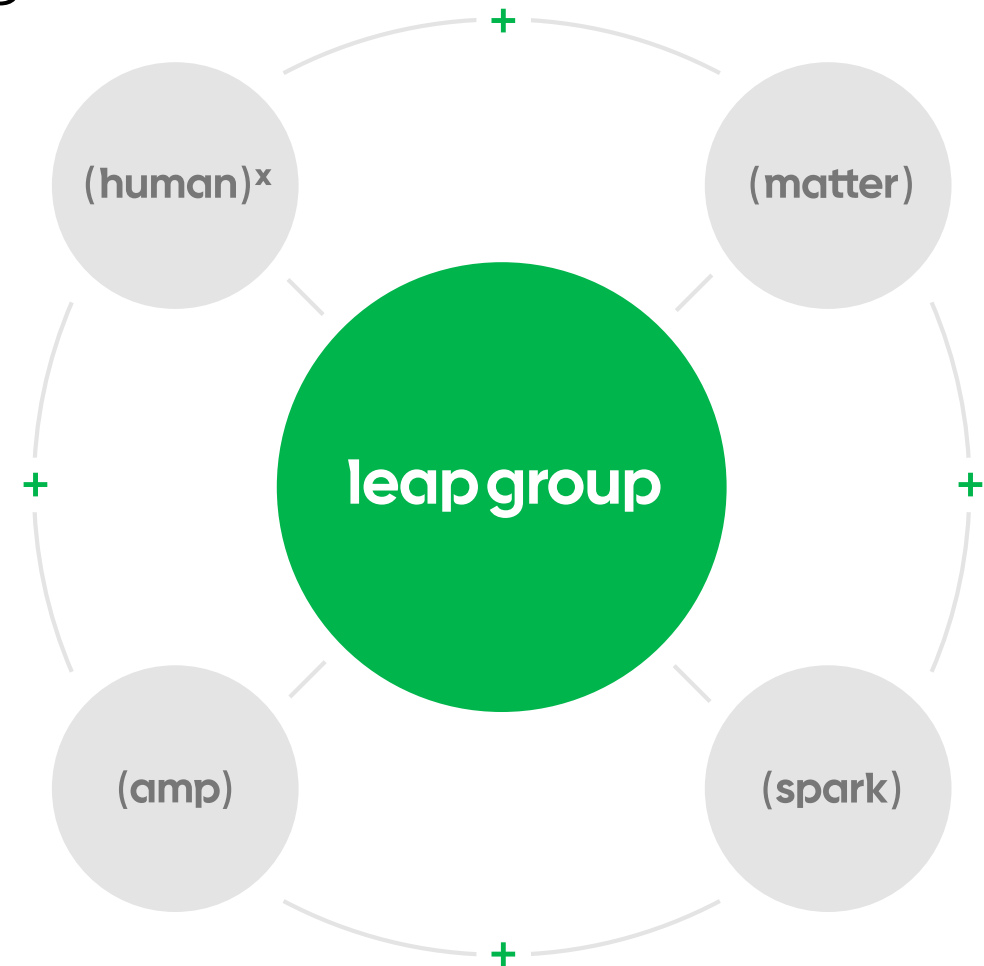
Centralization:

Our centralized operations feel like working with a boutique agency and allow us to all share the same philosophy: market less, matter more.

Collaboration:

Our agencies complete not compete – collaborating to make all of our work stronger. And because collaboration is a core part of our own identity, collaborating with your team is second nature.

leap group



(human)^x

Insights + Growth Agency

Business Intelligence with real-world relevance. We use advanced analytics, our in-house, PH.D led research team, and a human-centered approach to uncover what others miss and deliver actionable insights for real business growth.

Consumer + Market Research

Competitive + Category Intelligence

Customer End-to-End Experience Consulting

Integrated Marketing + Loyalty

Marketplace + E-commerce Strategy

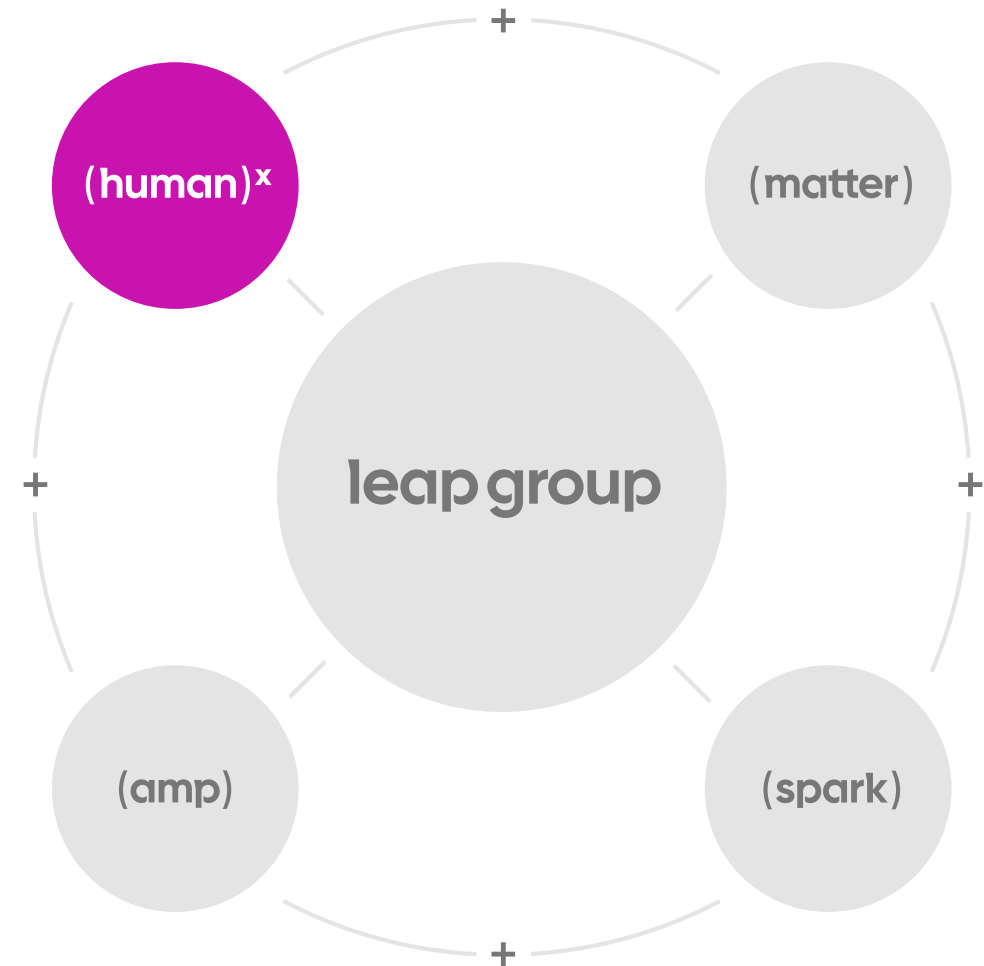
Data Strategy + Consulting

Advanced Analytics + Modeling

Data Engineering + Integration

Visualization + Reporting

Predictive Modeling



(matter)

Creative Agency

Creative that resonates. We exist to make your brand matter more to real people making real decisions in the real world—and deliver real, measurable results.

Storytelling

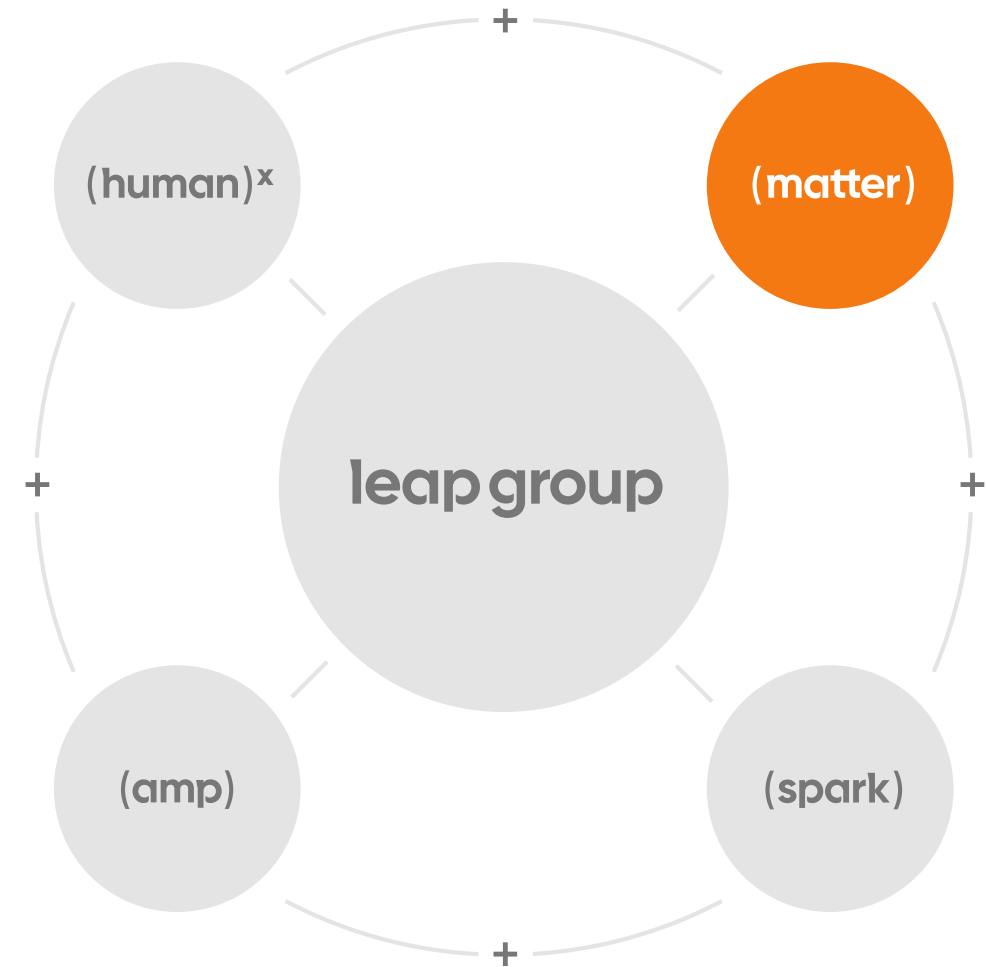
Brand Strategy + Activation

Advertising Campaigns

Design

Packaging

Print + Design Collateral



(spark)

Production Studio

Big ideas. Bold content. No drama. We bring your vision to life with nimble production and cinematic execution to deliver stories that stick and content that connects.

Design + Illustration

Content Production

Scoring, Sound Design + Mix Video

Production

Post-Production

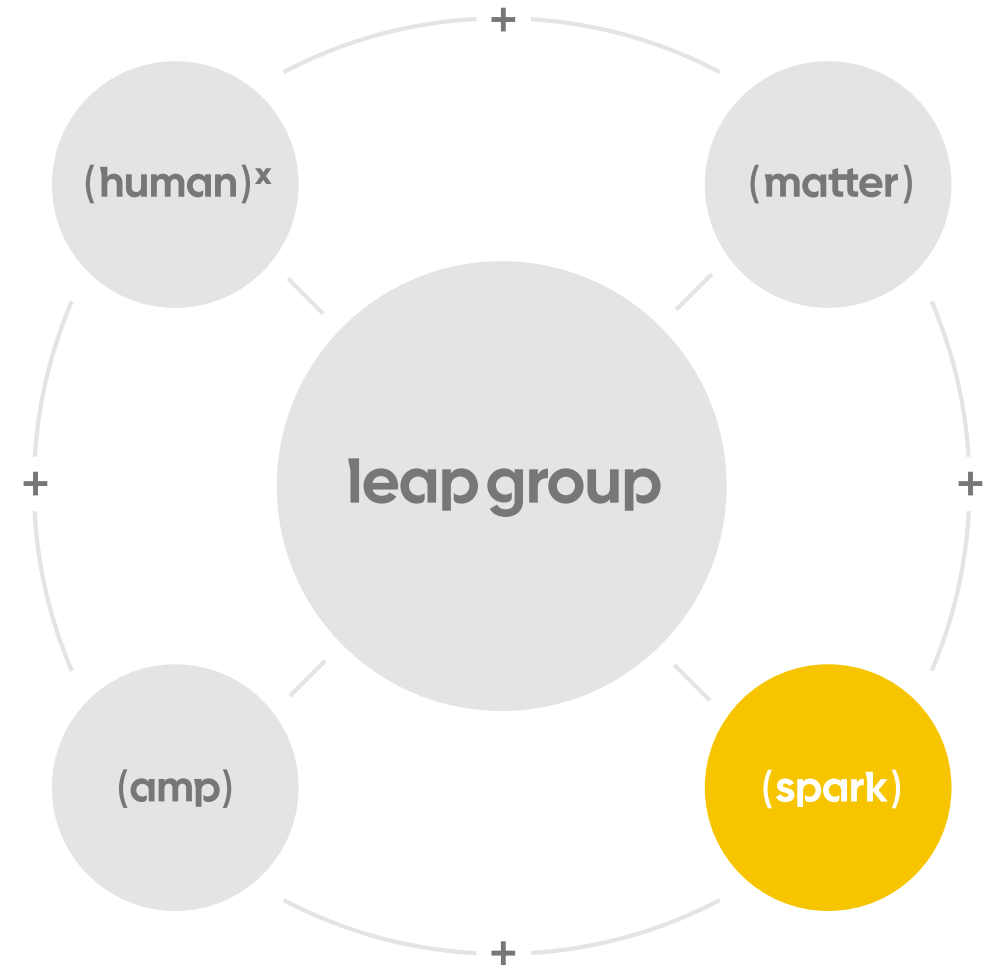
Photography

Motion Graphics + Animation

Social Content

Experiential + AR/VR

Web + App Development



(amp)

Media + Search Agency

Messaging that resonates. We use smart media, sharp creative, and real-time optimization to reach the right people at the right moment for meaningful engagement and measurable results.

Media Strategy + Consulting

Media Planning + Buying

Programmatic

Social + Influencer

Community Media Management

Demand Generation

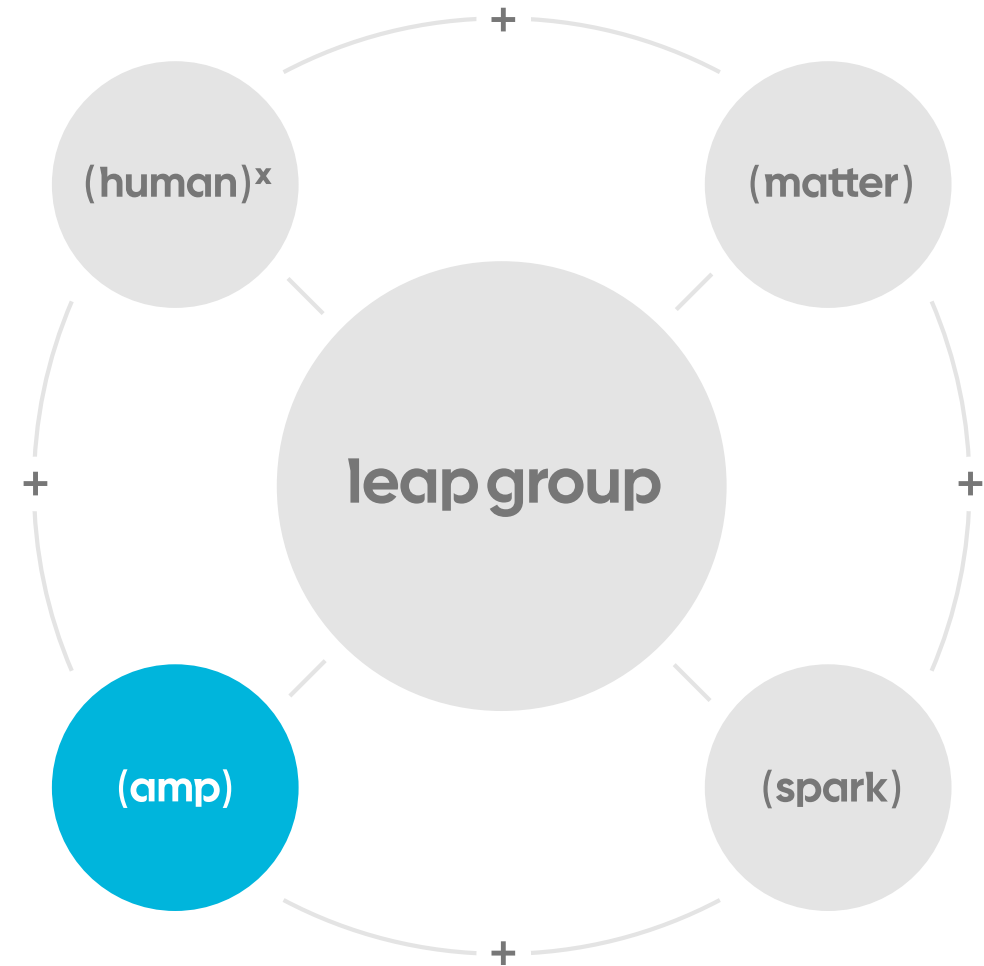
Paid Search

Paid Social

Paid Media for Recruiting

Consumer Insights

Analytics + Reporting



25

Years in Business
Independently Owned

4

Specialized
Agencies

4

Locations
Louisville • Indianapolis
Chicago • Cincinnati

150+

Subject Matter
Experts



Named to the top 50% of
America's **fastest-growing
companies in 2023 & 2024** –
proving our model works.

Experience you can trust

Food + Beverage

Financial + Insurance

E-Commerce + Tech

Healthcare

B2B + Manufacturing

Restaurants + Entertainment

CPG + Retail

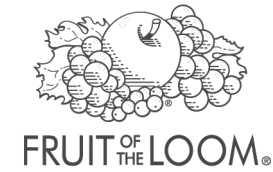
Sports + Active Lifestyle

Non-profit

Government



We've propelled some great brands to the next level.



Key Tech

Social Media



ninjacat



Key Tech

Search



Key Tech

Media Buying & Research

KANTAR

MRI
SIMMONS

Basis[®]
DSP

 comscore

 eMarketer

 Nielsen

VIAANT.

|ZEA

yahoo!

 centiment

dstillery

 triplelift

 SEMRUSH

 LiveRamp

Adaptive
Insights 

 Brandwatch

 SimilarWeb

 dynata[™]

Key Partnerships

Meta



Leap Group is proudly recognized as a **Meta Business Partner**. This partnership affords our agency the following benefits that we utilize for our client engagements:

- Dedicated Meta Account Manager
- Prioritized VIP Support for our clients
- Direct training for Leap Group staff
- Access to beta programs and what's new in the Meta family of apps and services
- Direct creative consultations with Meta support

Key Partnerships

Google



Leap Group is proudly recognized as a [Google Partner](#). This partnership affords our agency the following benefits that we utilize for our client engagements:

- Product education & certifications
- Consumer insights reports
- Account & technical support

Key Partnerships

Microsoft



Leap Group is proudly recognized as a [Microsoft Ads Partner](#). This partnership affords our agency and clients exclusive access to Microsoft Advertising resources and more, such as:

- Free training and certifications, industry insights
- Partner community
- Account & technical support

We're authentically Midwestern and proudly independent.

We're as talented as anyone in New York or LA, we just don't feel the need to talk about ourselves all the time. We're prone to politeness, with an aw-shucks attitude about the awe-inspiring work we create for our clients.

We're honest, hardworking and genuine. We're friendly, fun, and approachable. We have tattoos and thrifted threads and we still love eating at Pizza Hut unironically. We are gay and straight, conservative and liberal, dog people and cat people and family people and get-that-baby-away-from-me people.

And you know who that makes us like? Most of the country. We have a personal understanding of how the majority of consumers actually live, work and play – and what really matters to them.

Maybe that's why we've remained independently-owned for 25 years and counting. It means we make our own decisions. Put our clients first in everything we do. And make those meaningful connections between our clients and their consumers.

Market Less. Matter More.

We exist to make brands relevant—to connect real people with the products and services they actually want in a smart, beautiful, and meaningful way—and create a world with less noise, less BS, and more of the stuff that really matters.



Logic + Magic

We're driven by understanding how people think and make decisions. And the way we do that is through logic and magic.

Armed with insights that give us a deep understanding of your audience, we build real experiences to connect brands with consumers in an increasingly digital world.

Logic is the structure of the world around us: data, research, and careful analysis. Magic, meanwhile, encompasses emotions, intuition and transcendence.

And where logic and magic come together is the heart of human decision-making.

This unique approach—embracing specific and measurable business objectives and the latest AI-powered data and analytics technologies, along with bold, authentic, and uniquely human storytelling and creative—has enabled us to develop award-winning, highly effective campaigns for brands across all industries for a quarter of a century.

And we think that's pretty magical in itself.



Partnership

TL;DR

Partnership Overview

Built for Partnership. Structured for Performance.

We operate as a true extension of Hilton's internal team—not a replacement. Our structure is designed to support your brand, elevate your outlets, and integrate seamlessly into your process. Every person on our team is aligned to one goal: helping Hilton's ancillary businesses such as F&B, spa, and golf businesses grow through smart, locally resonant, and brand-consistent marketing.

Hilton Grand Vacations Core Ask Recap:

Hilton Grand Vacations is looking for a partner who can operate at the **local level—delivering tailored marketing that drives foot traffic, bookings, and visibility** for resort-based restaurants, spas, and golf courses. Each outlet is unique, and the marketing must be flexible enough to reflect that.

Effective marketing also demands reach and visibility—especially at the brand level. Preliminary research suggests that to truly elevate Hilton’s ancillary businesses, national-level campaigns will be needed to increase awareness that these experiences are now open to the public—not just to owners or guests. This top-down visibility will fuel local results, reinforce brand, and unlock new revenue streams across markets.

Here are our take-aways from the RFP:

- **Location-level marketing support**
Campaigns structured per outlet, grounded in local goals, audiences, and seasonal timing.
- **Flexible execution, not fragmented delivery**
Workstreams are modular, but execution is cohesive—built for consistency, not chaos.
- **Campaigns that drive foot traffic, bookings, and awareness**
With national visibility helping drive top-of-funnel interest and credibility.
- **Seamless collaboration with internal brand and creative teams**
We plug into your workflow, uphold brand standards, and act as true partners in execution.
- **Clear ROI tracking for your ancillary businesses**
Through channel-specific metrics, revenue alignment, and continuous optimization.
- **Scalable, brand-safe execution across properties**
Built to support your growth—without overloading your internal teams.

Additional Considerations

Here are some proven programs we've successfully implemented for other hospitality and lifestyle clients—we're assuming some, if not all, are already in place, but wanted to suggest them and demonstrate we can assist in executing these programs.

Influencer Partnerships

Partner with travel as well as local and regional influencers to showcase resort restaurants, spas, and golf offerings—through curated experiences, behind-the-scenes content, and seasonal promotions. These partnerships help extend reach, build credibility, and position Hilton's outlets as must-visit destinations for both locals and travelers. We have had good success with both micro and macro influencers.

User-Generated Content (UGC) Programs

Encourage and curate content directly from guests—photos, videos, and reviews that authentically reflect the on-property experience. UGC not only builds trust and social proof but also fuels organic reach and provides fresh, high-performing creative for both paid and organic use.

Digital Concierge Experiences

Use digital tools—AI chat, mobile apps, or email flows—to guide guests to premium experiences based on their interests, preferences, or activity history.

Real-Time SMS Campaigns

Send timely messages to drive urgency and fill openings—like last-minute spa slots, dining reminders, or golf promotions. A fast, direct channel to boost same-day revenue.

Personalized Email Marketing

Deliver segmented, outlet-specific emails based on visit history, location, or guest type. Designed to drive repeat bookings and long-term loyalty.

Rate Card

Activity Type	Rate Card Hourly Rates			HGV Hourly Raes		
	Level I	Level II	Level III	Level I	Level II	Level III
Strategic Consulting / Strategy Creation	\$ 225	\$ 195	NA	\$ 210	\$ 178	NA
Reporting & Insights	\$ 185	\$ 175	\$ 165	\$ 173	\$ 160	\$ 149
Social Media Content, Publishing & Mgt	\$ 185	\$ 175	\$ 165	\$ 173	\$ 160	\$ 149
Media Management & Influencer Mgt	\$ 180	\$ 170	\$ 160	\$ 168	\$ 155	\$ 144
Research, Planning & Audience Strategy	\$ 190	\$ 180	\$ 160	\$ 177	\$ 164	\$ 144
Account & Project Management	\$ 175	\$ 165	\$ 150	\$ 163	\$ 151	\$ 135
Creative & Campaign Development	\$ 190	\$ 180	\$ 160	\$ 177	\$ 164	\$ 144
Video & Motion Graphic Production	\$ 170	\$ 160	\$ 145	\$ 159	\$ 146	\$ 131
Data Science & Business Intelligence	\$ 225	\$ 195	\$ 185	\$ 210	\$ 178	\$ 167
Search Services (Paid / Organic)	\$ 180	\$ 170	\$ 160	\$ 168	\$ 155	\$ 144
Web Design / UX / UI	\$ 180	\$ 170	\$ 165	\$ 168	\$ 155	\$ 149
Application / Web Development	\$ 215	\$ 195	\$ 185	\$ 201	\$ 178	\$ 167
Creative Direction / Creative Strategy	\$ 225	\$ 195	NA	\$ 210	\$ 178	NA
Creative Art Direction	\$ 195	\$ 180	\$ 170	\$ 182	\$ 164	\$ 153

Principal / Partner Rate \$265

Level I - director-level, senior management, experienced leadership, strategic thinking

Level II - experienced execution support.seasoned analysts and technicians

Level III - junior staff, task-oriented doers

Core Team & Structure

How We Work

Hilton Grand Vacations asked for a la carte pricing to ensure flexibility and transparency. While our pricing is modular, our execution model is grounded in consistency, collaboration, and performance. We organize our work into clear, scalable workstreams—giving you the ability to expand or contract support without sacrificing alignment or results.

This model allows us to collaborate seamlessly with your internal brand and creative teams, flex by outlet or region, and evolve alongside your business. Based on what we know, we would anticipate a similar structure to what we have found successful with our other clients.

Each workstream is led by a discipline expert, supported by a cross-functional team, and designed to deliver both outlet-level precision and brand-level consistency.

CORE TEAM + MODULAR WORKSTREAMS

Workstream	Key Functions
Account Leadership + Intake	Project intake, prioritization, cross-functional coordination, day-to-day communication
Media Strategy + Execution	Geo-targeted campaigns, national amplification, channel strategy, performance optimization
Creative + Content	Channel-specific messaging, design, copy, seasonal promotions, social assets
Social + Community Engagement	Social media support, influencer activation, review response, location engagement
Analytics + Reporting	KPI tracking, dashboarding, performance insights, test-and-learn loops

Your Core Team

Media Strategy & Execution



Ruby DeWitt
VP, Media Strategy



Jordan Turner
Sr. Director, Performance
Marketing



Molly Kennedy
Senior Media Manager



Kaitlyn Croner
Media Manager



Rebecca McBride
Integrated Marketing Manager



Derelle Hankins
Media Manager

Account & Project Management



Walter Harris
VP, Director of Client Service



Maureen Johnson
Senior Account Director



Taylor Bird
Account Manager



Jacquie Marroquin
Project Management Supervisor

Your Core Team

Creative Leadership & Production



Kenny Friedman
Executive Creative Director



Madison Asher
Associate Creative Director



Kim Pegram
Director of Brand and
Creative Implementation



Laura Valentine
Senior Market Research Analyst



Andrea Renzi
Senior Media Buyer &
Market Research Analyst

Analytics & Reporting



Clayton Sheppard
Director, Senior Consultant
of Data Strategy & Analytics



Clark Frye
Senior Consultant of
Data Strategy & Analytics



Cayman Hubbard
Technical Analyst



Ryan Smith
President/Principal

Audience Insight & Campaign Planning

Executive Sponsorship

Onboarding:

Implementation & Transition Plan

TL;DR

Implementation Plan Overview

Leap Group is committed to a seamless and collaborative integration with the client's corporate environment, with an emphasis on embedded project management, team communication, and alignment with internal workflows. We prioritize a thorough onboarding, training, and discovery process to ensure a smooth and effective transition.

Leap Group is committed to a seamless integration with Hilton Grand Vacations—designed to support location-level marketing needs while aligning with brand standards and internal processes. Our onboarding emphasizes structured collaboration, clear communication, and system compatibility to ensure campaigns are launched effectively and scale smoothly.

We propose a four-phase onboarding and transition plan to build alignment, integrate with your platforms and teams, and lay the groundwork for performance-driven marketing across restaurants, spas, and golf experiences.

Phase 1: Alignment & Discovery

- Kickoff with Hilton Grand Vacations marketing, brand, and outlet leadership
- Deep dive into brand positioning, business goals, and vertical-specific priorities (F&B, spa, golf)
- Audit of media performance, content strategy, and outlet-level marketing materials
- Review of guest segments, CRM structure, appointment booking systems, and analytics
- Access and documentation for core tools (Google, Meta, email, CMS, booking platforms)

Phase 2: Integration & Setup

- Pixel and tag implementation for Google, Meta, and key analytics tools
- Campaign tracking setup with custom dashboards and ROI benchmarks
- Review and segmentation of customer and prospect data across properties
- Initial campaign planning for seasonal pushes and guest booking conversion
- Internal team onboarding across media, creative, strategy, and analytics workstreams

Phase 3: Soft Launch & Calibration

- Launch of initial campaigns across paid, owned, and organic channels
- Establishment of performance baselines for bookings, engagement, and outlet traffic
- Rapid feedback loop for creative, audience, and channel iteration
- Optimization playbooks developed based on early learnings
- Escalation path testing for media, content, and reporting issues

Phase 4: Full Operation

- Ongoing campaign execution and creative refresh cycles
- Bi-weekly coordination syncs and monthly performance reporting
- Quarterly planning aligned to seasonal cycles, property priorities, and business goals
- Continuous improvement loop for message testing, audience refinement, and budget optimization
- Cross-channel visibility into performance at both outlet and portfolio levels

Phase 1 Assessment: Strategy for Each Outlet

Before launching any campaign, we will begin with a "Phase 1 Assessment" concept for each new outlet or amenity. This ensures that messaging, audience, KPIs, and creative are aligned to the unique dynamics of that particular business or location.

As we learn Hilton Grand Vacations' business, we'll develop a **library of strategy templates and channel playbooks** that capture what works across restaurants, spas, and golf experiences. These evolve with us—and give each new outlet a smarter, faster starting point.



How we see it working:

Initial Assessment (Early Phase):

- Business objective alignment with resort and brand leads
- Audience definition, messaging direction, and creative needs
- KPI selection based on service model (e.g., bookings, traffic, revenue per visit)
- Channel planning and local nuance
- Campaign benchmarks and reporting alignment

As the Program Scales:

- Strategy templates developed by outlet type (spa, F&B, golf)
- Media and creative playbooks reused and refined by region or property profile
- Efficiencies in onboarding and creative production through reusable frameworks
- Faster rollouts with smarter decision-making and higher-performing assumptions

This should allow us to move from "custom every time" to "informed customization" that gets more efficient and strategic with every rollout.

Campaign & Media Strategy:

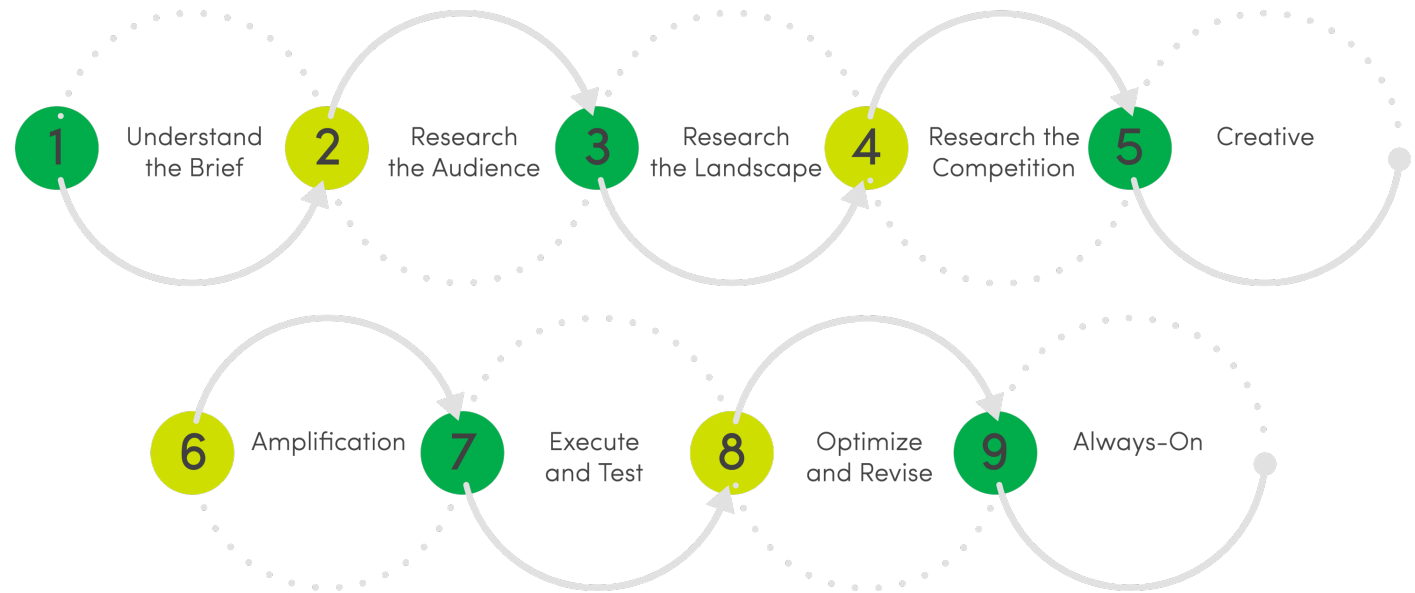
Audience Strategy and Persona Development

Strategy First

The most expensive mistake a brand can make in social media is launching channels or programs without a strategy. We don't believe in over complicating this process. Our goal is to quickly and efficiently **get to execution** with a plan that can be tested and optimized over time.

Our strategy process starts with audience research.

Audience Driven Insights + KPI Inspired Tactics = Successful Digital Strategy



Audience Strategy & Persona Development

Our approach combines demographic, psychographic, and behavioral data to build distinct audience segments for each outlet type, then maps those segments to the channels, messages, and moments that drive action.

In some cases, our clients already have detailed personas we can use. If not, we'll follow this process:

Audience Segmentation – We evaluate Hilton's first-party data (when available) alongside market research, media behavior, and tourism trends to identify key segments across dining, spa, and recreation. We focus on intent signals, trip planning behavior, lifestyle values, and proximity patterns and/or location-specific data.

Internal interviews with key stakeholders and teams to immerse our thinking in what you know.

Sentiment analysis from reviews, social media, and customer feedback – using qualitative and quantitative data, we develop archetypes that represent key motivations and booking triggers—ranging from luxury-seeking wellness travelers to locals looking for elevated weekend dining.

These insights help us map each persona's decision-making journey—including motivations, barriers, preferred communication channels, and timing triggers. Personas are then used to guide:

- Campaign segmentation
- Messaging strategy
- Media channel mix
- Offer and creative customization



Media Execution & Optimization

From Insight to Impact.

At Leap Group, media execution is never just placement—it's the final step in a deliberate, insight-led strategy designed to build relevance and drive measurable outcomes.

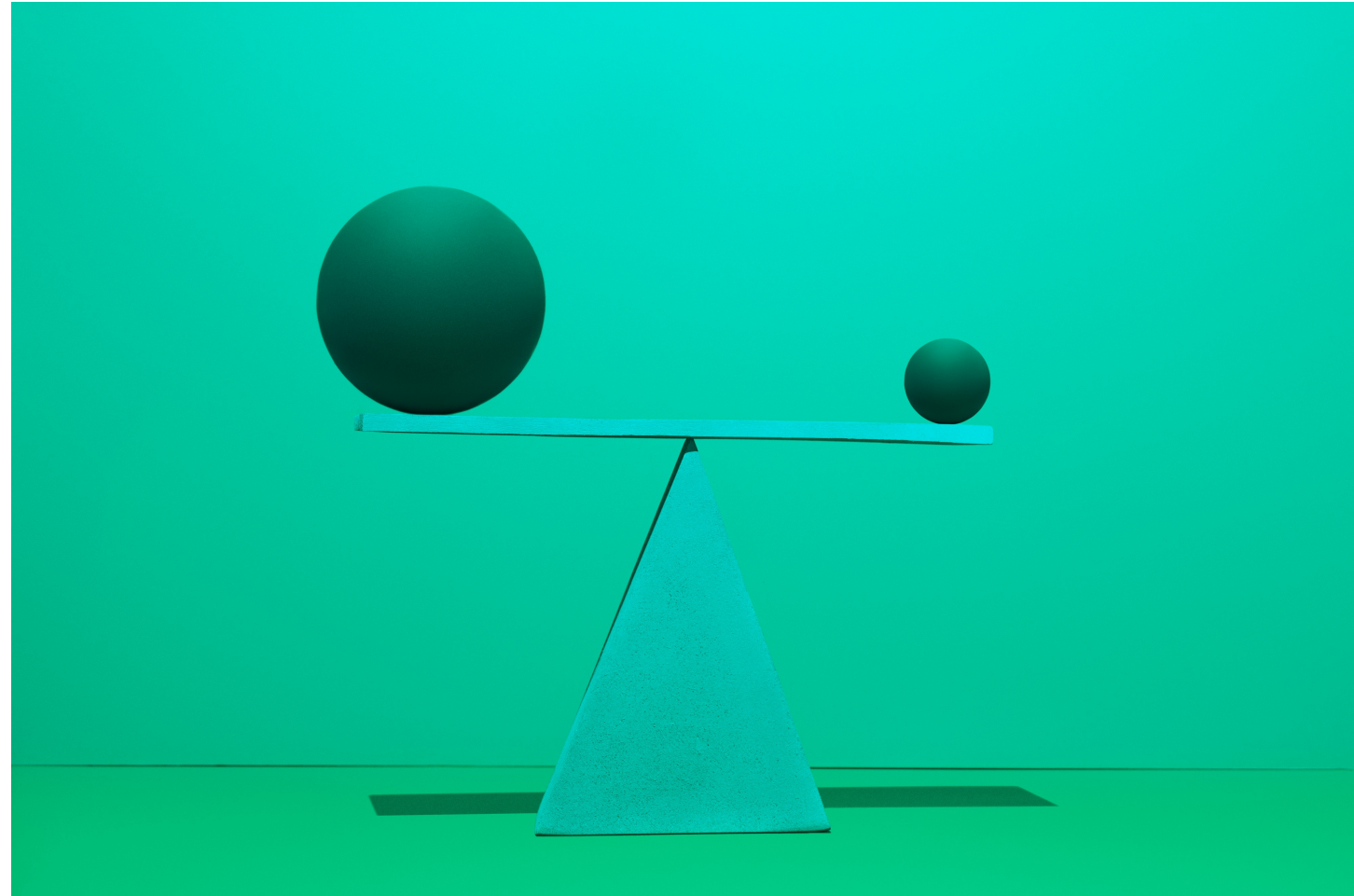
We don't just serve impressions; we create meaningful connections. Our mission is to connect real people with the products and services they actually want in a smart, beautiful, and strategic way—turning noise into clarity, content into connection, and data into decisions.

Our approach is rooted in logic and magic.

Logic is the structure: data, research, targeting models, and attribution frameworks.

Magic is the spark: emotion, timing, storytelling, and platform-native creativity that makes people stop, engage, and remember.

Where logic and magic meet is where real decision-making happens. That's where our media strategy lives.

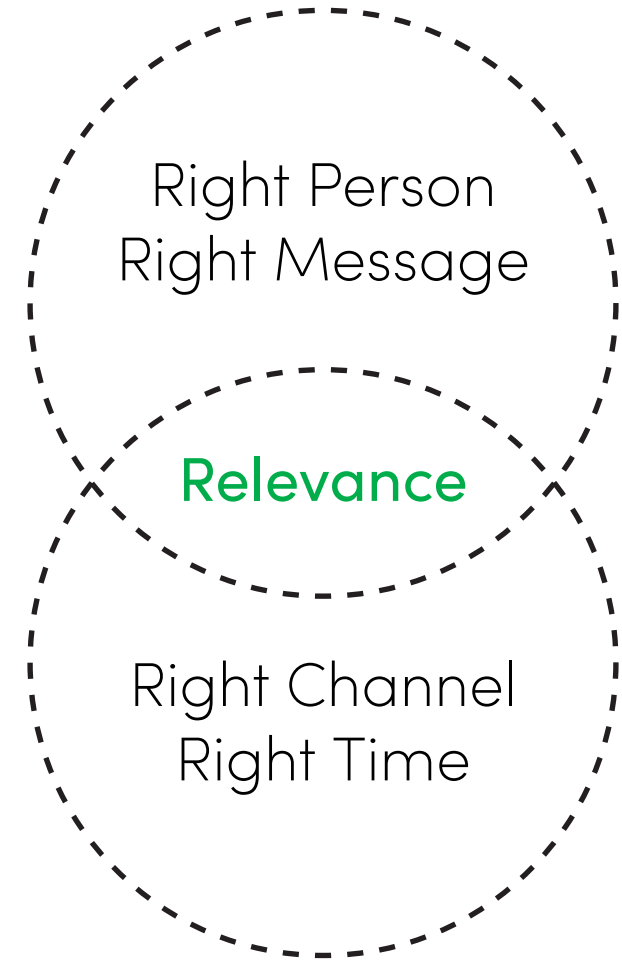


Leap Group was purpose-built for opportunities like this one. We are a full-service digital media agency with deep roots in social media—designed from the ground up to support brands with high-performance, data-led marketing.

Unlike traditional media shops that bolted on social over time, we built our media discipline around **paid social first**. The rise of the internal creative shops and niche content agencies left a need for social media strategists that know how to make sure content is seen by the right people, with the right message, in the right place, and at the right time.

Our approach to social media is entirely **data-driven**. Every strategic and tactical decision is grounded in clean, structured data, analyzed and delivered as actionable insight. Our model separates execution from measurement intentionally: a dedicated in-house **analytics and reporting team** ensures full transparency, objectivity, and rigor in performance tracking—allowing our media specialists to focus on speed, quality, and optimization.

We treat data not as a post-mortem, but as the heartbeat of your social strategy.



From Persona to Performance: Media Activation in Practice

Once audience segments and personas are defined, we bring them to life through intentional, insight-driven media planning. Every campaign is grounded in the behaviors, mindsets, and booking patterns of your target guests—delivered with the right message, on the right platform, at the moment it matters.

We ask ourselves with every campaign:

- What message will prompt this guest to book, visit, or engage?
- What format will capture attention—whether they're scrolling, searching, or planning a weekend out?

We don't just build reach—we build relevance.

Each audience is mapped to a media plan that aligns with their intent and decision journey.

How We Execute

- Persona-based segmentation for targeting across Meta, Google, OTT, YouTube, DOOH, and more
- Platform-specific creative designed to convert in-feed, in-search, or in-moment
- Flighting and spend allocation optimized for seasonality, outlet performance, and guest behavior
- Real-time monitoring and daily optimizations to ensure spend drives meaningful action
- Performance reporting that maps every campaign back to outlet traffic, bookings, and ROI



Step 1: Persona-to-Platform Mapping

Each Hilton Grand Vacations guest persona—whether it’s a Local Wellness Seeker, Weekend Diner, or Vacation-Mode Golfer—is mapped to the right platform and messaging strategy based on:

Platform Mix

- Instagram and TikTok for visual storytelling and social proof
- Google Search and YouTube for high-intent bookings and travel planning
- Facebook for family-focused, local targeting
- OTT and display for broad awareness and location-based targeting

Targeting Logic

- Geo-targeting by property or metro area
- Behavioral and interest-based audience signals (e.g., foodies, spa-goers, golfers)
- Lookalikes based on past bookers or CRM segments
- Custom audiences from email or loyalty data when available

Tone & Messaging

- Experience-first for spas and restaurants
- Elevated, recreational messaging for golf experiences
- Seasonal urgency and value cues based on timing and offer

Step 2: Message-to-Format Strategy

Each message is tailored to match both the guest’s mindset and the role of the format:

Short-Form Video

- Promote spa rituals, golf experiences, or chef-driven menus
- Highlight “open to the public” messaging with on-property footage

Carousel Ads

- Feature outlet options, seasonal offers, or experience bundles
- Encourage scroll-through of services or locations

Static Imagery

- Reinforce offers, highlight walk-in availability, or push key booking CTAs
- Great for upper-funnel reach or retargeting

Local Campaign Formats

- Click-to-call, click-to-book, and map-based ads tied to Google and Meta
- Ideal for drive-time traffic and short booking windows
- Optimized for mobile and search proximity

Email + CRM Integration

- Reach past guests or owners with personalized rebooking offers
- Push local offers to new audiences via CRM-based lookalikes

Content isn’t just repurposed—it’s reimaged by persona, platform, and booking intent.

Step 3: Execution & Optimization

Once live, campaigns are constantly monitored, optimized, and scaled:

- Performance tracked by audience, platform, format, and offer
- Top-performers are scaled up; underperformers are refreshed or paused
- Weekly insights inform creative tweaks, targeting shifts, and reallocation
- Budgets move dynamically to the highest-performing channels and outlet needs
- Campaigns evolve in real time based on booking trends, engagement, and local conditions

The result is a flywheel: insight feeds strategy, strategy feeds execution, execution feeds performance—and performance feeds back into insight.



Creative Validation & Optimization

Understanding your audience is only step one. We use ongoing testing and creative validation to make sure campaigns actually land.

Before launch, we can survey priority personas to evaluate positioning, creative concepts, and message clarity — testing which executions drive relevance and intent. These pre-market insights guide final creative refinement and asset development.

During and after launch, we measure audience-specific performance and optimize. When creative underperforms, we don't guess — we test. Whether it's new copy, new visuals, or entirely new positioning angles, we use survey validation and/or multivariate in-market testing to identify what's working and what's not.

These insights feed a continuous performance loop:

- Messaging and creative refinements
- Budget reallocations across channels or segments
- New audience testing or segmentation adjustments

Organic Approach & Execution

Organic Strategy

While paid media creates immediate awareness, a strong organic presence is what builds trust, discoverability, and long-term momentum. For Hilton Grand Vacations, that means making sure every restaurant, spa, and golf outlet shows up in the right moments—whether a guest is planning a trip or searching “spa near me” on the fly.

We take a layered approach — combining technical SEO, content planning, local search strategy, and LLM Optimizations — to help each outlet stand out and convert.



What We Deliver

Technical + On-Site SEO

- Improve site performance with speed and mobile optimization
- Add structured data (schema) to help outlets show up with rich listings in search results
- Make booking flows more SEO-friendly—so guests don't drop off before reserving
- Use AI-powered tools to fine-tune content for relevance, ranking, and clarity
- Build internal linking structures that prioritize high-value pages
- Optimize metadata, titles, and headers so the right people find the right content

Local SEO + Listings Optimization

- Manage and optimize Google Business Profiles for every property
- Improve visibility in local map results by aligning keywords and content
- Monitor listings to make sure hours, offerings, and links stay accurate
- Use real-world search data to inform campaign and content planning

Content Strategy + Social SEO

- Plan content around seasonal moments, outlet experiences, and guest search intent
- Write and optimize posts with platform algorithms and guest behavior in mind
- Use tools and trend data to find new angles and topics guests are actively looking for
- Build influencer and UGC programs that actually move the needle in visibility and trust

Email + CRM Content Optimization

- Write clear, high-performing emails that are easy to scan on mobile
- Personalize messages based on location, visit behavior, or past bookings
- Use tagging and tracking to connect email efforts with overall booking performance

Why It Matters

- Good SEO puts Hilton's outlets in front of guests who are ready to act
- Smart content and technical work reduce the need for paid media over time
- Local search, maps, and reviews are often the final push before a booking
- A stronger organic foundation means better performance across the board—from trust to traffic to revenue

Leap's Approach to SEO

SEO remains a stable tactic for brands to stay relevant in the consumer journey. While the basics have stayed the same, we recognize that Google continually optimizes their algorithm. Core concepts remain the same in technical remediation and content population.

But the need to optimize for off-site SEO is more important than ever. You will see Leap recommending SEO optimizations for off-site efforts throughout 2025 and beyond.

Adapting to AI-Driven Search

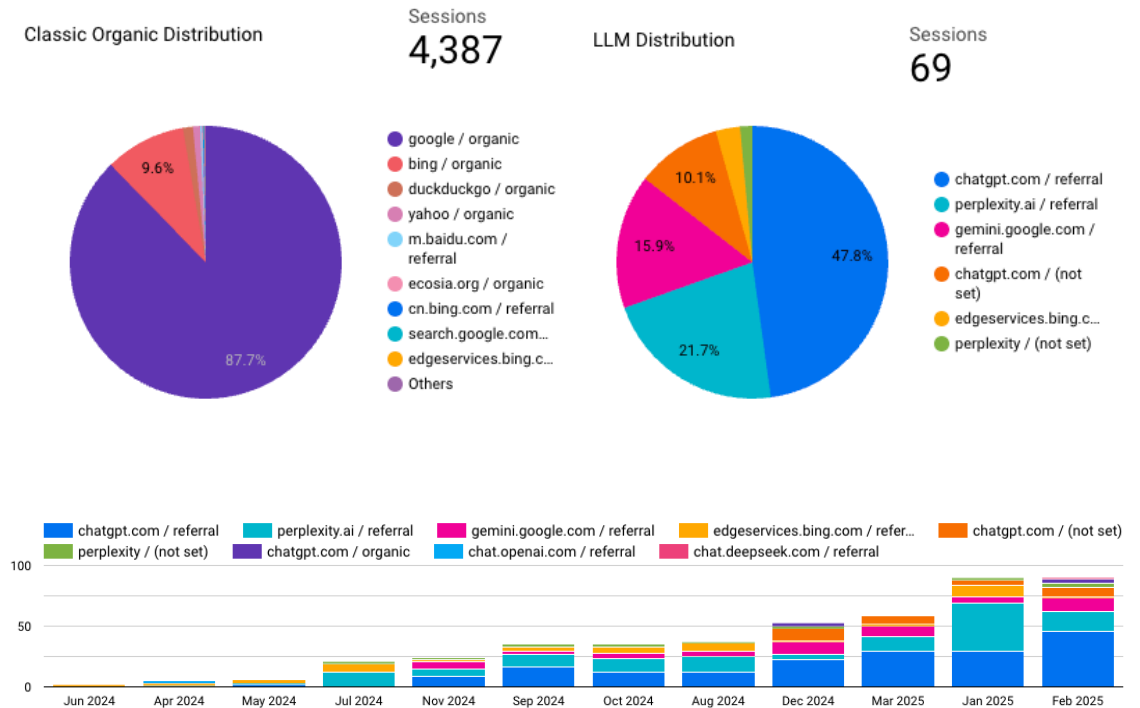
At Leap, we stay ahead of the curve to ensure our clients thrive in a constantly evolving digital landscape. In 2025, the rapid adoption of AI has brought significant shifts to the world of digital marketing:

- AI has reshaped how organic traffic is generated and measured.
- Search engines now prioritize content differently, impacting visibility.
- User behavior has evolved in response to changes in both organic and paid search experiences.
- Leap has proactively adapted to these shifts in behavior and technology.
- Our strategies have evolved to maintain strong exposure and performance for our clients across channels.

SEO + LLM Optimization

AI search is already reshaping how users find information — and we're making sure you stay ahead. We've built a dashboard to track your performance. Now, we're taking it a step further with a focused 3-step strategy:

- Grow your visibility in AI-powered search results.
- Strengthen your brand reputation across digital touchpoints.
- Ensure your content is found, understood, and cited by AI systems and search engines.



Link Building & Digital PR

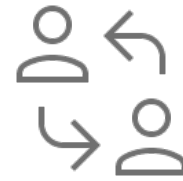
Reputation is key to shaping how Google and AI models perceive and present your brand. We'll monitor outreach opportunities, ensuring your brand is accurately represented with a positive tone. When gaps or inaccuracies appear, we'll step in—offering expert quotes, building relationships and securing high-authority backlinks. This strengthens your online reputation while signaling trust and relevance to Google and AI.



Monitor for
Outreach
Opportunities



Ensure Accuracy
and Sentiment



Reach Out for
Links, Offer Expert
Quotes

Updating Navigation – Do's and Don'ts

Google can determine the placement of a link, including whether it is placed in a navigation menu.

While Google understands the importance of these links, navigation menus should be built with users in mind. To Google, user engagement with the navigation menu is more important than how it is structured.

If a URL must be changed, consider how the redirect is being implemented. Is it server side or client side? If server side, ensure Google can load the correct page.

Any change, whether or positive or negative, is still a change to Google. There will be a learning period where Google evaluates the changes before updating their evaluate of the site.

PREPARING FOR AI IMPACT

Introducing AI Mode

AI Mode is new feature from Google that combined their search engine with an interface like ChatGPT and other popular LLMs.


Given the growth of competitors in the AI/LLM space, Google is going “all in” on the technology.

Within the next few years, the Google experience will resemble this feature rather than what we currently have today.

Ensuring accuracy and placement before these changes will be less difficult and provide an edge on the competition.

Existing Client Example

Tell me about kalamazoo grills

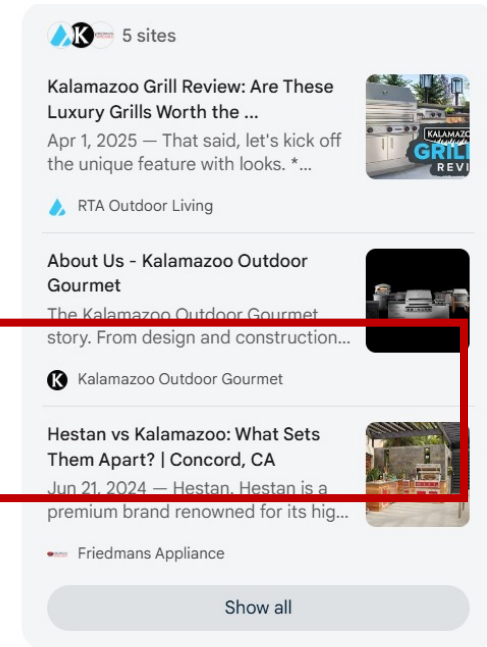
Kalamazoo grills are known for their high-end, luxury outdoor cooking products, particularly their grills, which are renowned for innovative features and exceptional build quality. 

Here's a breakdown of what makes them stand out:

Key Features & Characteristics:

- **Hybrid Fire Grilling:** Kalamazoo's signature innovation, the Hybrid Fire Grill, allows you to cook with gas, wood, or charcoal, or any combination of the three, offering unmatched versatility and flavor options.
- **Exceptional Craftsmanship:** Handcrafted in Kalamazoo, Michigan, these grills are made from heavy-duty stainless steel (304 grade, with a 316 marine grade option available for coastal environments) and feature meticulous attention to detail.
- **Powerful Burners & Heat Distribution:** Kalamazoo grills are equipped with powerful, precisely engineered burners, like the Dragon Burners, and feature deep fireboxes for superior heat circulation and even heat distribution across the cooking surface.

Ask AI Mode



Influencer Management

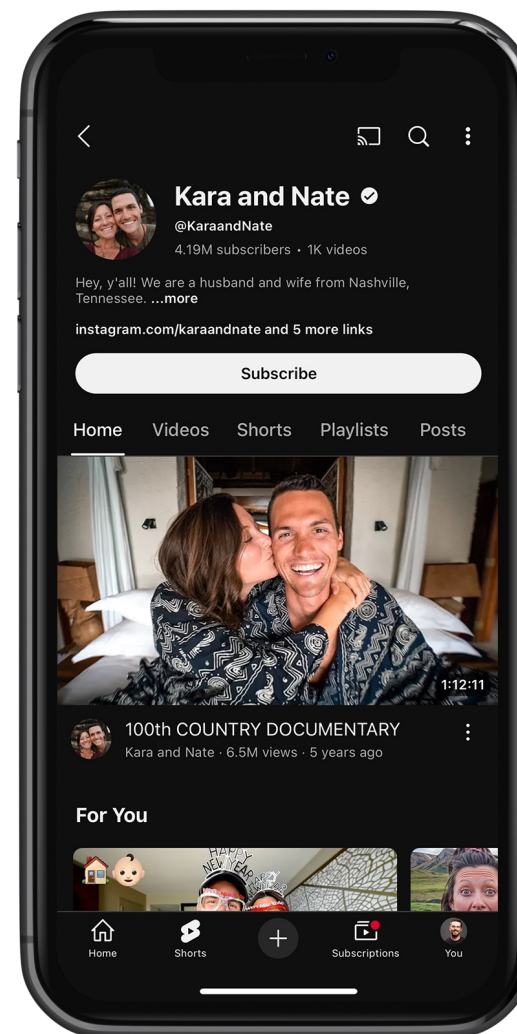
Our influencer workflow is built for strategic alignment, compliance, and performance — with a strong emphasis on identifying trusted creators who can deliver meaningful reach and engagement.

Influencer Research:

- We begin by identifying relevant affinity areas for the target audience — lifestyle interests, values, and cultural cues that align with the brand. From there, we source influencers who have:
 - Audience trust and authentic content
 - Strong performance in identified brand relevant verticals
- Using our influencer management platform, we evaluate potential partners based on:
 - Engagement rate
 - Audience demographics
 - Past collaborations
 - Platform alignment (Instagram, TikTok, YouTube, etc.)

Influencer Brief Development:

- Once creators are selected, we develop a campaign-specific brief that includes:
 - Campaign goals and brand messaging
 - Do's and don'ts for tone, language, and creative
 - Required visuals
 - Platform-specific guidelines and deliverable formats
 - Timelines and content submission deadlines



Our influencer workflow is built for strategic alignment, compliance, and performance — with a strong emphasis on identifying trusted creators who can deliver meaningful reach and engagement.

Contract Management & Usage Rights

- The influencer contracts clearly define the legal terms around content usage. These typically fall into two categories:
 - Owned Content
 - The brand fully owns the content created. We can use it in perpetuity across any channel (organic, paid, digital, etc). Ideal for long-term campaigns or evergreen assets.
 - Usage Rights (Licensing)
 - The brand doesn't own the content, but can use it for a defined period (e.g., 3–6 months). Platforms and use cases (social, email, paid ads) are outlined in the agreement. After the term expires, the brand must renegotiate to continue using the asset.
 - White-Labeling
 - This is an additional negotiation point for how the content is promoted. It allows the brand to amplify influencer content as paid media from the brand's handle or through dark posts.
 - Often includes:
 - Paid usage for a defined time window (e.g., 90 days)
 - This is negotiated separately and often includes additional fees.



Influencer Management

Content Review & Compliance

Before publishing, all content is submitted for review.

We check for:

- FTC-compliant disclosure (#ad, #sponsored)
- Brand-aligned language and visuals
- Proper usage of product and creative format
- Adherence to brief and timeline

Once approved, creators are cleared to post, and assets are stored for tracking.

Tools & Technology

- Social listening tools and influencer platforms are used for creator discovery, outreach, contracting, compliance, content reviews, and payments.
- Brandwatch and other reputation management platforms are used to perform digital background checks and assess creator reputation before any agreements are signed.
- **We check for:**
 - Brand-safe history
 - Sentiment trends
 - Public perception

Performance and KPI Framework

TL;DR

Performance and KPI Framework Overview

Our KPI framework is not just a scorecard—it's a value engine. We don't just report data—we turn it into direction. We connect performance across paid, organic, email, and local marketing to the business outcomes that matter most: bookings made, guest traffic generated, and marketing investment maximized.

With real-time dashboards, persona-level insights, and a built-in feedback loop, our system ensures every campaign evolves, every channel earns its keep, and every dollar has a job.

KPI Alignment Workshop

Before launching any campaign, we lead a dedicated KPI workshop to align around the business outcomes—and build a framework that tracks toward them with precision.

What We'll Do Together

- Define success metrics for each outlet type—whether that's bookings, guest traffic, revenue contribution, or brand visibility
- Align on leading indicators (e.g., CTR, engagement, video views) vs. lagging outcomes (e.g., bookings, revenue, return visits)
- Establish baseline performance using existing platform data, historical trends, and outlet-level benchmarks
- Prioritize a KPI hierarchy across conversion, engagement, and visibility—by outlet and by channel
- Identify any gaps in tracking, attribution, or reporting infrastructure
- Build a shared measurement model that's transparent, actionable, and built for scale

Why It Matters

- Ensures every campaign, channel, and dollar connects directly to Hilton Grand Vacations' business goals
- Replaces vanity metrics with performance signals that actually drive bookings and revenue
- Speeds up campaign optimization with clear KPIs and faster feedback loops
- Creates a shared view of success—with accountability on both sides



Media Performance KPI's

Our KPI framework isn't just a reporting tool—it's a real-time engine that links every campaign to outcomes that matter: guest bookings, outlet traffic, content engagement, and revenue lift.

We also recognize that success looks different across amenities. A spa campaign might focus on confirmed bookings and cost per reservation, while a restaurant may prioritize foot traffic and local engagement. Our framework is built to adapt to those distinctions—while maintaining shared visibility and strategic alignment.



1. Platform & Campaign Efficiency

How well is paid media delivering on spend efficiency, delivery, and pacing goals.

- These metrics show how effectively paid media converts attention into action across Google, Meta, YouTube, and other key platforms:
- Cost Per Click (CPC) – Spend efficiency benchmarked by region, outlet type, and audience
- Cost Per Booking – Efficiency metric tied directly to spa, golf, or dining reservations
- Cost Per View (CPV) – For video engagement performance across YouTube, Meta, and OTT
- Impressions & Reach – Localized exposure benchmarked by property or campaign goal
- Click-to-Call Rate – For direct guest calls and on-the-spot bookings via search and mobile ads
- Map Clicks & Direction Requests – Local intent signals tied to Google Business Profile integration
- Budget Pacing – Mid-month and monthly pacing aligned to planned allocations and seasonal timing

2. Engagement & Creative Performance

These KPIs evaluate how well messaging, offers, and creative assets drive guest interaction and influence booking intent:

- **Click-Through Rate (CTR)** – Creative resonance by format, platform, and audience segment
- **Engagement Rate** – Saves, shares, comments, and reactions on social and influencer content
- **Video Completion Rate (VCR)** – Measures interest and storytelling depth in video formats
- **Scroll-Stop / Thumb-Stop Ratio** – For performance of short-form, mobile-first content
- **Content Variant Testing** – Results of A/B and multivariate creative tests
- **Follower Growth / Channel Health** – Trends in outlet-specific or brand social channels
- **Email Open & Click Rates** – Campaign effectiveness for CRM-triggered messages

3. Business & Booking Performance (Outlet-specific)

These metrics connect marketing efforts directly to outlet and brand impact—with performance benchmarks tailored to each type of amenity. For example, a spa campaign may be optimized around cost per booking, while a restaurant campaign may focus on ROAS or walk-in lift.

Online Booking Rate – Percentage of campaign-driven site visitors who complete a reservation

Reservation Confirmation Rate – Funnel from interest to confirmed spa, golf, or dining booking

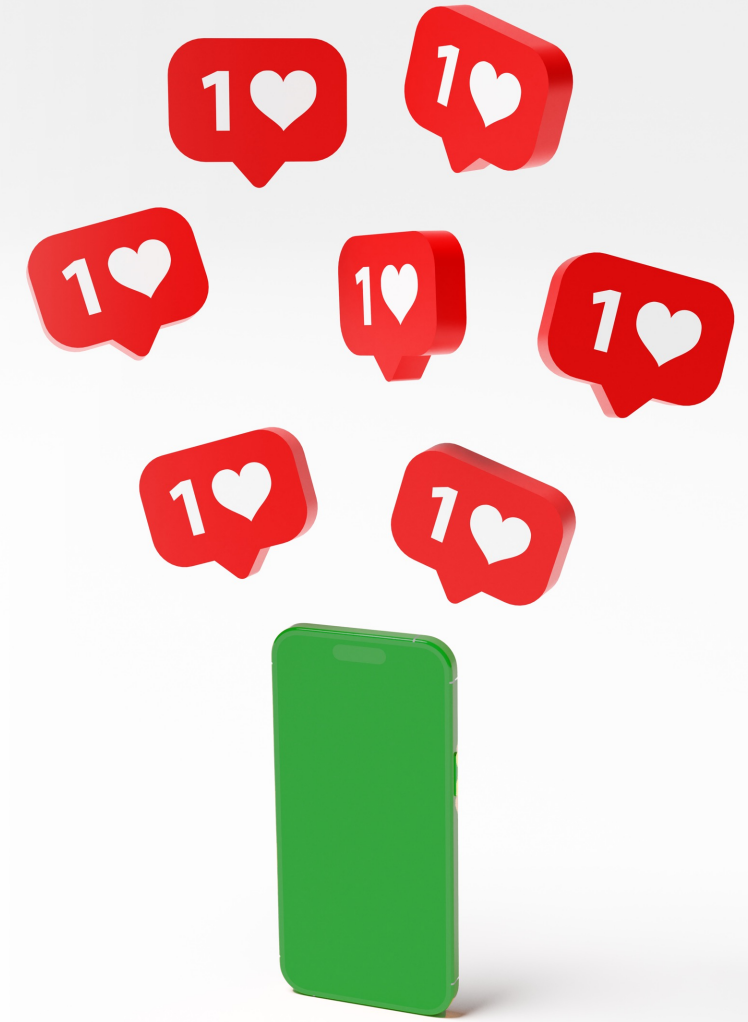
Revenue per Campaign – When available, campaign-linked revenue or spend-per-visit

Booking Source Attribution – Which ad, channel, or message drove the final booking

Branded Search Lift – Increased searches for Hilton outlets = increased top-of-mind awareness

Share of Voice (SOV) – Visibility versus competitors in paid media channels

Competitive Benchmarking – Tracking spend, frequency, and seasonal promotion trends



Organic Reporting & KPI's Visibility, Engagement, and Booking Contribution

Our reporting doesn't stop at paid media. We track organic visibility and engagement across search, social, email, and local presence—ensuring Hilton Grand Vacations' outlets are discoverable, relevant, and optimized for action.

Key Organic KPIs Tracked

- Organic Search Traffic (by outlet, page type, and keyword theme)
- Google Business Profile Actions (calls, bookings, map clicks)
- Social Post Reach + Engagement (organic-only tracking)
- Content Save and Share Rate (UGC or brand-created content)
- Review Response Rate + Sentiment Trends
- Email Open Rate + Click-to-Book Rate (non-paid CRM)
- Follower Growth and Engagement Quality
- Organic Booking Attribution (tracked via UTM, call tracking, or CRM tagging)



Influencer Performance KPI's

Measurement & Reporting Approach:

Leap Group evaluates influencer success across three performance dimensions:

- **Engagement & Reach**
 - Impressions, views, likes, comments, shares
 - Swipe-ups and outbound clicks from stories or posts
- **Audience Behavior**
 - Google Analytics & UTM tracking: on-site traffic and engagement
 - Branded search lift: tracked via Google Trends and campaign windows
- **Brand Awareness & Sentiment**
 - Brandwatch: volume and tone of social conversations
 - Influencer-driven brand mentions, endorsements, and share-of-voice impact

High-performing creators are identified for future collaborations, paid amplification, or long-term partnerships. All performance data is folded into Leap's integrated reporting cadence and reviewed quarterly to inform content strategy, media allocation, and future influencer selection.

Our goal is not just to track performance—but to build a repeatable, insight-driven influencer strategy that grows in both efficiency and brand impact over time.

Tracked Influencer Metrics Include:

- **Engagement Rate** – Differentiated by tier (e.g., 3–5% for micro-influencers, 1–2% for macro).
- **Timeliness** – Percentage of deliverables submitted, reviewed, and published on schedule.
- **Audience Alignment** – Match between influencer audience profiles and campaign targeting.
- **Performance-Based Efficiency** – Cost per engagement, CPM, and reach tracked against spend to ensure media value.
- **Performance Maturity Plan** – Baseline KPIs are established in Year 1 and used to set targets and scale models for future activations.

Optional KPI Framework:

Brand Awareness & Lift

Focus: Measuring how paid and organic media impact overall brand perception, visibility, and downstream customer behavior—especially during major campaigns, brand updates, or market expansion.

This framework is modular—**we can activate parts or all of it** depending on campaign objectives and data access. It's ideal when we want to truly understand how the brand is growing in-market.



Brand Awareness & Lift Measurement Framework

Metric	What It Measures	Why It Matters for Hilton	How We Track It
Impressions (Paid & Organic)	Total exposure across channels	Measures brand reach by outlet, region, or campaign	Platform-level delivery data (Meta, Google, OTT, YouTube, organic)
Reach / Unique Users	Number of unique people reached	Indicates how wide the campaign footprint is	Paid media platform dashboards, social analytics
Video Completion Rate (VCR)	% of video ads viewed in full	Gauges content relevance and message retention	Meta, YouTube, OTT reporting
Engagement Rate	Interactions with content (likes, shares, comments)	Shows how well content resonates and prompts action	Organic and paid social analytics
Branded Search Lift	Increase in searches for Hilton outlets or experiences	Indicates growing intent and brand awareness	Google Trends, Search Console, platform data
Share of Voice (SOV)	Hilton's visibility vs. competitors in the category	Benchmarks Hilton's brand presence in paid search and display	Competitive tracking tools (SEMrush, Meta Ad Library)
Click-Through Rate (CTR)	How often ads drive clicks	Indicates relevance and interest at top of funnel	Paid media performance dashboards
Landing Page Engagement	Time on site, bounce rate, pages viewed	Tells us if users are exploring and engaging with Hilton content	Google Analytics / GA4
Brand Recall Surveys (optional)	Guest recall or perception of Hilton after campaign	Directly measures brand lift	Paid brand lift studies via Meta, Google, or survey tools
Organic Traffic Growth	Change in non-paid traffic to property or outlet pages	Long-term brand visibility gain from content and SEO	Google Analytics / Search Console

Reporting

Insights-to-Strategy Feedback Loop

We don't report data—we activate it.

Every reporting cycle includes four core components:

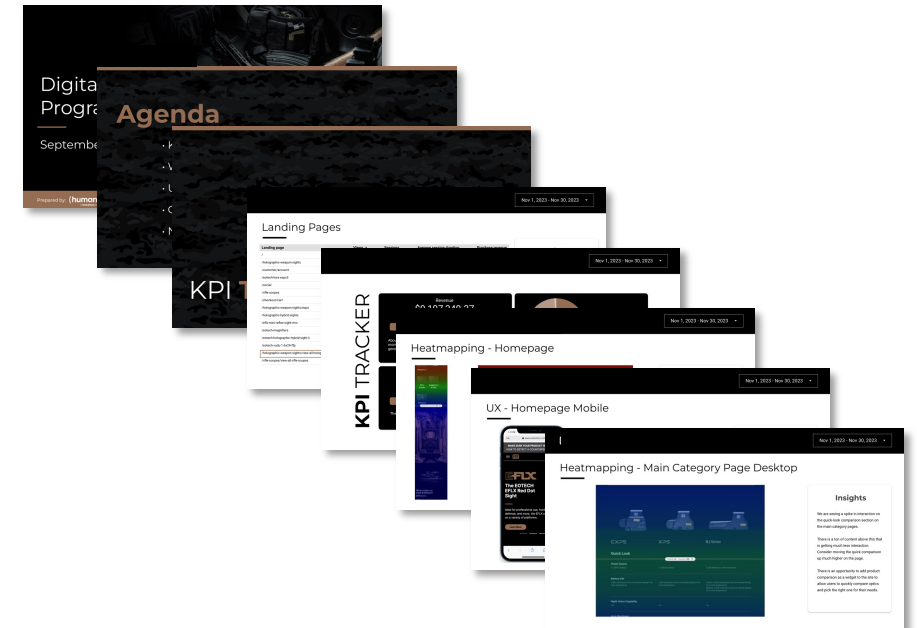
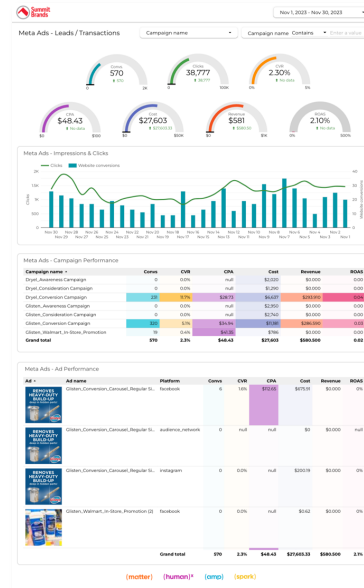
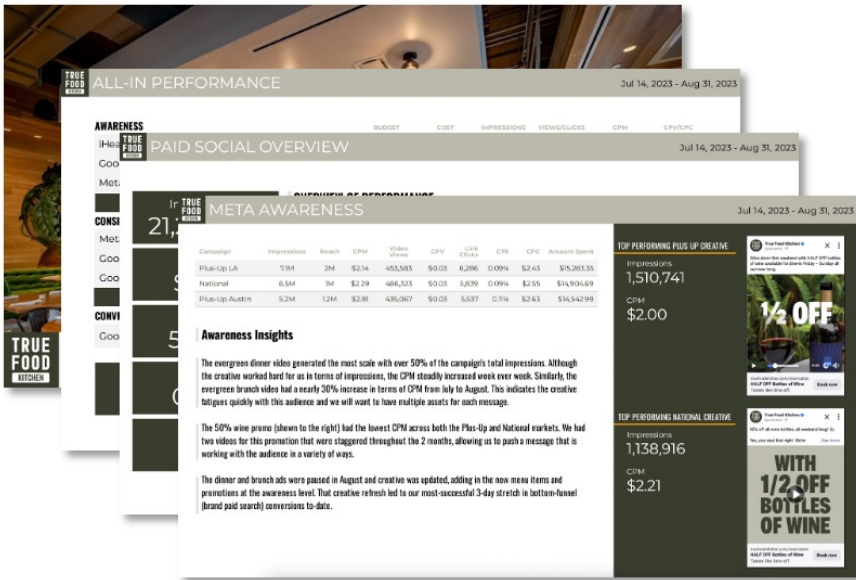
- **What We Saw** – Summary of campaign and creative performance
- **What It Means** – Key insights, anomalies, and opportunity areas
- **What We Changed** – Approved updates applied in-platform and documented
- **What We Recommend** – Tactical and strategic adjustments

These insights are reviewed monthly, and escalated in full during strategic planning sessions to guide future targeting, messaging, and investment decisions.



Reporting

Our digital marketing reporting solutions are highly adaptable and can be customized to meet your specific requirements. We offer a range of reporting formats, including PDF reports, PowerPoint presentations, interactive dashboards, and shared spreadsheets, ensuring that your reporting is tailored to your preferences and needs.



Thank You!

leapgroup