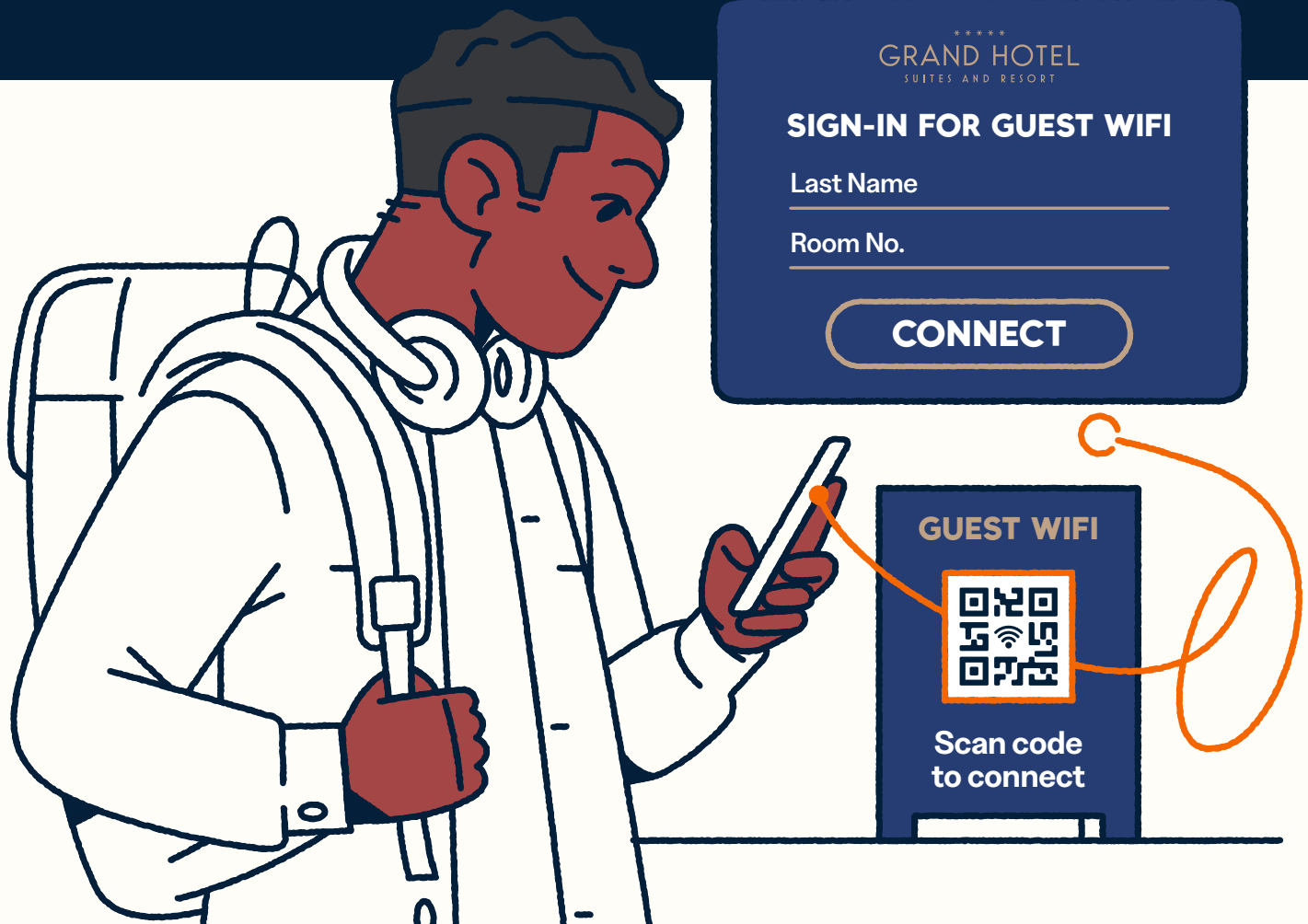


GETTING STARTED GUIDE

Bitly for Hospitality



GRAND HOTEL
SUITES AND RESORT

SIGN-IN FOR GUEST WIFI

Last Name

Room No.

CONNECT

GUEST WIFI



Scan code
to connect

Getting Started Guide: Bitly for Hospitality

For consumers, the hospitality industry means relaxation, fun, and memory-making. But it's a different story for the teams working behind the scenes at hotels, resorts, and restaurants. They face the stressors of creating the best guest experience possible and not only meeting but anticipating patrons' needs.

Whether your guests stay for a single night or several weeks, it's essential to greet them with seamless, valuable digital touchpoints that enhance their overall experience with your brand. Every connection counts.

All year round, hospitality brands everywhere choose Bitly to help them foster deeper connections with customers and create top-notch guest interactions.

The Bitly Connections Platform offers an entire suite of solutions, including short links, QR Codes, mobile-friendly landing pages, and analytics—and hospitality brands use them all.

In this ebook, we'll share some of the many use cases for the Bitly Connections Platform in the hospitality industry. Brands use the platform to:

- Give guests convenient access to essential information
- Help customers stress less with hassle-free experiences
- Offer promotions and key details, all in one place
- Raise brand recognition and awareness across channels

Plus, we'll help you envision a start-to-finish customer journey and how to use Bitly at every touchpoint. **Let's jump in!**

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Give guests access and prioritize convenience

If there's one item your guests probably have with them throughout their entire experience with your business, it's the phones they use for taking photos or looking up reservation details.

When you use [Bitly Codes](#) to provide information, their smartphones double as a quick, easy, and convenient tool to streamline any guest interaction. With a simple scan from their camera, they can engage with your brand in seconds and make their visit that much smoother.

Simplify your services

Say goodbye to listing the front desk phone number, support email address, restaurant website, and even step-by-step instructions directly on signage. Take these extra steps out of your guests' hands by sharing Bitly Codes to [request your services](#). Here are some examples:

- Use a QR Code to link patrons directly to room service menus or hotel and resort maps.
- Instead of sharing a Wi-Fi password and instructions in writing, offer a QR Code that guests can [scan to join your network](#) right away.
- Share QR Codes in rooms and at checkout to request feedback via a guest survey.
- Encourage app downloads by offering QR Codes that guests can scan early in their stay to access your app or join your loyalty program.
- Enhance the [dining experience](#) by using QR Codes to provide guests with digital menus and convenient payment options.

The advantages of using QR Codes extend well before your guests even step foot on your property. You can use them to enhance engagement, attribution, and revenue from your marketing and advertisements.

Include QR Codes on billboards or video advertisements to take instant action. Increase direct bookings from these channels, and encourage guest upgrades through restaurant reservations, spa treatments, and excursions.

Bitly 101

You can customize every part of your QR Code in the Bitly Connections Platform!

- **Patterns:** Choose from nine preset QR Code patterns.
- **Corners:** Elevate your QR Codes with ten unique corner styles.
- **Color:** Bring your QR Codes to life with vibrant colors. You can choose colors for the code itself, the background, and the outer and inner corners.
- **Frames:** Make your QR Codes pop with a host of attention-grabbing frame options that entice people to scan your codes.
- **Logos & Icons:** Upload your logo for ultimate brand recognition or choose from one of several social media icons

An added bonus? Bitly seamlessly integrates with [tools you already use like Canva](#). Connect your accounts to easily drag and drop Bitly Codes (and short links) into your designs.

You can create new QR Codes within Canva or easily insert any of the 50 most recently created codes from your Bitly account. All Bitly Codes created in Canva can be accessed again within the app or your Bitly account, so you can reuse the same codes on multiple designs!



“When people see our ads and then scan the QR Code, it’s a really quick way for them to directly engage with us. Using Bitly Codes helps us get the viewers—who are our potential customers—where we want them to go.”

Melody Park

Marketing Lead, [Smalls](#)

Capture meaningful metrics

QR Codes offer convenience and a clear call to action for your guests. Behind the scenes, they present major benefits for your team. When your guests see and scan Bitly Codes on your signage, collateral, and marketing, you gain real-time data from every interaction.

Review how many scans each code drives, plus when and where they happen. Use this data to test code placement, link destinations, and branding—check [Bitly Analytics](#) to see what’s performing best and assess when changes are needed.

Plus, with Bitly’s convenient dashboards, you can manage all of your QR Codes in one place (including updating branding and links for [Dynamic QR Codes](#)) and review the numbers from each campaign from a central location.

Bitly 101

Access your click and scan data in one place with [Bitly Analytics](#). Our analytics dashboard comes with a set of default modules that show data like top-performing clicks and scans over time, by referrer, and by location. You can modify any of these default modules and create your own to suit your needs!

You can also view more granular data for your links, QR Codes, and landing pages. Check out what’s possible below:

Links

- Total engagements
- Engagements in the last 7 days
- Week-over-week change
- Engagements over time
- Locations (city and country)
- Referrers
- Devices

QR Codes

- Total scans
- Scans over time
- Scans by location (city and country)
- Scans by browser
- Scans by operating system

Landing Pages

- Total views for your landing page and aggregate link clicks
- Views over time
- Link activity for a selected time period
- Views by referrer and device
- Views by location (city and country)

Make every experience seamless and hassle-free

A frictionless vacation is a relaxing one. Remove the stress from any guest interaction with instant digital touchpoints via [Bitly Links](#). From an in-person visit to ongoing relationship-building, a branded short link provides real-time information and offers, ensuring your guests have one less thing to worry about.

Streamline any interaction

Make any high-touch process less complex with a Bitly Link. When guests arrive at your hotel, provide them with a short link for easy check-in—or better yet, send it to them via email or text before they even arrive.

Send a personalized short link with every reservation or online order at your restaurant, allowing customers to easily adjust, add to, or cancel their plans with a simple click. These digital interactions can cut down on lengthy lines by letting tech take care of the logistics so your staff can focus on solving problems and delighting your guests.

You can also use short links to simplify referrals—simply provide a custom link for your guests to share with their family and friends to redeem a discount or place an order. When someone uses their link, reward them with special discounts or a free item. A win-win for everyone: New patrons find a new favorite spot, loyal guests get rewarded, and you get new business—all through a friction-free digital interaction.

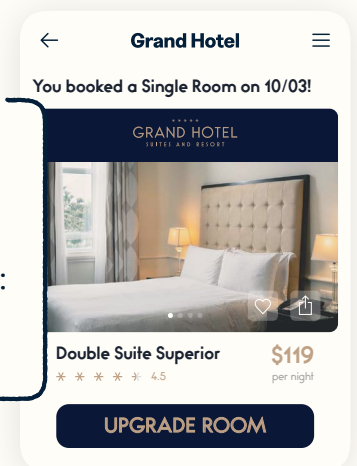
Incorporate your app seamlessly

Apps make the smartphone world go round, and they're a great way to drive connections with your brand and stay in touch with your customers via notifications. Encourage app downloads through [mobile deep-linking](#), which lets you link directly to pages within your mobile app.

Those who already have the app will be directed to it when they click, driving traffic and engagement. Those who don't have the app will be prompted to download it in the App Store or Google Play Store for greater engagement with your loyal customers and guests.

Thank you for booking with us!
Your reservation number is
#89453. To check-in or adjust
your reservation click on the link:

 yourbrnd.co/reservation





“We thought we were going to be batching 30,000 links the old-fashioned way. But now we just use a unique Bitly Link to query any SMS transactions to check if the link was clicked, all in real-time.”

Simon Yohe

Senior Director of CRM & Ecommerce, [Holiday Inn Club Vacations](#)

Review and refine link performance

Every short link click is a data point. It offers information about what your audience is interested in, which calls to action compel them, and how they want to engage with you. But when you use Bitly Links, you get so much more. Through the Bitly Analytics dashboard, you can uncover holistic link performance details like:

- **Location:** See where most clicks take place, to the city level. Use this data to guide your location-based ad targeting, whether you're promoting your restaurant's latest menu or offering exclusive deals at your hotel.
- **Device:** See which devices your customers are using and ensure your link destinations are optimized for every guest.
- **Referring channel:** Learn which of your campaigns are performing the best so you can reallocate your budget and hone your strategy.

Analyze metrics in depth, experiment with new link strategies, and use the data to launch more data-driven campaigns that your audience will love. Plus, if you notice a link isn't performing well or need to adjust based on a seasonal offering or messaging change, you can [redirect Bitly Links](#) to a new destination at any time.

Bitly 101

With Bitly, you can easily find the perfect domain to use for all of your short links. A **branded link** is a shortened URL that uses a brand name—or a word or phrase closely tied to the brand—to associate the company with the shared information.

Some examples of branded links include:

- Bitly: **bit.ly**
- New York Times: **nyti.ms**
- Huffington Post: **huffpo.com**
- LinkedIn: **lnkd.in**

Branded links help build awareness and recognition, are a powerful way to promote specific products or services, and can help improve the customer experience.

With Bitly, you can:

- **Replace the “bit.ly” in your links with a custom domain.** Search for, select, and set up a complimentary custom domain in minutes.
- **Create custom back-halves** by inserting your own words at the end of a link and give audiences a preview of what they're clicking.
- **Use auto-branding** so any link shortened by a third party automatically uses your domain.

House important promotions and information

When guests are looking for information, do they have to chase down details from multiple sources, or do you offer a one-stop shop to guide them? With [Bitly Pages](#), you can create custom, no-code landing pages with engaging visuals and flexible elements that captivate your audience and drive conversions. Best of all, your audience can access essential information from a central landing page. Here are some ways you can use landing pages for your hospitality brand.

Provide an enticing preview

With Bitly Pages, you can share a mobile-friendly look at your property, from linking to video tours to a carousel of room photos to encourage them to book their stay. Share links to room types and drive more direct bookings.

As travelers and diners immerse themselves in visual content across platforms like Netflix and Instagram, it's clear that compelling visual stories resonate deeply. In fact, [according to Forbes](#), incorporating multimedia like video on your landing pages can increase the time guests spend exploring your offerings by over 88%.

Offer essential details

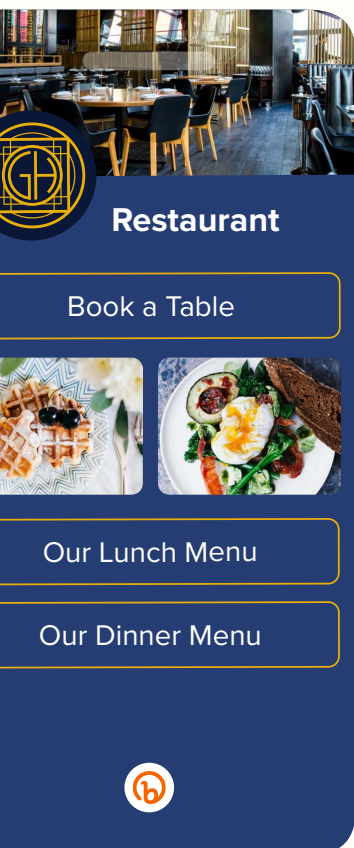
For your first-time (and even returning) guests, share a landing page that serves as a top-to-bottom guide during their stay. Connect them to maps, restaurant and spa menus, amenities, and hours of operation—all from one page. Don't forget to include clear calls to action (or CTAs) on your landing page, too.

Whether you want guests to book a room, reserve a table, or sign up for a special offer, the CTA is the driving force behind that key action. For instance, if your goal is to encourage bookings, a CTA like "Book now and enjoy an exclusive welcome gift!" clearly tells the guest what to do (book) and why (to receive the gift).

Help guests discover activities and events

Get your audience excited about upcoming events at your resort or restaurant from an engaging landing page designed to let them learn more and register in seconds.

Consider adding some social proof to your landing pages to reinforce your brand's reliability and reassure guests that they'll gain access to the exceptional experiences they're looking for. [Studies show that featuring customer reviews](#) can actually increase conversion rates by up to 270%, so be sure to incorporate some glowing reviews!



Market each location distinctly

Create a unique landing page for every restaurant or hotel location to market them individually. Guests know they're in the right place when they arrive on the page and can place orders quickly or confidently make reservations. Your brand also gleans insights from every landing page visit on which locations are seeing the most interest and where to focus more of your efforts.

To maintain consistency, you can leverage the same template for every Bitly Page you create and match your brand colors and logo. This approach ensures that each of your locations, whether part of a large hotel chain or a restaurant with multiple branches, maintains a cohesive brand identity while still catering to the unique needs of each market. By tailoring your marketing efforts at the local level, you can enhance guest engagement and drive higher conversions across all your properties.

Bitly 101

With Bitly Pages, you can create mobile-friendly landing page destinations for your short links and QR Codes to...

- Showcase content
- Convert audiences
- Track performance

...all in one place!

Save time and effort by utilizing pre-made templates. Our **pre-made templates** help you create high-quality, engaging landing pages in minutes—**no coding required!**

Take advantage of plug-and-play flexibility for **customization features**—like colors, fonts, and layouts—to suit your brand's look and feel.

Make Bitly Pages more engaging with **diverse layouts** and formats, and create **visual diversity with images and YouTube videos** to showcase your brand, product, or message. Best of all? Your landing pages are **mobile-optimized** to connect with your audience wherever they are.

Utilize metrics like total views and clicks, link activity over time, views by device and location, and referrers to see which touchpoints are driving the most traffic.

You can even create multiple landing pages for different purposes—create one for your social media bios, one to promote a special seasonal offer, and one to share more about your business!

- **Multiple landing pages:** Create and manage multiple Bitly Pages from one account.
- **YouTube embed:** Embed YouTube videos directly within a Bitly Page for a seamless playback experience.
- **Image grid:** Add up to 9 images in a 3x3 grid.
- **Image carousel:** Add up to 10 images in a horizontally scrolling container.
- **New layout options:** Choose from 8 preset layout options to give you more choices when building your landing page.
- **Templates:** Use pre-built templates in various layouts and styles with stock content to help you effortlessly create your landing page's foundation.
- **Bitly Page performance:** Track and analyze all of your connections in one place so you can make more informed decisions about how you're connecting with your audience.

Stay on-brand across every guest interaction

The beauty of the Bitly Connections Platform isn't just that it enables a whole array of new digital touchpoints for your customers, patrons, and guests (though that's a huge plus). You can also spotlight your brand in every interaction, driving recognition, engagement, and more business.

Customize every element

Whether you're sending short links, sharing QR Codes, or promoting landing pages, put your brand's best foot forward with Bitly. Here's how:

- Adjust your **QR Codes** to include your logo and brand colors, and choose from a range of patterns and frames to best match your branding.
- Use a custom domain in every **short link** to build trust and encourage more clicks. Update the back half of your Bitly Links to be descriptive of each campaign.
- Build out the ideal **landing page** for instant brand recognition. Pick your header image, page layout, color themes, and background color.

Bring your brand elements to life across every channel, so your audience can instantly identify your marketing when they see it.

Time each campaign just right

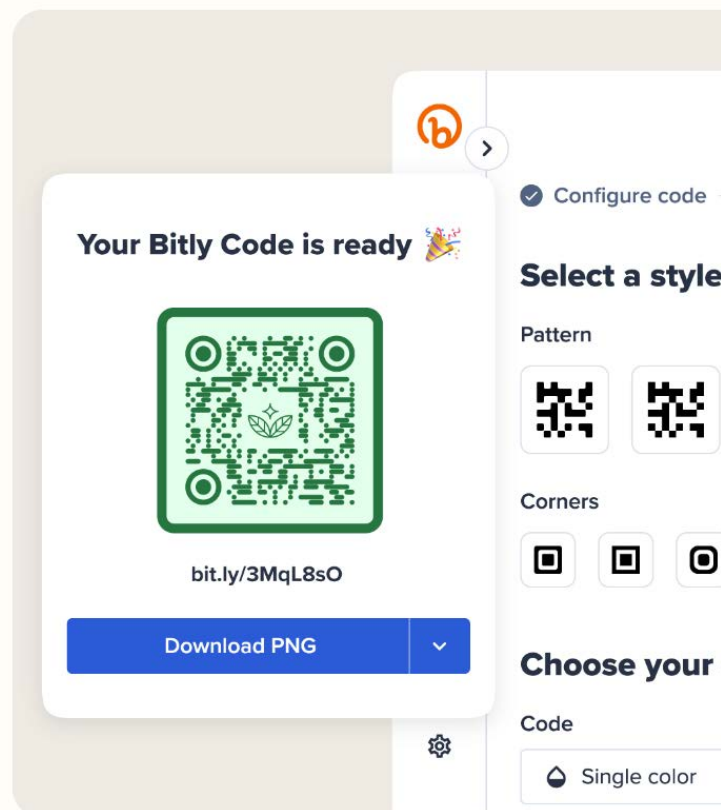
Whether rebranding or launching a new promotion, use Bitly's scheduling to nail the timing on your customer landing pages. Turn elements on and off by setting start and end dates for your photos, links, and videos.

With short links and QR Codes, you can redirect and update your link destinations at any time, so you can create on-brand seasonal campaigns or send audiences to your best content.

Segment for subsets of your audience

Don't just stop with one short link, QR Code, or landing page! You can [create multiple targeted campaigns](#) and leverage them strategically to promote your restaurant or hotel.

Create and share a landing page that's crafted specifically for families with kids before they visit your resort and another for business travelers. Divvy up content for your restaurant based on frequent lunch visitors versus patrons who more often stop by during happy hour for drinks. Go above and beyond "on brand" by showing your audience content customized just for them.



See how the Connections Platform works

Now, it's time to put yourself in your guests' shoes! How does the Bitly Connections Platform show up from the moment someone considers visiting your property until they arrive back home? Let's explore how guests might encounter QR Codes, short links, and landing pages throughout their journey.

But first, meet the fictional Anderson family. They love checking out new vacation spots around the world and eating at adventurous restaurants whether they're staying in their hometown or traveling. While their eagerness to travel makes them the ideal audience for most hospitality brands, they also have high standards for customer service—and plenty of options at their fingertips.

We'll walk you through their journey with a fictional hotel, the Grand Hotel, and how any hospitality brand could use the Bitly Connections Platform to win over folks like the Anderson family every step of the way. Let's get started!

Promotion

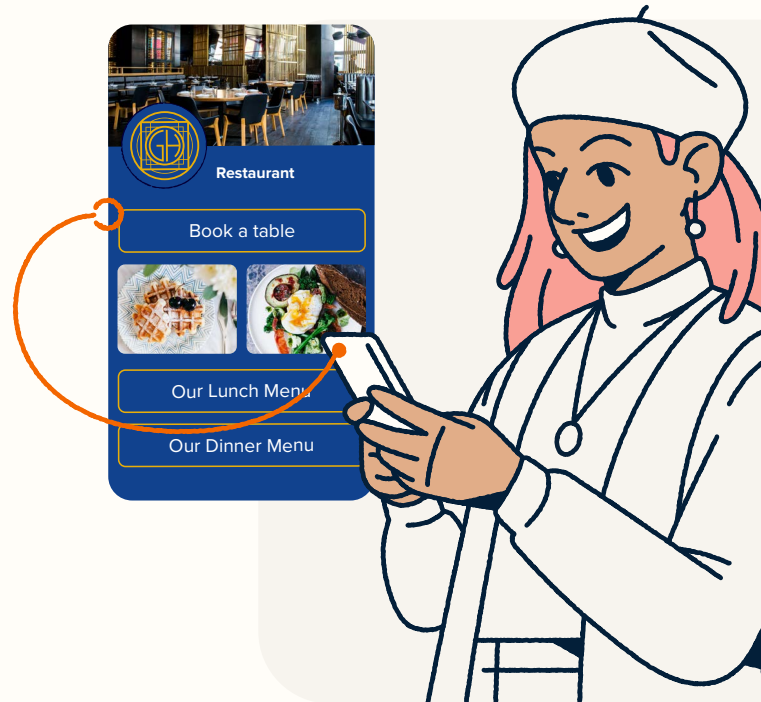
Before they book a trip, the Andersons see a billboard for the Grand Hotel with gorgeous imagery of the views from the property in a destination they haven't experienced before. Luckily, the billboard features a Bitly Code, which one of them scans right away. They're transported to a 360-degree tour of the rooms and property and are eager to learn more.

In the following weeks, the Andersons receive targeted digital ads with Bitly Links to book special deals and discounts, and they continue their research via the Grand Hotel's social media presence where they explore their [Link-in-bio page](#). The captivating landing page features carousels of suite photos, a video highlighting on-property amenities, and more resort details.

From that landing page, the Andersons can click to take action on the Grand Hotel's website in several ways—including booking their stay, time at the spa, and a table at their restaurant.

Bitly in action

Feline-friendly cat food brand, Smalls, [uses Bitly Codes on its subway ads](#). The ads feature adorable cats and concise, compelling messaging to make scanning the QR Code a no-brainer for New York City's cat owners. These campaigns drive brand awareness and website traffic by reaching the city's 3.6 million subway riders.



Check-in

When the Anderson family arrives, they are greeted with ease and convenience at the Grand Hotel. Instead of having to wait in a long reception line, they simply use their smartphones to scan a Bitly Code that takes them to a [digital express check-in](#). When it's time to check out, they use the same process for a speedy departure.

The digital experience lets guests quickly add their party to key cards for room access, too. Once they check in, the Grand Hotel provides a Bitly Link—specifically a [mobile deep link](#)—to its hotel app. Guests who already have the Grand Hotel mobile app are directed to a specific page within it, but since the Andersons haven't downloaded it yet, the link takes them to the App Store.

Engage

While the Anderson family explores and enjoys all the property has to offer, like a fancy four-star restaurant, they encounter Bitly Codes on table tents, menus, brochures, and signage. They can quickly scan to find a schedule of events or reserve their spot for dinner later that evening.

Bitly in action

[Modus Brewing turned to Bitly Codes](#) to track all of its print marketing materials throughout the brewery. When thirsty patrons scan the codes, the brewery tracks each interaction, allowing them to pinpoint exactly which posters, stickers, or menus are driving the most engagement at a granular level.

Services

When the Andersons need to contact hotel staff, they'd rather not pick up the phone and call. They can scan a Bitly Code from in-room signage to order room service, book a spa treatment, or request more towels in seconds.

Each time the Andersons make a purchase in the gift shop or upgrade a part of their stay, they don't have to bother with printed receipts. The Grand Hotel simply sends them a [short link via SMS](#) with their receipt and any updates or confirmations.

Bitly in action

[Koozie Group](#) sends thousands of daily order updates to its customers via SMS using Bitly Links. Customers can instantly view their order status via these secure links without having to sign in, and Koozie Group stays confident that its branded short links are trustworthy for customers.

Loyalty

One of the best times to deepen guest loyalty is when they're at your property, actively experiencing all you have to offer. The Grand Hotel provides convenient QR Codes in high-traffic areas that link to its loyalty program, with a call to action highlighting the benefits for guests.

Once the Andersons join the program, they receive special offers, discounts, and sneak previews of new properties via Bitly Links, even long after returning home. This keeps the Grand Hotel at the top of their minds and their list of dream vacation spots.

Bitly in action

Long-time customers and new referrals love skincare brand Curology's rewards program. [Curology uses Bitly Codes](#) to share unique referral links with its customers, making it easy to invite a friend to try its non-prescription items with the simple scan of a QR Code. If the referral signs up, both customers get \$20 off their next order!

Feedback

The guest experience can make or break a hotel or resort stay, so the Grand Hotel offers opportunities to provide feedback at every turn. The Anderson family receives an in-room table card with a QR Code inviting them to share their experience before they leave.

A few days after they arrive home, guests receive a Bitly Link via SMS or email asking them to complete a survey if they haven't yet, with an offer for a gift shop discount during their next stay. The Andersons can't wait to use it when they return next year!



Create meaningful and measurable experiences

Unlike your guests, your brand's marketing should never kick back and take a break. While the last few years have thrown more than a few challenges at the hospitality industry, people continue to seek out and cherish the experiences that resorts and restaurants offer, making it more important than ever to capture their attention and loyalty.

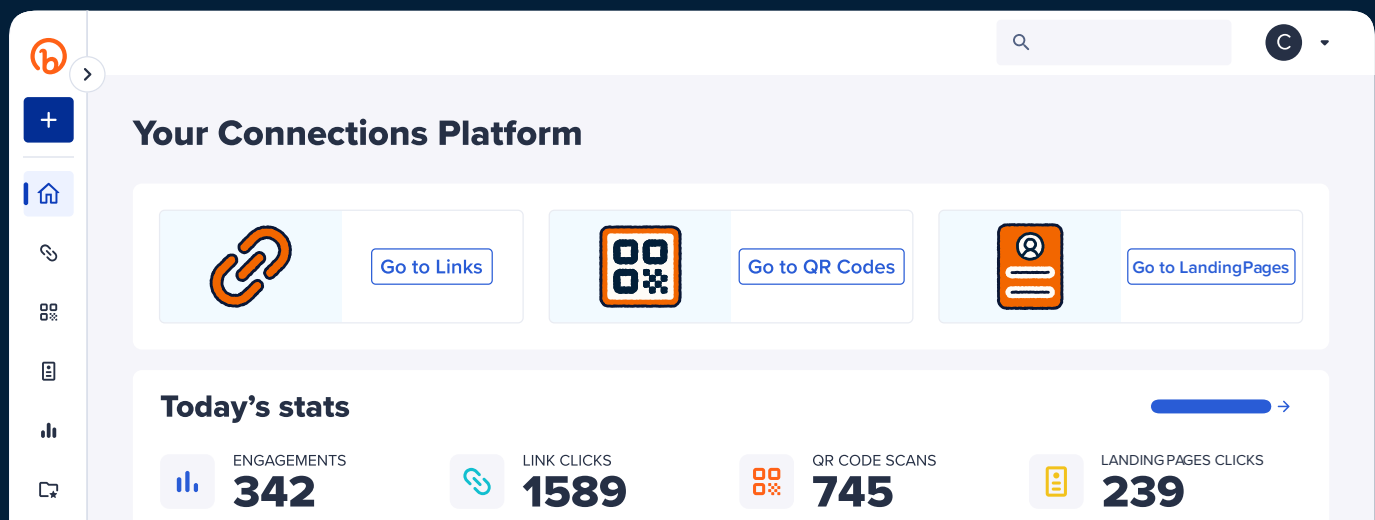
That's why there's no better time to engage with both your past and future patrons about their next visit or stay—whether they're at your location, on the go, or relaxing at home. It's essential to remain top of mind at all times, not just when guests are planning their next trip or actively making dinner plans. Anticipate their needs, and drive excitement through physical and digital touchpoints they can't look away from.

The Bitly Connections Platform enables you to create on-brand, strategic, and data-driven campaigns from the first interaction to their world-class experiences with you.

Put your best foot forward with engaging campaigns that let your guests take action, learn more, and make the most of every visit. While your brand may not take a vacation, your team can rest easy knowing every Bitly short link, QR Code, and landing page is perfectly primed to entice your audience to spend their time with you.

Bitly helps you better serve your guests at every step. So what are you waiting for? Start making more meaningful connections with the Bitly Connections Platform today.

Ready to put the Bitly Connections Platform to work for your hospitality brand?

[Let's get started](#)

The screenshot shows the Bitly Connections Platform dashboard. At the top, there's a search bar and a user profile icon. Below that, the main heading is "Your Connections Platform". Underneath, there are three main navigation buttons: "Go to Links" (with a link icon), "Go to QR Codes" (with a QR code icon), and "Go to LandingPages" (with a landing page icon). Below this, there's a "Today's stats" section with a progress bar. The stats are: ENGAGEMENTS 342, LINK CLICKS 1589, QR CODE SCANS 745, and LANDING PAGES CLICKS 239. A sidebar on the left contains various navigation icons.