



SMS MARKETING

AUTOMATE YOUR GUEST COMMUNICATION

Transform the way you connect with your guests through personalized and automated SMS campaigns, powered by SMSAPI



WHAT IS SMS MARKETING?



SMS Marketing is a tool designed to enhance guest communication by sending automated and personalized text messages. From booking confirmations to special offers, SMS ensures guests are always informed and engaged



HOW IT WORKS?



KWHotel synchronizes with **SMSAPI**, allowing the hotel system to send automatic messages. Once set up, the system automatically triggers text messages based on guest actions, such as booking confirmations, reminders, or marketing campaigns

MAIN FEATURES OF THE SMS MARKETING MODULE



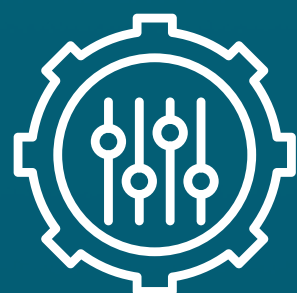
Automatically send booking confirmations, check-in reminders, and one-time apartment codes



Send promotional messages, last-minute deals, or loyalty program updates to segmented guest lists



Receive feedback and interact with guests in real-time, enhancing their stay experience



Personalize messages using guest data, ensuring a tailored experience for each recipient



BENEFITS OF IMPLEMENTING SMS MARKETING IN YOUR HOTEL

Enhance Guest Experience



Timely updates improve guest satisfaction, ensuring they feel informed and cared for throughout their stay

Increase Bookings & Retention



Promotional offers via SMS drive direct bookings and encourage repeat stays through personalized campaigns

Save Time with Automation



Automate common tasks such as booking confirmations and reminders, allowing staff to focus on guest service

Boost Response Rates



SMS messages have a 95% open rate, making them highly effective compared to email

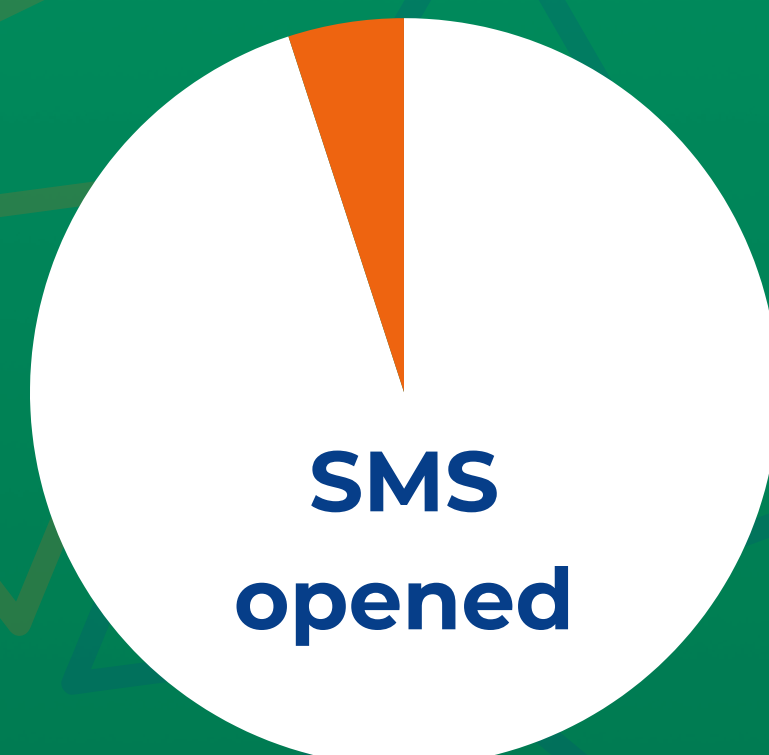
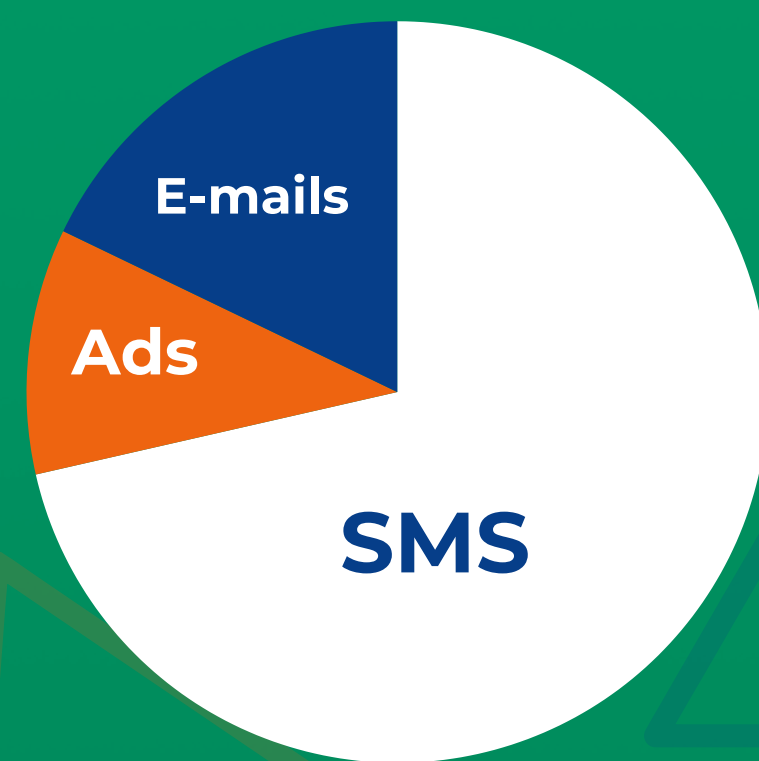


CASE STUDY: BOOSTING LAST-MINUTE BOOKINGS WITH TARGETED SMS

Hotel **XYZ**, located near the city center, wanted to increase its occupancy during off-peak times. The hotel implemented KWHotel's SMS Marketing module to send personalized last-minute offers to previous guests, offering a 20% discount for bookings made within 48 hours.



The results were impressive. The SMS campaign had a **95% open rate**, with a **20% conversion rate**, resulting in a 15% increase in last-minute bookings during the slow season.



Conversion Rate: 20%

Open Rate: 95%

Occupancy Increase: 15%

HOW TO IMPLEMENT SMS MARKETING IN YOUR HOTEL WITH



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TRANSFORM YOUR HOTEL'S COMMUNICATION WITH KWHOTEL!

KWHotel

Got questions? Visit our website and chat live with one of our experts. We're here to help you find the best solution for your hotel



[CHAT WITH US](#)



[SCHEDULE A DEMO!](#)

Want to see our tools in action? Schedule a free demo today and see how KWHotel, integrated with SMSAPI, can improve your guest engagement

Browse our full range of hotel management tools. From bookings to guest feedback, we've got everything your hotel needs, including SMS Marketing



[SEE OUR SOLUTIONS!](#)