

MARKETING SERVICES

ENGAGING YOUR CUSTOMERS

Making digital investments pay off in hospitality



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Your digital investment is only as good as your guest engagement

The hospitality sector has invested heavily in digital transformation. Apps with loyalty rewards. Sophisticated booking systems. Personalised offers powered by customer data. Technology designed to offset labour pressures and drive repeat visits.

But does adoption match the investment?

The competitive context has shifted dramatically. Cafes and delivery apps now compete for the same leisure time that used to default to pubs. Younger demographics are drinking less and expecting seamless digital experiences as standard. Consumer spending remains cautious.

In this environment, digital isn't optional, but it needs to deliver measurable returns. The operators who win will be those who crack the engagement challenge: turning digital capabilities into habitual guest behaviour that drives frequency, spend and loyalty.

At Paragon, we've helped hospitality businesses bridge the gap between digital capability and guest adoption. We've seen what works when you're trying to drive app downloads across a national estate, increase booking system utilisation, or turn loyalty programme members into active, high-value guests.

80%
of hospitality
businesses have
increased their
digital investments in
the past two years¹



Mitch Cornelia
COO for Marketing Services, Paragon UK

1. <https://restaurantassociates.co.uk/media/qoqhmhpr/white-paper-technology-april-28.pdf>

Turning digital capability into guest engagement

You've made the investment. The app is live. The booking system is sophisticated. The loyalty programme is ready to reward your best customers. But are guests actually using it?

For multi-site hospitality operators, the differentiator is the ability to drive adoption at scale across thousands of venues, then turning that adoption into sustained, habitual use that delivers ROI.

Common obstacles include siloed approaches where digital teams and venue operations work independently, limited integration between digital promises and in-venue delivery, and insufficient activation to drive awareness and trial among target guests.

THE COST OF LOW ENGAGEMENT

Stranded investment

Digital transformation costs run into millions - apps, booking systems, loyalty platforms and customer data infrastructure. When adoption is low and engagement sporadic, that investment delivers only a fraction of its potential return. You've built the capability, but guests aren't using it enough to generate payback.

Competitive vulnerability

In a market where digital natives set guest expectations, underperforming digital affects your ability to compete. When competitors offer frictionless booking, personalised rewards and seamless experiences while your channels feel like afterthoughts, guests vote with their feet.

Missed opportunity

Every digital interaction generates valuable data – booking preferences, frequency patterns, spending habits. This data should inform everything from menu development and promotional timing to venue investment. But when digital engagement is low, you're making major decisions without the customer insights that should guide them.

Driving engagement at scale

Success requires more than launching digital channels and hoping guests find them. It demands:

- **Unified activation:** Digital advertising, email, in-venue signage, staff materials and social media all reinforcing the same calls-to-action. When every touchpoint aligns, awareness converts to trial.
- **Integration with venues:** Digital capabilities that feel connected to the physical experience. When app offers are mentioned in-venue, when staff know about digital promotions, when booking confirmations set accurate expectations – engagement follows.
- **Clear value exchange:** Guests need an immediate answer to "what's in it for me?" Exclusive offers, priority booking for sports fixtures, gamified rewards, seamless payment – the value needs to be obvious and compelling.
- **Sustained communication:** One-off launch campaigns don't create lasting habits. Ongoing activation through targeted offers, reminders and engagement mechanics like gamification turns trial into regular use.

Paragon: Driving digital adoption in hospitality

We've helped hospitality operators turn digital capability into measurable guest engagement across national estates. Our approach combines campaign orchestration, materials production and data-driven optimisation to drive adoption at scale.

Our expertise spans:

- **Launch campaign orchestration:** Coordinated execution across every channel and touchpoint – from digital advertising and in-venue activation to staff enablement.
- **Ongoing engagement programmes:** Sustained campaigns that move guests from trial to regular use through targeted offers, personalised communications and engagement mechanics.
- **Multi-venue materials coordination:** Production and distribution of consistent promotional materials across thousands of venues, with templates that enable local flexibility.
- **Digital-physical integration:** Campaigns designed to bridge the gap between digital channels and in-venue experiences, ensuring seamless guest journeys.
- **Performance measurement:** Data visibility on adoption rates, usage patterns and engagement metrics – enabling continuous optimisation.



WHY HOSPITALITY OPERATORS PARTNER WITH PARAGON:

Experience at scale
Supporting digital activation across thousands of venues

Integrated approach
Bridging digital and physical seamlessly

Data-driven
Continuous optimisation based on performance metrics

Speed to market
Rapid deployment of coordinated campaigns

Materials expertise
Production and distribution of high-quality in-venue assets



How we support our clients

We've been providing expert marketing and communications solutions for decades. We work closely with national and multi-site hospitality organisations to address their challenges, whether that's driving digital adoption, maximising technology ROI, or creating engagement strategies that drive repeat visits.

We enable digital transformation and guest engagement optimisation, creating experiences that have a lasting impact on loyalty and revenue.



We support our hospitality clients to address their specific needs, including:



Digital adoption challenges

Including driving app downloads, booking system utilisation and loyalty programme participation across large estates



Digital-physical integration

Ensuring seamless guest journeys from digital engagement through to in-venue experiences



Coordinated campaign execution

Across thousands of venues with consistent messaging and materials while enabling local flexibility



Performance optimisation

Using data insights to refine tactics and maximise return on digital investments

REAL-WORLD APPLICATIONS



Scenario 1: Driving loyalty app adoption across a national estate

The challenge: New loyalty app launched with multi-million-pound investment. Success depends on driving downloads, registrations and active usage across 1,600 managed venues to achieve projected ROI.



The Paragon approach:

Coordinated launch campaign spanning digital channels (paid social, search, display), email to existing customer database, in-venue promotion (window graphics, table talkers, posters, staff briefing materials), and ongoing nurture programme with weekly offers to new sign-ups.

All materials created from centralised templates with consistent messaging and visual identity. Production and distribution managed centrally to ensure every venue has materials on launch day. Staff briefing cards provide talking points and answers to common questions.



Post-launch:

Targeted email campaigns to drive first redemption among new members. In-app notifications for venue-specific offers. Monthly gamification features (spin-to-win, leaderboards) to maintain engagement.



The result:

High awareness and download rates. Strong conversion from download to registration to first redemption. Active engagement metrics that validate ROI projections.

Scenario 2: Maximising sports booking revenue

The challenge: Enhanced booking system enables guests to reserve spots for specific fixtures. With thousands of monthly sports bookings representing significant revenue, awareness and adoption of this capability needs to be driven to maximise capacity utilisation and spend per booking.



The Paragon approach:

Fixture-specific campaigns timed to major sporting events. Email alerts to registered users highlighting upcoming high-demand matches. In-venue signage directing guests to booking system with QR codes for immediate access. Social media content showing the sports viewing experience and encouraging advance booking.

Pre-match reminder emails with options to pre-order food and drinks. Post-match follow-up encouraging booking for the next fixture. Seasonal campaigns around tournaments (Six Nations, Euros, World Cup) emphasising the booking-ahead value proposition.



The result:

Increased booking conversion rates. Higher advance bookings for major fixtures. Improved revenue per sports viewing cover through pre-ordering integration.

ABOUT PARAGON MARKETING SERVICES

As our clients strive for efficiency and growth, we bring clarity to brand and direct marketing activation. We combine cutting-edge technology with deep industry expertise to deliver seamless, data-driven marketing solutions on a global scale – from strategic thinking to delivery.

Across brand marketing activation, direct marketing activation and marketing operations outsourcing, we enable our clients to cut through competitive markets, strengthen customer relationships, reduce costs and turn marketing budgets into growth. All underpinned by our proprietary cloud marketing technology and the creative talent of our 1,700+ strong team.

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