



# Local vs. Central communication?

- Marketing Automation in a multi-brand environment

Zacharias Elinder, Marketing Automation Manager



Nordic Hotels  
& Resorts



Nordic  
Choice  
Hotels



Nordic Choice Hotels™

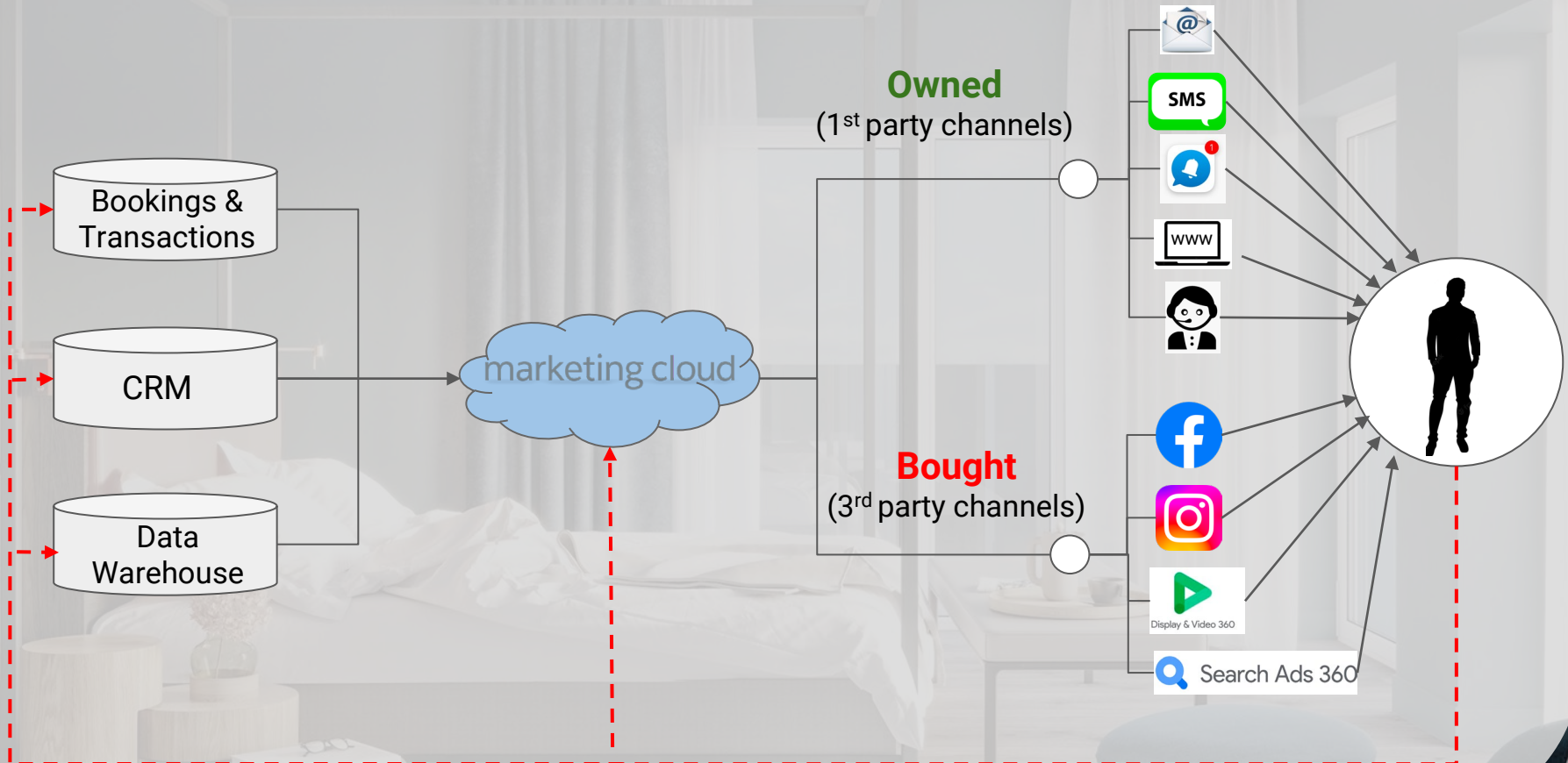


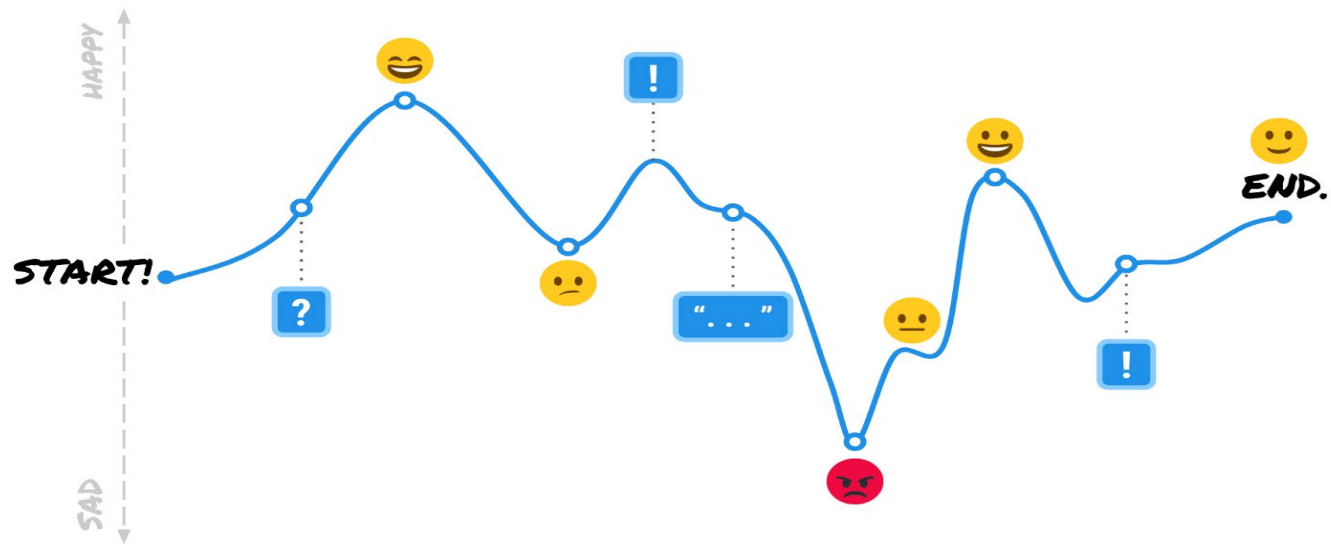
Nordic Hotels  
& Resorts



# **Marketing Automation today at Nordic Choice**



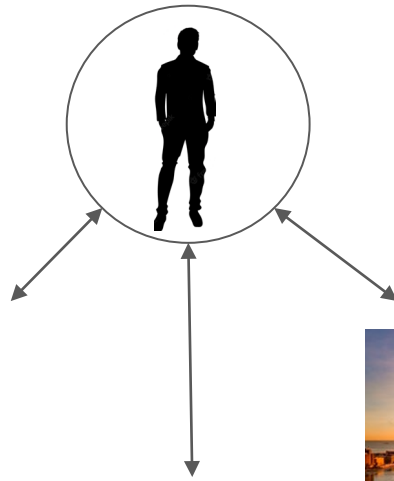




# **Our Challenge**



Nordic  
Choice  
Hotels



BY NORDIC CHOICE

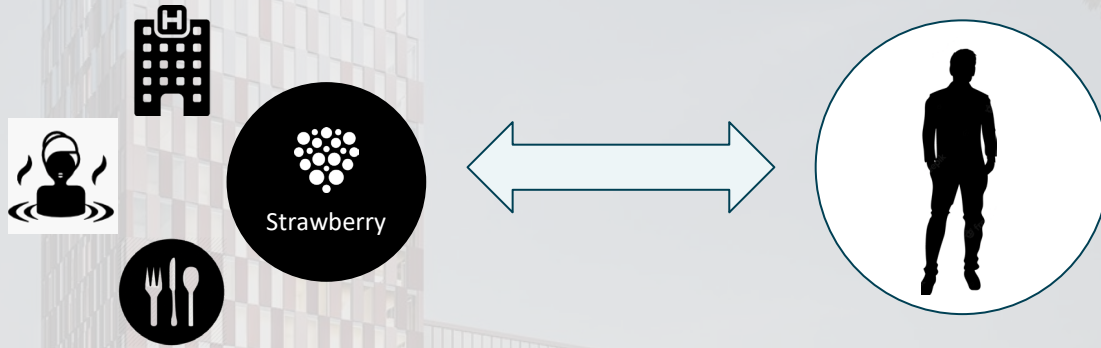
What is the relationship between  
the customer and us?



**Our solution**



QUALITY HOTEL THE WEAVER



*One brand - unlimited experiences!*



UI

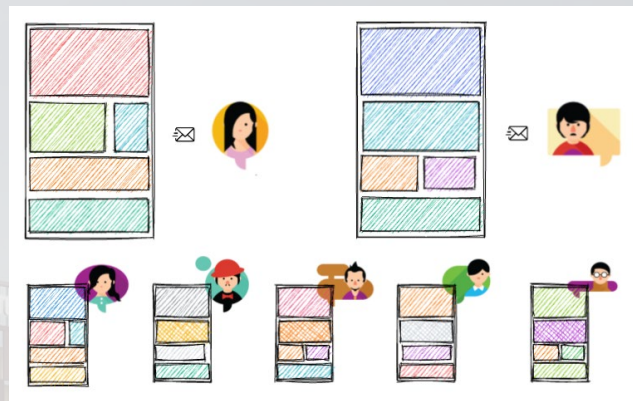
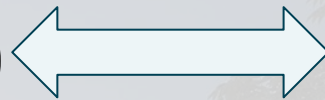
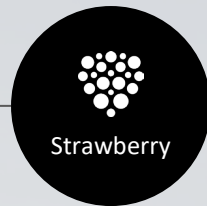


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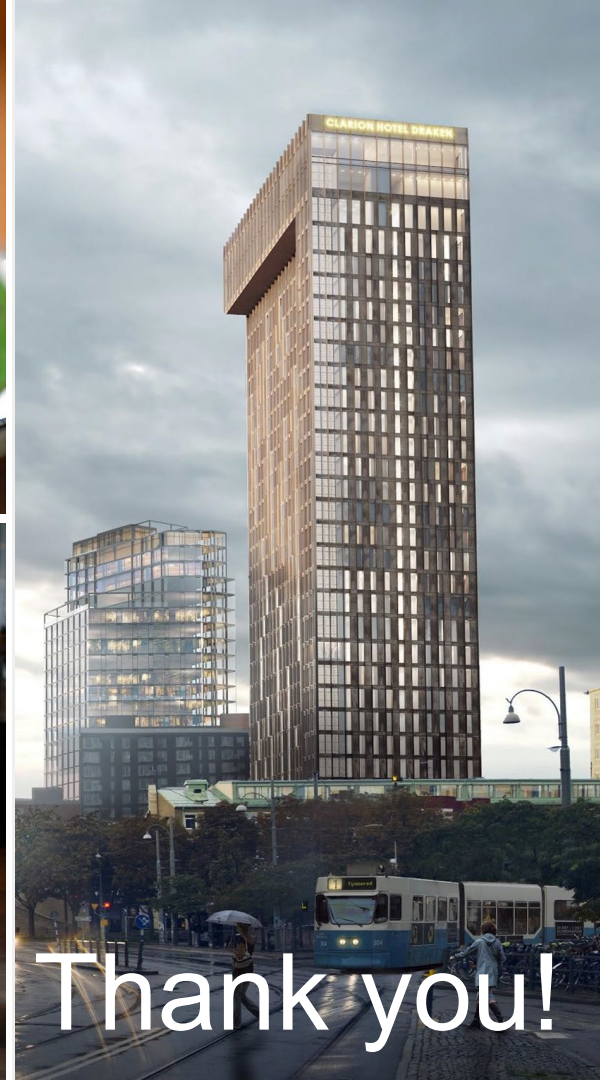


UI

Local Content Database



*Local, dynamic content,  
centrally administered*



Thank you!