Digital distribution – action lists

Name of business:

Date completed:

Actions – step 1: Get ready to distribute digitally (activities)	To do	In progress	Completed	Notes
Review your products / experiences	☐	☐	☐	*Are they suitable for online distribution: bookable, paid-for, suitable for FITs?* *Do you know your opening times / availability?*
Review your pricing	☐	☐	☐	*Do you have enough margin to offer commission?*
Identify your USPs and write descriptions for your products: • Short elevator pitch • Full description	☐	☐	☐	*What makes people want to book your product? Consider asking trade contacts or other customers for feedback.*
Source images and videos	☐	☐	☐	*Review existing images and videos.* *Arrange more images and videos if required.*
Summarise operational information for your listing	☐	☐	☐	*To include duration, language, accessibility, meeting point / address etc.*
Review your T&Cs	☐	☐	☐	*Review cancellation policy, cut off time for bookings etc.*
Write 3-5 bullet points of "Highlights"	☐	☐	☐	*Summarise the experience and USPs in a bullet point list.*
Write a list of what is included, but also what is not included (if applicable)	☐	☐	☐	*For example: admission, transport, gratuities etc.*
List any other important information	☐	☐	☐	*For example: Is there an age limit? Do guests need to sign a waiver?* *Anything else they need to know or bring?* *Is your product not suitable for certain people (children, wheelchair users etc)?*
If you have a COBS – make sure the information on your booking system is correct and up to date, such as availability and rates	☐	☐	☐	

Actions – step 1: Get ready to distribute digitally (accommodation)	To do	In progress	Completed	Notes
Review your products	☐	☐	☐	*Do you know your season / availability? What are your terms & conditions?*
Review your pricing	☐	☐	☐	*Do you have enough margin to offer commission?*
Identify your USPs and write descriptions for your products: • Short elevator pitch • Full description	☐	☐	☐	*What makes people want to stay with you? Consider asking trade contacts or other customers for feedback.*
Source images and videos	☐	☐	☐	*Review existing images and videos. Arrange more images and videos if required.*
Summarise operational information for your listing	☐	☐	☐	*To include parking, wi-fi, breakfast, check in and check out time, pets etc*
Review your T&Cs	☐	☐	☐	*Review cancellation policy, cut off time for bookings, child policies etc.*
List any other important information	☐	☐	☐	*Anything they need to know before staying? Is your product not suitable for certain people (children, wheelchair users etc)?*
If you have a PMS or channel manager – make sure the information on your system is correct and up to date, such as availability and rates	☐	☐	☐	

Actions – step 2: Get a COBS (connected online booking system)	To do	In progress	Completed	Notes
If you don't have a COBS, review the benefits of getting one	☐	☐	☐	
Review what functionalities are important for you, and make a list of priorities	☐	☐	☐	
Consider cost – would a monthly subscription or a fee per booking work best for you?	☐	☐	☐	
Review different COBS, and arrange demos with the ones that offer the functionalities you require	☐	☐	☐	
Sign up with a COBS	☐	☐	☐	
Set up your products and rates on the COBS	☐	☐	☐	
Connect your COBS to your website, by adding a "book now" button to your website	☐	☐	☐	
If already set up on OTAs, connect your OTA listings to the COBS	☐	☐	☐	

Actions – step 3: Start selling on OTAs	To do	In progress	Completed	Notes
Identify the OTAs and platforms that would suit your products	☐	☐	☐	*For example: which are your target markets? How much commission are you able to pay? Are there any specialist OTAs selling your type of experience / product?*
Sign up with your selected OTAs and platforms online	☐	☐	☐	
Fill in your company profile information	☐	☐	☐	
Add your product information and images	☐	☐	☐	*See action list 1 above*
Consider developing OTA specific products	☐	☐	☐	
Connect the OTA listing to your COBS (or update manually if no COBS)	☐	☐	☐	

Actions – step 4: Start selling on TXGB	To do	In progress	Completed	Notes
Register with TXGB, and complete your profile	☐	☐	☐	*Go to the TXGB website and click on "Get started"*
If you have a COBS, connect it with TXGB	☐	☐	☐	*TXGB will help you connect your COBS with TXGB*
If you don't have a COBS, consider using TxLoad	☐	☐	☐	*TXGB can help you get set up on TxLoad*
Choose the distribution channels you would like to work with	☐	☐	☐	*See action list 3 above – review their target markets, commission level, T&Cs etc.*

Actions – step 5: Improve your online visibility	To do	In progress	Completed	Notes
Connect your COBS to your website, by adding a "book now" button to your website	☐	☐	☐	
Check your website's UX (user experience), SEO and fix any issues	☐	☐	☐	*Consider using tools like:* *https://pagespeed.web.dev/*
Create a social media strategy	☐	☐	☐	*Consider introducing a monthly plan for your posting.*
Review different social media platforms, and sign up with any that suit your audience	☐	☐	☐	*Which social media platforms should you be posting on – consider your audience (age groups, interests, nationalities etc).*
Claim your company profiles on: • Google • TripAdvisor	☐	☐	☐	
Check your listings on review sites and update if needed	☐	☐	☐	
Add info and images / videos to review sites	☐	☐	☐	
Sign up to get review notification emails from review sites	☐	☐	☐	