

DIGITAL STRATEGY for RETAIL & HOSPITALITY

BEST PRACTICES GUIDE

Navigating the digital revolution
to drive growth, engagement, and
operational excellence.





A Best Practices Guide: Digital Strategy for Retail & Hospitality Businesses

Navigating the digital revolution to drive growth, engagement, and operational excellence in 2026 and beyond.

Why Digital Strategy is a Business Imperative in 2026



Market Growth

Retail digital sales hit \$292.9B in Q2 2025, growing 5.3% YoY. Hospitality must keep pace or lose market share to digitally savvy competitors.



Direct Revenue

Digital marketing drives direct bookings and sales, reducing reliance on costly intermediaries like OTAs and increasing profit margins.



Unified Operations

Connected digital operations and marketing create seamless customer experiences whilst delivering operational agility across all touchpoints.



Engaging New Customers: The Power of TikTok & YouTube

Platform Impact

TikTok users spend 95+ minutes daily on the platform, making it prime territory for viral brand discovery and authentic engagement with younger demographics.

YouTube remains the 2nd largest search engine globally. Video content dramatically boosts SEO performance and builds lasting consumer trust.



Proven Success

Hospitality brands using TikTok challenges and YouTube tutorials increased bookings by 20% in just 6 months through authentic storytelling.

Content Strategy

Create platform-native content that's authentic, entertaining, and mobile-optimised. Generic content fails—tailor your message to each platform's unique culture.



Building Brand Loyalty Through Digital Storytelling & Community

01

Earned Media Power

Encourage user-generated content and cultivate influencer partnerships to create authentic brand advocacy that resonates with new audiences.

02

Loyalty Technology

Deploy loyalty and promotion platforms (e.g., Agilysys Loyalty & Promotions) to reward repeat customers digitally with personalised incentives.

03

Retargeting Campaigns

Use email and social retargeting to re-engage past guests and shoppers with personalised offers based on their browsing and purchase history.

- **Success Story:** Hotels using integrated loyalty apps saw a 15% increase in repeat bookings throughout 2025, demonstrating the power of digital engagement.

Optimising Your Website & Mobile Booking Experience

66%

Mobile Traffic

Share of hospitality web traffic from mobile devices—seamless mobile booking is absolutely non-negotiable

30%

Booking Increase

Growth in direct bookings for hotels with mobile-optimised booking engines



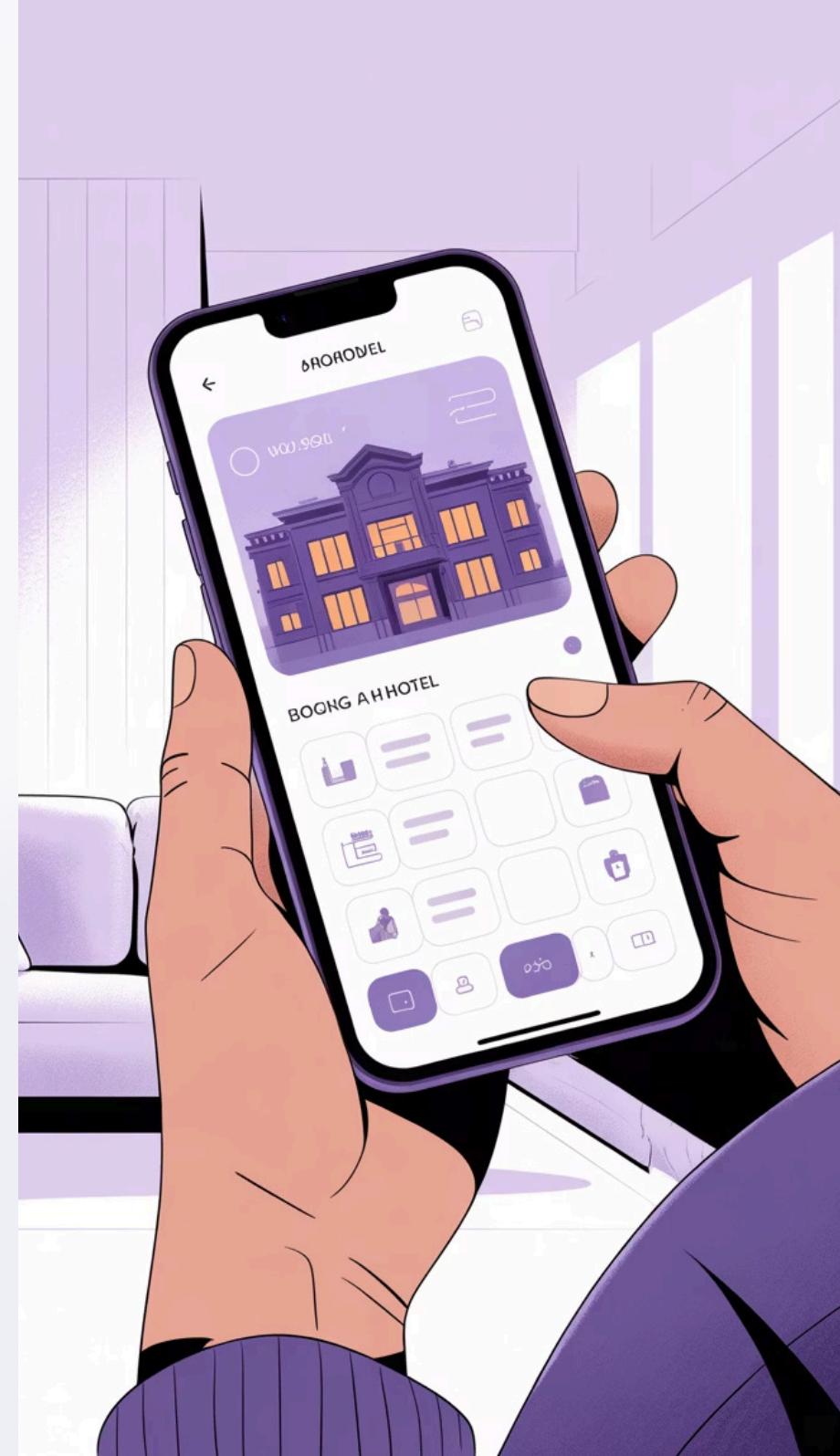
Essential Features

Lightning-fast load times, intuitive navigation, digital wallet integration, and Buy Now Pay Later (BNPL) payment options for flexible purchasing.



SEO Strategy

Focus on localised keywords, voice search optimisation, and regularly updated fresh content to boost organic visibility and drive qualified traffic.



Harnessing Data & Analytics for Smarter Marketing



The 360° Customer View

Integrate data from CRM, Customer Data Platforms (CDP), and digital campaigns to gain comprehensive customer insights that drive personalisation.

Use advanced analytics to segment audiences precisely, personalise messaging at scale, and optimise advertising spend across all channels for maximum ROI.

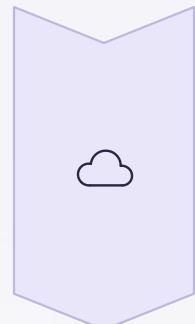
Market Opportunity

Retail media ad spend reached \$176.9B globally in 2025—strategically leveraging this channel drives measurable, trackable ROI.

Test & Scale

Continuous experimentation and rigorous measurement guide the scaling of winning campaigns whilst eliminating underperforming initiatives.

Digital Workspace Solutions: Streamlining Operations & Staff Management



Cloud-Based Systems

Transition from manual processes to tech-enabled workflows with cloud-based Property Management Systems (PMS), workforce management platforms, and integrated service tools.



Unified Selling

Consolidate inventory across rooms, food & beverage, retail, and experiences into one platform for seamless upselling and cross-selling opportunities.



Mobile Empowerment

Equip staff with mobile tools that improve communication, streamline scheduling, and enhance guest service responsiveness across all departments.

"Hotels adopting enterprise technology platforms saw 20% operational efficiency gains in 2025, translating to significant cost savings and improved guest satisfaction."



Social Media & Paid Media: Integrated Campaigns That Convert

Paid + Organic Synergy

Combine paid social advertisements with organic content for maximum reach and authentic engagement across all platforms.

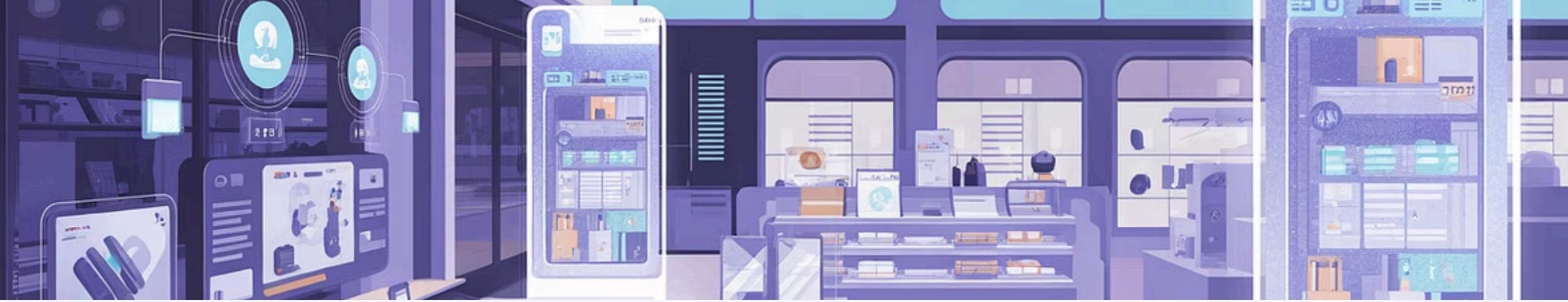
Influencer Power

Partner with influencers to authentically tap niche audiences and build credibility through trusted voices.

Smart Targeting

Deploy programmatic advertising and retargeting to increase conversion rates whilst reducing wasted advertising spend.

- **Campaign Success:** Hospitality brands using integrated paid and organic campaigns boosted direct bookings by 25%, demonstrating the multiplier effect of coordinated digital marketing.



Emerging Trends & Technologies to Watch



AI-Driven Personalisation

Artificial intelligence and chatbots deliver enhanced customer service 24/7, providing instant responses and personalised recommendations at scale.



Shoppable Video

Streaming platforms and shoppable video formats open exciting new retail marketing channels, blending entertainment with seamless purchasing.



Immersive Experiences

Metaverse environments and augmented reality (AR) create immersive brand engagement opportunities that differentiate forward-thinking businesses.



Payment Innovation

Buy Now Pay Later (BNPL) and flexible payment solutions reshape consumer purchase behaviour, reducing barriers to higher-value transactions.

Your Digital Strategy Roadmap: From Vision to Action

The digital transformation journey requires strategic planning, coordinated execution, and relentless measurement. Here's your comprehensive roadmap to success:



Define Clear Objectives

Establish specific goals across awareness, customer acquisition, loyalty building, and operational excellence with measurable KPIs.



Build Your Ecosystem

Create a connected digital infrastructure spanning website, social media, paid advertising, data analytics, and operational platforms.



Embrace Mobile & Video

Invest in mobile-first, video-rich content specifically tailored to your audience's preferred platforms and consumption habits.



Unify & Empower

Deploy technology that unifies selling processes and empowers your workforce to deliver exceptional customer experiences.



Measure & Adapt

Implement rigorous measurement frameworks, adapt quickly based on data insights, and keep customer experience at the absolute core of every decision.

The future belongs to businesses that innovate digitally—start your transformation today.