DRAGONNÉ

SERVICE

Paid Media Management
Meta Ads + Google Ads for hospitality.

Structure, management and optimization with an operating cadence: clear segmentation, operational control and a periodic performance readout.

01 COMMON ISSUE

Running ads is not the same as operating paid media.

Many hotels launch one-off campaigns and then stop following through. Without structure and clear criteria, performance stays unclear and budget gets wasted.

02 CONTROL

Your investment needs operational discipline.

The goal is continuity: a structured setup, basic tracking checks, monitoring and ongoing adjustments to make better use of your paid media budget.

03 APPROACH

Three lanes: structure, optimization, reading.

STRUCTURE AND LAUNCH

Initial setup and campaign structure across Meta Ads and Google Ads aligned to business goals.

SEGMENTATION AND CONTINUOUS OPTIMIZATION

Audiences, ads, keywords and budget allocation with weekly optimizations based on performance.

MONTHLY READOUT

A periodic performance review to keep visibility and improve the next cycle.

04 SCOPE

Paid Media Management

Meta Ads + Google Ads management with a steady operating cadence: initial setup, segmentation criteria, keyword research, remarketing when applicable, continuous optimization and a periodic performance readout.

CAMPAIGN STRUCTURE

A clear logic for objectives, targeting and budget allocation that keeps the work grounded.

AUDIENCES AND KEYWORDS

Segmentation plus keyword research and selection for Google Ads.

MONITORING + OPTIMIZATION

Monitoring and continuous optimization (ads, targeting, keywords, budget).

BASIC TRACKING CHECKS

Pixel/events when available + basic landing and booking flow validation.

05 OWNER

Run by a specialist in paid media optimization.

Implementation, monitoring and optimization with the judgment to structure digital investment and keep an operational follow-through.



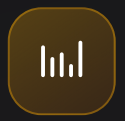
META ADS



GOOGLE ADS



REMARKETING



OPTIMIZATION

06 REQUIREMENTS

Access + a clear approval lane.

Access to ad accounts, Facebook Page, Instagram profile, Google Ads account, available creative assets, and a clear way to review and approve campaigns when needed.

07 CADENCE

Continuity + a periodic readout.

Paid media works better when it runs with a steady cadence: follow-through, adjustments, and periodic reading that turns metrics into decisions.

08 IMPACT

More control. Less noise.

A structured operating cadence reduces reactive decisions and improves learning across cycles. It's not about “spending more”—it's about executing better.

NEXT STEP

Let's talk

If you need continuity and operational control across your hotel's paid media (Meta + Google), let's align on goals, budget and what the monthly operating cadence looks like.

jorge@dragonne.co



Jorge Flores
Head of Hospitality