

A photograph of a woman with short brown hair, wearing a white robe, standing by a window and stretching her arms upwards. The window has a grid pattern and looks out onto a building. The scene is bright and airy.

GUEST HOUSE MARKETING PLAN

A solid teal rectangular background with a large, white, flowing script logo in the upper right corner. The logo consists of several loops and swirls.

HETHERSETT

## PRESENTATION FLOW

OverView

Website Redesign

Flyers

Logo Tweak

Modern Colour Palette

Photography

Monthly Social Media



What to  
Expect



# OVERVIEW

## WHERE WE ARE...

Although Hetherset is busy on certain periods of the year, the low season is not enough to carry Hetherset through these low periods.

A lack of social media and online presence can be detrimental to a brand in a fast paced digital world.

## WHERE WE'RE GOING...

- Grow an online presence
- Take control of digital accounts such as google for business and Trip Advisor
- Increase basket size



# HOW DO WE GET THERE?

"The key to success is to focus on goals, not obstacles. "



# SWOT ANALYSIS



## STRENGTHS

- Staff
- Customer base
- 24 hour customer service
- Products/Services
- Safe location
- Market position

## WEAKNESSES

- Profit margin to low
- Competitive vulnerability
- Financial resources
- Sales channels

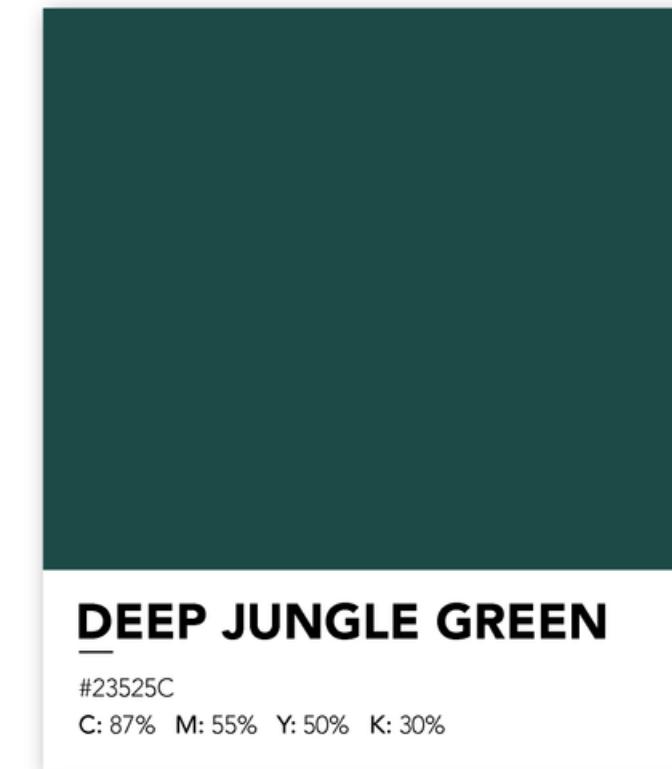
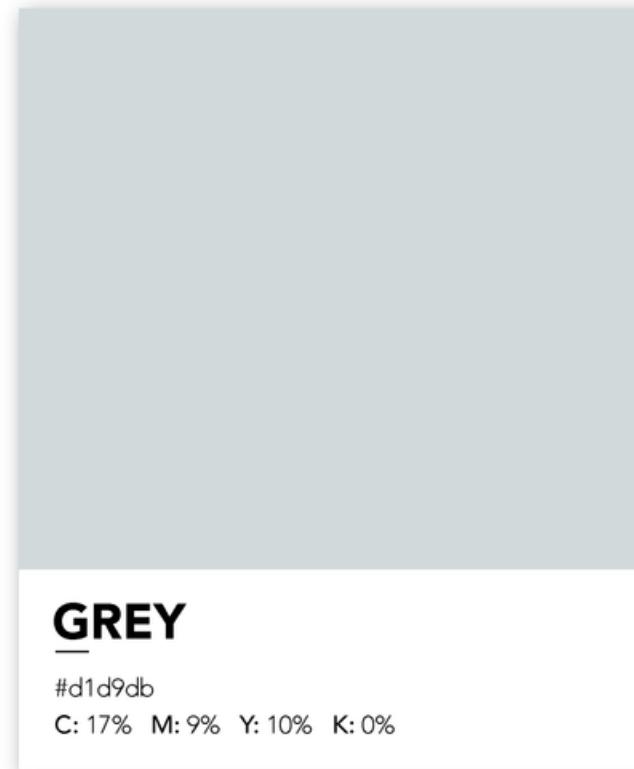
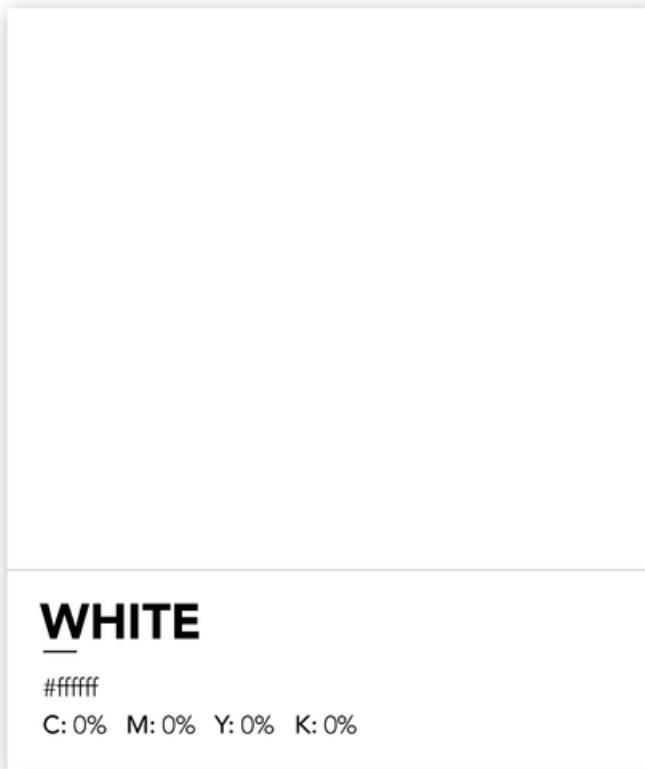
## OPPORTUNITIES

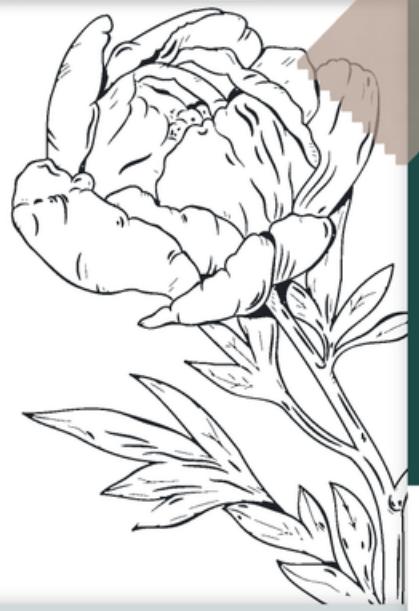
- Complimentary Market
- Business hub perception
- Competition weakness
- Safety

## THREATS

- Economy
- New technology
- Increased competition
- Decreasing profits

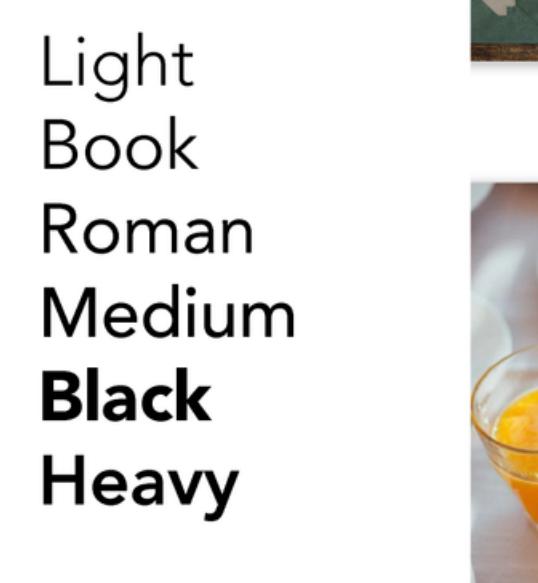
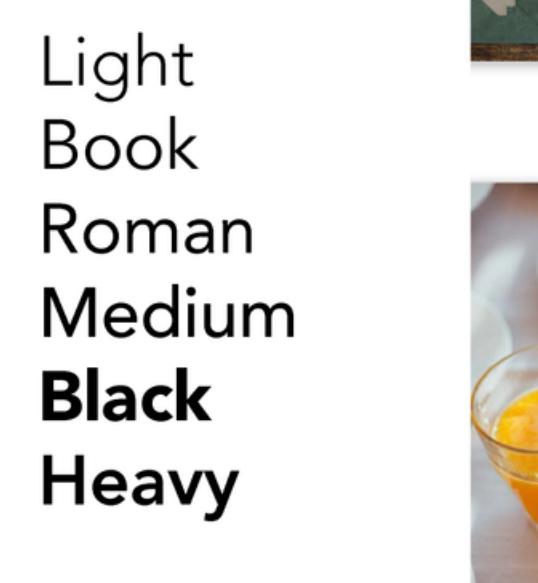
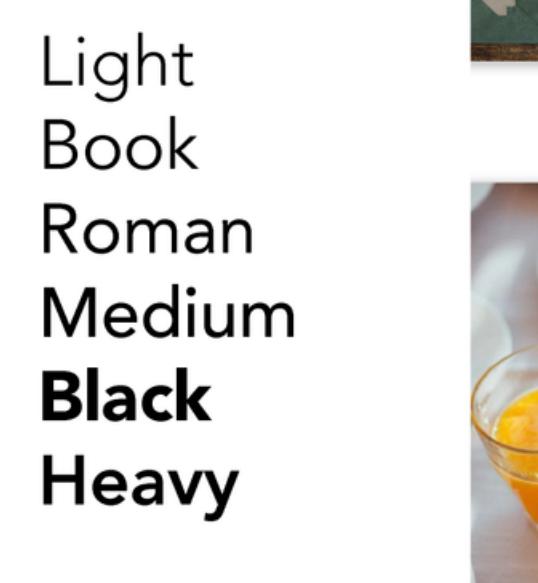
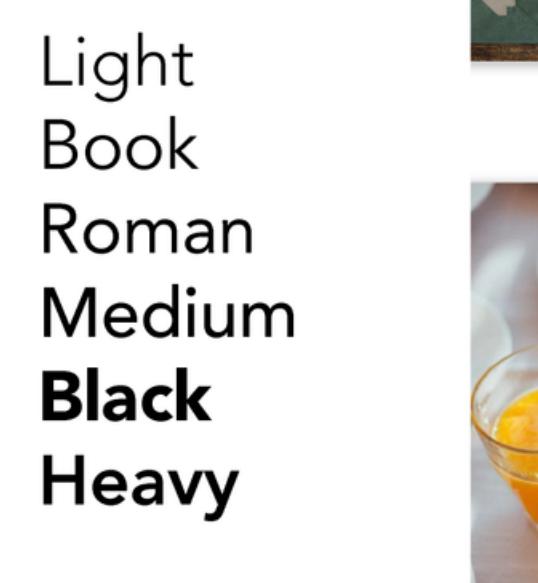
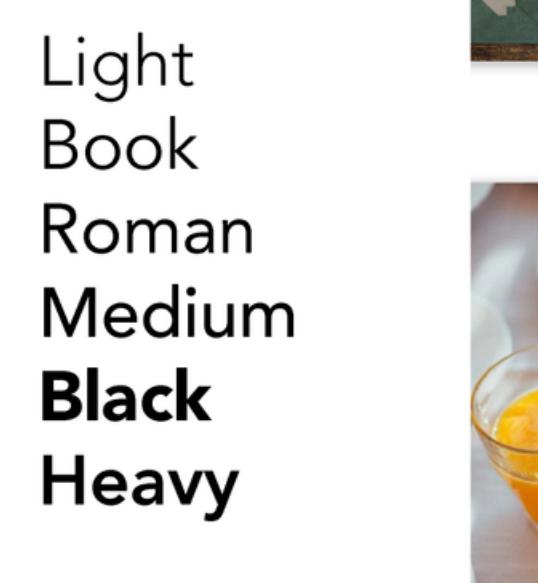
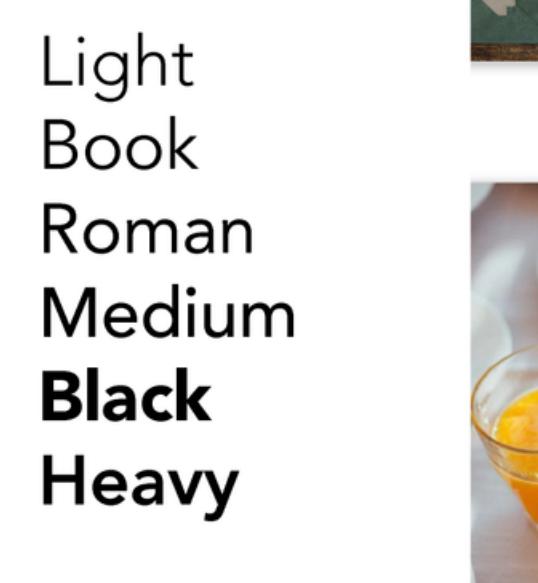
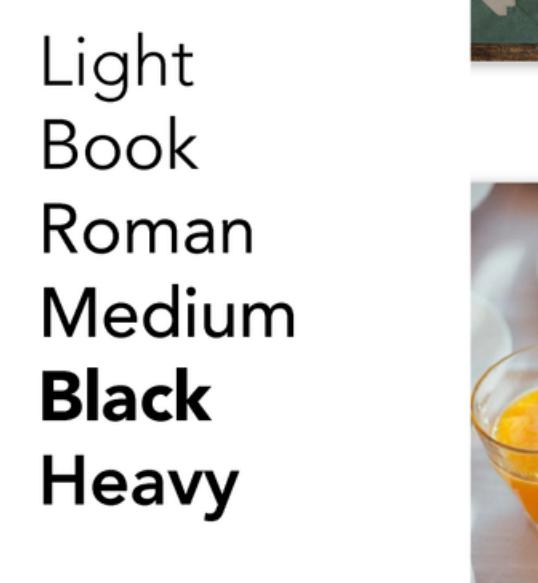
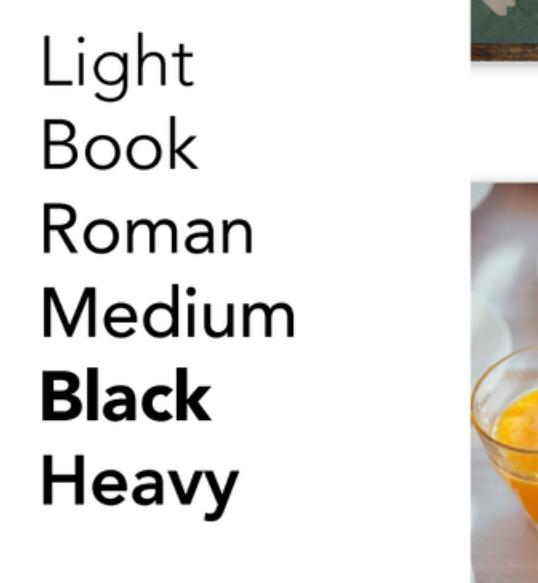
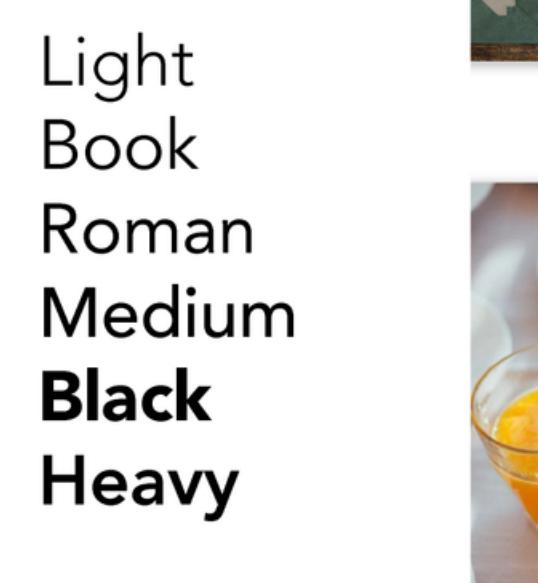
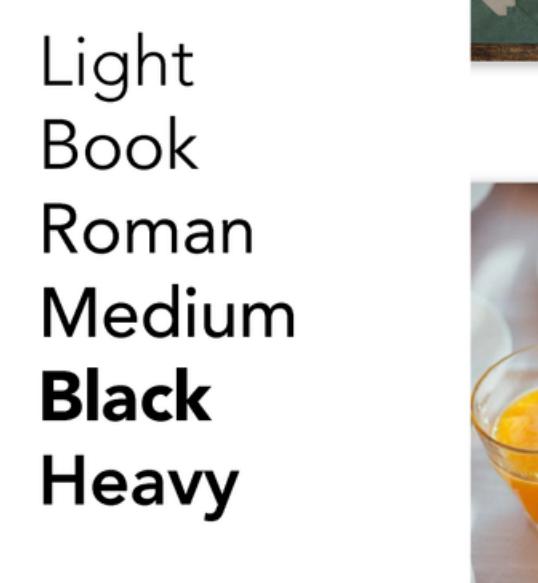
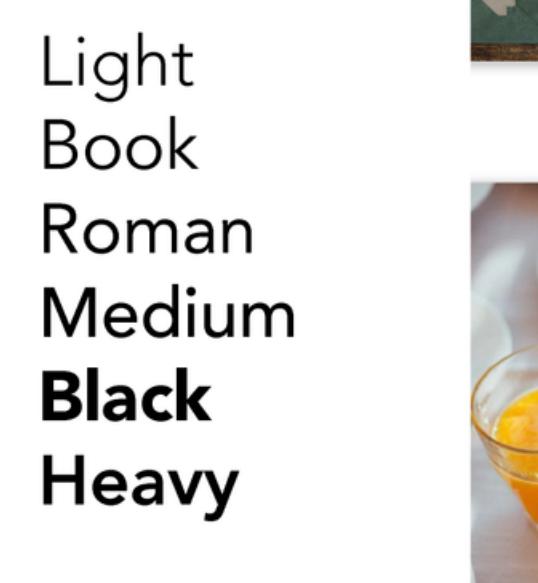
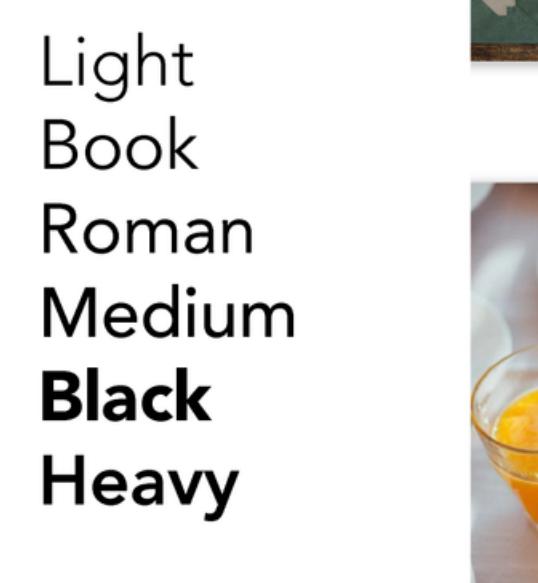
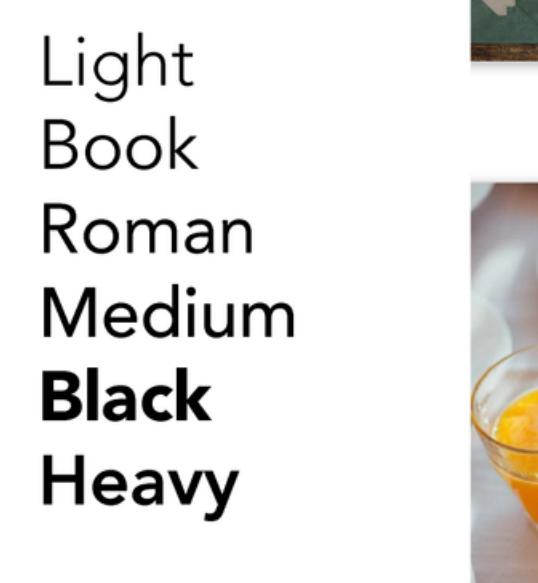
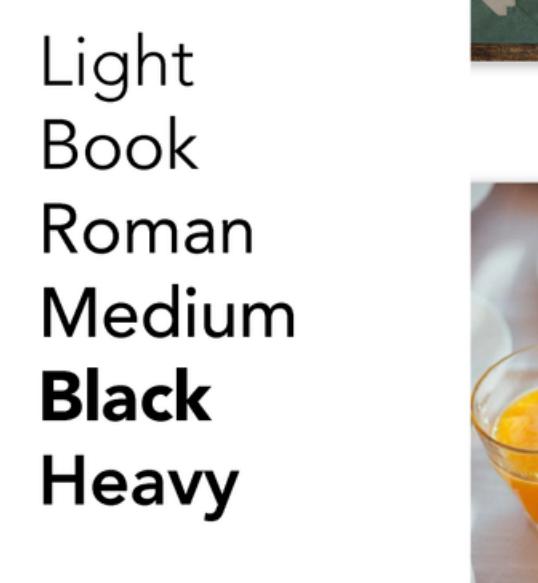
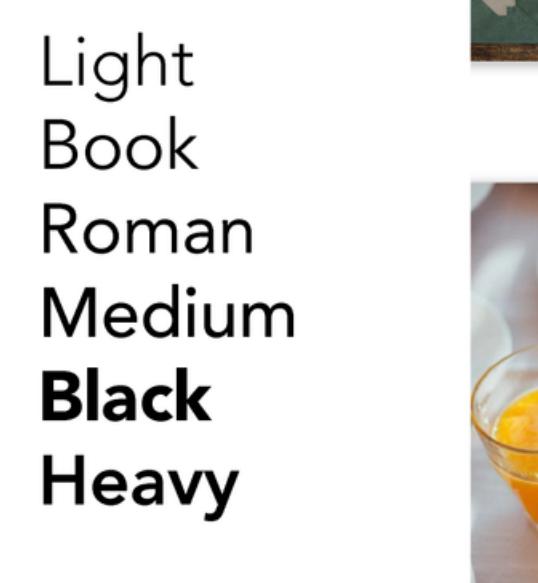
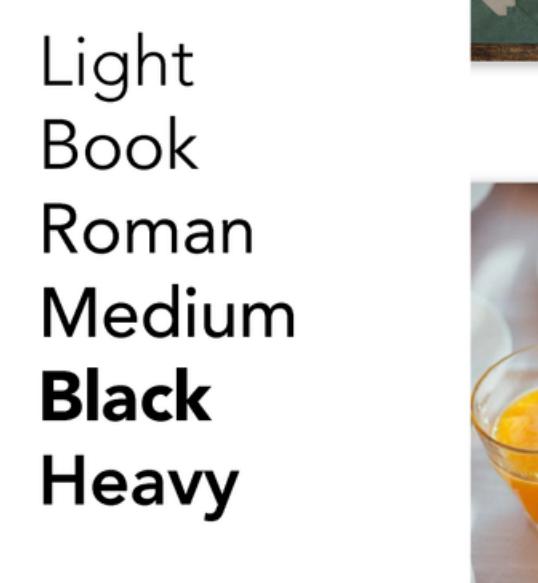
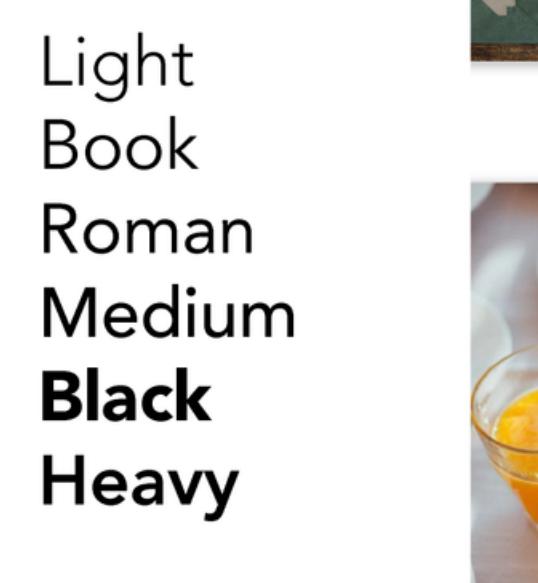
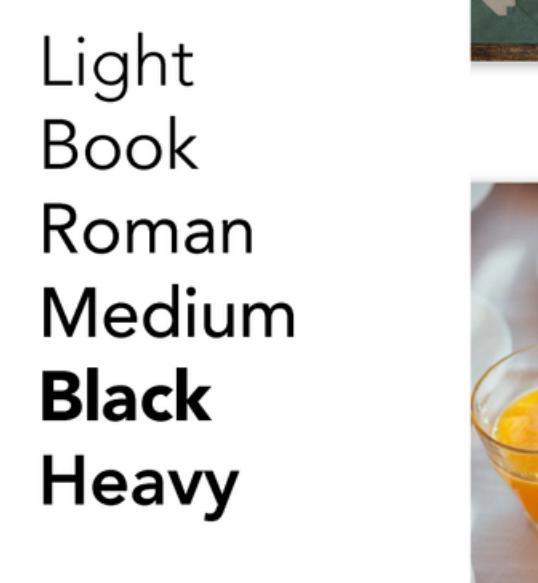
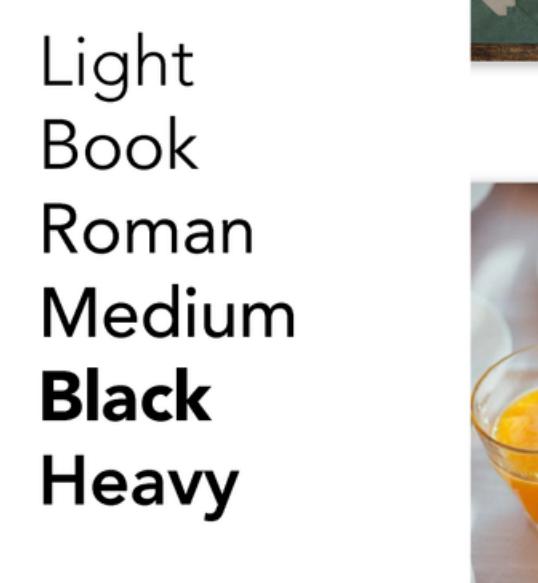
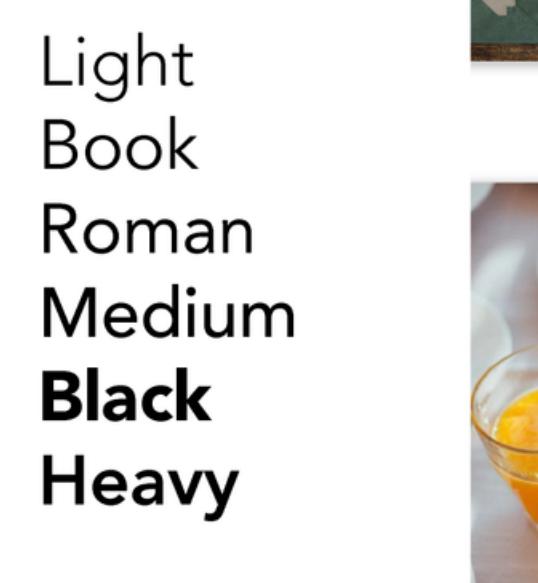
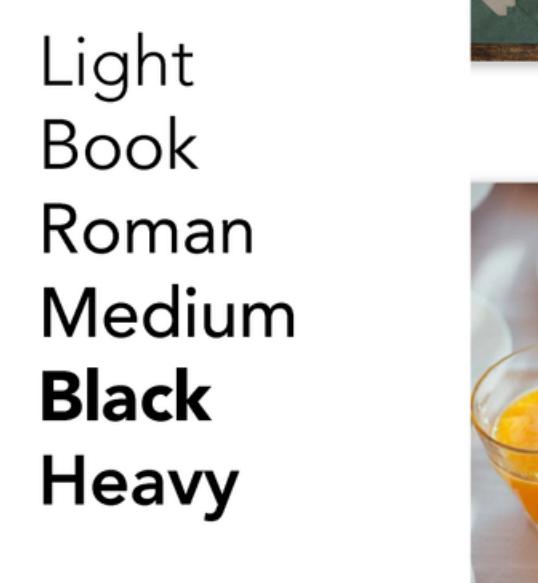
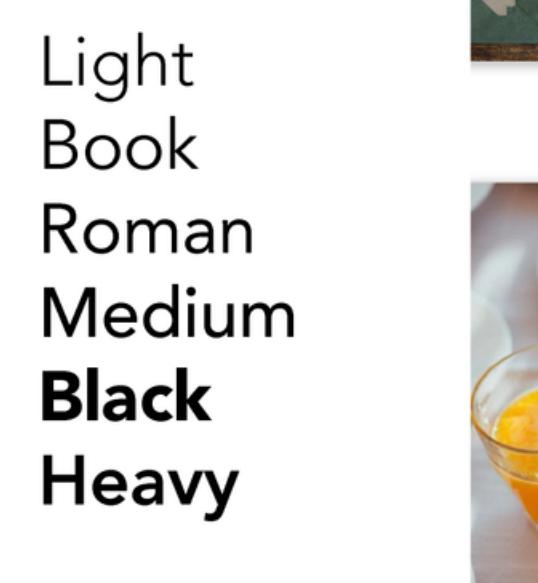
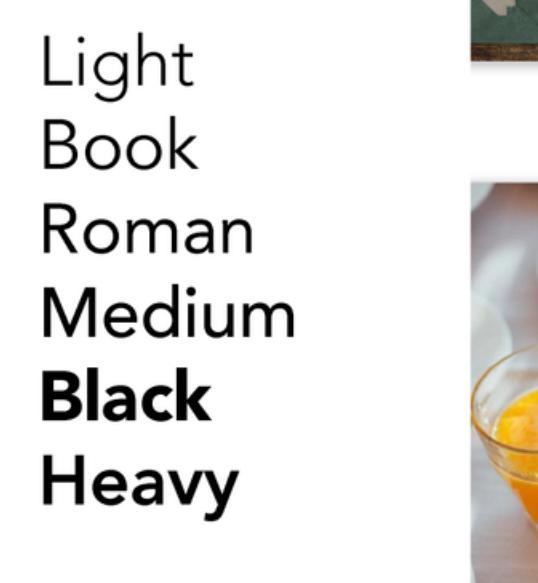
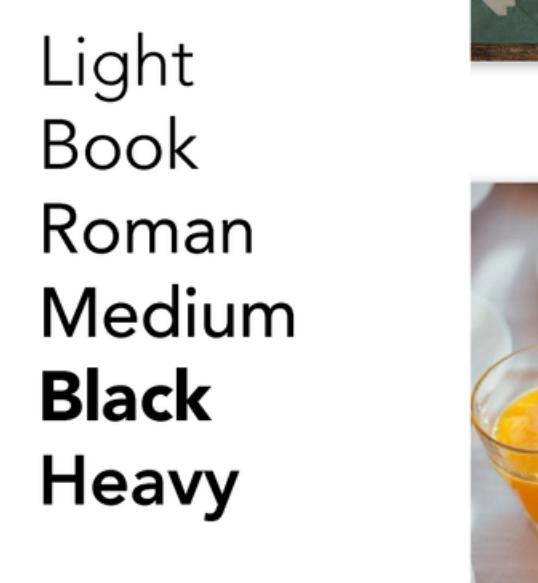
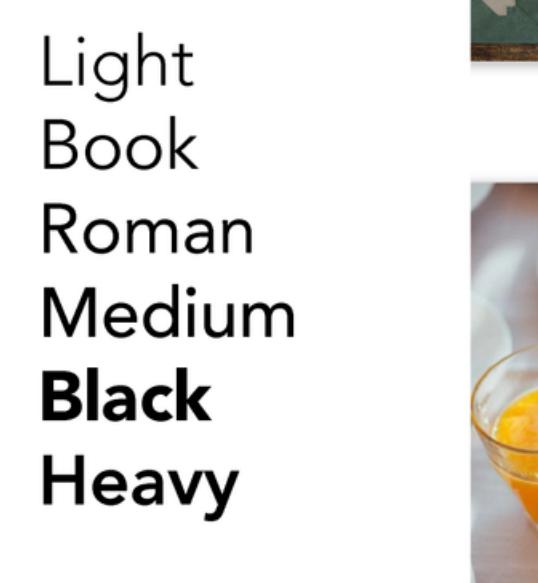
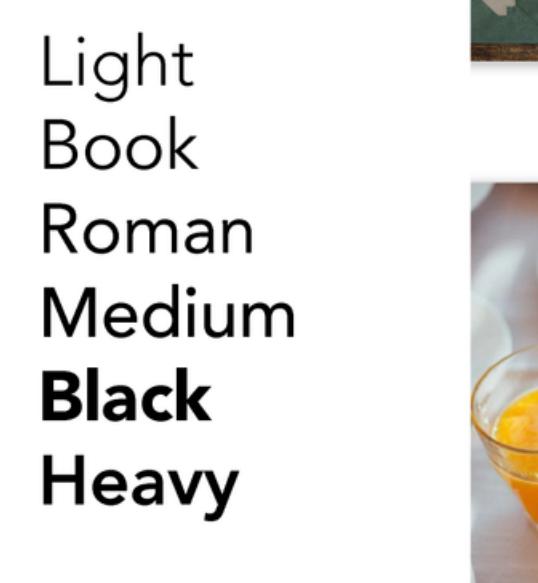
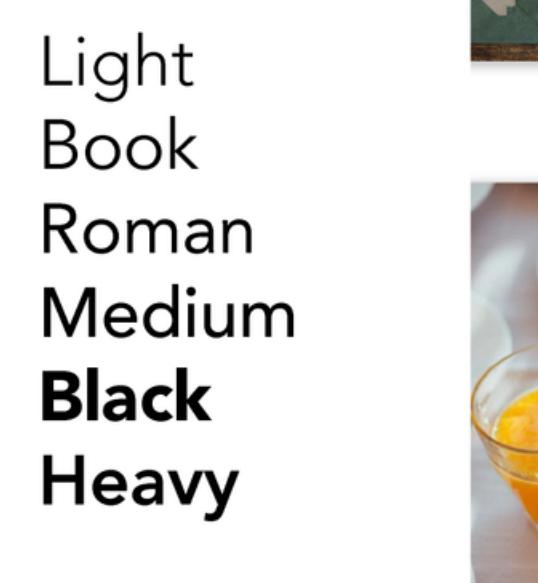
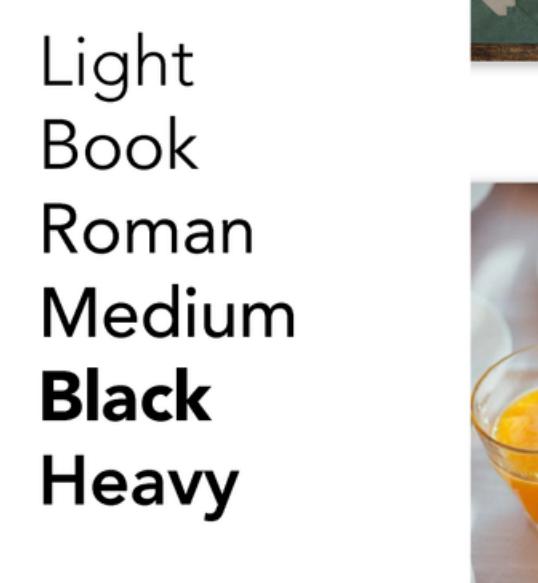
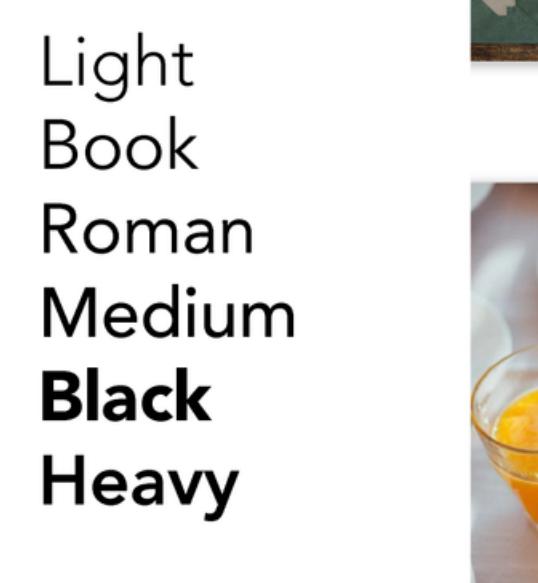
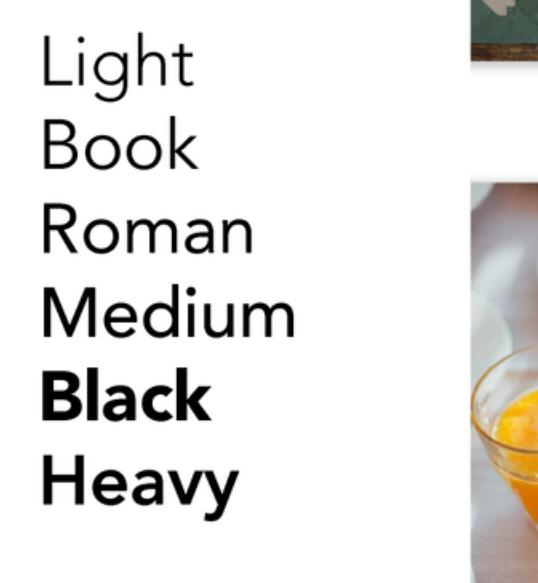
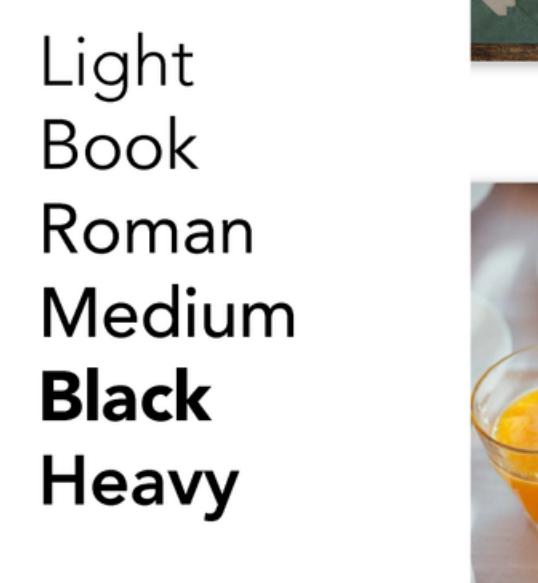
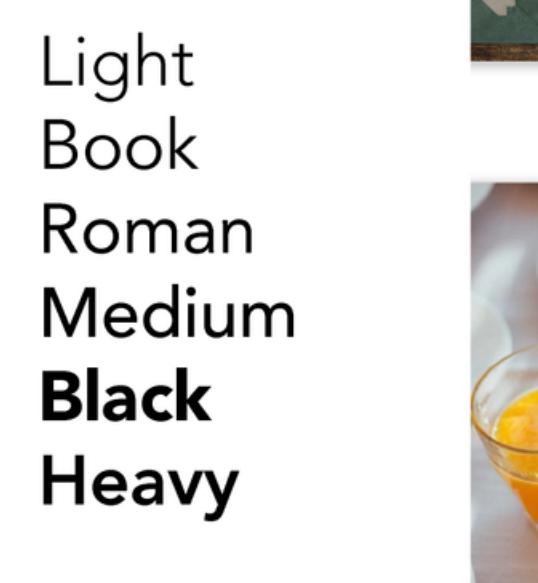
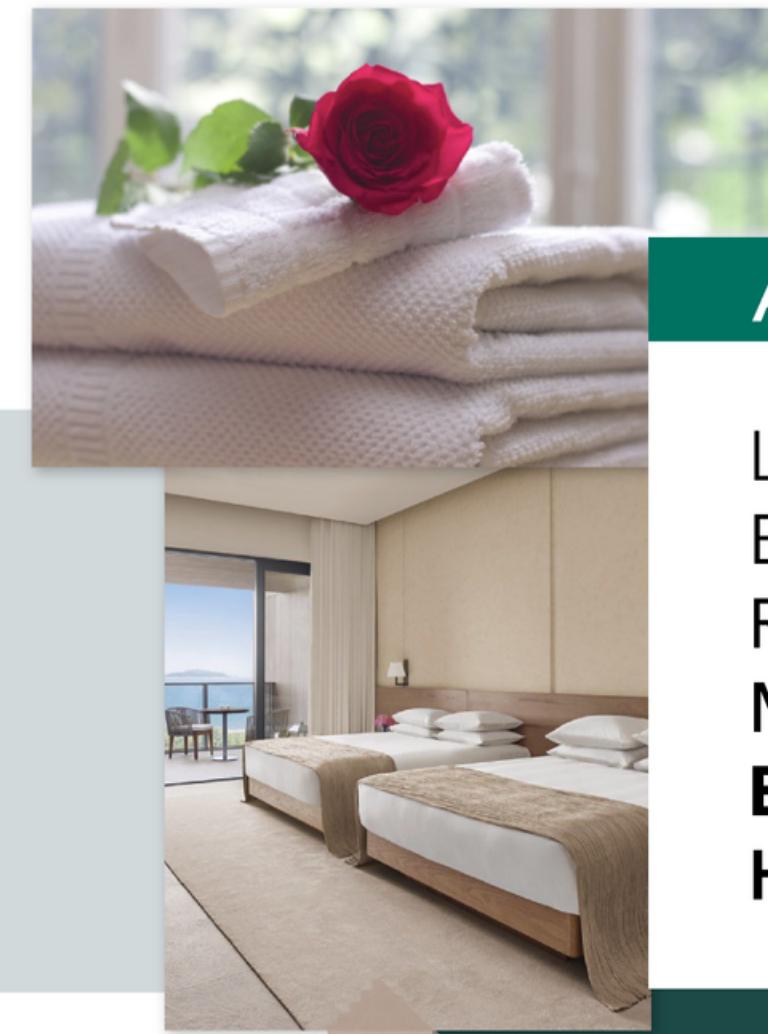
# COLOUR PALETTE





**GREY**

#d1d9db  
C: 17% M: 9% Y: 10% K: 0%





# WEBSITE REDESIGN

Jade and team to discuss new look and feel of the website according to William and Andrews direction. A quote to be drawn up be designer prior to commencement.

## CORPORATES

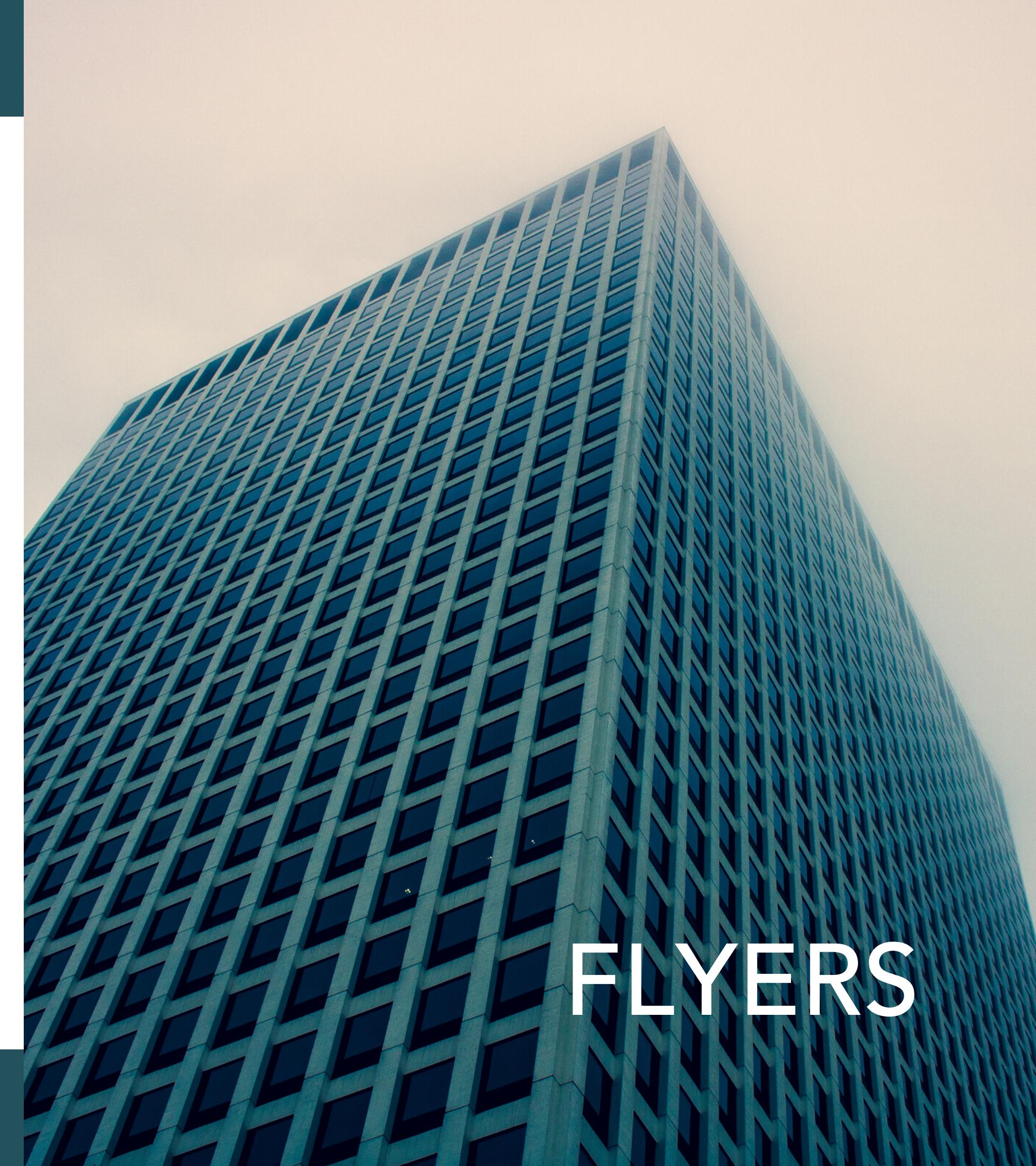
- Hand out flyers at businesses in and around Bedfordview.

## DISCOUNT

- Offer discounts to businesses in order for them to book for their colleagues at Hetherset.

## DESIGN FEE

- Approximately 2.5 hours for design work (double sided A5) with the maximum of 2 reverts.
- R150 p/h = R375





# Hethersett guesthouse

- Jade & team would advise tweaking the logo to appear fresh and new.
- Still keeping the look and feel but designing different options that are more modern.



## DESIGN FEE

- Approximately 3 hours @ R150 = R450

# PHOTOGRAPHY



## PHOTOGRAPHY

- Well lit photography showing all the highlights of Hethersett.

## FEE

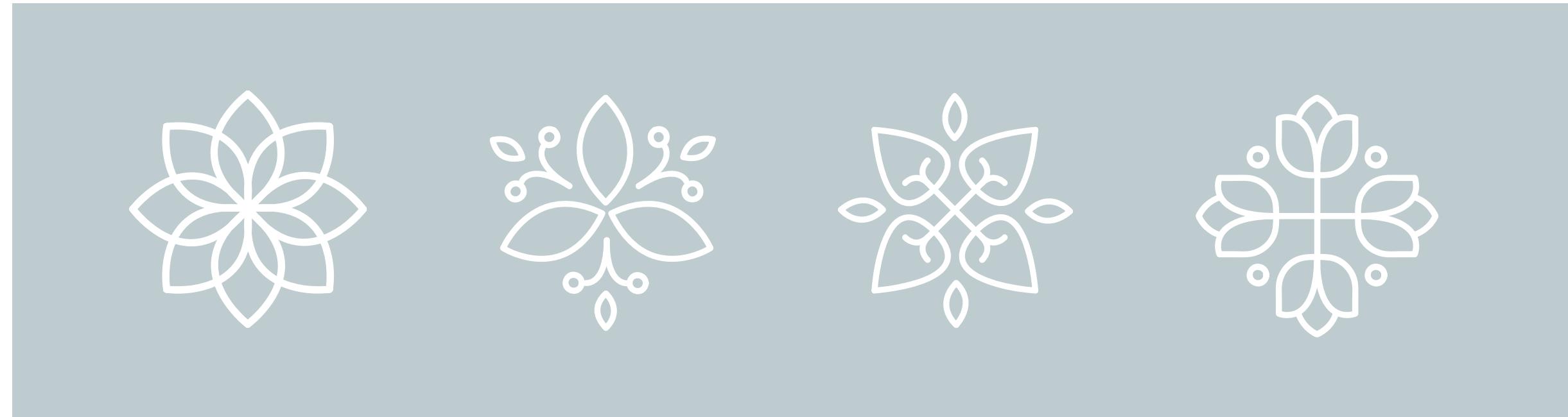
- R800 p/h  
Photographer has advised two hours.

R1600

# SOCIAL MEDIA

## SOCIAL PLATFORM

- 12 post a month.
- Create a Facebook page and run a Follow Campaign of R300 - R500 pm.
- Create an Instagram account.
- Claim business on Google for business.
- Conduct Community Management on all platforms including Trip Advisor.
- Engagement boosts on post for R50 a post per platform.
- Reporting done monthly to track the success.



Digital  
Media Spend  
R1 700pm

# SOCIAL MEDIA

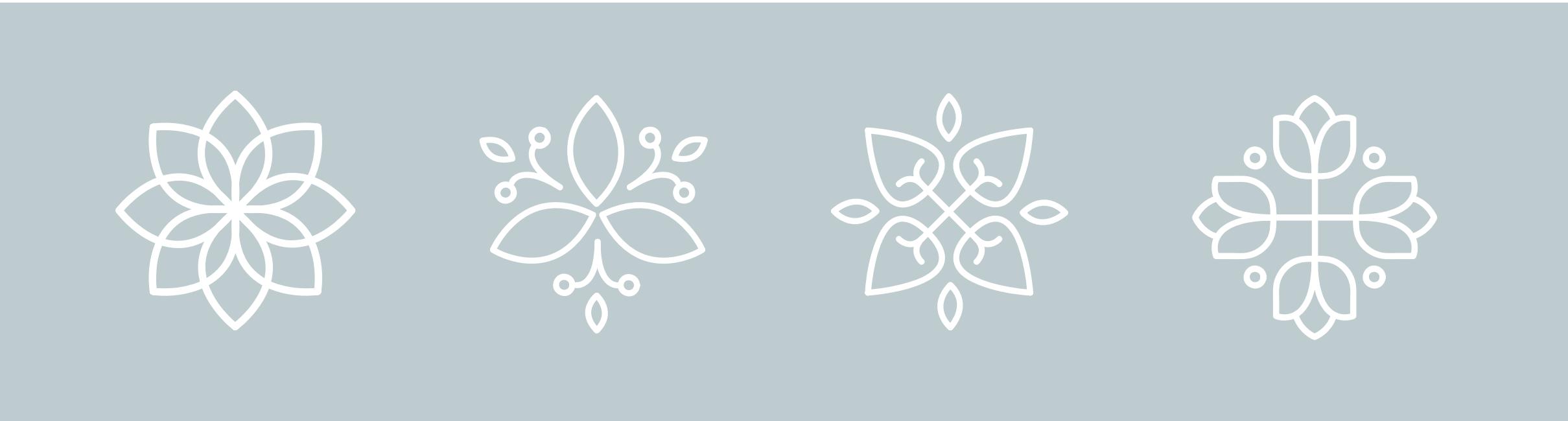


# SOCIAL MEDIA

## SOCIAL PLATFORM

- 12 post a month.
- Worst case scenario - 1 Hour per post

Digital  
Design  
R1 800pm





90%

USERS FOLLOW A BUSINESS  
ON SOCIAL MEDIA



All design prices and estimation are worst case scenario and will be calculated as designer is going.

Account Management given as Value Added service until the account is stable.

A white, cursive handwritten signature on a dark teal background. The signature reads "Jade Nicolopoulos". The "J" is a large, stylized letter, and the "N" is a smaller, more traditional letter.

Presentation done by Jade Nicolopoulos