

How to Turn Free Hotel Collabs Into Paid UGC Deals

Your first free stay isn't a win. It's the audition.
The real goal is turning it into a repeat, paid gig.

Hotels do have budgets. They just don't always understand the value of content.
Your job is to *show* them. This guide breaks down exactly how.

1. What You Should Deliver (and Track) From a Free Stay

Don't just show up, shoot, and send over a Google Drive link.
You're building leverage for your follow-up pitch.

Deliverables to include:

Content Type	Notes
1x Edited Reel	Hook in first 2 sec, CTA in caption
10-20 Edited Photos	Mixture of lifestyle + property shots
1x Story Set	Behind-the-scenes, tour, tag the hotel
Optional: Testimonials	Get hotel manager on camera

Track performance for the follow-up:

- Reel views, saves, shares, comments
- IG Story replies, poll votes, tap-through rate
- Website clicks (if using a tracked link)
- Follower DMs or messages asking about the hotel
- Time taken to deliver after check-out

2. How to Build Your Value

Hotels don't care about follower count. They care about bookings.

You need to translate content into outcomes they understand:

Examples:

- "This Reel got 15,400 views. That's equivalent to £250+ in paid reach."
- "One of my followers DMed saying they just booked a stay."
- "I tagged you in 4 posts which are still visible and searchable."

Extra tip: Use screenshots. Don't just say it — show the data.

3. When to Pitch

Timing matters. If you pitch too early, they're still in guest mode.
Too late and they've moved on.

Ideal window: 5 to 10 days after checkout.

- Let your Reel and story content gain traction.
- Reach out with results while the stay is still fresh.

4. The Pitch Email Framework

This is what actually gets responses. Keep it simple, human, and focused on value.

Subject line ideas:

- "Follow-up after our collab"
- "Performance results from our content"

Structure:

1. **Open with thanks**

"Thanks again for the stay — I really appreciated it."

2. **Share value**

“The Reel hit 12,000 views in 3 days. 44 saves. 17 shares. Multiple DMs.”

3. **Make the pitch**

“If you’re open to working together again, I offer content packages like monthly short-form videos, seasonal promos, or a full content shoot.”

4. **Pricing clarity**

“Pricing starts at £150 for a content bundle and goes up depending on volume.”

5. **Call to action**

“Let me know if you want to chat ideas or see examples.”

5. What to Offer

Don’t just say “let me know if you need content.”

Pitch a clear service with defined options.

Example Tiers (keep in GBP):

Package	Includes	Price Range
Starter	1x Reel, 10 Photos	£100–£150
Seasonal Campaign	2x Reels, 20 Photos, 3x Story Sets	£250–£400
Monthly Content Deal	4x Reels, 30+ Photos, 4x Story Sets	£450–£750
Add-ons	Voiceovers, editing variations, raw files, usage rights, etc.	+£20–£100 each

 **Tip:** Offer bulk content without posting it yourself if they want UGC only.

6. Handling “We Don’t Have Budget”

You’ll hear this a lot. It doesn’t always mean “no.”

Sometimes it means “we don’t understand the value yet.”

Tactics:

- Offer affiliate commission per booking with your link
- Create a “referral pack” they can share with sister properties
- Suggest quarterly content at a lower price point
- Offer a one-time discount if they book now
- Ask for a testimonial in exchange for a discounted second shoot

And if they really can't pay?

Walk away. You've got better leads to follow up on.

7. Follow-Up Templates (That Don't Get Ignored)

Here are plug-and-play message examples for different scenarios.

A) One-Week Follow-Up (Soft Pitch)

Hi [Hotel Name],

Just wanted to say thanks again — I really enjoyed the stay!

Thought I'd share a quick update:

- The Reel hit [X] views
- Story replies and DMs came in asking where this was
- Had a few saves and shares too

If you ever need more content, I offer tailored monthly packages or can help with seasonal promos. Happy to send over ideas.

Alex

B) After Good Feedback from the Hotel

Hi [Name],

Thanks for the kind words about the content. I'd love to work with you again.

I offer content bundles starting at £150, and can shoot on-site or create short-form edits remotely.

Let me know if you want to chat about ideas or campaigns you're planning.

Alex

C) Ghosted After Positive Response

Hi [Name],

Just checking in quickly — happy to leave it if now's not the right time, but wanted to see if you're still interested in working together on content.

No pressure at all — feel free to drop me a message when you're ready.

Best,
Alex

8. Final Checklist

Before you pitch again, tick these off:

- ☒ Delivered high-quality content on time
 - ☒ Got performance stats/screenshots ready
 - ☒ Created 3 pricing tiers (starter, mid, premium)
 - ☒ Saved your follow-up templates
 - ☒ Ready to walk away if needed
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9. Upgrade Your Strategy (Optional CTA)

Want feedback on your pitch or custom templates for a hotel you're chasing?

Join **MUOB First Class** to get:

- 1-on-1 feedback on pitch emails
- Access to exclusive hotel briefs
- Video training: Pricing, negotiating, and upselling
- Real-time group chat support