

# BookingBoost

## Feature Concepts

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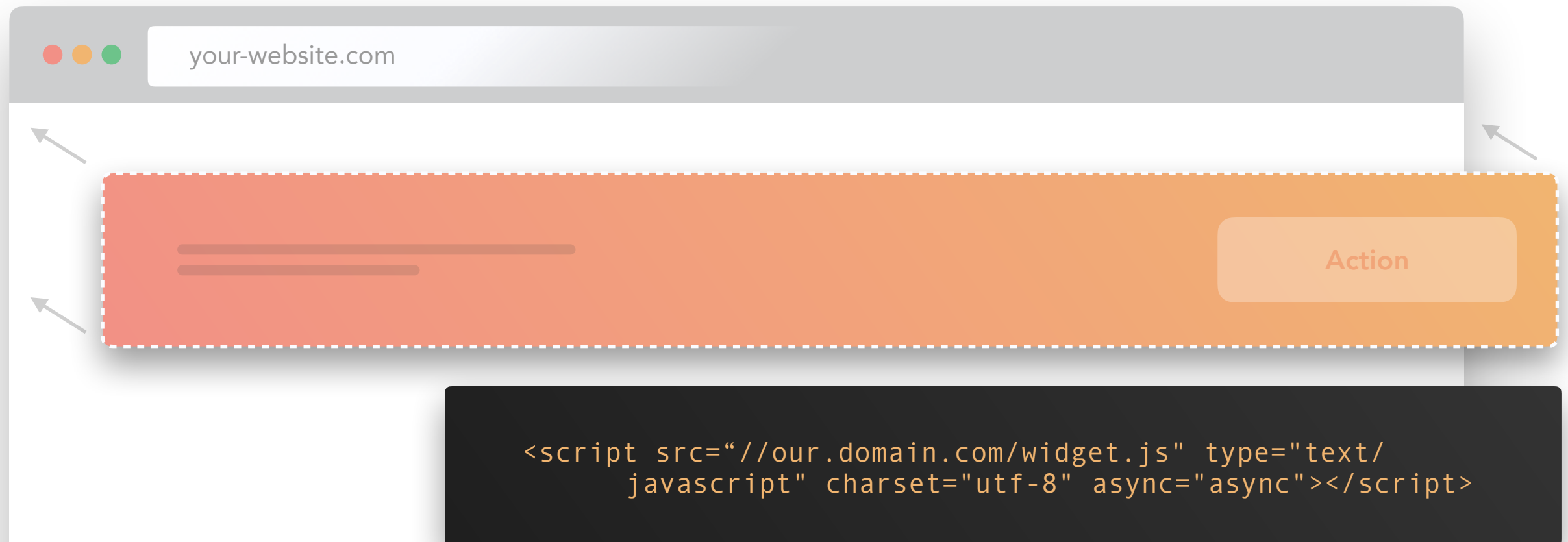
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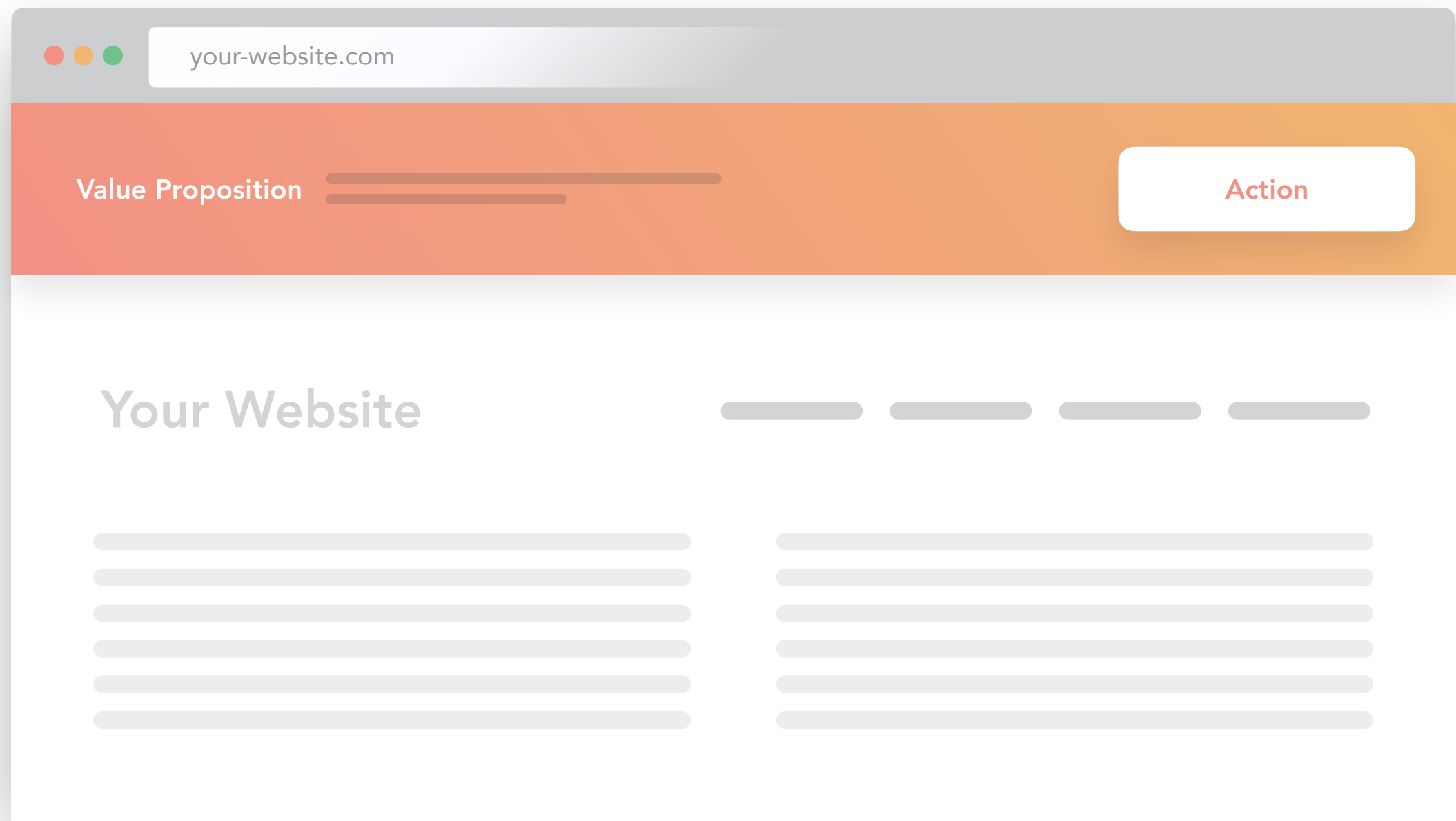
# Our **widget** plugs into a hostel's website

The initial install is quick and simple. The hostel's webmaster needs to paste a short `<script>` into the HTML one time. That's it.



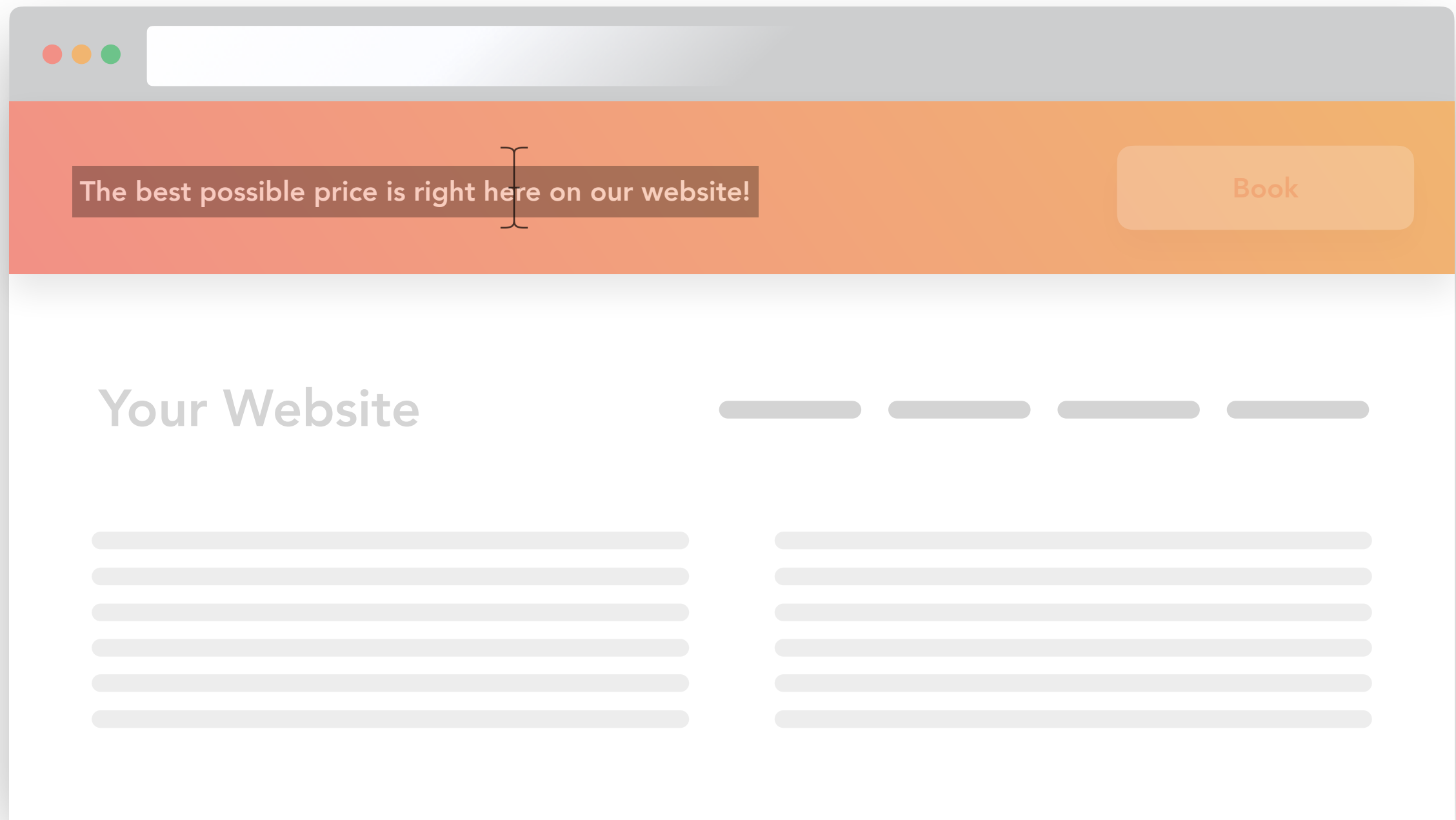
# Contains **value proposition** and **CTA**

The widget displays two fundamental components: a **value proposition** and a **call to action** (CTA). The hostel tells the visitor *what to do* and *why to perform it*.



# Live editing

The live editor allows admins to control the content quickly and easily. No tech abilities are required. No need for FTP/Git/backend/Wordpress logins. Just a single sign-on within the browser. Given permission, anyone's grandma can change the text.



# Schedule promotions

Schedule a promotion or any other message. Set a start or expiration time, or recurring schedule for certain times of the week.

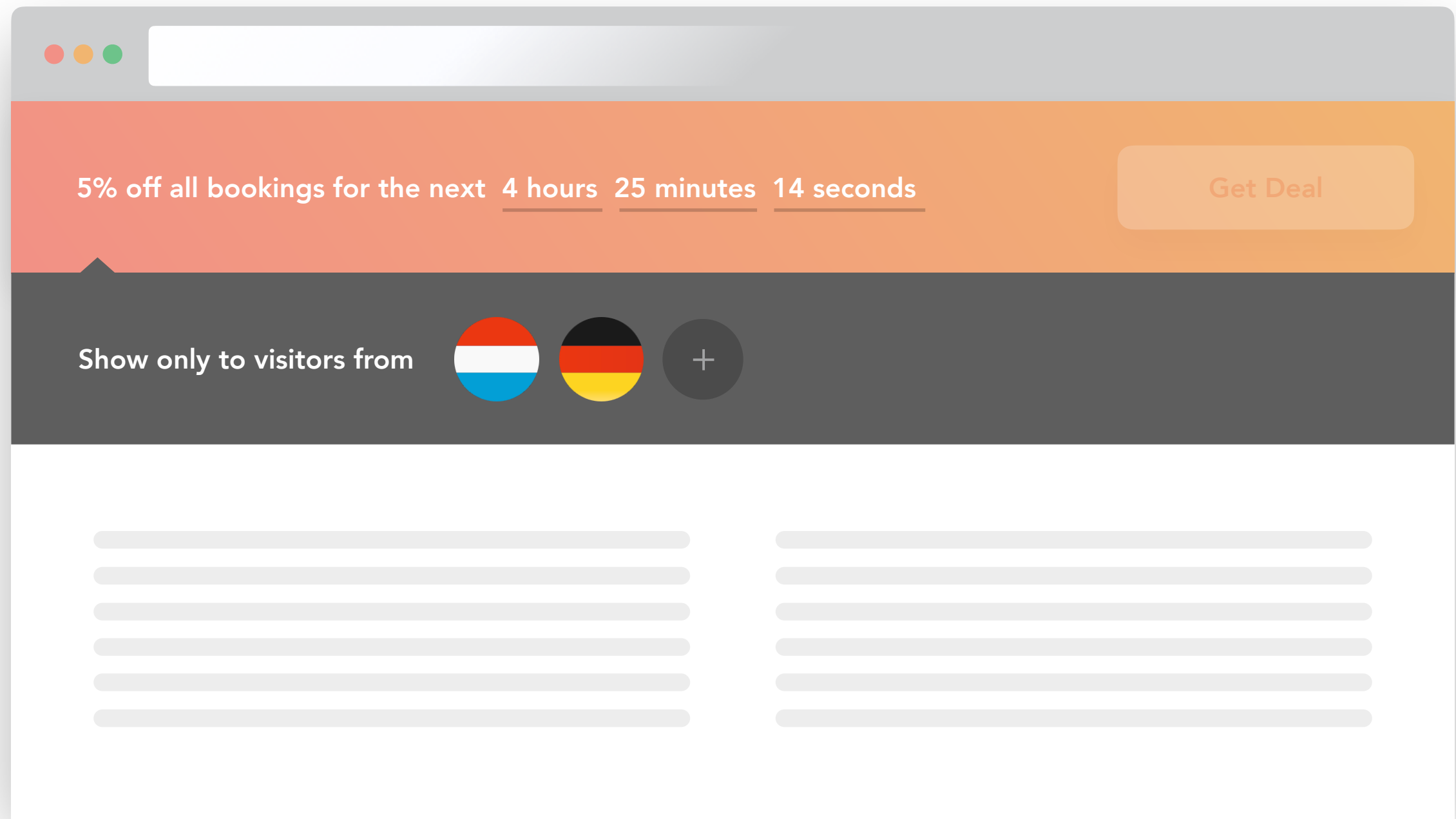
5% off all bookings for the next 4 hours 25 minutes 14 seconds

Get Deal

Schedule deal from 05:00 to 14:00 each Tuesday - Thursday

# Geo-targeting

For hostels targeting specific customer segments based on location, they can promote towards those visitors. This allows you to attract needed demographics.



# Acquire **lead data**

Many visitors are not yet ready to book. They're early: in the **inspiration** or **planning**-stage. Hostels get visitor's contact information for future marketing touches and eventual bookings.

5% off all bookings

Enter your email

Get Deal

or

5% off all bookings

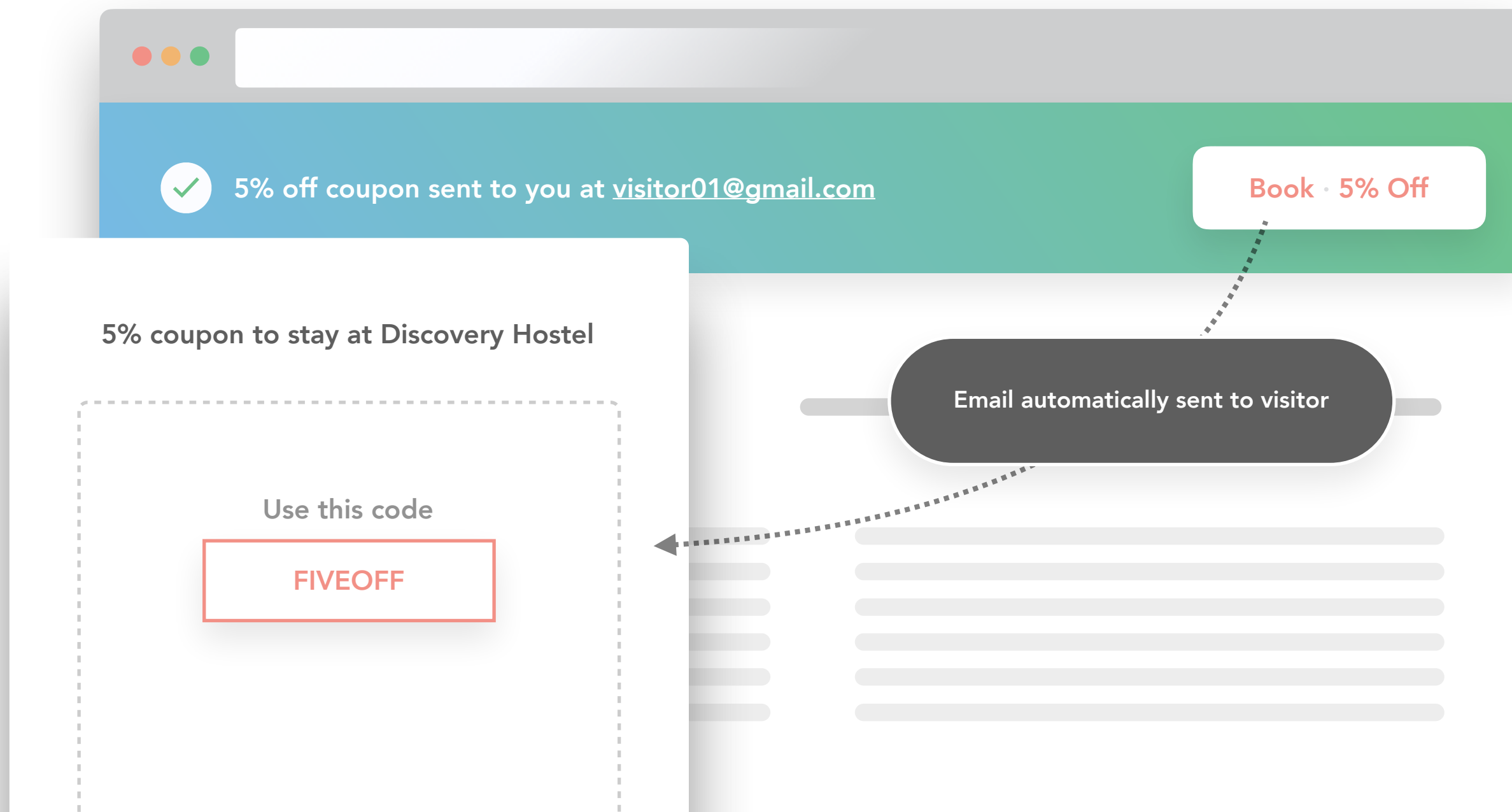
Connect to Facebook to

Get Deal

[Placeholder text represented by horizontal lines]

# Send **coupons**

Hostels can send offers to visitors. This is a great way to work within price parity arrangements with OTAs and still offer the lowest available price.





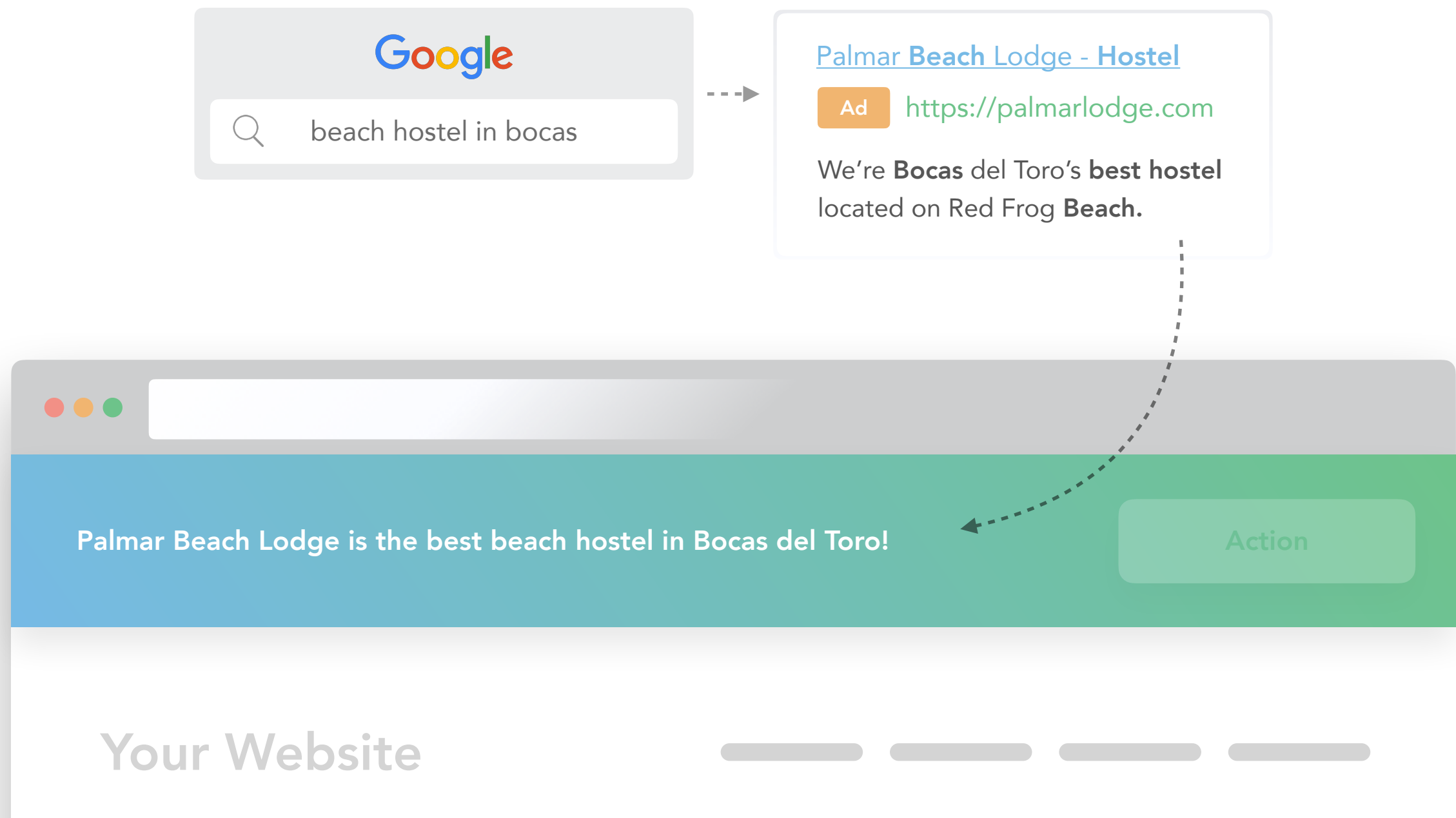
# Accurate **auto-translations**

Automatically message to visitors in their detected browser language. Standardized copy may be professionally and accurately translated to optimize conversions.



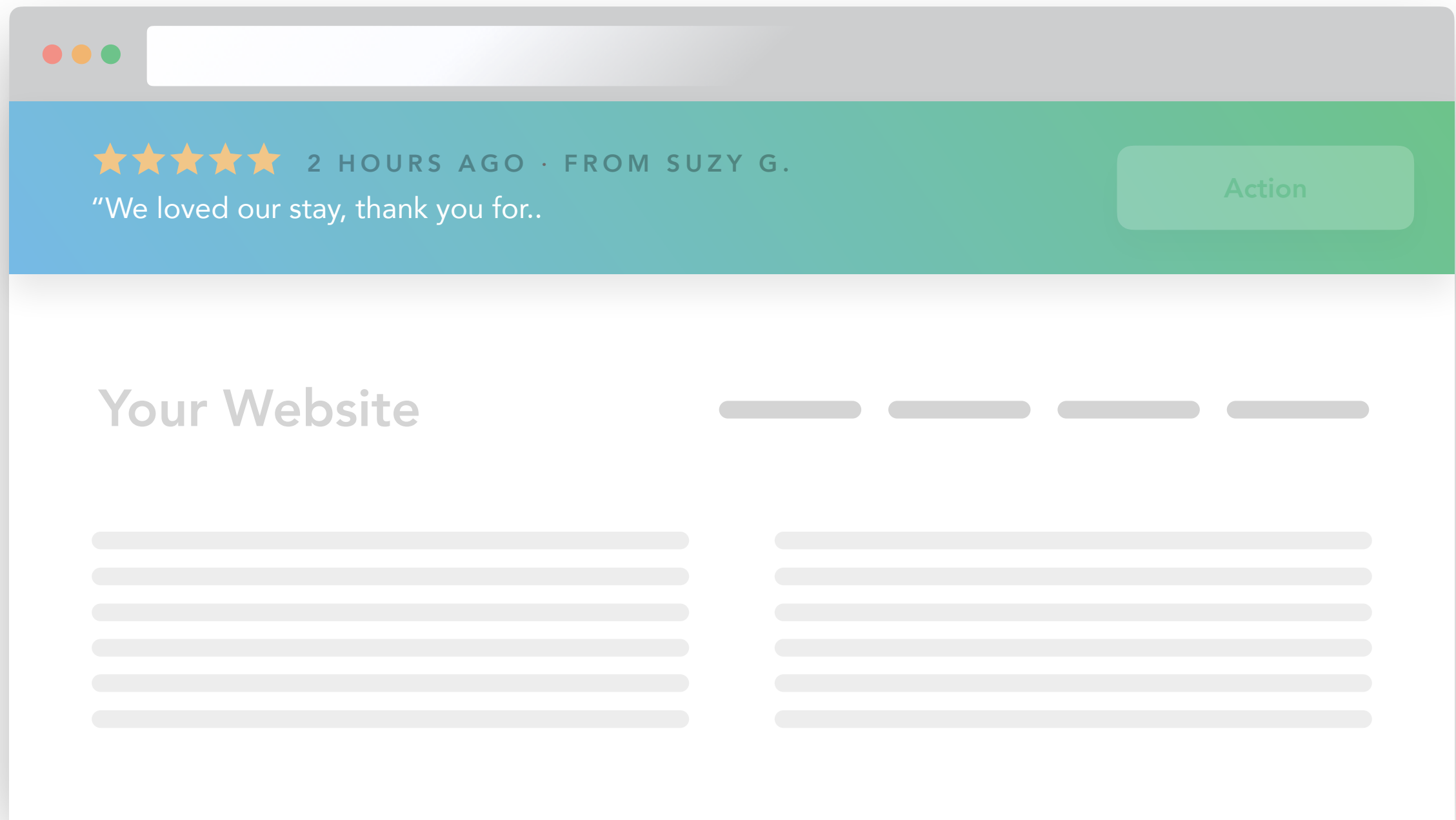
# Match paid search keywords

Hostels using Adwords should optimize conversions by matching their copy with the keywords originally searched by that visitor. Our widget detects and displays those various messages automatically.



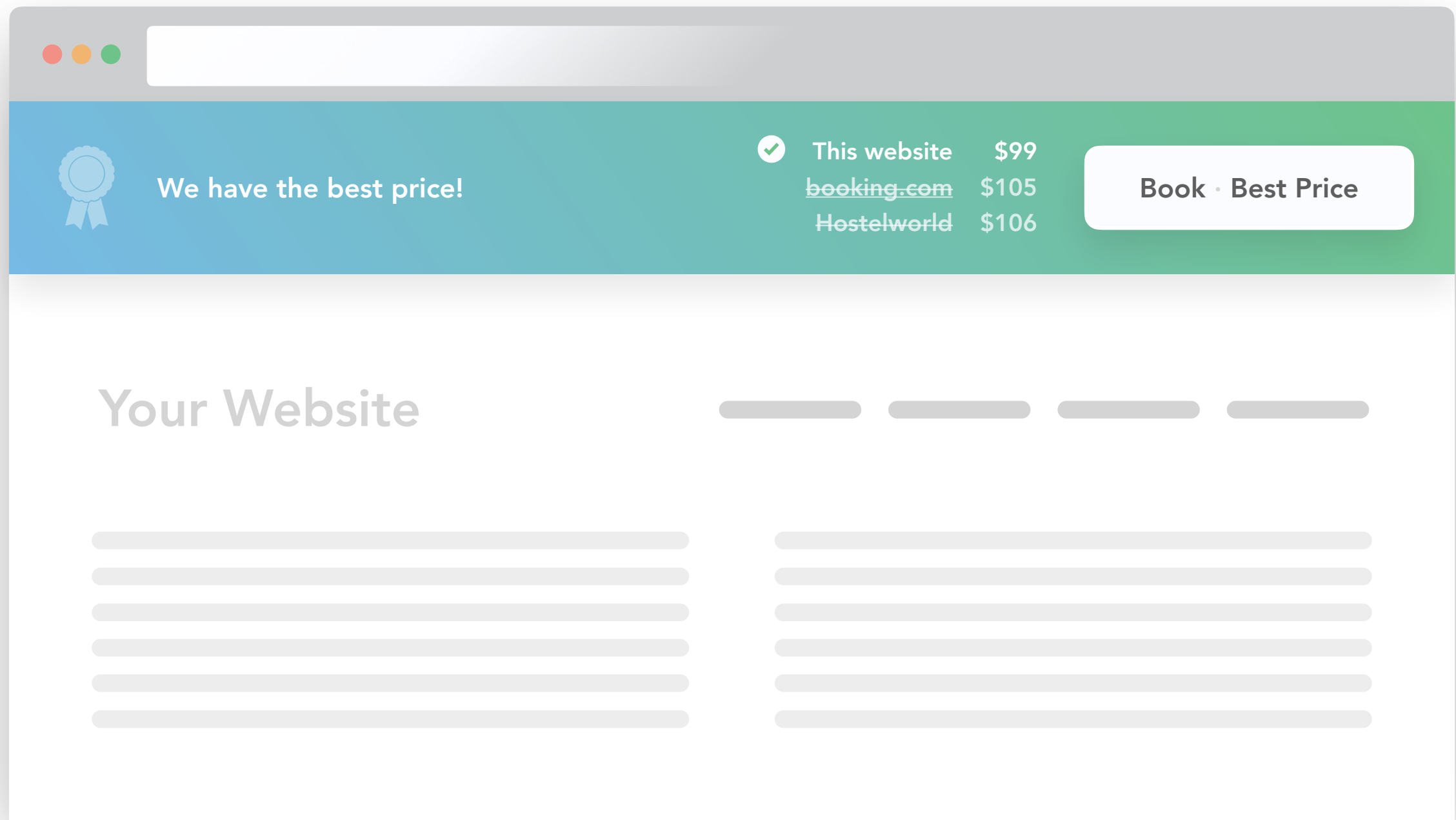
# Display **fresh** 5-star reviews

Visitors want to see what happy customers are saying now. That social proof provides confidence to book and gives you momentum. Our review ticker displays the reviews you'd like to broadcast.



# Compare Prices

Your visitors may open new tabs or leave your website to compare prices. If direct is cheapest, your website should tell the visitor to prevent them from leaving. Our tool displays that message and prevents exits.



# Leverage **FOMO**

If it works, it works. We've all seen it: [booking.com](https://www.booking.com) and others leveraging FOMO (fear of missing out) to encourage quicker decisions using social proof.

