





## WEBSITE

Our website will be another invaluable tool for our marketing and sales strategy. Some obvious basics will be essential, such as full optimisation on all platforms, a slick integrated booking engine for rooms sales, membership CTA's as well as great looking imagery and video. The website analytics tool and our booking engine analytics will provide us with the information that we need in order to understand: Is our website performing? How good is it in terms of usability, information & revenue conversion? Is it easy to use? Is it fast enough?

We will define our website KPI's in line with our budget and ensure that the website performs to this standard. We will use heat maps to understand how to improve our website's usability and where to position our all important booking links.

## MEMBERSHIP

Every guest will be encouraged to become a member of TOWNHOUSE. We will do this on the website, in our app and through our Hosts team at the property. We will incentivise our guests by giving them 10% of our published rates...Always. From a marketing perspective we will receive invaluable data such as location, birthday & age and target our strategy accordingly & ensure loyalty from our members. Membership will also help us combat rate parity with OTA's and over time, help us reduce our commission model.

ALL this data will require a robust marketing calendar which enables us to get the most out of it. We will focus on ensuring our strategy is targeted to

- ★ Communicate with guests online, on mobile, by email and through social media platforms (specifically using re-marketing opportunities) when they're considering booking
- ★ Catering to guests while they're in residence at a property
- ★ Delivering targeted and personalised marketing campaigns
- ★ Encouraging guests to book again using post stay communication tools and incentives
- ★ Ensure data privacy across all mediums

Our mediums of communication will be wide and varied, including but not limited to, Monthly Eblasts, Membership offers, social media influencer campaigns and in App promotions to ensure a truly cross channel campaign. An example of our marketing strategy can be found in our appendices





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