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- ★ 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







OPERATIONS



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