

- **LAUNCH:**

I will initiate a final review of our website and all listings on our partner sites, assuring flawless connectivity and compatibility regarding all data being pushed through from our channel manager e.g. rate plans, policies and promotions. Additionally a final review regarding descriptions and texts qua orthography & grammar will be done.

- **YIELD MANAGEMENT PROCEDURES:**

yield management is a dynamic pricing strategy designed to produce the maximum revenue, or yield, from a set inventory of properties. It's about understanding and influencing traveler booking behaviour and finding the optimal balance between occupancy and rate. Yield management is often described as "selling the right listing to the right customer at the right time for the right price." Yield management shares many similarities with the revenue management concept. It is important to note that yield management has a narrow focus and is concerned only with the rental rate and the sales volume to achieve the best possible revenue yield.

- **GOOD TO KNOW:** I will coach you on how/when/why to increase or decrease our rates on the channel manager, based on the time of year, the level of demand, the number of nights already sold, and a wide range of external factors.

- **GOOGLE BUSINESS PROFILE:**

more people search for businesses online than anywhere else, so it's important to make sure your business listing can be easily found on Google and Google Maps. Your Google business listing is free and an easy way to maintain an online presence notwithstanding you have a website or not. You have the option to embellish your business page with photos and videos and descriptive texts. Additionally you can visit your Business Profile at anytime to edit your information or see how many people have seen and clicked on your Google Business profile.

- **SOCIAL MEDIA PAGES:**

in today's digital age, leveraging social media is a powerful tool for marketing our short-term rental property. By creating a strong online presence, engaging with our audience, and producing high-quality content, we can elevate our property's visibility and desirability.

- **GOOD TO KNOW:** With your assistance I will accompany you in setting up our property on all major social media platforms in order to create a strong online presence. Hereby following are some guidelines and directives that may guide you in maintaining your online presence.
 - **Professional Photography:** Invest in professional photography to capture your property in the best possible light. High-quality images are essential for making a positive first impression on social media.
 - **Engage with Your Audience:** Interacting with your followers is crucial for building a loyal community around your business.
 - **Create Engaging Content:** To keep your followers engaged and interested, share not only images of your property but also local attractions, events, and lifestyle shots.
 - **Use Hashtags Strategically:** Incorporating relevant hashtags in your posts can increase your discoverability on social media.
 - **Run Promotions and Contests:** Running social media promotions and contests can boost your online presence and engagement.
 - **Collaborate with Influencers:** Partnering with local influencers or travel bloggers can be a great way to showcase your short-term rental.
 - **Monitor Analytics:** Track the performance of your social media efforts by monitoring the platform's analytics. Insights will help you understand which posts are most effective, what time your audience is most active, and which content resonates with your followers.

- **ROOM DIRECTORY / GUEST GUIDE:**

the primary object of a room directory is to help customers discover our property by providing all valuable and necessary information. It enables you to answer potential questions your guest may have to improve their stay. I will create your print ready room directory in PDF and digital format, the latter can be forwarded in digital format via our PMS - Smoobu that is - by link to our guests on the day of their arrival.

- **REVIEW MANAGEMENT:**

managing reviews refers to the process of monitoring, responding to, and leveraging guest feedback. This practice is vital for reputation management. It certainly helps us, directly influencing guest perceptions and decision-making, thereby impacting our bookings and revenue. An automated and personalised mail will be created in our PMS and scheduled to be forwarded upon check-out in order to request a review.

- **GOOD TO KNOW:** A handful of poor reviews can have massive implications on our business, leading potential guests to look elsewhere for accommodation. A visible selection of positive reviews, on the other hand, gives your business an unmistakable hallmark of quality.
- **optional:** it is possible to effortlessly collect, monitor, and display our reviews in real time from all of our partner sites and across the web. An easy-to-embed widget allows us to publish these reviews on our website. Please do not hesitate to reach out for more information and price.

