



- **LAUNCH**

At this juncture, it is imperative that all elements, whether directly or indirectly involved, and regardless of whether they are published or not, that are responsible for mirroring and accurately informing potential travellers about your property are subjected to meticulous verification and testing. The initial phase will involve the launch of our website and the opening of the direct booking channel. This will entail the verification of various aspects, including rate connectivity, payment platforms, damage deposit policies, reservation parameters, and so forth.

We will then proceed to activate all of our partner OTA sites, conducting a thorough review and verification of the connectivity between Smoobu and the OTA. Some OTAs require further adjustment according to the data sourced from Smoobu.

- **SOCIAL MEDIA**

In the current digital landscape, harnessing the potential of social media is an invaluable asset for marketing our property. By establishing a robust online presence, engaging with our target audience, and creating high-quality content, we can enhance the visibility and desirability of our property.

- **GOOD TO KNOW:** We will assist you in setting up our property on all major social media platforms with the aim of creating a strong online presence. Please find below some guidelines and directives that may assist 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.

- **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:**

- **the importance**

To begin with, reviews are the voice of our guests. It's a fact: most travellers read reviews before making a decision.

- **the trust**

Today's, luxury travellers trust reviews more than they trust advertising. This means that when you receive a positive review, it is as if our guest is recommending us in front of stadium. The trust that comes from a positive review is priceless. And if we do get a negative review, all is not lost. That's where the art of review management comes in.

- **respond**

Responding to reviews is key. Whether positive or negative, every review is an opportunity to show that you value your guests' opinions.

- **responding to positive reviews**

personalising the response makes the guest feel that you are paying attention to what they are saying.

- **responses to negative reviews**

It is important to remember that criticism can be constructive. The key is to respond in a polite and professional manner, without being defensive.

- **using feedback**

feedback is your roadmap to success. It's as if your guests are telling you exactly what to adjust to make your business thrive.

- **Identify patterns**

Look for patterns in feedback. If several guests mention the same problem, it's time to investigate and make changes.

- **a cycle of continuous improvement**

online feedback is not something you review once a month; it should be an ongoing process. Implement changes, measure the results and keep adjusting. By doing so, you will be constantly improving and showing your guests that you care about what they think.