

operate

Market Like a Master: Crafting Campaigns That Convert

Direct Booking Marketing Strategies for
Return and First-time Guests



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Direct Booking Success



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operto

DIRECT BOOKING
Success

stayfi



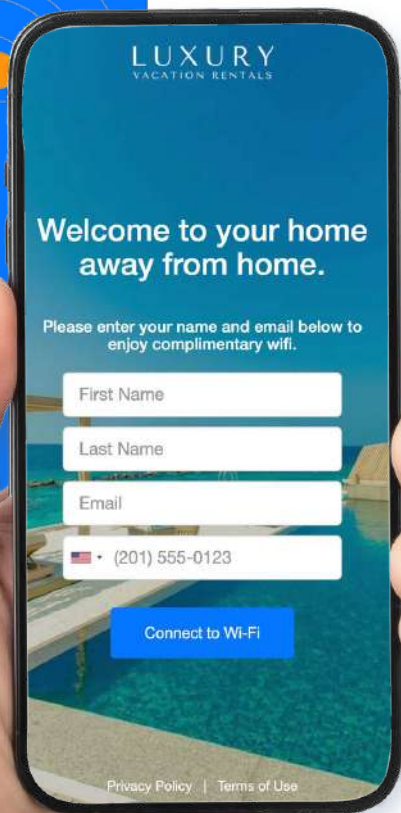
Our Mission

To empower every short-term rental operator with the technology to achieve a vibrant, independent, and more profitable brand.

Our Approach

We help STR operators collect & monetize contact information through WiFi splash pages and our email/SMS marketing tools.

We also improve WiFi performance, connectivity, do occupancy/outage alerting, and reduce WiFi-related issues.



StayFi Increases Direct Bookings in Several Ways



Collects & Centralizes All Your Guest Data

Integrate your existing guest data into StayFi's CRM



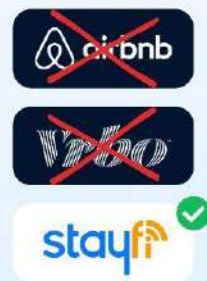
Provides Powerful Guest Marketing

Send high-converting text & email campaigns with ease



Elevates Your Guests Experience

Reliable WiFi with fast speeds & outage alerts



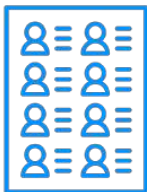
Builds Your Brand, Not Airbnb's

StayFi helps guests remember you, not the OTA

Converting Guests into Repeat Bookers

1.

Collect Guest Data



2.

Provide a Great Experience



3.

Market to Your Guest List



4.

Offer Incentives



Building Your Guest List

1. **Reservation Data:**

Leverage PMS guest data and integrate it into StayFi Email Marketing.

2. **WiFi:**

Collect email and data from every vacation rental guest, not just the booker!

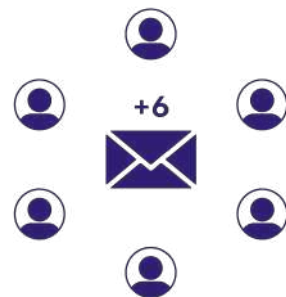
3. **Website:**

Signup forms are one of the most effective ways to grow your subscriber list. Have a direct signup form dedicated to email marketing, add a checkbox to every form, have a popup solution strategy in place.

4. **Social Media:**

Build your social presence using guest reviews, testimonials, and unique information about your property and area.

Potential Impact



WiFi Marketing: How Does it Work?

1.

Guest selects the WiFi network

You can easily control your network name within StayFi



2.

Guest enters in their information

This page appears once they select your network



3.

Guest is redirected to your HomePage

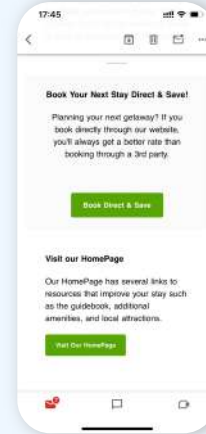
Improve their stay with links to valuable resources & upsells



4.

Share your HomePage externally

Share your HomePage through Email, SMS, a link or a QR Code



Define Your Marketing Goals

What am I trying to accomplish?

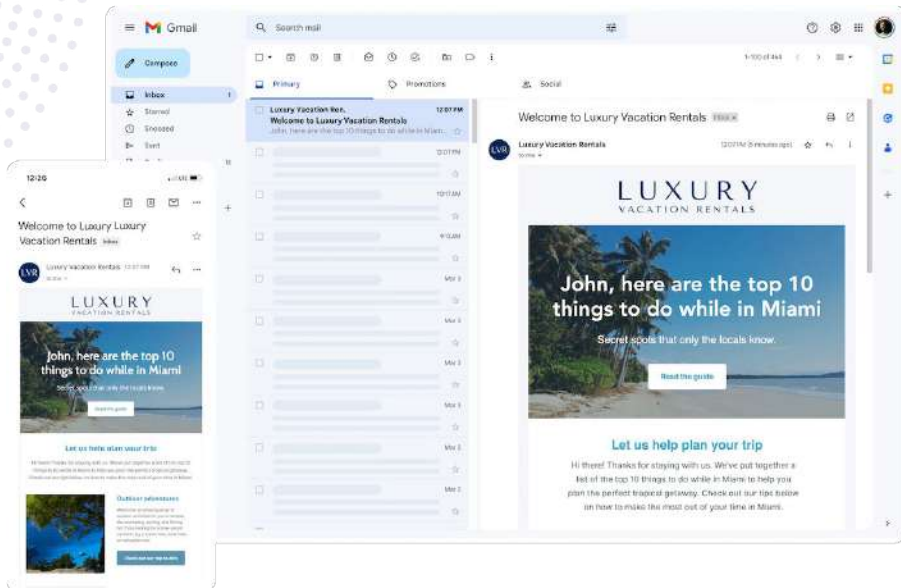
- Increase returning guests
 - ◆ Loyalty & brand recall
 - ◆ Immediate conversion
- Increase seasonal occupancy
- Fill last minute openings
- Recruit new homeowners

Choose Your Preferred Guest Marketing Channel

Direct Channels

Email

SMS



Overview Campaigns Contacts Ratings & Reviews Billing & Credits Link Tracking Settings

Create Group Text Campaign

Select Audience

All Subscribers

Create your message

Campaign Name

Direct Booking Offer

Message

%%FIRSTNAME%%, book direct the next time you stay and save 10%. Click here to book now: <https://fakerealtorbrand.com/>

10/1/14

Insert dynamic content. [Learn more.](#)

%%FIRSTNAME%%

%%LASTNAME%%

%%PROPERTY%

%%PROPERTYGROUP%

%%LISTINGURL%

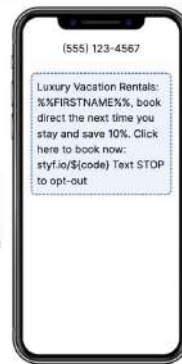
%%GUIDEDBOOKURL%

☒ Replace URLs with a trackable styfi.io/(code) URL. This allows you to track when guests click on your links.

☒ Send Now

Cancel

Save



Is This a One Time or Multi-Touch Campaign?

Emails/Phone numbers you collect lose their value if you don't establish a line of consistent communication.

Marketing automation & customer journeys

- Drive revenue and engage with your audience on a personal level with email marketing automation.

One-time campaigns


- A few are newsletters, postcards, promotions, alerts and updates. These campaigns are the quickest and easiest way to connect with an entire list of subscribers while still providing a high-value touch with every campaign.


What Should the Content Be?

Common Campaigns:

- **A guest wifi welcome series:** Automate an email after WiFi login to introduce your brand and improve the overall guest experience.
- **Newsletter signup:** Welcome subscriber emails have on average 4x the open rate and 5x the click-through rate of a standard email marketing campaign.
- **Booking anniversary:** Trigger an email based booking date and past reservation data.
- **A post-departure drip:** Thank guests (WiFi and PMS) and encourage them to book direct for their next stay. Also include a survey encouraging feedback or reviews.
- **Availability-based emails:** For smaller operators, target based on specific available dates in your calendar vs. cutting rates on OTAs.

Automated Email



KICK YOUR FEET UP AND TAKE A LOAD OFF.
IT'S VACATION TIME!




Welcome to The Dakotas, your home away from home! We're so happy you chose to vacation with [Juniper Holiday + Home](#).


Here at Juniper, we know a thing or two about how to vacation, so rest assured you're in good hands! We've chosen prime properties within the closest proximity to top amenities so you can maximize your vacation time.


Whether you're looking to get outside for some cross country skiing or you want to hit the town, Juniper's got you covered! With beautiful surrounding nature, excellent restaurants, art galleries, shops, and more... you'll have plenty to explore while staying with us!



We're Here For You!


Let's make the most of your time with us by using our concierge services. [Contact us](#) with any requests or accommodation needs to ensure you have the vacation of your dreams. We're standing by throughout your stay to make sure "all is well" with every facet of your visit.

 **Food**
We are happy to provide you with restaurant recommendations and/or reservations as well as any personal chef/cooking needs you may have.


 **Adventure**
Looking for fun things to do? Contact us to learn more about which activities are in season during your stay.


 **Events**
We stay in the know, so you don't have to! Let us fill your vacation with exciting events, wine/beer tours with lunch, art fairs, and more!

 **Car Service**
Let us assist you with safe transportation for getting around town, from airport limo service to day-to-day travel needs.

 **Amenities**
From babysitting for date night, to picking up flowers/cakes for parties, family photography, and more! Let us know what you need!


[Learn More About Our Concierge Services](#)


Already Dreaming About Your Next Vacation?





We're too! Every season is a great season to vacation in Michigan. From cozy cabins to coastal cottages, we have a home for every vacation style.


[Explore Our Michigan Locations](#)




Contact Us Online | (517) 919-2275 | hello@juniperholidayandhome.com
View Online | PO Box 875, New Buffalo MI, United States Michigan | [Unsubscribe](#)



Subscriber enters the WIFI
Welcome segment



Welcome Valued Subscriber!




Welcome

 Wait 5 days


Thank You for Getting in Touch!



Book Again

 Was Book Again (0 recipients) opened?

[Yes](#) [No](#)

Offer Incentives for Repeat Stays

Reward your returning guests with perks to build lasting loyalty



Discount on their next stay: include a promocode in your emails or texts



Free extra night on longer stays



Late Check Out / Early Check In: offer when available and provide extra value



Complimentary activities: check inventory through our partners **HostCo** and **Viator**

What Benefits Can You Expect?



Increase in occupancy rate



Book last minute availability



Increase conversion rate in your direct booking website



Save on OTA fees: increase your profits and lower prices for your guests

Thank You!

StayFi Promo Code:

OPERTO

Get **50% off first 3 months** of StayFi service when you use **OPERTO**
when signing up at stayfi.com

operto

DIRECT BOOKING
Success

stayfi



MY MISSION

To empower short-term rental property managers in increasing their direct bookings to create a more profitable business.

MY APPROACH

I help short-term rental property managers learn, use and direct their team in the use of organic marketing through my Direct Booking Success 4-Step Profitable Bookings Framework.

Why it is important to get new guests to book direct

1. Not relying on past guests
2. In control of your business
3. No data – Not your guests

How to get new guests into your ecosystem

1. Know
2. Like
3. Trust

NOT READY TO BOOK?

LEAD MAGNET: A digital download in exchange for an email address

- ✓ A guide
- ✓ An itinerary
- ✓ A checklist



Some ideas:

- Destination guide
- Food-lover guide
- Dog-friendly guide
- Family fun guide
- Travel guide
- Best places for IG photos
- Best walks
- 3-Day itinerary
- Best places to shop
- Packing list
- Seasonal guide
- Perfect couple weekend itinerary
- Best day trips
- Girlfriend weekend itinerary

How-To Guide



HOW TO PLAN A multi-generational HOLIDAY

MULTI-GENERATIONAL HOLIDAYS IN LUXURY HOLIDAY HOMES ARE MORE POPULAR THAN EVER. IS IT ANY SURPRISE? AFTER THE LOCKDOWNS AND TRAVEL RESTRICTIONS, MANY OF US HAVE MISSED SEEING OUR LOVED ONES IN PERSON. WE ARE ALSO KEEN FOR A CHANGE OF SCENE AND A CHANCE TO CELEBRATE MISSED BIRTHDAYS AND ANNIVERSARIES IN STYLE.

The ideal solution is to book a luxury holiday home in a beautiful location to accommodate everyone. It is the perfect way to reconnect and create memorable moments together.

With different age groups and interests to satisfy how do you plan a holiday that will be a resounding success with three generations?

From parents with active young children and babies to grandparents, tweens and teens, each member of the family will have a different idea of what they love to do and where they like to be on holiday. Is it even possible to plan a multi-generational break which everyone will love? Yes it is, but careful planning is essential!

Here are our 5 Top Tips for how to plan a multi-generational holiday in a private holiday home:



Contact us at The Manor Holcombe for availability, prices and further information
www.themanorholcombe.co.uk

1 Be the boss

An essential part of any successful project is a good manager. So take the lead and coordinate the holiday in order to make sure it runs smoothly. You can hand out tasks to others if you don't have time. Checking availability of your favourite luxury home, securing your booking, coordinating wish lists and payments all takes time. Diplomacy and organisational skills are key!

2 Set up a Family Holiday WhatsApp group and Zoom

Set up a holiday WhatsApp group and family Zoom meeting so you can start planning. Get as many of the group involved as possible, even the children. That way everyone has a chance to share their thoughts and wish lists.

Test the water and inspire them with ideas to get everyone excited. Go to the Gallery section of The Manor Holcombe website for photos of our grounds and facilities such as the outdoor pool and hot tub.



3 Multi-generational holiday facilities and services

Once you have the basics, you can start thinking about all the luxury facilities and services which make a holiday together truly memorable.

Our most popular facilities for multi-generational groups at The Manor Holcombe are the private, heated swimming pool, hot tub, treeshouse, play area and gym.

Our private chef service, birthday cakes and luxury picnic hampers are always a hit with large family groups. See our website for inspiration and book popular services in advance.

Some holiday homes are pet friendly too. At The Manor Holcombe, we even have a doggy shower in the boot room to wash down your dog after a muddy walk!



Contact us at The Manor Holcombe for availability, prices and further information
www.themanorholcombe.co.uk

4 Establish a multi-generational holiday wish list

Aim to establish the budget, dates, location, number and type of bedrooms first so you can fine-tune your search.

FLEXIBLE BUDGET – Go for an approximate figure and aim to share the cost for something better. The more sought-after locations command higher prices, as do good quality facilities, services and style. Popular times of the year are usually priced higher too.

CHOOSE YOUR DATES – Ensure everyone agrees on specific dates before you start your search. The dates will drive your search and you can check availability via online booking calendars.

LOCATION IS KEY – You may be ok with a long drive or flying to your holiday home, but others in the group may prefer a shorter journey. Ask the group if they would prefer a specific location, a rural setting that will give you more space, a townhouse or by the coast. Are there any specific activities or nearby places to consider, such as being within walking distance of village shops? The Manor Holcombe is set in a picturesque village within walking distance of a farm shop, pub, restaurant and wonderful countryside walks.

ASSIGN YOUR BEDROOMS – How many doubles, twins and single bedrooms will you need and how flexible is everyone? Do the grandparents prefer a bedroom on the ground floor for easy access? Do young children need a cot or twin bedroom next to their parents? On The Manor Holcombe website, you can check floorplans and photos in order to assign bedrooms in advance.

5 Flexibility and setting boundaries

Once you have booked, set boundaries. Diffuse any potential tensions in advance and you will have the time of your lives. Grandparents may be ok to do a bit of babysitting, but they may also need time out. Do not assume that everyone will go on every outing, so be flexible.

Arrange extra housekeeping in advance to ensure that everyone has a relaxing break.



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Recommendations Guide

The NC500 Off the beaten track

Thank you for downloading this list of my 20 favourite places here in Caithness.

Everyone knows about about John o'Groats and Smoo Cave!

But these are the places I go to relax, reset and let the world rush past.

Ben



Keith Parkes Rustic Interiors
is on the way to Dunnet. The workshop is full of stylishly tempting items for the home that are unique, and beautifully made.
(Photo: Keith Parkes)

Buchoile Castle, is my favourite ruined castle on Sinclair Bay - Quieter and smaller than Castle Sinclair, it was founded by Viking pirates.
(Image by Peter Moore - Licensed under Creative Commons)

The River Bothy Café is at the bottom where the road sweeps round Berriedale Braes. It used to be a laundry, look out for the old sinks and dryers!

Be sure to drop into Patricia Neimann's silver workshop in the Old Post Office, and take time to walk under the main road to tucked-away Berriedale Beach.
(Image by The River Bothy)

Berriedale River Bothy

The Lighthouse Keeper's Cottage at Noss Head is the perfect base to explore Caithness. Book online at www.LighthouseKeepersCottage.co.uk

Caithness with little ones

Give your kids the best memories! Playing in rock pools, seeing Highland Cows, and discovering a fairy glen!



Giese Farm and River Walk is tucked away in a valley near Thurso. It's a delight for small kids, with Highland Cows, meercats, alpacas - and fairies too!
(Photo: Giese Farm)

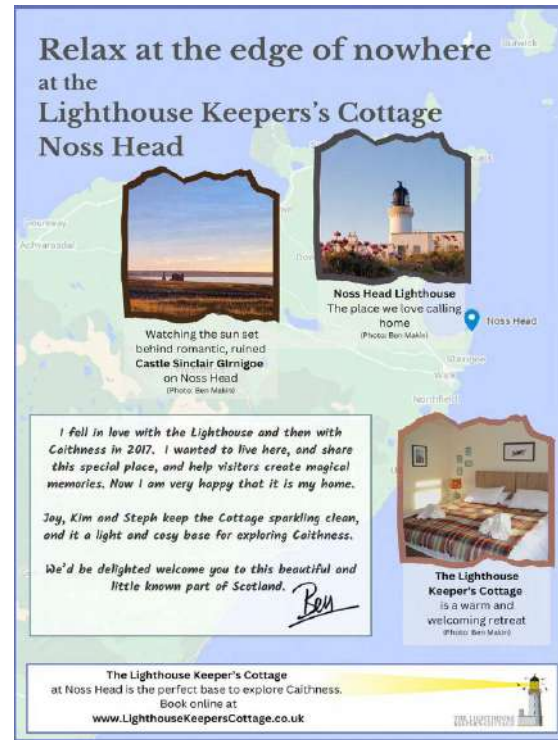
The Fairy Glen at Latheronwheel is enchanting. The fairy houses are a short walk up the burn through the woods. Look out for the Tolkienesque bridge by the harbour too.
(Photo: Ben Mable)

Secret Sandigoe Beach is between Castle Sinclair Girmigoe and Noss Head Lighthouse. Kids can clamber over the rocks and explore the rockpools.
(Photo: Ben Mable)

Latheronwheel Fairy Glen

The Lighthouse Keeper's Cottage at Noss Head is the perfect base to explore Caithness. Book online at www.LighthouseKeepersCottage.co.uk

Relax at the edge of nowhere at the Lighthouse Keepers's Cottage Noss Head



Noss Head Lighthouse
The place we love calling home
(Photo: Ben Mable)

Watching the sun set behind romantic, ruined **Castle Sinclair Girmigoe** on Noss Head
(Photo: Ben Mable)

I fell in love with the Lighthouse and then with Caithness in 2017. I wanted to live here, and share this special place, and help visitors create magical memories. Now I am very happy that it is my home.

Jay, Kim and Steph keep the Cottage sparkling clean, and it a light and cosy base for exploring Caithness.

We'd be delighted welcome you to this beautiful and little known part of Scotland.

Ben

The Lighthouse Keeper's Cottage is a warm and welcoming retreat
(Photo: Ben Mable)

The Lighthouse Keeper's Cottage at Noss Head is the perfect base to explore Caithness. Book online at www.LighthouseKeepersCottage.co.uk

How It Works

1. Guest visits your website
2. See Lead Magnet offer
3. Signs up
4. Receives email with PDF
5. Receives a welcome sequence
6. Moves to your newsletter list

Download a Step-by-Step Guide



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Thank you.

Q&A



Jenn Boyles
Direct Booking Success



Arthur Colker
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