



THE BRAND MIX

CAPE TOWN | LONDON | DUBLIN | DUBAI

BRAND ADVOCACY

Reach the people who matter most.

Encourage your guests to share their authentic, unique, and treasured travel experiences with friends and family online. Each social media post functions as an individualised introduction to your hotel. Take the right steps and before you know it, your direct bookings will soar!

You'll reach the best and broadest audiences all day, every day – without breaking a sweat (or the bank).

Our partnership with Flip.to facilitates the integration of quality referral strategies and brand advocacy tools into your website.

Monitor, measure, and maximise your hotel's impact.

The possibilities are endless and the reach without limits!

HOW IT WORKS



GUEST RESERVATIONS

The moment a guest makes a reservation via your hotel's online booking engine, they are invited to share the news on Facebook, Twitter or LinkedIn, in return for a discount. This promotes your brand in a reliable manner to their friends and family. Whose opinions do we value more than those of our loved ones?



SOCIAL MEDIA POSTS

The Facebook/Twitter/LinkedIn post includes a unique link. Irresistible offerings such as "Get a 15% Discount on your Stay!" are guaranteed to be eye-catching. These entice your guest's social connections to click the link and book direct with you too! Sit back, relax, and watching the bookings roll in.



SOCIAL CONNECTIONS

When your guest's social connections click on the link, they are taken directly to your hotel's website. There, a personalised message awaits, announcing your guest's (their friend's) upcoming stay. This is paired with a soft call to action (for example, "Sign up for your own special offer – Good for the next six months!"). One guest invites another who invites another who invites another...

Word-of-mouth marketing at its most powerful

CLIENTS WHO WORK WITH US



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