



# THE BRAND MIX

CAPE TOWN | LONDON | DUBLIN | DUBAI



## CONSULTANCY

### Are you generating strong ROI from your digital spend?

Every digital service is measurable and can be tracked. Analyzing these details and taking appropriate action is critical for your budget.

The Brand Mix can help you build and execute a Digital Strategy that results in amplified brand awareness and higher rates of direct reservations. Our job is to grow bookings at a low cost of acquisition by providing honest and impartial advice.

Then, launching plans into action. We're doers, not just talkers.

We provide our clients with professional digital and business consultancy services. We analyze your current technologies, strategies, and results to assess what's working and where there's room for improvement. We then co-operate with your existing suppliers or, alternatively, provide our in-house service to reduce dependency on OTA's.

We work to eliminate high rates of commission by driving direct bookings to your hotel website.

Let's start hitting every bullseye.

### Is your cost of acquisition for direct bookings below 8%?

## CLIENTS WHO WORK WITH US



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