



Pillow

DIRECT BOOKING ACTION PLAN

Pillowpartners.co.uk

Introduction

Welcome to Pillow's Direct Booking Action Plan. In this document we have highlighted some of the ways we will get you direct bookings.

It's so important to have a comprehensive system to generate your own bookings. Remember that ANYONE can list their property on the OTA's, it's where everyone competes for the same bookings. Simply listing your property in Airbnb etc and hoping bookings come in is lazy marketing. And you are giving away up to 22% of your income.

Why focus on Direct Bookings?

1. Save money of OTA fees (15-122%)
2. Never be reliant on the OTA (they can turn off your bookings instantly)
3. Better quality of guest
4. Get the edge over your competitors

Fee comparison of OTA's

- Airbnb -18%
- Booking.com -15%
- Expedia - 22%
- Silverdoor - 18%
- SITU - 18%

Our job is to get direct bookings for you (saving you the fees and increasing your profit).



How we do this

1. Social Media Reach

- Facebook - 50+ regional pages all promoting properties to potential guests across the world
- LinkedIn - Focused approach to medium and longer term bookings
- Instagram - showcasing our properties and attracting guests
- Tiktok - Apparently young trendy people use this!!!



2. UK Property Manager Network

We have a network of 50+ Property Managers all across the UK promoting our properties and supporting each other.

3. Referral Partners

We have a network of 250+ sales agents from all over the world promoting your property on your behalf. Built over 5 years, our partners share our properties to their network.

4. Business Networking

Our property managers are all part of local and national networking groups. Raising awareness from local businesses, organisations and people in your area. All of our property managers generate referral for all our owners across the UK.

5. Direct Booking Platform

We have heavily invested in our own booking platform to save our owners the high fees. It also gives us full control of the listing, which guests we accept and the terms we set.



6. Local Business Canvassing

Our local property manager and HQ team proactively contact businesses and organisations, to get you medium and long term direct bookings with no commission.

7. Previous Guest Database

We ensure all previous guests book direct with Pillow in the future and bypass the expensive OTAs.

8. Telesales

Our team proactively calls local businesses, hospitals, universities etc to generate direct bookings for your property.

9. Email Marketing

We keep in touch with our growing email list constantly. Special offers, free gifts and last minute deals. And our Property Of the Week gets lots of future bookings when we send the email out.

10. Customer Rewards and Loyalty Program

Our rewards programs encourage guests to rebook with Pillow again and again. We want to make booking with Pillow direct, a no-brainer for the guests.

11. Corporate Partners

Since 2015 we have been building relationships with with insurance companies, corporate partners, larger organisations as approved suppliers for their accommodation across the UK.





12. Staycation & Workcation Packages

We prepare packaged deals to pre fill your calendar, especially in the quieter periods. We have 3000+ followers on Staycations Facebook page <https://www.facebook.com/UKstaycations>

13. Charity Partnerships

In supporting local charities and good causes, we get a lot of exposure and therefore bookings. The more we give, the more bookings we get you.

14. Leafleting, Letters and Postcards

We regularly carry out targeted direct mail campaigns to local businesses and organisaions.

What that Means for You

- More bookings
 - Less commision
 - Longer stays
 - Better guests
 - Changeover fees reduced by up to 70%
- } = More Profit

