



Marketing *for* Hotels

Passionate about serving independent hotels





With 20 years of experience in marketing, our absolute passion is serving independent hotels, boutique hotels and bed & breakfasts.

We are driven by a positive excitement, an inner drive and a love of personally engaging with hotel owners to create meaningful work that creates certain results and showcases hotels impeccably.

We bring great ideas and workable concepts that
drive sales and increase profits.

*Colloco is excited to bring you a **10-step method** that we follow to the letter when working with your hotel to ensure you get 5 star reviews on Trip Advisor.*

Work with us to catapult your hotel to success.



the COLLOCO way



**THIS WAY... FOR OUR TEN STEP
PLAN FOR YOUR SUCCESS**

1st



We
**SEND IN
THE EXPERTS**

COMMUNICATE, THINK, RESEARCH.

This is where our expert visits you, finds out where you are at with your business and where you want to take things. They conduct a comprehensive review and undertake research on the marketplace.

 **COLLOCO**

www.colloco-consultancy.co.uk





2nd

We confirm

**OUR
APPROACH**

Your Brand. Your Story. Our Approach. The Strategy.

At this stage we provide you with our advice, present concepts, and a plan to strengthen your brand, tell your story and formulate our plan of attack.

3rd  We

FILM & PHOTOGRAPH

Strong Image. Showcase. Look Outstanding.

We provide creative, professional photography and videography that tell your story perfectly to entice visitors to your hotel.

When we work with you, you get this right and stand out from the crowd.



4th



We
TRAIN

**Staff Retention. Motivation.
Customer Satisfaction**

*Your staff are the face of your business.
Happy staff will be the making of your hotel.
With our training -you get motivated, friendly
and highly knowledgeable staff - those who
know their wines, make incredible cocktails
and make your customers feel special.*

5th



We provide you with a brilliant showcase for your hotel, powerful content offering your visitors an enriching experience, influencing them to contact you and ultimately visit you and spend money.

We
**CREATE YOUR
WEBSITE**
Cost Savings. Great Design.
Your Story. Strong Brand.



6th



We

**GET YOU
FOUND**

Cost Savings, Direct Bookings, Efficiency.

Search Engine Optimization done well gets your hotel closer to the top positions in the search results of Google. With content writing, SEO and website optimisation we will ensure you get positive results.

 **COLLOCO**

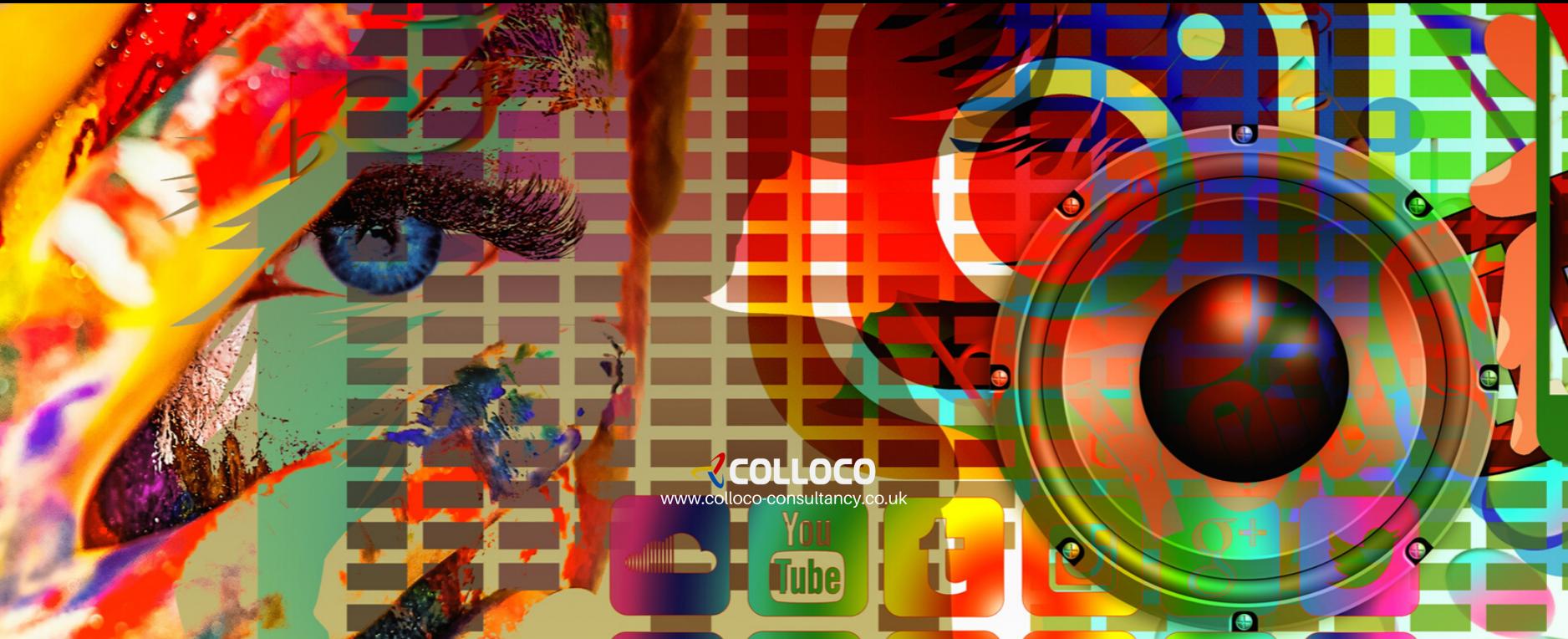
www.colloco-consultancy.co.uk

7th

START SOCIAL MEDIA

Strong Image. Customer Engagement.

*We provide your hotel with a creative,
organised and powerful social media campaign
to project a strong image and engage with your
customers in a positive way.*



 **COLLOCO**
www.colloco-consultancy.co.uk

8th



We set up your

YOUR AD CAMPAIGN

Expert Ads. Measured Results.

*We test and implement an ad
campaign that guarantees
results.*



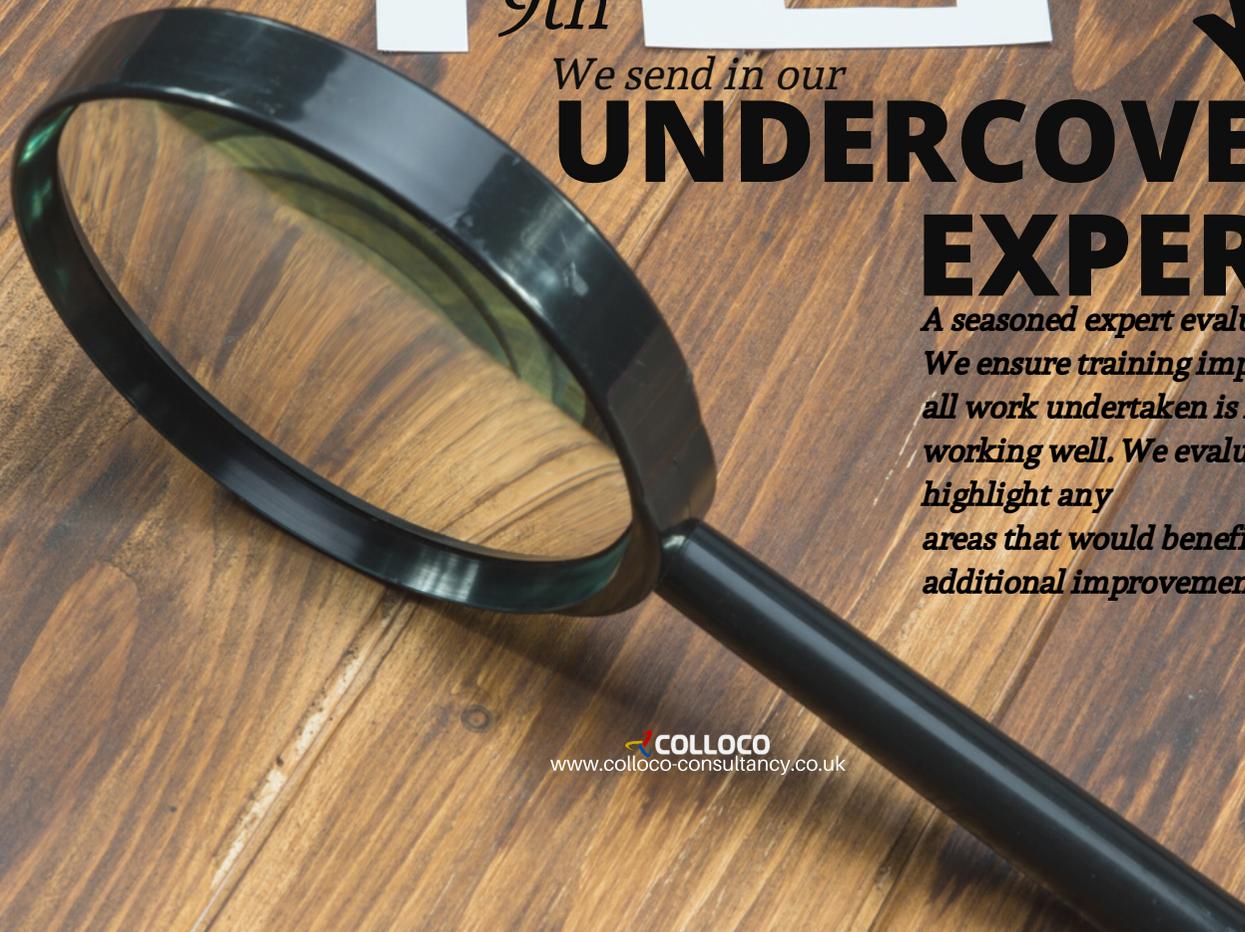


9th

We send in our

UNDERCOVER EXPERT

A seasoned expert evaluates your hotel. We ensure training implemented, and all work undertaken is in place and working well. We evaluate and highlight any areas that would benefit from additional improvement.



10th



RECONSULT

Communicate. Report. Results. Refine.

We consult with you once again. We present our "Undercover Experts findings. We put in place follow-up training, make changes, refine our approach where necessary and we keep up the good work.



WHY US?

we care about you

At Colloco, the client is really put at the centre of things!

Your success is absolutely our success.

We care about our clients and we make sure we get to know you and your business.

*We listen carefully, think strategically, give advice and implement fabulous ideas, to generate **increased profit for your hotel.***

WHY US?

good communication

You are not left to your own devices after we've finished a project.

These days the way we all do business is rapidly changing.

To help you stay ahead of the competition we make sure we monitor the results of our activity.

We touch base with you regularly to suggest improvements according to these results.

We talk about any changes in the marketplace that affect your business and adapt our approach accordingly.



COLLOCO

*passionate about serving independent hotels,
boutique hotels & bed and breakfasts*

Colloco Marketing Ltd



The Coaching House,
13 Union Road, Ryde,
Isle of Wight, PO33 2ER



www.colloco-consultancy.co.uk



info@colloco-consultancy.co.uk