COLLOCO

HOSPITALITY MARKETING

A TEN STEP PLAN FOR **YOUR VENUES SUCCESS**

COLLOCO

HOSPITALITY MARKETING

With 20 years of experience in marketing, our absolute passion is serving hotels, bars & restaurants.

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

A TEN STEP PLAN FOR
YOUR VENUES SUCCESS

the COLLOCO way

We

SEND IN THE EXPERTS

Communicate, Think, Research.

This is where our expert visits your venue to learn about you and your business, and establish the results you want.

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We confirm

OUR APPROACH

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

We provide you with our advice, present concepts, table the plan to strengthen your brand and tell your story.
We formulate our plan of attack to get you results.

We

DEVELOP YOUR BRAND

Strong Image.
Look Outstanding.

We provide creative design, beautifully written copy, put in place professional photography and videography. All this helps tell your story perfectly to entice visitors to your venue.

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We put in place

TRAINING

Staff Retention. Motivation. Customer Satisfaction

During our consultancy, we advise on, and discuss with you putting in place a schedule of training.
Your staff are the face of your business.
Happy staff are the making of your venue.
With our training -you get motivated, friendly, and highly knowledgeable staff.

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We

CREATE YOUR WEBSITE

Great Design.
Brilliant Showcase

We provide you with a brilliant showcase for your venue - powerful content offering your visitors an enriching experience.

We can put in place booking systems and contact forms to get your customers talking to you.

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We

GET YOU FOUND

Cost Savings, Direct Bookings, Efficiency.

Search Engine Optimization done well gets your venue 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.

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We

START SOCIAL MEDIA

Strong Image.
Customer Engagement.

We provide your venue with a creative influential social media content, so you project a strong image and engage with your customers in a positive way.

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We set up your

YOUR AD CAMPAIGNS

Expert Ads.
Measured Results.

We test and implement an ad campaign that guarantees results.

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CLIENT COMMUNICATION

Efficient, Consistent, Carefully Planned Email Marketing.

Carefully created emails to
prompt custsomer engagement.

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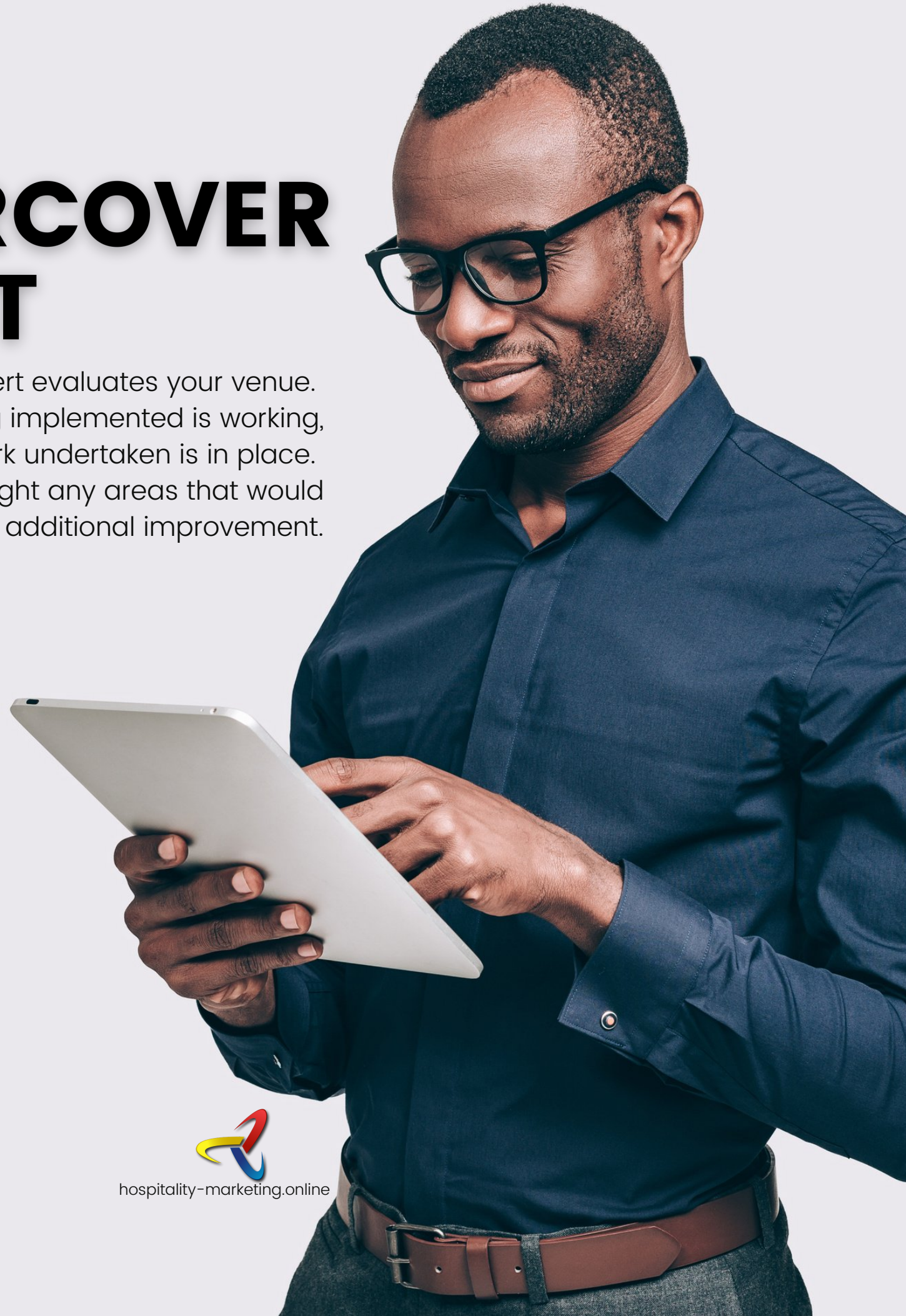
We send in our

UNDERCOVER EXPERT

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



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Then we

RECONSULT

Communicate. Report. Results. Refine.

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

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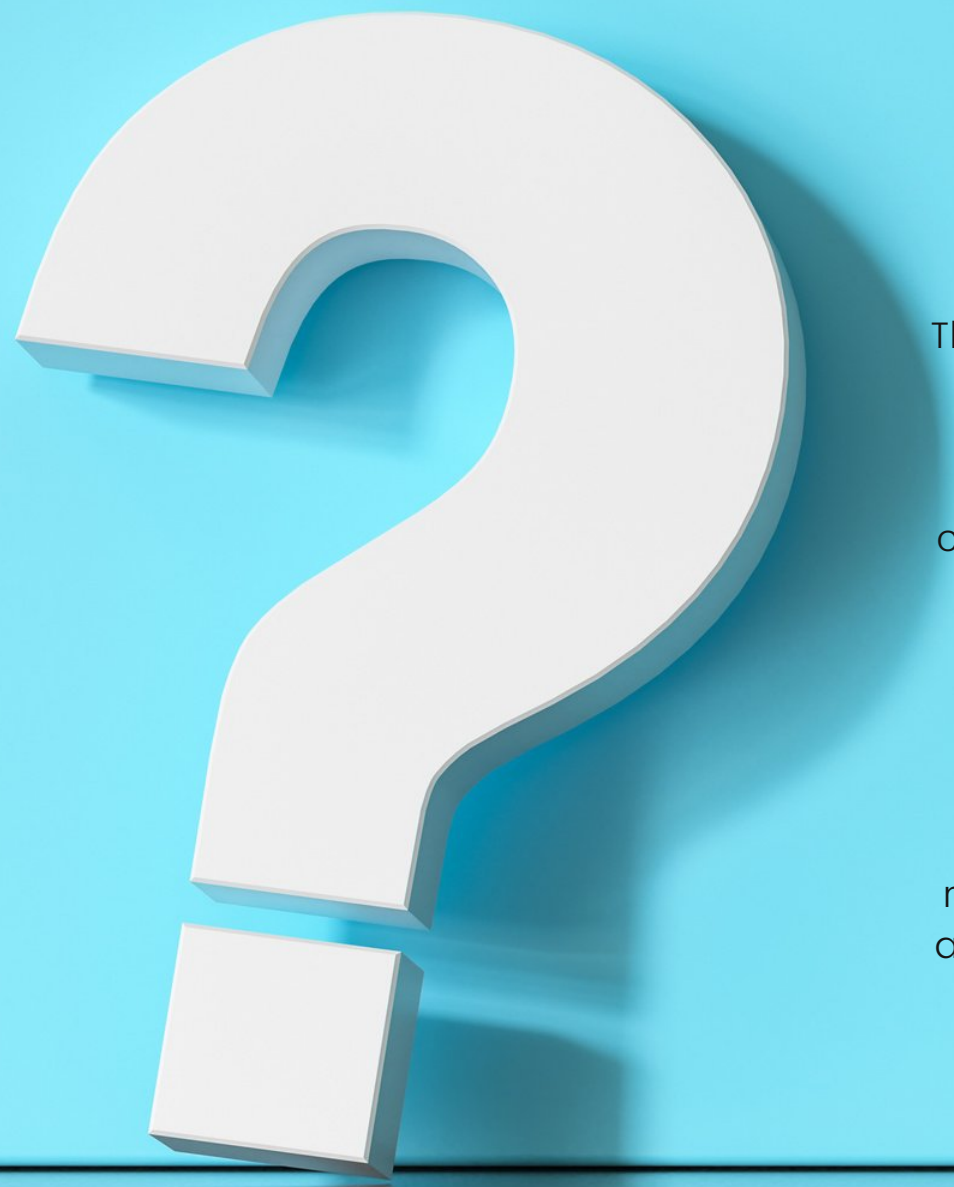
WHY US?

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.

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