

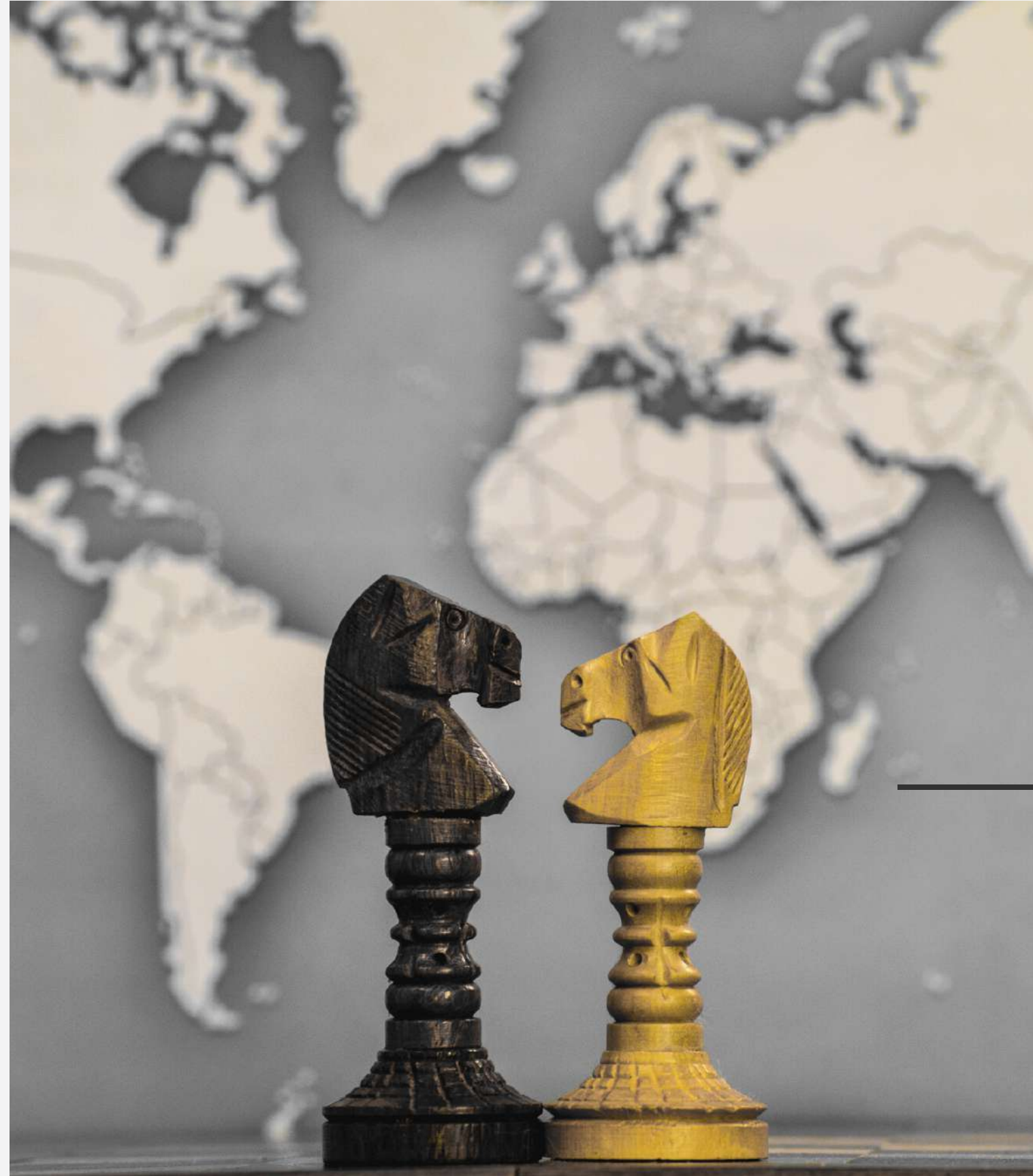


PROACTIVE HOSPITALITY SOLUTIONS

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PROACTIVE
HOSPITALITY SOLUTIONS

Service Offering

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Business Partnership Package

Reservations Management
OTA Management
Digital Marketing
Social Media Marketing
Strategic Marketing
Sales Representation

Monthly Retainer

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CONSTANT EVOLUTION!



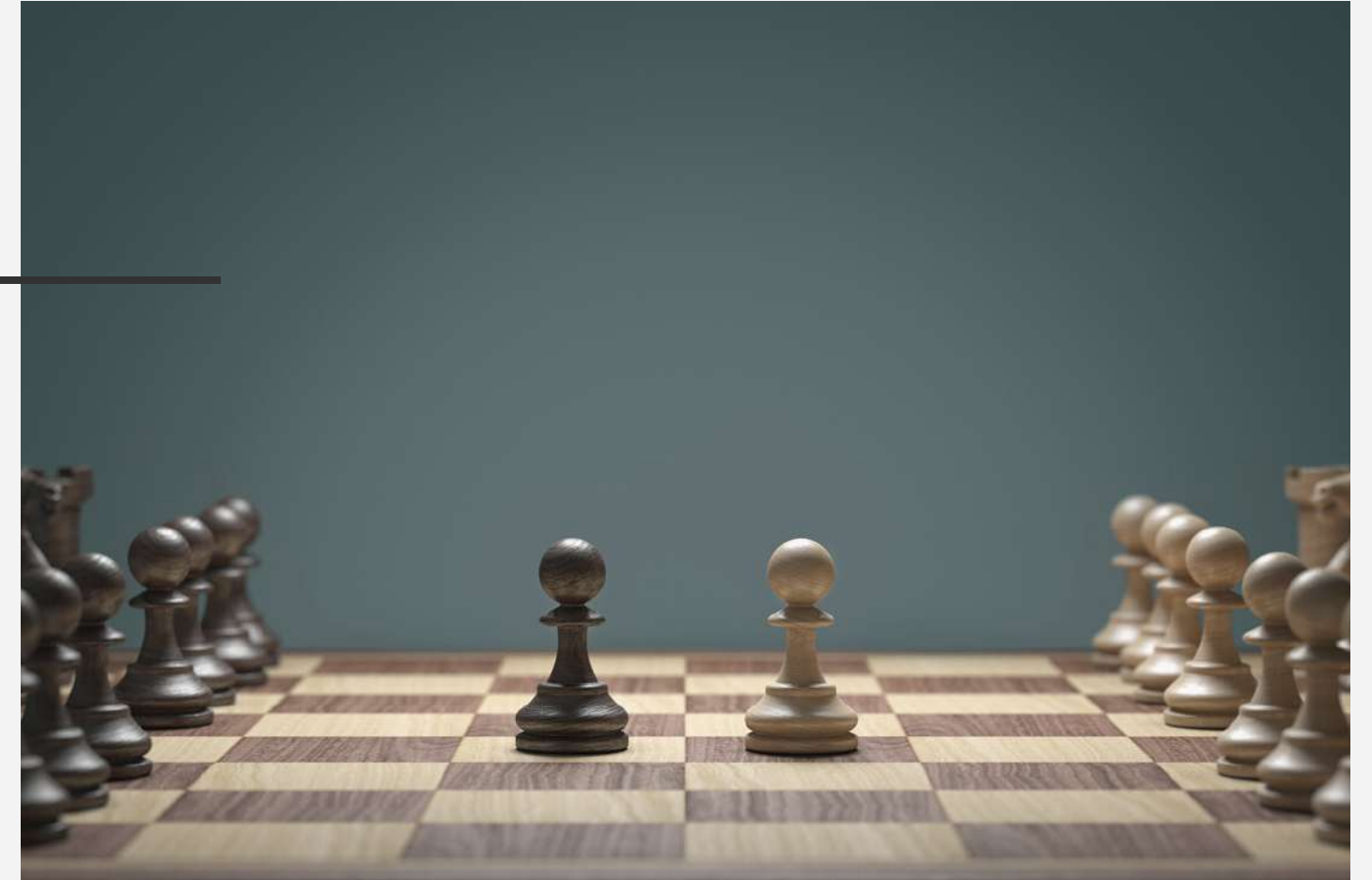
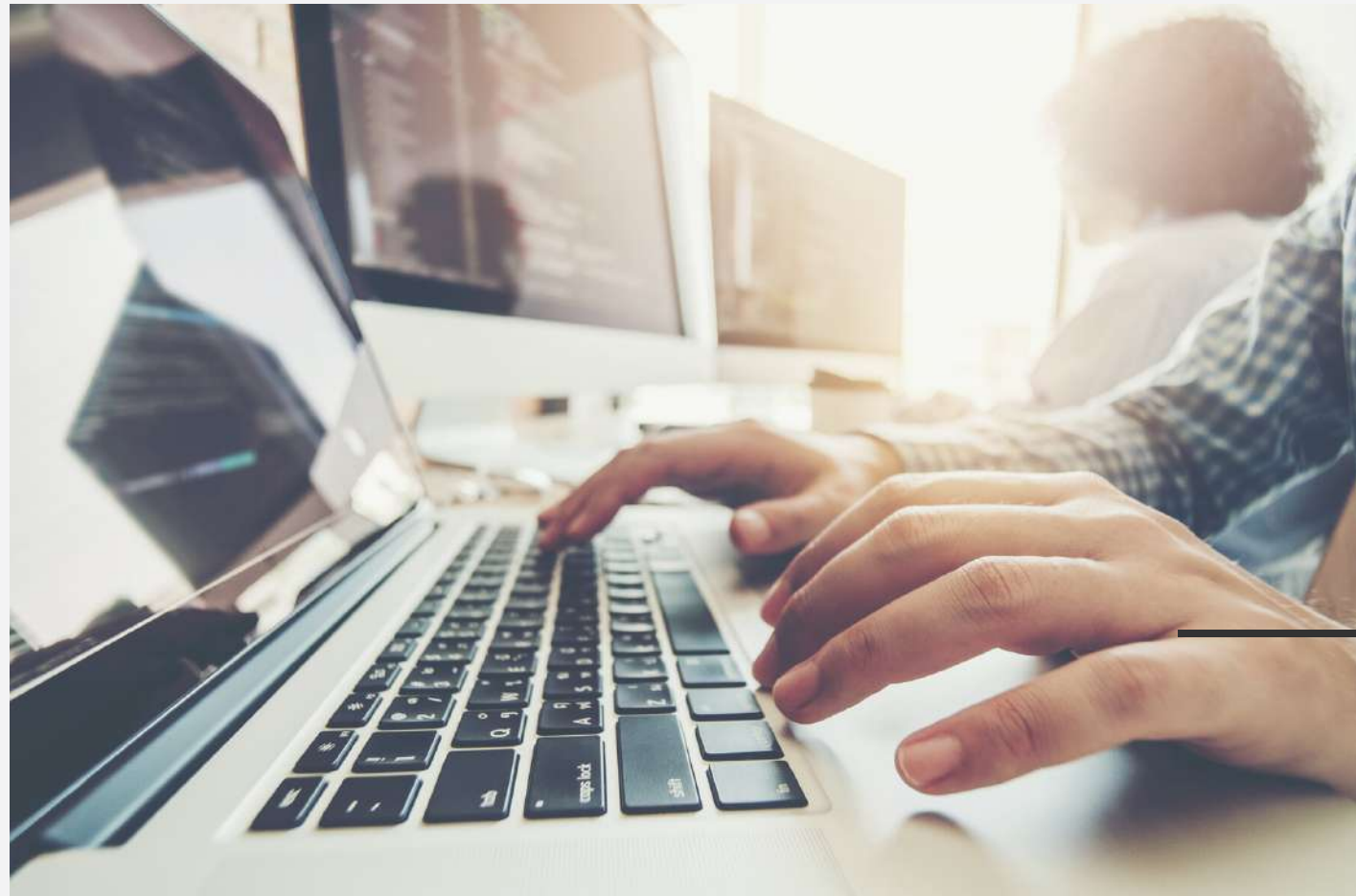
Individual Services





STRATEGIC MARKETING & IMPLEMENTATION

Development of strategies for effective marketing.
Implementation & management of marketing strategies across channels.



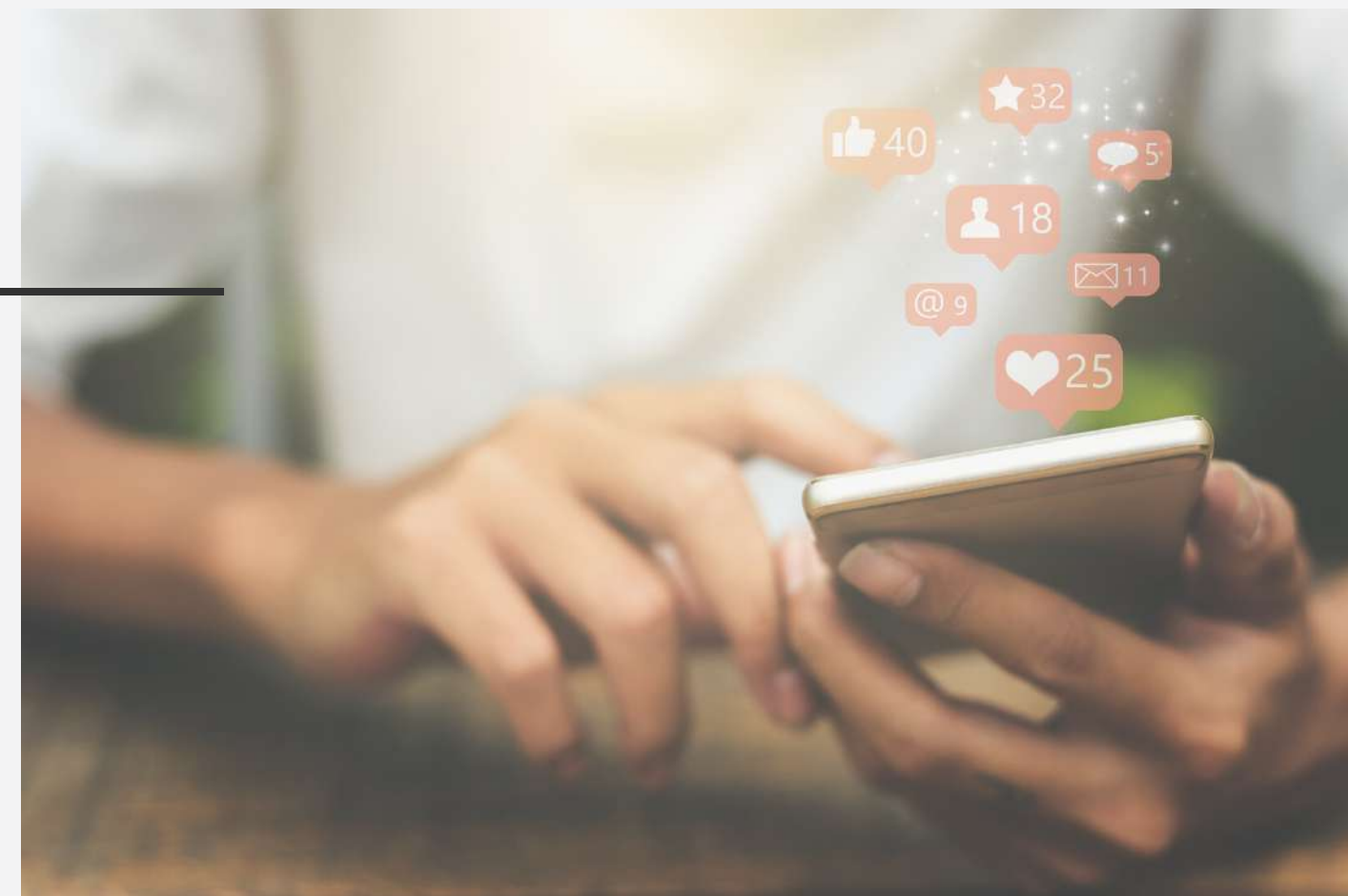
DIGITAL MARKETING

Includes Google My Business, Analytics, 1 Newsletter per month, Website Maintenance, Google Ads.



SOCIAL MEDIA MANAGEMENT

Content Development and channel management. We create and manage online marketing campaigns for your company to improve the conversion of traffic into more leads and sales.



OTA MANAGEMENT

We optimise OTAs to develop a steady flow of different types of bookings that increase your occupancy. We have different package options available to fit each client's needs.





RESERVATIONS MANAGEMENT

Proactive Hospitality Solutions offers a fully-fledged reservations service that includes a professional team of target-orientated deal closers that aim to upsell and capture data accurately.



SALES REPRESENTATION

Proactive keeps in touch with the travel trade and consistently updates operators about your product to ensure it features in their itineraries.





OTA Management Packages

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PACKAGES

Set up/Starter Package - 25 Hours

- Set up/Extensive Extranet Checks which includes - Channel Manager, Booking.com, Expedia, Airbnb and local sites. This touches on Rates, Content, Parity, Policies, Property Set Ups, Amenities and Facilities. COMPLETE Content overhaul.
- Online Presence Analysis. Top Performing and Least Performing. Remove misc sites.
- Listing/Claiming TripAdvisor and Trivago
- Analysis - Rate and Comp, Area Analysis, Review Analysis, SWOT, GEO Opportunities, Digital Marketing Audit, Brand Analysis and Customer Segments.
- Special Performance/Suggestions Online Strategy (Current and Future)
- Brand Awareness and Perception
- New Listing Sites Opportunities

Revenue Management - 30 Hours

- Daily Revenue Track and Suggestions
- Monthly Revenue Track - all inbound revenue and cancellation reporting
- Online and Direct Pricing Strategies
- Monthly Forecasting
- Promotional Campaigns and structured Promotional Strategies
- Market Segments and Monthly Market/Area Trend Reports
- Rate Plan and Policy Updates
- Parity Control



OTA Management Packages

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PACKAGES

Content Management Package - 20 Hours

- Online Analysis
- New Listing Opportunities - listings, directories and blog (3rd party)
- Online Listing Alignment
- Best Options for Accommodation Style
- Content updates - Images, Facilities and Amenities, Content
- Seasonal Tagging
- Flow/Story board monthly
- New descriptions - every 3rd month
- 2 local sites optimization per month
- Rates

Maintenance Package - 10 Hours

- Limited Support (2 hours)
- Platform Checks which will include Rates, Policies, New Updates and Parity on all major platforms. EXTRANETS take preference
- Special Suggestions and Implementation
- Rotational 2 local site optimization update

Complete Solution first 6 months - 55 Hours

- Includes Set up Package & Revenue Management Package

Complete Solution from month 7 - 40 Hours

- Includes Set up Content & Revenue Management Package



Sales Representation Packages

PACKAGES

Initial Package

- Newsletter creation
- Portfolio based representation
- STO Negotiations and contracting
- Overall sales strategy development
- Building and nurturing of key trade relationships
- Monthly reporting
- Major workshop participation
- Basic listing on Proactive Hospitality Africa
- Product updates
- Brochure contribution opportunities to be presented

Investment Package

- All items included in Initial Package
- Individualised representation
- Major workshop participation
- Premium listing on Proactive Hospitality Africa
- Leisure and MICE Sales and representation
- STO Rate management through direct PMS connectivity

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Sales Representation Packages

PACKAGES

Wallstreet Package

- All Items included in Initial and Investment Package
- Feature listing on Proactive Hospitality Africa
- Designing and distributing individualised marketing material to the travel trade
- Workshop participation Individualised representation
- Newsletter management (2 Newsletters per month)
- Domestic travel (Major hubs)
- Ad Hoc international representation (Virtual)
- Educational (FAM Trips)
- WETU Management (If applicable)

Packages do not include

- Agent gifting
- Printed collateral
- Workshop display materials & gifting
- Transport to outlying areas (outside major hubs)
- Stationary
- Upgrades

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Social Media Management Packages

PACKAGES

Lite Package

- 2 X Social Media Platforms
- 8 - 10 Posts per month
- 2 page shares to Facebook groups per week
- Basic monthly reporting
- Includes ad spend *

Standard Package

- 2 X Social Media Platforms
- 10 - 12 Posts per month
- 3 page shares to facebook groups per week
- 1 story post per month
- Basic monthly reporting
- Includes ad spend *

Executive Package

- 2 X Social Media Platforms
- 12 - 14 Posts per month
- 1 Story post per week
- Social media community management
- Story highlights on Instagram
- Bespoke social media strategy
- Monthly marketing report
- Includes ad spend *

****Ad Spend included in packages are limited to the package***

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Additional Digital Services

DIGITAL SERVICES

Digital Marketing Strategy
Google Analytics
Google My Business Management
Google Ads/PPC Management
Newsletter Campaigns
Graphic Design
Corporate Identity

Website Maintenance
Website Updates
Website Hosting

WEBSITE DESIGN

Basic Package (1 - 3 Pages)
Lite Package (4 - 6 Pages)
Standard Package (7 - 10 Pages)
Premium Package (11 - 14 Pages)

Google Analytics & Google My Business set up included in all website quotes.

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