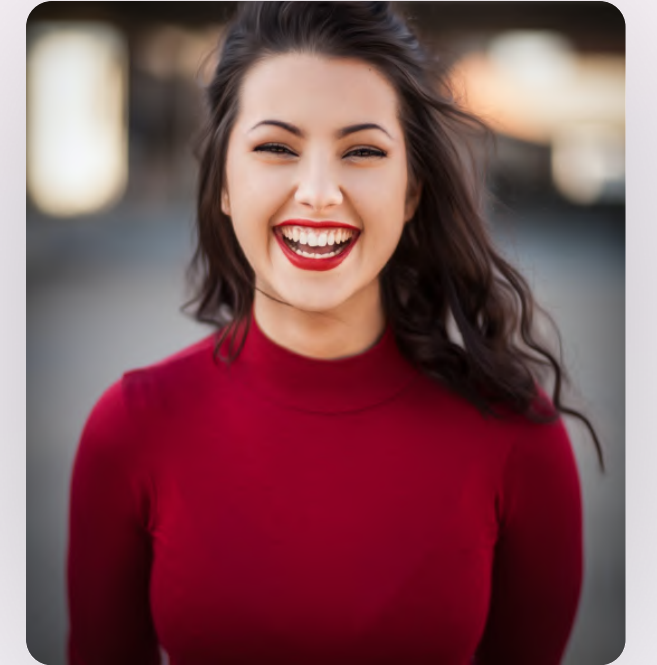


Stampede



Customer Journey For Classica Hotels



2022

In Venue

Step 1 Visits Venue

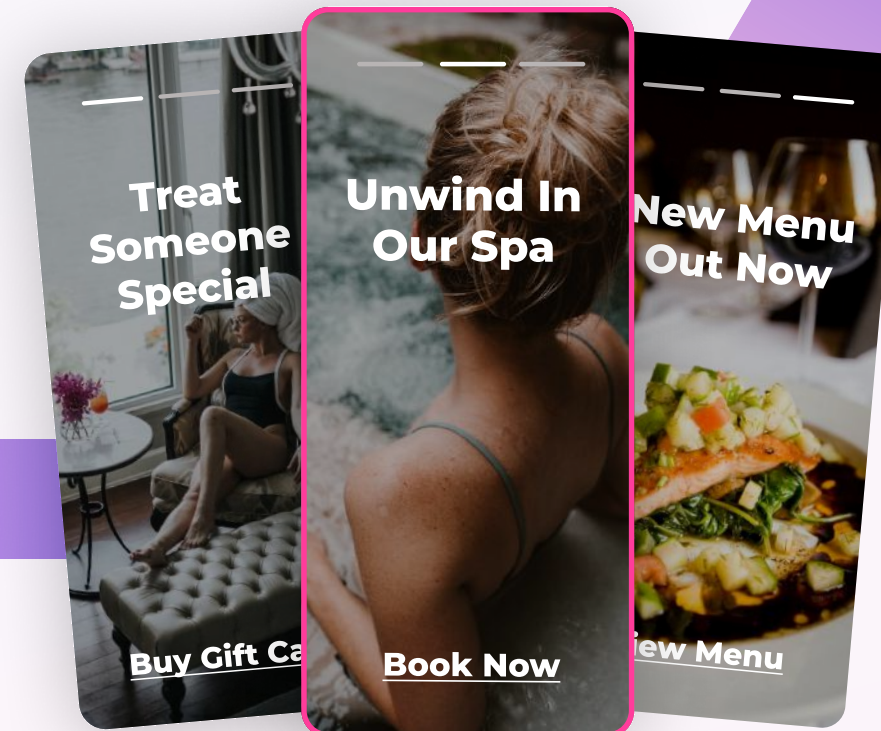
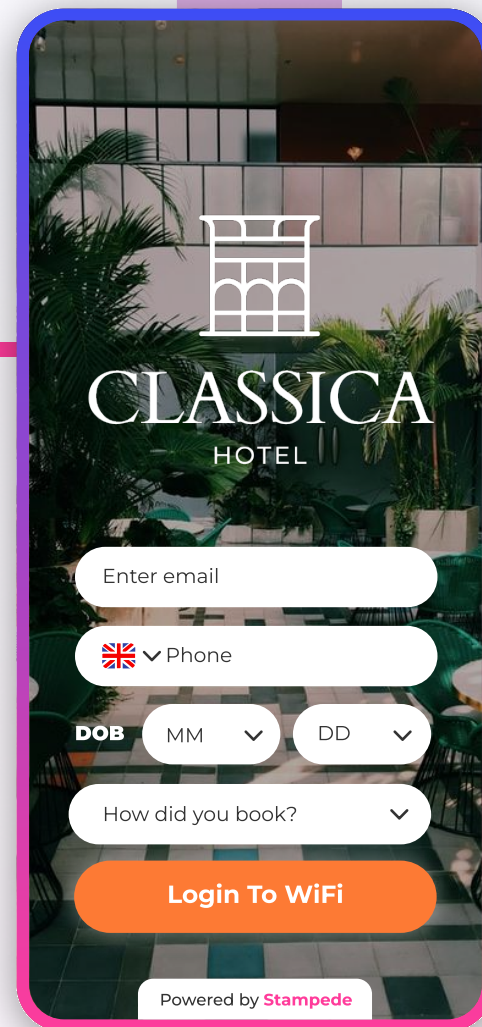


Step 2 Guest WiFi

Katie enters her details into the custom branded data capture.

Benefits

- Custom design splash page
- Choose your own questions
- GDPR compliant
- Register via native login for quick access
- Returning customers recognised.



Step 3 Upsell

Once Katie is online she will see a selection of digital flyers.

This is the perfect way to promote

- Your other venues
- New menu items
- Hotel upgrades e.g spa
- Up and coming events
- Merchandise
- Offers and sale

New SMS

Book dinner at our restaurant tonight and get 10% off

Step 4 SMS Marketing

Katie receives a SMS offer encouraging her to eat at the Classica Hotel Restaurant.

+£150

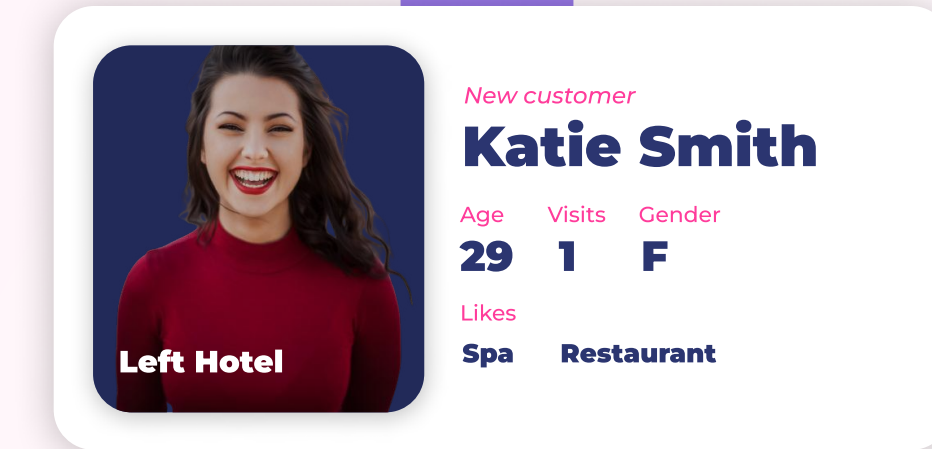
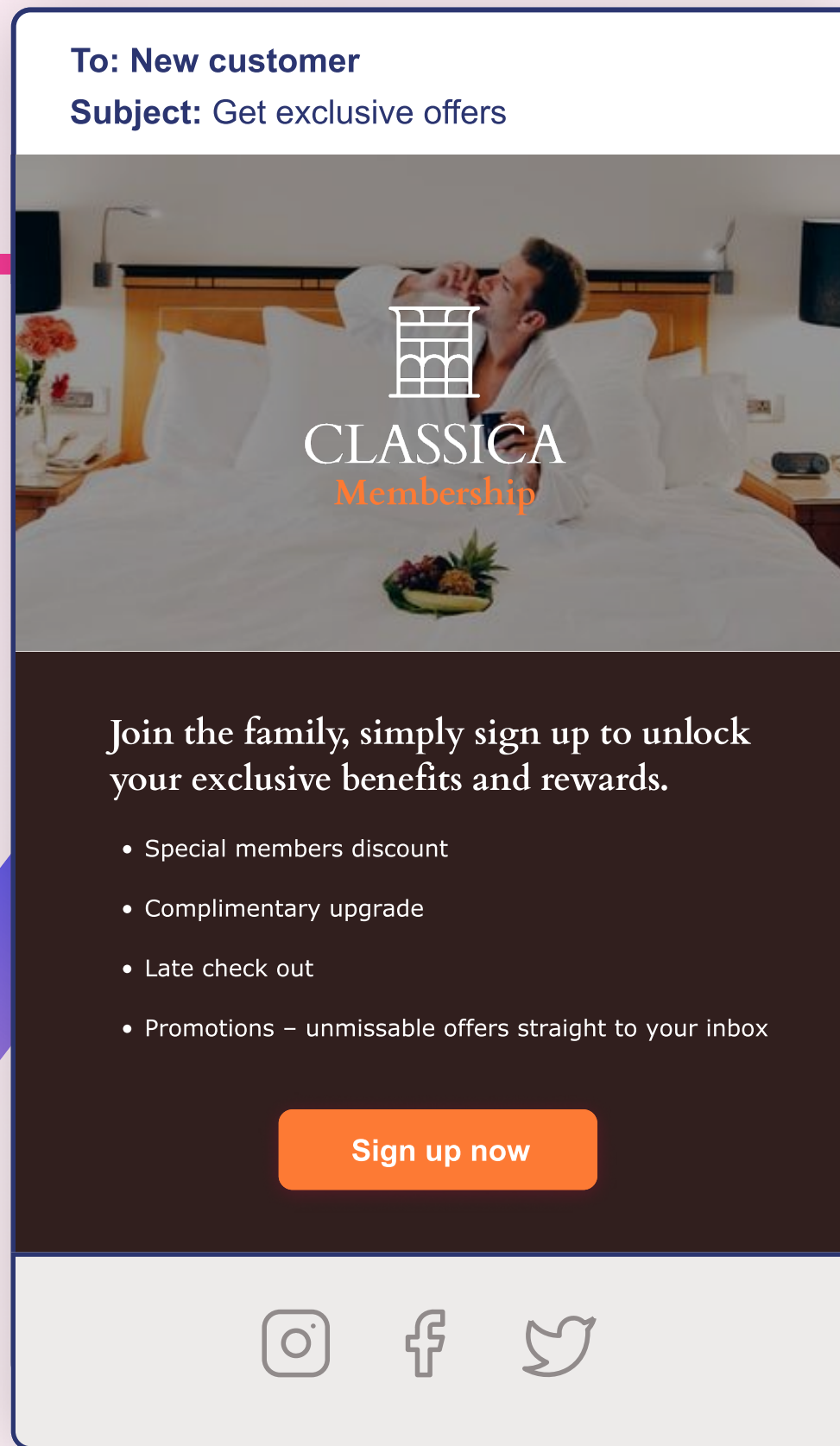
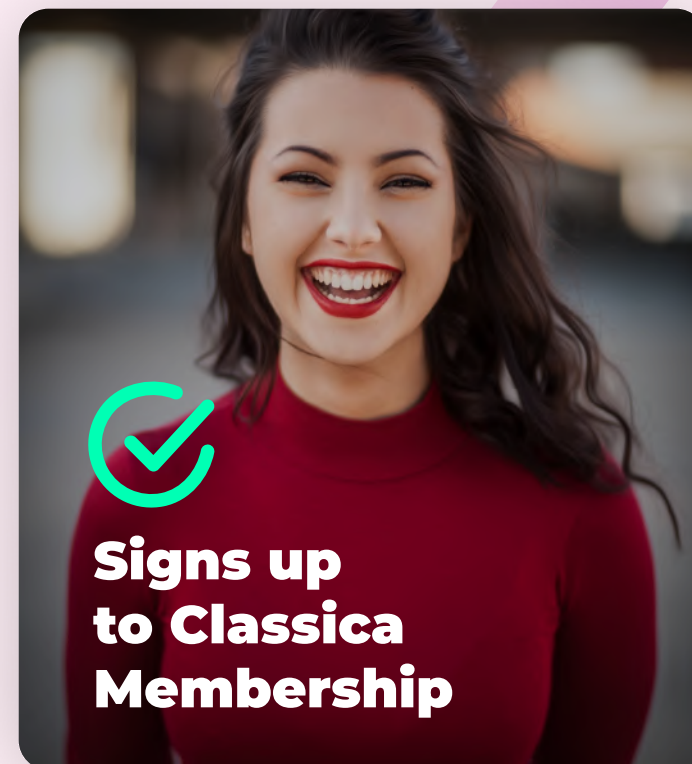
Upsell from restaurant and spa

Step 7 Automation

1 week after Katie's first visit, she receives a marketing automation triggered by her customer profile.

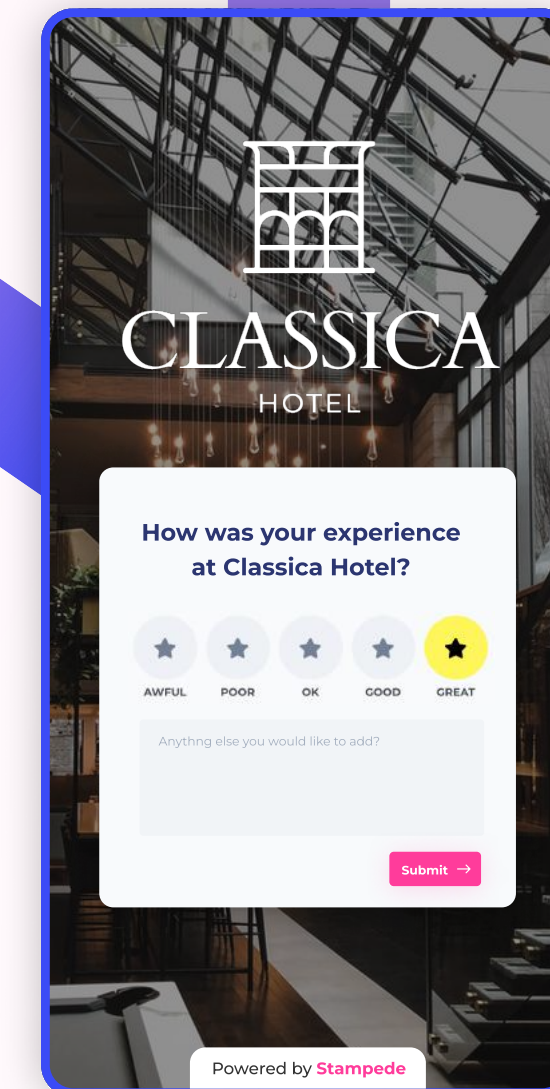
Benefits

- Communicate your offers at the right time to the right customers
- Build loyalty with personalised messages like "Welcome back!"
- Generate repeat business without repeat work



Step 5 Customer Leaves Hotel

You now have a detailed customer profile you can use to create more targeted and personalised marketing campaigns.



Step 6 Review Email

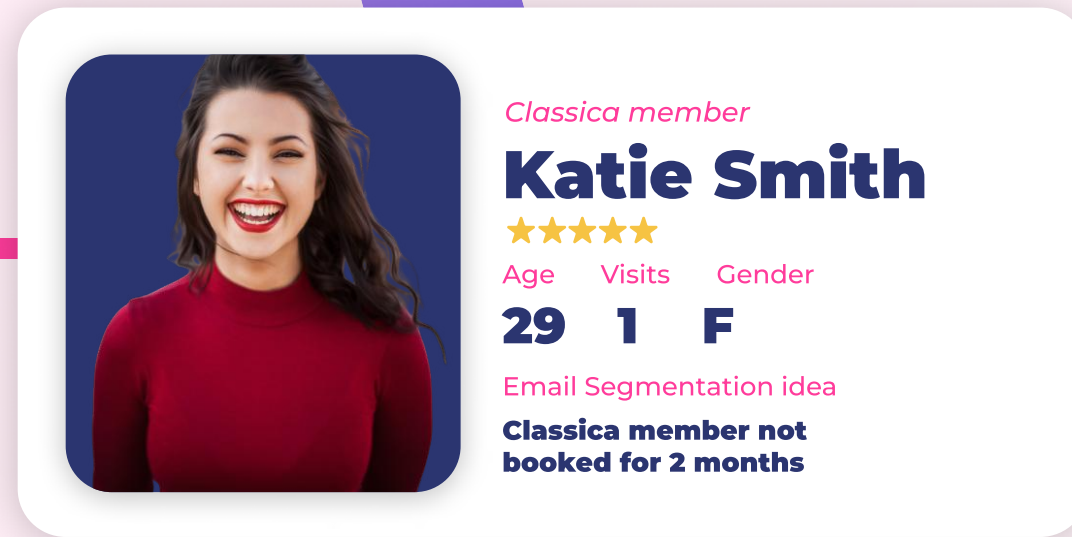
Katie receives an email asking her to rate her experience at Classica Hotel.

How it works

- Automated email requesting review
- Collect all reviews in one portal so you can respond and collect an overall score
- Block negative reviews and handle issues internally
- Send positive reviews to Google, Facebook and Tripadvisor

Engage

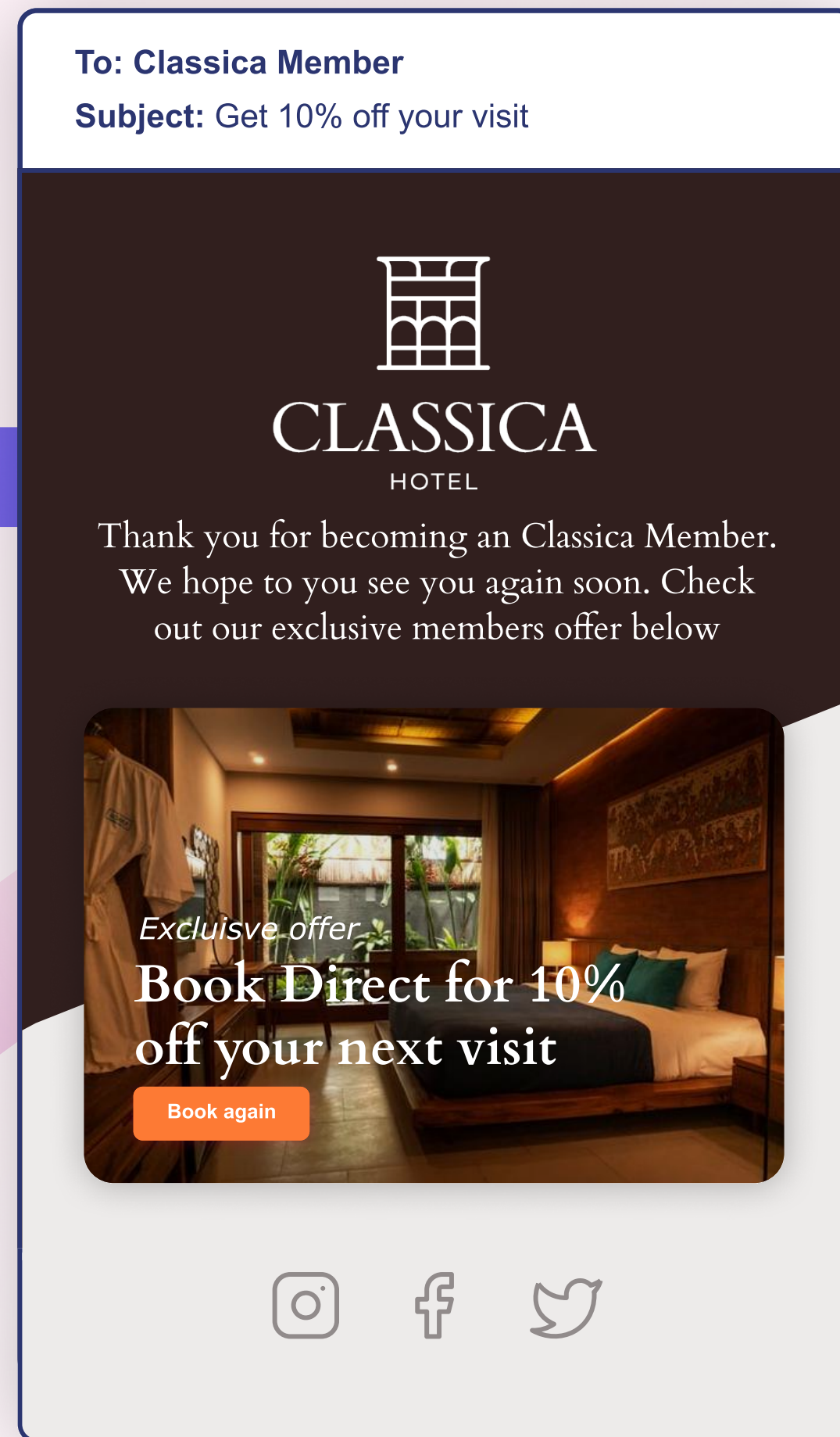
Step 8
**Customer Profile
Is Automatically
Updated**



Classica member
Katie Smith
★★★★★
Age Visits Gender
29 1 F
Email Segmentation idea
Classica member not booked for 2 months

Step 9
Marketing Campaign

Katie receives a segmented email that encourages her to re-book with Classica Hotels.



To: Classica Member
Subject: Get 10% off your visit

CLASSICA
HOTEL

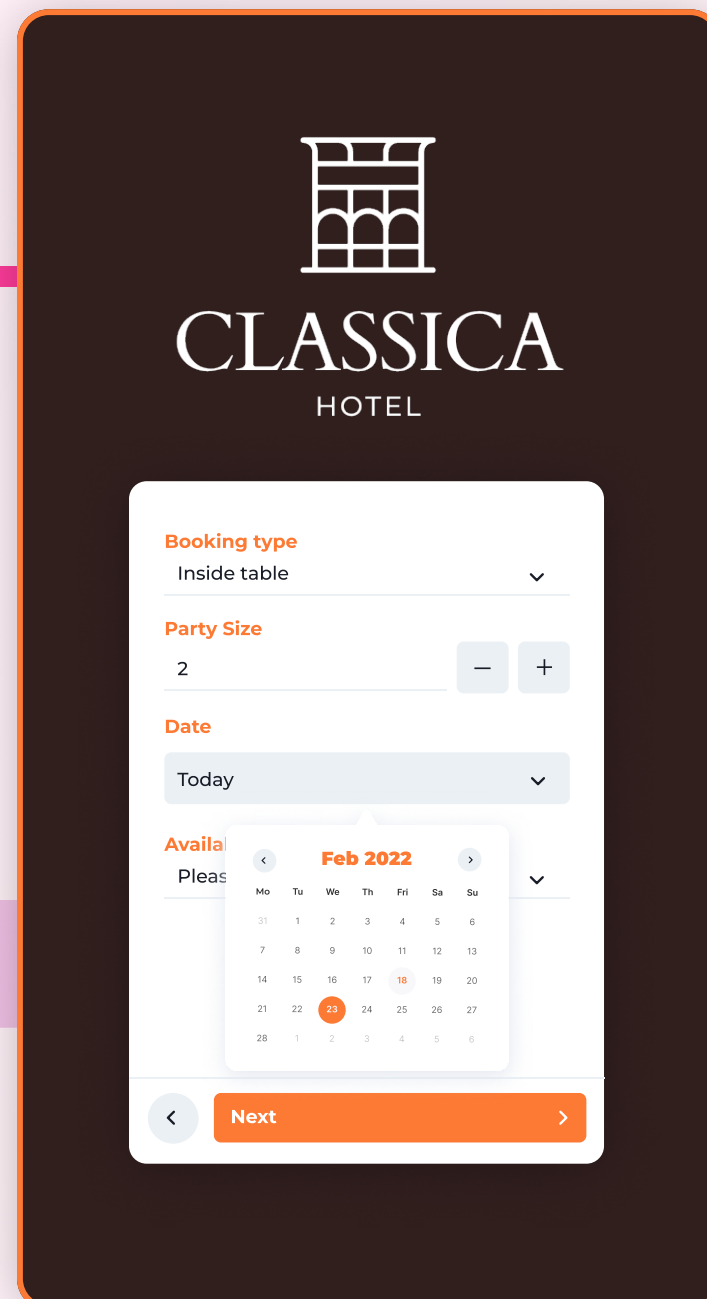
Thank you for becoming an Classica Member. We hope to you see you again soon. Check out our exclusive members offer below

Exclusive offer
Book Direct for 10% off your next visit

Book again

Instagram, Facebook, Twitter icons

Step 10
**Online Booking
Made Through
Stampede**



CLASSICA
HOTEL

Booking type
Inside table

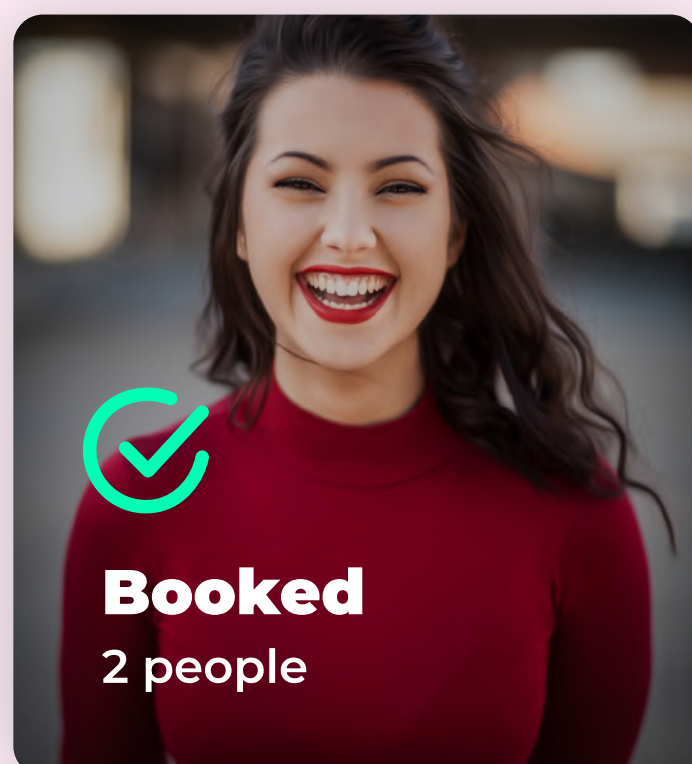
Party Size
2

Date
Today

Available
Please

Feb 2022

Next



Booked
2 people

Example

Average Room Rate*

£123

Contacts per month,
per venue (est.)

1,300

Unique return visit
rate (6 months)**

3.40%

Venues

15

Return on Investment

	Monthly	6 Months	Annual
Potential Spend	£815	£4,890	£9,780
Break Even Bookings Needed	6	37	74
Additional Mailing List Contacts	19,500	117,000	234,000
Return visits (@ 3.4% return rate)	n/a	3,978	7,956
Return direct bookings (2 people)	n/a	1,989	3,978
Return direct booking value	n/a	£244,647	£489,294

* based on average UK room rate 2020/2021

** calculated based on existing UK-based hotels using Stampede